

The TALKING MACHINE WORLD

For dealers
wholesalers
& manufacturers
of phonograph
& radio products

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



The leading National Magazines
and important newspapers this
Fall will tell the public all
about the Brunswick Panatrobe,
Brunswick's New Musical Instru-
ment and Brunswick Records



Brunswick



THE PRELUDE \$95

The New
Reproducing
Sonora
CLEAR AS A BELL 

SONORA DISTRIBUTORS LISTED ON PAGE 58

The Talking Machine World

Vol. 22. No. 8

New York, August 15, 1926

Price Twenty-five Cents

Charles Edison Elected President and Chief Executive of T. A. Edison, Inc.

Succeeds His Father in Those Important Positions, the Latter Becoming Chairman of the Board—Move Will Afford Great Inventor More Time for Carrying on Experimental Work

Formal announcement was made last week of the election of Charles Edison, son of Thos. A. Edison, as president and chief executive of Thomas A. Edison, Inc., thus taking over the supervision of all the Edison activities in Orange and succeeding his father in that important post. Thomas A. Edison becomes presi-



Charles Edison

dent of the Board of Directors of the company, and welcomes the new move as affording him a greater opportunity for conducting important experimental and development work, particularly in the phonograph field.

Charles Edison's steady rise to the position of official head of the Edison interests has

been won by his own sheer ability and hard work. It was largely on his own initiative that he accepted various responsibilities and took up new duties as the need became evident. Upon entering the business immediately following his graduation from college Mr. Edison was put strictly "on his own" by his father, who saw to it religiously that he learned to paddle his own canoe without paternal aid.

During the past few years Charles Edison has held a number of executive positions, most recently that of Chairman of the Board, and has had a direct and important part in the development of the Edison business and particularly in the promoting of new improvements in the phonographs and records. As president, of course, his progressive influence will be still more strongly felt.

Early in September, in company with Arthur T. Walsh, vice-president and general manager of the phonograph division of the Edison interests, Charles Edison will make an extended tour of the entire United States visiting all the jobbing centers and meeting with and addressing groups of Edison phonograph dealers. These two executives will have a message for the dealers that is regarded as more important than any that has emanated from the Edison factory since the advent of the disc phonograph. This message will be delivered to the trade and to the general public at an early date through an extended campaign of national magazine and newspaper advertising, announcement of which has already been made in the columns of *The World*.

Evidence of these forthcoming important moves is observed at the Edison factories in Orange, where unusual activity prevails in the phonograph division.

H. Don. Leopold Joins Forces of the Carryola Co.

Will Be in Charge of Advertising and Sales Promotion and Will Co-operate in Sales Organization—Widely Known in the Trade

MILWAUKEE, WIS., August 7.—Don T. Allen, vice-president and general manager of the Carryola Co. of America, manufacturer of Carryola portables, announced this week that H. Donaldson Leopold, formerly advertising manager of the Brunswick-Balke-Collender Co., Chicago, had joined the Carryola organization in an executive capacity. Mr. Leopold will be in charge of advertising and sales promotion and will also co-operate with the sales organization.

The appointment of Mr. Leopold as a Carryola executive will be welcome news to Carryola jobbers and dealers throughout the country, as Mr. Leopold is ideally qualified for his new activities. His first association with the talking machine industry was in the capacity of West Coast territorial representative for the Victor Talking Machine Co., where he remained for two and one-half years, resigning from the Victor Talking Machine Co., where he remained self. In 1922 Mr. Leopold became associated with the Brunswick-Balke-Collender Co., as New York City salesman, being promoted to the post of assistant Eastern sales manager and later manager of the dealer service department at the Chicago executive offices, a department

which he created. Mr. Leopold's success in this important work was recognized by his appointment as sales promotion manager, another de-



H. Donaldson Leopold

partment which he created, and later he was appointed advertising manager of the company, in complete charge of all Brunswick advertising.

Mr. Leopold numbers among his acquaintances about 3,000 music dealers located from one end of the country to the other, and his intimate familiarity with the retailers' problems

Lyon & Healy to Handle the Columbia Viva-tonal Line

Its Four Stores in Chicago Will Handle Full Line of Viva-tonal Phonographs and Records

CHICAGO, ILL., August 9.—News of extreme interest to the music trade came from the office of A. J. Heath, manager of the Chicago branch of the Columbia Phonograph Co., early in August, when he announced that an arrangement had been made with Lyon & Healy, Chicago, to handle in its four retail stores the full line of Columbia Viva-tonal phonographs and records. Lyon & Healy, one of the oldest music houses in Chicago, is one of the largest and most prominent in the entire world, and in addition to its five-story building at Wabash and Jackson avenues in Chicago's downtown business district, the firm maintains branch stores on the north, west and south sides. The full Columbia line of phonographs and records will be handled at each store.

Early in the history of the phonograph industry, Lyon & Healy handled Columbia products, and Mr. Heath, in making the announcement, stated that he was elated because the choice of Lyon & Healy gives every evidence of the growing popularity of Columbia phonographs and records and the popular endorsement which they are receiving.

Walter Roche, a director of the firm and manager of the retail division of Lyon & Healy, stated that the executives of his firm had carefully examined and tested Columbia Viva-tonal instruments and records, as well as the policy of the Columbia Co., before reaching a final decision. Mr. Roche, in an interview with *The World* reporter, stated that careful consideration had been given to every angle of the subject and that the Columbia line had been chosen solely on its merit. He further commented on the fact that Lyon & Healy would now handle a complete line of reproducing instruments, with a machine for practically every purse and individual taste. The new instruments are already on Lyon & Healy's display floor and the firm is one of the first to introduce the Viva-tonal line in Chicago.

will undoubtedly be an important factor in his Carryola activities. He brings to his new post a thorough knowledge of every phase of merchandising as applied to the phonograph industry, and he is now making plans whereby he can offer Carryola dealers and jobbers practical and efficient service and co-operation.

The success attained by the Carryola Co. of America, as a manufacturer of Carryola portable phonographs, has been one of the outstanding features of the phonograph industry, and a considerable portion of this success may be attributed to the executive and merchandising ability of Don T. Allen. Under his direction the company has established nation-wide distribution for Carryola products, and the sales volume is increasing month by month to figures which in former years were unheard of in the production of portable phonographs.

Donaldson Has Columbia Line

MINNEAPOLIS, MINN., August 6.—L. S. Donaldson, the well-known department store here, is putting in the complete line of the Columbia Phonograph Co., including Columbia new process records and the new Viva-tonal Columbia phonographs. L. S. Donaldson is representative of the splendid type of outlets that Columbia is selecting for distribution of its products.

Survey Shows Popularity of the Portable

Sales of Records to Portable Customers Average Twelve—Huge Sales Totals Reported—Need for a Real Sales Promotion Effort

One thousand five hundred portable talking machines a year is the sales total of a retail talking machine store, one link of a chain store organization, in New York City. Another establishment operated by this concern averages 180 instruments a month, or six machines a day. This represents largely cash business. It is drop-in business; no sustained attempt being made to build portable talking machine sales volume, except an occasional window display of these diminutive machines and a few inches devoted to the portable in the store's advertising from time to time. This particular retail organization has also discovered the interesting fact that the average record sale to a portable buyer at the time of the purchase of the instrument is twelve records. This means the sale of 18,000 records to portable talking machine buyers each year in one store. These are figures to set one thinking.

Large Portable Sales

Another dealer reports the sale of well over three hundred portables a year and the proprietor of this store is authority for the statement that he does absolutely nothing in the way of sales promotion to create a demand for these instruments, although he declares that occasionally he places a portable or two in the window. He does not give any space at all in his advertising to portables.

These two statements are typical of many received by The World from all parts of the country regarding the ever-growing demand for portables. The significant point, however, is that in no case does the dealer put the same amount of promotion effort behind portables that he utilizes to promote the sale of the higher-priced larger instruments. Only one conclusion can be reached from this and that is: portable talking machines have reached the peak of popularity since their inception, and that this favor will not only continue unabated throughout the year but will actually increase is evident from the monthly reports of the dealers. That is why the dealer who does not handle and feature one or more lines of portables is short-sighted. This type of dealer is deliberately standing in the way of his own success.

Bigger Profits Through Sales Promotion

It is obvious that where so many small in-

struments are sold without any special effort a good many more would be moved were the dealers to spend a little money in sales promotion. One dealer, in fact a dealer whose portable sales are probably as large as that of any retail merchant in the country, has done two things, both comparatively inexpensive, that have boosted portable sales volume. First, he

Dealer who reports the sale of six portable talking machines a day (average sales) sold 1,800 records to portable buyers in a year. Other reports by dealers emphasize the fact that the portable machine is making steady gains in public favor and dealers can profit in a big way by getting down to business and promoting the sale of these instruments in a most aggressive manner. . .

displays his line. As one enters the store a large cut-out in one of the windows emphasizes the joy to be derived from a portable. It is a beach scene, with a portable in the foreground. The message immediately below the cut-out is a sales talk on portables. Inside the store the first things that strike the eyes are two long console tables on which are displayed a half-dozen portables. That is selling by suggestion, and it is as effective as any kind of promotional effort if the dealer has the right kind of location and is able to get people into the store through advertising or other means.

Stimulating Efforts of Salesmen

Another thing this dealer has done to boost portable sales has been to stimulate the interest of his salesmen in selling these machines by offering a monthly bonus to the salesman who sells the greatest number during the month. The bonus consists of a cash prize, and the salesmen fight to build up their individual sales volumes. The result is the sale of many porta-

ble instruments that otherwise might have been permitted to slip by.

Who Are the Portable Buyers?

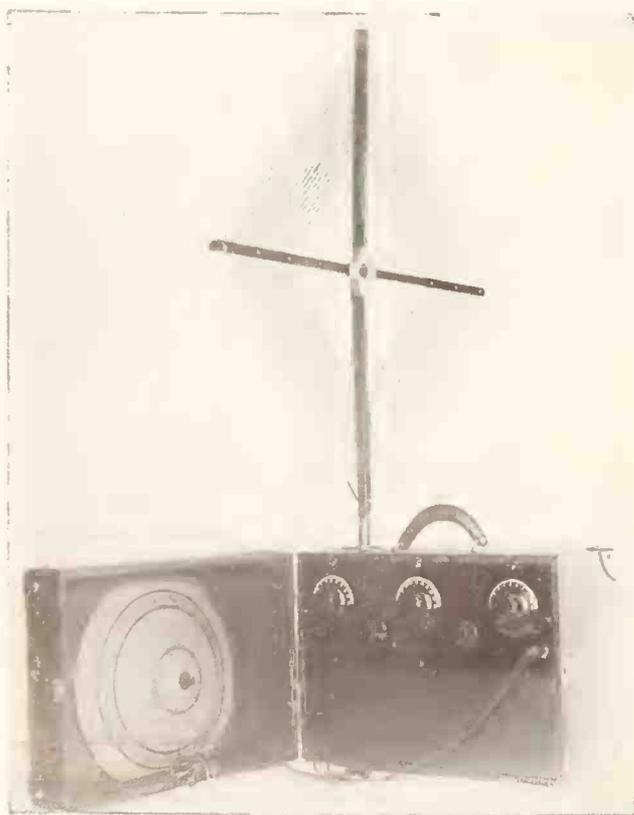
Who are the buyers of portables? The answer is everybody. The first dealer mentioned in this article declares that his portable sales are made chiefly among several classes of people; namely, those residing in the suburbs and country; those who go away for the Summer, and those who for some reason or another cannot afford to purchase a more expensive instrument. The second dealer, whose store is located in an apartment house and hotel district, states that his sales are mainly made to people who reside in apartments, where space is necessarily limited, and to people stopping in the nearby hotels.

The field for portable sales is practically unlimited and it is a year-round business. Those who own large talking machines are prospects for portables and those who do not possess a talking machine of any kind also are live prospects. Portables sold to non-talking machine owners may mean the sale of a larger instrument at some later date. Portable sales come easy, bring in the cash and create record business, a combination that is unbeatable insofar as the talking machine dealer is concerned. So get on the band-wagon and not only install a stock of good portables, but get behind them with some real sales effort.

Only 10 Per Cent of Farm Dwellers Own Radio Sets

"Only ten per cent of the 6,448,348 farms in the United States are supplied with radio sets at present," is the interesting statement appearing in a folder that has been sent to the trade by the Atwater Kent Co., manufacturer of radio products. The per cent of farms in the various States that are radio equipped is shown, and other information is given that is designed to show the tremendous field open for the live dealer to capitalize.

The advertising campaign in twenty-three farm magazines, with a total circulation of nearly 6,000,000, which the company has inaugurated to promote interest in the Atwater Kent line among rural dwellers is outlined.



Tuned Loop Aerial (Directional)

List Price
\$65.00
Without
Tubes and
Batteries

**NYACCO
PORT**

Complete
With Accessories
Weighs Only
26 Lbs.

A Portable Radio

This latest addition to the NYACCO line represents the latest advancement in Radio and fills the insistent demand for a light weight Portable Radio.

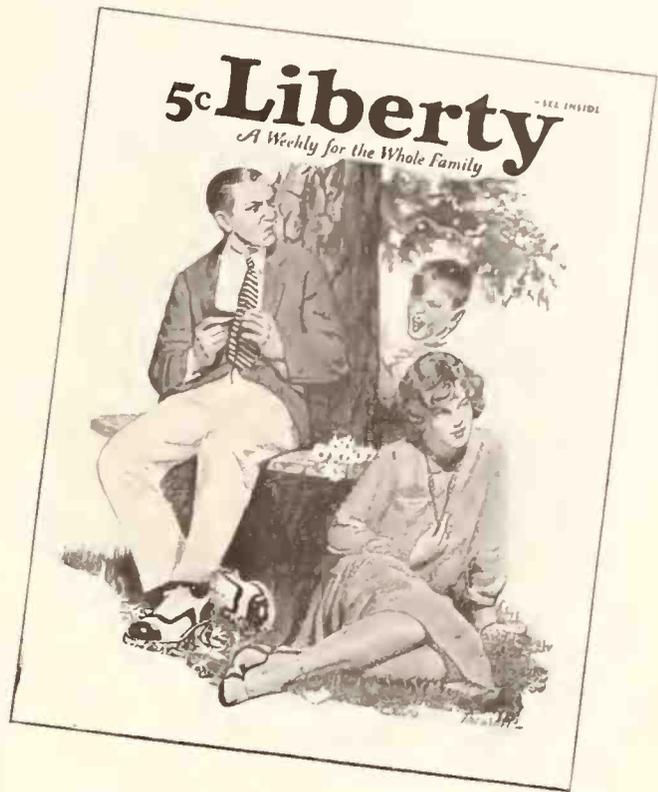
It is a six-tube set operating on Dry Batteries. It has remarkable Tone Quality, Volume, Selectivity and Distance Reception.

It keeps the Broker or Business Man in touch with the market while away. Ideal for the Camper, Tourist, Motorist and Canoeist.

New York Album & Card Co., Inc.

23-25 Lispenard Street, New York

(Established 1907)



Big \$5,000 Prize Contest

A feature of Brunswick's publicity program for fall

AS a part of the most unique selling program in Brunswick history, we are offering the millions of readers of the leading magazines \$5,000 in prizes for a name and advertising phrase or slogan describing the new Brunswick instrument, companion to the Brunswick Panatrope.

This advertising offers Brunswick dealers a tremendous opportunity for sales on this new instrument. The first announcement of the big prize contest is in Liberty Magazine, issue of August 14th.

Watch for further announcements

Next month we'll tell you all about advertising plans for the Brunswick Panatrope, in The Saturday Evening Post, Good Housekeeping, National Geographic and other leading magazines. Watch for the announcement.

Brunswick

PANATROPES · RADIOLAS · RECORDS

THE BRUNSWICK-BALKE-COLLENDER CO. GENERAL OFFICES: CHICAGO

Becomes Advertising Manager of Brunswick Co., Chicago

Paul S. Ellison, Identified with Advertising Activities for Many Years, Assumes Important Post With the Brunswick Co.

Paul S. Ellison, who has been identified with advertising activities for many years, has been



Paul S. Ellison

appointed advertising manager of the Brunswick-Balke-Collender Co., with headquarters at the executive offices in Chicago. Mr. Ellison, who assumed his new duties on August 9, succeeds H. Donaldson Leopold, who is now associated with the Carryola Co. of America.

As advertising manager of the Brunswick-Balke-Collender Co., Mr. Ellison will have charge of one of the most important and extensive campaigns sponsored by any manufacturer of musical products. His previous experience

includes an association of three years with the advertising department of the Vacuum Oil Co., one of the nation's foremost manufacturing organizations, and during these three years Mr. Ellison was actively engaged in advertising and sales promotion work along lines which will undoubtedly aid him materially as Brunswick advertising manager. Prior to joining the Vacuum Oil Co., he was associated with the Lockwood Trade Journal Co., publisher of several well-known trade papers, including Motor Boat, Paper Trade Journal and Tobacco. Previously Mr. Ellison had extensive experience in newspaper and publicity work, an experience which should enable him to attain signal success in the important post of Brunswick advertising manager.

Blackman T. M. Co. to Distribute Fada Line

One of the most interesting news developments during the current month was the appointment of the Blackman Talking Machine Co., New York, as a distributor of Fada radio, manufactured by F. A. D. Andrea, Inc. The Blackman organization is one of the leading firms of phonograph and radio distributors in the metropolitan district. The appointment of Blackman rounds out the Fada distributing outlets in the metropolitan territory to include an outstanding musical instrument house and two of the most favorably known firms specializing in the distribution of radio products, Steelman, Inc., and the Triangle Radio Supply Co.

Attractive Caswell Calendar

DENVER, COLO., August 7.—The Harry L. Weedon Co., local distributor of Caswell portable talking machines, is distributing to the trade each month an attractive art calendar, each calendar bearing an illustration and a feature of the Caswell instrument in a selling talk.

M. O. Giles Appointed to Important Mohawk Post

Well-known Executive Is Now Divisional Sales Manager of Mohawk Corp. of Illinois, With Headquarters in New York City

CHICAGO, ILL., August 6.—Otto Frankfort, general sales manager of the Mohawk Corp. of



M. O. Giles

Illinois, manufacturer of Mohawk radio receivers, has announced the appointment of M. O. Giles as divisional sales manager with headquarters in New York City. Mr. Giles, who needs no introduction to either the radio or phonograph industries, will be in charge of a very important territory, including New York State, with the exception of the Buffalo district; New Jersey, District of Columbia, Maryland, Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi and Louisiana. As district sales manager Mr. Giles will work in close co-operation with every factor of the Mohawk organization, establishing distributors throughout his territory, co-operating with these distributors in the development of their dealer outlets, and giving the wholesalers and retailers practical service in developing Mohawk business.

Mr. Giles' merchandising experience is very extensive, including an association with the Columbia Phonograph Co., General Phonograph Corp., and more recently with the Thermodyne Radio Corp. as general sales manager. He numbers among his friends wholesalers of radio and phonograph products throughout the country, and he has always been in close touch with dealer activities generally. In his new work, Mr. Giles will have ample opportunities to utilize his merchandising knowledge and participate in the important sales and publicity campaign which has just been announced by the Mohawk Corp. of Illinois. This company's new line is meeting with marked success wherever it has been introduced, and the reception accorded these products by the wholesalers and retailers indicates a banner year for the Mohawk organization.

HERE—easier and quicker sales, larger and surer profits for you in - - - Radio's Biggest Buy

THE CASE "SIXTY" LINE

Truly an unmatched value. Think of the business you can do with it! Get those sales now just beyond your reach! This set turns the trick at \$75. The same reception and precision as in highest-priced sets—but at medium prices. With built-in speaker, list \$100; with speaker and "High Boy" console \$125; with Deluxe console \$170. Other sets with five or six tubes, with or without vernier control, etc. A complete line!



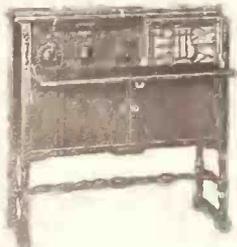
MODEL 60A
6 Tubes, 2 Controls
Only \$75.00 list
½-in. Solid Mahogany Cabinet

Get Our 1927 Line-up It's a Winner!

Bigger value in our sets, more and better advertising, complete dealer and jobber help, liberal policies—that's our schedule for 1927. We're ready now with sets that will sell and STAY SOLD—are you? Let us help you get the business in your territory. Write or wire to-day for complete information.



No. 60B, \$100



No. 60D, \$170

Indiana Mfg. & Electric Co.
550 CASE BLOCK
Marion, Indiana

CASE
RADIO PRODUCTS
VOLUME - SELECTIVITY - QUALITY



No. 60C, \$125

FOLLOW THE
Symphonic
PHONOGRAPH REPRODUCER
TRAIL

Read a message of vital importance to every talking machine dealer on

PAGE 33



A Liberal Record Exchange Plan!

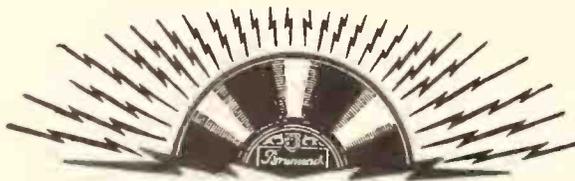
These Brunswick features make record-selling profitable—

- | | |
|---|--|
| <p>1 A liberal record exchange policy. 10% of total records purchased are returnable quarterly for full credit.</p> | <p>3 The outstanding musical performance of Brunswick Records made by the exclusive "Light-Ray" electrical method.</p> |
| <p>2 A carefully chosen but ample Record Catalogue, making for small investment and frequent turnover.</p> | <p>4 A fixed policy of building sales for dealers through national newspaper and magazine advertising.</p> |

Special Announcement



Beginning September 2, the new Brunswick "Light-Ray" electrical records will go on sale every Thursday at all Brunswick dealers



There's new snap, rhythm and pep in "Light-Ray" Electrical Records

Brunswick

PANATROPES • RADIOLAS • RECORDS

THE BRUNSWICK-BALKE-COLLENDER CO., GENERAL OFFICES: CHICAGO

W. S. Miller Rejoins James K. Polk, Atlanta

Former Popular Member of the Sales Organization of Prominent Southern Wholesale Firm Again Covers South Carolina and Georgia

ATLANTA, GA., August 5.—W. Shepherd Miller, who formerly covered the State of South Carolina and the northern part of Georgia for James K. Polk, Inc., prominent Southern dis-



W. S. Miller

tributor of Sonora phonograph and radio products and Okeh records, with headquarters in this city, is again associated with the sales organization of this concern, covering the same territory.

Mr. Miller has a wide acquaintance among the dealers in this territory and although he has been absent for two years he has not lost touch with his many friends in the trade. Dur-

ing the period he was away from the James K. Polk organization Mr. Miller was engaged in the retail business in Augusta, Ga., part of the time, later joining forces with the wholesale music department of the Sterchi Furniture & Carpet Co., of this city.

James K. Polk, Inc., is one of the best-known distributing firms in the South, having been engaged in the wholesaling of phonographs for a number of years, building up a large dealer following throughout the territory it covers and gaining the confidence and good will of Southern merchants through its policy of service and co-operation.

Stewart-Warner Earnings

The Stewart-Warner Corp. reports net profit of \$3,121,815, after depreciation, Federal taxes, etc., for the six months ended June 30, equal to \$5.20 a share on 599,990 no-par shares, against \$3,456,972, or \$5.77 a share, in the first half of 1925.

For the June quarter net was \$1,768,713, equal to \$2.94 a share, against \$1,353,102, or \$2.25 a share, in the preceding quarter, and \$2,163,000, or \$3.60 a share, in the June quarter of 1925.

F. M. Waring Opens Store

Fred M. Waring, head of the well-known Waring's Pennsylvanians Orchestra, is president of a company which recently opened a very handsome music store at First avenue, North and Sixth street, Saint Petersburg, Fla. It is being conducted under the title of Waring's Music Co., Inc., and a full line of musical instruments is carried.

The L. E. Lines Music Co., Springfield, Mo., reports a good business in portable talking machines during the past two months. The portable line is being pushed by newspaper advertising and attractive displays.

Sterling Roll & Record Co. Now a Sonora Distributor

Prominent Cincinnati Distributing Organization Gets Exclusive Territory for Sonora Radio and Phonograph Products

The Sonora Phonograph Co. has appointed the Sterling Roll & Record Co. of 137 West Fourth street, Cincinnati, O., as its exclusive distributor for both the Sonora radio and Sonora phonograph for the territory comprising that part of Kentucky east of and including the following counties: Davies, McLean, Muhlenberg, Todd. Indiana—less the following counties: Marshall, Newton, Elkhart, Lake, La Porte, St. Joseph, Porter, Benton, Kosciusko, Warren, Starke, Jasper, Pulaski, Fulton. Southern half of Ohio bounded on the north and including the following counties: Drake, Shelby, Champaign, Madison, Pickaway, Hocking, Athens, Morgan, Washington, Monroe. West Virginia—all the following counties: Mason, Jackson, Roane, Calhoun, Gilmer, Braxton, Webster, Pocahontas, Greenbrier, Monroe, Summers, Mercer, McDowell, Wyoming, Mingo, Raleigh, Fayette, Nicholas, Clay, Logan, Boone, Kanawha, Putnam, Cabell, Lincoln, Wayne.

This is a happy tie-up of these two long-established music organizations. This move has met with enthusiastic approval of the dealers throughout the territory. The sales and distribution of Sonora products in this territory will be directed by Ben L. Brown, general manager. The other officers of the company are: Oscar F. Barrett, president; Myers Y. Cooper, vice-president and treasurer; Frank E. Wood, secretary, and E. J. Burke, assistant treasurer.

An Atwater Kent radio set has been installed on one of the planes that fly up and down the Atlantic Coast. Those traveling by plane can thus be entertained via the ether while en route through the air.

PEERLESS ART MISSION ALBUMS



The New Peerless Carrying Case Holding 50 Records

No finer Album was ever made than the Art Mission Album. Produced for both 10 and 12-inch records. Also a single album for both size records in combination. Although attractively bound—stamped in gold—it retails at a popular price with a healthy margin of profit for the dealer.

Peerless Record Carrying Case

Now in Two Sizes

The new large size Peerless Record Carrying Case holds fifty records. It is a beautiful piece of workmanship—made of the best materials, it will last a life-time. It is a fitting companion to our smaller model which has proved so popular. Both of these record carrying cases will add to your record sales.

PEERLESS—All that the name implies—known the world over

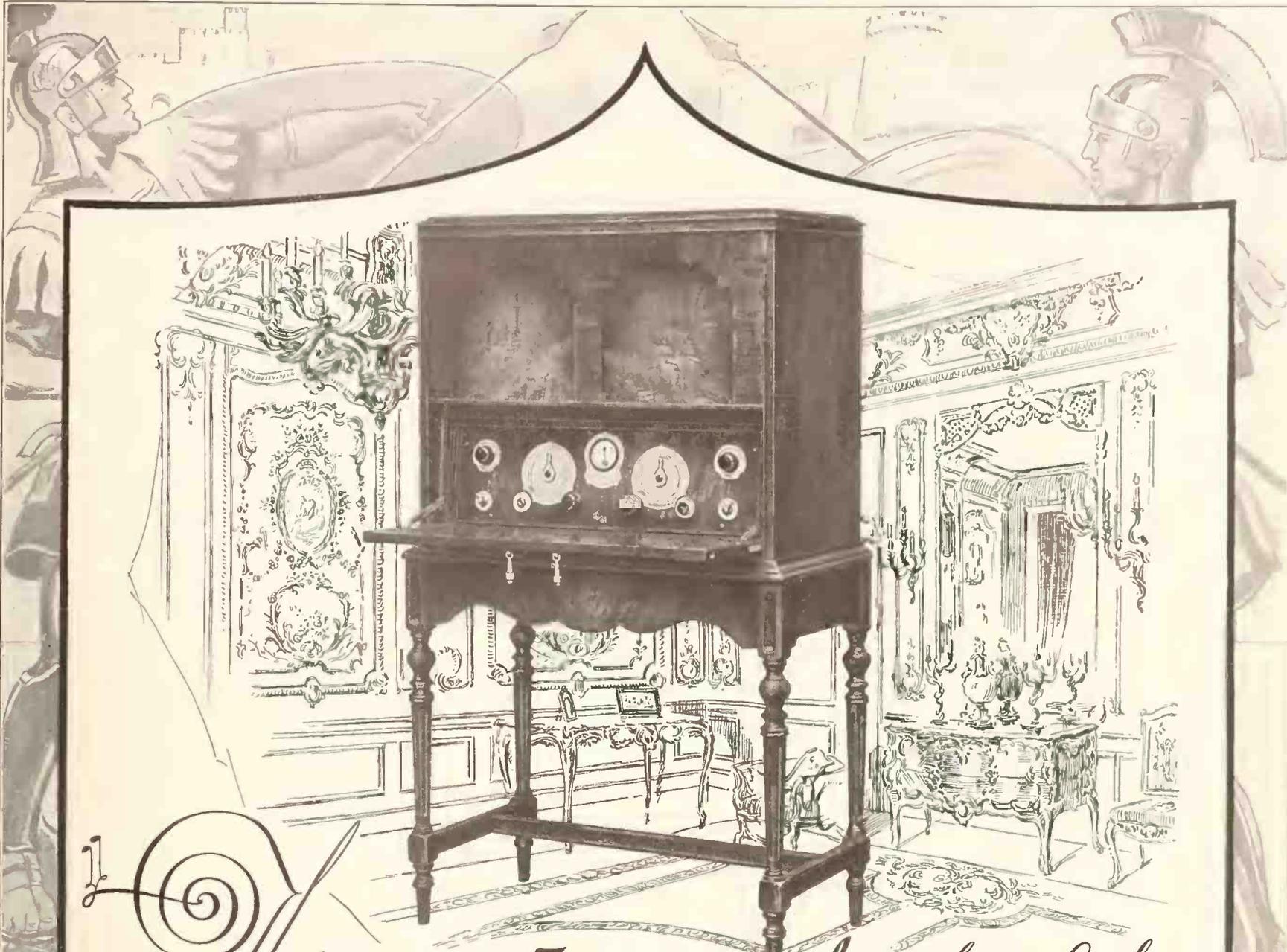
PEERLESS ALBUM COMPANY

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.



NEW 5-tube *Stromberg-Carlson* SHIELDED RECEIVERS

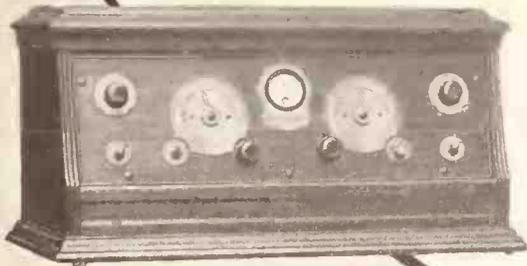
Worthy additions to a nationally famous line—the very utmost in 5-tube efficiency—these new Receivers greatly enhance the value of a Stromberg-Carlson franchise.

Appealing to many who do not demand the mighty power of the Stromberg-Carlson 6-tube models, the new 5-tube Receivers make possible many sales outside the price range of the larger instruments.

Although employing one tube less than the 6-tube Stromberg-Carlson Receivers, these 5-tube models have the same essentials of design—making it possible to utilize every fraction of the incoming radio wave.

Complete shielding of each coil insures tone purity by preventing feedback from one coil to another. A

compensating vernier adjustment on the third condenser assures knife-like selectivity. Dual control gives simplicity of operation. Type of circuit permits operation with battery power or house current—allows for use of external power amplifiers as well as new power output tubes.



No. 502 Receiver, Art Console (above), American Walnut, 5-tube, coils shielded, dual control, equipped with voltmeter, space for all operating equipment.

Price..... East of Rockies Rockies and West
(Receiver price is less accessories) \$290.00 \$315.00

No. 501 Receiver, Treasure Chest, Solid Mahogany, 5-tube, coils shielded, dual control, equipped with voltmeter.

Price..... East of Rockies Rockies and West
(Receiver price is less accessories) \$180.00 \$192.50

5-A Cone Speaker..... 35.00 40.00

No. 5-A Cone Speaker Licensed under Le k t o p h o n e patents 1271-527 and 1271529. Other patents pending.



Stromberg-Carlson Telephone Mfg. Co.
Rochester, N. Y.



Stromberg-Carlson

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



(Registered in the U. S. Patent Office)

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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ADVERTISEMENTS: \$6.50 per inch, single column, per insertion. On yearly contracts for display space a special discount is allowed. Advertising pages, \$172.00.

REMITTANCES should be made payable to The Talking Machine World by check or Post Office Money Order.

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

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

NEW YORK, AUGUST 15, 1926

From Active Summer to Lively Fall

PROPHECY is dangerous and particularly so in business where there are so many elements that may, without any great notice, bring about complete changes in trade conditions. If the past performance charts are to be relied upon at all, however, there is every indication of a volume of sales in the talking machine business this Fall that will measure up satisfactorily with some of the seasons that were admittedly very good.

It is significant that Summer business in both machines and records in practically every section of the country has been considerably better than for the corresponding season last year or even the year before. It was naturally not of holiday volume, but, nevertheless, distinctly satisfactory when the season of the year is considered.

This Summer trade has naturally put the average dealer in a frame of mind where he will be inclined to go after Fall business with an amount of energy that will be calculated to get results. As has already been announced, there will be launched in the near future several extensive advertising campaigns backed by manufacturers in talking machines and records to again stir up public interest in the new products that have been, and are being, put on the market. It is admitted that Summer business has been a reflection of public interest developed during the last Winter and Spring, and with this interest as a basis the Fall campaigns would seem to be assured of success.

Just how much business is done by the individual dealer, however, will depend in no small measure upon his personal efforts. Those who sit by and wait for the manufacturer's advertising and sales promotion work to bring sales into the store are likely to be disappointed when the results are checked up, but by supplementing the national campaigns with personal effort there is every reason to believe that local business can be made of highly satisfactory proportions.

Those who are inclined to be a bit pessimistic regarding the volume of the phonograph business that lies in the offing, under the impression that much of the initial demand has been met and that

sales will in a large measure depend upon replacements, might take heart from the fact that although the cylinder phonograph and record business has been promoted in only a passive manner for a number of years, the demand for cylinder records and even for the machines upon which to play them has shown a steady increase during the past year or two. Certainly that is a sound argument for the permanency of the industry and its products.

The Fall season now upon us is unquestionably one of opportunity, the magnitude of which depends upon the efforts of the individual trade member to capitalize it to the fullest extent.

The Broadcasters Save the Situation

THE most important and the outstanding factor in the confusion that has followed the recent decision curtailing the powers of the U. S. Department of Commerce in the control of radio broadcasting has been the calm, clear-minded attitude of the broadcasters themselves, which attitude has gone far to offset any likelihood of general chaos in the matter of wave lengths that for a time appeared so threatening.

More than 150 members of the National Association of Broadcasters have voluntarily promised to continue to operate on the wave lengths assigned to them by the Department of Commerce before its powers were curtailed by the decision of the Attorney-General, and other members have signified their intention of observing likewise the wave lengths previously assigned to them.

It is unfortunate that the newspapers of the country have seen fit to give such prominence to the danger of chaos in the broadcasting field that followed the listing of regulating powers, but if similar publicity is given to the stand of broadcasters themselves in continuing on assigned wave lengths it will go far to set the minds of radio fans at rest regarding the future of this exceedingly popular and, at the present moment, apparently necessary medium of education and entertainment.

Dealers in radio apparatus should see to it that as much publicity as possible is given locally to this decision of the broadcasters to control the situation and prevent confusion by their voluntary adherence to the fixed standards, for this will do much to overcome any tendency on the part of prospects to hold off buying receivers for fear of having them made practically useless through possible confusion in the air.

There have been some, and probably will be others, among the broadcasters operating on low wave lengths who will jump to higher wave lengths on the plea that this will provide larger circulation for their programs, but it is significant and edifying to find that so few have taken advantage of the period of confusion. It is quite evident that in the future there will be established some definite form of Federal control of the air, with adequate powers to regulate radio traffic. The rights to the air may be free, but they are not paramount to the rights of the public.

Putting Service on a Sound Basis

THE close association between radio receivers and trouble, which so burdened dealers in the early days of the industry, is being dissipated rapidly as the manufacturing of radio receivers becomes more stabilized. Dealers and their salesmen have a better understanding of what it is all about and the public at large gains in its knowledge of radio and the conditions under which it operates.

It is to be recognized, however, that any piece of mechanism that depends for its operation upon perishable accessories, such as tubes and batteries, must of necessity require attention at more or less frequent intervals, and upon the expertness of that attention depends whether the receiver will continue to give satisfactory service and act as a worthy advertisement for its maker and seller, or whether it is going to fall down and disgust its owner.

The service department of the industry has naturally received a considerable amount of attention, and properly so. Various manufacturers have gone to considerable trouble and expense to instruct the repairmen employed by dealers and their distributors in the proper and most efficient methods of servicing their product, and this instruction has borne fruit in considerable measure. The most advanced move, however, is found in the series of schools and classes for repairmen now being conducted in various centers throughout the country under the auspices of the Federated Radio

Trade Association. These schools are designed to instruct repairmen in the servicing of radio generally rather than of one particular make, and this ability to put and keep practically any make of receiver in satisfactory operating conditions is what will win friendship for the retailers and the products they handle from the public.

Servicing work that wins the approval of customers and brings them back can be made to pay dividends, for not only does it develop sufficient business to make the service department pay for itself, but opens a way for a very substantial business in accessories. Proper service encourages the sale of tubes, batteries, chargers and the other accessories that keep radio going, and an article in *The World* this month points out emphatically the volume of business and the profits that can be developed through the intelligent handling of these standard accessories.

The Wizard's Son Takes the Reins

THE trade generally will be much interested in the announcement elsewhere in *The World* of the election of Charles Edison, son of Thos. A. Edison, to the post of president and chief executive of Thos. A. Edison, Inc., thus succeeding his father, who becomes in turn Chairman of the Board of Directors of the company.

Charles Edison's close association with his father in business during the years since he left college has made him thoroughly conversant not only with the ideals that have prevailed in the Edison institution, but with the business methods that have been pursued, and during the late years he has had a prominent part in the carrying out of the policies of the company.

Having been relieved of a number of executive duties, Thos. A. Edison as chairman of the Board will have greater opportunity for conducting those experiments in which he has taken an active interest for so long, and as a result the business world may look for some new developments of prime importance to emanate from the Edison laboratories.

The Growing Importance of the Portable

NO development in the talking machine trade for many years past has been more interesting than that of the portable phonograph, introduced some few years ago rather in the nature of a sideline, and which has grown in popularity and demand until it is one of the outstanding features of the trade. Intended originally as a means of encouraging Summer business with vacationists, the portable has improved and advanced until it is now sold in quantities the year around, for it fits into many situations where a large cabinet machine would not prove suitable. Incidentally, too, it has a strong appeal to that large class of buyers who are inclined to mix economy with their music, and who would not make the financial investment necessary to purchase a worth-while cabinet machine.

Intelligently handled, the portable phonograph accomplishes two very definite things; first, being low priced, it encourages a substantial amount of cash business provided the dealer has the courage to urge the customer to pay in full for the machine at the time of delivery. Certainly a sale well under \$50 should not require financ-

ing. Secondly, the portable broadens materially the channel for record sales and there again the dealer realizes cash business. With cash coming in from portables and records the average retailer should be in a much better position to go after energetically, and to finance, a much larger business in the higher-priced instruments. Anything that brings in cash is to be welcomed, for it provides the sinews of business.

The New Radio Season Opens

WITHIN the next few weeks there will be held in New York, Chicago and other prominent centers of the country the annual radio shows designed to acquaint both the trade and public with the new products that are being offered by that industry. From a business standpoint these shows represent actually the opening of a new season, the assumption being that having inspected and heard the new receivers and accessories the public will be in a frame of mind to go out immediately and buy them.

Those retailers who have felt the urge of Summer and have let up on their radio activities during the hot months, despite the fact that local reception has been developed to a point where it can give year-around satisfaction, can now take a new lease of life and go after their radio business with renewed energy. On the other hand, those who have kept the ball rolling right through the year will find in the new season an incentive for further effort, with a view to adding that much more to the annual business total.

With the opening of the radio shows the period of marking time and of casual effort comes to an end. The campaign for Fall business is going to be strenuous with the rewards going to those who keep to the forefront.

Sell Music—Not Merchandise

THE talking machine dealer who makes a success of his business has long ago learned that the intelligent element of the public is interested not in a reproducing instrument as a piece of furniture or as an interesting product of the factory, but rather in the light of what it can accomplish. The dollar-and-cents argument in every industry has long ago gone by the board. Electrical mechanisms for the home are bought for their labor and time-saving qualities; automobiles for their ability to take their owners out on the open roads and musical instruments for their ability to produce or reproduce music.

In the early days of the industry the leading talking machine manufacturers realized that the value of their instruments lay in the fact that they could bring into the home the actual performance of the living artist, but, after a quarter of a century or more, there are still those in the retail trade who insist upon merchandising machines themselves at a price rather than for the pleasure and profit in music that they afford to the purchaser. Public appreciation of music as an art is now at the highest level in the history of the country, and the dealer who sells the music first and the means to produce or reproduce it secondly is not only helping himself to become successful but is contributing a full share to the future prosperity of the industry.

National Record Albums

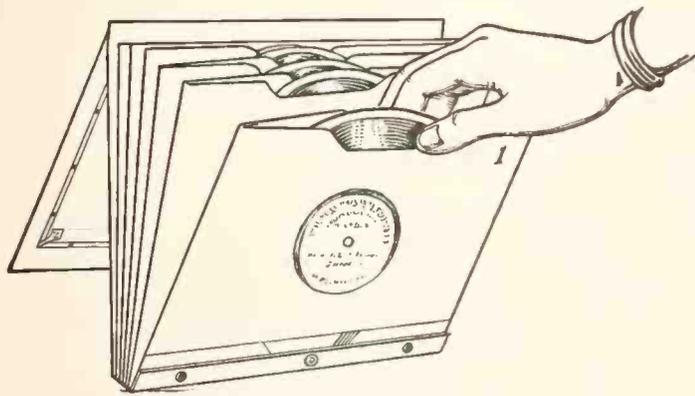
are
Good Albums

Nationally known because they give real satisfaction.

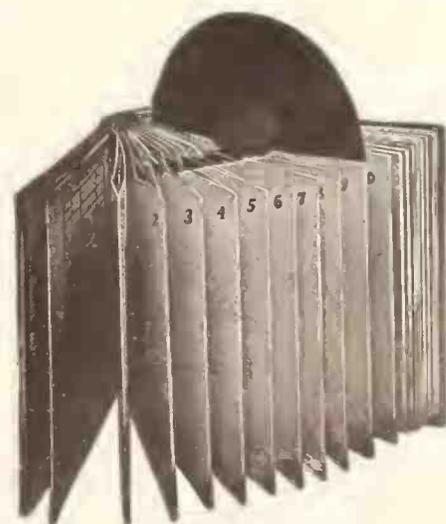
They require less selling effort. Made to contain all makes of disc records including Edison.

Write for our list of 1925 styles and prices

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



NEW PORTABLE ALBUM



THE PERFECT PLAN

Edison Dealer in Arkansas Profits by Going Out Into the Field for Business

Business for the First Five Months of This Year Showed a Gain of 59 Per Cent Over the Same Period a Year Ago Due to Aggressive Merchandising Methods—A Veteran of the Trade

Among Edison dealers there are not many more enterprising and successful than G. J. Bensberg, with a main store at Camden, Ark., and branches at Eldorado, Smackover, Fordyce and Magnolia. In the first five months of this year he sold 180 Edison machines, which is thought to be the record for that part of the country. Consistent outside selling has been



Bensberg's Fleet of Cars

largely instrumental in making this dealer's business profitable.

Writing to L. C. Schooler, wholesale manager of the Silverstone Music Co., at St. Louis, Edison distributor, telling of his business career, he says:

"I opened a very small store in the front end of a tailor shop in the Fall of 1919 when I could only obtain Amberol machines and records and did not receive disc instruments till Spring of 1920 and at that time there were only three disc instruments in the whole county, and it was with difficulty I made the first Edison disc sale, as every one wanted Victors, but I soon sold a few leading people and it was not long till my Edison business grew and grew, as your records will show, and to date have sold nearly 800 Edison phonographs and have outgrown three different locations and to-day require larger quarters, although running four stores and using eleven trucks, and Edison business is growing larger each month.

"Doing a very large player piano and grand piano business, too, and the outlook for this year's business was never better.

"I feel that the Edison phonograph is directly responsible for my success in the music business and to such an extent named

our last boy Thomas Edison Bensberg, and tell my friends in showing them over our new country home it is the home that Edison phonographs built."

The Bensberg total sales for the first five months of 1926 were 541 pianos, phonographs and radios. The business volume was \$125,000, an increase of 50 per cent over the same period last year. The picture shows the Bensberg place of business in Camden, with five of the eleven trucks in front.

Latest Summary of Exports and Imports of "Talkers"

Figures on Exports and Imports of Talking Machines and Records for the Months of May and June Most Interesting

WASHINGTON, D. C., August 7.—In the summary of exports and imports of the commerce of the United States for the months of May and June, 1926 (the latest period for which it has been compiled), the following are the figures bearing on talking machines and records:

The dutiable imports of talking machines and parts during May, 1926, amounted in value to \$25,112, as compared with \$42,644 worth which were imported during the same period of 1925. The eleven months' total ending May, 1926, showed importations valued at \$313,033; in the same period of 1925, \$419,480.

Talking machines to the number of 9,026, valued at \$285,572, were exported in May, 1926, as compared with 6,805 talking machines, valued at \$188,222, sent abroad in the same period of 1925. The eleven months' total showed that we exported 83,255 talking machines, valued at \$2,342,488, as against 67,324 talking machines, valued at \$2,271,190 in 1925.

The total exports of records and supplies for May, 1926, were valued at \$187,170, as compared with \$150,916 in May, 1925. The eleven months ending May, 1926, show records and accessories exported valued at \$1,780,191, as compared with \$1,558,560 in 1925.

The countries to which these instruments

were sent during May and their values were as follows: United Kingdom, \$668; other Europe, \$10,931; Canada, \$22,008; Central America, \$18,982; Mexico, \$26,080; Cuba, \$40,495; Argentina, \$13,608; Chile, \$14,102; Colombia, \$31,326; Peru, \$8,699; other South America, \$32,798; China, \$4,645; Japan, \$4,102; Philippine Islands, \$8,791; Australia, \$24,595; New Zealand, \$9,474; other countries, \$14,268.

Fox Co. Gives Lavish Publicity to Record

Texas Columbia Dealer Finds Plan of Pushing Single Record Successful in Building Volume Sales in the Record Department

SAN ANTONIO, TEX., August 6.—The Fox Co., Columbia dealer of this city, reports exceptionally satisfactory record sales attributable in a large measure to the method of pushing records by concentrating on a single number and giving it every possible bit of publicity through a



Concentrating on a Single Record

variety of mediums. The talking machine department is under the management of W. B. Malone, and he states that the record business has more than doubled during the past year. He attributed this growth to the increasing popularity of the new Columbia record.

The accompanying photograph shows the manner in which the Berlin hit, "At Peace With the World," was displayed in the store. This canvas sign extended the length of four demonstration booths. Throughout the entire store similar, smaller signs were placed and all the delivery trucks bore signs featuring the same record. The newspaper advertising of the company was another medium used to call the public's attention to "At Peace With the World."

Freed-Eisemann Corp. to Reach 15,000,000 Homes

National Advertising Campaign to Bring This Radio Line to Attention of Public

A national advertising campaign to reach the radio-buying public will be conducted by the Freed-Eisemann Radio Corp., of Brooklyn, N. Y., throughout the 1926-27 season. A list of national magazines, claiming to reach more than 15,000,000 homes, will be used with a special campaign carrying a direct appeal to women in the leading women's publications. An extensive list of farm magazines will also be used, and a large newspaper campaign will be carried on in the leading cities and towns throughout the United States.

FOLLOW THE
Symphonic
PHONOGRAPH REPRODUCER
TRAIL

Read a message of vital importance to every talking machine dealer on



PAGE 33



New

Tower

Cone

\$9⁵⁰

Quick Sales—
Steady Profits

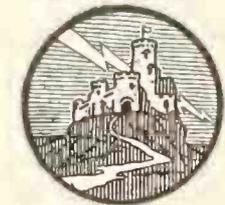
NEW in quality of reproduction with all the volume and beauty of tone of far more expensive speakers.

NEW in principle. New in design with exclusive scientific features only found in Tower.

NEW in beauty of appearance combining high quality with a low selling price.

Line up with Tower this Fall and increase your volume of business. Write us for your Distributor's name.

TOWER MFG. CORP., Boston, Mass.



The
 LEADER of
 the WORLD'S
 LARGEST
 SERVICE
 INSTITUTION

Honest Quaker
TRADE MARK REGISTERED
 Main Springs



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

What Is the Value of Your Window Space?

Three Unusually Artistic Windows and Chart Prepared by the Stewart-Warner Corp. Answer to This Vital Question

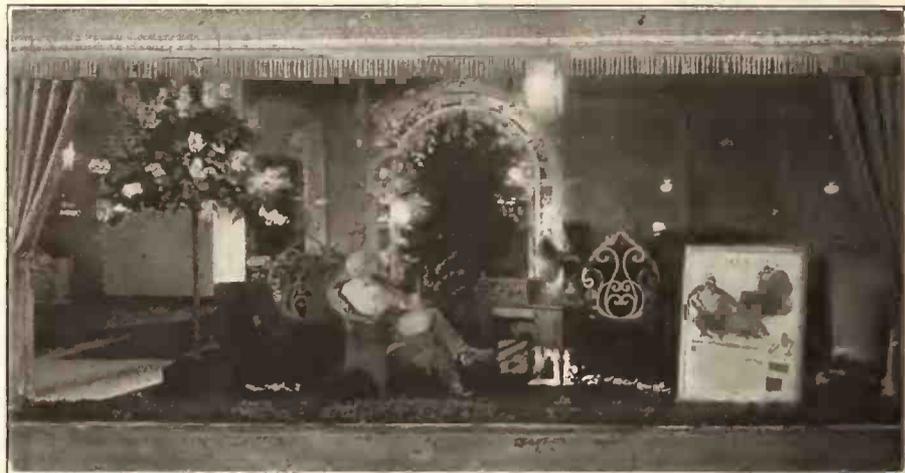
Do you know the value of your window display space and are you making the most of your opportunity to promote business through the

clusively that store windows are effective sales-building forces if utilized intelligently. This chart shows that the window also provides a

the public on the enjoyment to be derived from ownership of a radio set in the Summertime. An enlargement of the advertisement appears in the right foreground of the window. A scenic painting on blue satin showing yachts, etc., out on a lake may be seen back of the arch. Grass is used on the floor and the old gentleman is a life-size cut-out, hand painted.

Illustration No. 3 is an unusually artistic display. Only three radio models are used in the window and three cards, which the company supplies to its dealers on request, are advantageously placed to emphasize the merits of Matched Unit radio. The two radio towers are of metal, gold-finish, with aerial from which are suspended in cut-out letters "Matched Unit Radio." The screen used in the background is of gold-leaf finish with hand-painted design in bright colors.

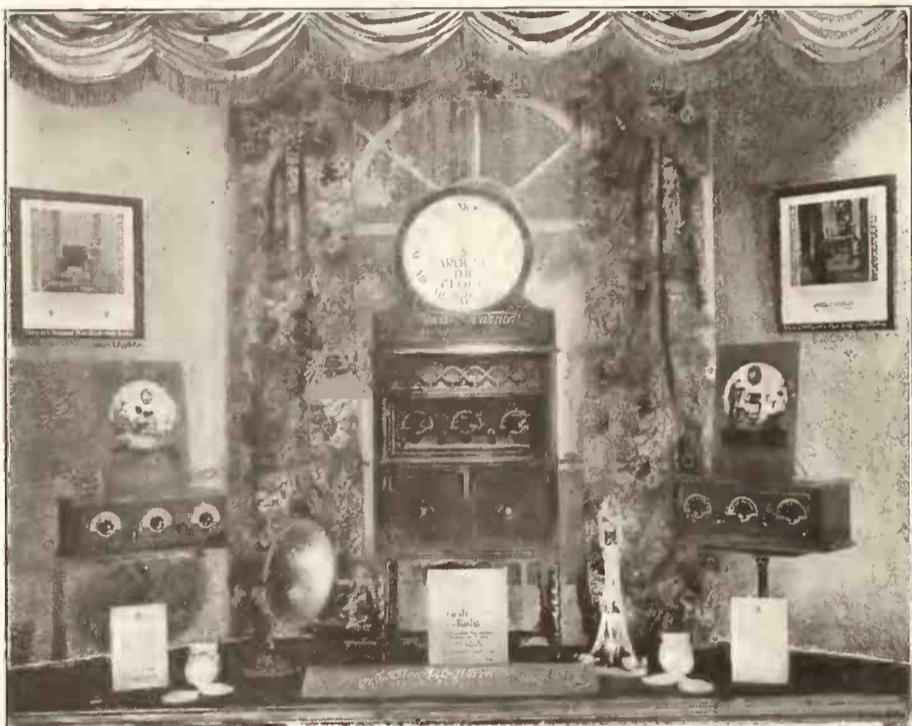
One thing is certain, the dealer who makes the most of his window display opportunities will find the venture profitable. The window is



Left, Display No. 1 —Using the Dealer Helps.

Above, Display No. 2 —Featuring Summer Radio Enjoyment.

Below, No. 3—Art in Display Work.



"eye of the store"? The accompanying chart, sent out by the Stewart-Warner Speedometer Corp., manufacturer of Stewart-Warner Matched

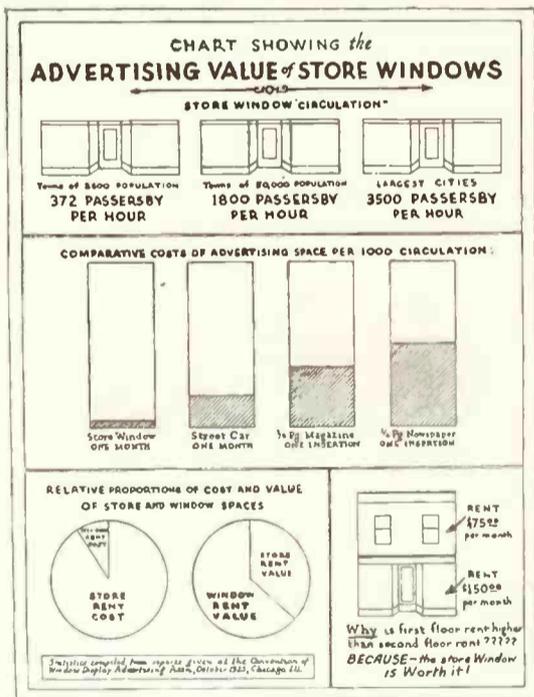
most economical form of advertising.

Window display has been developed to the point where it becomes art, as the three displays illustrated on this page clearly prove. These particular displays were prepared by W. L. Stensgaard, manager of the display division of the Stewart-Warner Corp., and have been used to aid dealers in making their windows more effective business producers and as part of the campaign of window display education of dealers which the corporation is carrying on so successfully.

Illustration No. 1 is particularly interesting because it demonstrates an effective method of utilizing the sales helps offered to its dealers by the Stewart-Warner Corp. This display was placed in the model show window at the factory.

The second display is a timely one as it features "Summer Radio Enjoyment." This particular display was a tie-up with national advertising of the corporation designed to sell

a real sales builder and, just like advertising in the newspapers and other forms of direct mail designed especially to promote interest in the product to the point where sales will result, some degree of thought must be given to making the window effective. The Stewart-Warner Corp. has done much to make its dealers realize the value of their window space and Mr. Stensgaard, who is an expert display man, is constantly striving to give the dealers display helps which will result in increased sales volume and more profitable business.



Unit radio, to its dealers throughout the country, shows in a most graphic way the value of the window display. Experience has proved con-

STARR PIANOS STARR PHONOGRAPHS

GENNETT RECORDS

Represent the Highest Attainment in Musical Worth

The STARR PIANO COMPANY

Established 1872

Richmond, Indiana



Are You Selling the Whole Family?

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

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

This "something" is a line of band instruments.

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

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

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

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

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

THE H. N. WHITE CO.
 5217-78 Superior Ave. Cleveland, Ohio

Manufacturers of



THE H. N. WHITE CO., Makers of King Band Instruments
 5217-78 Superior Ave., Cleveland, Ohio

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

Also send information about your Plan for Financing payment sales.

Name of Firm.....

Individual.....

Address.....

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

Credit Plan That Saves Dealer From Loss

The Bulk of Mayers Business Is on the Instalment Plan—How He Evolved a Credit System That Reduced Delinquents to a Minimum

(In the July issue of The Talking Machine World the sales promotion methods that have built up the Mayers retail business to a large volume were analyzed. The article below deals with the credit system of this successful organization.—The Editor.)

Regardless of sales volume the talking machine dealer cannot profit unless he secures the money due him—not part of the outstanding debts, but all of them. It is the last few payments that represent the dealer's profit. This presents a problem of considerable magnitude because the factor of expense in collections also has an important bearing on profits. Obviously, if a dealer finds it necessary to spend too much to collect a comparatively small sum the profit in the transaction is eliminated.

Collection Plan Result of Experiments

This is exactly what A. H. Mayers, who operates three stores in New York, discovered in his early years in the talking machine business and he set out to build up a collection plan that would accomplish the following: get the money when due and bring delinquents to terms; reduce the collection overhead; keep instalment patrons satisfied and bring them into the store regularly.

After a long period of experimentation the plan that is now in use by this dealer was evolved. Formal notices a few days before the payment is due bring in 85 per cent of the 4,000 outstanding accounts and a series of letters brings in the bulk of the remainder, thus accomplishing the first point in the plan. Collection costs are reduced by eliminating collectors. Instead, what is called a "delinquent" man is sent directly to the homes of those people who do not make their payments in response to the collection letters. Instalment patrons are kept satisfied because of the policy of square dealing and service which forms an important part of the dealer's merchandising policy. Customers are brought into the store at regular intervals by having them make their payments at any one of the stores of the company. Of course some of the patrons mail their payments, but the number who do this is small.

Selling on Right Basis

A proper understanding of the terms of the

sale has been found by this dealer most effective in reducing collection troubles, dissatisfaction and misunderstandings of other kinds which are certain to have a harmful influence on future business. To facilitate understanding the A. H. Mayers organization supplies all instalment customers with a small account booklet, on the

Credit is the basis of the talking machine dealer's success and it can be stated with equal truth that the necessity for extending credit has been the cause of a good many failures. There is a right and a wrong way of doing an instalment business and the plan described in the accompanying article has proved that it is the right one for this dealer. It may help you improve collections.

first page of which is a printed message emphasizing the obligations of the customer and the service the firm is prepared to extend. It reads:

When removing, notify our office at once by mail or call Columbus 5100, merchandise cannot be moved without our consent.

Payments must be made according to contract terms. We maintain a Service Department for our customers' benefit. Service will be rendered during the term of guarantee only. After expiration, charges will be made per hour.

Bring this book when making payments. Payments may be forwarded via mail—Registered mail, Money or Express Order or Check.

Kindly mail or bring payments, as we do not employ collectors.

Collecting by Mail

Intervals of from a week to ten days are allowed to elapse between the sending of each of the collection letters. The last one is sent registered mail with a return receipt requested so that the credit department can be certain that

the delinquent customer is still at the same address. The small percentage of accounts still past due after this series of letters are sent are placed in the hands of the "delinquent" men, who make personal calls and seek to collect the balance due or ascertain what the delinquent customer intends doing about the indebtedness. These "delinquent" men are supplied with the following form, which tells the history of the account.

Acct. No.	No. on List	Date	%
Mr.			
New Address			floor
Old Address			floor
Bought a			
On		Price \$	
Weekly payments \$		Did not pay since	
Arrears \$	Balance \$		
Extension given on		Expired on	
Remarks			

Should this measure fail harsher methods are put into force and either a garnishee demand for a portion of the customer's wages is made or a threat of repossession by a marshal is made, depending on the report of the man who made the personal call at the home of the customer.

In cases where the customer changes his address and moves the merchandise purchased without the knowledge of the Mayers organization and makes no effort to keep up payments, letters asking for the new address of the former customer are sent to the people who acted as references.

Should this method fail of achieving the desired results, a second tracing letter is sent to the original address of the delinquent customer under the letterhead of a delivery company, stating that a package is undelivered because of the change of address, and should the customer send his correct address the package will be forwarded. In ninety-nine cases out of a hundred one or the other of these tracing methods proves successful.

Before credit is granted to a prospective customer the following information is secured from two or more references:

1. How long has the applicant lived at present address?
2. What is his occupation?
3. Married or single?
4. Would you advance him credit?
5. Should he move from present address would you be in a position to notify us of his location?
6. Would you furnish us with two names and addresses of relatives or friends of applicants?
7. Remarks.

"A" Autopower Charger Introduced to the Trade

A new "A" power unit for radio has been developed by Westinghouse and is being marketed by the Westinghouse Union Battery Co. It is known as the "A" Autopower. The new device is a combination of battery and trickle charger. The battery is of unusual capacity, and is said to be capable of operating a 10-tube set every night for several years. A particular feature is that the rate of charging can be varied from 1-10 to 1/2 ampere, with two intermediate steps, by simply changing the position of a connecting link between the four contacts.

The charging unit has no moving parts and no bulbs, and is noiseless. It is claimed that this unit will outlast several batteries. The new "A" power unit is produced in four models—6 volt, 60-cycle—6 volt, 50 cycle—6 volt, 25 cycle—4 volt, 60 cycle.

Ask for **"IRON HORSE"** Insist on **PADDED PROTECTION COVERS**

OLIVE DRAB DENIM



For the New Victor Line

12 Styles Padded Covers, Form Fitting, With Strap and Buckle Attached

The representative line for all the new models of leading manufacturers of both talking machines and radio.

Perfectly made by a house specializing for many years in textiles.

Extra heavy padding, cushion-like, to prevent damages in making shipments.

Order now to insure prompt delivery for Fall business.

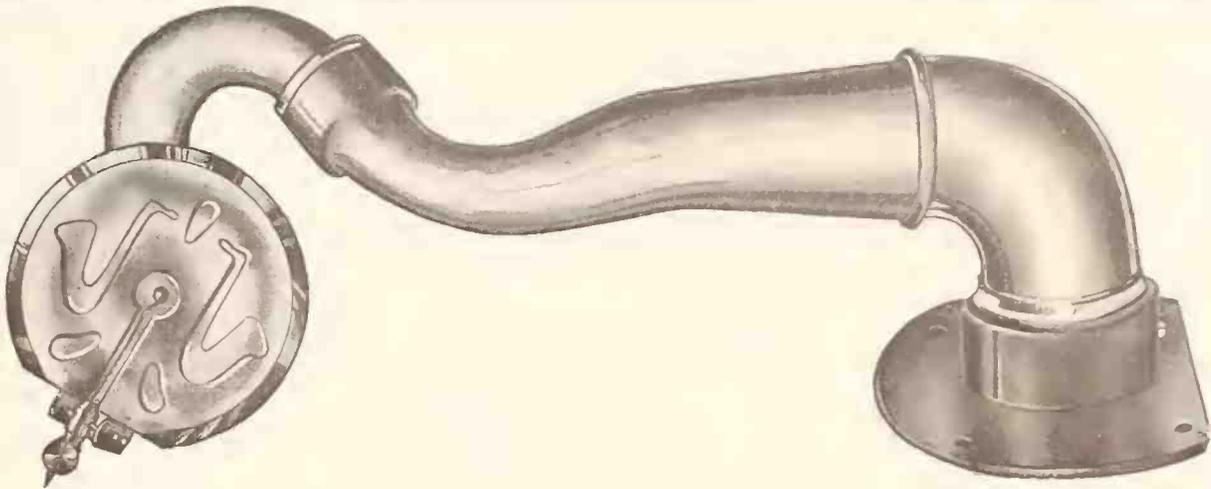
Reliable Manufacturing Standard Always Maintained

A. L. REACH TEXTILE CO., Inc.

Mill Contractors COTTON GOODS
224-226 EAST 42ND ST.
MAIN OFFICE AND SALESROOM

Manufacturers
CANVAS SPECIALTIES
NEW YORK, N. Y.

The Mutual
SAXO-TONE-ARM

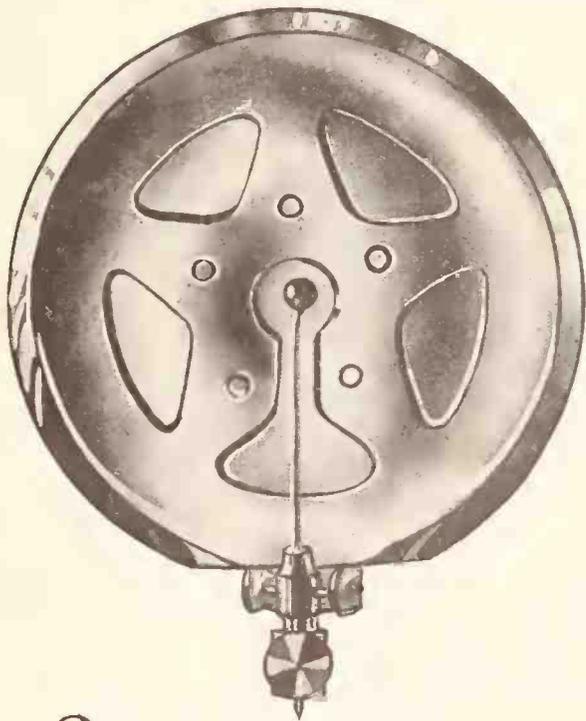


Pat. Serial No. 118,390

PERFECTION!

Another new addition to The Mutual line is the drawn brass SAXO-TONE ARM as featured above. Equipped with ball bearing throwback together with double row of ball bearings in base race and tested under air pressure for leakage. There can be absolutely no loose or vibrating joints.

STANDARD LENGTH



Pat. Pending

The BET-A-TONE
 REPRODUCER

At a Popular Price

Mutual Phono Parts Mfg Corp.

DISTRIBUTORS { Canadian Acme Screw & Gear, Ltd.....1209 King St., West, Toronto, Can.
 Industries Unidas, S. A.....Balderas 110, Mexico City, Mexico
 Targ & Dinner Music Co.....229 W. Randolph St., Chicago, Ill.
 Playertone Talking Machine Co.....632 Grant St., Pittsburgh, Pa.
 Shapleigh Hardware Co.....4th St. and Washington Ave., St. Louis, Mo.

610-614 Broadway,
 (Cor. Houston Street)

New York City, N.Y.

Paul B. Klugh Elected Zenith Vice-President

Stockholders and Directors of Zenith Radio Corp. Favor Expansion to Manufacture Newly Perfected Railway Control Device

The Zenith Radio Corp., Chicago, held a special directors' meeting on July 20, for the purpose of considering an expansion of business to take care of its newly perfected railway control devices. A report was presented by E. F. McDonald, Jr., president of the corporation, showing the very successful result of the demonstration made on July 8, on a freight train of 115 cars between Elkhart, Ind., and Chicago, under the auspices of the American Railway Association and witnessed by thirty-three executives from all the principal railroads in the country.

A survey was presented of the manufacturing program for the present year showing complete parts, cabinets and materials in the factory to

take care of the proposed shipments for the months of August, September and October. Orders on hand were shown to be more than twice as large as on the same date the preceding year, or amounting to \$2,200,000 worth of Zenith products.

The stockholders and directors present were unanimously in favor of expanding the operations of the corporation and thereupon subscribed and paid for unissued treasury stock to an amount more than sufficient to carry out the new activities of the corporation.

The following officers were elected: E. F. McDonald, Jr., president; Paul B. Klugh, vice-president and general manager; T. M. Pletcher, vice-president; N. A. Fegen, secretary and sales manager; H. Robertson, treasurer.

The above statement repudiates unfounded rumors regarding the consolidation of Zenith with two large competitors. The executives announced that the Zenith Radio Corp. will continue as an independent manufacturer of high-grade radio equipment.

Paul B. Klugh, who has become general man-

ager as well as vice-president of the Zenith Corp., was hitherto the Eastern manager of the company with headquarters in New York. For considerably over a quarter of a century Mr. Klugh has been a prominent figure in practically



Paul B. Klugh

every branch of the music trade industry, being associated with the merchandising as well as the executive ends of the piano and player industry. He is widely regarded as a leader in the merchandising domain—a man of ideas—a man of vision, who has a host of friends in all departments of the industry. In addition, he has won exceptional prominence in the radio industry by reason of his splendid work as executive secretary of the New York Broadcasters Association, apart from his activities in the interest of the Zenith Corp.

Federal Radio Corp. Names Seven New Distributors

Well-known Concerns Throughout Country to Distribute Federal Ortho-Sonic Sets

BUFFALO, N. Y., August 6.—Lester E. Noble, vice-president and general manager of the Federal Radio Corp., of this city, manufacturer of Federal Ortho-sonic sets, announced recently the appointment of a number of well-known and successful concerns as Federal wholesalers, including the Music Trades Radio Corp., Chicago, Ill.; Brown-Camp Hardware Co., Des Moines, Ia.; Ignition Co., Cincinnati, O.; Whitney Sporting Goods Co., Denver, Colo.; Shaw Tire Co., Charlotte, N. C.; Electric Appliance Co., Dallas, Tex., and Straus-Bodenheim Co., Houston, Tex.

Mr. Noble has also announced the appointment of a number of new men to the company's staff of territorial sales representatives, including N. P. Badina, A. S. Bartlett, L. M. Blye, A. V. Frank, I. F. Gardner, C. W. Hunter, E. F. King, J. C. Mullen, K. E. Reed and H. W. Weiffenbach. With the addition of these sales representatives, the Federal Radio Corp. now has twenty-four territorial sales representatives co-operating with Federal wholesalers and dealers in addition to three special sales representatives, the latter being R. H. Canning, E. S. Hilbur and W. H. Lyon.

Every Few Minutes Someone Goes In and Buys a Buescher

WHY does the Buescher Saxophone out-sell any other high-grade make in the world?

It isn't due to spectacular advertising—it isn't due to extravagant claims—it isn't due to coercive selling effort—nor yet to bargain prices.

The credit is due the product itself. Every few minutes, someone, somewhere, goes in and buys a Buescher instrument, because he has come to the smart conclusion that his ability to play depends somewhat upon the

perfection of his instrument, and he wants the best. The public has discovered for itself that Bueschers are best. And the public is buying Bueschers.

If you are not selling small goods, or if your Musical Merchandise is not vibrating between stock and cash drawer as rapidly as it should, then it may be that there is something wrong with your judgment or your line. And in either case it may pay you to investigate the Buescher proposition. At least it will do no harm.

BUESCHER BAND INSTRUMENT CO.
Elkhart, Indiana

FOLLOW THE
Symphonic
PHONOGRAPH REPRODUCER
TRAIL

Read a message of vital importance to every talking machine dealer on

PAGE 33



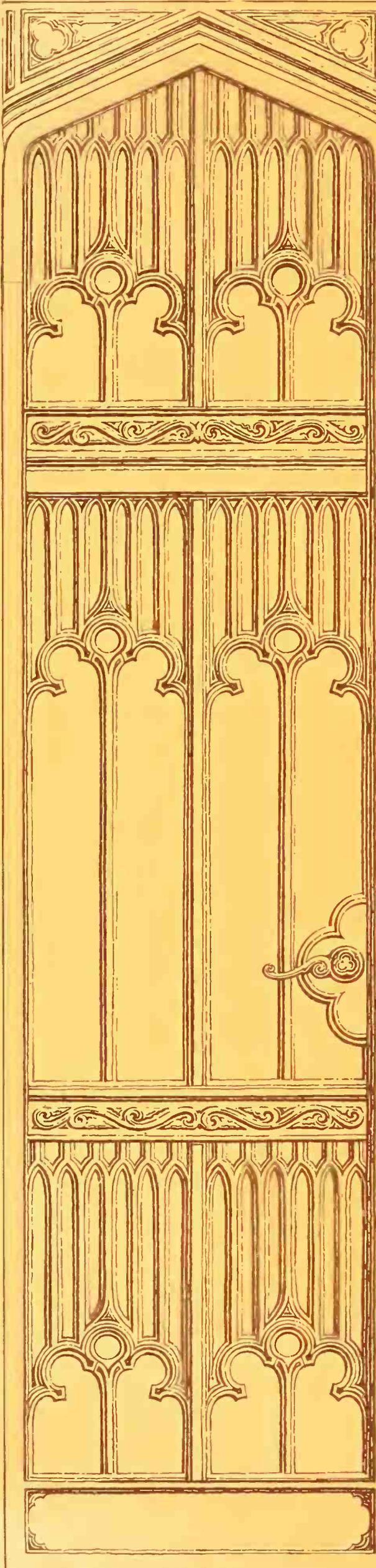


Viva-tonal **Columbia** *like life itself*

REG. U.S. PAT. OFF.

REG. U.S. PAT. OFF.

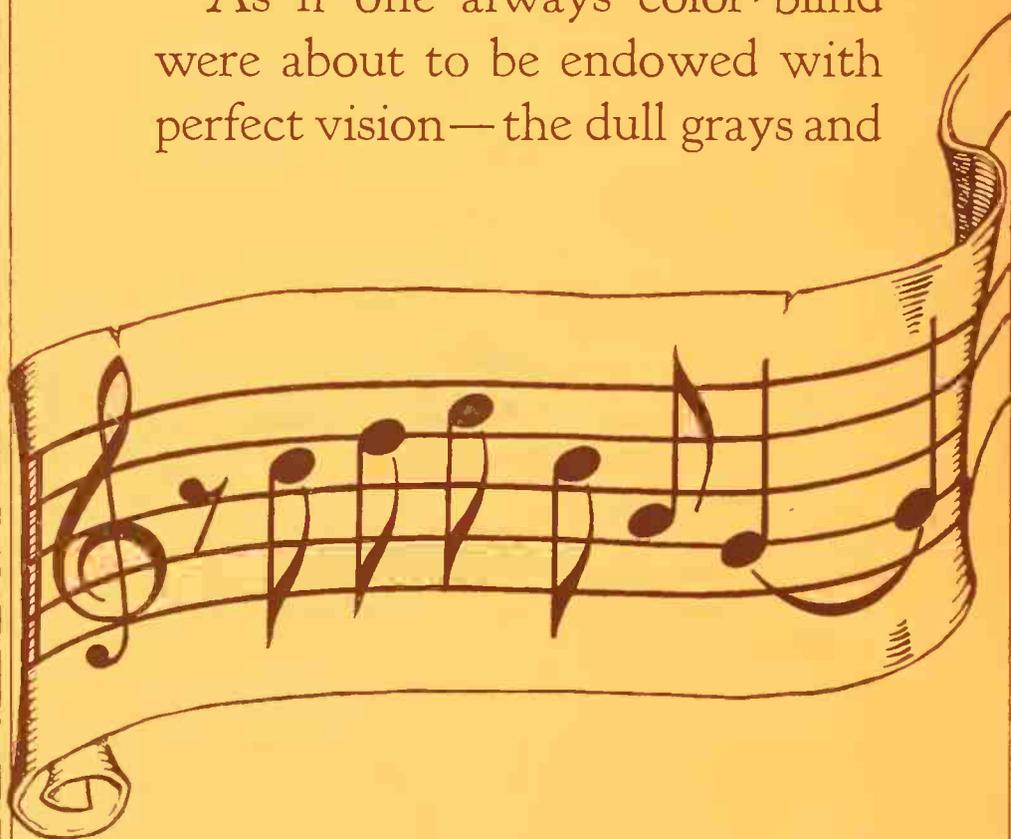
*The musical
instrument trade
now enters upon
a new era of
profit and
prestige*



The opening

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

As if one always color-blind were about to be endowed with perfect vision—the dull grays and



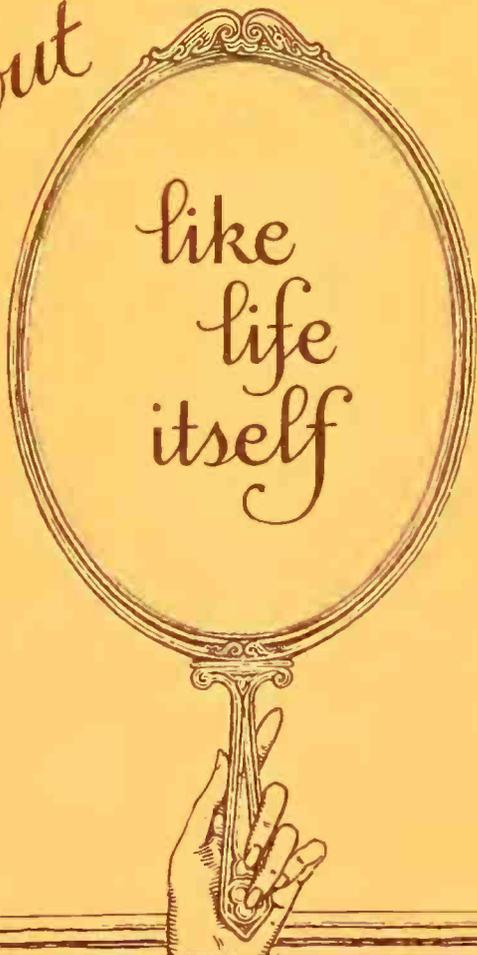
of doors long closed

hard shadows of a lifetime's limitations suddenly to be forgotten in the flooding, unimagined colors of the sunrise!

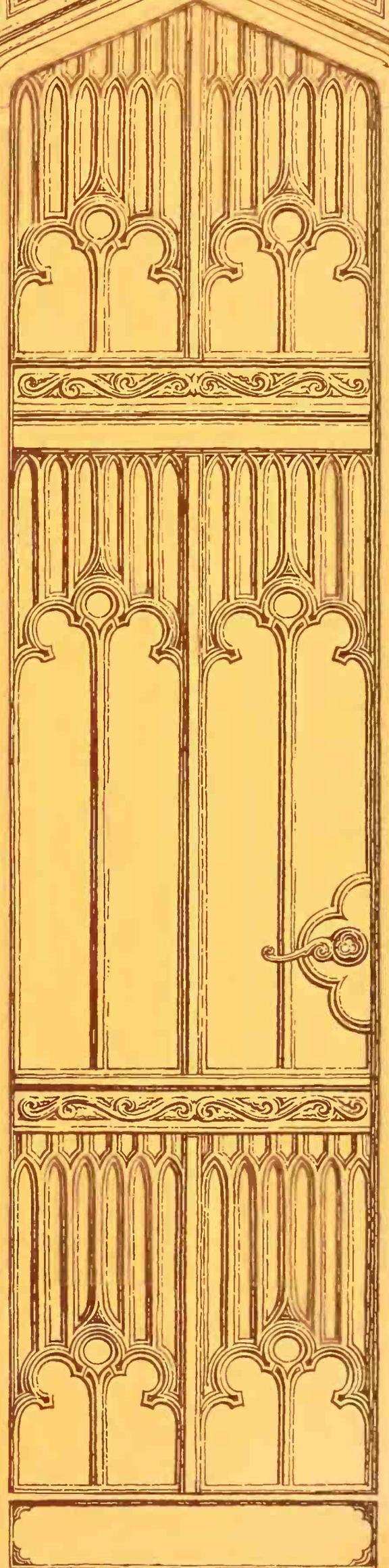


not a reflection. as in a mirror

but



*like
life
itself*





*All the sonority
of the deepest
BASS*

REPRODUCED music without the proper proportion of bass is simply not real music. The Viva-tonal Columbia's bass will delight and surprise you with its richness and authority. The bass values are present in their true proportion as never before.

Hear them once and your appreciation of reproduced music will be increased a thousand times in one magical minute.



*All the
purity of the
highest notes*

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

The Viva-tonal The Successor

THE ideal function of reproduced music is to be *completely true to those great artists who interpret the composer's score*, fusing with it some of the magic of their own musical souls.

This, the Viva-tonal Columbia does—this exactly—by means of a technique for which no vibration is too fast, [[upper register]], and no vibration too slow, [[bass]].

Perhaps your ears could never receive a more intense and amazing surprise than occurs in the first few seconds after you first hear the Viva-tonal Columbia.

Surprise at the extraordinary volume and tonal richness.

Surprise at the full, convincing quality of the bass, present in recorded music in true proportion at last.

And, above all, surprise that all the glowing claims you had heard, told literally less than the truth.

In orchestral pieces where the violins, say, come in with a delicate theme heard softly at first, interspersed be-

tween the louder volume of brasses and wood-winds, you are amazed at the exact rendering of the different planes of sound.

Every faintest pulse-beat of music is registered, every shade of every tone of every instrument; the very color and sensuous vibration of music itself, so clear and winning that there is no evidence at all of the reproduction technique.

It is all so real that you almost expect to hear, in a moment, the rustle of sheet-music as the performers turn the pages.

Be as critical as you please, analyze as carefully as you like, and yet you are unable to withhold your admiration.

Play any record you please and you will receive the same delighted surprise.

Naturally, the Viva-tonal Columbia is the result of long and expensive research.

The living naturalness, the true balance, the *full range* of all musical instruments and voices, were sought—and found!

Columbia Phonograph Company
New York

COLUMBIA to the *Phonograph*

REMEMBER how a great musical composition is given birth and you will realize that anything short of exact fidelity in reproductive processes is disloyalty to the majesty of a great creative art.

First, there is the dream-music heard by the inner-being of the great composer as he sits pondering.

Then there is his desperate attempt to catch and score all this vagrant beauty on paper.

Inevitably some of it escapes him! Be he Wagner, Beethoven or any other immortal, he has the anguish of "the unscorable dream-music."

Gradually he builds and polishes the score of the composition, often working in an intense fire of effort to compare one manner of handling a passage with another while they are both fresh in impression.

Here and there are marks of *tempo*,

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

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

energy, feeling and color, such as *accelerando*, *agitato*, *andante*, *dolcissimo*, *grandioso*, *pianissimo*, *amoroso*, or a phrase of suggestion such as *adagio cantabile*,—Italianate incitement to the interpretive artist to enter into the spirit of the composer and play as he never played before.

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

Every possible grouping of instruments has been patiently tested out.

Voices of every kind, in hundreds of different selections, have yielded a life-like quality formerly unknown.

Today whatever Music is, Columbia is.

The proud possessor of the Viva-tonal Columbia and of Columbia New Process Records sees the doors of all music-land flung wide open.

Columbia Phonograph Company
New York



Model 710 (closed)



Model 710 (open)



Model 611 (closed)

Model 710 Cabinet, brown mahogany, richly and handsomely decorated with art finish, tasteful flower design above sliding drop door. 36 $\frac{1}{2}$ inches high, 32 $\frac{3}{4}$ inches wide and 21 inches deep. Hinged doors in front of the album compartments which contain four 12-inch brown cloth albums.

Model 710 has the Viva-tonal tone arm, the new Viva-tonal No. 15 reproducer, and the 12-inch turntable, overlaid with green velvet. Important exposed parts, except the gun-metal crank handle and escutcheon, are nickel-plated. The motor is the three-spring, latest improved type. **Price \$175.**

Model 700 is the same as Model 710, except that the cabinet is of two-tone walnut, instead of brown mahogany, and without decorative art finish. It is very beautifully high-lighted and shaded. **Price \$160.**



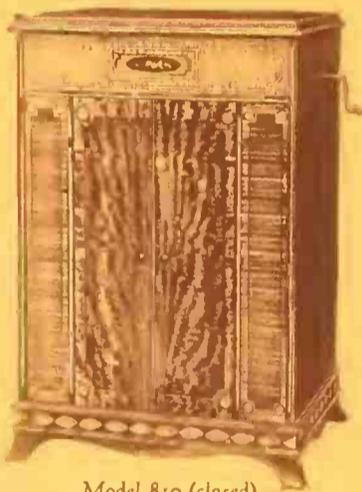
Model 611 (open)

Model 611 combines in a striking degree the artistry of the cabinetmaker with the mechanical perfection and convenience that marks the Viva-tonal Columbia as a distinct creation. The rich and tasteful color effect of the walnut cabinet, with its decorative art finish and the exquisite flower design on the door harmonizes perfectly with any finely appointed room.

Model 611 is 36 $\frac{1}{2}$ inches high, 21 $\frac{3}{4}$ inches wide, and 20 $\frac{3}{4}$ inches deep. It has a sliding drop door. The motor is the two-spring, latest improved type which insures noiselessness, ease of operation, and many years of service.

Among other features of this model are the Viva-tonal tone arm and the new Viva-tonal No. 15 reproducer. All the important exposed parts are nickel-plated, except the crank handle and escutcheon, which are of gun-metal. The 12-inch turntable is overlaid with green velvet. Record compartments contain two 12-inch brown cloth albums. **Price \$115.**

Model 601 is the same as Model 610 with the following exceptions; the cabinet is of two-tone brown mahogany, high-lighted and shaded, without the decorative art finish; albums are not included as standard equipment, but there is a record space to accommodate two 12-inch albums. **Price \$90**



Model 810 (closed)

Model 810 offers the music lover a cabinet of imposing proportions and magnificent design, in keeping with most luxurious furnishings. All the important exposed parts, except the gun-metal crank handle and escutcheon, are gold plated. Even the hinges and screws, which become visible when the top is raised, are so treated.

The cabinet is 47 inches high, 33 inches wide, 27 $\frac{7}{8}$ inches deep and is of brown mahogany, with handsome decorative art finish. Two vertical doors, arranged on rollers to slide out of sight on each side of large tone-amplifying section. Above the doors is a rich floral design. The entire color effect is unusually rich and in perfect taste.

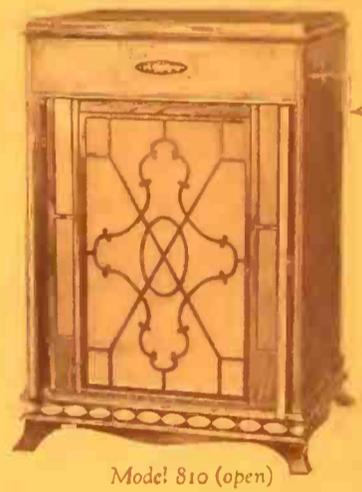
Model 810 has the Viva-tonal tone arm, the new Viva-tonal No. 15 reproducer, and the 12 inch turntable overlaid with green velvet. By means of an efficient device, the massive top raises with feather-like ease. The motor is the three-spring, latest improved type. **Price \$300.**

Model 800 is the same as Model 810, except that the cabinet is of two-tone walnut instead of brown mahogany. This, too, is a remarkable example of the cabinetmaker's skill. **Price \$275.**

In every Viva-tonal Columbia there is the utmost attention to each detail, seen or unseen, whether it be for ornament, convenience or service. For example: every Viva-tonal Columbia is set off with a harmonious golden bronze silk grill cloth that screens the tone-amplifying section; every Viva-tonal Columbia is equipped with four removable needle cups.

When you first see these Viva-tonal Columbias you will at once realize that they embody an expertness of design, decoration and finish, rarely, if ever before, attained.

The selection, fashioning and polishing of the woods and the whole delightful ensemble make them both an outstanding achievement in fine quality cabinet work, as well as masterpieces of lasting and artistic beauty.



Model 810 (open)

You can play any record of any make on the Viva-tonal Columbia, but your customers will prefer Columbia New Process Records because of their perfect interpretation and because they are "The ONLY records WITHOUT SCRATCH."

Columbia Phonograph Company
New York

Brunswick Co. Fired Opening Gun of Big Advertising Campaign on August 14

Such National Media as Liberty, Saturday Evening Post, Literary Digest, Etc., to Be Used in Featuring Panatrope and New Acoustical Line of Phonographs

The opening shot of a new, elaborate national advertising campaign on the part of the phonograph division of the Brunswick-Balke-Collender Co., Chicago, was fired during the week of August 14, when a double-page spread appeared in Liberty of that date. The campaign will branch out into extensive proportions in September and will include advertising displays in such magazines as the Saturday Evening Post, Literary Digest, Good Housekeeping, Harper's Bazar, Vogue, National Geographic and others. In addition, the present newspaper appropriations of the company for all metropolitan newspapers are to be increased.

Concurrent with the announcement of the new publicity campaign comes the statement from the general offices of the Brunswick-Balke-Collender Co. that a national campaign is being planned for the purpose of securing a suitable name for the new product of the phonograph division, temporarily being called "The New Musical Instrument," which is announced to the public through the medium of the national advertisements beginning with the display in Liberty.

The new Brunswick product, which is expected to create as big a sensation as the Panatrope, and which will be featured with the Panatrope in the future, was introduced to the trade several months ago and incorporates the latest acoustical developments in mechanical reproduction. It is housed in four unusually beautiful cabinets, which are the results of almost eighty years in woodworking craftsmanship, for which the company has long been famed. Dealers in all parts of the country have already received their original shipments of

these instruments and will be in a position to co-operate actively with the advertising by means of the tie-ups in their local newspapers.

The complete line of the new instrument at present comprises four distinctive models, which are as follows: The Seville, which is a console of unusual attraction; two console models, known as the Madrid and Valencia styles, and a high-boy type, embodying the latest designs in cabinet construction, the Cortez. These four instruments, retailing at \$115, \$165, \$225 and \$300 respectively, present to the Brunswick dealer a commodity with which to appeal to the purses of all.

The drive, which is to be announced as part of the advertising campaign, has as its primary object the naming of the new instrument. Three prizes will be given for the best names submitted with an advertising slogan not exceeding ten words. The winning name and slogan will be chosen on their attractiveness and advertising value, their application to the suggested usage as well as their brevity and the ease of pronunciation. No restriction is placed on those who enter the contest.

In the announcement there will be a brief outline of the plan under which names may be submitted with instructions to call at any Brunswick dealer for complete details and the necessary literature. By this means dealers who actively co-operate in the advertising will be immeasurably benefited in that many will be visiting their stores.

Many dealers are already preparing their window displays and their advertising copy in order that they may be ready as soon as the drive starts.

M. J. Polikoff Now With Knickerbocker T. M. Co.

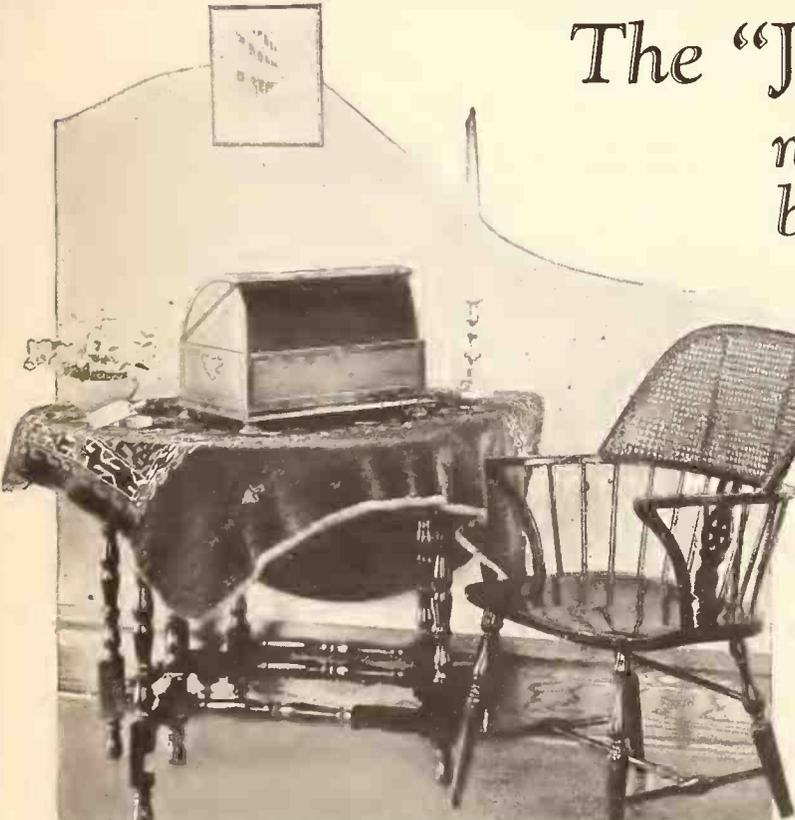
Widely Experienced Executive of the Piano, Phonograph and Radio Business Appointed Sales Manager of the Radio Division

The Radio Division of the Knickerbocker Talking Machine Co., Inc., New York City, maker of Knickerbocker radio cabinets and distributor of radio products, has announced the addition to its staff of Martin J. Polikoff as sales manager. Mr. Polikoff is widely experienced in the cabinet line, having been in the phonograph, piano and radio business ten years. His experience has been from both the wholesale and retail angle, which enables him to render exceptional aid to the dealer in solving sales problems. Mr. Polikoff at one time covered the Eastern territory for the W. W. Kimball Co., of Chicago, and also served as sales manager for the Rudolph Wurlitzer Co. in the piano and phonograph departments at the Philadelphia store. Mr. Polikoff was more recently connected with the Pooley Co.

In his new position as sales manager of the radio division of the Knickerbocker Talking Machine Co. Mr. Polikoff plans to spend considerable time on the road calling upon his many friends, but will make his headquarters in New York.

Members of the Bakersfield, Cal., Lodge, B. P. O. E., who made the trip to Chicago, Ill., last month to attend the annual convention of the Elks, were entertained en route on their special train by a Victrola donated for the trip by Don C. Preston, who is one of the most successful dealers on the Pacific Coast.

The contest, officially announced to the public in Liberty on August 14, will close on December 15.



The "Jewel Case"---

not merely rare beauty
but new acoustic principles!

The "Jewel Case"---like a rich antique jewel cabinet in outward appearance, with all of the rare tone beauty of an old violin. Undreamed of fidelity, and small though it may be, volume is greater than any speaker yet marketed.

Velvet Speaker Number 21 is startling in its far flung progress toward the ideals of beauty and acoustic perfection. Be first to offer it and reap the sales. The price is reasonable---the quality the highest---and dealer, jobber co-operation unusual. Write today for the Velvet franchise!

Sales Dept.,
The Zinke Co.,
1323 S. Michigan Ave.,
Chicago, Ill.

Manufactured by
The Borkman Radio Corp.,
Salt Lake City, Utah
Kalamazoo, Mich.



No. 21
"Jewel Case" Radio Speaker
Price \$45.00

Five foot air column. Velvet unit with patented double stylus and thinnest diaphragm---won't blast---won't distort---yet supersensitive. No noise.

Velvet Radio Speakers

Radio Accessories Build Dealers' Profits

An Analysis of the Radio Accessories Business Indicates That the Talking Machine Retail Trade Provides Tremendous Sales Outlet

Because talking machine dealers who handle radio generally are concentrating their efforts on the larger units, namely, the radio sets, the profits in the smaller items that come under the head of accessories are often lost sight of. The fact remains that the average talking machine dealer moves a tremendous volume of accessories over a period of six months or a year—these items including loud speakers, tubes, batteries, chargers, battery eliminators, antenna sets, voltmeters, ammeters, hydrometers, etc., and according to the results of a survey, the field for sales of these items is undoubtedly tremendously large, larger even than the market for sets, which by the way has hardly been scratched, because there is a constant and ever-growing replacement demand.

Interesting Accessories Facts

Herewith is an analysis of the volume of accessories moved by three dealers who represent the three extremes as regards location. The first dealer (store No. 1), whose location is such that he enjoys a large transient trade, moves accessories of all kinds to the average value of \$4,487.50 a month, or \$26,925 over a period of six months, the six months' period being selected because during that time in the past the talking machine dealers have added to their stocks of accessories those items which rounded out the line, enabling them to give a correct report of the average accessories business.

Store No. 2, located in a rich shopping district, does an even greater volume of accessories business, reaching the amazing total over a six-months' period of \$58,624.50, and store No. 3, a neighborhood establishment, which has evolved a plan for bringing its radio customers back to the store when they need accessories through battery charging service, reports a total volume of accessories sales for the six-months' period of \$8,175.00. These figures, of course, include the sales of accessories at the time of making sales of radio sets, in addition to purely replacement business.

Battery trouble, according to the reports of retail talking machine dealers who are actively engaged also in the merchandising of radio, represents from 50 per cent to 80 per cent of

Serving a Transient Trade

Store No. 1.	Monthly Gross Business	Semi-Annual Gross Business
Battery Eliminators	\$ 180.00	\$ 1,080.00
Loud Speakers	500.00	3,000.00
Tubes	500.00	3,000.00
Batteries	2,631.00	15,801.00
Voltmeters	27.00	162.00
Ammeters	7.50	45.00
Hydrometers	55.00	330.00
Chargers	84.00	501.00
Miscellaneous	500.00	3,000.00
	\$4,487.50	\$26,925.00

Located in Shopping Center

Store No. 2.	Monthly Gross Business	Semi-Annual Gross Business
Battery Eliminators	\$ 125.00	\$ 750.00
Loud Speakers	1,250.00	7,500.00
Antenna Sets	10.50	63.00
Tubes	3,000.00	18,000.00
Batteries	5,370.00	32,220.00
Voltmeters	7.50	45.00
Ammeters	5.00	30.00
Hydrometers	2.75	16.50
	\$9,770.75	\$58,624.50

A Neighborhood Store

Store No. 3.	Monthly Gross Business	Semi-Annual Gross Business
Battery Eliminators	\$ 150.00	\$ 900.00
Loud Speakers	300.00	1,800.00
Tubes	337.50	2,025.00
Batteries	375.00	2,250.00
Miscellaneous	200.00	1,200.00
	\$1,362.50	\$ 8,175.00

the demand for service. In other words, service men are sent out from these stores from fifty to eighty times out of a hundred to discover after testing that the batteries and not the sets are at fault. This is an important point and one which the talking machine dealer can turn to profit by making the best effort possible to

sell battery testing and charging devices, such as voltmeters, ammeters, hydrometers and chargers. Not only is there a profit on the sale of these items, but, most important of all, their use by radio set owners will materially curtail the needless calls for service, thus cutting the cost of free service and increasing the profits on the sale of radio sets. Let the customer test his own batteries. Sell him the necessary items. The dealer through right selling can cut service overhead. Remember that; it is of vital importance.

Maintaining Prices

Some dealers complain that their radio accessories business is suffering through the operations of gyp houses and cut-price artists. They claim they can only meet this form of competition by reducing their own prices and if they do this they practically eliminate profits. There is an answer to this complaint. Think back for a moment. Is it not true that the gyps have been doing the same thing with a good many radio sets? In spite of this fact, legitimate dealers have been doing an excellent volume of set business. The answer is that there are still people who will pay a fair price for a good product merchandised by a reputable dealer. The dealers whose radio accessories business is reported on this page all are maintaining prices, so that they make a fair profit on each transaction. The trouble is that many dealers pay too much attention to what the gyp artists are doing, and moan over their tactics instead of getting right down to the business of devising ways and means of creating sales.

Profit Through Turnover

Admitted that accessories are small items and that the profit in dollars and cents on each item is small, the fact remains that it is not the smallness of profit on the individual items that measures the net profit of the dealer. The relation of profit to turnover applies just as forcibly in the radio accessories field as it does to the larger items. While it is true that the profit is smaller, so is the investment, another factor that must be taken into consideration. The profit on one tube, voltmeter or any other of the necessary radio accessories may be small, but the figures shown herewith illustrate in a most concrete manner how this small profit, multiplied over a period of a few months or a year, grows to large proportions. Think that over.

"Talker" Dealers Get Sales Volume

In connection with these figures it is interesting to note that the radio set and accessories business of the average talking machine dealer runs from twenty-five thousand dollars per annum upward. Dealers have reported an annual business to The World of well over \$250,000 a year, in one case the gross business reported reaching over \$1,000,000. With every one of the sets sold to make up these large volumes there was an opportunity for the sale of accessories. Therefore, the dealer who does not realize the extent of the opportunity had better do some serious thinking and get in back of his accessories department with all the merchandising skill at his command.

Radio Molds Public Opinion

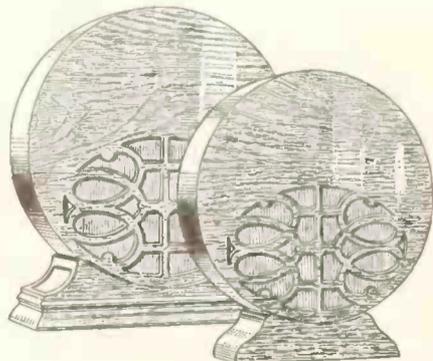
Joseph D. R. Freed, president of the Freed-Eisemann Radio Corp., Brooklyn, N. Y., emphasized radio's contribution to a sound and enlightened public opinion in a letter to Vice-President Charles G. Dawes, congratulating the Vice-President on his remarks at the tercentenary celebration in Salem, Mass., in which address Gen. Dawes linked the Constitution and radio as offsets to dangerous snap judgments.

TELEPHONE

Radio Speaker

has vocal cords, a larynx, throat and mouth . . . any wonder it's so good?

TELEPHONE CORPORATION of AMERICA
449-453 West 42nd Street, New York City



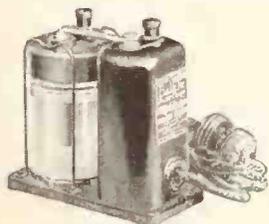
BUILT LIKE A VIOLIN





The New Balkite Charger

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



Balkite Trickle Charger

MODEL K. With 6-volt "A" batteries can be left on continuous or trickle charge, thus automatically keeping the battery at full power. Converts the "A" battery into a light socket "A" power supply. With 4-volt batteries can be used as an intermittent charger. Or as a trickle charger if a resistance is added. Charging rate about .5 amperes. Over 200,000 in use. Price \$10. West of Rockies \$10.50.



A New Balkite "B" at \$27.50

Balkite "B" eliminates "B" batteries and supplies "B" current from the light socket. Noiseless. Permanent. Employs no tubes and requires no replacements. Three new models. The new popular priced Balkite "B"-W at \$27.50 for sets of 5 tubes or less requiring 67 to 90 volts. Balkite "B"-X, for sets of 8 tubes or less; capacity 30 milliamperes at 135 volts—\$42. Balkite "B"-Y, for any radio set; capacity 40 milliamperes at 150 volts—\$69.



Balkite Combination

When connected to the "A" battery this new Balkite Combination Radio Unit supplies automatic power to both "A" and "B" circuits. Controlled by the filament switch on your set. Entirely automatic in operation. Can be put either near the set or in a remote location. Will serve any set now using either 4 or 6-volt "A" batteries and requiring not more than 30 milliamperes at 135 volts of "B" current—practically all sets of up to 8 tubes. Price \$39.50.

All Balkite Radio Power Units operate from 110-120 volts AC current with models for both 60 and 50 cycles. Prices are higher in Canada.

Announcing the new Balkite Light Socket Line for 1926-7

A new Balkite Charger with both trickle and high charging rates. Three new Balkite "B's," including the new popular priced Balkite "B"-W at \$27.50. The new Balkite Combination—with the "A" battery it furnishes automatic power to both circuits.

The new Balkite line for 1926-7 includes:

1. **THE BALKITE TRICKLE CHARGER.** This you already know as one of radio's best sellers. Over 200,000 were sold last year, the first during which it was on the market.

2. **THE NEW BALKITE CHARGER,** with both trickle and high charging rates. Into this charger have been combined all the features of the old standard Model H Balkite Battery Charger and the advantages of trickle charging. It will be even more popular than Model H.

3. **THREE NEW BALKITE "B's"** including the new popular priced Balkite "B"-W at \$27.50. Because of its exclusive features, because it is noiseless, uses no tubes and requires no replacements, Balkite "B" today dominates the "B" market. And it will continue to do so. The three new models will serve every type of set. Balkite "B"-W at \$27.50 now makes Balkite "B" available to owners of lower priced sets.

4. **THE NEW BALKITE COMBINATION.** Once connected to the "A" battery this new Balkite unit furnishes automatic power to both circuits. Controlled by the filament switch on the set, it is *entirely automatic in operation.* It will be one of the outstanding developments of the season.

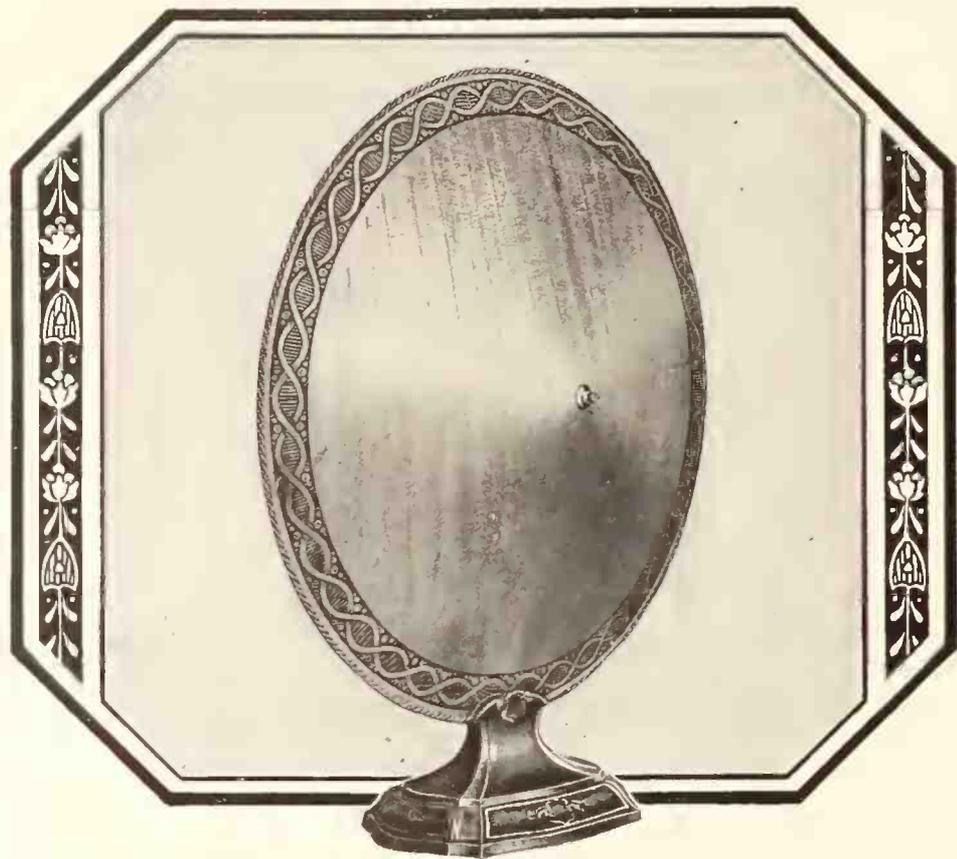
For both the radio jobber and dealer Balkite has always been one of the most profitable lines in the industry. Over 600,000 Balkite Units have already been sold. One radio receiver in 10 is already Balkite equipped. With the new line, backed by more powerful advertising than ever, Balkite will sell even more rapidly.

And the profit on Balkite Radio Power Units is clean. Noiseless, tubeless, trouble-free and unflinching in operation, once sold they stay sold. They move off shelves rapidly and they don't come back. Get your share of this profitable business now.

FANSTEEL
Balkite
Radio Power Units

Manufactured by FANSTEEL PRODUCTS COMPANY, INC., NORTH CHICAGO, ILLINOIS





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

FARRAND made the
 first *cone* speaker ~
 Farrand still makes
 the *first* cone speaker

Farrand Speaker



17 in.
 cone

New!

The Farrand SENIOR
 Speaker with two new
 features—a new driv-
 unit and a walnut-lam-
 inated wood cone—lend-
 ing still further quality
 to its performance and
 appearance.

\$32.50



14 in.
 cone

JUNIOR Model —
 radio's greatest speak-
 er value. A smaller
 edition of the Farrand
 Senior and its only rival
 in performance.

\$16.50

New!

Farrand POWER
 Speaker capable of vol-
 ume equal to that of a
 full orchestra. For
 large rooms, restau-
 rants, dance floors,
 fraternal orders. Ped-
 estal model. Illustrated.

\$79.50



36 in.
 cone

Also in
 WALL MODEL
 for hanging—

\$65.00

(All prices slightly higher West of Rockies)

FARRAND MANUFACTURING COMPANY



FARRAND now introduces a *heavy-duty* "B" Eliminator and again "The Ear Says *BUY!*"

Farrand

B

ELIMINATOR

FARRAND "B" ELIMINATOR



\$48.50
without tube

Operates on 60 cycle, alternating current. Provides new high voltage capacity with an output of 75 milli-amperes. Will operate a multiple-tube set, giving the following voltage: 15 to 70 volts on detector tube; 60 to 100 volts to radio frequency tubes; 135 to 200 volts on last audio stage—equivalent to one stage of power amplification. Totally free from hum, even on ear phones! Does away with bothersome, continual adjustment. Nothing to wear out. Requires no acid or water; uses only one rectifying tube. Uses either UX-213 or CX-313 tube. Finished in bronze steel.

(Prices slightly higher West of Rockies)

combined with

POWER AMPLIFIER

The Farrand "B" Eliminator combined with Power Amplifier—using two rectifying tubes and one amplifying tube. Delivers 400 volts of "B" power. Used in connection with a cone speaker will exactly reproduce the full volume of an orchestra—completely free of distortion.

\$62.50
without tubes



INC., LONG ISLAND CITY, N. Y.

Profit Winning Sales Wrinkles

How a Dealer Tied Up With a New Record Artist and Created a Big Record Demand—Collingwood Co. Found Dances a Source of Radio Profits—A Radio Tag That Reduces Service Trouble—Featuring Portables Sells 'Em—Other Stunts That Mean More Sales

The Luscher Music Store, talking machine and radio dealer, New York, took full advantage of the Marion Talley film prepared by the Victor Co. for the exploitation of this new artist. This film, which shows the artist going to the plant at Camden, N. J., and recording "Caro Nome" and then playing the finished product on the Orthophonic, was secured by the Luscher establishment and was shown at the local moving picture theatre for four days. This store had an introduction attached to the film giving publicity to the business and stating that a further demonstration of the instrument could be had at the Luscher Music Store. The setting provided for the showing of the film was most effective. When the incident in the film showing the artist singing with the record occurred a Credenza model, placed behind the screen, started playing the selection. Then the screen was raised and a spotlight played on the instrument. A further side to this exploitation stunt was that the feature film playing at the theatre at the time was "Yes Sir, That's My Baby." An Electrola placed on the stage relieved the house orchestra at intervals during the different shows, playing the dance record of the selection of the same name as the picture. The theatre in which this demonstration was given seats about 3,500, and as sixteen shows were given during the four days that the film was shown it was estimated by William Luscher that approximately 50,000 people heard the new instruments.

Publicity From Dances

The Collingwood Radio Co., RCA dealer, recently seized the opportunity of the annual dance of the joint alumni associations of two of the high schools of the city to secure desirable publicity for the Radiola line. This dance, which is one of the most prominent of the social affairs of the season, attracts the interest of a great many residents of the city, so the Collingwood organization rented the broadcasting station WJR for a half hour on the night of the dance. A Radiola 28 and a 104 loudspeaker were installed in the ballroom and for a half hour the 250 couples at the dance were waltzing

and fox-trotting to the program broadcast from the local station. After each number an announcement was made that the program was being broadcast through the courtesy of the Collingwood Radio Co. for the special benefit of the alumni dance. By thus taking an active part in the city's activities the company secured much very valuable advertising for the Radiola line and gave an actual demonstration to hundreds of likely prospects.

Tag Cuts Radio Troubles

The radio department of the John Wanamaker Store in New York is using a tag for the

Radios - Phonographs - Musical Instruments					
ITEM	PRICE				
Serial No.					
Finish					
Price Includes					
RECORD OF INSPECTION					
RADIO	Inspected by	Phonograph	Inspected by	Max. Inst.	Inspected by
Mechanical	Motor	Auto. Stop	Finish		
Electrical	Finish	Cabinet	Case		
Cabinet	Final		Final		
Final					
RADIO OPERATING EQUIPMENT (Not included in above price)					
QUANT.	ITEM	TYPE			
	Tubes				
	Storage Battery				
	Dry Cells				
	"B" Batteries				
	"C" Batteries				
	Lead Speaker or Unit				
	Lead Speaker Plug				
	Antenna Equipment				
	Hydrometer - Ammeter				
	Voltmeter - Voltmeter				
	Head Phones				
	"A" Supply				
	B Eliminator				
	"D" Eliminator Tube				
	Battery Cable				

radio sets on the floor that is complete in every detail. This tag serves two purposes. First, on the reverse side is the Wanamaker warranty under which the radio set is sold and which has been explained in a previous issue of The World, thus eliminating at the start any misunderstandings regarding service, replacement of defective parts, etc. Second, the other side of the card, reproduced herewith, contains com-

plete information regarding the set itself and the accessories needed. Also, as will be observed, there is space on the card for a record of the inspection of the radio, phonograph or musical instruments; a feature of the tag being that it can be used for any of the three lines.

Cashing in on Portables

Landay Hall, New York, devotes one of its windows to a presentation of instruments which have a special appeal during certain periods of the year. Prominent among these are the portable talking machines, which occupy the foreground of the display, shown in a variety of colors and case designs. To the side of the window a placard calls attention to the desirability of the portable. Pictured across the top of the placard is a typical vacation scene showing a couple canoeing on a placid lake with a portable resting in the center of the boat. The text matter which follows reads:

Away or at Home. A portable phonograph will always add to your Summer pleasures.

On the porch of your cottage—in the bungalow—in the spare seat of the car or in the canoe.

There is always room for it. Easy to Carry Plays All Records

Dress Makes the Man

The appearance of a salesman is a decided factor in his success with prospective customers. Realizing this the proprietor of several music stores in an Eastern city with the approach of the Summer season when the heat of the day tempts members of the store force to discard vests and coats supplied the salesmen with alpaca coats, which, while cool, present an attractive appearance. The uniformity of dress of the sales force also tends toward an attractive atmosphere.

Keeps Service Men Busy

One of the cleverest stunts that have come to the attention of The World in some time has been put over by Kober Bros. Music & Radio Shop, New York City. The plan is designed to create work for the service department, and also to stimulate the sale of radio accessories of all kinds. Here it is in a nutshell: A card has been sent to the people throughout the entire neighborhood of the section of New York City in which the store is located on which appears the following message:

From the Radio Dentist

Do you ever consider why your radio set does not function properly? Tartar on the teeth causes decay—the same applies to the aerial on the roof. Exposed to the elements, such as snow, rain and dust, this will in time bring on corrosion, in other words, form a coating on your aerial which prevents the radio frequency (broadcasting) waves from penetrating your set with the proper power.

We are equipped to examine your aerial and put everything in good working order, at a minimum charge to you.

We will be more than pleased of an opportunity to test your equipment, for which we make no charge. If same requires any adjustment we will gladly furnish you with an estimate of its cost. Kindly mail this card.

Yours truly,

Kover Bros., Music & Radio Shop
1259 Third Ave. (Bet. 72nd & 73rd Sts.)

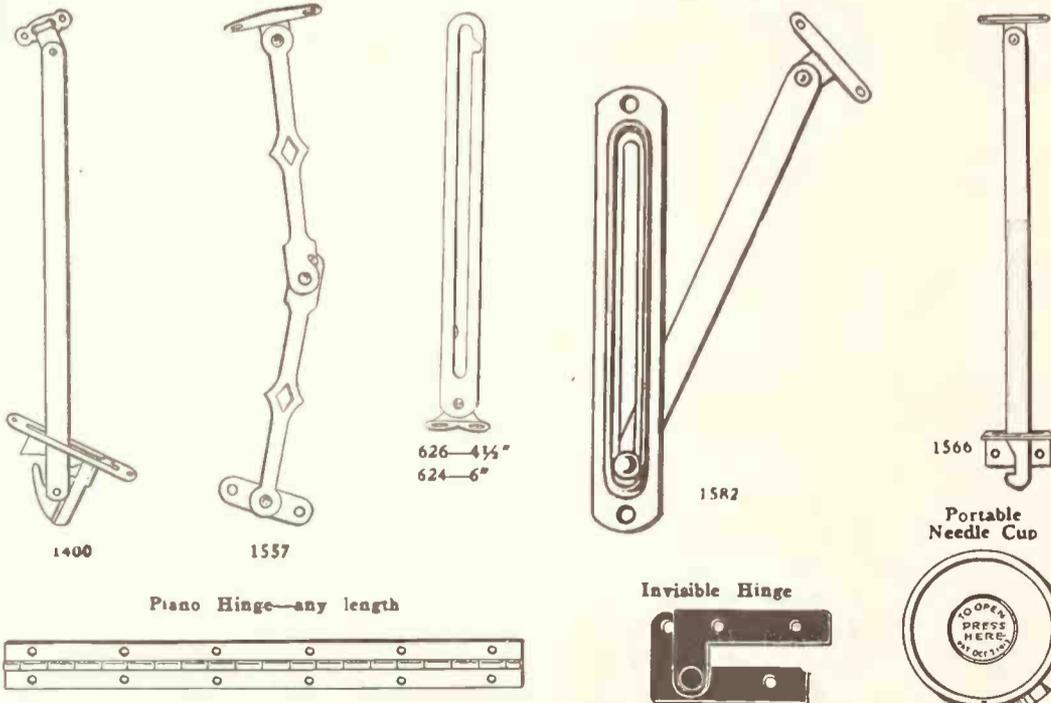
Phone, Butterfield 3126

Name
Address Phone
Most Convenient Time to Call

A Good Market for Radio

Keeping your product constantly before the eyes of prospective customers is a sure way of increasing sales totals and this method of stimulating sales was brought about in an interesting fashion by the Independent Radio Supply, RCA dealer of Knox, Ind. This dealer approached the business houses and amusement places and sold them the idea of using a radio receiver to get baseball scores and other programs of general interest to amuse and entertain patrons. The merchant buys the loud speaker, pays about \$5 for the installation of a set, which is loaned by the dealer, and pays the Independent Radio Supply a dollar a week for service. This store now has nine Radiola 25's so situated in public places, constant reminders of the desirability of the set, thus creating a demand for the product, and in addition it has sold nine loud speakers and gets a regular revenue each week from the use of the sets.

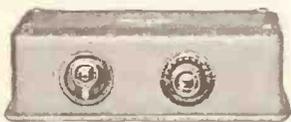
FULL LINE of HARDWARE For Radios and Phonographs



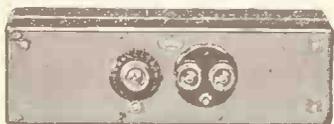
H. A. GUDEN CO., Inc.
87 WALKER STREET NEW YORK, N. Y.

ATWATER KENT RADIO

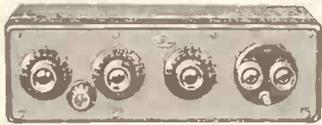
As you think of this year's business . . .
*perhaps these 5 questions with
their answers may interest you*



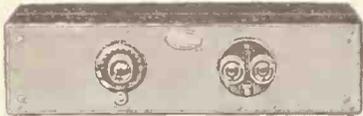
Model 35, six-tube receiver, shielded cabinet, less tubes and batteries, but with battery cable attached, \$70.00



Model 30, six-tube receiver. Less tubes and batteries, but with battery cable attached, \$85.00



Model 20 Compact, five-tube receiver. Less tubes and batteries, but with battery cable attached, \$60.00



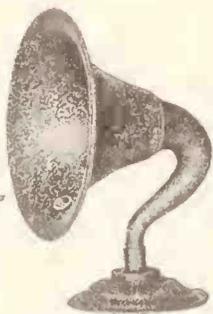
Model 32, seven-tube receiver. Less tubes and batteries, but with battery cable attached, \$140.00



Model H Speaker, dark brown crystalline finish, \$21.00



Phonograph attachment, with nine feet of flexible cord, \$6.50



Model L Speaker, dark brown crystalline finish, \$16.00

Prices slightly higher west of the Rockies and in Canada

Every Sunday Evening—The Atwater Kent Radio Artists bring you their summer program at 9:15 Eastern Daylight Time, 8:15 Central Daylight Time, through:

- | | | |
|-------------------|-----------------------|---------------|
| WEAF . New York | WRC . Washington | WGN . Chicago |
| WEEL . Boston | KSD St. Louis | WGR . Buffalo |
| WSAI . Cincinnati | wcco Mpls.-St. Paul | wwj . Detroit |

The Radio you will handle this fall—

1 *Is it known to your prospective customers?*

Atwater Kent Radio is known everywhere because it is completely advertised in every legitimate way. And the power of the printed word, of pictures, of broadcasting is reinforced by the word-of-mouth advertising of hundreds of thousands of satisfied owners.

2 *What is the experience of its manufacturer?*

Twenty-six successful years in the manufacture of precision electrical instruments—such is the Atwater Kent record.

3 *What are the facilities and resources of its manufacturer?*

Atwater Kent Radio is made in the largest radio factory in the world under conditions permitting extreme care in quantity production. Behind the product stand stronger resources than those of any other individual manufacturer and the personal responsibility of a man who demands the utmost in quality and workmanship in every product bearing his name.

4 *Does it sell easily?*

Atwater Kent dealers will tell you that Atwater Kent Radio—rightly designed and manufactured, supported by year-round advertising and offered at a sensible price—is easiest of all to sell.

5 *Does it stay sold?*

This question has been answered by thousands of dealers, who testify that Atwater Kent Radio requires the least service of all. Their profits do not melt away in servicing costs.

FINALLY—

Atwater Kent distributors are not merely "jobbers." They are experienced Radio merchandisers who know how to help their retailers sell for a profit. To be sure of getting your share of the radio business—see the distributor who handles your territory.

Send for illustrated booklet of Atwater Kent Radio

ATWATER KENT MANUFACTURING COMPANY
A. Atwater Kent, President

4725 WISSAHICKON AVENUE PHILADELPHIA, PENNSYLVANIA

Brunswick Shop Profits by Canvassing

Live Buffalo Retailer Has Worked Out a Plan of Outside Selling That Has Increased His Sales—Using Insurance Men as Collectors

That canvassing is still an effective method of promoting sales is evidenced by the experience of dealers who are intelligently getting out into the field for business. This is true not only of the new instruments placed on the market by leading companies during the past year or so but also of the talking machines taken in trade. The time has come when the talking machine dealer must use the same intelligence in moving the trade-ins that he uses in seeking customers for the new instruments.

Selling the Trade-in Machine

There really are only two ways of selling the trade-in—one is by bargain advertising and the other is by getting out and digging for prospects, and the latter will prove by far the most effective. The trouble seems to be that a great many dealers who stage canvassing campaigns go ahead without regard to expense, and at the end of the trail find themselves in a hole, insofar as profits are concerned. Sell these instruments fast enough, and put a price on them sufficiently high to give the dealer a decent margin of profit, and the canvassing route will be found extremely satisfactory.

At least that is the belief of C. O. E. Curtiss, of the Brunswick Shop, of Buffalo, N. Y., which during the past year has sold in the neighborhood of a thousand talking machines in this manner, most of them trade-ins.

Auto Truck Used by Brunswick Shop

Perhaps the reason for the success of the Brunswick Shop campaign lies in the fact that its method is a little different from that of the average dealer. The Brunswick Shop sends out an automobile truck loaded to the guards with talking machines, and in the care of a live-wire salesman. This salesman actually peddles the instruments from house to house, and that this method is profitable is indicated by the fact that on one Saturday morning alone he disposed of thirteen talking machines in the colored section of the city. These happened to be trade-in instruments and they were priced high enough so that the store made a good profit. The point is that the dealer lost no time in moving these instruments, and he sold them to individuals

who ordinarily could not afford to pay the prices of the new models. This salesman has combed the city for business, and he has established an acquaintance in various parts of the city that now makes selling easy.

Of course, where machines are sold in the busier sections of the city, credits must be watched with particular care, especially where sales are made to colored people, who it is

New instruments and trade-ins can be moved from the dealer's warerooms by getting out and digging for prospects. When the demand naturally slows down, experience has taught progressive merchandisers the time is ripe for a canvassing campaign. Salesmen can thus be kept profitably busy and the cost is no greater than having idle sales people in the store. Canvassing is the real solution of the "Summer slump."

known have happy-go-lucky, care-free dispositions and who will just forget about the payment due unless someone is right on the job to call their attention to it.

Insurance Men Make Good Collectors

If regular collectors were to be employed to call each week or month on these patrons, the cost of procuring the money would be so great that the dealer's profits would be conspicuous by their absence, and the whole canvassing campaign would thus become a losing proposition. However, the Brunswick Shop has cut the cost in this end of the business to a minimum in a rather clever manner. Briefly, insurance men are used as collectors. In every part of the city, no matter how poor, the insurance man has a contact with the people that

the talking machine dealer could never hope to have. He visits them regularly. He knows their idiosyncrasies. He can use the methods which he knows from experience will be most effective in getting the money and he does so, with the result that the dealer has very little to worry about in connection with outstanding accounts.

These insurance men collectors receive a small commission on the money they bring in, making it worth their while, and at the same time the commission is sufficiently low so that the dealer does not suffer.

Cover Large Territory

Canvassing for business is a worth-while method of sales promotion in connection with the new models now on the market as well as with the trade-ins. The Brunswick Shop has from five to eight salesmen continually on the road within a radius of fifty miles of the store. The men travel about in Fords and thus are able to get into the outlying districts. This dealer claims that canvassing is actually a cheaper method of securing business than selling from the floor to customers brought in by advertising. His contention is based on the fact that the men are not paid unless they make sales, that is, they receive commissions only and through them do a greater volume of business, bringing the unit cost, particularly selling, down considerably. Of course, it must be borne in mind that volume is necessary to profit in canvassing, especially where the salary method is employed in paying outside men.

Another point that cannot be emphasized too strongly is: Right now is the time to get busy canvassing for business; that is one of the methods that will make unnecessary the time-worn alibi of Summer dullness.

Radio Center Announces a Plan to Aid Manufacturers

In pro-rating the year's expense, Col. S. Herbert Mapes, president of Radio Center, Inc., has evolved a plan whereby radio manufacturers who have not already availed themselves of the display and demonstration privileges of Radio Center may take space for August and September, thereby permitting the industry to exhibit and demonstrate radio products during the height of the selling season and throughout the term of the September Radio Show at Madison Square Garden. Col. Mapes explained that this will enable the manufacturers to try out the advantages of Radio Center at nominal cost.

Hazeltine Corp. Wins Suit

The Electric Service Engineering Corp. of New York recently was restrained from making or selling radio apparatus which infringes the Neutrodyne invention of Prof. L. A. Hazeltine, by a perpetual injunction signed by Federal Judge Thomas D. Thacher. All officers, employes and agents of the company are also enjoined by the court's order from making or selling such apparatus. This decree of Judge Thacher follows his recent decision wherein he held the Hazeltine invention was valid and had been infringed. This is the result of a suit brought by the Hazeltine Corp. and the Independent Radio Manufacturers.

The Pease Piano Co., formerly located at 34 Flatbush avenue, Brooklyn, N. Y., has moved to attractive new quarters at 58 Flatbush avenue. The Pease Co. handles, in addition to pianos, talking machines, records, radio and small musical instruments.

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



Valley Forge

REG. U. S. PAT. OFF.

MAIN SPRINGS
REPLACEMENT MATERIALS



"Val-Phonic"

A new reproducer made exclusively by us, expresses everything that is expected of one of its kind.

A special new feature is the "Valfor" antique finish, which adds to its appearance.

You will be more than pleased with its exceptionally fine tone qualities.

Order one and try it out

VALLEY Forge products are being used wherever good business judgment demands that only the finest materials be used in their talking machine repair department, and too, where they are particularly interested in keeping down their costs. For in all Valley Forge products you find both quality and price and those whom we serve know that service here isn't forgotten. That's one of the reasons why "VF" products are becoming so very popular.

Another reason is because all Valley Forge Main Springs are non-jump; and come wrapped in a rust-proof paper — Mocolene.

Valley Forge Headquarters



REG. U. S. PAT. OFF.

730 MARKET STREET
PHILADELPHIA, U.S.A.

How Live Atwater Kent Dealers Are Cashing In

Disabled World War Veteran Building Successful Business—Radio Featured in Parades by Retailers—Effective Radio Publicity

If you are merchandising a product that you think is good, tell the public about it and keep the merits of the line before prospective buyers all the time. This is the principle in back of most business successes and it is the basic reason why most of the dealers mentioned below have built up successful radio sales volume.

Elliot Wade Patrick, dealer of Brookfield, Mo., who features the Atwater Kent radio line, although working under the tremendous handicap of physical disability, has built up a profitable radio business through constant publicity and the application of real merchandising principles. Mr. Patrick is paralyzed from the hips down, the result of an injury suffered during the World War. This has not prevented him from directing the affairs of his business. He is assisted in the store by a girl bookkeeper and his mother. Outside men are constantly covering the territory, digging up prospects, following up prospects and closing sales. Sales are so brisk that two men are kept busy erecting aerials. Mr. Patrick is authority for the statement that business during the 1925-27 season will show a 50 per cent to 75 per cent gain.

Another live Atwater Kent dealer who brought his business and the line he handles before thousands of people is E. B. Wilkes. Mr. Wilkes took advantage of a parade during the Peach Harvest Festival, Picayune, Miss., to enter a float that attracted wide attention among local people as well as about 20,000 visitors. The float consisted of an automobile made up to resemble a boat and on the after deck was a mammoth Atwater Kent radio set and speaker. The set was made of brown cardboard and pie plates were used as dials. This was an unusually eye-arresting and effective bit of publicity.

A. F. Beyer, one of the leading dealers of San Antonio, Tex., also used the float idea during a recent parade in that city. An Atwater Kent radio set was part of the equipment of the float and by this means and a loud speaker the crowd was treated to a musical program being received through the set. A large poster, advertising the set, completed the picture, making an impressive showing.

Paul B. Tice, dealer, of Lebanon, Penn., took an Atwater Kent set with him to a camping settlement. Demonstrations caused the campers to sit up and take notice. Result: Several profitable sales.

Radio Service School

DETROIT, MICH., August 6.—The Michigan Radio Trade Association, which conducted a training school for radio men last year and this Spring, graduated seventy-five students, all thoroughly grounded in every angle of installation, repair and service work, gave another two weeks' course during the period of July 19 to 31 for the benefit of dealer members and their sales and service staffs.

DeForest Radio Co. Resumes Manufacturing Activities

Arthur D. Lord, Recently Elected President, Outlines Company's Plans—Charles A. Rice Appointed Director of Sales

Announcement is made of a resumption of plant activity by the DeForest Radio Co. at Jersey City, according to a statement issued by the company, which will continue production under the direction of Arthur D. Lord, recently elected president. Mr. Lord reports the appointment of Charles A. Rice, former assistant sales manager, as director of sales.

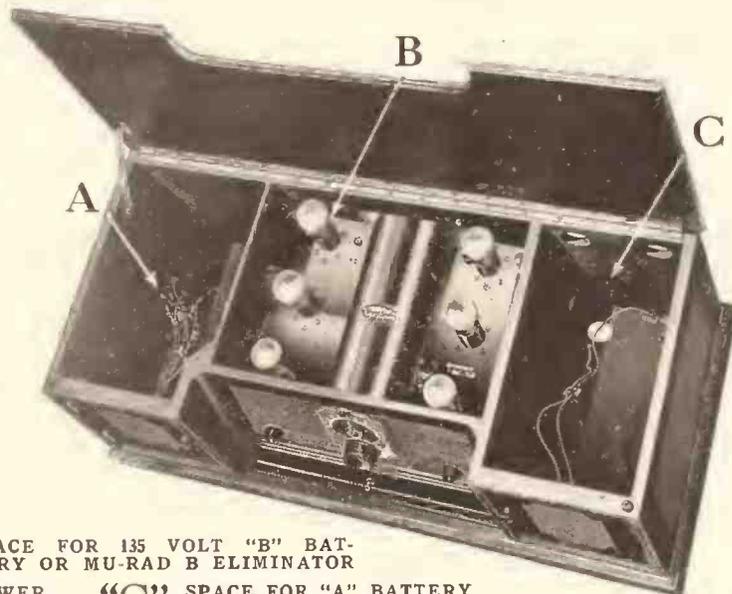
"Comprehensive plans for the coming radio season are being formulated for DeForest wholesale distributors and retail dealers," says Mr. Rice, "especially in the tube field. In addition to the present line of highly specialized standard audions for receiving sets, the company is also furnishing a great portion of the tubes used in amateur transmitting stations in

this country and abroad. It is supplying tubes also to the United States army and navy, as well as to foreign governments. It is now placing on the market a new specialized radio frequency amplifying tube to be known as the type DL-4, for use in neutrodyne sets and circuits of the new bridged type."

The DeForest Co., which is the pioneer radio tube manufacturer in the country, recently expanded its tube department with enlarged quarters, and new machinery for the manufacture of the DeForest "Audion" invented by Dr. Lee DeForest, who is internationally known as the "father of radio broadcasting."

Another change in the personnel of the company is the appointment of W. C. von Brandt, formerly sales manager of the Eastern division, to the position of export manager and technical sales adviser. Dr. Lee DeForest, it is announced, will continue to act as chief consulting engineer.

Application has been made to change the name of the Phonograph Shop, Inc., at Columbia, S. C., to that of the Columbia Music Co.



"A" SPACE FOR 135 VOLT "B" BATTERY OR MU-RAD B ELIMINATOR
 "B" POWER TUBE "C" SPACE FOR "A" BATTERY AND TRICKLE CHARGER

You Can't Lose!

[[You've got to come out ahead! A unique idea in radio merchandising plus the New Mu-Rad Super-six Receiver makes your profits safe and certain!]]

The MU-RAD Super-Six Receiver

Custom built—quality first, rather than mass production—37 individual inspections assure flawless performance. Single tuning control.

The MU-RAD "Golden Rule" Policy

A reciprocal arrangement—firm, fair, faultless—unique in radio. Protective territory, small commitments, bonuses in proportion to sales and a fixed plan for exchanging old for new models to consumers.

[[This is the sixth year of broadcasting. Significantly it is Mu-Rad's sixth year also. You are dealing with an established house.]]

MU-RAD

RADIO CORPORATION

Dept. W., Asbury Park

New Jersey

FOLLOW THE
Symphonic
 PHONOGRAPH REPRODUCER
 TRAIL

Read a message of vital importance to every talking machine dealer on

PAGE 33

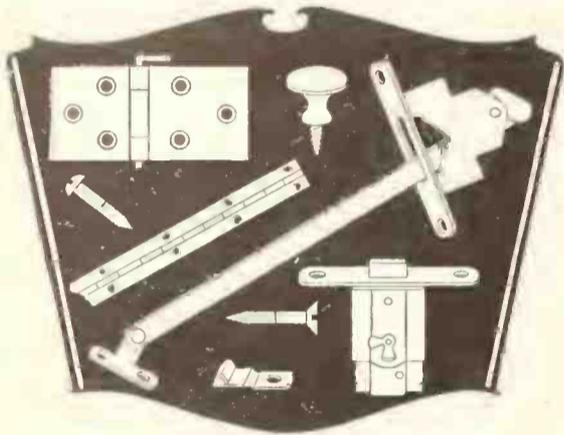


Chamber Opposes Effort to Increase Rates on Phonograph and Radio Cabinets

Submits Brief Opposing Railroad's Claims at First Hearings Held in New York on July 15—Controversy of Importance in Regard to Future Attitude of Railroads

Docket 27, now under consideration by the Official Classification Committee representing all the railroads in the country, contains a proposal of the railroads to make a special rate for phonograph and radio cabinets, which would materially increase these rates over those now in effect. The same docket includes a proposal by radio manufacturers to establish a special classification for radio mechanisms for installation in cabinets at the same rate as talking machine mechanisms.

The first hearings were held in New York on Thursday, July 15, at which the phonograph and radio interests were represented by the Music Industries Chamber of Commerce. A commit-



Rockford Hardware

The Rockford Line of Hardware is complete. Over 300 high grade items for pianos, phonographs and radio cabinets. Your needs can all be supplied to advantage. Quick delivery assured from our centrally located factory.

Write today for samples of items you use, and catalog.

**National Lock Co.,
Rockford, Ill.**

U. S. A.

Cable Address—Natlock

Branch Sales Offices:

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



tee of traffic managers prepared a brief, which was presented by Alfred L. Smith, secretary and general manager. This special committee acting in this matter consists of W. H. Lockwood, traffic manager, Brunswick-Balke-Collender Co.; W. F. Varin, chief accountant, Sonora Phonograph Co.; W. Hildebrand, traffic manager, Thomas A. Edison, Inc.; L. R. Ahern, traffic manager, Columbia Phonograph Co.; George W. Knight, traffic manager, Charles Freshman Co., Inc.; William T. Rogers, traffic manager, Freed-Eisemann Radio Corp. These traffic managers, with the exception of Mr. Lockwood, also appeared individually to supplement the brief of the Chamber.

Hearings were also held in Chicago on July 22. Additional briefs were filed by the Chamber, and W. H. Lockwood, chairman of the Chamber's Traffic Committee, made a special argument. Traffic managers of the Zenith Radio Corp. and Stewart-Warner Speedometer Corp., both of whom are members of the Chamber, also appeared.

In view of the recent attempts of the railroads to increase rates on phonographs, as well as the well-known attitude of the railroads looking toward such increases in the future, these proposed increases under consideration are of particular importance. The result of this controversy may determine much future action with respect to rate changes. It is likewise important, in view of the infancy of the radio industry, in which rates are as yet largely unestablished, that each specific radio rate, when established, be done so properly.

The brief filed by the Chamber at the New York hearings, dated July 16, 1926, is as follows:

"The Music Industries Chamber of Commerce is composed of eleven national trade associations, representing the manufacturing, jobbing and retail interests of practically every branch of the music industry. We appear today especially in behalf of manufacturers, jobbers and retailers of phonographs, as well as a number of manufacturers of radio sets and apparatus who belong to our organization, relative to Docket 27, Subject 47 furniture cabinets; music, music record and talking machine record, and Subject 49 furniture cabinets; radio or talking machine (without mechanisms).

Subject 49

Furniture Cabinets; Radio or Talking Machine (Without Mechanisms)

"We wish to discuss with you first Subject 49 furniture cabinets; radio or talking machine (without mechanisms), which is the carriers' proposal, establishing an additional classification, to which we are very strongly opposed.

"There is no practical connection between radio cabinets and talking machine cabinets (without mechanisms), and therefore no justification for embracing them within the same classification description. Talking machine cabinets (without mechanisms) constitute entirely a partially manufactured product, shipped only for purposes of further manufacture, and have never been sold through retail channels or to the ultimate consumer; while, on the other hand, a large portion of the radio cabinets are finished products designed for sale through retail channels and sold to the ultimate consumer.

"There is no reason for a new item to cover talking machine cabinets (without mechanisms), because this article is already provided for by Item 4, Page 200, Consolidated Freight Classification No. 4. Furthermore, an investigation we have made through our members and all other manufacturers of talking machines indicates that there has never been and will not be any movement of talking machine cabinets (without mechanisms) in less than carload lots.

Therefore, insofar as the proposed less than carload rate is concerned, it would be a paper rate.

Subject 47

Furniture Cabinets: Music, Music Record, Talking Machine Record

"Under Subject 47 furniture cabinets: Music, music record or talking machine record, the carriers propose to increase the less carload ratings in all territories from first to one and one-quarter time, first-class and carload rating in western territory from third class to second. We wish to register our strong opposition to this proposal at this time.

"We know of no justification for this proposed increase, and we therefore believe that this proposal should not have been made at the present time, and that we should not be called upon to submit evidence to support our opposition in view of the fact that this, being a furniture classification, is involved in the investigation of rates on furniture. Order No. 18323."

Columbia Co. Advertising Records in Page Publicity

Impressive Advertising in the New York Times Tells the Public of the Latest Record Developments on Columbia Discs

A full-page ad in the New York Times, part of the national newspaper advertising of the Columbia Phonograph Co., devoted to the New Process Records, set forth the merits of the Columbia discs in a strong and eye-arresting manner. The ad was illustrated in a manner designed to catch the attention of the reader and the text message in part read:

"Not only do Columbia New Process records afford an entirely new conception of phonograph music as now rendered with absolute fidelity to the original, but the entire absence of scratching sounds on the smooth, silent surface is exclusively a Columbia feature.

"If you have not yet heard Columbia New Process records, a great treat is in store for you. Your phonograph, no matter of what make or style, will suddenly become a far more valuable means of entertainment than you ever supposed it could be."

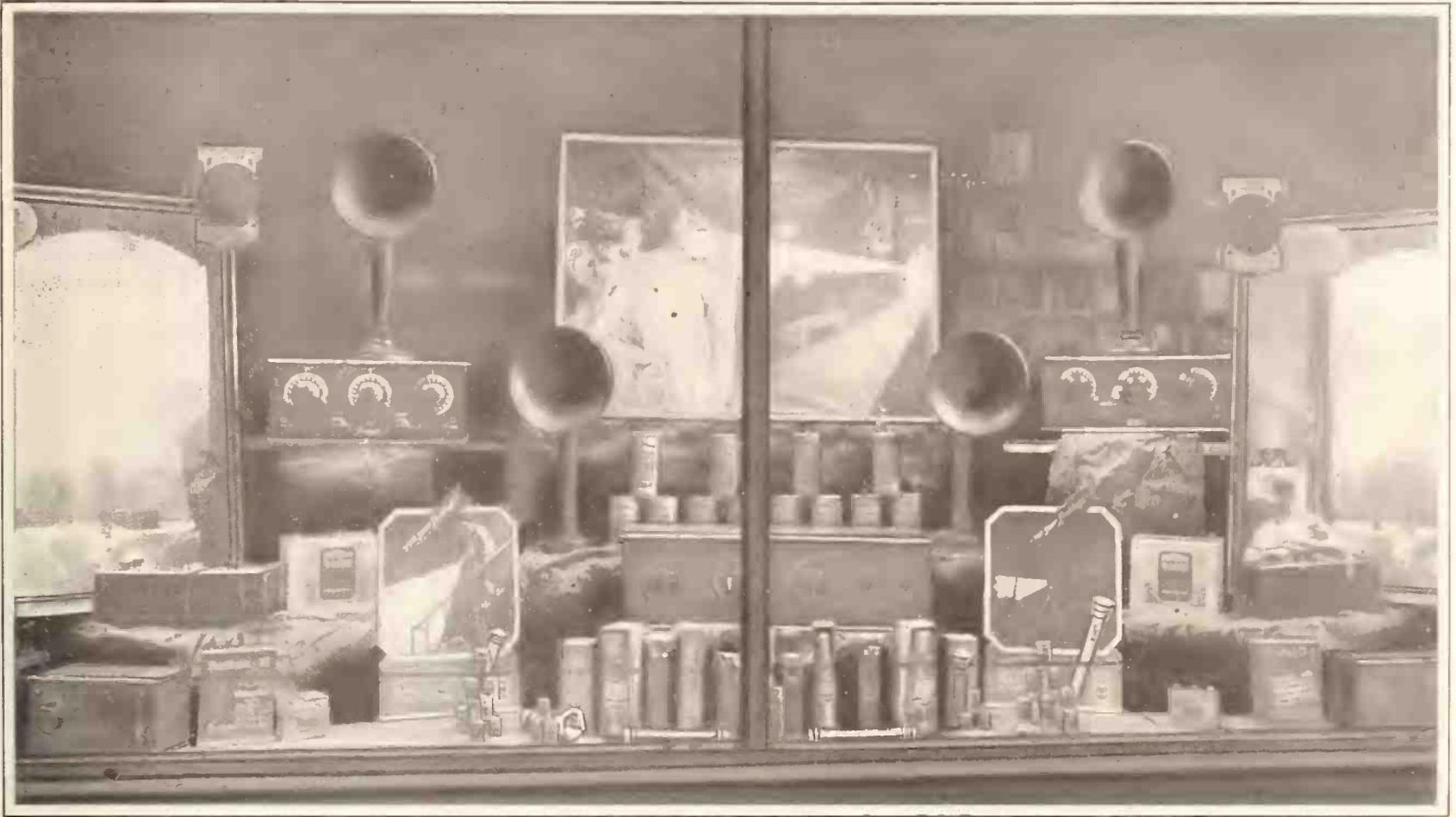
New Process recordings of great symphonies, dance music, etc., also come in for their share of attention. Altogether it is advertising of the highest type and should have a marked influence on the record business of the dealers, especially those dealers who tie up with this publicity in their sales promotion campaigns in an effective manner.

Plan Formation of Texas Radiola Dealers' Ass'n

Action Taken at First Radiola Dealers' Service School at Offices of the Texas Radio Sales Co., Inc., Distributor in Dallas

DALLAS, TEX., August 4.—The first move toward the organization of a Texas Radiola Dealers' Association was made at the Radiola Dealers' Service School in the offices of the Texas Radio Sales Co., Inc., recently when Hal Corry was appointed temporary organization chairman and Robert Watkin was appointed secretary.

The service school held late last month was the first of its kind in this section, said Will J. Schnelle, and about 200 dealers from all parts of Texas, Oklahoma, Arkansas and New Mexico were in Dallas to learn how to service the Radiola. E. C. Carlson, advertising manager; Howard Mandernach, service manager, and E. M. Rowley, Radiotron specialist, all of the Radio Corporation of America, handled the technical subjects of the Radiola, and C. A. Lindevall, sales promotion manager of the Burgess Battery Co., handled the subject of batteries. Local advertising and merchandising men gave talks on those lines. Sanger Bros. co-operated in the demonstrations.



“We turn our battery stock weekly”

MR. J. G. STRADER, treasurer of Strader's Music Shop, 956 East 55th Street, Chicago, says, “We have been concentrating on Eveready products for some time, tying up with the big national campaigns that you are now running. We very often feature Eveready Radio Batteries as well as Eveready Flashlights in our windows, for we have learned to push fast-selling items. Our trade now demands Evereadys in preference to all others. Inasmuch as we turn our stock of radio batteries weekly, the space and effort devoted to their display are more than justified by the result.

“After trying several competing makes of batteries we have found that it pays to handle Evereadys

because the consumer, whose opinion is the only one worth considering, takes to them like a duck takes to water. This is why our battery business enjoys a steadily increasing growth: The buyer may forget you for weeks and months due to the long life of the ‘A’ and ‘B’ batteries, but their everlasting good service will bring him back, and his friends will come too.”

The Eveready line is a logical one for every music establishment that is interested in quick turns and profits. Order Eveready Radio Batteries from your jobber.

Tuesday night means Eveready Hour—8 P. M., Eastern Standard Time, through the following stations:

- | | | |
|------------------|-----------------|--------------------------------|
| WEAF—New York | WGR—Buffalo | WGN—Chicago |
| WJAR—Providence | WCAE—Pittsburgh | WOC—Davenport |
| WEEI—Boston | WSAI—Cincinnati | WCCO { Minneapolis
St. Paul |
| WTAG—Worcester | WTAM—Cleveland | |
| WFI—Philadelphia | WWJ—Detroit | KSD—St. Louis |

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

EVEREADY
Radio Batteries
—they last longer

Here are Some of their Wires
 in answer to Our Question:
 "How do you like Day-Fan?"
 If you want Satisfaction like this—
USE THE COUPON!

WESTERN TELEGRAM
 415 LEXINGTON AVE NEW YORK NY
 WE HAVE SOLD THE DAYFAN RADIO FOR MANY YEARS AND HAVE EXPERIENCED NOTHING BUT THE MOST SATISFACTION BOTH AS TO DEALER COOPERATION AND PERFORMANCE OF THE DAYFAN RECEIVER WE LOOK FORWARD WITH INCREASE INTEREST TO FURTHER DEVELOPMENT OF THIS ALWAYS RELIABLE RADIO
 J J CASPERMAN GENERAL MGR.
 518A

TELEGRAM
 415 LEXINGTON AVE NEW YORK NY
 ONE OF THE MOST SATISFACTORY RADIO SOLD LAST SEASON ONE STEP AHEAD OF THE OTHERS FIND IT A PLEASURE TO BE A DAYFAN DEALER AND PROUD OF YOUR COOPERATION WISHING YOU EVERY SUCCESS FOR NEXT SEASON
 CITY MUSIC CO.

TELEGRAM
 415 LEXINGTON AVE NEW YORK NY
 WE CONSIDER THE DAYFAN RADIO THE BEST ON THE MARKET THE DAYFAN ADVERTISING LAST SEASON MORE THAN DOUBLED OUR SALES WE LIKE IT KEEP UP THE GOOD WORK
 ANDERSON LIGHT AND SALES CO.

TELEGRAM
 415 LEXINGTON AVE NEW YORK NY
 WE HAVE SOLD THE DAYFAN PERIOD HAVE FULL CONFIDENCE IN MACHINE AS WELL AS THE MANUFACTURERS PERIOD WE JUST TELL THE TRUTH ABOUT IT AND THE MACHINE DOES THE BEST AGAIN WE KNOW THEY WILL NOT BE CAPTAINS NEXT YEAR
 RILEY HARDWARE CO.

TELEGRAM
 415 LEXINGTON AVE NEW YORK NY
 OUR EXPERIENCE SELLING DAYFAN RADIO MOST SATISFACTORY AND PROFITABLE STOP THE DEALER POLICY BOTH FROM THE STANDPOINT OF SERVICE AND PROTECTION IS VERY COMMENDABLE
 SCHEIDER MUSIC CO.

TELEGRAM
 415 LEXINGTON AVE NEW YORK NY
 IN REPLY TO YOUR TELEGRAM WE WOULD ADVISE THE DAYFAN RADIO THROUGH THE DAYFAN DEALERS FRANCHISE IS THE MOST SATISFACTORY OF ANY RADIO APPARATUS THAT WE HAVE EVER HANDLED THE LEASE SERVICES FOR US AND THE BEST SERVICE FROM THE COMPANY
 L M WILLARD.

TELEGRAM
 415 LEXINGTON AVE NEW YORK NY
 WITH AN EVEN CHANCE TO DEMONSTRATE WE NEVER LOST A SALE TO A COMPETITOR THE PROTECTION TO US AS A DEALER AND FACTORY SERVICE WAS ONE HUNDRED PERCENT PERFECT CARRY THE DAYFAN EXCLUSIVELY AND TOOK IT ON AFTER CAREFUL STUDY OF THE RADIO MARKET
 FRANK W SANBORN.

TELEGRAM
 415 LEXINGTON AVE NEW YORK NY
 DAYFAN RADIO HAS ENOUGH SELLING FEATURES SUCH AS SINGLE DIAL CONTROL RELOCATING ETC TO KNOCK DOWN SALES RESISTANCE TO ALMOST THE ZERO POINT STOP DAYFAN DEALER POLICY IS EASILY ONE OF THE BEST IN RADIO STOP DAYFAN RADIO WITH DAYFAN DEALER POLICY MAKES DAYFAN THE BEST MERCHANDISING PROPOSITION IN RADIO
 BURK SMITH MUSIC CO.

TELEGRAM
 415 LEXINGTON AVE NEW YORK NY
 WE CONSIDER THE DAYFAN DEALER FRANCHISE AND THEIR EXCLUSIVE SALES POLICY A WORTH WHILE RADIO PROPOSITION AND IN 1925 IT PROVED TO BE A PROFITABLE BUSINESS INVESTMENT AS IT WAS A WELL MADE RADIO RECEIVER AND REQUIRED VERY LITTLE SERVICING STOP WE ARE COUNTING TO HANDLE THE DAYFAN LINE FOR THE SEASON OF 1926
 WHITE ELEC CO.

TELEGRAM
 415 LEXINGTON AVE NEW YORK NY
 DAYFAN RADIO WAS MY BEST SELLER LAST SEASON AND MOST OF MY SUCCESS WAS DUE TO THE DEALER POLICY THE COMPANY CARRIED OUT STOP A YEAR AHEAD IS A GOOD MOTTO
 INDEPENDENT RADIO AND ELECTRICAL SUPPLY.

TELEGRAM
 415 LEXINGTON AVE NEW YORK NY
 DAYFAN RADIO CAME US FORTUNATE SATISFACTION LAST SEASON AND EACH LIBERAL THEY NOT ONLY COOPERATED WITH THE DEALER IN SECURING SALES AND GIVING SERVICE BUT THEY REALLY PROTECTED HIM IN HIS TERRITORY WE ARE THEREFORE PLEASED AND HIGHLY SATISFIED WITH DAYFAN AND HOPE TO BE WITH THEM NEXT SEASON
 CULP PLANO CO.

TELEGRAM
 415 LEXINGTON AVE NEW YORK NY
 IN OUR EXPERIENCE WITH THE DAYFAN RADIO LAST SEASON WE FIND THAT IT IS VERY SATISFACTORY AND GIVES STEADY SERVICE WHEN INSTALLED CORRECTLY WITH SUFFICIENT AERIAL AND A GOOD GROUND A GOOD INSTALLATION WILL GIVE GOOD SERVICE AND SATISFACTION TO ANY CUSTOMER CUSTOMER TIRE SERVICE.
 H B COLLIS SPRAYER CO.

TELEGRAM
 415 LEXINGTON AVE NEW YORK NY
 WE VALUE OUR DAYFAN FRANCHISE VERY HIGHLY STOP DAYFAN RADIOS BECAUSE OF THEIR UP TO THE MINUTE FEATURES ARE EASY TO SELL AND ALWAYS PLEASE THE CUSTOMER STOP ALSO IT IS GRATIFYING TO DO BUSINESS WITH A CONCERN THAT IS SO RESOURCEFUL IN EXTENDING HELP TO THEIR DEALERS
 H B COLLIS SPRAYER CO.

TELEGRAM
 415 LEXINGTON AVE NEW YORK NY
 DAYFAN RADIO VERY SATISFACTORY APPROVE OF NEWSPAPER ADVERTISING BUT WOULD SUGGEST A LITTLE MORE NATIONAL ADVERTISING TO BRING THE NAME MORE PROMINENT BEFORE THE BUYING PUBLIC
 C F JACKSON.

TELEGRAM
 415 LEXINGTON AVE NEW YORK NY
 YOUR WIRE DATE RE DAYFAN RADIO SALES LAST SEASON EXPECTATIONS NO SERVICE AS YET, WELL PLEASED
 RAYE COLLECT

TELEGRAM
 415 LEXINGTON AVE NEW YORK NY
 DAYFAN RADIOS MOST UNIVERSALLY SATISFACTORY RADIO HANDLED IN EVANSVILLE LOCAL ADVERTISING DONE LAST YEAR MOST PRODUCTIVE AND THE COOPERATION OF SERVICE DEPARTMENT SPLENDID
 STAHSCHWIDT PLANO CO 618 MAIN ST.

TELEGRAM
 415 LEXINGTON AVE NEW YORK NY
 DAYFAN ARE READY TO BE DEMONSTRATED IN HOME IS SURE SALE WE HAVE A LOT OF SATISFIED CUSTOMERS
 H E MOORE ARCOLA HARDWARE.

Here's Your Coupon!

FAN

A Great Musical Instrument!

DAY-FAN ELECTRIC COMPANY, Dayton, Ohio. Dept. C.C

You may send me particulars regarding
 Distributors' franchise
 Dealers' franchise

Name _____
 Address _____
 Town _____ State _____

How West Coast House Built Radio Profits

Kinney Bros. & Sipprell, of Everett, Wash., Employ Twelve Good Salesmen to Cover a Large Territory—Profiting by Past Mistakes

The interesting experiences of a music house which was organized in the Far West shortly before the national development of radio as a retail proposition and which used the popularity of radio merchandise to increase its volume of business and justify an expensive new building were related recently by A. H. Kinney, of Kinney Bros. & Sipprell, music dealers in Everett, Wash. The firm was organized in 1918 strictly as a phonograph and piano store. In February, 1920, the steady expansion of the business led to the company's removal to a new building of its own at 1705 Hewitt avenue, which was built exclusively as a music store and contained twenty-seven separate rooms.

"During the early part of 1921," Mr. Kinney stated, "we were brought face to face with the cold facts that business in the music line did not justify so expensive a location in our city unless something out of the ordinary could be done to bolster up volume. Radio was just beginning to be known in a commercial way and we felt that it had great possibilities. We immediately started looking for the right man to head this department, and finally settled on Clifford Carpenter, who at that time was superintendent of schools. Mr. Carpenter had always been a radio enthusiast, was a graduate in electrical engineering, had taught radio in the navy, and had built a great number of receiving sets, as well as amateur sending sets.

"Under Mr. Carpenter's direction we proceeded to make arrangements for the manufacture of sets and installed quite an extensive parts department. This department was operated some six months, and met with success, so far as complete sets were concerned, but proved disastrous from the parts standpoint. We had no end of youthful purchasers, but found that their buying power was extremely limited, and that it required many dollars'

worth of education and information to sell them two or three dollars' worth of parts, and that after making the sale, if the set which they built did not operate properly, we were held responsible. It was a very unsatisfactory business.

**IMPORTANT!
READ CAREFULLY
Our Service Policy**

Every Radio set sold by Kinney Bros. & Sipprell is fully guaranteed both by the manufacturer and by us against defects in manufacture, providing such defects are reported to us within 30 days from date of sale.

Our Service Department is for your convenience. We will be pleased to have a representative call if at any time your set ceases to operate in a satisfactory manner. If our examination of your set develops a defect of manufacture there will be no charge for this service. If, however, our service man finds that your set is not functioning properly due to a run down condition of batteries, tubes, etc., or has not been operated properly or is damaged by abuse, a nominal service charge will be made.

Where service charge is made our service man will render receipt for same.

Tubes and dry cell batteries are only guaranteed against manufacturing defect. No operating life is specified in either case.

You appreciate that it is impossible for us to guarantee this set for distance as results vary with different locations, atmospheric conditions, local disturbances and the ability of the operator.

This set and its accessories have been thoroughly tested under actual operating conditions before leaving our store and is O. K.

Signed
KINNEY BROS. & SIPPRELL
Phonographs—Radios—Pianos
1705 Hewitt Ave. Everett, Wn. Phone M. 797

The Kinney Bros. & Sipprell Guarantee

"Some three months after the installation of the department Mr. Carpenter induced us to install a broadcasting station. He built the station complete from parts, which was rated only as a five-watt station. This station, however, was picked up at all points in the United States, as far East as Tarrytown, N. Y., and Wrangell, Alaska. The station was operated for approxi-

mately two years. At the end of that time we were forced to junk it, and withdraw from the parts business. Complete sets were beginning to come through, and we handled a number of the early makes. We also discovered about that time that our small station was a hindrance rather than a benefit, as the better, more powerful stations were putting on excellent programs, with which we could not attempt to compete, and that being on the air simply made it more difficult for our local people to get the better programs. We therefore dismantled the station.

"Any firm that has followed the radio business since 1921 is thoroughly conversant with the troubles which attended it. Possibly the greatest obstacle to be overcome was the inability of the average customer to understand his set or to get anything like satisfactory results. The crude sets during the first years were extremely expensive to operate. Tubes and batteries were unreliable, and fully two-thirds of sets received from factories would not operate without being overhauled.

"W. H. Kinney, who has always had charge of our radio department, was not discouraged at any time, even though we were continually losing money. He was confident that the business had a future, and that sooner or later the public would become sufficiently familiar with radio so that they could operate it satisfactorily and that the manufacturers would turn out a product which would give satisfaction.

"Finally, we had two large receiving stations built for testing sets out of town. One of these was located at Blackman's Lake, some eight miles southeast of Everett, and one at Silver Lake, six miles southwest of Everett. In these two stations we have tested some two hundred makes of radio sets, and have selected from these the ones which we thought would give the best satisfaction in the hands of the public.

"Our radio department has been an expense item continually until the past eight months. During the Summer of 1925, however, things took a better turn. We were able to do a very substantial volume of business, which we feel was the result of our long and careful study of the radio business. At the present time we are handling several factory lines, those of the Freshman, Atwater Kent, Thompson and Radio Corp. of America. We employ four technical men in our service department, and even with a very substantial volume the margin of net profit is extremely low. This is due to the short discounts from the factories and to the heavy service connected with the technical department.

"Radio is too much in demand to justify a general canvass. We find the best means of obtaining prospects is to insist that the salesman call back on their sales within ten days, make any adjustments necessary and obtain prospects from these sales. We are enclosing herewith service card which goes with each set, and which we find eliminates a great deal of argument and dissatisfaction.

"We are frank to admit that we have not solved the service problem, and that our department is still operating under too heavy an expense. The only possible way of overcoming this is by using a sufficiently large sales force to develop a volume which will stand a heavy service cost. We are now employing twelve salesmen, who cover our territory quite thoroughly. From all present indications, there will be no appreciable let-up in radio business during the Summer months. As a matter of fact, our radio business during June, July and August of last year grew continually and reached its peak in November."



WESTON "Pin-Jack" Voltmeter with HIGH RANGE STAND

Explore the Air!

And Find More Dealer Profits

REDUCE servicing overhead on every set you sell and make a profit at the same time on the sale of a Weston Quality Radio Instrument. This new Weston device is really two instruments in one—a Pin-Jack Voltmeter to measure filament voltages—and a high range stand into which the voltmeter plugs for measuring battery voltages up to 160 volts! "It shows the customer how to economize on tubes, tells him the condition of his batteries and makes him a continuous and long-time profit-maker for you instead of a one-time, dissatisfied buyer.

¶ In the past you have always been able to count upon Westons to move quickly from your shelves and to move other merchandise with them.

The new Pin-Jack Voltmeter, with High Range Stand, is a unique all-round testing radio instrument.

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



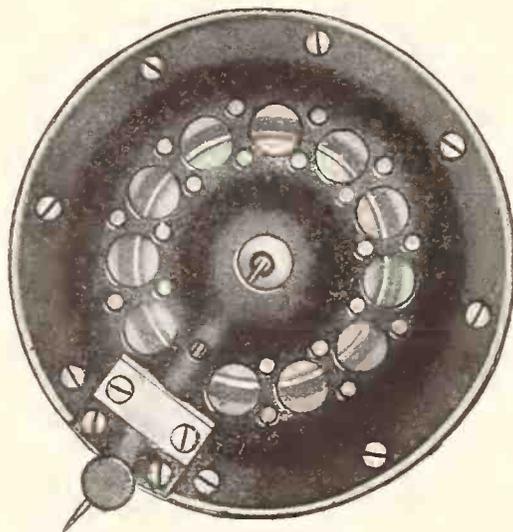
Sell Them a SUPER-Reproducer—

and they will again become your record customers or buy a new type phonograph of you

Symphonic PHONOGRAPH REPRODUCER

is the first, original, and best independent REPRODUCER having a metal (alloy) diaphragm. Please note that the reproducers with which the most prominent phonograph manufacturers equip their new instruments, have alloy diaphragms.

SYMPHONIC has been designed and built to attach to the various makes of old type phonographs for playing the new electrical records properly — *and it does just that.*



SYMPHONIC will bring heretofore hidden notes out of your old records

SYMPHONIC will play bass and treble notes

SYMPHONIC is accurately proportioned and spaced

SYMPHONIC can be sold with our money back guarantee

SYMPHONIC is sturdily built

SYMPHONIC is sensitive

SYMPHONIC has practically world wide distribution

A total of 87 years of experience in the phonograph industry, and a hard-earned reputation for square dealings is back of the men manufacturing and marketing the Symphonic Phonograph Reproducer.

Write us for the name of your nearest distributor in the United States (Hawaii and Porto Rico), Canada, Cuba, Mexico, China, Japan and Argentina

SYMPHONIC SALES CORPORATION

LAMBERT FRIEDL, *President*

370 SEVENTH AVENUE

NEW YORK CITY

*Visit our Demonstration Salon
at 1633 Boardwalk, Atlantic City*

Atlas Cases Prevent Damage to Radios

Atlas Plywood Packing Cases deliver radios in exactly the same condition in which they leave the factory. No finish marring—their 3-ply walls prevent it. No broken parts—their great strength and rigidity resist all transit jolts.

And Atlas Cases are quickly assembled. They're bound to save you lots of labor. Their appearance is all to your advantage, too. They're handsome and sturdy looking, while their smooth veneer sides make your printed trademark stand out in fine style.

Try some Atlas Cases on your next shipment. That'll show you their advantages.



PARK SQUARE BUILDING, BOSTON, MASS.

New York Office
90 West Broadway

Chicago Office
649 McCormick Building

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Educational Merchandising Campaign of Federal Radio Corp. Is a Big Success

L. E. Noble, Vice-President of Corporation, States Meetings Have Instilled New Confidence in Dealers—New Ortho-sonic Model "C" Introduced During Campaign

BUFFALO, N. Y., August 7.—The Federal Radio Manufacturing Corp., which through its jobbers throughout the country has been conducting a series of educational merchandising campaigns, and at the same time introducing its new Ortho-sonic "C" model, reports results vastly greater than it had anticipated earlier in the season.

These meetings, according to L. E. Noble, vice-president of the company, have instilled in the dealer a new confidence in Federal products and the company's merchandising policies. Warm weather selling plans have been discussed chiefly at these meetings and those dealers who have taken advantage of the various Summer merchandising plans outlined have profited accordingly, Mr. Noble said. With national distribution of Federal outfits, the meetings were conducted by the manufacturer's jobber in the principal sections of the country, the series starting in the New England section.

The H. P. Small Co., Federal jobber in Bath, Me., expressed great enthusiasm over the success of the education meeting held in its warerooms for dealers in that territory. Other New England jobbers who conducted dealer meetings and demonstrated the new Ortho-sonic model were R. V. Pettingell Electric Supply Co., Boston, and the Crown Light & Radio Co., New Haven. W. H. Lyon, Federal representative in the New England section, gave a number of constructive Summer selling talks and also demonstrated the "C" receiver.

New York State retailers were guests of jobbers in their respective territories. The jobbers who entertained Federal dealers in this State included: Musical Products Distributing Co., New York City; Albany Hardware & Iron Co., Albany; Horrocks Ibbotson Co., Utica, and the Buffalo Talking Machine Co. At the New York City meeting, held at the Waldorf-Astoria, L. E. Noble and L. C. F. Horle, chief engineer of the Federal Corp., were in attendance and addressed the dealers. The new Federal model created much comment at this meeting following the demonstration.

This feat was duplicated, resulting in the same enthusiasm, on the part of dealers in Chicago, where the L. Markle Co. assembled its retailers.

The Grier-Sutherland Co., Detroit jobber, representative in the Michigan territory, reported to the Federal plant that its meeting was highly successful, and the Michigan dealers were particularly interested in the Sum-

mer merchandising ideas offered by the Federal Corp. This firm, to further spur dealers to greater interest during the warm weather, offered a large oil painting as a prize to the dealer who offered the best sales plan for the Summer months.

In Pennsylvania R. E. Tongue & Bros. Co., of Philadelphia, and Hamburg Bros., Pittsburgh, both jobbers, made extensive plans for the entertainment of their retailer guests and

I. C. Fink Dies as Result of Injuries in Auto Wreck

Field Manager of Radio Division of American Bosch Magneto Corp., of Springfield, Mass., Killed in Accident in Macon, Ga.

The many friends of Irving C. Fink, field manager of the radio division of the American Bosch Magneto Corp. of Springfield, Mass., were shocked to learn of his death in Macon, Ga., as a result of injuries sustained in an automobile accident near that city. In attempting to turn aside for another car to pass during a heavy rainstorm, Mr. Fink's automobile overturned and burst into flames, pinning him in the driver's seat. He died from internal injuries and inhaled gasoline fumes soon after his removal to a hospital. Mr. Fink is survived by his mother and father, two brothers and a sister.

Executives of the American Bosch Magneto Corp. have issued the following statement:

"The executives and staff of our company mourn the loss of Mr. Irving C. Fink, who met with an accident which ended fatally. We lose a friend and one whose unusual capabilities and splendid character won for him an enviable reputation and a host of friends from coast to coast. His colleagues will always cherish the memory of this friend, whose kindness of heart knew no bounds."

A New Use for Radio

The department of Motor Vehicles of the State of California has installed an Atwater Kent model 30 receiving set aboard the first road service car to be operated. The car will tour the State, giving demonstrations, examinations of drivers and automobile information. The inspectors in charge of the car will keep in touch with headquarters with the aid of the radio set.

reported excellent results. These meetings were held in the Benjamin Franklin Hotel, Philadelphia, and on the roof garden of the Chatham, Pittsburgh.

A trio of enthusiastic meetings were conducted by the Churchill Drug Co. at their branch houses in Peoria, Burlington and Cedar Rapids. The Harbison Mfg. Co., of Kansas City, held nine local gatherings over a wide territory.

Pacific Coast retailers assembled in Los Angeles, where the Yale Radio Electric Co. intends to hold similar affairs annually. Meetings were also held in San Francisco, Portland and Seattle.

Paxton & Gallagher, Omaha distributors, have plans laid for a series of meetings similar to those of the Harbison Co., of Kansas City.

New Fada Radio Line Has Been Introduced to Trade

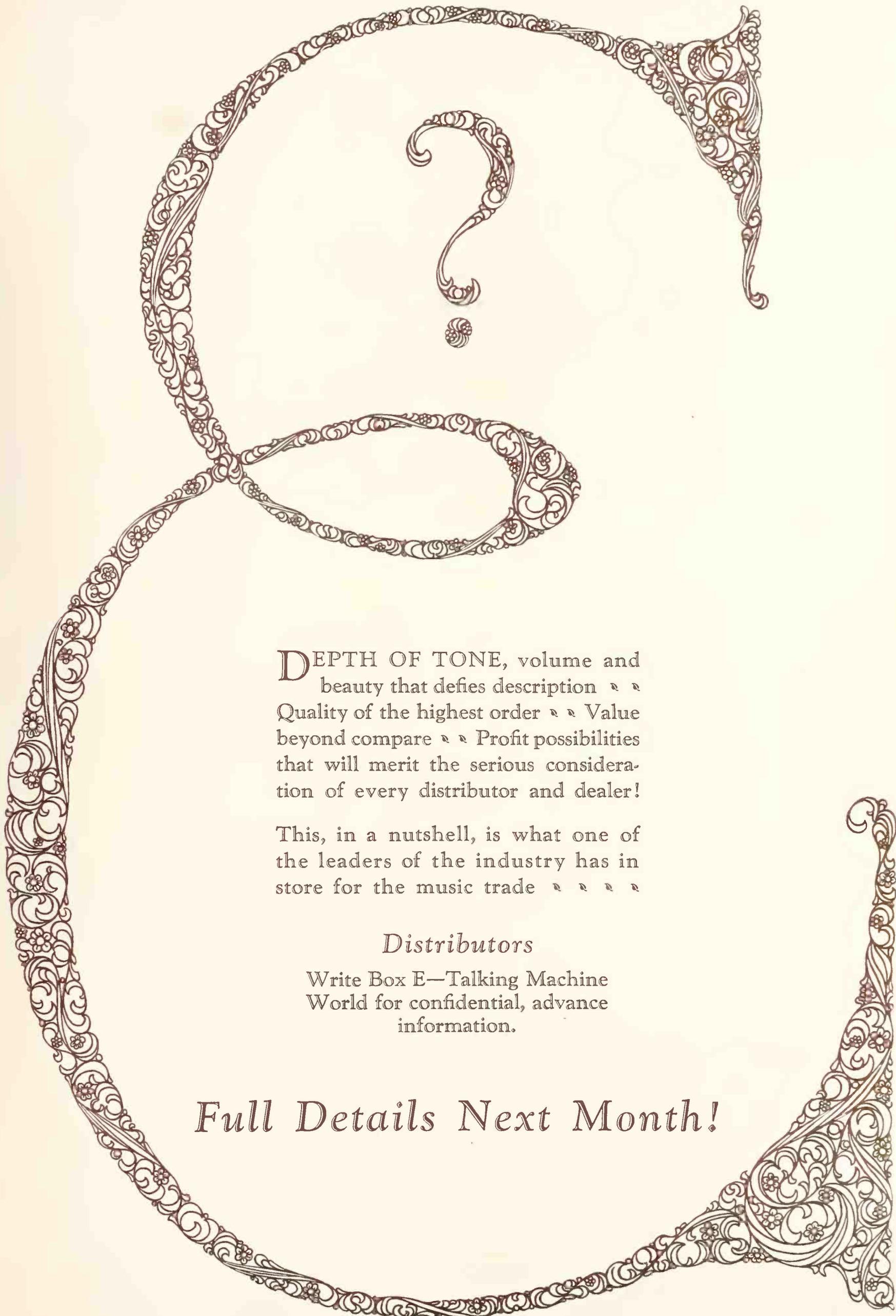
Dealers in Metropolitan District Inspect Models in Exhibit in Pennsylvania Hotel—New Cone Type Speaker Announced

Dealers in the metropolitan district had an opportunity to inspect the new Fada radio line at the Pennsylvania Hotel, New York City, during the week of July 19 to 24. The entire line of 1927 receivers and speakers was on display and was fully demonstrated to the visiting retailers. Steelman, Inc., the Triangle Radio Supply Co. and the Victory Electric Supply Co., metropolitan district distributors for Fada, co-operated with the officials of F. A. D. Andrea, Inc., in making Fada week a success.

A new cone type speaker, which is said to embody a new principle in design, has been announced to the trade by F. A. D. Andrea, Inc. Specializing since 1923 in tuned radio frequency neutrodyne receivers, this is the first season that Fada has undertaken the marketing of a separate loud speaker, and it is presented as a companion piece to the Fada 1927 line of radio receivers. It has a circular cone, mounted on a decorative metal base of bronze effect.

The Myers Corp. Adopts Special Tube Kit Plan

The Myers Radio Tube Corp., of Cleveland, O., is prepared to furnish special tube kits for all prominent circuits and makes of receivers. Each kit is especially adapted to the particular circuit in which it is to be used and the tubes are marked to denote the positions they are to occupy in the set, such as detector, radio frequency, etc. Of course, tubes for universal use in all circuits, made and marked for the functions they are to perform, are still available to the trade.



DEPTH OF TONE, volume and beauty that defies description ~ ~ Quality of the highest order ~ ~ Value beyond compare ~ ~ Profit possibilities that will merit the serious consideration of every distributor and dealer!

This, in a nutshell, is what one of the leaders of the industry has in store for the music trade ~ ~ ~ ~

Distributors

Write Box E—Talking Machine World for confidential, advance information.

Full Details Next Month!

The Greatest Line of Ever Offered to



Free-attractive 7 color display material to dealers featuring PAL and Regal portables

Many live prospects, not only for PALS and Regals, but also for your regular lines of records and other merchandise will be brought into your store by these attractive displays, beautifully executed in seven brilliant colors.

In addition to the displays, multi-color price tags and other advertising materials, all designed to increase your sales, are furnished gratis to dealers featuring the Pal, Regal and Kompact Portables.

Be sure to write in for your displays NOW!



We will send you free cuts of the Pal, Regal and Kompact for your advertising. Our advertising department will be glad to assist you in making up and laying out your advertisement.

Do not hesitate to ask us for these

PLAZA MUSIC COMPANY

Portable Phonographs The Music Dealer

KOMPACT
\$12.50

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



Regal
\$15.00

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



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

\$25.00 Retail!

The BIG season for portables is here!

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

If you act quickly you will still be able to get your share of the big summer and vacation demand for these machines.

SEND IN YOUR ORDER NOW

10 West 20th Street, New York, N. Y.

BRUNO

LET'S FACE THE FACTS!

Modern business has an axiom that "to stay where you are, you have got to run like the devil!"

Now, far-fetched as it sounds, that is virtually true. Analyze the highly aggressive and ambitious programs of business all about you—from refrigerators to petroleum—and you will immediately appreciate, Mr. Victor Dealer, that a legitimate battle is in progress for just one thing, the Consumer's Pocketbook.

And so it is with us in the Orthophonic Victrola and Combination Radiola business. We are in the race and our competition is not alone in the music line—not merely hair nets, chewing gum or automobiles, either—it is the competition of the sum total of all these things!

Realize then, Mr. Victor Dealer, that your and our very existence is predicated on the amount of intelligent and liberal application that is put into our jobs. Talk alone is of no value. Advertising has its function. But again that is no cure-all.

What we need, and must have to justify our existence, is intensified selling effort—door-to-door canvassing, private and public demonstrations, sales promotional campaigns of every effective sort—all for the purpose of proving that Victor Product should have priority over other necessities and luxuries! And only because of its educational, entertainment and constructive value!

In view of all this, selling Victor Product today—and with full regard to its vastly superior merit—is a real job in the fullest meaning of the word. The services of proprietor, manager and clerk are all imperative. That's the order of modern business, the order of the day!

Now then, don't wilt—just work and win!

C. BRUNO & SON, Inc.

351-353 Fourth Avenue

New York

1834—Over 92 Years of Dependable Service to the Music Trade—1926

W. J. Haussler Elected First President of New Talking Machine Wholesalers' Ass'n

Outlines Reasons for the Formation of the Association in a Statement to The World—Emphasizes Value of Association in Bringing About Better Conditions in the Industry

Co-ordinated effort, mutual understanding and a get-together spirit among those engaged in similar enterprise is obviously of the utmost importance. For a considerable period numerous talking machine wholesalers have been desirous of having an organization of their own, so that they may measure up with their brothers in other branches of the music industry. Accordingly, at an informal meeting of talking machine distributors from all parts of the country, held at the Walt Whitman Hotel in Camden, N. J., on Tuesday, July 13, the suggestion was broached to their fellow distributors. French Nestor, of the French Nestor Co., Jacksonville, Fla., presided as acting chairman, and the thought of the association and the wisdom and advisability of its formation was presented to the attending wholesalers. After due deliberation it was the unanimous decision of those present that the need of an organization of this character was quite in order. Accordingly, the necessary organization committees were formed to draft a constitution and by-laws, and upon the report of the nomination committee the following officers were elected: William J. Haussler, of C. Bruno & Son, Inc., New York, president; George C. Beckwith, of the George E. Beckwith Co., Minneapolis, vice-president; F. W. Davidson, of the Perry B. Whitsit Co., Columbus, secretary, and Harry G. Koerber, of the Koerber-Brenner Co., St. Louis, treasurer. In addition to the officers the board of directors of the new organization will consist of French Nestor, of the French Nestor Co., Jacksonville, Fla.; J. Newcomb Blackman, Blackman Talking Machine Co., New York; Joseph C. Roush, Standard Talking Machine Co., Pittsburgh; Lester Burchfield, Sanger Bros., Dallas, Tex., and John Elliott Clark, John Elliott Clark Co., Salt Lake City. The new organization has not as yet been named. This was postponed purposely in order to give time for the selection of the most appropriate name. Letters have been sent out to members asking for their suggestions in the naming of the association, in selecting the one most applicable and clearly defining in some manner the national character of the organization, a name that will hold good for time to come.

William J. Haussler, who has been honored with the presidency of the new organization, is splendidly equipped for this important post. As vice-president and general manager of two large organizations in the music field, C. Bruno & Son, Inc., Victor distributors, and M. Hohner, Inc., manufacturer of harmonicas, Mr. Haussler has displayed rare executive ability and has contributed materially to the growth of both organizations. His untiring efforts as chief executive of the National Musical Merchandise Association are nationally known and through his wise counsel the association has accomplished much that is of value to its members and the industry.

In an interview with The Talking Machine World regarding the newly formed organization, Mr. Haussler, as president, stated:

"The reason for the formation of an association of this character is so self-apparent as to need no explanation. The dignity of the business demands it. The retail dealer likes to know that there is a strong organization among the distributors which he deals with that will indirectly but materially benefit the business in which he is engaged. The value of an association whose activities are devoted in the right channels has been indisputably proved. The remarkable success of business in this country can be attributed strongly to the concentrated efforts of associations of this character. To my mind the unfortunate lack of personal contact among wholesalers of Victor merchandise in the

past has resulted in a considerable loss of business which might have been otherwise obtained. I am convinced of not only the lucrative results but many otherwise highly beneficial returns to be obtained. The exchange and interchange of ideas among those who are mutually and vitally



W. J. Haussler

interested will be exceptionally valuable and of benefit to all. The aforementioned, in short, explains and justifies this new organization of talking machine wholesalers.

"My personal ambition, and I feel that it is analogous with the ideas of associated members, is to lend all possible assistance, conscientious effort and co-operation to the logical, effective and most profitable manner of merchandising. We want to be accused of having done real intelligent selling work, so that both the manufacturer and the retail dealer may know that a real job has been well done. I fully realize that flowery words and conversation itself will not bring this about. Our ambition can only be realized to a full measure by

applying ourselves. We can arrive at new selling ideas and new creative thoughts that will cause and force the consumer to buy our products against the diversion of dollars into outside channels. After all, it must be admitted that outside industries are making a strong bid for the consumer's dollars and so we in the talking machine and radio business must realize that our competition lies mostly in products outside of the music industry, rather than in it. We will endeavor to bring about a better condition throughout the music industry among talking machine, radio and small goods dealers and the jobber and manufacturer as well to meet this outside competition, and will be ready to lend a helping hand toward the achievement of constructive work that will make the association well worth while and its benefits widespread."

Plan Big German Radio Exhibition in September

Plans are rapidly nearing completion for the Third Berlin Radio Exhibition to be held in Berlin, Germany, September 3-12, according to advices received from the Berliner-Messe-Amt, which has the management of the affair. The leading European manufacturers of the radio industry are expected to exhibit. Through the unique construction of the radio hall and through its radio-technical and acoustical equipment, such as sound-proof rooms, indoor aerials, etc., it will be possible for every exhibitor to demonstrate his products in actual use. The transmitting companies will demonstrate the whole technical process of the broadcasting service in special studios where the foremost German artists will co-operate. There will be many other interesting features.

C. J. Timms Made President

Clarence J. Timms at a recent meeting of the board of directors of the General Instrument Corp. was elected president and director. Mr. Timms was connected with the Aluminum Co. of America, from which he has resigned to take up his new duties.

J. D. Mariner's Music House of Reno, Nev., has moved to temporary quarters at 223 North Virginia street. This concern is one of the leaders in the talking machine business in this section of the State.

WALL-KANE

THE ORIGINAL 10-RECORD NEEDLE PUT UP IN ATTRACTIVE COUNTER DISPLAYS



GIVES YOU 150% PROFIT

Also Jazz, Concert, Petmecky and Best Tone Phonograph Needles

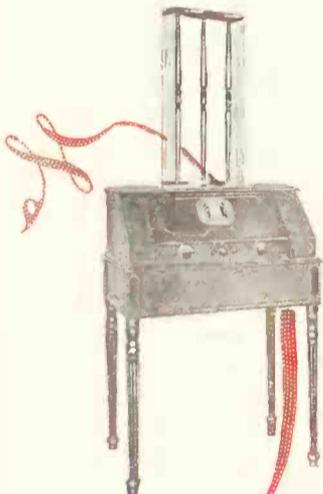
WALL-KANE NEEDLE MFG. CO., Inc., 3922—14th Ave., Brooklyn, N. Y.

Order now — there's a clear road ahead

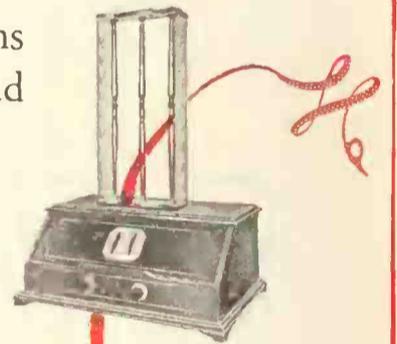
In any race, only the man who plans ahead can win. The radio dealer has had a great handicap, because the future was too full of doubts, and advance planning was a gamble. This is no longer true—not for the RCA Authorized Dealer.

The RCA dealer knows today the models that he will have for sale straight through the year. He is fully protected against a price-drop. He can order now—make his plans for his fall and winter business—be ready a jump ahead of the man-who-can't-take-a-chance!

Put in your fall orders—for the whole season—right now—and get deliveries when you want them. Write us now for help in your advertising plans. The big RCA campaign is ready in advance. You can plan your tie-ins now!



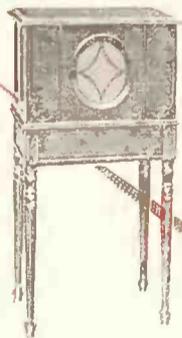
RADIOLA 28



RADIOLA 25



The sign that marks the leading radio dealer in every community.



RCA LOUDSPEAKER 104



RADIOLA 20



RCA LOUDSPEAKER 100



RADIOLA 30

RCA Radiola

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

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

Sell Radiotrons *this way*

RCA Radiotrons are the year-round, bread-and-butter business of the reliable radio dealer.

.....

Sell better reception
Sell bigger power
Sell longer distance
—with RCA Radiotrons



FIRST RADIO	SECOND RADIO	DETECTOR	FIRST AUDIO	SECOND AUDIO
FOR DRY BATTERY SETS				
RADIOTRON UX-199	RADIOTRON UX-199	RADIOTRON UX-199	RADIOTRON UX-199	RADIOTRON UX-120
FOR STORAGE BATTERY SETS				
RADIOTRON UX-201-A	RADIOTRON UX-201-A	RADIOTRON UX-200-A	RADIOTRON UX-201-A	RADIOTRON UX-112 or UX-171



*for
bigger
sales*

RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA

RADIO CORPORATION OF AMERICA NEW YORK CHICAGO SAN FRANCISCO

Eliminating Mechanical Ideas in Selling

More Talk of Music, Greater Knowledge of Recordings and More Demonstrating Are Necessary for the Upbuilding of Retail Profits

"We live in a mechanical age." Doubtless everyone has heard this ad nauseam. However familiar, nevertheless the really important point is its actual insignificance to most of us. We so take for granted the facts around us that we seldom stop to inquire whether they are leading us or what influence they have upon our own occupations and habits of thought. In this case most of the talk about the machine age is fallacious. Yet we allow ourselves to be governed by it.

Let us consider the selling of the phonograph. One could hardly bring up a more perfect example of extent to which the worst fallacies of the mechanical age have obtained a hold over our minds. We take the phonograph for granted so much that we scarcely stop even to think that it is a mystery and a wonder. That a flat disk of shellac and a diaphragm of mica or of aluminum or newer products should be the means of bringing into every home all the music of all the world has come to be a fact so familiar that one actually meets men who suppose that there is no longer any romance or any novelty in the phonograph business, which indeed they seem to think has now settled down into a sort of steady sober pace of middle-aged walking. Of course if the mechanical age were as far advanced as it is supposed by some to be, the phonograph might by now have come to the end of its resources, to be scrapped in favor of something better, as is the way with worn-out machines. But our age is not yet wholly or even predominately mechanical, although it seems to be all of that.

Certainly we live among machines. Certainly too, most of us have fallen under the influence of machines to such an extent that we come to base all our ideas of business upon mechanical principles. Thus, we come to imagine that the mental processes by which men and women arrive at decisions to buy or not to buy can be controlled by purely mechanical stimulants. Just because a machine can be designed to perform certain functions when it is fed with certain specified standardized fuel, so our business

and advertising experts often seem to think that sales can be stimulated or depressed almost at will by the mere application of external suggestion based upon the wholly mechanical idea that man responds to one standardized specific stimulus only. That stimulus is price.

Americans Not Price Chasers

The American people are noted among all people for the tendency to think in terms of machinery, but they are also noted for the tendency to apply the thought in the reverse direction. For instance, no one can quarrel with American ingenuity, persistence and inventiveness in business; but one may quarrel with the mechanical habit of measuring achievement in money only. Because of this strong tendency, this passion, in fact, American buyers unconsciously tend, in all matters of which they have not personal expert knowledge, to rush after the thing which is most expensive or after the man who most loudly proclaims himself an expert. Hence American buyers are notoriously easily stung.

Now when it comes to phonograph salesmanship, the ordinary machine thinking simply will not work. The mechanical stimulus of price will not work simply because phonographs are not essential either to the maintenance of natural life or to one of the secondary necessities such as transportation. If everyone had to have a phonograph, then the price would be the first consideration with the masses of the people; although even here we note in the parallel case of the clothing industry that wherever social values intrude price again becomes secondary to them. In other words, one buys the best clothes one can, because there is a social value in good clothes.

Social Value

It is this social value and not the mechanical stimulus of price which brings about demand for musical instruments, or for any other of what might technically be called the luxurious as against the physically essential things. And yet, although this is surely obvious enough to be universally recognized, one is constantly finding business men making the mistake of sup-

posing that sales can be created and maintained by actually denying these values, or at least ignoring them.

Or, if any one says that all this is too abstract, I can make it very clear by saying that the phonograph and its records are sold because and just in so far as their buyers see in them a specific use for entertainment or for musical education. Buyers do not buy phonographs or records because of their price or because it is the thing to have them; but solely because, if and when, they like that which the phonograph gives, which is music.

It should therefore seem that a little more talk about music might be in order.

The Fundamental Policy

I am not suggesting that all the retail policies of the talking machine industry are dictated by price. On the other hand I know perfectly well that the manufacturers certainly are wise enough to see the policy they should pursue, and to try to pursue it. What I am complaining about in the sales methods of the retailers is their insistence upon the hypothesis that the motives which prompt the buying of talking machines and records are the same motives which prompt the buying of groceries. Even if they were, which they are not, we should be hard put to it to understand why a fancy package of groceries sells at a much higher price than the same groceries without a package. Yet it is so.

That is why talking machine salesmanship has to emancipate itself from the facile but wholly futile pursuit of mechanical ideas, which may be all right for other lines of selling but are hopelessly disappointing and illusory in our line. What is needed is more talk of music and more knowledge of records, more demonstration and more enthusiasm for what the talking machine does.

Magnavox Co. Plans Big Advertising Campaign

Spectacular Advertising Campaign to Feature These Radio Products

OAKLAND, CAL., August 5.—The Magnavox Co., manufacturer of Magnavox radio equipment, has arranged for the coming Fall season one of the most spectacular advertising campaigns ever used by a manufacturer of radio apparatus. Ten full pages will be used in the Saturday Evening Post, some color pages, during September, October, November and December. In addition feature advertisements will appear in the Literary Digest, Radio News, Atlantic, Review of Reviews, Golden Book, World's Work, Harper's and Scribner's.

This use of mediums means a combined circulation of over 5,000,000 and many more million readers, and covers every type of worthwhile prospect. When it is taken into consideration that there are 6,700,000 income tax payers and Magnavox advertising reaches five-sixths of this number, the magnitude of the campaign is realized.

The use of the above-mentioned mediums was decided upon so that all classes would be informed of the desirability of Magnavox. The Saturday Evening Post to attract the average middle-class population, the professional and executive types through the Literary Digest, the radio fan through the Radio News and the community leaders and the wealthy class through the other six publications.

All of the advertisements will help sell both sets and speakers, but each advertisement will feature one or the other.

THE TUBE WITH THE SENSIBLE GUARANTEE



What do you mean?
ISOLANTITED

PRONOUNCED EYE-SO-LAN-TITE

Isolantite—There is nothing else like it. There are numerous insulating materials on the market each with its individual claims and qualities, advantages and disadvantages. While a few of the insulating materials possess some of the qualities found in Isolantite, not one of them has all the qualities and advantages of Isolantite.

Dielectric strength over 30,000 volts per mill. of thickness.
Crushing strength 60,362 pounds per square inch.
Heat resistivity approximately 2,700 degrees F.
Unusual resistivity to sudden temperature changes.
Absolutely immune to all commercial acids.
Positive uniformity of characteristics.
Absolute homogeneity without flaws or pores.
Hardness second only to that of a diamond.
Non-porous—will not absorb moisture.
Heat conductivity approximately equal to carborundum.

**SUPERTRON BARS NO EXPENSE
TO MAKE SUPERTRON THE BEST**

Supertron is ISOLANTITED thruout—That's the answer.

Full Details on Request

SUPERTRON MFG. CO., INC.—HOBOKEN, N. J.

Chicago Office, 30 N. Dearborn St.
Export Dept., 220 Broadway, N. Y. C.

SUPERTRON

A SERIAL NUMBER GUARANTEE

The Foremost Independent Tube In America



ALL TYPES AT
PUBLIC DEMAND PRICES

SX 201 A	\$2.00
SX 199	2.25
SV 199 small	2.25
SV 199 large	2.25
SX 112	5.00
SX 120	2.50
SX HiMu	3.00
Supertheon Half	4.00
Supertheon Full	5.00

In Canada slightly higher.





The REXOPHONE Brass Tone Arm

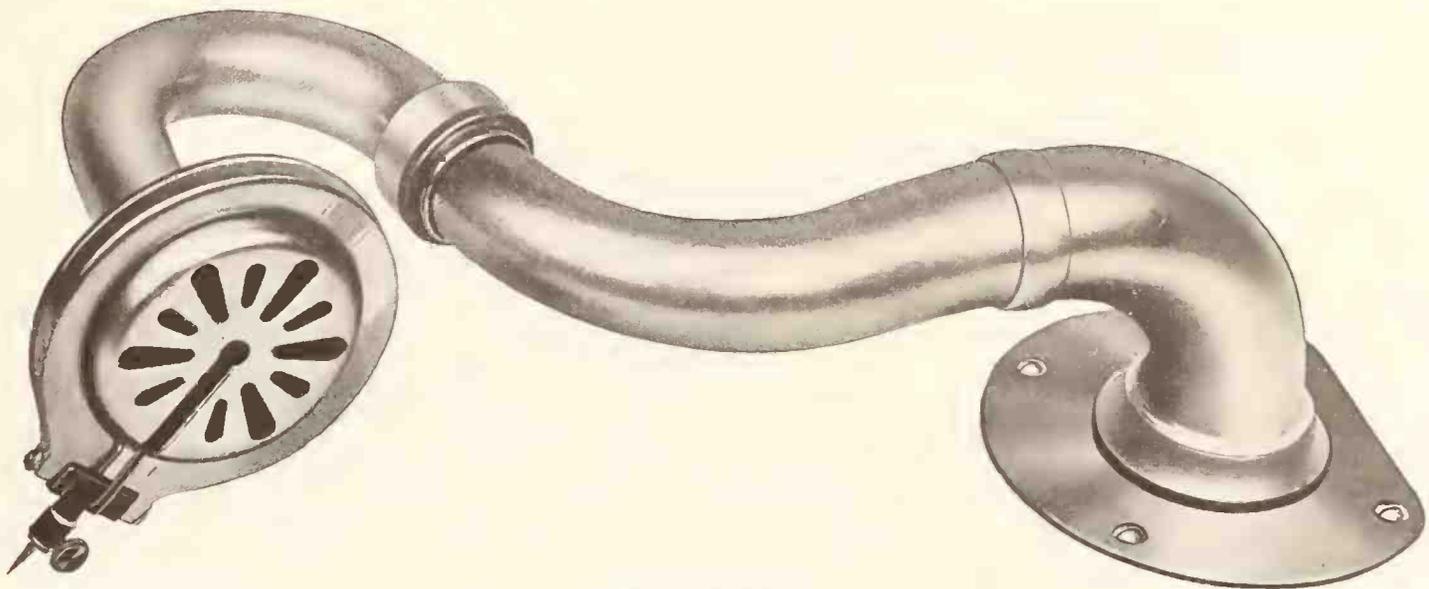
Equipped with the REXOPHONE Reproducer



*A Jewel
Quality Product*

Standard length 10", but can be made up in 9 or 9½" lengths on special orders. Price nickel finish \$15.00; quadruple gold-plate finish \$20.00. Quantity prices on application.

The Rexophone Tone Arm is the development of many months of hard work, with the single ideal—Perfection regardless of any other consideration. In this remarkable tone arm we have incorporated every improvement and refinement that will help to increase the tonal quality and volume. There isn't an ounce of theory in the whole tone arm. No Surmise. Nothing Experimental. It is built on knowledge. Made of the finest instrument brass by skilled artisans. It is the last word in respect to high grade appearance, as well as perfect volume and tone quality.



Patent No. 1419913
Other Patents Pending

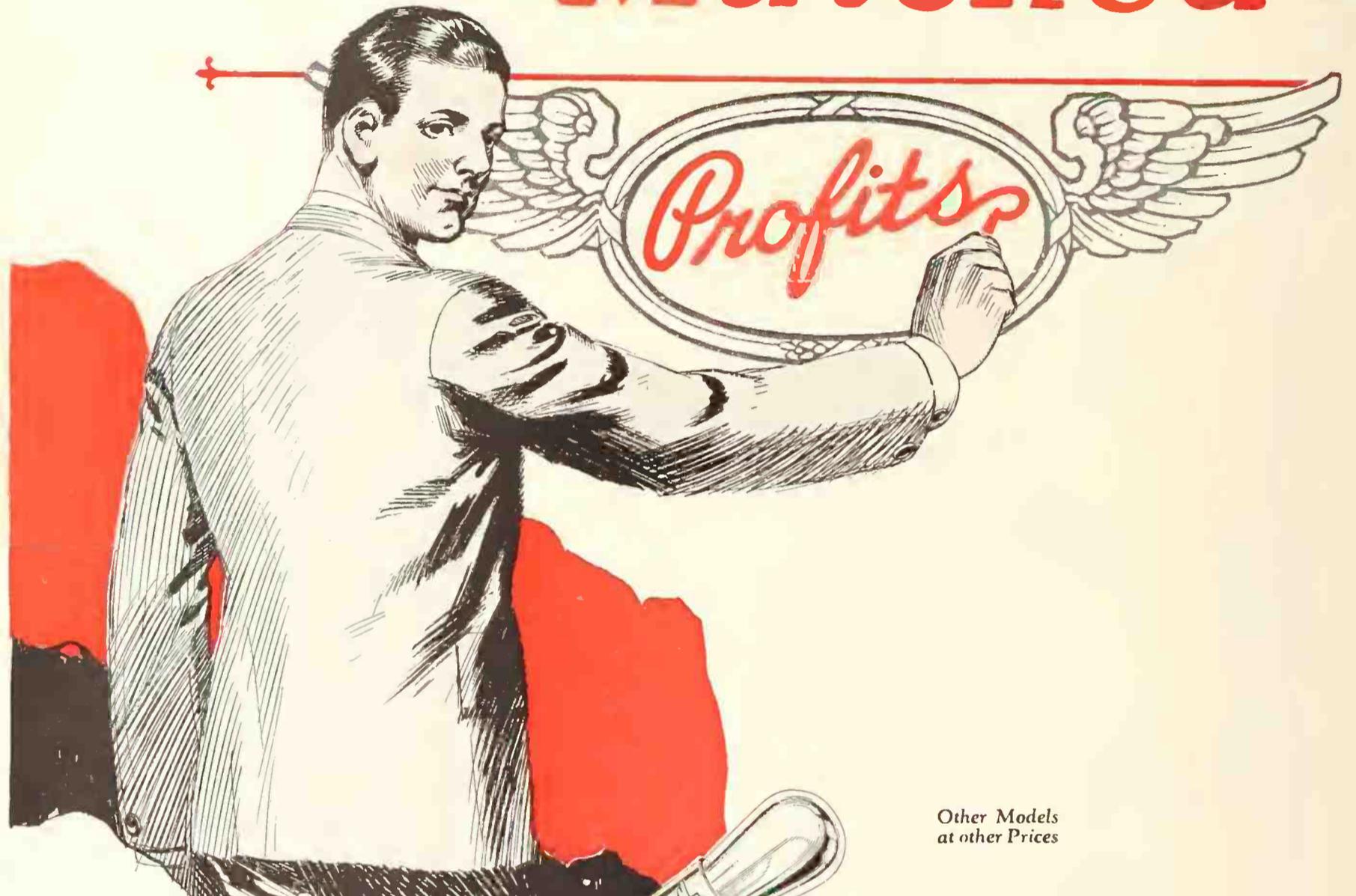
SIDE VIEW

JEWEL PHONOPARTS CO.

150-160 Whiting Street

Chicago, Ill.

STEWART- *Matched-*



Other Models
at other Prices

Tune In

Station WBBM, 226 Meters

The Stewart-Warner Air Theatre

Sunday—12:30 to 2:00 P. M., 4:00 to 6:00 P. M., 8:00 to 10:00 P. M.

Monday—12:01 to 3:00 A. M., 4:00 to 7:00 P. M.

Tuesday—4:00 to 6:00 P. M., 8:00 to 12:00 P. M.

Wednesday—4:00 to 6:00 P. M., 8:00 to 10:00 P. M.

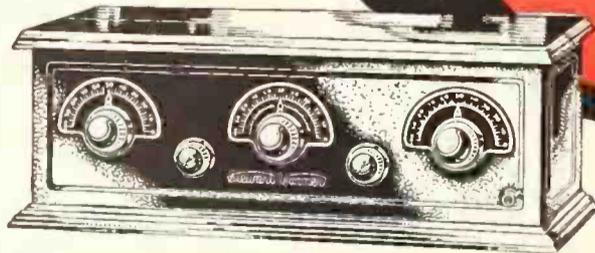
Thursday—12:01 to 2:00 A. M., 4:00 to 6:00 P. M., 8:00 to 12:00 P. M.

Friday—4:00 to 6:00 P. M., 8:00 to 10:00 P. M.

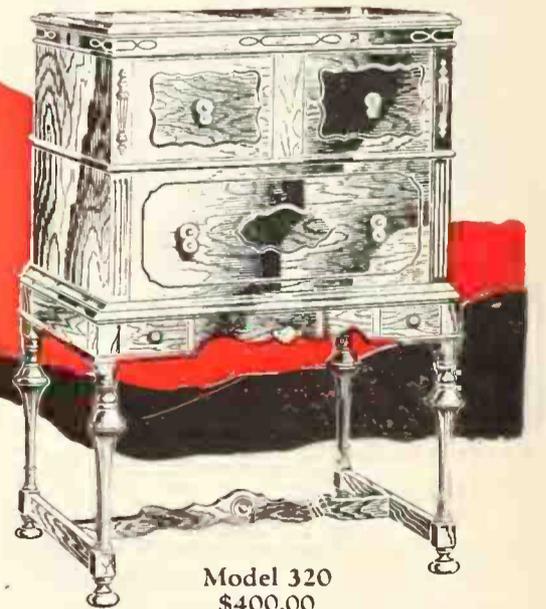
Saturday—4:00 to 6:00 P. M., 8:00 P. M. to 2:00 A. M.



Radio Tube
Model S-W
501-A
\$2.00



Model 300
\$65.00



Model 320
\$400.00

T W E L V E M I L L I O N P E O P L E A R E T O D A Y

WARNER

Unit Radio

Let the Dealer himself tell you—
“I’M GOING TO MAKE REAL MONEY THIS FALL”

“I’ve been granted an exclusive Stewart-Warner Radio Franchise. I’m concentrating on the Stewart-Warner line.

“My business is good—and it’s getting better all the time. Stewart-Warner Radio is made right, sold right, priced right. The line is complete—it fills all the requirements of my trade.

“And because Stewart-Warner is back of it, I can sell it with full confidence. I’m in no danger of price-cutting, unloading, the yearly-model nightmare, or any other trade practice that might prevent me from making an honest profit.

“Yes, and that isn’t all. I know that Stewart-Warner will never put any half-developed, imperfect, trick merchandise on the market. They don’t do business that way—they’ve got a twenty year reputation to uphold. When they add something new to the line, I can bank on its being thoroughly tested and proven before it ever leaves the factory.

“Stewart-Warner is giving me the kind of co-operation that only a great big, substantial concern *can* give. National advertising all the year ’round—window displays and other dealer helps that actually *do* help build my sales—a wonderful broadcasting station, WBBM, the Stewart-Warner Air Theatre, that’s on the air 365 days a year with programs that build up a world of good-will and publicity for Stewart-Warner Radio! Where else could I get that sort of selling assistance? It can’t be beat, I tell you.

“I’m definitely hooked up with Stewart-Warner and I’m all set for the biggest business I’ve ever had.”



How about you? Are you “all set”? A few exclusive Stewart-Warner Franchises are still available. If you think you can qualify, get in touch with us at once.

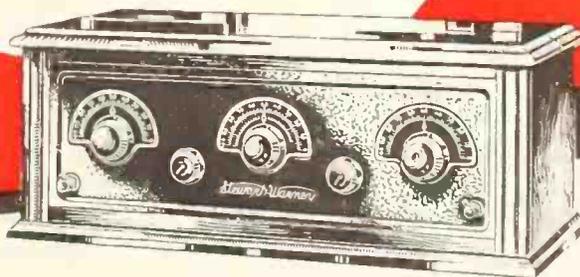
STEWART-WARNER SPEEDOMETER COR’N
 1824 DIVERSEY PARKWAY, CHICAGO, U. S. A.



Model 310
\$175.00



Model 400
Reproducer
\$25.00



Model 325
\$75.00

Prices slightly higher West of the Rockies

U S I N G S T E W A R T - W A R N E R P R O D U C T S

Important Matters Scheduled for Meeting of Federated Radio Trade Association

Next Meeting to Be Held in Detroit on Sixteenth and Seventeenth of This Month—Two Delegates From Each Affiliated Association to Be Present at the Convention

The Federated Radio Trade Association, an association of the existing State and territorial radio trade associations, will hold its next meeting in Detroit, Mich., on the sixteenth and seventeenth of this month.

Two authorized delegates from each association will constitute the corporate body for the transaction of all business, while large numbers of the members of the various associations will attend the meetings.

Of particular interest will be the question of trade-ins to be presented and discussed by N. C. Beerend, of the Wisconsin Radio Trade Association, and a code of ethics for radio advertising by Harry LaMertha, of the St. Louis Radio Trade Association. A period will also

be designated for a meeting of the radio show managers of the associations present. Forecasts of the business for the season will be made and studied, the Federated School for the Training of Service Men at Detroit will be inspected, plan of organization for local listeners' clubs mapped out, standard form of customer's receipt for installation of sets adopted.

Detailed arrangement of the meeting to be held in Detroit is under the direction of H. H. Cory, secretary and treasurer of the Federation, at 301 Tribune Annex, Minneapolis. Mr. Cory is the executive secretary and treasurer of the Northwest Radio Trade Association.

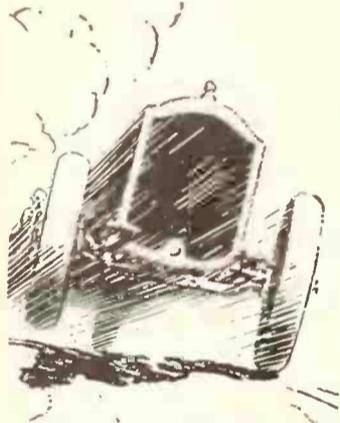
There are over thirty different Radio Trade Associations in the United States at the present time and about twenty of them are expected to have their delegates present to participate in the conference at Detroit. Large delegations are planning to drive through from Indiana, Illinois, Wisconsin and Minnesota. The Michigan Association, which is acting as host to the convention, has promised all the allurements and entertainments that the delegates and visitors are able to crowd into a two-day session.

The time of the year for the Detroit convention is felt to be particularly significant as it is just before the opening of the heaviest radio selling period of the year. Principles and policies for the carrying on of the business on an even keel will be laid down for the benefit of the member associations. Following the two previous meetings of the Federation at Minneapolis and Chicago the affiliated associations and the trade at large have expressed unanimous approval of the work the Federation is attempting to do.

Record Breakers

Frank Elliott

won the Culver City, Cal., speedway race, 250 miles, Nov. 29, 1925. Average 127.87 miles per hour. Five world's records are claimed for Elliott in this race.



YOUR profits are in the tubes that **SELL**—not in the shelf-warmers. Setting a new mark in their field, sales of Gold Seal tubes are the sensation of the radio market.

Are You Getting Your Share of This Business?

Yes, it is partly the superior merits of Gold Seals but it is also the famous Gold Seal merchandising policy that is making Gold Seal dealers enthusiastic.

GOLD SEAL RADIO TUBES

Better tone and better volume—last twice as long as ordinary tubes. Try a full set in your set! All Standard Types.

Increase Your Profits With Gold Seals

Write today for full details of the Gold Seal line and of our unusual merchandising policy—of importance to every jobber, distributor and dealer.

Easy Gold Seal Selling

1. Ample stocks—prompt service—No delays.
2. Prices guaranteed against reduction.
3. Containers permit testing without removing.
4. National advertising and attractive dealer helps.
5. Quick replacement guarantee service.

Gold Seal Electrical Co., Inc.
250 Park Avenue New York



ALL TYPES	
GSX and G.S. 201-A List Price, \$2.00	GSX and G.S. 120 List Price, \$2.50
GSX and G.S. 199 List Price, \$2.25	HIGH POWER G.S. 199 Large Base List Price, \$2.25
	G.S. X 112 List Price, \$6.50

Gold Seal Radio Tubes

Trade Improves in the Salt Lake City District

Dealers and Wholesalers Report Improvement in Business and Express Optimism Over the Outlook for Fall—Trade Activities

SALT LAKE CITY, UTAH, August 4.—The talking machine business in Salt Lake City and Utah during July was much better than normal for this season. Every one called upon reported a substantial increase over 1925 and the years, at least, immediately preceding it. Of course, this is due to the great interest that has been aroused in the improved instruments which have been placed on the market during the past eight or nine months, an interest that shows no sign of lagging at present.

Fred A. Bain, of the John Elliott Clark Co., local distributor, said their business was "far ahead of other Summers." Mr. Bain said this was the case not only in instruments, but in records as well. Business at the Brunswick branch is reported brisk. There was a big demand for the new machines, and also for records. They were behind on their orders, it was stated.

Manager Dalzell, of the Columbia Stores Co., distributor here for the Columbia, is another phonograph man who is delighted with the way business is coming along.

The crop situation is much improved as a result of the heavy rain storms of a week ago. Generally speaking, the industrial outlook in Utah for the Fall is very satisfactory.

G. C. Spratt, manager of the Brunswick Co., and Paul Anderson, cashier, are back from short vacations. John Elliot Clark is back from an Eastern trip during which he visited the Victor factories.

George McClellan, formerly with Glen Bros.-Roberts Piano Co.'s local store, has taken charge

of the talking machine department of the company in Grand Junction.

A new music store has been opened in Brigham City by C. C. Watkins and Ralph Sarager. They will carry phonographs, among other things.

Portable phonographs have sold better in Salt Lake City this Summer than in previous years. Some very good window displays have had much to do with this.

J. C. McClain, of the Utah Music Co., who has been ill for a long time, is around again.

Oscar Olsen, phonograph salesman for the Daynes-Beebe Music Co. for several years, is a benedict.

Brunswick Orchestra Is Big Hit in Kansas City

Charley Straight and His Orchestra Playing at Hotel Called "Dance King of K. C."—Local Brunswick Branch and Dealers Tie Up

Some time ago Charley Straight and His Orchestra, Brunswick recording artists, signed a contract to appear at the Muehlbach Hotel in Kansas City for a period of six weeks, but long before that time had elapsed the manage-



Charley Straight and His Orchestra

ment of the hotel prevailed upon the orchestra to stay for at least six more weeks. Playing three times daily for the dance in the afternoon, for dinner and the evening dance, Straight's Orchestra is drawing the greatest crowds this hotel has ever seen, and Charley has been crowned the "Dance King of K. C."

The Kansas City branch of the Brunswick Co. is not allowing this great opportunity to go by without notice—in the lobby of the Muehlbach a giant replica of a Brunswick record, some five feet in diameter, tells everyone that Charley Straight is a Brunswick artist and that any Brunswick dealer will gladly play his records. Window display tie-ups also have created publicity and sales.

This comprehensive tie-up has resulted in a most unusual volume of sales of the records by this artist, especially his two latest, "That's Why I Love You" and "Her Beaus Are Only Rainbows" and "Deep Henderson" and "The Hobo's Prayer," and in demonstrating them on the Panatrophe many goods prospects have been developed and some actual sales of the instrument have been reported.

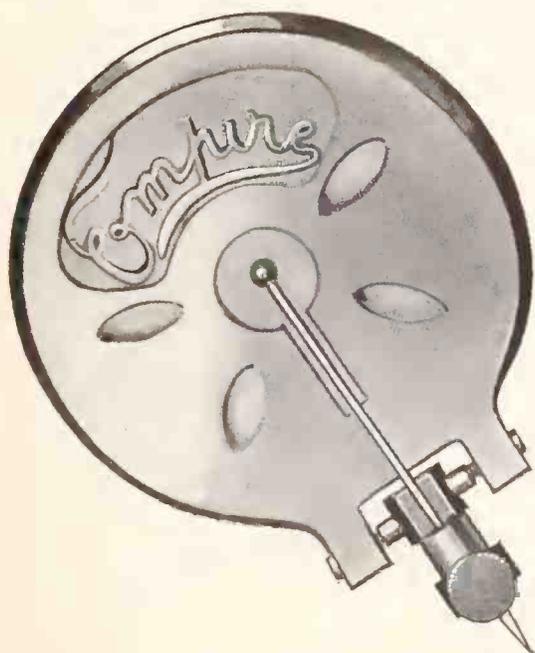
Throughout the country Brunswick dealers are co-operating with the appearances of artists—Vincent Lopez in Buffalo, Nick Lucas in Los Angeles, Ray Miller in Cincinnati—everywhere the dealers have advertised and lent their co-operation to this very effective work, and everywhere the reported results are "unusual volume of record sales," according to reports from the Brunswick Co.

Stages Unique Demonstration

Baumer's, talking machine store, of New Rochelle, N. Y., recently arranged for the showing of the Marion Talley Victor film at the local Loew's Theatre. A demonstration of the Orthophonic Victrola was given in conjunction with the showing of the film.

Empire Universal Tone Arms and Reproducers

Excel in Every Important Feature

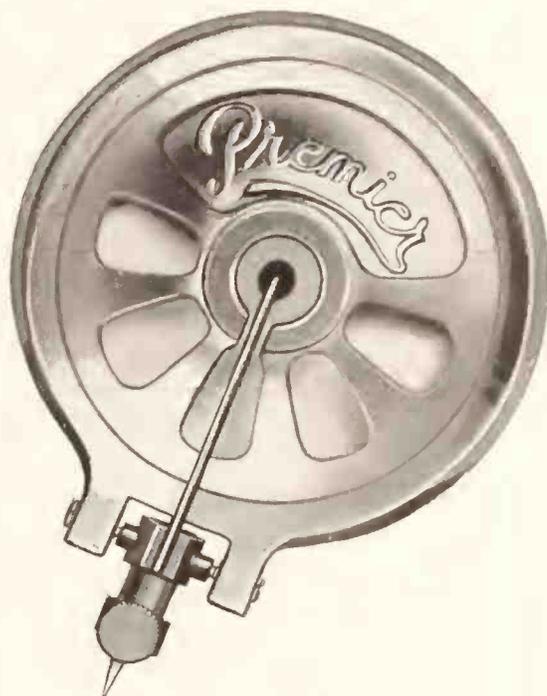


It is an acknowledged fact that the TONE ARM and REPRODUCER are the most vitally important parts of the phonograph.

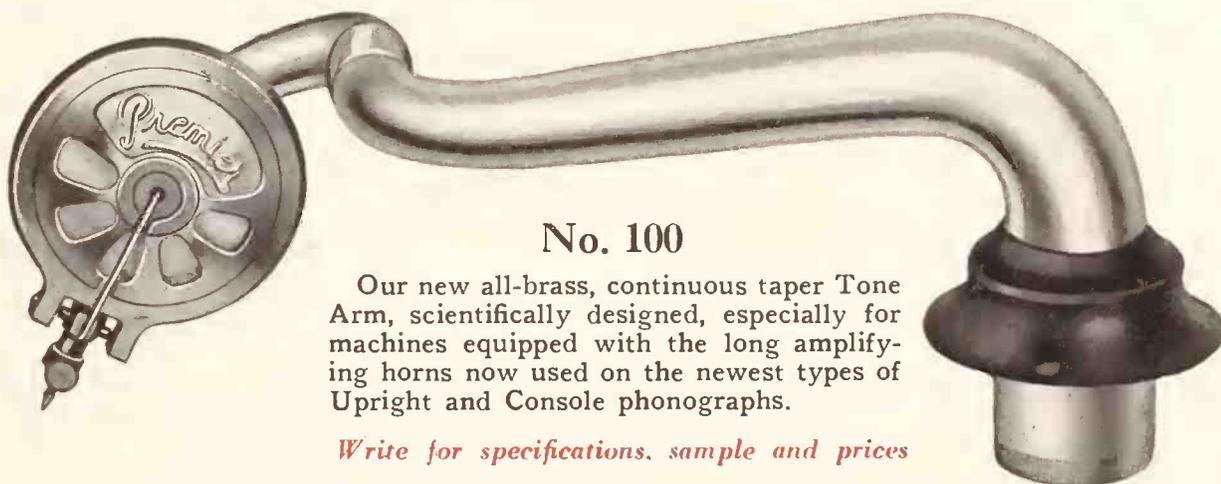
NEVER, before the advent of the new EMPIRE and PREMIER reproducers, have the rich resonant tones, now found in the new electrically cut records, been so splendidly reproduced.

Order sample and test it out. It will win you on merit only.

Quantity prices are low, and quality second to none.



Empire Tone Arms Are Used by Carryola



No. 100

Our new all-brass, continuous taper Tone Arm, scientifically designed, especially for machines equipped with the long amplifying horns now used on the newest types of Upright and Console phonographs.

Write for specifications, sample and prices

THE EMPIRE PHONO PARTS CO.

10316 Madison Avenue, Cleveland, Ohio

Established in 1914

W. J. McNAMARA, President



Patented 1925

ADD-A-TONE

REGISTERED U. S. PATENT OFFICE

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

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

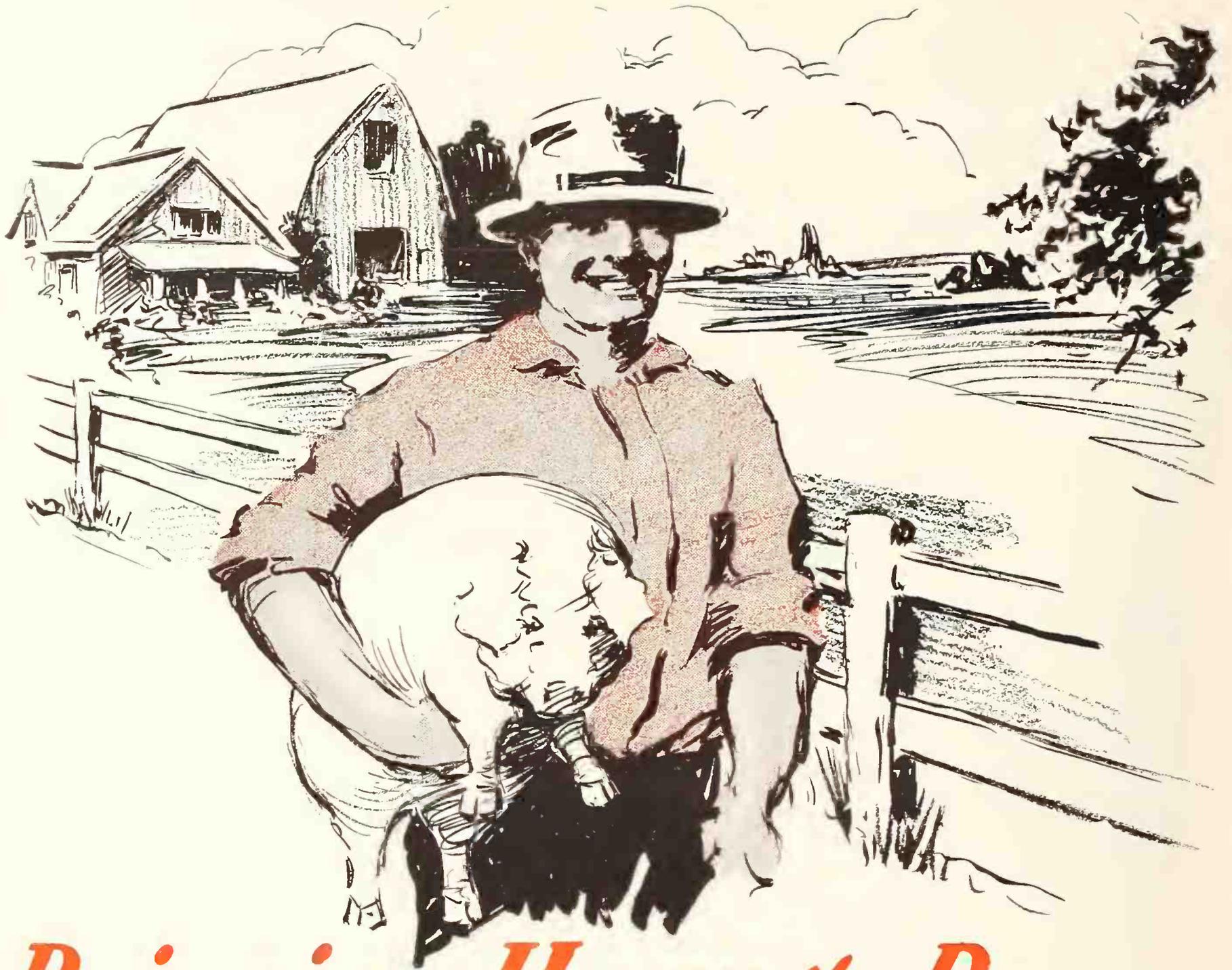
part of all Carryola Portables—a splendid tribute by the world's largest manufacturer of portables exclusively.

ADD-A-TONE will ADD new tone quality to console and upright phonographs. Manufacturers of these types of machines are invited to wire for samples today.

UNIQUE REPRODUCTION CO.

32 Union Square

New York



Bringing Home the Bacon

For plain, every day eating, even for ordinary Sunday dinners, chickens do very well. But for the barbecue, for the feast, nothing compares with pig or possum, roasted whole.

You know, and we'll concede, that there are lots of "chickens" among portable phonographs. Good, fair-enough machines, most of them, that give good, fair-enough service.

But there's one that always brings home the bacon. It stands out from the rank and file like a searchlight among fireflies. Its reputation is

nation-wide. It's accepted by music lovers as standard. Its value is assured.

There are reasons why the Carryola Master should legitimately top the field. It's a tested product, time-tried and proven. It has a tone that's the envy of many a larger machine and a volume that's ample for every purpose. It's strong and light. It carries easily. It carries 15 full-size records. It plays any make and any size.

It comes in four attractive colors besides black—all Genuine Du Pont Fabrikoid. It's good-looking, easy to carry around, and it gives wonderful performance.

If you don't understand why the Carryola Master has attained its popularity, get hold of one and try it out

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

Dealers
Are
Profitably
Selling



the
CARRYOLA MASTER

Dealers sell it on appearance. They sell it on performance. Sell it because it is the accepted standard of portable phonograph value. Millions are being told every month about the Carryola Master. It's the only portable that any manufacturer ever thought enough of to back up with a national advertising campaign.

There's just as juicy a profit for you in selling Carryolas, an accepted, nationally-known, easy-to-move machine, as in any other. More than in some. And they stay sold! They're chuck full of big league performance.

You can sell a Carryola on the merits of its splendid tone and big volume. Music dealers

who are not selling Carryolas are passing up the opportunity of their lives. You can build a big business in Carryolas for they are popular, and we intend to keep them so.

Write for our proposition and details of the practical co-operation we give to Carryola Dealers and Jobbers.



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

Resonata

The Fourth Great Development in Radio

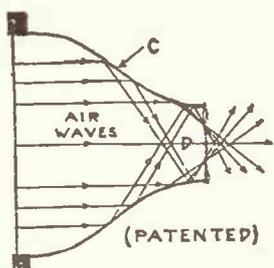


Size
6x6x8
inches

List Price \$25⁰⁰

a speaker new in principle—
revolutionary in theory—
unequaled in volume and
tone quality—
made entirely of bakelite—
unaffected by climatic condi-
tions.

*You must hear it before buy-
ing any loud speakers.*



The principle of RESONANCE is the amplification of sound waves by concentration.

It is a well-known fact that if two phases of condensation of a sound wave can be made to travel together the sound will be amplified four times. For four phases the amplification is sixteen, etc.

In the RESONATA, a portion of the sound waves, instead of traveling straight out, are deflected and led to travel over a longer distance (as shown in the above diagram, point C).

Those waves which travel straight out, meet the deflected waves at a common point of concentration D, at or near the outlet of the speaker, and travel together as one amplified wave.

A great volume of amplification is thereby obtained with only a moderate swing of the diaphragm, thus eliminating the greatest cause of distortion.

After eight years of original experiment and deep research

Dr. FLOYD S. MUCKEY

The Greatest Authority on Acoustics

Maj. HENRY G. OPDYCKE

The Foremost Vibration Engineer in this Country

have succeeded in perfecting a speaker new in principle—revolutionary in theory and diametrically opposed to all the accepted practices in loud speaker construction.

The RESONATA is designed on the natural principle of sound amplification—RESONANCE—The sound waves are amplified by means of a resonance chamber and expelled through a small two-inch aperture similar to the human mouth.

The RESONATA has none of the shrillness or distortion of the horn and none of the booming or overemphasis of low notes, of the Cone. The entire range of tones is amplified evenly and the result is a tone quality, purity and volume unequaled by any other speaker on the market.

Jobbers and Dealers owe it to themselves to hear the RESONATA before deciding on their loud speaker lines.

RESONATA CORPORATION OF AMERICA, Mfrs.

TECTRON RADIO CORPORATION

1270 Broadway

Sole Sales Agents

New York

Distributors being appointed now—Write or Wire for Details.

Sales Continue Good in the Buffalo Territory

Portable Instruments in Marked Demand Among Vacationists—Higher-priced Machines and Records Also Enjoy Favor—Trade Activities

BUFFALO, N. Y., August 6.—Portable phonographs have been moving in good volume in the Buffalo district during the past month, cottagers and tourists giving a great portion of their business to Buffalo dealers. These instruments are in better demand this Summer, on an average, than they were a year ago.

Record sales have been very good also. The public, however, does not seem tempted by reduced prices as evidenced in the demand for the newest thing in records and the slow-moving old Victor records, which have been drastically reduced. There has been a notable increase in the sale of high-class numbers by noted singers. This applies to records issued by all manufacturers.

"Our record business during the past three months has been greatly in excess of that of the same period a year ago," George M. Jensen, Brunswick distributor, said. "The new Light Ray method of making records has been a wonderful boon to our sales and we have had an excellent Summer trade." Mr. Jensen said the Panatrope is moving well throughout this territory, particularly in northern Pennsylvania and in sections of western New York, where it can operate on a 60-cycle electric current. The Seville model in the mechanical Brunswick, retailing at \$115, is said to be a leader in volume of sales. In Buffalo, particularly at the store of Denton, Cottier & Daniels, the Cortez model, which lists at \$300, is one of the most popular models. The new Valencia model, now being exhibited at the Brunswick distributing offices, is the object of much favorable criticism and is expected to be a money maker for dealers here this Fall.

Curtis N. Andrews, Victor jobber, expresses great enthusiasm over the new line of Victrolas which will be ready for Fall delivery very soon.

The Columbia exhibition recently held in the Hotel Statler under the direction of J. W. Hannah, manager of the local distributing offices, aided by officials of the Cleveland office, was exceptionally successful and was instrumental in establishing the line with several new accounts in this district. The new Columbia Viva-tonal line is expected to be exceptionally popular here.

The Carryola, distributed by the Iroquois Sales Corp., has met a more active retail trade than this jobber had anticipated. The national advertising campaign carried on by the manufacturers is believed to have effected a great portion of Carryola sales.

The annual outing of the Victrola Dealers' Association of Western New York, held July 14 at the Buffalo Automobile Club, was largely attended. In the baseball game between the Curtis N. Andrews team, headed by J. Wills, and the Buffalo Talking Machine Co.'s team, headed by Dr. Woodworth, Mr. Wills' team came out with flying colors, and a winning score of 8 to 4. An excellent chicken dinner, served in the club house, was followed by a dance that kept many of the guests until a late hour.

Ray E. Clark, music and furniture dealer in Kenmore, and Edison dealer for his territory, died suddenly July 15 in his thirty-third year. He was prominent in business and social circles of Buffalo and his community. He was a director of the Buffalo Retail Furniture Association, an officer in the Kenmore Business Men's Association, and member of a number of civic and social organizations.

M. O. Grinnell, sales manager of the Buffalo Talking Machine Co., who was injured when taking part in events at the Victrola Dealers' Association outing, has returned to his desk.

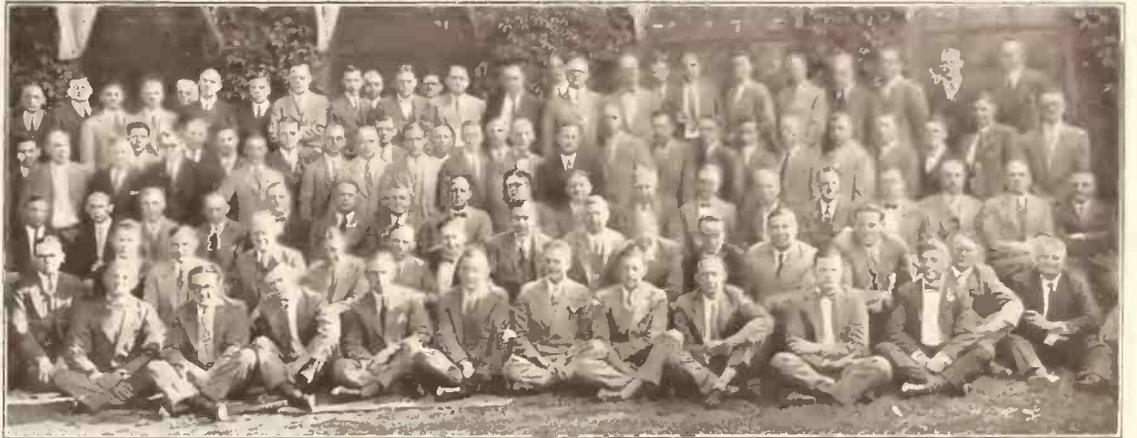
Adam, Meldrum & Anderson employes enjoyed their annual outing July 31, at Cascade Park, N. Y.

Annual Stromberg-Carlson Sales Conference Featured Optimism Over Outlook

Salesmen in the United States and Canada and Branch Managers Gathered at Rochester Headquarters of the Company to Receive Instructions for the Coming Year—Entertainment

Real enthusiasm and determination to make the coming year successful for the sale of Stromberg-Carlson products marked the annual sales conference of the Stromberg-Carlson Tele-

vice-president and secretary of the company. A banquet was tendered the visiting salesmen and branch managers by the Stromberg-Carlson Co. at the Rochester Club on Thursday evening.



Salesmen and Executives at Stromberg-Carlson Sales Conference Held in Rochester, N. Y.

phone Mfg. Co., which was held July 18 to 23 at the company's offices in Rochester, N. Y.

Practically all the salesmen working in the United States and Canada, as well as all the branch managers, were present to receive instructions for the coming year and to enjoy the program arranged for them by the sales department.

A feature of the session was an address and demonstration by Ray H. Manson, chief engineer of the Stromberg-Carlson Co., who spoke on "Our Radio Development" and demonstrated the audio filter and audio output transformer, two new Stromberg-Carlson products, as well as the 6-tube and new 5-tube receivers. Mr. Manson laid great emphasis upon the ability of the 6-tube receiver to operate either on loop or antenna, as necessity arises, and the other features which make these receivers universal in their application.

Stromberg-Carlson salesmen heard for the first time the new 5-tube, shielded receiver and were well pleased with the new line they are to sell this season.

In the afternoon of the second day of the convention an outing was held at Huntington Hills, the Summer home of Wesley M. Angle,

Addresses by Major Klock, of the Gould Storage Battery Co., and George R. Folds, president of the Cook Electric Co., brought the conference to a close on Friday morning.

Two New Victrola Styles Being Introduced to Trade

The Victor Talking Machine Co., Camden, N. J., has just introduced two very attractive Orthophonic models. One is the Victrola No. 4-7, which is made in mahogany along the lines of a wall cabinet, with spring motor and the Orthophonic tone chamber. It is priced at \$125. The Victrola No. 8-4 is larger than the 4-7, and its lines are most artistic. It is made with spring and electric motors and is priced at \$225. The first shipments of both instruments will be made during August and dealers are eagerly awaiting them.

The directors of Davega, Inc., which operates a chain of music and sporting goods stores in New York, declared a quarterly dividend of 25 cents per share on the common stock, payable to stockholders of record July 21, on August 2.

Watch for the new

Phonograph Magazine

The

PHONOGRAPH

MONTHLY REVIEW

MOSES SMITH <i>Associate Editor</i>	AXEL B. JOHNSON <i>Managing Editor</i>	RICHARD G. APPEL <i>Literary Editor</i>
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First issue Sept. 1926

For sale at music stores and newsstands at 35 cents per copy or send your subscription, \$4.00 in U. S., \$5.00 in Canada and foreign countries, to

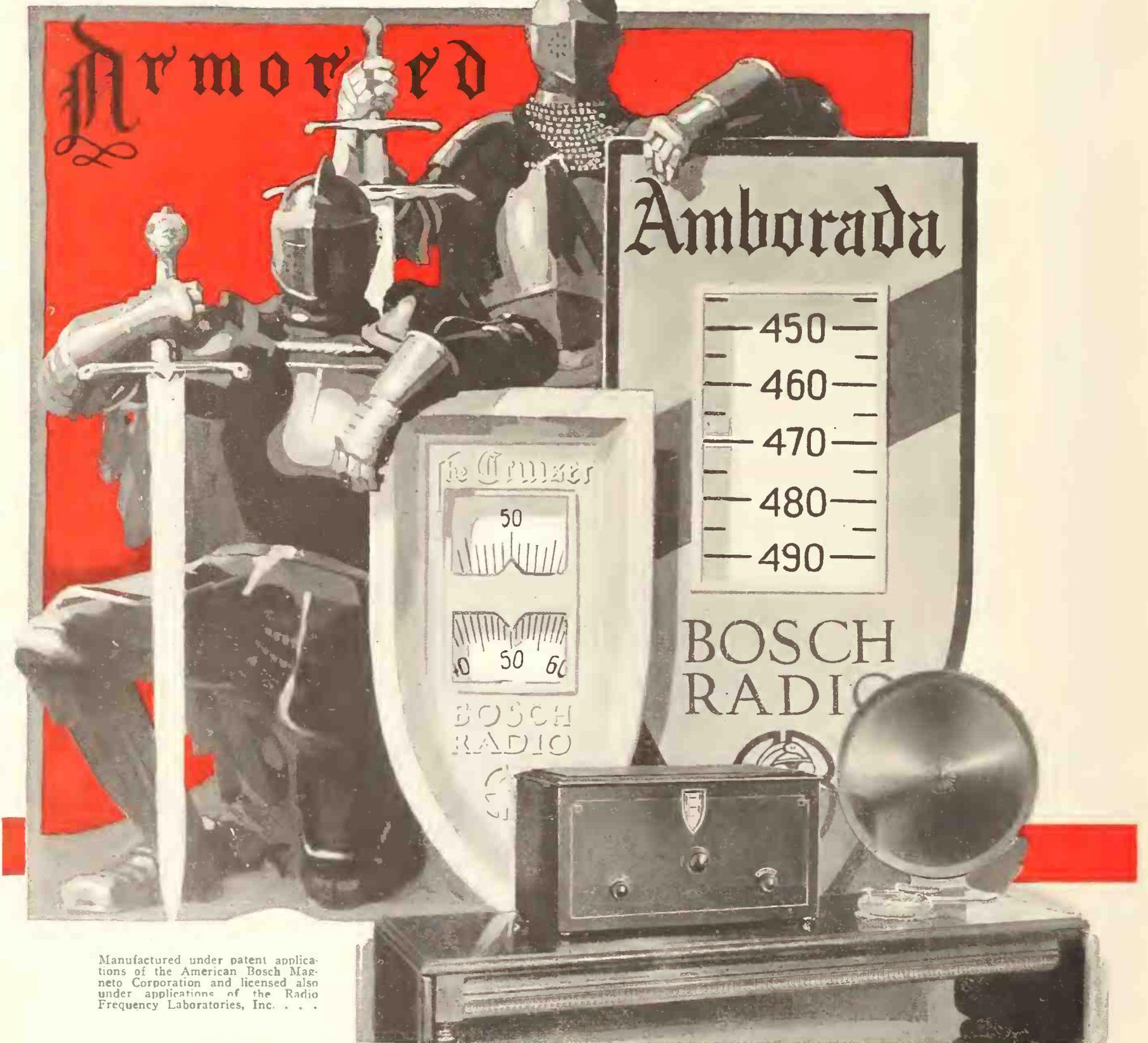
The Phonograph Publishing Co.

101 Milk Street Boston, Mass.

Advertising rates furnished upon application

BOSCH

Announcing the New



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

The Cruiser 5 tubes—\$100.

AMERICAN BOSCH

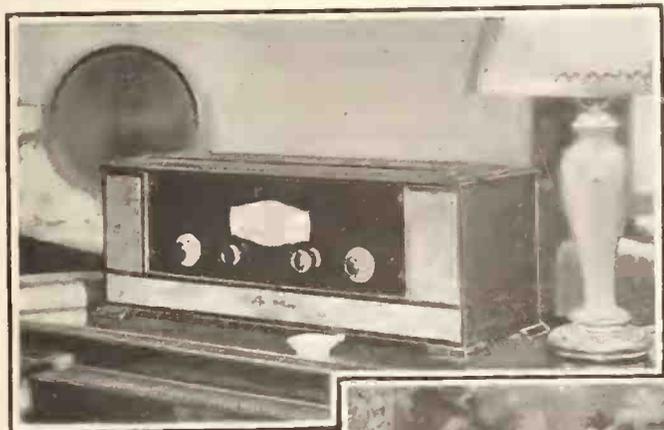
BRANCHES: NEW YORK CHICAGO DETROIT SAN FRANCISCO

RADIO

ARMORED LINE

The soundness of Bosch Radio policies is known to you—and now we announce the New Bosch Radio Models—receiving sets which show a most remarkable advance in home entertainment. The Amborada — the embodiment of perfect radio and quality in furniture. It is a completely armored and shielded seven tube receiver, of the utmost simplicity in every detail of operation. There are but two controls—a station selector

and volume control. Ample space is provided for all batteries, chargers or power units. No antenna is necessary with this new model. The Cruiser—a compact, perfectly armored and shielded five tube receiver. Its simplicity is expressed in the unified-control which gives the advantages of a single station selector for powerful stations, but when “cruising the air” two dial tuning advantages are always present—an important quality feature.



The Famous
Model 16 at \$150.



The Amborada
7 tubes—\$310.



The Bosch Radio Line is complete—three receivers, five, six and seven tubes in a popular price range. Two cone type reproducers—the famous Bosch NoBattery and other items, completing a most desirable radio franchise for you.

Are You the Man to Sell Bosch Radio? Regardless of the radio you now carry, investigate the Bosch line. Tell us in confidence about yourself, your business, your experience and financial strength. We will tell you the direct benefits to you, of the new Bosch Radio plans.

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

MAGNETO CORPORATION

MAIN OFFICE AND WORKS:

SPRINGFIELD, MASSACHUSETTS

Small Town Dealer Describes Methods That Have Built Radio Sales Volume

Cornish Co. Is Located in a Town With a Population of Less Than 4,000 Inhabitants, but This Has Not Stopped the Firm From Going After Volume Radio Business and Getting It

Situated in a community in which the actual residents number less than 4,000, the Cornish Piano Co. of Washington, N. J., has had wonderful success in merchandising radio receivers and during the period of six months from October 1, 1925, to April 1, 1926, has sold \$11,247.80 worth of radio merchandise. The reasons for the success of this dealer are varied, but the principal ones are that one line is concentrated upon; the potential market was studied before any line was taken on and the merchandise carried is within a price range which prospective customers can pay; a definite system of servicing and demonstrating was arranged and followed, and last, but far from least, the bulk of sales comes from outside men, with little dependence being put on floor sales. In a letter

to the Atwater Kent Mfg. Co., reproduced below, the Cornish Piano Co. outlines the reasons for its success.

"We are just closing our third season of handling Atwater Kent products. We are located in a small community which showed 3,400 people at the last official census, and which to-day has possibly 3,800 people. We do not maintain a retail store in the ordinary sense of the word, but depend very largely on solicitation for our radio business.

"An analysis of the sales records of our local salesman show that from October 1 to April 1, a period of six months, he disposed of \$11,247.80 worth of radio merchandise. This was made up almost exclusively of Atwater Kent sets, of which between seventy-five and eighty were sold complete with accessories.

"We believe that this is a very good showing for the size of the community in which we are located and may prove a mark for some of your other small-town dealers to emulate.

"There are several definite principles to which we have held fast, and which we believe have contributed largely to whatever degree of success we may have attained.

"(a) We selected a moderate-priced set to fit the needs of this community, which is a town almost solely of manual workers. The Atwater Kent was within the price limit of our prospective customers.

"(b) The concentration of our sales effort on one make of set. The retailer who continually changes his lines gradually leads the public to believe that he himself is not sold on the merits of the goods which he handles. By handling Atwater Kent almost exclusively for three seasons the public has learned to believe in the stability of our merchandising policy, and, what is even more important to us, has learned to associate the name Atwater Kent with our organization.

"(c) The consistent use of newspaper space during Winter and Summer to keep our name before the buying public. These advertisements have largely taken the shape of short reading articles, and very seldom said much about the merchandise we offer. We consider them valuable in maintaining general interest in our activities.

"Servicing. Our installations are guaranteed for a period of one year. Adjustments on tubes are based on an active life of one year; that is, if a tube lasts eight months, the customer pays eight-twelfths of the price of a new tube. On "B" batteries the initial installation is adjusted on a three months' basis, but on replacement batteries we give no definite guarantee of life. We attempt to take care of all service calls within twenty-four hours. We recommend to all customers the purchase of hydrometers and voltmeters in order to be able to test their own batteries, we also recommend the purchase of chargers. In this way we greatly decrease the number of service calls and do not consider the cost of service to be an item of any consequence.

"Installments. We sell at full list price, and add an \$8.00 instalment charge on model 20. Terms: 20 per cent down, balance over a period of ten months. Between 35 per cent and 40 per cent of our business is cash business, the balance being instalment business. Instalment sales are made against leases, except where the customer is a property owner. We make a point of telling our customers that leases are held in our own office and our private dealings with them are not subject to the scrutiny of inquiring bankers.

"Demonstrations. Two years ago practically every customer received a demonstration at our factory warerooms. To-day we have approxi-

WATCH for the Announcement of the NEW AMPLION LINE

THE AMPLION CORPORATION
OF AMERICA

Suite C, 280 Madison Avenue, New York
Amplion Corp. of Canada, Ltd., Toronto

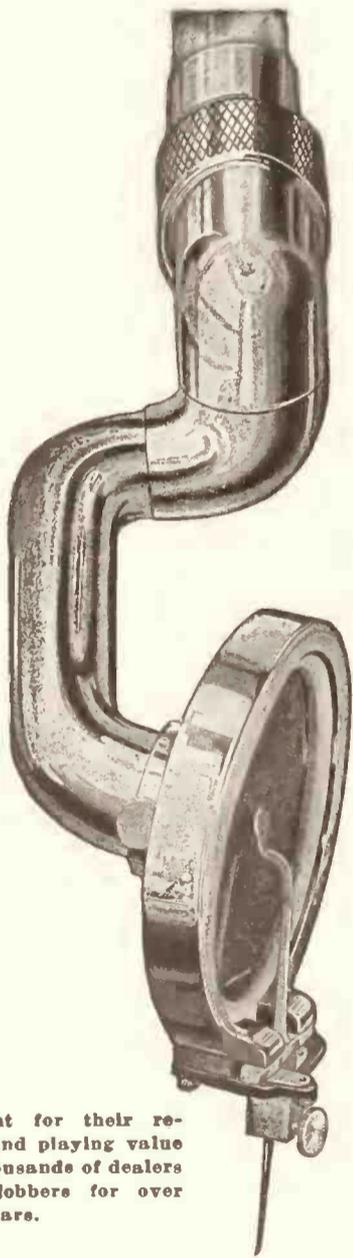
Mr. Edison Man:—

Never Say

"KAN'T," say "KENT"

The KENT No. 1

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



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

Write for catalog of complete line



Reg. U. S. Pat. Off.

F. C. KENT CO.

Irvington, N. J.

mately 150 Atwater Kent sets in this community of less than 4,000 people. Practically every one has heard the Atwater Kent in the home of some friend and during the past season we made not over five or six demonstrations at our factory. We permit two or three days' trial, but sometimes extend this period if weather conditions are unfavorable. We made it a point to send our salesman or expert installer to visit the customer the first night of the installation. We have had less than 5 per cent of returns of sets on trial, and have had only three sets returned during a period of three years as the result of sales lost to other makes of sets."

Two New Products Put Out by Mutual Phono Parts Co.

Mutual Saxo Tone Arm Being Introduced—
Bet-a-Tone Reproducer in Development

The Mutual Phono Parts Mfg. Corp., New York City, well known as the manufacturer of Mutual tone arms, sound boxes and the Saxo-phonie reproducer, has added two new products to its already well-rounded-out line of tone arm and sound box combinations.

The new tone arm has been called the Mutual Saxo tone arm, and with its "S" shaped formation represents the newest development in tone arm construction, differing radically from every other number in the Mutual line. The Mutual Saxo tone arm is fitted with the new Bet-a-tone reproducer. This addition to the sound box line is of the modern type of construction and this tone arm and sound box combination is being offered at an exceptionally popular price, and is destined for use in portables as well as upright machines.

The Mutual Phono Parts Mfg. Corp. also has in development a new Bet-a-tone reproducer with a sound amplifier extending from the side of the reproducer. A. P. Frangipane, secretary and general manager of the company, predicts that this new product will rapidly gain for itself wide recognition among reproducers of this type. Peak production at the Mutual factory continues. Among recent visitors to New York was M. S. Levinson, of the Player-tone Co. of Pittsburgh, who spent much time at the Mutual plant while here.

In New Home

The branch store of the McDowell-Castator Music Co., of Enid, Okla., which was located in the A. J. Powell Building in Cherokee for the past month, has been moved to Alva in the same State.

Aggressive Brunswick Dealers Cashed in on the Eucharistic Congress in Chicago

Brunswick Recording of the St. Mary of the Lake Seminary Choir Featured by Dealers With Result That Many Thousands of These and Other Recordings Were Sold to Visitors

When the Eucharistic Congress brought over a million visitors to Chicago it created an opportunity for Brunswick dealers in view of the fact that it is on Brunswick records that the actual participants of the Congress are recorded. The St. Mary of the Lake Seminary Choir, the official Choristers of the Congress, have made two records. "Oremus Pro Pontifice Nostro" and "O Salutaris,"—the other, "Jesu Dulce Memoria" and "Jubilate Deo," and the 30,000 parochial school children who sang the "Mass of the Angels" at Soldiers' Field on the opening day of the Congress recorded the "Kyrie," "Sanctus" and "Benedictus" from that mass.

One of the most effective plans adopted was the idea of John Dragomeir, proprietor of the Evanston Brunswick Shop, who drove his truck to Mundelein, where the closing services of the Congress were held and which attracted practically all of the visitors and thousands of natives of Chicago, and arriving there the night before the festivities began he set up his booth, and prepared for what he anticipated would be a great rush on the Congress records the following day.

During the entire morning, as the thousands of pilgrims began pouring into this beautiful little town on the outskirts of Chicago, Dragomeir played his records and attracted much attention. When Dragomeir wearily checked his stock at the end of the day his investigation disclosed that he had sold fifteen hundred records.

The Fair, Chicago Loop dealers, played the records consistently in their department with attractively worded signs to tell the story, and Ed Cosgrove, phonograph manager of that

store, reported a sale that surpassed any previous sales records.

Lyon & Healy arranged a most attractive window display with the main feature a greatly enlarged picture of the choir and it drew a great amount of attention and consequently many sales.

All the Brunswick dealers in the city of Chicago and the outlying towns reported sales that greatly surpassed their fondest hopes and they voted unanimously that the Eucharistic Congress was a huge success insofar as their business was concerned.

Indeed, the progressive dealer finds many opportunities to promote the sales of his product and this particular instance is an excellent example of such activity and its results.

Two New Radio Sets Are Announced by Bosworth Co.

Cincinnati Radio Manufacturer Rounds Out Line by the Addition of New Models—Bosworth Radio Representatives Appointed

Two new radio sets, known as Models B-2 and B-3, have just been announced by the Bosworth Electric Mfg. Co., of Cincinnati, O. The type B-2 is a five-tube set with two stages of radio frequency and the type B-3 is a six-tube set with three stages of radio frequency. Both models have two tuning controls, but the B-3 set is virtually a single control set because the two control discs are coupled together by a friction clutch arrangement. Another new item being marketed by the Bosworth Co. is a mahogany radio table.

The company recently made several additions to its sales organization in the following territories:

The Kowfeldt Co., 529 South Seventh street, Minneapolis, has been appointed Bosworth representative in the territory comprising Minnesota, Wisconsin, North and South Dakota, and the northern peninsula of Michigan.

Detsch & Co., 555 Turk street, San Francisco, Cal., have been appointed as West Coast representatives. This company also maintains branch offices at Denver, Los Angeles, Portland and Spokane.

The Chicago Radio Apparatus Co., 415 South Dearborn street, Chicago, has been appointed Bosworth jobber in the Chicago territory.

J. H. Lyte, Narberth, Penn., has been appointed representative in the Philadelphia territory, comprising eastern Pennsylvania, part of New York, State of Maryland and Washington, D. C.

E. A. Hoyt, 25 West Broadway, New York City, has been appointed representative in the metropolitan district.

The Bosworth Sales Organization is headed by Joseph Gerl, formerly of the Colonial Radio Corp., Long Island City, N. Y.

Summer Radio Programs Continue to Please Public

Joan Ruth, soprano, formerly of the Metropolitan Opera Co., was among the guest artists recently assisting Allen McQuhae, tenor, and the Atwater Kent Orchestra in the Summer season Atwater Kent Sunday evening programs. Joan Ruth appeared before the microphone on July 25.

On August 8 Nicholas Berezowsky, director of the Atwater Kent Orchestra, also appeared as violin soloist in addition to conducting this orchestra. Live Atwater Kent dealers still are tying up with these programs, promoting interest of the public.



ORIOLE
RADIO
RECEIVERS

A New Creation in Radio The TRINUM CIRCUIT

RADIO moves on--and the Oriole Trinum Circuit [fully patented] now offers a basic departure--the only known means of overcoming the many difficulties in the old tuned radio frequency arrangements. Greater selectivity, and it tunes with zip and pep!

Number 78 Console is a masterpiece--rich two tone walnut, beautifully finished--a design of exceeding grace and charm. Two speakers offer most complete tonal range possible. Here is a supremely fine instrument.

The Oriole franchise offers unusual dealer-jobber co-operation. Write for it now.

No. 78
Price \$270

Sales Dept.
THE ZINKE CO.
1323 S. Michigan Ave.,
Chicago, Ill.

Manufactured by
W-K ELECTRIC CO.,
Kenosha, Wis.

ORTHO-SONIC

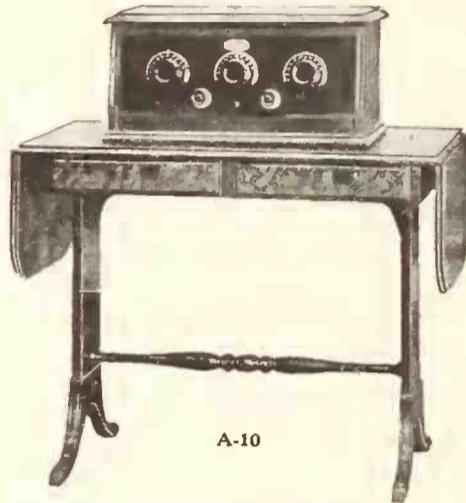
New beauty in



D-10

D-10 Five tubes. Wet or dry battery type. Balanced, tuned radio frequency. Centralized control. Very selective and sensitive. Genuine mahogany cabinet, mahogany lined. Finish, rich brown.

D-5 CONSOLE *As illustrated.* Specially designed and finished to match D-10 Ortho-sonic. Ample space for all batteries. Equipped with gliders.



A-10

A-10 Five tubes. Wet or dry battery type. Balanced, tuned radio frequency. Rich brown mahogany finish. Federal standard ports throughout.

Every radio retailer handling Federal Ortho-sonic Radio last season knows to his profit how extraordinary was the acceptance won by these sets.

The Ortho-sonic circuit, found in Federal sets only and now fully protected by patents, brought in tones more beautiful and true to life than all others. It gave something entirely distinctive. It set a new and higher mark in radio-tone perfection.

Now comes another Federal achievement—in sets distinguished by a beauty and individuality of design never before offered in radio sets.

Six Additional Popular Priced Models and Four Custom-Built

These models are made to retail at \$75 to \$400; four custom-built models (not shown) will retail at \$500 to \$1000. This gives you in the Federal Line a radio set that will satisfy every individual preference and price requirement.

Note here the new designs. Where did you ever before see evidence of such real furniture craftsmanship in radio? Rich hardwood finishes, inlays, hand carving, lovely duo-tone wood effects on the outside; and on the inside, a circuit perfectly shielded, as ruggedly constructed, as beautiful in its every detail as the cabinet so superbly housing it—such is the quality of these new sets which also include

Single-dial Control

The new models are operated either by a single dial or a centralized control. Any station can be brought in clearly by



E-10

E-10 Six tubes. Wet or dry battery type. Balanced, tuned radio frequency. Single control without loss of efficiency. Extremely selective. Maximum receiving range. Rugged, all-metal construction—will last a lifetime. Illuminated scale—acts as pilot light. Perfect control of volume. Beautiful brown mahogany cabinet—rosewood inlay. Well finished. Satin texture.

E-5 CONSOLE *As illustrated.* Specially designed and finished to match E-10 Ortho-sonic. Ample space for all batteries. Equipped with gliders.



F-10

F-10 Seven tubes. Wet or dry battery type. Balanced, tuned radio frequency. Designed for use with loop only. Single control without loss of efficiency. Maximum selectivity—long range reception. Rugged, all-metal construction—will last a lifetime. Illuminated scale—acts as pilot light. Perfect control of volume. Beautiful mahogany cabinet. Vermillion inlay. Finish rich brown—satin texture.

F-5 CONSOLE *As illustrated.* Specially designed and finished to match F-10 Ortho-sonic. Ample space for all batteries. Equipped with special rubber-tired casters.

Federal **ORTHO**

ANNOUNCEMENT

the Federal line

the mere twist of the wrist. Never before has such range, power, selectivity and ease of operation been combined in one radio set.

And remember, behind all is the responsibility of an organization of engineers whose reputation for wireless, telephone, and navy radio extends back over twenty-five years. Radio sets that never will be "orphaned."

Far-reaching National Advertising

Federal Ortho-sonic Radio is backed by a powerful national advertising campaign that will reach millions of homes this coming season with the Ortho-sonic story of quality and value.

In addition, to this, all Federal retailers get the benefits of newspaper advertising which send buyers directly to the stores for the Ortho-sonic demonstrations. Then too, there are special tie-up ads for retailers.

If you are not already in line with Federal, write the Federal wholesaler serving your territory. Ask for prices. Find out about the month-in-and-month-out profits, the factory and wholesaler co-operation given every Federal retailer on our S & S list, the sales and advertising service matched by no other manufacturer. Find out about the liberal discounts allowed, the protection given Federal retailers, the freedom from all signed contracts and red tape.

If you do not know a Federal wholesaler, write us. Let us give you the facts.

FEDERAL RADIO CORPORATION, Buffalo, N. Y.
(Division of Federal Telephone and Telegraph Co.)
Operating Broadcast Station WGR at Buffalo



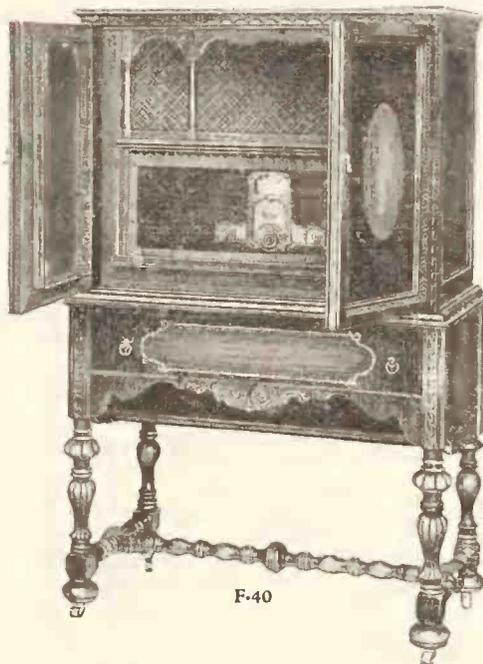
D-40

D-40 Five tubes. Wet or dry battery type. Balanced, tuned radio frequency. Centralized control. Built-in speaker. Latest acoustical design. Deep, rich tone quality. Receiver compartment slides out to install tubes. Genuine walnut cabinet. Ample space for all batteries.



E-40

E-40 Six tubes. Wet or dry battery type. Balanced, tuned radio frequency. Single control without loss of efficiency. Extremely selective. Maximum receiving range. Rugged, all-metal construction—will last a lifetime. Illuminated scale—acts as pilot light. Built-in speaker. Latest acoustical design. Receiver compartment slides out to install tubes. Genuine walnut cabinet artistically antiqued and inlaid with rosewood. Ample space for all batteries.



F-40

F-40 Seven tubes. Wet or dry battery type. Balanced, tuned radio frequency. Designed for use with loop only. Single control without loss of efficiency. Maximum selectivity—long range reception. Rugged, all metal construction—will last a lifetime. Illuminated scale—acts as pilot light. Exceptionally large built-in speaker. Latest acoustical design. Genuine walnut cabinet, artistically antiqued. Inlaid with vermillion. Ample space for all batteries.



★ The fundamental exclusive circuit making possible Ortho-sonic reproduction is patented under U. S. Letters Patent No. 1,582,470.

SONIC ★ Radio

Reg. U. S. Pat. Off.

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

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

The Industry's New Trend

The article in this series which appeared in the April issue, with the title "Voices of Yesterday," has provoked some most interesting reactions from readers of the Talking Machine World. Particularly I should like to mention an extremely suggestive letter which I have received from George Oman, of 4513 Ravenswood avenue, Chicago. Mr. Oman tells me that he possesses a large number of records made by great voices many years ago, in the early days, and that he would be very much interested in obtaining, from any source whatever, some records by either of the two famous de Reszke brothers. I suppose that no pair of voices the world has ever known were quite so near to absolute perfection in their way and for operatic purposes as these two. It was not, perhaps, only their voices, it was probably quite as much the remarkable personalities of the two men. Edouard was, to my mind, the greatest operatic basso of modern times and Jean certainly the most engaging and fascinating of all tenors. The two brothers made the American opera seasons of thirty years ago brilliant as they have never, so I think, been since their day. Edouard as Mephistopheles and Jean as Faust made an unbeatable combination.

Mr. Oman wonders whether I am right in saying that both the de Reszke brothers made records. Surely Edouard appeared on Columbia discs many years ago, and, unless I am much in error, Jean also recorded, but I think that this was in Europe only. However, neither of the great brethren impressed his voice on the wax until he had passed his prime and was beginning to think of retiring from the stage. Nevertheless, a record by either should be regarded as a rarity much to be desired.

The Queenly Nordica

Mr. Oman tells me that he has a dozen records by Lillian Nordica. There are still some Nordica records listed in the English catalogs of Columbia and the 1926 American cata-

log now contains three of her recordings, one from Tristan (the Love Death), one from La Gioconda, and Cadman's Sky Blue Water. The number is unhappily very small in either edition, for which one cannot but feel lively regret. Nordica was the greatest Wagnerian soprano of her day, and as Brunhilde was, I think, unsurpassed. I can remember well the last time I heard her, which was at Carnegie Hall at one of Walter Damrosch's Wagner concerts in 1910. She sang, with the orchestra, the Immolation scene at the end of the Twilight of the Gods, and even there, on a platform in an afternoon gown and without the slightest aid of scenery or costume, she spellbound her audience. Nordica was a queenly woman as well as a splendid singer. She was queenly in a day when both in dress and manner women could be queenly, before flappermania had killed grace of mien and loveliness of speech alike. Nordica has passed away, and the world is the poorer for her passing.

Mr. Oman says he has a dozen Nordica records. Where did he get them? And why were they not all retained in their catalog by the original recorders? Can any one imagine a more foolish move than to scrap the permanent preservations of a voice like hers?

The New Trend

And whilst we are on this subject, I should like to make some suggestions to readers who find themselves interested in this, the higher side of the talking machine's activities. There must be hundreds, nay, thousands, of men and women who for years have been slowly gathering together large and well-chosen collections of records. These men and women comprise probably no more than a respectable minority among the great mass of record buyers; but together they could, and should, exert a very large influence. Now the tendency at present most powerfully operating throughout the phonograph industry is the tendency towards better recording of better music. I do not know how many readers of this department are acquainted with the simply wonderful Masterworks edition which the Columbia people have been putting out during the last year, but I do know that nothing finer has ever been done in all the history of record making and selling. There are many record collectors who are still miles behind the times in respect of the

more recent achievements. It is in a good many ways most unfortunate that for a long time "talking machine record" meant simply "four minutes of operatic tenor or soprano." With all due respect to the Carusos, the Plancons, the Scottis, the McCormacks, the Tetrassinis, the Galli-Curcis, the Macbeths and the rest of that brilliant galaxy, there was, at one time, just a little too much insistence upon them. But to-day all that is changed. The talking machine is coming forward as the preserver and reproducer par excellence of great music played by great, very great, instrumental ensembles and soloists. Whole operas are already in existence and, at least in the British and European catalogs, may be had in some variety. It is no longer a question of being afraid to record a complete work. Look at Columbia with its whole symphonies by Brahms, Beethoven, Mozart, Cesar Franck and Dvorak. Look at the great Choral (Ninth) Symphony done in English by British Victor and German by Vocalion. Look at the magnificent series of Wagnerian records, giving all the high spots of the Ring, in English, by British Victor and now published in the American Victor catalog. All these things are symptomatic. They show that the manufacturers realize what their policy should now be, and that they are ready to go much farther along the road, if only they can find some reason to believe that their efforts will be supported. The manufacturers, in other words, see plainly that the future of the talking machine is to be inextricably linked with the advancing musical taste of the people, that it is to supply, along with collections of records, that private concert hall, with artists and orchestras thrown in all ready to an unlimited extent, which has so long been promised but which was never produced while the easier method of providing the cheap and the ephemeral spelled large and rapid profits.

Now it is up to the lovers of fine music, dealers, consumers, or both, to let the manufacturers know that their efforts in the right direction shall not go unrewarded. It is my profound conviction that dealers generally are miles behind the times in regard to changes in public taste and merchants who analyze the trend of demand and then set out to serve the public intelligently will profit.



Phonographs and Radio Cabinets

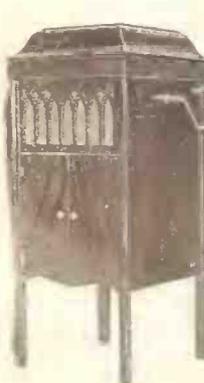
STYLE 21
Genuine Mahogany or Walnut only.



STYLE 17
Genuine Mahogany or Walnut Phonograph only



STYLE 21-B
Same with both top panels hinged to accommodate Radio Panel.



STYLE 1
Gum Mahogany, Golden or Fumed Oak.



STYLE 2
Gum Mahogany, Golden or Fumed Oak.



STYLE 85—RADIO CONSOLE
Accepts Panels Up to 8x26 Inches.



These illustrations show several of the many late models of our line, which have been redesigned, right up to the minute, with especial reference to the Radio-Phonograph Combination, destined to be the standard household unit.

These instruments are produced in all the popular finishes and styles, including Uprights, Consoles and Wall Cabinets, and our facilities enable us to make prompt deliveries and most attractive trade prices. Catalog and price list mailed on request.

Excel Phonograph Manufacturing Company
402-414 West Erie St., Chicago, Illinois

Kolster- Brandes

FEDERAL-BRANDES, INC.

*Announces
its line for the
coming season*

*Pictured
and described
on the next
three pages*

Kolster-

FEDERAL-

The Kolster retail prices range from \$85 to \$375, each item an outstanding value. Read the individual descriptions. These sets include all the latest Kolster refinements. No dials—just one simple station selector, calibrated in wave lengths. Maximum selectivity and sensitivity through Kolster adjustable coupling control. No howling. Improved tonal qualities. Built-in special Brandes Cone Speakers. Beautiful cabinet work in duo-tone Adam brown satin finish.



The Kolster 6-E set is full console with speaker built-in. Single control—fully adjustable — finished in Adam brown satin mahogany \$135, less tubes.



A table model 8-tube set—Kolster 8-A. Single control—adjustable for volume, selectivity and sensitivity—with station selector dial, illuminated and marked in meters wave length. \$185, less tubes and batteries.



Six tubes, completely adjustable, single control. Kolster 6-D set. \$85, less tubes and batteries.



This is the Kolster 8-C. Single control—adjustable for volume, selectivity and sensitivity—full console with built-in loud speaker and loop antenna. \$375, less tubes and batteries.



This semi-console is the Kolster 8-B set with loop antenna attached. Single control — built-in loud speaker — adjustable for selectivity, sensitivity and volume. \$235, less tubes and batteries.

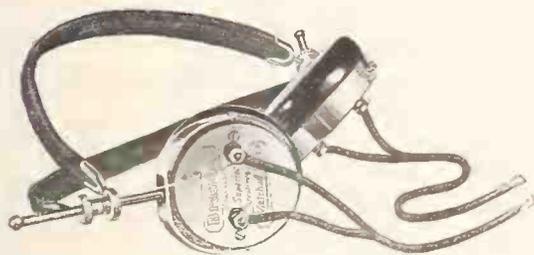
Brandes

BRANDES, INC.

Brandes presents this season still further refinements in the acoustical development of radio reproduction. Whether it be cone or horn, headset or phonograph attachment for faithful reproduction Brandes leads. And new low prices give every home an opportunity now to enjoy a Brandes speaker. Note the complete line and description of each unit. Remember, Brandes is a pioneer—its products are the result of years of perfection.



Brandes Cabinet Cone delivers unusually large volume — extremely sensitive on weak signals. Beautifully finished in Adam brown duo-tone mahogany — adjustable for sensitivity and clarity. \$25.



Brandes Matched Tone Headsets have long been the standard. For the layman the Superior—\$5—and for the distance fan and engineer the Navy Type with shielded radio frequency cord—\$6.



Beautifully finished in antique green and black. Brandes Type H Speaker has a gracefully fashioned horn and art design base. Unusually sensitive—delivers great volume on weak signals, reproduces speech and music faithfully, adjustable for maximum sensitivity and clarity. \$18.



Unique design—pleasing appearance—antique bronze finish. The Brandes Table Cone delivers great volume—faithfully reproduces speech and music. The resonating chamber brings out low tones, enriching the quality of reproduction. It is adjustable for maximum efficiency and not affected by atmospheric conditions. 15 1/4" in diameter. \$12.50.



The new Kolster-Brandes Power Cone. Quality such as you have never heard and volume too. B battery supply for the radio set. \$250, less tubes.



This new Kolster-Brandes (B) eliminator delivers 180 volts for operating the latest design power tubes. Voltage taps are provided as follows: B—, +22 1/2, +45, +90, +135, +180 volts.



The standard of quality in Phonograph Attachments. Used with a good phonograph Brandes Attachment gives results that are most pleasing and satisfactory in volume, clarity, and tone quality.

Kolster Radio Dealer Policies

1. The dealer is given a definite territory and is protected in that territory.
2. He is protected against obsolescence.
3. He is protected against loss due to price reductions.
4. He is sent all inquiries from prospects in his territory.
5. He is supplied with imprinted advertising helps and his name is listed in Kolster-Brandes newspaper advertisements whenever practical.
6. He receives assistance from the Company to properly service Kolster Radio.
7. His selling effort is backed by an adequate advertising campaign planned and paid for by the Company.
8. He is given the highest type of set possible in its price range.
9. He sells a set fully guaranteed by a financially responsible Company of long standing in radio.
10. He is given a satisfactory immediate profit and an opportunity for continued profits in the future.

Could dealer policies possibly be more fair?

These are part of a merchandising plan unique and individual with Kolster-Brandes, which will enable authorized dealers to make sales and real profit.

Write us at once for complete details.

Federal-Brandes
INC.

Woolworth Building
New York, N. Y.

Radio Corp. of America Buys Broadcasting Station WEAF

American Tel. & Tel. Co., Former Owner of the Station, Plans to Retire From Broadcasting Field—An Important Deal

The Radio Corp. of America, which operates radio broadcasting station WJZ, is to purchase broadcasting station WEAF from the American Telephone & Telegraph Co., according to an announcement by the A. T. & T. Co., which plans to retire from the radio broadcasting field. The statement regarding the transaction follows in part:

"Arrangements have been completed for the sale of broadcasting station WEAF to the Radio Corporation of America. The actual transfer will take place before the end of the year.

"The further the broadcasting idea was carried the more evident it became that the radio station was similar to the telephone system technically, but the objective of a station was quite different. Consequently, it has seemed to us, after several years of experimentation, that the broadcasting station which we built up might be more suitably operated by other interests. In the hands of the Radio Corporation of America, with a concurrent experience in radio broadcasting, the future of WEAF should be assured."

In a statement by General J. G. Harbord with reference to the WEAF purchase, he said: "It is true that the Radio Corp. of America has acquired WEAF from the American Telephone & Telegraph Co., effective by the end of this year. We did this because the business of the Radio Corp. and its growth depend largely upon not only the maintenance but the constant development of the highest class of broadcasting programs. It is not too much to say that the staff of WEAF and that of WJZ have both been highly successful in furnishing attractive programs. This purchase will enable us to give to the public the benefit of the joint efforts and experience as well as the technical research of these two great organizations. There is no intention of submerging the identity of either station in that of the other nor of making any violent change in their policies. We hope to make WJZ and WEAF the two most efficient stations of the 22 that are now operated in the metropolitan zone, and of the 537 throughout the entire United States. We have the same interest in trying to see that every part of our country is as adequately supplied with broadcasting of high quality as the metropolitan district in the vicinity of New York. We shall encourage co-operation with other stations and exchange of programs that will tend to give better broadcasting to the people of the United States. Our prime interest and our only interest is to see that broadcasting throughout the length and breadth of our great land is made so good that no home can afford to be without a radio receiving set."

Handy Charger Announced

A new trickle charger for either four or six volt storage batteries is being introduced to the trade by the Interstate Electric Co., of St. Louis, Mo. According to the description which the company is sending to the trade the "Handy Trickle-Booster Charger" converts your present battery into an up-to-date A power unit. A feature of the charger, which comes in two sizes, 110 volt, 50 or 60 cycle and 110 volt, 25, 30 or 40 cycle, is a toggle switch conveniently placed, which permits of a low or fast rate of charging.

Miss L. M. Guth Honored

Miss L. M. Guth, credit manager of the Plaza Music Co., has been distinguished by being appointed the only woman member of the forum

committee of the New York Credit Men's Association, of which David E. Golieb, of Einstein Wolfe Co., is chairman, and T. J. Digan, of the U. S. Steel Products Co., is vice-president.

William Fraser, of J. P. Stevens & Co., Inc., who is now president of the New York Credit Men's Association, which, by the way, is affiliated with the national body, has also requested Miss Guth to accept the leadership of the Women's Group in the New York organization.

L. J. Chatten Made F. A. D. Andrea Sales Manager

R. P. Van Zile Named to Succeed Mr. Chatten as Division Sales Manager in Central West

Louis J. Chatten, formerly division sales manager of F. A. D. Andrea, Inc., manufacturer of Fada radio, in the central Western territory, has been appointed sales manager of the company, with headquarters at the factory in New York City. R. P. Van Zile has been named to succeed Mr. Chatten, with headquarters at Chicago. Commenting on this move R. M. Klein, general manager of F. A. D. Andrea, Inc., stated that Mr. Chatten's appointment as sales manager is one of a number of important changes in the sales line-up of Fada Radio.

Homer J. Zopf has just returned to New York from an extensive trip throughout South America in the interest of Fada Radio. Mr. Zopf visited the main trading centers and established many distributing connections.

Allied Radio Congress Plans Near Completion

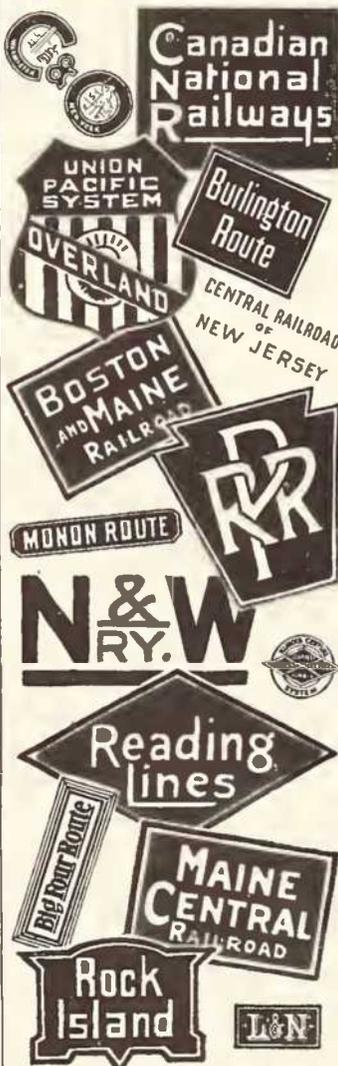
Radio Receivers and Speakers to Be Exhibited at Grand Ballroom in Hotel Sherman, Chicago, September 22 to October 2

Extensive preparations are rapidly going forward for the Allied Radio Congress and National Radio Exposition, to be held in the exhibition hall of the Hotel Sherman, Chicago, September 27 to October 2. Radio receivers and speakers will be exhibited in the grand ballroom in a beautiful setting designed to enhance the attractiveness of the cabinets. The exhibition hall, which adjoins the ballroom on the north, will contain displays of batteries, eliminators, tubes and other accessories. On the entire fourteenth floor rooms will be available to manufacturers for the demonstration of sets, speakers, aeriels and accessories.

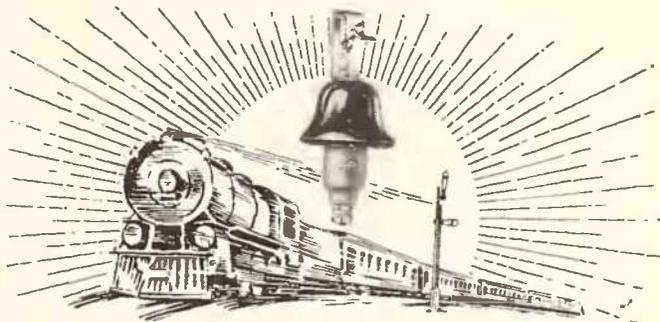
The Hotel Sherman was chosen because of its central location in Chicago's loop, and its accessibility by elevated, surface lines and suburban trains. The Allied Radio Congress will attract manufacturers, jobbers, dealers and the public, although the exhibition was designed principally for the benefit of dealers in radio equipment.

Milo E. Westbrooke, manager, and A. S. Ackerman, assistant manager, have already launched a publicity campaign designed to attract the attendance of quality buyers such as the business executive, afternoon shopper, etc.

Some of the railroads using Brach Vacuum Lightning Arresters since 1906.



Only Products of Merit Stand the Test of Time

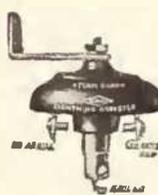


Leading Railway Signal Systems all over the United States and Canada are protected by

BRACH
Vacuum
LIGHTNING-ARRESTERS

You, Mr. Dealer, know that Brach Arresters are the most efficient radio protectors on the market. Furthermore all Brach Radio Lightning Arresters carry a one hundred dollar insurance guarantee.

WHAT ARE YOU RECOMMENDING TO YOUR CUSTOMERS



Storm Guard Arrester



Storm King Arrester

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

Thorola SPEAKERS &

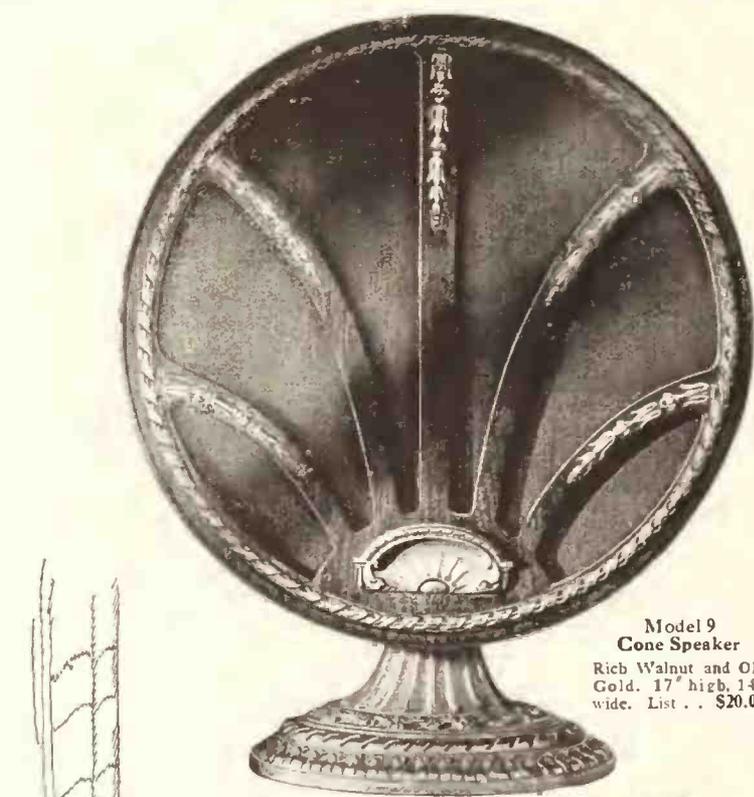
SPEAKER styles may change, but the standards of tonal quality were fixed by musical art and acoustic science long before radio. It was only the most advanced radio engineering which always enabled Thorola speakers to meet the established critical standards of tone.

That is why the introduction of a cone speaker bearing the Thorola name first caused Radio to concede that scientifically true reproduction was possible in instruments of this type. Here was another outstanding Thorola attainment—based on the Thorola double-diaphragm principle. With two diaphragms, the Thorola Cone Speaker is able to cover the entire range of reproduction without sacrificing accuracy for either the high or the low end!

Thorola thus literally built this popular kind of speaker around the most popular thing in radio—**TONE—THOROLA TONE.**

Such a combination has sales possibilities which you cannot overestimate. You have an asset in the public acceptance of Thorola character. You can demonstrate perfect reception of music and speech. You command speaker volume that permits better handling of the best receivers, at any distance. You can play up fresh, logical technical betterments. And all of it is embraced in a beautiful instrument of irresistible modern style.

The Thorola line of speakers offers the sure way for every dealer to be in on this season's Thorola profits. Thorola speakers are available to all dealers. Write your jobber—he has them in stock.



**Model 9
Cone Speaker**
Rich Walnut and Old Gold. 17" high, 14" wide. List . . . \$20.00



**Thorola Jr.,
Model 12**
Exquisitely graceful throat and Bakelite bell. Octo base. Volume control. New Precision unit. List, \$15.00

**Thorola 4
Speaker**
Black Bakelite bell, golden throat band. "Classic" base, complete with cord and connections. Height, 23". List . . . \$25.00



Thorola 4
This speaker ranks as perhaps the steadiest selling single item in radio history. Thorola reputation for artistic leadership began with the Controlled Mica Diaphragm of this speaker, and its exclusive Separix, which brought true music to radio by making it possible to reproduce overtones faithfully.
The matchless beauty of the Thorola Bakelite bell and Classic base, is why thousands will actually have no other type of speaker. Thorola 4 performance, made possible by double "push-pull" amplification and other features, is why this speaker is more than ever the leader of its type. List \$25.00

**All prices
slightly higher
West of Rockies**

Thorola Junior
At a moderate price there is only one way to obtain Thorola character—the Thorola Junior Speaker. Its size is somewhat smaller, but its voice is fine. List \$15.00

Radio 1926 RECEIVERS

YOU know how Thorola Low-Loss Doughnut Coils—and Thorola Golden Tone Transformers transferred public interest from the confusion of *circuits* to the realities of *performance*. These transformers, with their incredibly fine balance and precision construction, brought characteristic Thorola tonal perfection to the field of complete receivers.

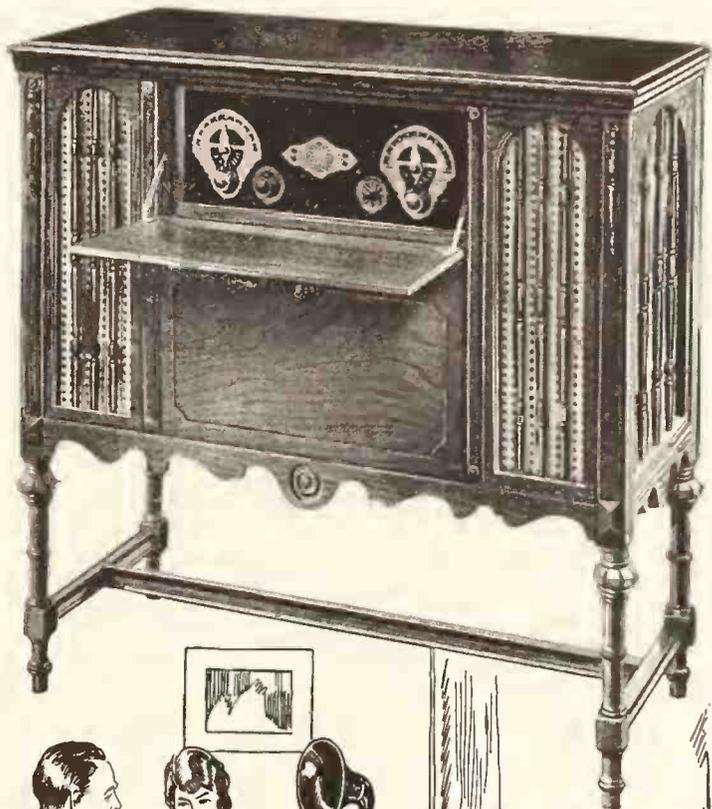
And Thorola Low-Loss Doughnut Coils made selectivity a certainty instead of an argument. The self-contained field of Thorola Doughnut Coils banished uncontrollable "pick-up," and internal interferences as well. A whole train of circuit refinements followed because the old radio uncertainties and variables were no longer able to upset every scientific calculation.

Now, for the 1926-27 season all these fundamental Thorola advancements in tone and power have received another year of intensive development. Naturally, results are improved, and they are attained with certainty and simplicity. Modern two dial control is now used. Sooner or later all really selective sets must come to it.

Just look at the beauty of latest Thorola radio furniture and you know why this line brings people in. Listen to the sure, artistic musical effects and you know why each Thorola receiver invariably produces a whole neighborhood of Thorola enthusiasts.

These self-multiplying sales all go to the fortunate Thorola dealer, because the Thorola receiver franchise offers exclusive protection. Isn't it wise to come in ahead of the waiting list?

REICHMANN COMPANY,
1725 West 74th Street, Chicago, U. S. A.



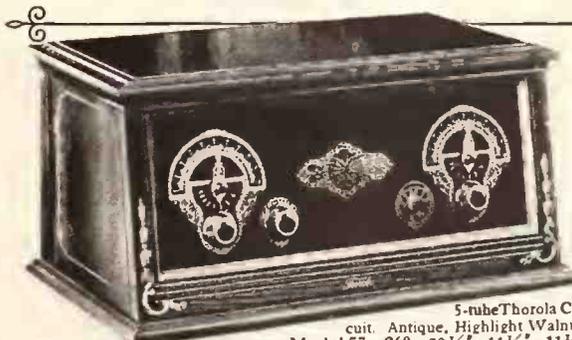
Model 59 (above)
De Luxe Console

5-tube Thorola Circuit, Cone and Horn Speakers. Genuine Walnut, Antique Highlight finish. 38½" high, 38½" wide, 17" deep. List. \$185.00



Model 58 . . . List, \$125

The De Luxe Console illustrated above is Thorola Model 59, a magnificent instrument with a cabinet of Antique, High-Lighted Walnut. Nothing like this artistic luxury has ever been obtainable near the price and Model 59 performance is clearly unsurpassed at any price. Note the two speaker compartments, containing separate horn and cone speakers, connected in series.



5-tube Thorola Circuit. Antique, Highlight Walnut. Model 57—\$60—20½" x 11½" x 11½"

The Thorola Model 57, of the compact type, puts finest radio within the reach of all. Workmanship and finish is the same as in the luxurious console models. Performance is uncompromisingly Thorola!

A smaller Thorola Console, Model 58, enables Thorola dealers to cover the whole console market. This set, also in Antique, High-Lighted, Genuine Walnut, is a triumph of craftsmanship in the cabinet, circuit and speaker.

Radio Corp. of America Launches Drive to Familiarize Public With Its Dealers

Authorized RCA Dealers Will Benefit by Prestige-Building Publicity—Trade Supplied With an Attractive Store Sign—Leading Merchants Effectively Tying Up With This Campaign

The advertising department of the Radio Corp. of America issued recently a very attractive and effective portfolio giving the details of a special RCA campaign, which will advertise RCA authorized dealers to the public in a most comprehensive way. In connection with this campaign the authorized RCA dealer is furnished with a very attractive store sign as shown in the accompanying illustration. The special campaign is centered about this sign, with each and every advertisement in the series

dealer plan in the Saturday Evening Post and the Literary Digest. Two more full-page, two-color ads will follow in the Post in August and November, featuring the large picture of the dealer sign. Included in the portfolio was a calendar reproducing the August page and a large copy of the November page will reach the dealers early in the month.

Under the heading of "Building Business and Building Dealers," the Radio Corp. of America comments as follows: "RCA has faith in its

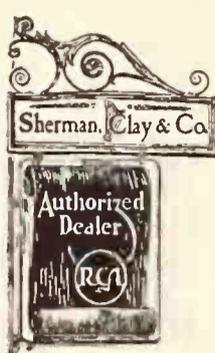
selected dealers, and is using every possible means to help them forge ahead. We believe that these dealers have faith in RCA products, and will give their greatest support to the RCA line. Sales are made and successful businesses are built only by the co-operation of the manufacturer and his trade channels. RCA is making every buyer feel that the man he invests his money with is as important as the set he invests it in. And RCA must be as faithful to its public as to its dealers, by giving its sign to responsible dealers, who know the meaning of service. The RCA dealer sign was earned by public patronage—by business integrity and the rendering of good service. It can be retained by the continuance of such a record. And it carries success with it."

The importance and far-reaching effect of this campaign has been recognized by RCA dealers throughout the country and included in the portfolio are reproductions of advertisements used by RCA authorized dealers in their local newspapers. These advertisements were all centered upon the RCA authorized dealer sign and the character of this advertising is indicated in the accompanying advertisement sponsored by Sherman, Clay & Co., one of the country's most successful music dealers.

The page for August, appearing in the Saturday Evening Post, carries the heading "Identifying Dealers Chosen by the Public," and reproduces the dealer sign in two colors. The text of this page carries out effectively the purpose of the campaign and reads as follows: "Where you see this sign you will find a dealer who has won public confidence and public patronage, who renders good service after the sale is made, whose ability and integrity indicate that he is

in business to stay. There is an RCA authorized dealer right in your neighborhood. He is identified by this sign, which is his as long as he maintains RCA standards. You need go no further to be sure you are buying from a man

IT PAYS TO BUY YOUR RADIO FROM A STORE YOU KNOW



Sherman, Clay & Co.
Authorized Dealer
RCA

The lower half of this sign means:

"Here is a dealer tested for many months and now approved by the largest manufacturer of Radio products." But the upper half means: "Here is a dealer tested by the music-loving public in forty Pacific Coast cities and approved for worthy service ranging over fifty-five years."

The lower half means: "Recommended for your patronage by the Radio Corporation of America, makers of the famous RADIOLA." But the upper half means: "Recommended as well by Steinway & Sons, makers of the STEINWAY piano; by the Aeolian Company, makers of the DUO-ART reproducing piano; by the Victor Talking Machine Company, makers of the Orthophonic Victrola; by the makers of the famous King band instruments; by the leaders, in fact, in every line of music merchandise manufacture."

Taken together, the two halves of this sign mean: Here is a safe, reliable place to buy your Radiola, and neither terms nor service shall fail of satisfaction.

Sherman, Clay & Co.
Ninth and J Streets

Sherman-Clay's Prestige-Building Tie-Up whose word you can trust and whose willing service you can count on. Buy with confidence where you see the RCA authorized dealer sign."

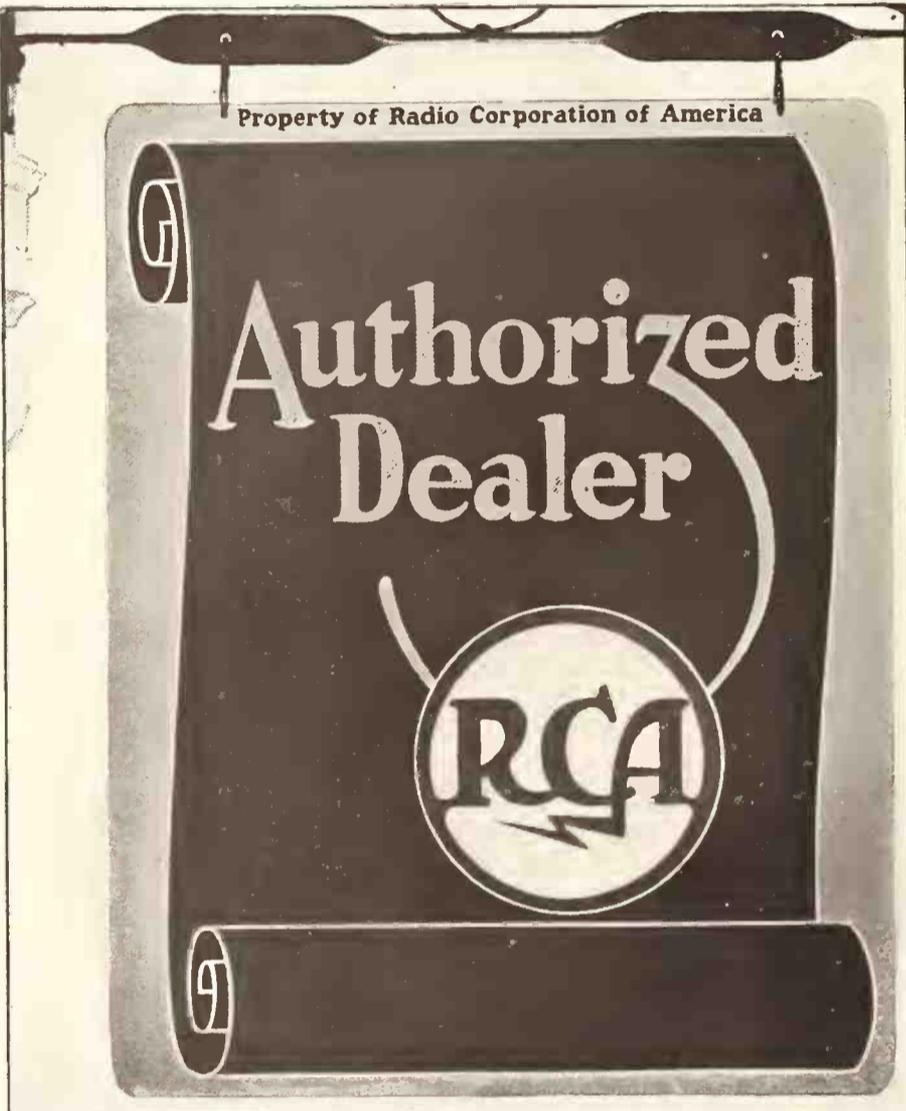
Ernest Ingold, Inc., Stages Atwater Kent Dealer Meet

Most Successful Radio Dealers' Meeting Held by Atwater Kent Distributor in San Francisco—Program of Interest Followed Out

SAN FRANCISCO, CAL., July 24.—Ernest Ingold, Inc., Atwater Kent distributor of this city, staged what is described by many as one of the biggest and finest radio dealer meetings in the history of the radio industry. The Clift Hotel was selected for the affair, which lasted through the entire day of July 20. Every arrangement was made for the comfort and convenience of the guests, even to the previous mailing of taxi slips providing free transportation for the guests from the station to the hotel or offices of Ernest Ingold, Inc.

The morning was devoted to registration and the inspection and demonstration of the new line of Atwater Kent radio receiving sets and also Pooley cabinets equipped with Atwater Kent radios. Following a buffet luncheon a very practical and businesslike session was held covering specifically sales developments and selling angles on Atwater Kent sets and Pooley cabinets and accessories. From seven until nine entertainment de luxe was tendered through a banquet, during which was presented the second edition of the Atwater Kent-Ernest Ingold, Inc., Dancing Musical Follies. The Follies were elaborate and were produced in twenty acts with three dancing musical ballets. At nine p. m. the concluding features of the convention program were taken up.

The affair was a decided success from every angle, and judging from expressions from the dealers present it marked the opening of what will probably be a big season.



RCA Store Sign Supplied to Authorized Dealers

featuring the sign to exceptional advantage. The purposes of the campaign as outlined in the portfolio are as follows: "RCA waited five years before giving its endorsement to particular radio dealers. As every dealer knows, it is a valuable endorsement—steadily growing more valuable, for it has behind it the known leadership of RCA products, and the vast resources of RCA research. Now that its dealers are selected, RCA is setting out to advertise them, as it advertises its products. The great Radiola, Radiotron and Loudspeaker campaigns will continue in full volume. And, in addition, RCA has inaugurated another campaign for its dealers. Many thousands of dollars have been appropriated to do just this one job; to give the RCA authorized dealer the same leadership among dealers that the RCA line has among radio products."

This dealer campaign started in April with a full-page announcement of the new RCA

VAN VEEN SOUNDPROOF BOOTHS

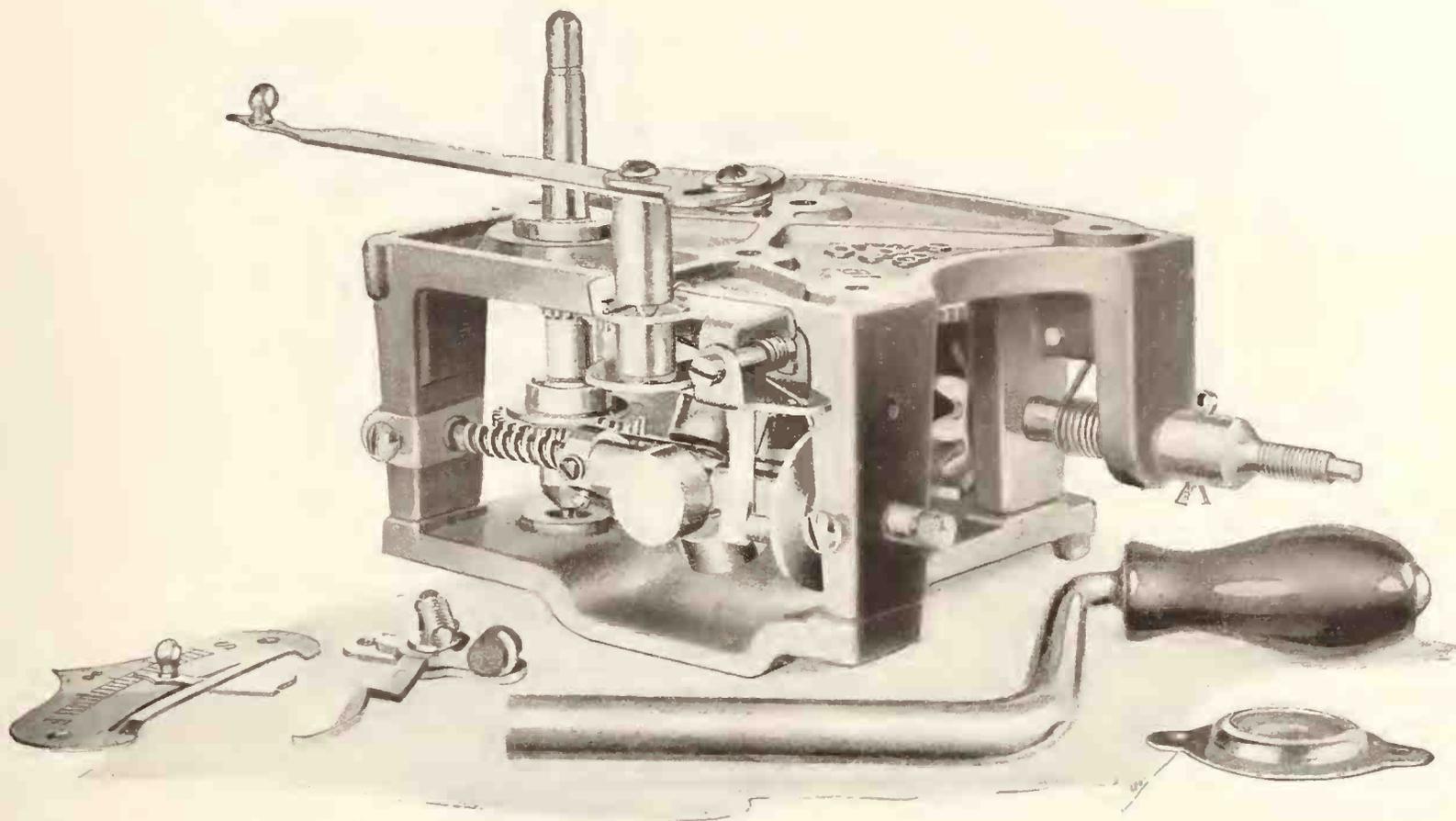
are more necessary than ever before. You cannot demonstrate the wonderful volume and beauty of tone of the improved talking machine and records without booths. The new instrument has unlimited possibilities. Meet it half way by adequate demonstration.

Complete equipment for musical merchandise dealers. Write for details and catalogue.

VAN VEEN & COMPANY, Inc.,

313-315 East 31st Street, New York City
PHONE LEXINGTON 9956-2163

3 out of 4 Portables sold are Flyer Motor equipped



Why? Because experienced dealers know they're safe in selling a Flyer-equipped portable. No returns, adjustments, delayed payments, lost customers.

The Flyer-equipped portable is easy to sell and *stays sold*. It stands years of the bumps, hard steady use, exposure that a portable gets and never goes wrong. It weighs but 4¼ pounds yet is as sturdy as tool steel and skill can make it. Parts are so expertly made and fitted that there is no sound—the Flyer is the most silent motor made. *And, unlike imported foreign-made motors, the parts of the*

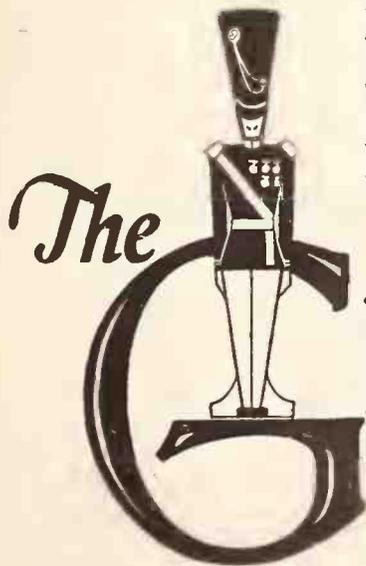
Flyer are readily interchangeable.

Flyer Motors are made of the same tested materials and by the same skilled craftsmanship as the highest priced motors for large machines.

When you sell a Flyer-equipped portable, both the phonograph maker and this organization stand squarely back of that sale. For 12 years Flyers have been the leaders of the industry because merchants know from experience that they and their customers can count on dependable service from Flyers.

Demand Flyer-equipped portables and play safe.

The



GENERAL INDUSTRIES CO.

ELYRIA, OHIO

Formerly named The General Phonograph Mfg. Co.

Makers of Precision Products for a Quarter of a Century

MAGNAVOX

Single Dial Radio



New Cone Speaker

—another *Magnavox* engineering “scoop.” The cone is mounted resiliently—entire unit moves with air waves—no “snary” effects. It covers the complete tonal range—all instruments, all notes, all enunciations. Two artistic models—Cornell [above], \$22.50 list, and Stanford, \$35.00 list. Backed by aggressive advertising and the sales-prestige of the *Magnavox* name—a popular synonym for good loud speakers. 400,000 *Magnavox* Loud Speakers now in use—each one a salesman for the new cone. It is sure to be another *Magnavox* “best seller.” All dealers write.

Cornell Model—9½" wide, 11" high, 5" deep. Artistic, non-resonant metal finish, genuine mahogany base finished in two tones, 7" cone. Standard cord and plug. \$22.50 list.

Magnavox Cone Speakers are made under Magnavox patents. Distributors and dealers are fully protected from infringement liability.



*Beauty—the universal passport
Magnavox has it in high degree*

ALL America has love for beauty. Automobile makers found it out—home builders found it out—furnace manufacturers found it out. Radio, as a class, has lagged—many sets are still in the cotton stocking age as regards looks.

Magnavox single dial control permits greater beauty in design. Simplicity, quiet good taste, pleasing shapes and lines, genuine mahogany cabinets, unobtrusive knobs are attributes of *Magnavox* beauty. It is the enduring type of radio—the set that will be “in style” for a lifetime. Numerous protruding dials, tubes and other switchboard characteristics are discreetly absent. The set with these marring features must become obsolete soon.

This year, more than ever, the set with eye value will have the call. And *Magnavox* has it, without much competition. For easier selling this fall write us at once.

Magnavox, the perfected and proved single dial set, performs with the very best, in selectivity, sensitivity, range—on any basis you name. All models continued indefinitely and prices guaranteed till January 1, 1927.

24 D 14 © 1926

THE MAGNAVOX COMPANY

R. S. Williams & Sons, Ltd., Toronto • Distributors for Canada [not including British Columbia]

General Offices and Factory: Oakland, California
Chicago Sales Office: 1315 South Michigan Ave.

Distributors of

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



New Reproducing Sonora
Phonographs . . . Model C
Radio Receiving Set . . .
Highboys . . . and Speakers

The Artophone Corporation,
1622 Pine Street,
St. Louis, Mo.

Baltimore Phono. Dist. Co.,
422 N. Howard Street,
Baltimore, Md.

Barker Wholesale Company,
Barker Building,
Los Angeles, Calif.

J. H. Burke Company,
221 Columbus Avenue,
Boston, Mass.

Doerr, Andrews & Doerr,
Minneapolis, Minn.

Gibson-Snow Co., Inc.,
Syracuse, N. Y.

Greater City Phono. Co., Inc.,
76 Fifth Avenue,
New York, N. Y.

Hassler Texas Co.,
1101 Young Street,
Dallas, Texas.

Kohler Distributing Co.,
63 Minna Street,
San Francisco, Cal.

McPhilben-Kcator, Inc.,
68 Thirty-fourth Street,
Brooklyn, N. Y.

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

Pennsylvania Phono. Dist. Co.,
1015 Chestnut Street,
Philadelphia, Pa.
917 Wabash Building,
Pittsburgh, Pa.
1747 Chester Avenue,
Cleveland, Ohio.

James K. Polk, Inc.,
181 Whitehall Street,
Atlanta, Ga.
811 W. Broad Street,
Richmond, Va.

Reliance Battery Products Co.,
2211 So. Eighth Street,
Council Bluffs, Iowa.

C. A. Richards, Inc.,
100 E. 45th Street, New York, N. Y.
Canadian & Export Distributors.

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

Sterling Roll and Record Co.,
137 W. Fourth Street, Cincinnati, O.

Strevell-Paterson Hardware Co.,
Salt Lake City, Utah.

The Tay Sales Company,
231 N. Wells Street,
Chicago, Ill.

Yahr-Lange, Inc.,
Milwaukee, Wis.
442 E. Lafayette Avenue,
Detroit, Mich.

Zinke Co. Now Sales Dept. of the W-K Electric Co.

To Handle the National Distribution of
"Oriole" Radio Receiving Sets—1926-27 Line
Being Introduced to the Trade

An announcement of importance and considerable interest to the radio and music trade was made a few weeks ago by the Zinke Co., of Chicago, dealing with the arrangement made between that firm and the W-K Electric Co., Kenosha, Wis., manufacturer of "Oriole" radio receivers. The Zinke Co., an old-established automotive house, which has risen to a prominent position in the radio field, is now the sales department for the W-K Electric Co. and handles the national distribution of the radio products manufactured by the Kenosha firm.

The complete Oriole 1926-27 line of radio receivers is being introduced at the present time by the Zinke Co. One table model, a console and a console comprise the line and all sets are six-tube with one stage untuned and two stages of tuned radio frequency. The sets embody the "Oriole Trinum" patented circuit, with patents covering the circuit using as a primary coil of the radio frequency transformer the filament circuit of the vacuum tube. The receivers have a two-dial control, one rheostat and one volume control.

The table set, Model 71, is installed in a solid black walnut, ebony finished cabinet and retails for \$125. The console contains the same chassis and is placed on a larger cabinet containing a battery compartment, finished in the same wood. The console will be known as Model 75 and list for \$145. The console, model 78, contains the same set, is finished in the same manner and contains two built-in loud speakers, one for the high frequencies and the other for the low frequencies. Ample space is provided in the cabinet for batteries, battery eliminator and other accessories. The console retails for \$270.

The W-K Electric Co. is firmly established in the field of radio manufacturing, with a background of five years' production and sales experience. The Zinke Co. maintains a staff of eleven radio trade representatives, who maintain contact with the distributive outlets, and the sales plan is based upon an exclusive territorial arrangement. Sales helps for the dealer, such as literature, window and counter displays and other advertising helps, have been prepared and will be distributed to its authorized dealers.

De Forest Wins "Feedback" Circuit and Oscillatory Audion

PHILADELPHIA, PA., July 27.—Federal Judge Thompson, in a decision handed down today, holds that Lee De Forest was the original inventor of the "feedback" circuit and the oscillatory audion. The decision was on a bill of equity in a patent suit brought by the De Forest Radio Telephone & Telegraph Co. against the Westinghouse Electric Co. The plaintiff controls certain patents granted to Lee De Forest in 1924, and the electric company patents granted to Major Edwin H. Armstrong in 1914.

David Sarnoff Goes Abroad

David Sarnoff, vice-president and general manager of the Radio Corp. of America, sailed on the S. S. Majestic in July for Europe, his plans including a visit to England, France, Germany, Holland and Italy. One object of his trip, according to Mr. Sarnoff, is to study wireless conditions and developments abroad. He also was scheduled to deliver a paper on "How Radio Development May Affect the Auxiliary Language Movement" at the Biennial Conference of the International Federation of University Women, which was held at Amsterdam, Holland, July 31.

Romance of Radio Industry in Tower Mfg. Co. Success

Manufacturer of Radio Head Sets and Loud
Speakers Has Achieved \$1,000,000 Annual
Business—Business Grew From Humble
Start—Good Management Rewarded

BOSTON, MASS., August 4.—Sales of over \$1,000,000 last year was the remarkable record achieved by the Tower Mfg. Co., of this city, manufacturer of head sets and loud speakers. This large figure was almost double the previous year's sales.

The Tower Mfg. Co. is one of the leading manufacturers in its branch of the radio manufacturing industry. The history of this company reads like a remarkable romance, but its phenomenal growth can be traced directly to



Gordon C. Bennett

the ability of its executives, who in the past four years have built up the business from its humble beginning in a small shop in Boston to one of the largest head set and speaker manufacturing plants in the world.

Frank S. Tower, president of the corporation, is widely known in the radio field as a manufacturing and merchandising executive of unusual ability, while H. R. Holbrook, production manager, has gained considerable fame as the inventor of innumerable automatic machines that make possible low production costs.

Gordon C. Bennett, general sales manager of the company, is the man directly responsible for the progressive sales policies of the Tower Co., and his record of doubling the sales volume every year marks him as one of the outstanding sales executives in the radio field.

Educated at Beloit College and the University of Washington, Mr. Bennett has a thorough knowledge of all markets in the United States and Canada gained through years of travel for several well-known companies. He has traveled abroad extensively, having circled the globe twice, and is particularly well qualified to handle export business, having occupied an important post with one of the largest American import houses in the Far East for four years, with residence in Japan and China. Mr. Bennett's experience in this field is reflected in the large sales to foreign countries, in which the Tower Co. does a very substantial business.

Prospects for the coming year are extremely bright, according to Mr. Bennett, because of the unqualified acceptance by the trade and public of the cone-type speaker recently brought out by the Tower Co. The retail price of this item is \$9.50 and despite the very low price is noteworthy for the wonderful quality of reception it produces and at the same time is very pleasing to the eye.

The business of the Radio Art Store, San Francisco, has been purchased by A. McFarland.

The Sleeper Radio & Mfg. Corp.

GORDON C. SLEEPER, President

6th and Washington Aves.

Long Island City, N. Y.

*The following authorized distributors
are in a position to make*

IMMEDIATE DELIVERIES

of the famous

SLEEPER

SCOUT and SERENADER SETS

Under the SLEEPER Dealer Franchise Plan
which has been in force effectively and
. . . successfully since September 1923 . . .

Silas E. Pearsall Co., 10 E. 39th St., N. Y. City
Greater New York, New York State, as far North
as Poughkeepsie, Eastern New Jersey and the State
of Connecticut.

M. Steinert & Sons, Boston, Mass.
Massachusetts, Maine, New Hampshire, Vermont
and Rhode Island.

Coghlin Electric Co., Worcester, Mass.
Western Massachusetts.

Jones-Beach & Co., Philadelphia, Pa.
Central and Eastern sections of Pennsylvania and
Southern New Jersey.

W. D. Andrews Co., Syracuse, N. Y.
Eastern New York, North of Poughkeepsie, includ-
ing Western Vermont.

Curtis N. Andrews, Buffalo, N. Y.
Western New York and the Northern tier of coun-
ties of Pennsylvania.

The Toledo Radio Co., Toledo, O.
All the Western part of Ohio.

Wiswell Radio Co., 33 West Kinzie St., Chicago, Ill.
Northern Indiana, Northern Illinois and the South-
ern part of Wisconsin.

Duluth Electrical Supplies Co., Duluth, Minn.
Northern Minnesota, Western Wisconsin and
Western Michigan.

The Roycraft Co., Minneapolis, Minn.
Central and Southern Minnesota and South West-
ern Wisconsin.

Hieb Radio Supply Co., Marion, S. D.
North and South Dakota.

Churchill Drug Co., Cedar Rapids, Iowa.
All counties of Iowa north of a general line from
Clinton on the East to Monona County on the
West.

Churchill Drug Co., Burlington, Iowa.
All Southern Iowa and Northern counties of Mis-
souri.

R. S. Proudfit Co., Lincoln, Neb.
Nebraska and Northern Kansas.

Wright Radio, Ltd., Moncton, N. B.
Maritime Provinces of Canada.

R. E. Taylor, Pacific Coast factory representative, 240 Precita Ave., San Francisco, Cal.

*If you are located in a territory not served by any distributor listed above
please communicate direct with executive offices*

Complete New Line of Radio Products Announced by the Bosch Magneto Corp.

Prominent Manufacturer of Electrical Automotive Equipment Marks His Second Year in the Radio Field by the Introduction of a Complete New Line of Receiving Sets

SPRINGFIELD, MASS., August 6.—Entering its second year in the radio field, American Bosch Magneto Corp. has announced a full line of radio units, in addition to two novel and unusual receiving sets, which will be known as the Armored line, with a price range of \$100 to \$310. The company has drawn on its wide experience in the manufacture of electrical automotive products in developing its radio equipment. The precision engineering for which the name Bosch is famous has produced a line of radio equipment which is claimed by the



American Bosch Amborada Model
company to set new standards in radio efficiency and new vogues in radio design.

One of the sets of which the Bosch organization is particularly proud is the Amborada, a seven-tube receiver, illustrated herewith. In this model Bosch engineering is said to have made an entirely new departure in set design and to have incorporated many new and distinctive features, with a circuit of unusual efficiency, both as to selectivity and sensitivity, with simplicity of operation. In point of appearance the Amborada departs from all previous ideas of what a radio set should look like, being, in fact, a table of rich walnut and black woods. It has no panel, multiplicity of dials or sliding door familiar to ordinary receiving set design. It may be used in the manner of a casual table to set off a chair or add a final touch of beauty to a room. The table serves the double utility of an efficient receiving set and a place upon which ordinary library fixtures, such as a lamp, book set and ash tray, may be placed. In front are the centralized tuning and volume control knobs, unobtrusive fixtures which give the same appearance as ordinary drawer knobs. Above and in the top table surface is a window through which the new "Line O' Light" dial system of station finding or tuning is viewed. Below and hidden behind doors is space for all power accessories including "A" battery, power unit and charger.

The "Line O' Light" dial system, coupled with the single knob tuning control, is claimed by the company to be a Bosch innovation. A translucent, drum-type scale is accurately calibrated in wave lengths, and a sharp line of light is thrown across the scale showing the exact wave length to which the set is tuned, thus obviating possible errors in adjustment. The single tuning knob of the Amborada lends simplicity to tuning which will be welcomed by the radio fan. Volume control in the Amborada ranges from a whisper to auditorium volume. The circuit comprises four stages of tuned radio frequency amplification, tuned detector and two

stages of Bosch designed transformer coupled audio amplification. Each unit is individually armored, as are the tubes, condensers and wiring, all apparatus being completely shielded. The Amborada may be operated with any length of antenna from six to one hundred feet or with ground alone in or out doors. Wet, dry or power units may be used.

The fact that the Amborada is not equipped with a built-in speaker is said by the Bosch company to be the result of general experience that the most satisfactory operation of a radio set is enjoyed when the loud speaker is situated at some point remote from the set. It is recommended that the Bosch Ambotone reproducer be located about twenty feet from the set. A suitable art pedestal of Spanish design and an extension cable is available with the Ambotone for carrying out this scheme.

Two other models, the RS-16, six tubes, and the Cruiser, RS-35, five tubes, are also included in the Bosch line of Armored receivers for the new season. A table and a cabinet providing storage battery space and support for receivers will also be marketed. Two models of the Bosch Ambotone reproducers, one in wicker finished in green and tan reed, and the other in statuary bronze, and two models of "Nobattray" power units complete the new Bosch line.

Officials of the company state that the Bosch layout for the new season has been received with great enthusiasm by jobbers and dealers throughout the country, and a very successful year is anticipated.

sen representative in Idaho, Washington and Oregon. Scores of dealers made the Gulbransen display-room their headquarters while in Seattle, and for many of the Western dealers this was the first opportunity to see the new sales material which the Gulbransen Co. recently issued, as an assistance to merchants in obtaining and training salesmen.

O. J. Stayley Associated With H. B. Alderman Co.

BUFFALO, N. Y., August 6.—O. J. Stayley, for the past two years manager of the radio department of Roth & Zillig, distributors in this district for Atwater Kent radio, has become associated with H. B. Alderman, distributor for



O. J. Stayley

Grebe and Pries radio sets, having charge of sales in the Buffalo district.

Mr. Stayley is a pioneer in the radio business of Buffalo and western New York. He is perhaps one of the best-known wholesale men in the radio field here, having taken an active part in each of Buffalo's radio shows, and being instrumental in organization of the Buffalo Radio Trades Association, Inc. He also is director of afternoon broadcasting from Station WGR, for the Radio Trades Association. He was manager of Buffalo's first radio show in 1922.

Gulbransen Featured at Convention in Seattle

The Cristofori-to-Gulbransen display, representing 200 years of piano progress; the new small model upright, and a complete showing of advertising and selling material were features of the Gulbransen Co. exhibit at the Seattle Convention of the Western Music Trades Association, held on July 27, 28 and 29.

The display-room in the Olympic Hotel was under the supervision of G. E. Corson, Gulbran-

To the Licensed Dealer

go all our records; the latest touches and flourishes of jazz—unexcelled European orchestrals—songs in all foreign languages—and the greatest race records made.

Our service is your asset—Become one of our licensed Okeh Dealers and we'll prove it.

General Phonograph Corporation

New York Distributing Division

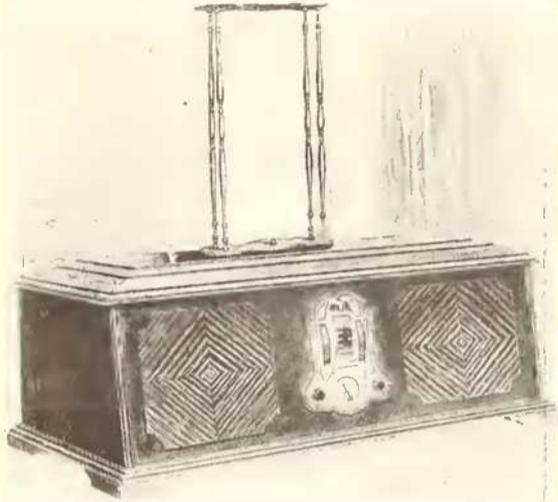
15-17 West 18th Street

New York City

Freed-Eisemann Radio Corp. Starts Production on New Models in Large Plant

Nine Receiving Sets, Utilizing Five to Eight Tubes, Being Turned Out in Quantity in New Seven-Story Factory—Cone Speaker and B and C Power Units Included in Line

Production on nine new models of radio receivers has started on a big scale in the new seven-story factory of the Freed-Eisemann Radio Corp., Brooklyn, N. Y. These sets utilize five to eight tubes with a price range of \$55 to \$650 and incorporate not only basic devices



Freed-Eisemann Model 800

under the Hazeltine and Latour patents, but many new features developed by the Freed-Eisemann engineering staff, according to Joseph D. R. Freed, president and chief engineer of the company. Single-control receivers will feature the line, with a new type of adjustment, which is said to permit delicate tuning. The new Freed-Eisemann line also includes a full-floating cone loud speaker and B and C power unit.

The 1927 Freed-Eisemann sets contain the following characteristics, according to the formal announcement of the engineering department: Modified straight-line frequency condensers; sets completely enclosed in shielding metal; battery cables; new shock-proof detector mounting; wired for new detector and power tubes; wave-length calibration; mahogany panels with embossed escutcheon plates; maximum amount of selectivity and sensitivity that can be obtained from two, three and four stages of tuned radio frequency; full audio circuit used

at all times, volume being controlled only by reducing input to detector tube, preventing overloading and distortion.

Commenting upon the new line, President Freed said:

"I feel safe in using that much-abused word 'revolutionary' in describing the new models which the Freed-Eisemann Radio Corp. is now offering to the public as a result of several solid years of work, night and day, in our research laboratories, backed by five years' manufacturing experience. We are confident that after building and testing a number of models we have attained a success that goes far beyond the stage of satisfaction and entirely meets with our hopes of producing receivers that are not only good to look at and reasonable in cost, but are the last word in scientific achievement.

"We are pleased to make known that many new devices, discovered in our laboratories, are used in these receivers. One of these inventions is a remarkable tuning method by which five condensers are uni-controlled. Tests of this system have shown an ability to tune out an interfering station operating five kilocycles apart from the station heard. The greatest care has been given to the assurance of quality, with wonderful volume, if desired, through the use of two tubes in parallel on the second audio stage. In testing these receivers on recent nights which were hot and stormy, the results have exceeded our expectations. This Fall we confidently expect that our sets will establish new marks in long-distance reception as well as fulfill the first essential of faithful reproduction of programs from stations near and far."

Model No. 10 is a five-tube set with two stages of tuned radio frequency, detector and two stages transformer coupled audio frequency amplification. The battery cable is provided for use of a power tube in the last audio stage. Model 10A is the same as model 10, but is mounted in a plain white wood cabinet which is removed and discarded when set and panel are mounted in a highboy console.

Model 30 is a six-tube shielded two-control receiver in a mahogany cabinet with wave-

lengths etched on scale, and embossed bronze plates on the panel. Model 30A is the same as model 30, mounted in a plain cabinet which is discarded when the set and panel are mounted in a highboy console.

Model 40 is a six-tube shielded one-control receiver with one large embossed plate on panel, and a window through which the wave-length scale is visible. Model 40A is the same as number 40, but intended for use in a highboy console.

Model 48 is a six-tube shielded single-control receiver with a battery cable. The chassis is of nickel-plated pressed steel; statuary bronze embossed plates embellish the two-tone finish front panel. The etched wave-length scale is visible through a window in the main embossed front plate. It is mounted in a desk type cabinet with a drop lid and gold-plated hinge.

Model 50 is a seven-tube single-control receiver. The chassis is of nickel-plated pressed steel and encloses entire assembly, with partial interstage shielding. A single tuning knob operates a rotating drum with etched wave-length scale visible through a window of bronze embossed plate on the front mahogany panel. It is equipped with "A" battery voltmeter. The cabinet is five-ply two-tone mahogany veneer with desk-drop front lid. The hinge cover has a full length gold-plated piano hinge and stay arm.

Model 800 is an eight-tube single control receiver for operation with a loop, which is provided with the set. It is totally shielded with additional shielding between each tube and the elements of its circuit. The front panel is of pencil-stripe mahogany with statuary bronze embossed plate, forming a drum for the instrument, tuning control and volume adjustment, and is equipped with a voltmeter and switch which permits reading the "A," "B" and "C" battery voltages. A small pilot lamp is mounted above the wave-length drum.

Model 850 consists of a walnut Italian Renaissance highboy cabinet of original design, with a model 800 receiver built-in, together with a loop and full floating cone loud speaker. A special cone chamber is included to increase the tone qualities. The loop is concealed in the cabinet, which is a desk type drop lid, enclosing the receiver when not in use, and the two doors above the drop lid enclose the loud speaker and loop compartment. Ample space is provided for power units or batteries.

L. G. Baldwin Addresses the Trade in Minneapolis

MINNEAPOLIS, MINN., August 2.—L. G. Baldwin, general manager of the Willard Storage Battery Co., of Cleveland, Ohio, who was recently elected secretary of the R. M. A., addressed the members of the Northwest Radio Trade Association at their luncheon at the Nicollet Hotel, July 29, on the subject "How the Radio Manufacturer Can Co-operate With the Dealer and Jobber." A sales conference of the Willard representatives in this territory was held Thursday morning at the Nicollet Hotel. Arrangements for the sales conference were made by J. C. Van Allen, Minneapolis branch manager.

Edison Sues on Using Name

Thomas A. Edison, Thomas A. Edison, Inc., and the Edison Storage Battery Co., all of Orange, N. J., started injunction proceedings in the Federal Court in Brooklyn recently to enjoin the Edison Radio Corp. from continuing the use of that name in its business at 807 Flatbush avenue, Brooklyn. The plaintiffs also ask compensation for whatever benefit the radio concern may have derived thus far from using the name.

Use of the name by the radio company, the plaintiffs aver, has created the false impression that it is an authorized agent of the plaintiff concerns. This radio firm is owned by Saul J. Shapiro, Jacob J. Fischer and Evelyn Krasnoff

The Imperial Phonogrand

is a leader for quality, volume and appearance

This model is equipped with a special type of tone-chamber and reproducer. It plays the new electrically recorded records with volume and clearness that will satisfy the most critical customer. Designed to permit the installation of Radio Panel and equipment.

Send for Descriptive Literature

Foreign Trade

Advantageous selling rights may be secured in foreign countries.

Fuehr & Stemmer Piano Co.

1934 Wentworth Ave. Chicago

Musical Instrument Makers for 25 years

List Price \$150

NO FRAUD!

U. S. Patent Letters

No. 1548137

Issued Aug. 4, 1925, to
The ORO-TONE CO.

As far back as eight years ago the Oro-Tone Company was processing diaphragms of a special composition material. The art is not new with the Oro-Tone Company. Constant efforts were made to improve the phonograph reproducer diaphragm and early in 1925 success was achieved in producing a super-sensitive diaphragm of extreme flexibility. To produce the very best results with this diaphragm it was necessary to match the same with a balanced stylus control. This was finally accomplished and patents were granted August 4th, 1925, covering the Oro-Phone reproducer.

The necessary tools, dies and machinery were installed as needed and early in 1926 the Oro-Phone was offered and the Oro-Phone was the first reproducer fitted with super-sensitive diaphragm and balanced stylus control, producing the new, deep tone, offered to the public in general.

The Oro-Phone was months in advance of other reproducers that came on the market later.

Method of processing the Oro-Phone floating diaphragm is still a secret with this Company and we are sincere in our belief that further claims will be allowed in connection with patents already granted in the construction of the Oro-Phone as this Company is always striving to improve and better its products.

It may be of interest to some readers to know that the Oro-Tone Company has probably the most completely equipped tone arm and reproducer plant in the United States. Our equipment consists of highest grade tool and die-making machinery. All dies and tools are made in our own plant. All small screw parts, etc., are made in our own plant by automatic and hand-operated machinery. Material is purchased in rough or raw state and fabricated into the finished product in our own plant. This makes it possible for us to produce the very highest grade of equipment as we know exactly the quality of the material that goes into our product. We do not have to depend on anyone else.

10,000 feet of floor space is devoted to the manufacture of Oro-Tone products. We employ experienced, capable help in all departments. The Oro-Tone Company is sincere in its belief that it enjoys an enviable position and standing in the phonograph equipment industry. Our slogan is "quality first" with the customers' interest always at heart and to these fundamental principles we attribute the success the Oro-Tone Company enjoys today.

In connection with the above it might not be unwise to mention that the Oro-Tone Company was also first with a new tone chamber to produce the much-desired deep, rich tones. The fact is, when there is anything new worth while bringing out in the phonograph equipment line, the Oro-Tone Company will usually be found among the first to offer the new and improved ideas.

The Oro-Tone Co.

1000 GEORGE ST.

CHICAGO, ILL.

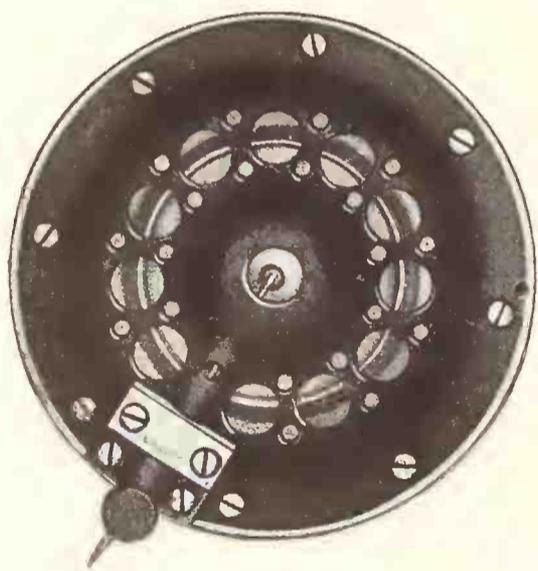
The Truth About Reproducers

The independent Reproducer Industry has a true mission to perform. Its members should lend an aiding hand to the dealer, during this period of transition in the talking machine business, and make it easier for him to rehabilitate his business as quickly as possible.

It is to be regretted, indeed, that any Reproducer Manufacturer should see fit to confuse the minds of the dealers by accusing his competitors in his advertising in blanket fashion of something, which we believe, he is utterly unable to prove.

We know of no fraud in this new and important industry. We do know of some reproducers better than others, but that is entirely for the distributor and for the dealer to judge—*on merit alone*.

We feel it our duty to the trade to express our disapproval of any destructive advertising or merchandising methods in the Reproducer Industry.



Symphonic The first and original independent
PHONOGRAPH REPRODUCER
 REPRODUCER, using an aluminum alloy diaphragm, has been designed and built for the purpose of playing the electrical records better on all makes of old phonographs and talking machines, *and that it does.*

SYMPHONIC SALES CORPORATION

LAMBERT FRIEDL, President

370—7th Avenue, New York

THE SUPER REPRODUCER

NO FRAUD!

The manufacturers of reproducers listed below take exception to the statements printed in the July issue of The Talking Machine World over the signature of a New York manufacturer, and wish to call the attention of manufacturers, jobbers and dealers to the following facts:

1. No "fraud" has been committed by any reputable reproducer manufacturer in presenting its products to the industry.
2. No attempt has been made to duplicate any make of sound box and trade upon the manufacturer's reputation.
3. No sound box of inferior construction has been offered to the trade by any manufacturer listed below.
4. No fraudulent claims have been made at any time as to the scientific or acoustical qualities of our reproducers.
5. No exaggerated or bombastic statements regarding the merits of our products have been set forth in our advertising or sales campaigns.

Carryola Co. of America, Milwaukee, Wis.
Consolidated T. M. Co., Chicago, Ill.
Duro Metal Products Co., Chicago, Ill.
Empire Phono Parts Co., Cleveland, O.
Samuel Eshborn, New York, N. Y.
Jewel Phono Parts Co., Chicago, Ill.

Mutual Phono Parts Co., New York, N. Y.
Oro-Tone Co., Chicago, Ill.
Superior Phono Parts Co., New York, N. Y.
E. Toman & Co., Chicago, Ill.
Unique Reproduction Co., New York, N. Y.
Wondertone Phonograph Co., Chicago, Ill.

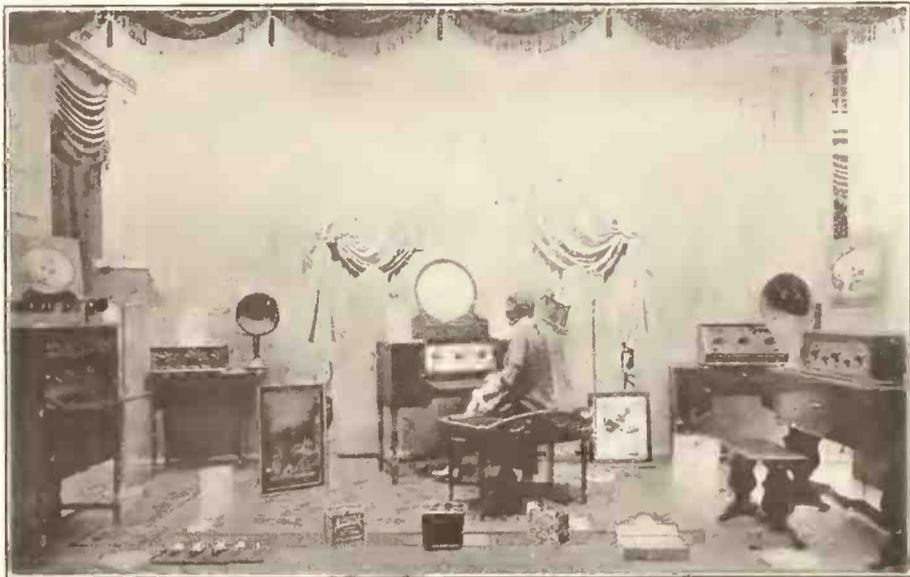
Dealers Feature Stewart-Warner Radio in Unusually Eye-Arresting Window Displays

Dealers Throughout the Country Show Line in Settings Designed to Attract the Attention of the Public to the Merits of the Product—Educational Campaign Provides Value

The four accompanying photographs show unusually effective windows devoted to radio, illustrating some of the displays entered in the

contest and also the grand prize, is an excellent example of a display that exhibits a general line, embodies home atmosphere and has a distinctly human appeal.

E. D. Lavin, display manager of the Yowell-Drew Co., Orlando, Fla., authorized Stewart-Warner radio dealer in that city, is responsible for the display of his firm shown herewith. This display was considered the best received during the June contest. This particular display makes good use of the advertising material sent out by the Stewart-Warner Co. The idea in back of this window is selling "entertainment"



No. 1—Artistic Display of Chapman Bros.

Matched Unit Radio Display Contest sponsored by the Stewart-Warner Speedometer Corp., manufacturer of Stewart-Warner radio, during the months of April, May and June. Dealers throughout the country participated in the event

and not mere radio receiving sets.

T. A. Williams, display manager of the Robertson Furniture Co., Lincoln, Neb., arranged the very fine window display submitted by his firm, which was considered worthy of second



No. 3—Robertson Furniture Co.'s Window and the result was that many real sales-building windows were produced.

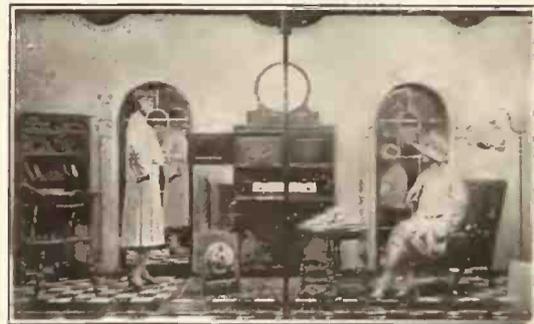
The window of Chapman Bros., Des Moines, Ia., which was awarded first prize in the April



No. 4—Fine Window of Gaston Music Co.

prize in the June drive. This window is a neat and clean-cut bit of work and demonstrates how a dealer can show to best advantage in a simple manner the line he handles.

The display of the Gaston Music Co., of Kearney, Neb., received honorable mention. This display not only makes good use of the dealer aids sent out by the Stewart-Warner Corp., but



No. 2—Yowell-Drew Co.'s Window

it is a fine example of what can be done to make the small window a factor in the sales campaign of the dealer.

Udell Works Exhibits Its New Line in Chicago

Radio, Record and Roll Cabinets on Display at the Furniture Mart Includes a Wide Diversity of Artistic Styles and Finishes

CHICAGO, ILL., August 5.—The Udell Works, Indianapolis, Ind., manufacturers of player roll, radio and record cabinets, who have a permanent exhibit in Rooms 1029-30-31 in the American Furniture Mart, 666 Lake Shore Drive, showed a new line of cabinets in special designs and finishes during the furniture show being held at the Mart last month.

These new cabinets offer the dealer a large field for increased sales, as they are not only original in design, but the finish, which is in various shades of lacquer and crackle, as well as the new High Light treatments in mahogany and walnut with artistic hand-painted panels, harmonize with the most modern designs and finishes in furniture.

The new player roll models in various sizes are finished in Chinese blue, two-toned with buff; Chinese red enamel; Chinese green in two-toned buff, as well as antique walnut and bone crackle finishes in various shades. The panels of the cabinets are hand painted in a beautiful decorative design to harmonize with the finish of the body of the cabinet. For instance, the Chinese blue, two-toned with buff, is in the popular height of forty-three inches, has mountings of silver and orange and a flower design on the doors consisting of a cluster of pink, yellow and white blossoms with black stems and silver leaves. The Chinese red enamel has a design on the doors of birds in orange and black and a forest scene, while another design is done in gold, and beautiful artistic treatments have been given each individual cabinet. Among these special cabinets which are on display there are several in antique walnut. One design shows a High Light scene with the lavender horizon, blue sky, and black trees set off with a molding of olive green and gold.

There are also some new and decorative designs in radio and record cabinets. These are made in the High Lighted walnut finish. The company has endeavored to bring out new as well as practical designs and is showing desk radio cabinets which can be used for both writing desk and radio receiving sets as well as a model called the Secretary radio cabinet which provides for space for books, writing material, etc., as well as the radio equipment. There are also several record cabinets which hold from sixteen to twenty albums of records or over 200 individual records.

Those in attendance at the exhibit during the furniture mart, which began July 5 and continued until July 24, included: H. T. Griffith, president of the Udell Works; John M. Bowman, manager of the Chicago office; Mack Kroll, New York representative; G. R. Stainfield, Ohio representative; C. E. Patton, Indiana representative; J. W. Smith, Michigan representative; Geo. Leubbers, Southern representative.



The Sign of Your Customer's Satisfaction!

Finest Quality Needles Produce the Best Profits

The Finest Quality Needles Made!

GENERAL PHONOGRAPH CORPORATION

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

Get This Color Chart of Slagle Models

A complete line of quality sets . . . correct price range . . . strong sales plan . . . with plenty of help for you



GUARANTEE
 Every Slagle Radio Receiver is positively guaranteed against all defects in material or workmanship, and to give thoroughly satisfactory service in your home or your money will be refunded without argument or red tape.

THE full line of Slagle models is shown in our 4-color chart just off the press. Full descriptions of the sets are given together with an outline of our complete plan for helping you sell. Here is a well-balanced line of high quality sets selling from \$70 to \$350; backed by a solid, conservative company in the business 15 years; sold by a carefully organized system of cooperation that gives real results. Send for the beautiful color chart today.

SLAGLE RADIO COMPANY
 Fort Wayne, Indiana

Slagle  Radio

First Tests in Railroad Radio Telephony a Success

Tests Made by New York Central Railroad in Co-operation With Zenith Radio Corp. in Two-way Radio Telephone Communication Marks New Era in Freight Train Operation

The first tests made in America of two-way radio telephone communication, as an aid to operation of freight trains, were recently conducted by the New York Central Railroad Co., it was announced by the railroad at its headquarters in New York. These tests indicate, railroad officials say, the advent of a new era in freight train operation.

"Tests already made on the Western division of the New York Central between Elkhart and Pinola, Ind., have demonstrated clearly that successful radio telephone service can be maintained between conductor or brakeman in the caboose and the engineer or fireman on the engine of freight trains up to 100 or more cars in length," said E. C. Keenan, general superintendent telegraph and telephone, New York Central Lines. "Heretofore the only means of communication between the front and rear of trains has been by hand or lamp signals."

In the tests a New York Central freight train consisting of Engine 2626 with eleven cars and caboose was used. The train started from Elkhart at 4 p. m. and for five continuous hours satisfactory radio telephone conversation was carried on between the railroad men in the caboose and those on the engine. In this period, there occurred a severe electrical and rain storm, but despite this the radio telephone conversations were clearly audible and no interference was experienced. There was no severance of communication around curves or when the train was midway between steel bridges. The passing of other trains on adjacent tracks also did not interfere.

A special test to determine the value of the

radio should the train break in two, such as occasionally happens in 100-car freight trains that are now frequently operated, was made. The train was stopped at Hudson Lake, Ind., and the locomotive was detached and run ahead to a point just east of Rolling Prairie, four miles distant. Throughout the entire distance communication was maintained readily with the engine and always with good loud-speaker volume. Equally good results were obtained when the engine was stopped and while it was backing up to be coupled with the train.

The preliminary tests were made by the New York Central in co-operation with the Zenith Radio Corp., Chicago, and under the sponsorship of the telegraph and telephone section of the American Railway Association. The trainmaster, conductor, engineman and trainman who used the sets were all enthusiastic as to the success and practical utility of radio in train operation. These tests indicate that radio telephony will probably prove to be a wonderful aid in the handling of freight trains as well as in general train operations.

The radio equipment placed on both the engine and caboose consisted of special receiving transmitting sets made by the Zenith Radio Corp., with the necessary motor generator, batteries and loud-speaking receiver. Antennae consisting of 32½-inch brass pipe supported on special brackets located twelve inches above the cab roof were installed on the engine. The antennae on the caboose consisted of thirty-two feet of rubber insulated wire mounted on supports. The special transmitting receiving sets contained seven tubes, three for transmitting and four for receiving. The transmitting tubes consisted of forty-watt oscillator, fifty-watt modulator and seven and one-half-watt for speech amplification. A wave length of 115 meters was employed.

The Scott-Brunswick Co., music dealer of Pittsburgh, Pa., recently filed a voluntary petition in bankruptcy.

David Grimes Reorganizes Grimes Radio Eng. Co.

Plans Include Marketing of Kit Radio Sets Embodying Grimes Inverse Duplex System—Laboratory on Long Island

David Grimes, the radio engineer and inventor of the Grimes inverse duplex system for radio receivers, has reorganized the Grimes Radio Engineering Co., Inc. This is the name for one of the original companies he was associated with and is not to be confused with David Grimes, Inc., which for the past several years has produced radio receiving sets and operates a factory located at 151 Bay street, Jersey City, N. J.

The Grimes Radio Engineering Co., Inc., has a laboratory at Sixth and Washington avenues, Long Island City, N. Y., and will shortly announce the manufacture of kit sets embodying the Grimes inverse duplex system. The laboratory will, of course, co-operate with the manufacturers now operating under inverse duplex licenses.

Nebraska Jobber's Radio Show Proves Big Success

HASTINGS, NEB., August 7.—The third annual dealers' radio show, held in this city, July 27-28, under the auspices of W. M. Dutton & Sons Co., was a success from every standpoint. The company is one of the leading radio distributors in the State and its annual dealer meetings and show are held for the purpose of presenting the latest products and to discuss sales promotion plans. The new Crosley line of radio receivers, speakers, batteries and other products were exhibited. Engineers of the Radio Corp. of America were present and explained its line of Super Amplifiers and Detectors. Entertainment was a feature of the event.

"Leads the World in Radio Values"

A Sample at Factory Cost

DIAMOND T
BABY GRAND CONSOLE

List Price \$89.50

40% Discount, Dealers Price \$53.70

Sample Price \$44.60

Only one at this price

Two speakers built in. One for high notes and one for low tones. No single horn will produce both.

6 TUBES T. R. F.

You be the judge! Send us a trial order and if the set does not equal your expectations in every way send it back. *Your Money Will Be Refunded Without Question.*

Sample one now, then talk to us about exclusive agency in your town.

Send check with order

DIAMOND T RADIO MFRS.
SOUTH BEND, IND.



PERMANENCE

What About 1928?

THE good business man knows that permanency in business depends on something more than looking to today's profits only.

The good radio sets you sell this year will each sell several sets for you next year, with little or no selling expense. That is if your 1926 line has not joined the ranks of the "orphans". If it has you can never cash in on that great force, word-of-mouth advertising, that means so much.

The safe, wise thing to do is to tie up to a concern that will surely be able to "carry on"—keeping pace with the findings of the laboratories and supplying you with the goods that have started that force working for you.

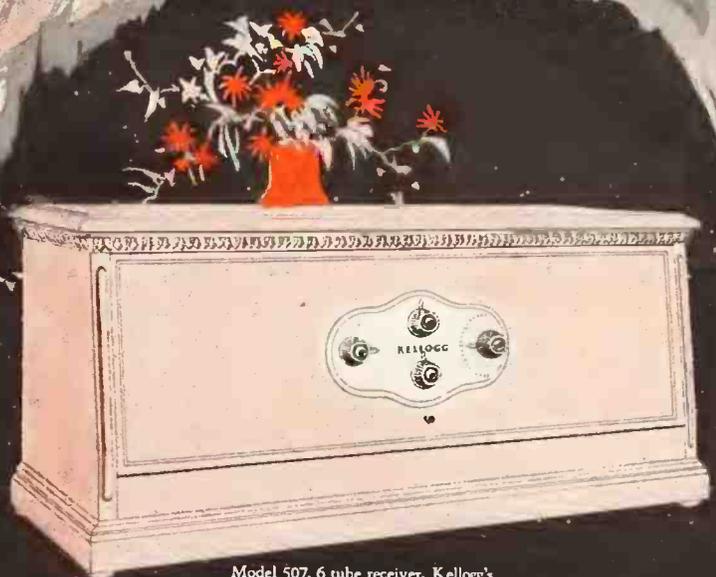
Kellogg is that kind of a manufacturer. Its 29 years of past history is the best assurance of its future success. Kellogg is a six million dollar corporation, financially able to weather the storm that is still raging in the radio industry. Kellogg has a reputation for unquestioned integrity and for six years has kept faith with its radio dealers and jobbers.

The Kellogg set, backed by the Kellogg Franchise, is a real money maker now, next year and the years to follow, for the type of dealer and jobber we want to do business with.

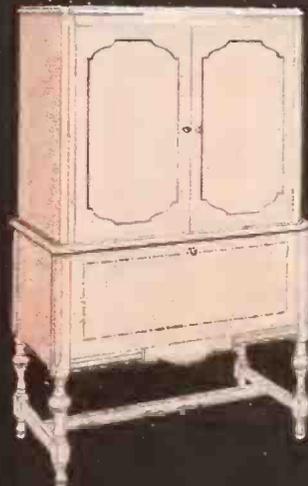
Write TODAY for details of the proposition that we can offer if your territory is still open.

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

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



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



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

KELLOGG Radio

FLAWLESS REPRODUCTION

Summer "Slump" Is Conspicuous by Its Absence, Report the Dealers in Toledo

"Better Than Usual Demand" Creates Optimism Throughout the Territory—Entire Trade Making Preparations for a Busy Fall—New Columbia Models Please—News of the Month

TOLEDO, O., August 7.—With the Summer season two-thirds behind them, phonograph and record dealers here report a better than usual demand, consequently less of the much dreaded hot weather slump was in evidence. Therefore, merchants are now beginning to formulate plans for an early Fall drive on the Victor, Brunswick and Columbia models. Radio campaigns, too, will be launched in a broad way about the middle of the month.

At the J. W. Greene Co. phonograph and combination demand has maintained a steady flow. A feature of the warm-weather buying was the large number of the more costly Panatone and Orthophonic models that have been sold. Several of the machines have been sold each week, Edgar A. Kopf reports.

At the Lion Store Music Rooms an excellent Summer volume is being closed through the plan of soliciting trade-in prospects. The appeal that trade-in of old machines will be made only so long as the public shows a tendency to purchase old models is a real sales clincher, it is said. Eleven deals were closed through the plan this week. A letter is going to a selected list of people offering to place an Orthophonic in the home without the slightest obligation—when a bridge party is in progress, a tea, dinner or other gathering—merely for the entertainment of guests. It is said that out of every such group at least one person will buy a machine eventually.

In preparation for a greater radio season than ever before the radio department is being enlarged to double its present size. The additional space with its new display and demonstration booths will make this one of the largest and finest radio sections in Ohio, it is said. Doyle Wyre is manager of the division. Garod, Atwater Kent, RCA and Ramway lines are dealt in here. E. J. Lochmiller, formerly connected with the department but more recently in the automobile business in Indiana, has again joined forces with the house.

The United Music Store is concentrating the attention of buyers upon weekly window specials. Through the arrangement of a center cabinet display of records, radio, ukuleles, portables and such, the attention of passers is riveted to the display. So effective has this plan proved that customers have come and asked for specials featured weeks before.

Columbia dealers in the Toledo territory attended the exhibit of the new Columbia Vivatone phonograph at the Book Cadillac Hotel in Detroit recently. Two days were set aside for dealers from Toledo and vicinity. R. J. Mueller, manager, Columbia Phonograph Co., Cleveland, was in charge. He was assisted by Don O. Flightner, representative in the Toledo territory.

The Toledo Radio Co. on August 1 launched its Fall radio campaign. Salesmen started on the road with the new Sleeper and Chelsea lines. Chas. H. Womelsdorff, president, has returned from a business trip to New York.

The Rosenbury Music Co., Columbia dealer, operating a store on Canton street, on August 1 opened a branch store at Collingwood and Indiana avenues. At the new shop race records will be featured.

Leon C. Steele, for the past year manager of the Cable Piano Co., has resigned, to take effect August 15. He will return to the South, where he will engage in the piano business. A. F. Maag, assistant manager of the store, is now in charge of the business.

May Hayes Linquist has acquired control of the Hayes Piano Co., dealer in Edison phonographs, DeForest radio and pianos.

F. A. Delano, formerly on the concert stage and at one time in charge of the Red Seal divi-

sion of the Victor Talking Machine Co., addressed the local Exchange Club recently. His subject was "Music and the Business Man." He illustrated his talk with songs and music from the Victrola. Mr. Delano is now connected with the Chicago Talking Machine Co.

At Grinnell Bros. a dime a day portable drive is producing good results. Many cottagers and campers have availed themselves of the opportunity to acquire a small machine on this plan. The portable will be taken in later towards an Orthophonic if the customer so chooses. Several thousand of the mechanical records have been disposed of at low prices.

New store managers announced by the company include A. V. Schneider, Defiance; Howard

M. Roth, Fremont, and Ed. O. Smith, Findlay, O. Within the past month stores were opened at these points.

A. B. Sauer, Lorain, O., Columbia dealer, has remodeled and redecorated his store in anticipation of a brisk Fall trade. A new feature of the shop is a studio where teachers may come or where customers may gather.

The Frazelle Music House, Toledo, Columbia, Sonora and Pooley dealer, has experienced a better volume of business during July than during the preceding month, according to Frank H. Frazelle, president. The Sonora portable is a brisk selling Summer item. Starting about August 15, the Sonora combination, Zenith and Gilfillan radio will be featured in an early Fall radio drive. Miss Bertha Aigresse, of the record staff, has resigned. She will return to her old home at Danville, Ill.

The Bush & Lane Piano Co., Portland, Ore., has disposed of its wholesale department and is now exclusively a retail organization.

ONLY OFFICIAL SHOW—ALLIED RADIO CONGRESS

CLASS "A" ATTENDANCE—QUALITY BUYERS

National Radio Exposition

Exhibition Hall—Hotel Sherman—Chicago

September 27th to October 2nd, 1926

An exceptional educational exhibition of Radio merchandise for the Broadcast Listener. A private demonstration room for every set or loud speaker where listeners may sit in comfort away from the confusion of the Exhibition Hall and hear demonstrations, thereby enabling them to select from actual performances.

— CLASS —

The Business Executive, who would shun the "rabble" of an evening "crush" of curiosity seekers, can leave his Loop office and in a few moments find himself comfortably seated in a private demonstration room. He has money, is discriminating, and will purchase a good set. It will not be a case of price—but quality of reception and appearance of the cabinet.

— CLASS —

The Afternoon Shopper, who spends her evening with her family, never venturing out to be jostled about with the mob of the sightseeing element who go to the ordinary exposition, can complete her shopping, walk two or three blocks to visit several of the private demonstration rooms, and return home in time for dinner.

— ANOTHER CLASS —

Then there is another class—the office workers—home lovers also, who enjoy entertainment afforded by the Radio. Rather than be crushed in the evening throng, they will, at the end of their day's work, procure a quick lunch and then spend several hours in the National Radio Exposition and still get home before dark.

— REACHES ALL —

Then we are open in the evening for those who like the glare of the bright lights at night, who like to fight their way through the crowds.

Here truly is a Radio Exposition in a class by itself, that has its distinct appeal and hours for all classes.

For diagram of spaces available, write

National Radio Exposition

608 South Dearborn Street

CHICAGO

Direction International Trade Exposition Co.

Milo E. Westbrooke, Manager

SONORA presents

Non-oscillating on any wave length
Greater distance thru higher sensitivity

*supremely selective, Twin unit control
embraces the entire wave band*

THE new Sonora Shielded Six embodies the most advanced features of present day radio engineering. It is the Hull Balanced Bridge circuit—a circuit that is non-oscillating—that is stable at any frequency and will tune down to the lowest wave station that broadcasts.

Its extreme sensitivity is as apparent at 200 meters as it is at 550.

The Sonora Shielded Six is shielded so as to give a pure undistorted signal which can be obtained in no other way. Nearby high power stations cannot induce their signals directly into set. Moreover this shielding prevents one circuit from jumping into another.

Twin-unit tuning control. The light touch of a single finger and the dials turn together, bringing in station after

station. Yet for that elusive whisper from some far off station, the dials may be tuned separately bringing the circuit into exact resonance and gaining the full benefit of the extremely sensitive balanced bridge circuit.

The 4 point Selectivity--Sensitivity control minimizes interference.

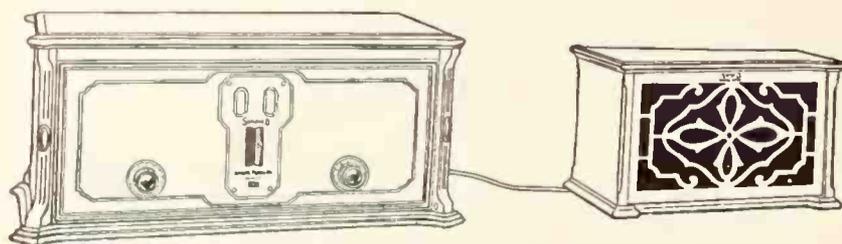
Three stages of low ratio audio give that famous Sonora tone quality even when "B" eliminators are used.

From a construction standpoint the Sonora Shielded Six is as nearly immune to rough treatment and abuse as modern engineering practise can make it. It upholds the traditions of Sonora Tone, quality and cabinet artistry.

Price range will give Sonora dealers volume business—from \$125 to \$225.



Sonora
CLEAR AS A BELL 



the Shielded Six



Sonora Shielded Six
\$125

A six tube, single finger twin unit control radio set. Cabinet of exquisite mahogany design with beautiful bronze plaques around tuning dials, volume and selective-sensitivity controls. Licensed under patents of the radio frequency laboratories.



Sonora Cone Speaker
\$25

A Cone speaker of Sonora tone quality, capable of handling the extra power of the Shielded Six. Built in mahogany cabinet. Cone Console Speaker with accommodations for batteries and charger—\$50.



Sonora Standard Radio Console
\$185

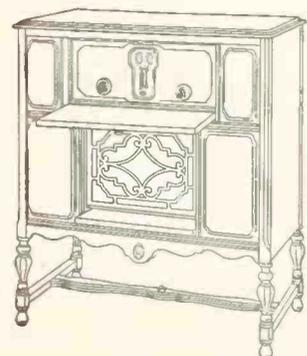
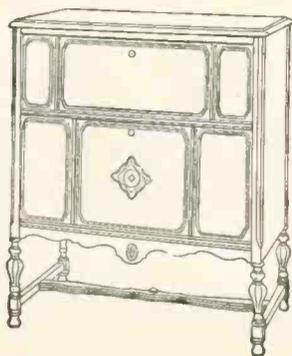
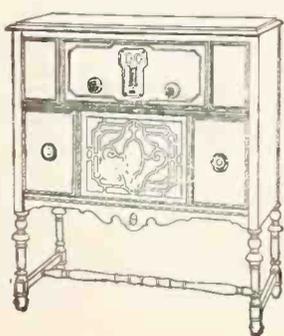
A set of outstanding value, Sonora Shielded Six built in brown mahogany cabinet and equipped with new Sonora Cone Speaker. Ample space for all batteries, chargers or eliminators.



Sonora De Luxe Console Radio
\$225

An exquisite piece of furniture typical of the English Renaissance period. Sliding doors of beautifully matched mahogany, conceal Radio Set and Speaker. Combined with this set is the new Sonora Cone Speaker that not only handles tremendous power but reproduces each note realistically.

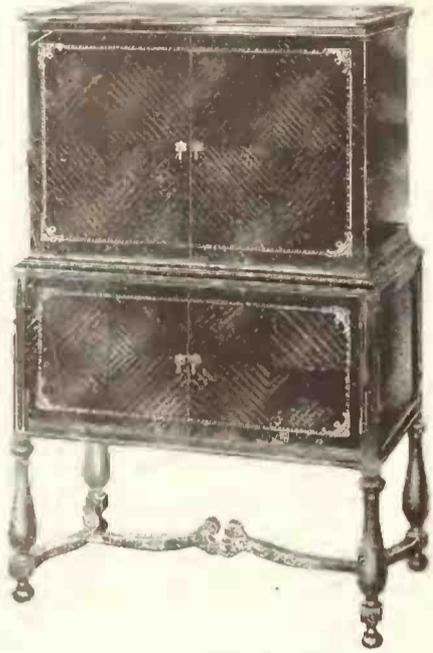
(Illustrated in Colors)



Latest Radio Models of Shamrock Mfg. Co. Feature the Single Dial Control

Line Consists of Three Models, DeLuxe Grand, Console and Table—Many Improvements Embodied in Line Now Being Marketed on National Scale by Prominent Manufacturer

The Shamrock Mfg. Co., 196 Waverly avenue, Newark, N. J., pioneer radio manufacturer, which last year introduced one and two-dial receivers, scored so much success with its one-



DeLuxe Console Grand

dial models that it has decided to manufacture one-dial receivers exclusively this season. The one-dial Shamrock set operates with remarkable selectivity and the decision of the sales and engineering departments of the Shamrock or-



The Console

ganization to confine this season's output to this perfected type of instrument was based upon the widespread approval of trade and consumers.

Sales Representative Wanted

Who is now calling on the radio and electrical trade, to sell our new, wonderful cone loud speakers. Exclusive territory and big commission. Give references and full particulars.

**METRO
ELECTRIC CO.**

Dept. 10 2165 N. California Ave.
CHICAGO, ILL.

This year Herman Rose, chief of the Shamrock force, has provided a series of improvements in the original one-dial Shamrock set. Although all of the distributors and jobbers were satisfied with last year's model and encouraged the Shamrock organization to again present it, the engineers under Mr. Rose's direction carried out some perfections which give these new instruments added sales features and values.

There are three models in the Shamrock line, "The Table," "The Console" and "The DeLuxe Console Grand." These instruments all sell at inviting prices and all of them are encased in cabinets which make them most attractive pieces of furniture. All of them are six-tube super-tuned radio frequency sets embodying two stages of tuned radio frequency, one detector and three stages of resistance coupled amplification. The one-dial is built on the friction drive principle "so perfected as to make backlash or lost motion impossible."

Another important feature of the Shamrock set, in fact the feature of the set which was so popular last year, is the special Shamrock condenser. This is built by Shamrock engineers and is synchronized by especially constructed equipment which has been perfected by the Shamrock organization over a period of two years. Before being placed in a set every condenser is carefully inspected and must pass the rigid tests to prove that it is synchronized to a hair's breadth.

In order to get the very greatest volume Shamrock engineers advise the use of three 201a tubes together with two special Shamrock resistance-coupled amplifier tubes (type 45) and one Shamrock resistance-coupled power tube (type 60).

Gulbransen Ad Attracts Attention of Printers' Ink

The advertising of the Gulbransen Registering piano by the Gulbransen Co. was selected for special mention by the section of Printers' Ink devoted to criticism of advertising. "This piece of copy represents an almost perfect union of story and picture in a personal appeal, which is almost, if not quite, universal in its exclusiveness," declares the writer in Printers' Ink, in a rather lengthy analysis of the construction and appeal of the ad. The Gulbransen Co.'s advertising has received wide attention because undoubtedly it is of a quality that is unusual from the standpoint of effectiveness, accounting in great measure for the growing popularity of this line of instruments. Walter Kiehn, the able advertising manager of the Gulbransen Co., is responsible for this advertising, which is reaching readers of leading publications throughout the country.

Atwater Kent Presents 200 Radio Sets to Lighthouses

PHILADELPHIA, PA., August 6.—Through the generosity of A. Atwater Kent, president of the Atwater Kent Mfg. Co., of this city, Secretary Hoover's plan to equip all the isolated and remote lighthouses with radio receiving sets has succeeded, despite the fact that Congress has made no appropriation for such equipment. Mr. Kent has made a gift of 200 five-tube sets and speakers, a sufficient number to outfit all major stations, at which the men are cut off for long periods from the outside world.

In offering his contribution of 200 sets, Mr. Kent wrote Secretary Hoover: "I can think of no group of people to whom radio would mean

These special Shamrock power tubes work efficiently with the new Shamrock set. While it is possible to operate the set with six 201a tubes, in order to achieve the maximum results the Shamrock power tubes are highly recommended.

When interviewed at his factory in Newark, Mr. Rose said: "We believe our success is built solidly upon two fundamental principles. First, we know that our machine is mechanically perfect. We stand behind it no matter where it is sold. Our returns are practically negligible—less than one-half of one per cent. But if ever a question does arise Shamrock stands ready to make good.

"Secondly, and perhaps just as important, the Shamrock merchandising policy is simple, four-



The Table Model

square and absolutely protects the dealer. We were one of the early manufacturers to uphold the dealer in his fight against cut prices. We clearly saw the end of that pernicious practice. No Shamrock set has ever been sold by back-door discounts and no Shamrock set ever will be sold except on the basis known to all the trade.

"Our production schedule is reasonable. We do not attempt to load a dealer to capacity. That is a bad practice, for the manufacturer suffers in the end. As a result of our schedule we need not have a tremendous stock on hand which must be unloaded at any cost. Our dealers co-operate with us by placing orders in advance.

"Thus we put into effect a dealer policy that has proved profitable to him and has gained for Shamrock radio products the good will of the entire trade."

more than to these keepers and their families, cut off as they are for long periods from either contact or communication with the outside world. I consider it a privilege to do my bit toward relieving their isolation and loneliness."

H. H. Southgate, of the Federal Telegraph Co., is making a trip throughout the Western trade in behalf of the new line of Kolster radio receivers.

Hermann Thorens
Ste. Croix, Switzerland

*Manufacturer of Europe's Most
Celebrated Phonograph
Motors*

Cabinet type motors
of from 3 to 10 records playing capacity. Superior quality.

At moderate prices.

L. H. JUNOD & CO.
104 Fifth Ave. New York

Sole Agents for the U. S. A.

 *The NEW Models of...*
GILFILLAN RADIO
New Features and Strong Selling Points



Gilfillan Model 10



Gilfillan Model 20



Gilfillan Model 30

Model 10

Compact and powerful—hand-carved Walnut cabinet. Five-tube Neutrodyne including "power" tube.

Two Vernier action controls. Two Radio and two Audio Stages. Registers full scale on cone speaker.

Operates with Battery eliminators, if desired.

Size: 19¼ in. long, 9½ in. high, 10 in. deep.

Plenty of range and marvelous Tone with exceptional selectivity.

Price without accessories \$90

Model 20

In beautiful hand-carved medium sized cabinet. Six-tube Neutrodyne including "power" tube.

Single Vernier action control. Three Radio and two Audio Stages. Specially selected Cone Speaker. Space for all Batteries or Battery Eliminators.

Size: 42 in. high, 17 in. wide, 16½ in. deep.

Wonderful Tone, Range and Selectivity.

Price without accessories \$175

Model 30

Handsome mahogany console. Six-tube Neutrodyne with all units shielded in copper (including one "power" tube).

Two Vernier action controls. Three Radio and two Audio Stages. Special Cone Speaker registering full scale. Space for all Batteries or Battery Eliminators.

Size: 51 in. high, 30 in. wide, 20 in. deep.

Great range, with marvelous Tone and Selectivity—a superior set in every detail.

Price without accessories \$350

These new Gilfillan models are most attractive in design and will demonstrate their superiority in competitive tests for TONE, CLARITY, RANGE and SELECTIVITY.

Place orders through your jobbers for early delivery. Send for beautifully illustrated circular, giving full details, to our nearest office.

GILFILLAN BROS. INC.

25 Wilbur Ave. 1815 Venice Blvd. 2525 W. Penn Way
 Long Island City, N. Y. Los Angeles, Calif. Kansas City, Mo.

Warm Weather Fails to Retard Sales of the Dealers in Cincinnati Territory

Portables and Less Expensive Larger Instruments Lead Demand Although Finer Models Also Are in Favor—Local Appearance of Record Artist Also Stimulates Business—The News

CINCINNATI, O., August 9.—Talking machine dealers report that the demand for instruments and records has been quite good in the past few weeks, taking the season into consideration. Business is decidedly better than it was at this time last year, all agree, and there is every indication of a brisk trade in the early Fall.

During the Summer most of the call has been for the less expensive instruments and for portable machines, but this does not mean that there are no sales of the more expensive instruments. The improved machines, together with the great amount of publicity that has been given them, have greatly stimulated the public interest.

Great Welcome for Brunswick Artist

An event that created great interest here last month was the appearance of Vincent Lopez, Brunswick artist, who had his orchestra at Castle Farm for a week. Mr. Lopez was met at the train by a large delegation of business men, under the auspices of the Junior Chamber of Commerce and including members of the local Music Merchants' Association. After a parade through the business section he was taken to the City Hall, where Mayor Murray Seasongood presented to him a huge "key to the city," covered with gold and more than a yard long. A feature of the visit of Mr. Lopez was a recital he gave in the store of the Geo. P. Gross Co.

Expects Busy Fall

According to Geo. P. Gross, business is on the up-grade. "The market is now better than it was at this time last year," he stated, "and I confidently expect a large demand for talking machines and records in the early Fall."

Mr. Gross has been pushing the portable talking machines and records. He has a separate store for radio, and this, he stated, has been as busy as could be expected.

In Bankruptcy

The final record closing the case of L. B. Eichhold, bankrupt dealer in talking machines and other musical instruments, who did business at 2111 West Eighth street, Price Hill, was filed in the United States District Court recently, by the referee in bankruptcy, Charles T.

Greve. It shows the liabilities of the concern to have been \$47,366, and the assets realized \$16,632.

W. J. Purnell Optimistic

"The demand in our talking machine section is better than it was at this time last year, and taking the season into consideration the demand for the Starr instruments and Gennett records is good," stated W. J. Purnell, of the local branch of the Starr Piano Co. "General business is getting better and I look for a good demand for talking machines to come in the early Fall." J. H. Saber, who has been in San Antonio and Corpus Christi, Tex., for some time, has rejoined the Starr's local sales force

Columbia Viva-Tonal Popular

At the local branch of the Columbia Phonograph Co., of which Miss Rose Helberg is manager, there is now on display the full line of the new Viva-tonal, consisting of five handsome designs, retailing at from \$90 to \$300. All of these have the three-spring motor, it was explained.

Diamond T Radio Mfrs. Stage Sales Convention

Representatives From Michigan, Indiana, Illinois and Wisconsin Schooled in Features of Radio Line—Instructive Addresses

Diamond T Radio Mfrs., South Bend, Ind., manufacturers of radio receivers, held a two days' district sales convention for fifteen representatives from Michigan, Indiana, Illinois and Wisconsin territories on July 23 and 24. The salesmen were given a course of instruction during the first afternoon of the gathering at the main office and factory, being schooled in the principal features of the five and six-tube receiving sets and other equipment which the company produces. Clyde L. Smith, president; Bert Gerpheide, secretary-treasurer, and leading salesmen, delivered the addresses and gave the demonstrations. That evening the visitors were entertained at a banquet at the LaSalle Hotel at which time Mr. Smith, Mr. Gerpheide

The design of the new cabinets is a most pleasing departure from the conventional and they have been very much admired by persons of artistic discrimination.

"Business has been better than fair with us right along, and with these new instruments it is going to take a big climb right away," was the enthusiastic comment of Miss Helberg. "We are having a host of visitors, including many dealers from other places, and all of them marvel at this new instrument, its beauty and its wonderful reproduction."

Farmers Buying Again

"Business is fair in our territory, much better than it was at this last year," said A. H. Bates, of the Ohio Talking Machine Co., wholesaler. "The demand from the rural sections is best at this time, due to the fact that the farmers have had good crops and are in better financial condition than they have been for some time and the outlook is bright."

Ahaus Featuring Portables

Louis H. Ahaus, proprietor of the Brunswick Shop, is featuring portable talking machines with success through the vacation season. "Business is as good with us as can reasonably be expected at this season," said Mr. Ahaus. "There is every indication that the Fall trade will open up early, and we have made our preparations accordingly."

and several of the sales representatives made addresses. Mr. Smith, in delivering the principal address of the evening, forcibly pointed out the Diamond T policy to the salesmen and dealers. He also outlined some of the various methods of effectively presenting the company's product to the trade. In demonstrating the new model Diamond T receivers to his salesmen and dealers, he pointed out its various advantages and spent some time in describing the new high and low-pitch horn, exclusively patented by the firm.

Other talks on salesmanship and selling methods were given by Mr. Gerpheide, H. A. Thompson and Henry Tweed, of the South Bend staff; Walter Kinsley, Williamston, Mich.; B. D. Pratt, Jackson, Mich., and Walter X. Huffschtmidt, Milwaukee, Wis., sales representatives. Three dealers, William T. Boyd, Indianapolis; Clarence Irwin, Morris, Ill.; Lester Hammond, Mishawaka, Ind., also spoke.

At 8.20 o'clock South Bend Tribune radio station, WSBT, broadcast a special convention program consisting of vocal numbers and special songs directed to every man in attendance at the banquet. The program was a surprise arranged by Mr. Smith for his guests and was received over one of the Diamond T models.

On the following morning the delegation visited the factory for a business session. The combined factories of the company are now using floor space aggregating 40,000 square feet. The firm is contemplating the erection of more buildings this Fall to care for increased production, and the organization during the year and a half since its inception has risen to a position of prominence in radio manufacture.

The following salesmen attended the convention: E. R. James, Findlay, Ill.; Walter Kinsley, Williamston, Mich.; B. D. Pratt, Jackson, Mich.; Paul R. Tucker, Fountain City, Ind.; C. H. Sayles, Oshkosh, Wis.; C. E. Field, Stockbridge, Mich.; Clarence Irwin, Morris, Ill.; E. A. Schaffnit, Wayland, Mich.; George Koch, Cleveland, O.; Frank X. Huffschtmidt, Milwaukee, Wis.; C. A. Boyd, Indianapolis, Ind.; Bernard Fish, Hoopston, Ill., and Albert Tilman, Lester Hammond, A. B. Shipman, H. A. Thompson, William Meyers and Henry Tweed, of South Bend, Ind.

The South Bend gathering was the first of four district conventions held for the staff of fifty Diamond T sales representatives before the opening of the Fall season and the Eastern district convention will be held at Buffalo, N. Y., August 13 and 14; the Northwestern convention at Minneapolis, Minn., September 3 and 4, and the Southern meeting at Atlanta, Ga., September 24 and 25.

There's Profit and Satisfaction in Selling CECO Radio Tubes

CECO tubes are being advertised to your discriminating customers in the pages of the big magazines and Radio Journals they read.

Are you prepared to supply the demand?

A Type of CeCo for Every Radio Need

You insure customers satisfaction every time you make a sale of CECO.

They are "best by test" in the laboratory—"best by performance" in the home.

Two New, Wonderful Tube Developments



TYPE "G"
HIGH MUTUAL
For Impedance or Resistance
Coupled Receivers
Fil. V 5.0
Fil. Amp. 0.25
Plate Volts 90-180
Gives clearer reproduction
with increased volume.
List \$2.50

TYPE "H"
SPECIAL DETECTOR
RATING
Fil. V 5.0
Fil. Amp. 0.25
Plate Volts 67-90
Improves reception especially
on DX or distant Stations.
List \$2.50



The new enlarged CECO Plant located at Providence, R. I. The largest in the world devoted exclusively to Radio Tube Manufacture.

MEMBER
RMA



The Tubes
of
LONG LIFE

CECO

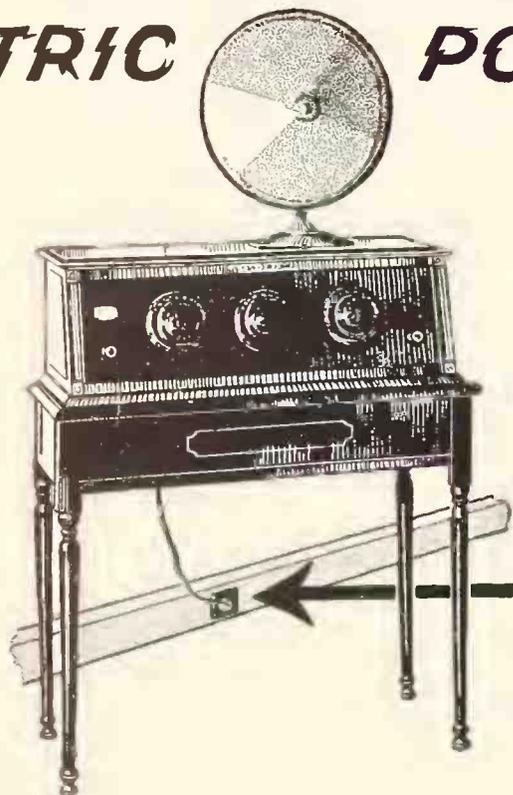


Announcement Extraordinary— New Garod Receiver—

No Batteries! - - No Objectionable Hum!

1. Always ready at full strength!
2. No bother or muss!
3. Thunderous volume or control to a whisper!
4. Amazing tone—Garod quality plus!
5. Only ½¢ an hour to operate!
6. Years ahead of Radio field!

GAROD ELECTRIC POWER RADIO Model EA



No Batteries!
No Eliminators!
No Chargers!
No Attachments!

Simply—
Plug into light socket at
cost of ½c per hour!

Garod Dealers now have big Sales Advantages!

BY harnessing electricity of the house circuit to the new Garod—by the elimination of perceptible hum—by improving even the famous tone qualities of the old Garod—by doing all this simply, practically and at the lowest operating cost known—the new Garod Model EA has attained the ultimate in Radio construction.

Garod performance —an achievement

When your customers listen to the new Garod, to its power, its sweetness, its inexhaustible energy, its crystal-clearness—they will feel they are in the living presence of the performing artist himself. The new Garod has no moments of weak-

ness. Always—clear and firm beyond expectations.

By a simple turn of the control you can demonstrate a volume of glorious dance music that will flood a ballroom. By another turn, you subdue Garod to a gentle, melodious sweetness suitable for the tiniest room in the home.

Initial costs of Garod are low while maintenance cost is almost negligible. Power tubes insure long life for all tubes—Garod plugs into AC—110 to 125 volts, 60 cycles. No "A", "B" or "C" batteries needed. No charger. Just a smooth, continuous flow of unlimited power from the ordinary house circuit.

Now is the time for all dealers who represent Garod to lay plans for the Fall

Harvest of this new Garod triumph. Write for information.

GAROD CORPORATION
Belleville, N. J.

The Garod Franchise

Authorized Garod Dealers are guaranteed in unmistakable terms, territories, discounts, security against depreciation of Garod products, security against unfair competition, by the Garod Corporation, Distributors or other Dealers, an unusual form of consumer satisfaction, substantial advertising backing. If your locality is not yet covered by a Garod representative, write for particulars.



Okeh
and
Odeon
Records

A
Complete List
of

Okeh
TRUETONE

Distributors

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

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

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

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

CONSOLIDATED TALKING MA-
CHINE COMPANY
227 W. Washington St., Chicago, Ill.

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

FRANK R. WITMAN PHONOGRAPH
SUPPLY COMPANY
Putnam, Conn.

CONSOLIDATED TALKING MA-
CHINE COMPANY
2957 Gratiot Ave., Detroit, Mich.

CONSOLIDATED TALKING MA-
CHINE COMPANY
1121 Nicollet Ave., Minneapolis, Minn.

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

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

GENERAL PHONOGRAPH CORP.,
(New York Distributing Division)
15 W. 18th St., New York City

STERLING ROLL AND RECORD
COMPANY
137 W. 4th St., Cincinnati, Ohio

BUEL-LYONS COMPANY
1231 Superior Ave., Cleveland, Ohio

L. D. HEATER
469½ Washington St., Portland, Ore.

EVERYBODY'S TALKING MACHINE
COMPANY
810 Arch St., Philadelphia, Pa.

JAMES K. POLK, INC.
1315 Young St., Dallas, Texas

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

Okeh
and
Odeon
Records

Radio Corp. of America Prepares Service Booklets

National Service Division of Radio Corp. Pre-
pares Instructions for Dealers to Enable
Them to Give Better Service to Patrons

Two booklets, designed to assist RCA author-
ized dealers to render prompt and efficient serv-
ice to the retail customer on Radiolas, Radiot-
rons and Uni-Rectrons, have been prepared by
the National Service Division of the Radio
Corp. of America.

It is pointed out that it is of paramount im-
portance that service be rendered at the point
of sale and it is obvious that where the dealer
is thoroughly conversant with repairs to be
made, a more prompt response to a customer's
appeal for service can be given. The National
Service Division also states that the value of
direct dealer service to individuals is based on
good will, and it is obvious that efficient service
assures for the wise dealer many replacement
sales of accessories.

Freshman Masterpiece Sets at Sesqui-Centennial

Display of Freshman Receivers in Quaint Home
Setting at Philadelphia Exposition

The Chas. Freshman Co., New York, manu-
facturer of the well-known line of Freshman
Masterpiece receivers and other radio products,
is operating a unique display at the Sesqui-cen-
tennial exhibition in Philadelphia. The scene
depicts a quaint cottage with wood-shuttered
windows, and climbing trellis vines reaching to
a green-shingled roof. This picturesque setting
is augmented by novel table lamps, wicker fur-
niture and a small white picket fence around
the booth.

The arrangement of Freshman Masterpiece
receivers has brought forth much favorable
comment, according to Sidney E. Finkelstein,
special field sales engineer, who is in charge of
the exhibit. Mr. Finkelstein stated that visitors
from all parts of the world have been enter-
tained at the Freshman booth and that many
sales of the new receivers have been made.

Latest Model of Stevens Speaker Has New Feature

An ingenious device, which is claimed to in-
sure equal distribution of sound in all directions,
is one of the features of Model "B," the new
type Stevens speaker which has been added to
the line of radio speaker products manufactured
by Stevens & Co., of New York City.

Model "B" is said to include all the technical
features of the larger Model "A," with the ex-
clusive Burtex seamless conoidal diaphragm
providing resistance to dampness, and the
unique Stevens balanced armature unit tuned to
the diaphragm. This attractive speaker may be
used with console or cabinet models or hung
upon the wall.

Ray E. Clark Passes Away

Ray E. Clark, Edison dealer in Kenmore, a
village on the outskirts of Buffalo, died sud-
denly following an attack of ptomaine poison-
ing on July 15. Mr. Clark was a member of
the firm of Hamilton & Clark. He was thirty-
three years old, a veteran of the World War,
and active in many civic organizations and
clubs. He was a director of the Buffalo Retail
Furniture Association, and an officer in the
Kenmore Business Men's Association.

Mr. Clark had been in good health up to
about two hours before his death. He was
contemplating a fishing trip over the week-end
with Floyd F. Barber, another Kenmore music
merchant, who was with him at the end.

Symphonic's Atlantic City Salon Wins Music Lovers

People From All Over the Country Display
Keen Interest in Symphonic Reproducer Con-
certs at Popular Summer Resort

The Symphonic Sales Corp.'s Atlantic City
Salon has proved to be a marked success, ac-
cording to Lambert Friedl, president, and with
the arrival of the hot spell, which is bringing
the yearly flood to the country's best-known



Symphonic Corp.'s Atlantic City Home
Summer shore playground, more interest than
ever is being shown in the Symphonic Repro-
ducer concerts. Every day the Symphonic
Salon staff entertains many hundreds of inter-
ested listeners. Mr. Friedl states that anyone
having any doubt as to the popularity of the
phonograph would have this doubt quickly dis-
pelled by spending a day at his Atlantic City
headquarters.

He further states that, judging from the in-
terest shown by the thousands of people who
are visiting the exhibit, dealers everywhere will
sell thousands of new type phonographs this
Fall, not overlooking the tremendously increased
record business they will have through supply-
ing their customers with a good reproducer.

A view of the interior of the Salon is shown
herewith. The color scheme is a cool, restful
green and comfortable chairs are provided for
the listeners. Machines of the more popular
makes are stationed on a platform and the
Symphonic reproducer is demonstrated on each
instrument.

Gold Seal Prod. Co. Now Gold Seal Elec. Co., Inc.

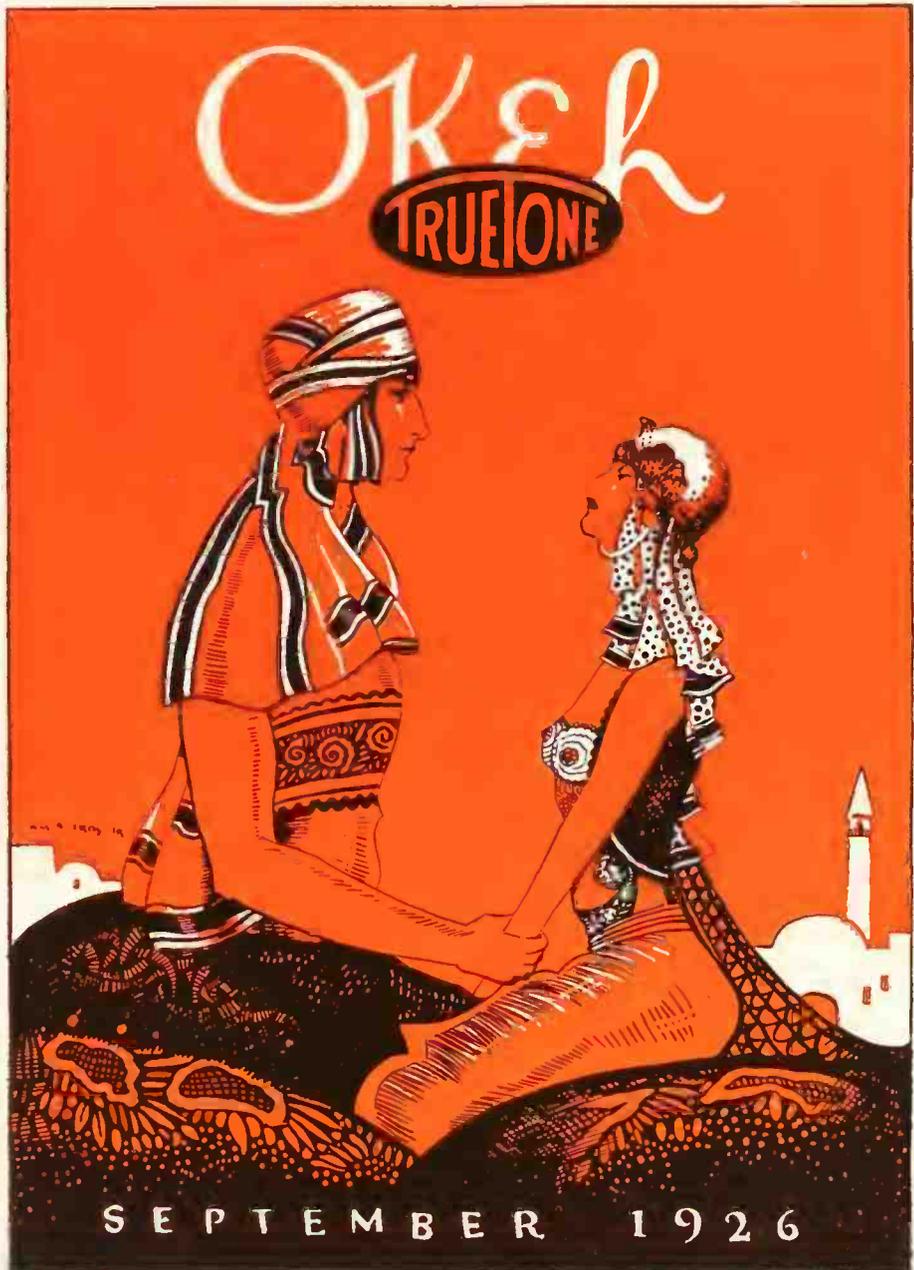
The Gold Seal Products Co., Inc., New York,
manufacturer of Gold Seal radio tubes, will
hereafter be known as the Gold Seal Electrical
Co., Inc. In making this announcement, James
W. Duff, president, stated that this corporate
change was effective as of July 1.

"We have largely increased our capital," said
Mr. Duff, "in order to extend our facilities and
better serve our customers. We are looking
forward to a very satisfactory season on Gold
Seal tubes."

L. L. Parker in New Home

HARRISBURG, ILL., August 9.—The Lloyd L. Par-
ker Music Store recently moved into its spacious
new quarters in the new Pruett Building. The
opening festivities, which took place about the
first of the month, were well attended and a
large business was enjoyed. Mr. Parker
has been engaged in the retail music business
for the past fourteen years and has a host of
friends throughout this section of Illinois. The
Victor and Brunswick lines are carried.

This
interesting
book
describes
our
September
Release
of
Okeh
Records



Can You imagine what YOUR PROFITS would be like if you had for sale records so varied in classifications that every customer's choice could be gratified?

Yet how many dealers are worrying along apologizing, because they haven't got THE RECORD to suit the EXACTING TASTE.

In a complete stock of Okeh Records, which is the pride of every Licensed Okeh Record Dealer, there are the latest popular lyrics and melodies, unequalled European

Orchestrals, music of all foreign countries, Old Time Tunes by our mountaineers, the most profit-making Race Records manufactured.

Just think about it! It surely justifies your consideration . . . plan to Increase your Fall Business! We stand behind the truly interested Licensed Okeh Record Dealer FOR SUCCESS. We want to tell you how easy it is to become such a Dealer. Just a few lines from you indicating your interest, will give us the pleasure of communicating the details of our plan.

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

25 West 45th Street

New York, N. Y.

Early Ordering in Anticipation of a Busy Fall Features Trade in Milwaukee

Sales Hold Up to a Satisfactory Level Throughout the Territory—Local Dealers Plan to Attend Detroit Convention—Harry M. Hansen Now Manager of Radio Specialty Co.

MILWAUKEE, Wis., August 7.—Despite the fact that July is usually a slow month with the music trade, a number of talking machine and radio jobbers state that conditions this year are much more favorable than they were a year ago. New instruments that have been introduced in the talking machine line are in demand, and orders are being received for those that have not yet been shipped to the trade. In radio, Fall orders are coming in a little earlier than they did last year, and the outlook for Fall is considered very encouraging.

Radio dealers are looking for the opening of Fall business about the first of September, but the first heavy buying on the part of the general public will probably start the latter part of that month when the Wisconsin Radio Trades Association will hold its fourth annual radio exposition at the Milwaukee Auditorium.

Plan to Attend Convention

A large number of local manufacturers, jobbers and dealers are planning to attend the convention of the Federal Radio Trades Association to be held in Detroit, August 15 and 16. According to present plans, a group of members of the Northwest Association in Minneapolis will motor to Milwaukee, where they will join the Milwaukee group in forming a large motor caravan to make the trip by automobile.

H. M. Hansen in New Post

Harry M. Hansen, for nine years truck sales manager for the Curtis Automobile Co., Reo distributors, has entered the radio field as manager of the Radio Specialty Co., which has exclusive distribution in this territory for the Atwater Kent line. Frank Olson, for twenty-one years an officer of the Curtis Automobile Co., has become a stockholder in the Radio Specialty

Co., and has been elected vice-president of the concern.

Expects Big Freed-Eisemann Sales

David M. Kasson, vice-president and manager of the Interstate Sales Co., which distributes the Freed-Eisemann line, is taking an optimistic view of the coming season. He states that orders are already coming in for the new Freed-Eisemann models despite the fact that no deliveries can be made at present.

Brunswick Sales Gains Reported

"If Fall business comes up to all expectations, this will be the biggest year Brunswick ever had," declared Carl Lovejoy, Brunswick representative in this territory. "I believe that this June was the biggest June ever recorded for this territory, and July showed an increase of approximately 100 per cent over last year. The Panatrop is going over in fine shape, and dealers report a good demand for them, not only in Milwaukee, but also in Madison, Sheboygan, Fond du Lac and other cities of the State. And I am going right after the Panatrop business this Fall.

"The first two models of the mechanical Brunswick have arrived, and from the manner in which they have been received I believe they will move out as fast as the factory can make them. Record business is showing a tremendous increase over last year. All in all, I feel that no one can be too enthusiastic about the present outlook for Fall."

Advance Orders for New Sonora

"We are receiving a few advance orders on the new Sonora phonographs, and we anticipate a very heavy demand as soon as we receive shipments on the new models," stated G. K. Purdy, manager of the music department of

Yahr-Lange, Sonora distributor. "At present our interests lie principally with the Super Ball antenna, which is going over wonderfully well."

Pasch Co. Chartered

Incorporation papers have been filed for the Pasch Radio Supply Co., which has been operated under a partnership by Morris B. and Samuel Pasch. The business has been incorporated to handle both wholesale and retail radio receiving sets and supplies of all kinds, as well as electrical supplies. Capital stock is listed as sixty shares of \$100 each. Incorporation papers were signed by Morris B. Pasch, David Charness and Bernhard F. Burkholz. Two stores have been operated under this name, at Wells street and at Fond du Lac avenue.

Foreign Installations Made by Van Veen & Co., Inc.

Dealers in Panama and Porto Rico Install Equipment Manufactured by Van Veen

The popularity of Van Veen talking machine wareroom equipment is not confined to this country, as is proved by the recent report of two foreign installations made by Van Veen & Co., Inc., New York City.

A complete installation of four 9 x 9 demonstrating rooms, together with a record department, was shipped to the warerooms of Albert Lindo in the city of Ancon on the Isthmus of Panama. The entire installation was done in oak and is said to be the first completely sound-proof installation on the Isthmus.

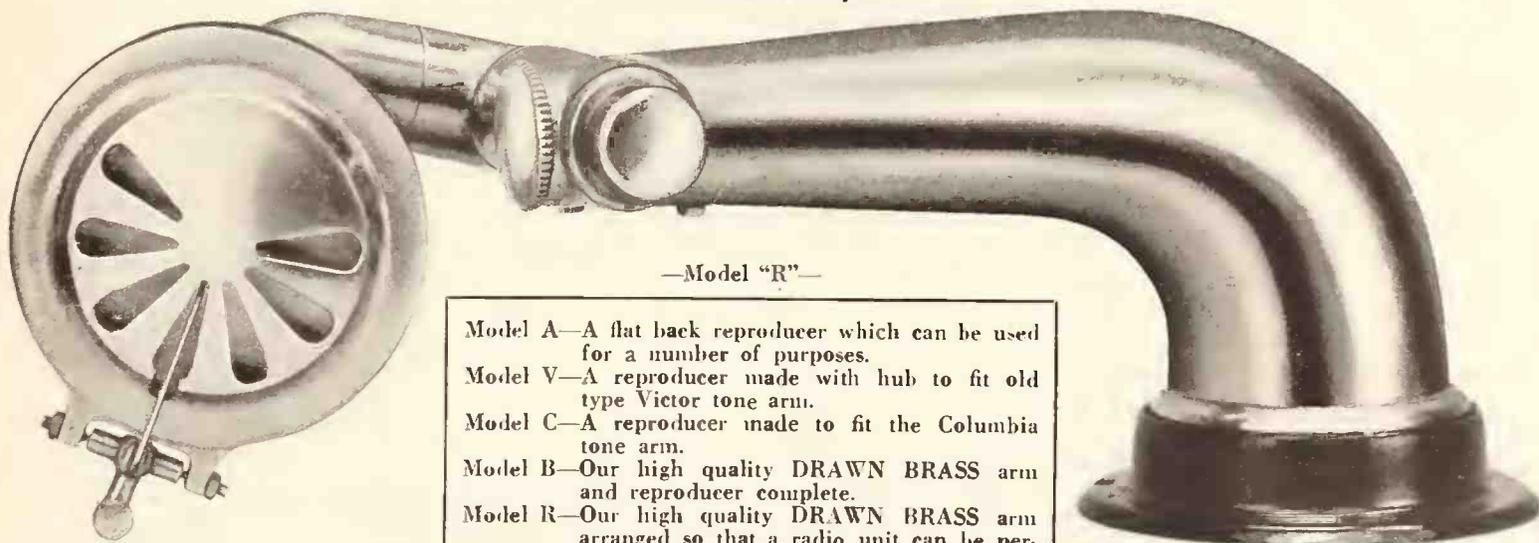
A record department was installed by Van Veen & Co. in the establishment of M. Lopez Polanco in the city of San Juan, Porto Rico.

These foreign installations in addition to the regular business of Van Veen & Co., Inc., in this country, have kept the factory decidedly busy and are pointed to by Arthur L. Van Veen, president of the company, as an indication of the activity of the talking machine dealer.

A New Principle of Reproducer Construction

Featuring the NEW AIR PUMPING DIAPHRAGM in the Quali-Tone De Luxe Reproducer

"Omnivibratory"



—Model "R"—

- Model A—A flat back reproducer which can be used for a number of purposes.
- Model V—A reproducer made with hub to fit old type Victor tone arm.
- Model C—A reproducer made to fit the Columbia tone arm.
- Model B—Our high quality DRAWN BRASS arm and reproducer complete.
- Model R—Our high quality DRAWN BRASS arm arranged so that a radio unit can be permanently attached to it, and reproducer complete.

Models	Nickel Plated	Gold Plated
A-V-C	\$ 7.50	\$10.00
B	12.00	15.00
R	13.20	16.20

Attractive discounts to jobbers and dealers.

The Quali-Tone Drawn Brass Tone Arm Phonograph-Radio Combination

The Quali-Tone De Luxe reproducer with its indestructible metal diaphragm is the result of months of laboratory work wherein our acoustic experts discovered and overcame many deficiencies in other reproducers marketed too quickly. It represents the present crowning achievement in phonograph acoustics.

We have supplied the trade for years with quality equipment, but this is our greatest and most outstanding achievement. You must really HEAR the Quali-Tone to KNOW what it really can do with reproduced music.

Distributors to Manufacturers

DURO METAL PRODUCTS CO.

2649-59 N. Kildare Ave.

Chicago, U. S. A.

Distributors to Dealers and Jobbers

NORTHWESTERN PHONOGRAPH WORKS

218 S. Wabash Ave.

Chicago, U. S. A.

Look at these prices!

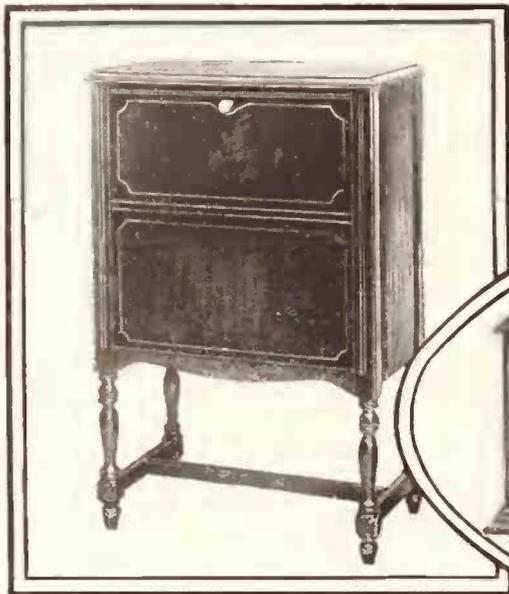
LOOK at the prices on these pages! Study the console models that Mohawk dealers will sell at these prices in 1926-27! Do you know of values even remotely approaching these? Have you ever seen a line more obviously salable, more certain to bring quick, big profits? The Mohawk dealer of all dealers is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

Mohawk Corporation of Illinois

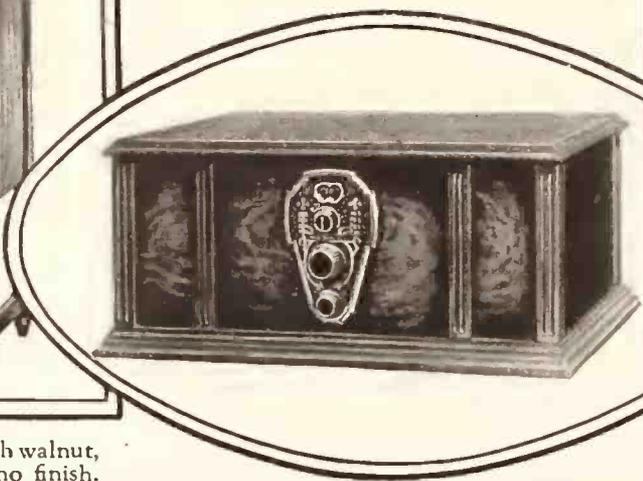
Established 1920—Independently Organized in 1924

2220 Diversey, at Logan Boulevard, Chicago

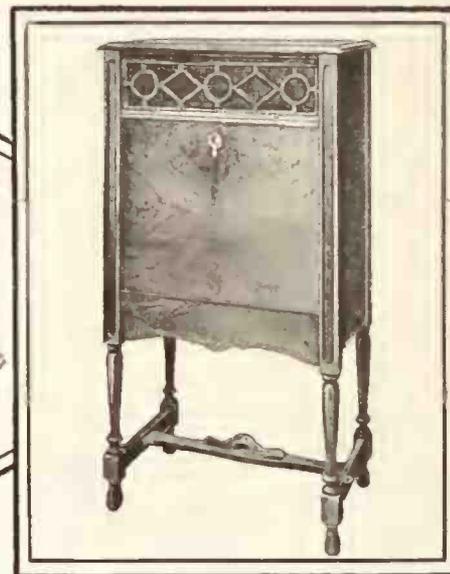
To Distributors: A few, very few, jobbing territories remain open. What is said here to the dealer applies to you. A wire will bring our representative if your territory is one of those still open.



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



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



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



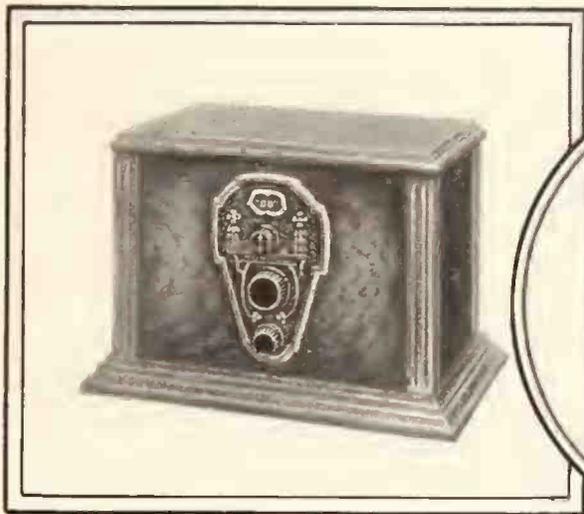
Mohawk
Corporation
of
Illinois



GENEVA—Shielded. Rich walnut, hand-rubbed piano finish. Front full burl walnut inlaid. Loud speaker built into dome. Self-contained battery compartment. 44 inches high, 16 1/2 inches deep, 32 inches wide. List price—

\$185

POCAHONTAS—Shielded. Colonial design in burl walnut inlaid and rich two-toned, hand rubbed piano finish walnut. Built-in loud speaker with 5-foot horn. Self-contained battery compartment. 45 1/2 inches high, 29 inches wide, 20 3/4 inches deep. List price \$300



CHEROKEE—Shielded. Rich walnut hand-rubbed piano finish. Full piano-hinged. 10 3/4 inches high, 13 1/4 inches deep, 15 1/2 inches long. List price \$65

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

SENECA — Drawer. Mohawk one-dial, six-tube shielded radio set in walnut drawer, interchangeable in all Mohawk console models. 8 3/8 inches high, 12 3/8 inches wide, 10 11/16 inches deep. List price \$57.50

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

Radio

One Dial

Farrand Distributors for 1926-27 Season Announced

Farrand Mfg. Co.'s Wholesale Representation in Key Cities and Central Points Practically Guarantees Overnight Delivery

The Farrand Mfg. Co., Thompson avenue at Court street, Long Island City, N. Y., manufacturer of the Farrand cone type speaker which won so much success last season, recently announced its distribution arrangements for the 1926-27 season. With few exceptions the Farrand distributors of last year are continuing their activities. Under the Farrand Co.'s arrangements the key cities of the country are well covered and these central points of distribution make possible practically overnight service and deliveries to all points of the country.

The Farrand distributors operate in exclusive and semi-exclusive territory based on the population served. This not only assures protection to the jobber but makes for a healthy arrangement with the retail outlets.

During all of last season, with products selling at popular prices, under the distributing system arranged by the Farrand organization it was possible to maintain standard prices in all territories. The Farrand organization and its distributors were quite energetic in upholding the highest standards of retailing.

The following is a list of the Farrand distributors who in addition to selling the Farrand speakers, both Senior and Junior models, will this season present the new "Farrand Power Speaker," the "Farrand 'B' Eliminator" and the "Farrand B Amplifier-Eliminator":

Talking Machine Co., Birmingham, Ala.; Johnson Tire & Auto Co., Montgomery, Ala.; F. Ronstadt Co., Tucson, Ariz.; "555" Inc., Little Rock, Ark.; The Electric Corp., Los Angeles, Cal.; Western Radio Co., Inc., Los Angeles, Cal.; Alexander & Lavenson Elec. Supply Co., San Francisco, Cal.; Coast Radio Supply Co., San Francisco, Cal.; Reynolds Radio Co., Inc., Denver, Colo.; Post & Lester Co., covering Connecticut through its outlets in Bridgeport, Hartford, New Britain, New Haven, New London and Waterbury; National Electrical Supply Co., Washington, D. C.; H. C. Roberts Elec. Sup. Co., Washington, D. C.; Florida Electrical Supply Co., covering Florida through its outlets in Jacksonville, Miami and Tampa; G. Norman Baughman Co., Tampa, Fla.; Carter Electric Co., Atlanta, Ga.; Harry Alter Co., Chicago, Ill.; Leonard Lynn Radio Co., Chicago, Ill.; Tay Sales Co., Chicago, Ill.; Wakem & McLaughlin, Inc., Chicago, Ill.; Advance Electric Co., Terre Haute, Ind.; Kruse-Connell Co., Indianapolis, Ind.; I. J. Cooper Rubber Co., Indianapolis, Ind.; Harger & Blish, Des Moines, Ia.; Renier Music House, Inc., Dubuque, Ia.; The McGraw Co., Sioux

City, Ia.; Harbison & Gathright, Louisville, Ky.; The Sutcliffe Co., Louisville, Ky.; Post & Lester Co., Portland, Maine; H. C. Roberts Elec. Sup. Co., Baltimore, Md.; Jos. M. Zamoiski Co., Baltimore, Md.; Post & Lester Co., covering Massachusetts with outlets in Boston, Springfield and Worcester; Sager Electrical Supply Co., covering Massachusetts with outlets in Boston, Brockton, Lynn, Springfield and Worcester; Detroit Electric Corp., Detroit, Mich.; Grinnell Bros., Detroit, Mich.; The Roycraft Co., Minneapolis, Minn.; Harbison Mfg. Co., Kansas City, Mo.; Sterling Radio Co., Kansas City, Mo.; The Benwood-Linze Co., St. Louis, Mo.; The McGraw Co., St. Louis, Mo.; Radio Auto Supply Co., Inc., Havre, Mont.; The McGraw Co., Omaha, Nebr.; North Ward Radio Corp., Newark, N. J.; Havens Electric Co., Albany, N. Y.; Wholesale Radio Equipment Co., Buffalo, N. Y.; North American Radio Corp., New York City; A. M. Little Co., Inc., Syracuse, N. Y.; F. W. Kelley, Inc., Syracuse, N. Y.; Carolina Auto Supply Co., Charlotte, N. C.; Odell Hardware Co., Greensboro, N. C.; Brown Rogers Dixon Co., Winston-Salem, N. C.; Radio Equipment Co., Fargo, N. D.; Willis Co., Canton, O.; Julius J. Bantlin Co., Cincinnati, O.; I. J. Cooper Rubber Co., through its outlets in Cincinnati, Columbus and Dayton, O.; Schuster Electric Co., Cincinnati, O.; Haas Electric Co., Cleveland, O.; Lake States General Elec. Supply Co., Inc., through its outlets in Cleveland and Columbus, O.; Roberts-Toledo Co., O., and the Toledo Ignition Co., Toledo, O.; Ahrens Supply Co., Oklahoma City, Okla.; L. C. Warner Co., Portland, Ore.; R. M. Peffer, Harrisburg, Pa.; Lockwood Radio Co., Philadelphia, Pa.; H. C. Roberts Electrical Supply Co., Philadelphia, Pa.; Trilling & Montague, Philadelphia, Pa.; Pittsburgh Auto Equipment Co., Pittsburgh, Pa.; Post & Lester Co., Providence, R. I.; Perry-Mann Electric Co., Columbia, S. C.; Hieb Radio Supply Co., Marion, S. D.; I. J. Cooper Rubber Co., through its outlets in Knoxville, Nashville and Memphis, Tenn.; C. M. McClung Co., Knoxville, Tenn.; Mills-Morris Co., Memphis, Tenn.; Braid Electric Co., Nashville, Tenn.; Huey & Philip Hardware Co., Dallas, Tex.; W. G. Walz Co., El Paso, Tex.; The Shield Co., Fort Worth, Tex.; Straus-Bodenheimer Co., Houston, Tex.; Straus-Frank Co., San Antonio, Tex.; McLendon Hardware Co., Waco, Tex.; Inter-Mountain Electric Co., Salt Lake City, Utah; Woodhouse Elec. Co., Inc., Norfolk, Va.; Tower Binford Elec. & Mfg. Co., Richmond, Va.; L. C. Warner Co., Seattle, Wash.; Pacific Telegraph Institute, Spokane, Wash.; Charleston Hardware Co., Charleston, W. Va.; Banks Miller Sup. Co., Huntington, W. Va.; Sands Electric Co., Wheeling, W. Va., and Julius Andrae & Sons Co., Milwaukee, Wis.

Announce New Cone Speaker

The Pacent cone speaker, licensed under the Lektophone patents, has been added to the line of radio products of the Pacent Radio Corp., New York City. It is of the double parchment cone, fixed-edge type. It has been designed to please both masculine and feminine tastes, according to officials of the Pacent Co., because of its simplicity and practicability as well as its rich neutral color and graceful lines.

Early ordering for Fall will prevent shortage of stock when it is most needed.

Gennett Portophone Well Received by the Public

Dealers in All Localities Send Large Orders to Starr Piano Co. for New Portable Instruments—Attractive Dealer Sales Aids

RICHMOND, IND., August 6.—Officials of the Starr Piano Co. are delighted with the reception which the trade and public has accorded the new Gennett Portophone, the portable phonograph recently placed on the market. From all sections of the country dealers are sending in large orders and the factory is working to full capacity to produce the Portophones in sufficient quantities to meet the demand. The Portophone, which weighs sixteen pounds, has a cabinet fifteen and one-half inches wide, eleven and one-quarter inches deep and eight and one-half inches high. The cabinet is firmly dovetailed, rounded corners covered with metal fittings and is covered with a water-proofed leatherette covering. The instruments are made in a variety of colors including black, red, navy blue, green, gray and tan.

Features of the Portophone are the strong motor which will play two records without re-winding; the winding crank, which is detachable and is carried in a socket inside the case, and the record album with a capacity of eleven records.

The Starr Piano Co. recently prepared and distributed to its dealers two circulars illustrating and describing the Portophone in detail. One, a three-sheet circular, in addition to the description, gives illustrations showing the many uses the portable can be put to, and pictures its desirability as an adjunct to outdoor life.

Radio Has Big Influence on World Communication

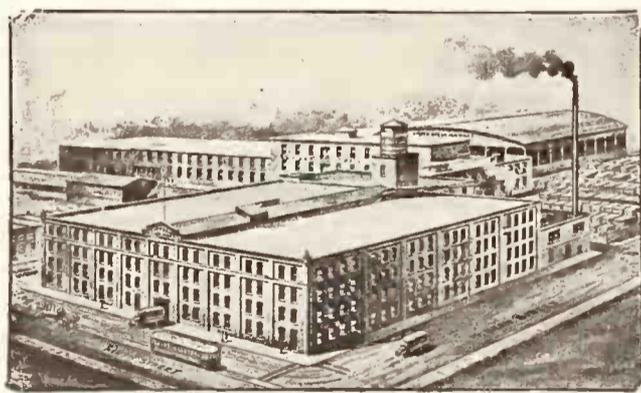
David Sarnoff, Vice-President of Radio Corp., Gives Interesting Address Before Federation of University Women in Holland

"Radio has come to have a profound influence upon the world's system of communication," declared David Sarnoff, vice-president and general manager of the Radio Corp. of America, in a recent address at the Biennial Conference of the International Federation of University Women at Amsterdam, Holland. The subject of Mr. Sarnoff's address was "How Radio Development May Affect the Auxiliary Language Movement."

"Language, after all, is the servant of communication," said Mr. Sarnoff. "Radio has swept away the physical barriers of communications. No nation now need be dependent solely upon thin strands of cable. No country need fear the strangling of the national voice through the cutting of a cable in time of war or destruction in time of peace. Radio, through the institution of broadcasting, is the first universal system of one way mass communication developed by man. No other agency can speak with a single voice, and, at the same instant, to millions of people separated by hundreds or thousands of miles. Tests already have proved the complete practicability of telephonic communication by radio across the ocean. Musical programs broadcast by powerful transmitting stations from Europe and the United States have been heard in the Antipodes.

Mr. Sarnoff predicted that the time is not far distant when the listener in America will be able to hear clearly and regularly programs broadcast from Europe, and programs transmitted by American stations will in turn be easily audible throughout the continent of Europe.

The Strad-O-Vox Corp., New York, manufacturer of cabinet speakers, recently filed its schedule in bankruptcy, listing liabilities at \$12,664 and assets at \$33,766, the main item being stock.



Philadelphia Factory

LET OUR CABINETS SELL YOUR RADIO

All cabinets are finished in lacquer and furnished with a built-in or cone speaker, with ample room for all accessories.

Write for our new catalog. Twelve new numbers with many unique features.

Fifty years of furniture building.

A few desirable territories open for salesmen and jobbers.

BURT BROS., Inc.

2000 S. 9th STREET

PHILADELPHIA, PA.

New York Office, 24 East 21st Street

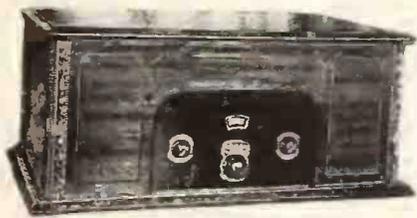
Truck delivery to New York

BURT-BUILT Radio Cabinets



No. 221

Make the Perfected
ONE DIAL SHAMROCK
Your LEADER

Model A
DE LUXE TABLE TYPE
 Perfected Single Dial Control

A handsome cabinet of duotone, satin finish, French Walnut, exquisitely designed with space for double duty batteries. Can be operated from house current with most any standard equipment.

Price \$95

Slightly higher West of the Rockies

Model C
CONSOLE GRAND
 Perfected Single Dial Control

A supreme achievement in radio and cabinet construction. Magnificently finished with matched Diamond-Grain effect. More than ample space for A & B Batteries. A remarkable double-throated 74" horn built in on an entirely new principle. Can be operated from house current with most any standard equipment.

Price \$275

Slightly higher West of the Rockies



Model B
THE CONSOLELETTE
 Perfected Single Dial Control

Beautifully finished in duotone French Walnut, the most popular of wood effects—with built-in loud speaker and ample space for A & B Batteries. Can be operated from house current with most any standard equipment.

Price \$130

Slightly higher West of the Rockies



Have you considered a plan of merchandising for your store this Fall that will surely make profits?

You *must* carry a one-dial set. The increased demand for this type of radio has grown tremendously.

But—here's the crux of the whole situation—you must make certain that your one-dial set has perfect *selectivity and tonal qualities*. Most any set will give good volume.

Of course we're partial. Naturally! Having built the one-dial Shamrock we know every wire in it. We've tested every condenser with our especially built

equipment before placing it in a Shamrock set. We *know* that every part will perform perfectly because it is a standard Shamrock part!

But test the Shamrock yourself! Examine it. Play with it a bit. Learn for yourself that Shamrock is the one-dial set *perfected*. Its popularity spread from coast to coast in a single year.

Here's a worthwhile suggestion. Use the Shamrock one-dial set as a *leader*—for eye value it can't be beat! Priced exceedingly moderate. Feature it—Shamrock helps you by advertising nationally! Ask your jobber or write direct to Dept. 24.

SHAMROCK
 RADIO SETS

Makers of Famous SHAMROCK STANDARD PARTS

SHAMROCK MANUFACTURING COMPANY

Main Office and Factory: 196 Waverly Ave., Newark, N. J.

Interesting Addresses Feature Dinner Meeting of Baltimore Columbia Dealers

Columbia Wholesalers, Inc., Hosts to 125 Columbia Dealers and Trade Representatives—W. C. Fuhri, Vice-president of Columbia Phonograph Co., Delivers Optimistic Talk

BALTIMORE, Md., August 7.—The Columbia Wholesalers, Inc., last month tendered a big dinner, at the Emerson Hotel, to 125 Columbia agents in this territory. The dinner was followed by demonstrations of five of the new type Viva-tonal Columbia phonographs. The new instruments were mounted on a large platform, the beautiful color schemes showing up attractively against the background of a large gold curtain. Dealers were instantly impressed with the unusual cabinet designs, and exquisite decorations of models 6-10, 7-10 and 8-10 especially. They were also impressed with the splendid structure of these new models, but the enthusiasm reached its highest mark when they had a chance to really hear the wonderful reproducing qualities of the instruments. As late as midnight that night out-of-town dealers were in the office of the Columbia Wholesalers playing over and over again records on the various new type instruments. Although no effort was made to solicit business during this meeting, dealers ordered heavily.

One of the interesting features of the meeting was the apparatus installed by the Physics Department of the Johns Hopkins University. This apparatus consisted of a large glass tube corresponding in proportionate dimensions to the newly invented tone-chamber of the new "Viva-tonal" Columbia phonographs. The inside of this glass was strewn with cork dust. One of the professors of the university then demonstrated the new principle known as the Chalvean wave principle using this apparatus.

The address of welcome was made by L. L. Andrews, president of the company, after which Wm. M. Swartz, vice-president, presented statistics showing the astonishing growth of Columbia sales in this territory. He brought out that record business in the month just past was 454 per cent ahead of the same month in 1925. This was the fifteenth consecutive month in which Columbia sales had shown substantial increases over the same month of the previous year. Also the number of Columbia dealers in this territory has gone from 197, when he and Mr. Anderson took over this business in 1923, to a total of 454 dealers on their books to-day.

W. C. Fuhri, vice-president of the Columbia Phonograph Co., next addressed the meeting, with a statement as to Columbia's splendid financial condition and the astonishing growth of the Columbia Co. itself, having purchased one of the biggest competitive phonograph companies of Europe and South America. Mr. Fuhri also emphasized the liberality of the Columbia Co. in the way of record return privileges, advertising allowances, prevention of price cutting, dealer protection, etc. He then demonstrated the new instruments. After the dinner the Columbia Wholesalers, Inc., treated the dealers to a boat ride down the bay, having chartered a special steamer for this purpose.

The outside representatives of the Columbia Wholesalers, Inc., were also present, including R. J. Riley, Washington, D. C.; H. W. Gutton, Virginia; A. M. Clais, North Carolina; H. M. Wadell, covering Maryland; L. K. Snyder, covering Baltimore, and L. Vanaman, also covering Baltimore. The following day was devoted to a special sales meeting for these men.

Good Record Demand

The special radio broadcasting of the "Ipana Troubadours," from New York City, every Wednesday evening has greatly helped sales by this popular organization. Dealers in this territory continue to "clean up" on the old-time numbers and race records, in which the Columbia also does tremendous business. Ethel Water, the famous colored comedienne, appeared at the Baltimore Royal Theatre recently, her presence being advertised by a full-page advertisement placed in local papers by the Baltimore dealers. The management of the theatre thought so much of this advertisement that they had over a hundred copies pasted over the front of their theatre, feeling that the best way to draw a crowd was to let the public know that this artist was an exclusive Columbia record artist.

Dealers in this territory, as well as those in nearby states, have been astonished at the tremendous sales of a sermon recorded by the famous negro preacher, Rev. J. M. Galls. No one guessed this record would sell as well as it did until suddenly colored people began to

swarm into dealers' stores and the wholesalers were deluged with orders by telephone and telegraph for quantities of fifty and in some cases as high as 500 of this one record. One dealer sold over 600 of this one record in two days' time.

Radio Sales Continue Satisfactory

Radio business during July was materially ahead of July 1925, and there are thousands of orders already on file calling for the shipment of the new "Fada & Crosley" models as soon as they are released. The volume of Burgess battery business has been surprisingly good and the Columbia Wholesalers, Inc., are now buying them by the carload. They are also buying the "Philco" A and B eliminators by the carload. This, with the many carloads of phonographs now on their way, will keep their shipping and receiving departments working at top speed.

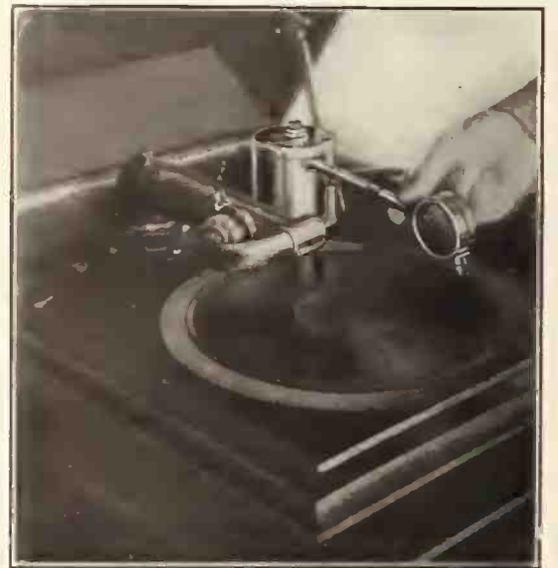
Chas. M. Stieff, Inc., Adds "Talkers"

The firm of Chas. M. Stieff, Inc., exclusive piano manufacturers and retail dealers since the establishment of the firm in 1842, started handling talking machines on the first of the month. The new Orthophonic line will be sold only in the Baltimore branch for the time being, and the policy, as far as the other branch stores are concerned, has not as yet been decided upon. A very elaborate and ambitious advertising program is being planned.

Bristophon New Phonograph Device Is Shown to Trade

Bristol Co. Announces New Product to Be Used With Old Type Phonographs—By Its Use Old Instruments Can Be Electrified

WATERBURY, CONN., August 7.—The Bristol Co., of this city, well known as a manufacturer of recording instruments and the Bristol Audiophone



The Bristol Bristophon

loud speaker, is introducing a new product in the talking machine field which has been named the Bristophon. The Bristophon is a device which makes it possible to operate an old type of phonograph electrically and it is claimed that it gives it a tone rich, smooth and of great volume. This improved result is available with any phonograph which has an even-running motor and a correctly balanced turn table.

It will greatly improve the performance of the old-style record, the manufacturer says, but, when used to play the new-process, electrically recorded records, it will bring out all the tonal depth, clarity and range.

When the Bristophon is to be used it displaces the regular tone arm and horn, and utilizes a radio speaker either horn or cone type. It can be operated through the medium of a radio power speaker, such as the RCA 104; with any good radio amplifier and speaker; or with speaker only. In the first two instances a 1½-volt battery is required, but with speaker only an ordinary 6-volt storage battery is used. It is said that, in volume and quality, the reproduction compares very favorably with a small orchestra for dancing.



LIKE LIFE ITSELF!

"LIKE life itself!" is the verdict of musicians and laymen who have heard that marvelous new musical creation—the Viva-tonal Columbia.

"Like life itself!" from the highest treble to the deepest bass. Notes that were

never before reproduced for the human ear astound the enthusiastic listener.

The new Viva-tonal Columbia is offered in a carefully worked out range of attractive prices and artistic models. Write us for details.

Columbia Wholesalers, Inc.

L. L. Andrews — Wm. H. Swartz

Exclusively Wholesale

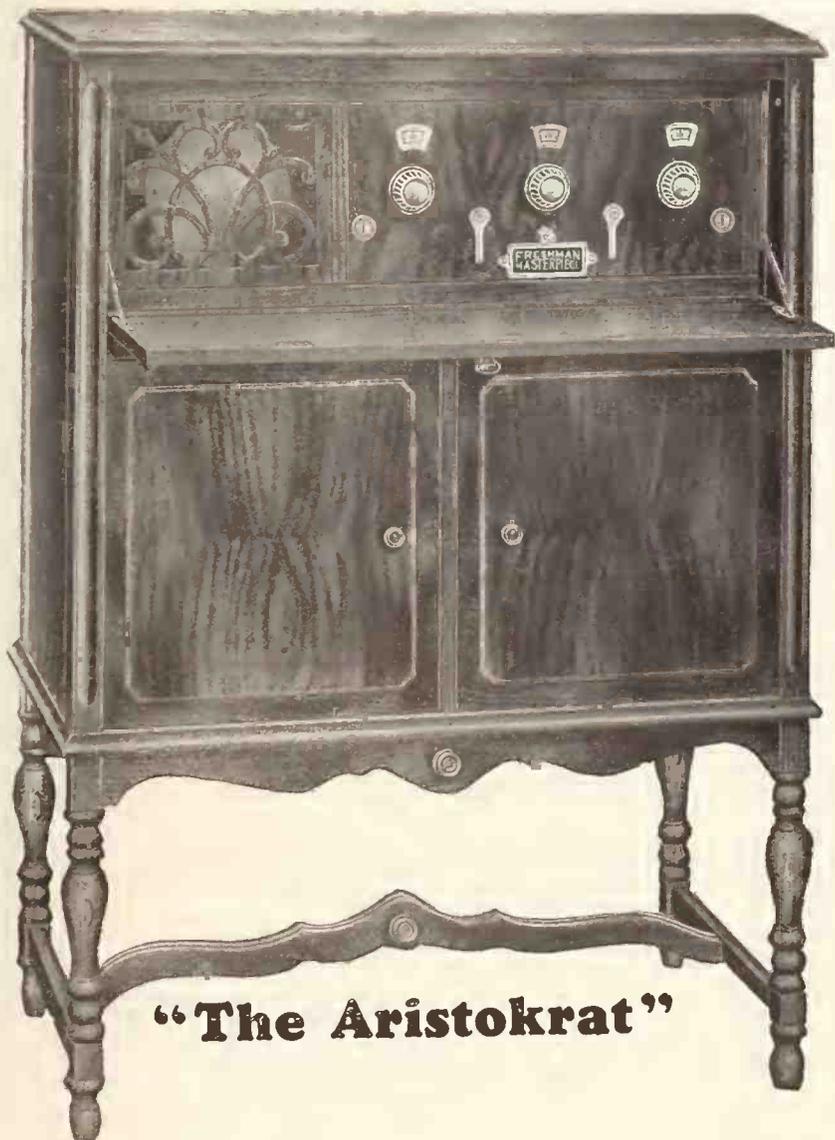
205 W. Camden St., Baltimore, Md.

Here it is

AGAIN

and with what a

BANG!



"The Aristokrat"

**GENUINE
MAHOGANY**

\$99⁵⁰

CHAS. FRESHMAN CO., Inc.,

New and Improved
**FRESHMAN
MASTERPIECE**

QUALITY
with 100% reserve
POWER
ALL METAL
SHIELDED
FRONT AND SUB-PANEL

LICENSED
CONE SPEAKER

*C-BATTERY connections
and wiring for NEW UX-112
RADIOTRON POWER TUBE*

SOLD TO AUTHORIZED
FRESHMAN DEALERS ONLY

FRESHMAN BUILDING, NEW YORK
2626 W. Washington Blvd., Chicago

The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

Big Improvement in Business in the New England Field Predicted for the Fall

Most Concerns Operating With Small Forces During Vacation Season and Plans Are Under Way to Launch Vigorous Campaigns After Labor Day—Trade News of the Month

BOSTON, MASS., August 9.—The trade has entered upon the last of the Summer months, a period in which stagnation by common consent will have reached bed-rock. It also is vacation month for most of those in the trade. But with the advent of Labor Day a changed situation will be faced, for then everyone will be home and on the job and then, too, will begin the exodus from shore and mountains, for schools and colleges will be opening shortly thereafter. Then should begin better business, at least the radio and phonograph dealers are all expecting a marked improvement all along the line.

Columbia Dealers Visit Headquarters

This past month most of the Columbia dealers paid a visit to Manager Billy Park's Boston Columbia headquarters to inspect the new Vivatone phonographs, on which the Columbia Co. has been at work for some time. There has been general enthusiasm for this new instrument, and judging by the orders placed by the dealers there is going to be some difficulty in filling deliveries, for there is every indication that this new product will go big this coming Fall. Manager Parks went over to New York a day or two ago to consult with the home office relative to the Fall business. The Columbia record business was very good during July. G. P. Donnelly and his son, George L. Donnelly, of the Columbia staff, also have been over in New York. Son Donnelly, as soon as he returned from the Metropolis, started in as field representative for the Columbia Co. and will make frequent trips through the Maine, New Hampshire and Vermont territory. Up to now he has been supervisor of merchandise for the Boston end of the business.

Platt Spencer on the Road

Platt Spencer, who lately has been in the Brunswick offices at 80 Kingston street, has again got on the outside and is now traveling in the interests of this line in such places as Providence, Pawtucket and Woonsocket, R. I., Fall River, New Bedford and Boston. Recently

he gave demonstrations of the new Panatrope to an interested group of people at Narragansett Pier, R. I., and one of the happy results was that he was able to dispose of three high-priced models.

Business generally at the Brunswick headquarters is reported to be showing a marked improvement. July made an even better showing than did June and the net business for these past three months is considerably ahead of the same months last year. Several new men, added to the Brunswick personnel as mentioned in last month's letter, are making good under the careful tutelage of Harry Spencer, head of the Boston Brunswick headquarters. H. Emerson Yorke, Chicago representative of the Brunswick, who was here in Boston for a number of weeks, has gone back West after a season that will mean much to the intelligent development of Brunswick business here in New England.

Herbert Shoemaker Visits the Trade

Manager Herbert Shoemaker, of the Eastern Talking Machine Co., has for some weeks past been spending three days each week among the dealers and this plan he will continue until September. His last visit was among the dealers of western Massachusetts, New Hampshire and Vermont. His calls on the trade are doing a lot to encourage a feeling of optimism among the dealers. Mr. Shoemaker reports that in practically every place he has visited thus far business is not only good but is showing a marked improvement week by week.

Vacation Time at J. H. Burke Co.

Vacations are about the most pressing item of news at the headquarters of the J. H. Burke Co., Sonora distributor. Tom Burke is in Canada, where it is so dreadfully dry; Ray Burke is down on Cape Cod and Dick Keyes also is on the Cape, Dan Lynch, of the traveling staff, is in Maine. When everybody else has returned from their holidays Joe Burke, head of the concern, will likely run up to Saratoga for the races. Joe says he is expecting

shortly to receive the new Sonora radio and phonograph models.

Boosting Record Sales

By way of stimulating sales in Victor goods the Eastern Talking Machine Co. and the Oliver Ditson Co., wholesalers in this line, reduced the Blue and Black Seal records early in July with the result that all the Victor retailers had special sales which went a long way to increase the month's showing in net results, for literally thousands of the records were passed over the counters. Not only has the sale been well advertised in the store windows but the newspapers were used to good advantage.

W. A. Harvey Home From Alaska

Winthrop A. Harvey, head of the C. C. Harvey Co., is back home from his several weeks' trip to Alaska whither he went with members of his family. Francis White, manager of the talking machine department of this large establishment, has been on a motor trip with his family.

T. N. Mason in New Post

It is good news to his many friends to learn that T. Norman Mason, who has long been identified with talking machine interests in New England, has been appointed executive representative in the New England territory for the Splitdorf Electrical Co., a concern which has years of service and experience back of it. Mr. Mason was for a number of years with the Columbia Graphophone Co. and later was with the A. C. Erismann Co.

The Phonograph Monthly Review

A new magazine, The Phonograph Monthly Review, will make its initial bow to the general public on September 15. The publication, which is being brought out by the Phonograph Publishing Co., of Boston, will be devoted entirely to the best interests of the phonograph industry and it is expected to become a medium by which the phonograph enthusiast may obtain information on all subjects relating to new development, etc., in the phonograph field, according to the announcement by the publishers.

The Sterling Radio Co., Kansas City, Mo., is exclusive distributor of the Audak Ultra-Phonic reproducer, made by the Audak Co., New York, in this territory. The company reports a big demand for the reproducer.

Capitalizing Opportunities

Never before have Victor dealers faced a period of such rich promise. The public demand for the New Victor product has been amply evident and now the stocks are coming through in increasing quantities to meet that existent demand.

The dealers who are prepared are the dealers who will profit.

Victor Exclusively

Oliver Ditson Co.
BOSTON

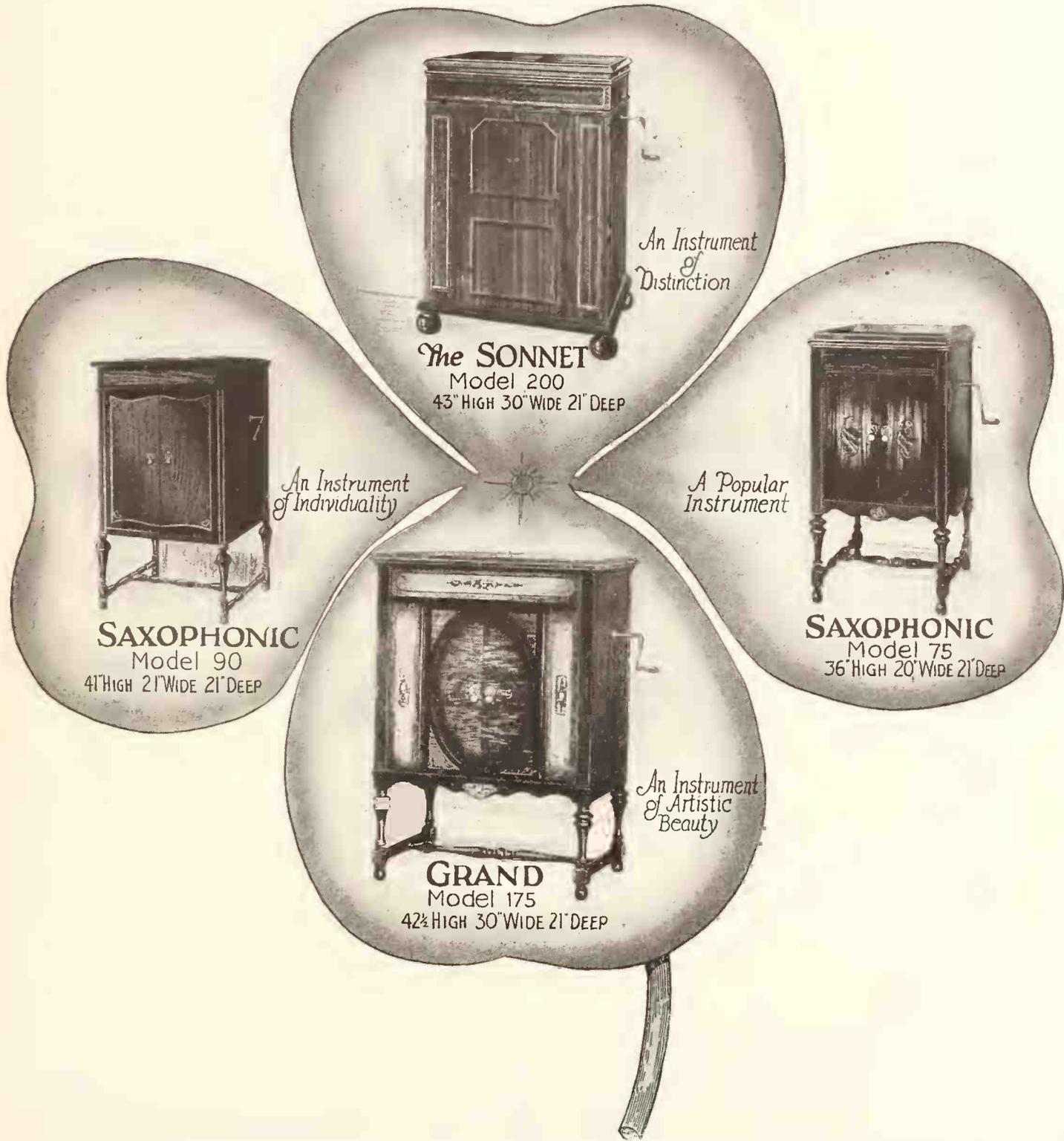
Chas. H. Ditson & Co.
NEW YORK



The Player-Tone

IT'S SIMPLY GREAT

The New Saxophonic Instruments with the Magic Voice



Be in clover to offer your trade twelve models of the new Saxophonic Consoles and Uprights

Write at once for booklet and special discounts.
Be first to sell these instruments to your trade who are ready to receive them.

PLAYER-TONE TALKING MACHINE CO.

Office and Sales Rooms: 632 Grant St., Pittsburgh, Pa.

FADA
Radio

FOR

Blackman

WE ANNOUNCE WITH PLEASURE OUR
APPOINTMENT AS DISTRIBUTORS FOR

FADA RADIO

Manufactured by F. A. D. ANDREA CO., New York City

Our twenty-five years of experience as distributors for the Victor Talking Machine Company has given us very definite standards in the selection of companion lines in this new and great radio industry.

As prerequisites we insist upon integrity, financial strength, business judgment, sound sales and advertising programs—and last but not least, radio merchandise second to none in workmanship and performance.

This we demand not merely for our own protection but for those who year after year have profited with us as dealers in the products which we have distributed.

Fada Radio meets these requirements. Therefore, it is with confidence that we recommend this outstanding line to our dealers.

We invite our dealer friends to join with us in the sale of a great line of radio sets: The 1926-1927 Fada Radio Line.

Franchise applications are now being considered.
Telephone or call for demonstration. Do not delay.
Act today.



Blackman
TALKING MACHINE CO.
28-30 W. 23RD ST. NEW YORK N.Y.
VICTOR WHOLESALE DISTRIBUTORS

Reliable Radio Merchandise

Made By Responsible Manufacturers

And

Distributed

By

Blackman

BATTERIES

Eveready
Philco
Philco Socket Power
Exide

SPEAKERS

Rola
Utah
Fada
Crosley
Victor

RECEIVERS

Fada
Crosley

B ELIMINATORS

Majestic
Philco

CHARGERS

Ful-Wave
Eagle
Valley
Philco

METERS

Weston
Beede
Hoyt

BRACH Products

BIRNBACH Products

POLYMET Products

RECEPTRAD

Powerizer
B Eliminator and
Power Amplifier
Combined

TUBES

De Forest

RADIO FURNITURE



Blackman
TALKING MACHINE CO.
28-30 W. 23RD ST. NEW YORK N.Y.
VICTOR WHOLESALE DISTRIBUTORS

Federal Ortho-Sonic Wholesalers Gather in Buffalo for First Annual Convention

Tremendous Gathering of Distributors at the Hotel Statler Is Tribute to the Success of the Radio Products Manufactured by Federal Radio Corp.—L. E. Noble, Vice-President and General Manager of Company, Presided—Important Addresses Delivered—Plans Outlined

The first annual convention of Federal Ortho-Sonic wholesalers was held August 2 and 3 at the Hotel Statler, Buffalo, N. Y., and this gathering of prominent wholesalers from all parts of the country reflected concretely the tremen-

reach practically every class of prospect in every section of the country. Mr. Stearns also presented some very handsome oil paintings which will be utilized as the basis for artistic window displays and give the wholesalers their

Horley, chief radio engineer of the Federal Radio Corp. and an outstanding figure in radio engineering circles, made the chief address at the afternoon session, pointing out in a non-technical way just how and why Federal Ortho-Sonic radio sets have reached their present position among the leaders in the radio industry. Mr. Horley sketched briefly the many details and factors entering into the production of Federal Ortho-Sonic sets, giving the wholesalers a thorough understanding of the outstanding constructional features of the company's product. The afternoon session included interesting



Federal Ortho-Sonic Distributors at Informal Dinner in the Grill Room of the Hotel Statler

dous progress which has been attained by Federal Ortho-Sonic radio receivers during the past year. The purpose of the convention was to present to these wholesalers the Federal Ortho-Sonic line for the coming season and the enthusiastic reception accorded the sets indicates that without question Federal wholesalers everywhere will give this product exceptionally strong representation during the coming season.

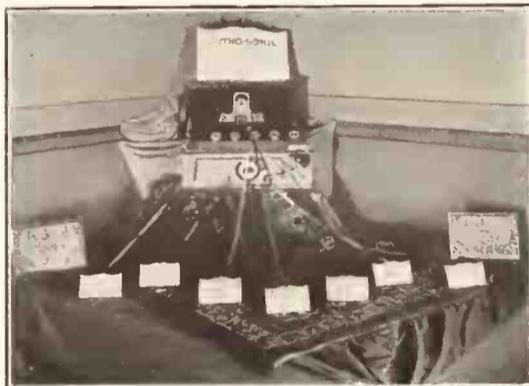
Lester E. Noble, vice-president and general manager of the Federal Radio Corp. and well known throughout the radio and phonograph industries, presided at the convention and was responsible in a large degree for its outstanding success. Mr. Noble is generally recognized as one of the foremost merchandisers in the radio industry and his many years' experience in marketing standard products has been an important factor in the remarkable strides made by the Federal organization the past twelve months.

The convention opened on Monday, August 2, when a very interesting meeting was held in the Fillmore Room of the hotel at which Mr. Noble briefly outlined the company's plans and policies for the coming year. There will be no change in the sales methods utilized by the Federal Radio Corp. the past year in co-operating with its wholesalers and retailers, for, as Mr. Noble pointed out, the company's sales plans had received the unqualified endorsement of their representatives everywhere. The policy of giving Federal wholesalers exclusive representation in their respective territories will be continued and the wholesalers in turn expressed their intention of giving the Federal dealer franchise only to those retailers in their territories who could give the Ortho-Sonic line adequate representation.

After luncheon on Monday the meeting was continued in the Fillmore Room with a series of important addresses by various executives of the Federal organization. A. C. Stearns, advertising manager of the company, gave the wholesalers a detailed résumé of the company's advertising plans for the coming season and these plans include a far greater expenditure than last year. The newspaper campaigns will be particularly impressive and will represent efficient co-operation between the company and its wholesalers and retailers. National magazines will be used to excellent advantage and, in fact, the Federal Ortho-Sonic advertising campaign will

first view of a very effective display featuring the Ortho-Sonic set which is shown in the accompanying illustration.

W. L. Swinehart, representing Henri, Hurst & McDonald, Chicago, one of the leading advertising agencies in the country and responsible for the Federal Ortho-Sonic campaign, gave the wholesalers a most interesting and complete outline of the Federal publicity campaign for the coming season, showing in detail just how the company is planning to give its wholesalers



One of the New Ortho-Sonic Displays

and retailers every possible form of advertising co-operation. At the close of the meeting the entire body was conveyed to the Clifton Hotel, Niagara Falls, Ont., where dinner was served and the Niagara Falls illumination keenly enjoyed.

On Tuesday, August 3, the morning was devoted to an inspection of the vast Federal plant and this portion of the program was one of the most interesting events of the convention. The Federal plant is one of the finest factories in the Buffalo district, as well as a recognized model in the radio industry. Every part entering into the manufacture of Federal Ortho-Sonic sets is made in the Federal plant, and the visiting wholesalers were amazed at its magnitude and the tremendous resources at the disposal of the Federal manufacturing organization.

On Tuesday afternoon a number of interesting talks were made on various features of the Federal manufacturing and sales policies. W. B. Henri, president of Henri, Hurst & McDonald and widely known in advertising and merchandising fraternities, furnished the wholesalers with concrete data as to sales and merchandising problems, based on his many years' experience as a merchandising expert. L. C. F.

addresses by Geo. H. Raymond, vice-president of the company; W. W. Kideney, vice-president in charge of production and purchasing; Leonard Bissell, a member of the Federal directorate and one of Buffalo's leading business men, and L. W. James, assistant sales manager.

At the close of the business sessions O. L. Neal, of the Buffalo Talking Machine Co., Federal wholesaler, expressed in behalf of the visiting wholesalers their keen appreciation of the practical value of the convention. Mr. Neal pointed out that the wholesalers had received informative and invaluable data regarding Federal Ortho-Sonic plans for the coming season, and in behalf of the visitors, he also thanked the company for the splendid entertainment which had been provided for the wholesalers and the visiting ladies.

On Tuesday evening an informal dinner was held in the grill room of the Hotel Statler, at which the entertainment was furnished by WGR entertainers. The WGR radio station at Buffalo, N. Y., is owned and sponsored by the Federal Radio Corp. and for a number of years has been one of the most popular stations in the East. Kenneth Fickett, senior announcer at WGR, was in charge of the program, introducing "Ukulele Ike" (Cliff Edwards), well-known vaudeville and musical comedy star; Miss Edna Zahn, soprano and the first lady broadcaster of Buffalo; Jan Pawel Walanek, concert violinist, and the Eilenbach Concert Ensemble. The artists were received enthusiastically by the dinner party and were obliged to give numerous encores throughout the evening.

The Federal Ortho-Sonic radio line for the coming season comprises fourteen standard models and four art models; the standard models ranging in price from \$75 to \$400 and the art models from \$600 to \$1,000. Eight models in the line were included in last year's catalog and six of the models are introduced for the first time. The line is complete in every detail, giving Federal wholesalers and retailers an opportunity to build up a tremendous demand for a quality product at prices meeting the requirements of every class of trade. The Federal Ortho-Sonic circuit was an instantaneous success and the line for the coming season is noteworthy for the constructional features of the product, as well as the very attractive and original cabinet design. Every wholesaler present advised Mr. Noble that the Ortho-Sonic

(Continued on page 82e)

line for the coming year was beyond the slightest criticism in any detail, and, in fact, the wholesalers were amazed at the various features of the product. The Ortho-Sonic line for the coming season includes the A-10 five-tube table model, \$75; the D-10 five-tube table model, \$100; D-5 Console table to match the D-10 Ortho-Sonic 30, with ample space for all batteries; D-40 five-tube Highboy, built-in loud speaker, \$200; B-20 five-tube table model, \$100; B-30 five-tube table model, built-in loud speaker, \$140; B-35 five-tube Console, built-in speaker, \$250; B-36 five-tube Console, built-in speaker, \$250; E-10 six-tube table model, \$150; E-5 Console to match the E-10, with ample space for all batteries, \$40; E-40 six-tube Highboy, with illuminated scale acting as a pilot light, built-in speaker, \$300; F-10 seven-tube model designed for use with loop only, \$250; F-5 Console table model to match the F-10, with ample space for all batteries, \$50; F-40 seven-tube Highboy designed for use with loop only, illuminated scale, acting as a pilot light, built-in speaker, \$400; C-20 seven-tube table model, operating on integral loop, \$250; C-30 seven-tube model, operating on integral loop, built-in loud speaker, \$300; C-35 seven-tube Highboy model, operating on integral loop, built-in speaker, \$400.

The art models comprise the F-50 English Period, \$600; the F-60 English Period, \$700; F-70 Chinese Period, \$900, and the F-Gothic Period, \$1,000.

The wholesalers in attendance at the convention were:

Mr. and Mrs. Frank Caplan and Mr. and Mrs. Davis, Crown Light & Radio Co., New Haven, Conn.; P. R. Kimberly, J. U. McCarthy, F. A. Aylesworth, R. C. Bradley, S. F. Patchin, Music Trades Radio Corp., Chicago, Ill.; E. J. Camp and Edwin Wolf, Brown-Camp Hardware Co., Des Moines, Ia.; Mr. and Mrs. D. J. Eames, N. H. Bragg & Sons, Bangor, Me.; Mr. and Mrs. H. P. Small, The H. P. Small Co., Bath, Me.; Mr. and Mrs. Ed. Coghlin and W. Perkins, R. V. Pettingill Co., Boston, Mass.; H. M. Grier, Grier Sutherland Co., Detroit, Mich.; R. C. Colman, George C. Beckwith Co., Minneapolis, Minn.; J. H. Harbison, Harbison Mfg. Co., Kansas City, Mo.; Mr. and Mrs. M. B. Hall, Melville B. Hall, Inc., St. Louis, Mo.; Miss Hall, St. Louis, Mo.; F. R. King, Paxton & Gallagher Co., Omaha, Neb.; W. C. Foskett, Albany Hardware & Iron Co., Albany, N. Y.; O. L. Neal, M. O. Grennell, H. B. Clark, D. Stein, William Brush, Buffalo Talking Machine Co., Buffalo, N. Y.; B. D. Colen, Musical Products Distributing Co., New York, N. Y.; M. C. Robinson, G. L. Lloyd, Horrocks Ibbotson Co., Utica, N. Y.; H. P. Shaw, O. M. Shaw, Furman Ferguson, Shaw Tire Co., Charlotte, N. C.; C. C. Millard, G. M. Hopper, Cincinnati Ignition Co., Cincinnati, O.; R. E. Tongue, Jr., G. T. Tongue, R. E. Tongue & Bros., Inc., Philadelphia, Pa.; Mr. and Mrs. E. A. Hamburg, Louis Hamburg, Hamburg Bros. Co., Pittsburgh, Pa.; J. P. Lawrence, Herbrick & Lawrence Drug Co., Nashville, Tenn.; A. N. K. Harris, Fullers Electric (Canada), Ltd., Toronto, Ont.

Louis Henry Junod, Trade Figure, Dies Suddenly

Swiss Consul, Head of L. H. Junod & Co., Importers of Phonograph Motors, Dead From an Attack of Acute Indigestion

The many friends of Louis Henry Junod, Consul General of Switzerland and head of the firm of L. H. Junod & Co., importers, of New York City, were deeply shocked to learn of his death from a sudden attack of acute indigestion at his home, in New York, on the morning of August 3. He was 65 years of age.

Mr. Junod was born in Neuchatel, Switzerland, and early in his career became interested in the American trade of Swiss manufacturers. At the age of 22 he was sent to the United States as the representative of Steiger & Co., manufacturers of laces and embroideries in St. Gall, Switzerland. So successful was his business that after a few years Mr. Junod decided to make New York his permanent home. He organized the firm of L. H. Junod & Co. and became the selling agent for several other Swiss firms, including Herman Thorens, of Ste. Croix, Switzerland, manufacturers of phonograph motors.

During the World War Mr. Junod, in his capacity as Consul General of Switzerland, took over the affairs of the German Consulate in New York, having charge until 1922.

R. E. Thompson Mfg. Co. in Process of Reorganization

A friendly action resulting in the appointment of an equity receiver for the R. E. Thompson Manufacturing Co., maker of radio apparatus, was brought July 28, before Judge Runyon in the United States District Court at Newark, N. J. Judge Runyon appointed Thomas K. Fitzgerald, who was treasurer of the Thompson company and John Milton, an attorney, as receivers. Action was brought by the holder of some of the company's two-year notes in order to make possible a reorganization of the Thompson company, according to R. E. Thompson, chairman of the board. It is understood, Mr. Thompson said, that steps will immediately be taken to reorganize.

Arthur D. Geissler Retires From Victor Jobbing Field

Prominent Figure in Victor Wholesale Trade Resigns as President of N. Y. and Chicago T. M. Cos.—No Successor Is Named

Arthur D. Geissler, who for the past twenty-five years has been a prominent figure in talking machine circles, has resigned from the presidency of the New York Talking Machine Co., 521 West Fifty-seventh street, New York, and the Chicago Talking Machine Co., 12 North Michigan avenue, Chicago. The resignation was effective as of August 2. The official statement announcing Mr. Geissler's retirement read:

"The New York and Chicago Talking Machine Companies regret to announce the retirement from business of their president, Mr. A. D. Geissler. His resignation, which he has had under advisement for some time, will take place immediately. Mr. Geissler's successor will not be chosen for the present.

"Both companies will continue as wholesalers of the products of the Victor Talking Machine Co."

The entire business career of Mr. Geissler has been connected with Victor merchandise. He was first connected with Sherman, Clay & Co., of San Francisco, and later was a factory representative of the Victor Co., following which position he assumed the presidency of both the New York and Chicago companies. It has been known to those associated with Mr. Geissler for some time that he was desirous of devoting his entire time to private affairs.

Both the New York and Chicago Talking Machine Companies are composed of veterans in the talking machine business who are highly capable of keeping the organizations prominent in the field which they occupy.

Radio Corporation Showing for the First Half of 1926

Reports Surplus of \$1,870,531 as Compared With \$1,537,276 for First Half of 1925

Earnings of the Radio Corp. of America for the second quarter, while reflecting seasonal slackness, nevertheless show an improvement over the 1925 quarter, resulting in a surplus instead of a deficit.

Gross returns from sales, communication and other income were \$7,655,438, against \$4,584,465 a year ago. Expenses, depreciation, costs, taxes, etc., were \$7,573,418, against \$4,975,518, leaving a surplus of \$82,020 against a deficit of

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

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

Put up in 1, 5, 10, 25 and 50-pound cans for dealers. This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers

ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

\$391,053 as announced for the 1925 quarter.

Total surplus for the first half of the current year was \$1,870,531, against \$1,537,276 in the first half of 1925.

Radio World's Fair to Be Largest Ever Held

Leaders in the Industry to Exhibit Their Products at Madison Square Garden on September 13—A Mammoth Affair

During the week beginning September 13, radio as an industry will demonstrate more dramatically than ever before its rightful assumption of a place of prominence in American big business circles, according to Clayton G. Irwin, Jr., general manager of the Radio World's Fair which opens at Madison Square Garden on that date. Mr. Irwin states that all space has been sold and that he anticipates the exhibition will be the greatest showing of new radio receivers and accessories ever held under a single roof.

Madison Square Garden will be a gala scene as the doors are opened. There will be 300 separate exhibits, on the Arena floor and the Exposition Hall, and to accommodate the overflow of exhibits thousands of seats will be boarded over on the side balconies, all of which will be open to view from any part of the immense auditorium.

Exhibits and their decorative settings will represent an outlay of \$1,000,000, according to show officials. Attendance has been estimated at 500,000 people, in addition to approximately 10,000 jobbers and dealers from all parts of the North American continent, who have signified their intention to visit the Radio World's Fair this year.

Events of national and international importance will be staged. Many of these will be broadcast, such as the de luxe programs that will be produced before the microphone in the central broadcasting studio of Madison Square Garden. Many features will make this show one of the most interesting ever held by the radio industry.

Brunswick Representative Visits the Omaha Branch

OMAHA, NEB., August 5.—O. P. Harris, special field representative of the Brunswick Co., spent several days in this city visiting the local branch the latter part of last month and during his stay conducted a Panatrope demonstration in conjunction with an interesting sales talk to Brunswick dealers of this city and outlying territory. Mr. Harris also gave a special demonstration for the benefit of the sales staff of the Schmoller & Mueller Piano Co., Brunswick dealer.

Allege Patent Infringement

PHILADELPHIA, PA., August 5.—An action alleging infringement of the neotrodyne radio patents was filed against the Atwater Kent Mfg. Co. in the United States Eastern District Court of Pennsylvania to-day by the Hazeltine Corp. and Independent Radio Manufacturers, Inc. The suit brought is under the Hazeltine patent No. 1,533,858 covering "Method and Means for Neutralizing Capacity Coupling in Audions."

MICA DIAPHRAGMS

For Loud Speakers and Talking Machines
RADIO MICA

American Mica Works

47 West Street

New York

The Standard by
which all repro-
ducers are judged
and valued!



The REPRODUCER

Makes or Mars
the Reproduction

Put an
ULTRA REPRODUCER
(Phonic)

on an old type talking machine
and listen to its performance. —

Your customer will get the same
reaction. — — — — —

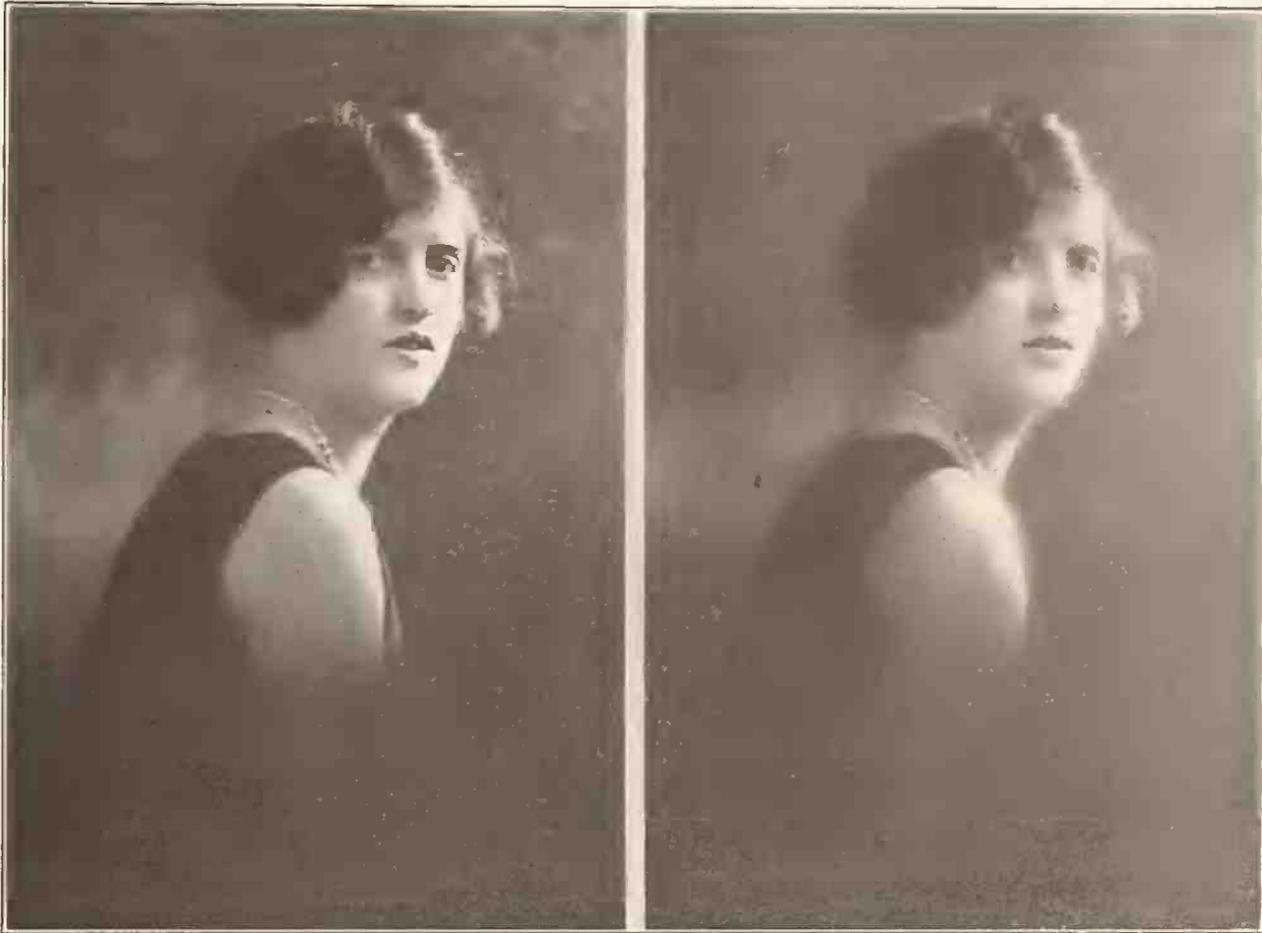
The ULTRA (Phonic) Reproducer
revives interest in recorded enter-
tainment — creates new record
sales — builds prospects for the new
talking machines — for *only* the
revolutionary new machines sur-
pass the wonderful tonal qualities
of ULTRA Reproducers. — —

Suggestion

1. Demonstrate the record on an old type machine.
2. Then demonstrate it on one of the new models and the tone will never be forgotten.
3. If the customer is not yet ready to purchase a new model, then sell him an ULTRA reproducer for use until such time as the new model machine is purchased.
4. Offer full credit on the ULTRA when finally the new machine is bought.

The **AUDAK**
565 Fifth Av

The Lens Makes or Mars the Picture



Above are copies of same photo taken with two different lenses—

It Is the Same With Reproducers

The new electrically cut records are so remarkably true to the original performance, that almost any reproducer is bound to give fair results, but,—

It requires an ULTRA-sensitive — an ULTRA-perfect — in other words an ULTRA (Phonic) Reproducer to bring out the tremendous detail and beauty—*everything*—recorded on these records.

COMPANY, Inc.

venue, New York

Pfanstiehl Products Built to Please Buying Public

Policy of Chicago Manufacturer of Pfanstiehl Radio Receiving Sets Designed to Keep Line Abreast of the Public Preference

Public preference, passed on from consumer to dealer, dealer to distributor or factory representative, and so on, down the chain to the manufacturer, is the instrument which actually guides the maker of any product in designing and perfecting a product. In the radio industry, this is particularly true, and the Pfanstiehl Radio Co., Chicago, manufacturer of Pfanstiehl receiving sets, has followed this method of operation in deciding upon the technical details, method of operation, and cabinet styles, in its new 1926-27 line of radio products which will be illustrated and described in this publication in the near future.

According to the Pfanstiehl executives, whose statements are based on findings and experience in the field during the past few months, the dealer last year opened the season by buying cheaper models and swinging to the higher priced sets later. This year the situation seems to be reversed, with the retailer placing his orders for the more costly models. Tone quality, selectivity and simplicity of operation are the strongest guiding factors in set buying, with distance as the fourth consideration. This is also a direct reversal, for two years ago "distance getting" was of prime importance, and improved tone quality was a minor factor.

In cabinet construction the Pfanstiehl executives point out that there is a very noticeable trend toward narrower cabinets, which conserve floor space, yet secure the same amount of cabinet by increased height.

The opinions outlined above have been gathered from Pfanstiehl field representatives, dealers, and from the chain of Pfanstiehl distributors, who are all active in the field, maintaining close contact with the dealer. It was recently announced that the sales of the Pfanstiehl Radio Co. at this time are double those of the corresponding period of 1925, and the reasons assigned are lower list prices and longer discounts. The firm also takes a just pride in announcing that nearly 100 per cent of the dealers who handled Pfanstiehl products last year are on their authorized dealers list again this year.

Columbia Co. Visitors

Westervelt Terhune, manager of the Atlanta, Ga., branch of the Columbia Phonograph Co., has returned to Atlanta after a few days' visit to the company's executive offices in New York.

W. S. Parks, manager of the Boston branch of the Columbia Phonograph Co., and his family were recently in New York, on a combined business and pleasure trip.

O. Abramson, of the New Orleans branch of the Columbia Phonograph Co., has just come North on a week's visit to the executive offices in New York, and the factory at Bridgeport.

Pathe Corp. Announces the Pathephonic Phonograph

New Pathe Instrument Based on New Development of Aeoustical Sound Reproduction—Being Produced in Four Models

The Pathe Phonograph & Radio Corp., Brooklyn, N. Y., is now in production on its newest product, the Pathephonic. The Pathe Phonograph & Radio Corp., one of the old-established houses in the talking machine industry, has long been looked to as an authority on sound reproduction. The Pathe Co. in this country has well-equipped laboratories and in addition works in conjunction with the laboratories of Pathe Freres in France. The Pathephonic is the result of a long period of careful research and experimentation in this field, and several months ago reached the point of acoustical perfection, where President Widmann was ready to place the name of Pathe upon it.

The Pathephonic represents the newest development in talking machine manufacture and is a far cry from the old type of talking machine. Its principle of reproduction brings out the many hidden tones in the record. It is pointed out by H. N. McMenimen, of the Pathe staff, that the Pathephonic makes even the old type of record sound like a modern recording. The Pathephonic is reproduced in four models, every one of which has the new Pathephonic reproduction. These four models cover a wide range in both design and price.

Behind the new Pathephonic in both its production and merchandising have been the personal efforts of H. N. McMenimen. Mr. McMenimen is well known in the talking machine trade and for many years was connected with the Pathe organization. After a brief absence of about a year or so, Mr. McMenimen returned to the company and since then has given his entire attention to the new instrument. At the music show in June the Pathephonic was shown to the trade for the first time and, since its initial showing, much interest has been manifested in the Pathephonic throughout the entire country. Mr. McMenimen has spent considerable time in the selection and establishment of representative jobbers throughout the country and shortly expects to complete this very vital division of distribution. Through the intense effort of the entire Pathe organization the new instrument has been produced for Fall business.

A new market for American-made radio sets is seen by the Commerce Department in reporting that a broadcasting station is to be built at Mukden, China. A tax of fifty cents on tube sets will be levied.

Thorola Progress in Oklahoma, Texas and Louisiana Marked

Carl D. Boyd Appoints H. Merrithew Thorola Representative for Three Important States—The Business Outlook Is Excellent

CHICAGO, ILL., July 29.—Carl D. Boyd, sales promotion manager of the Reichmann Co., of this city, manufacturer of Thorola radio sets and loud speaker products, returned recently from a very successful trip through the South and Southwest. While in Texas Mr. Boyd appointed Harry Merrithew as Thorola representative in Oklahoma, Texas and Louisiana, with headquarters at 801 Ross avenue, Dallas, Tex. Mr. Merrithew is very well and favorably known throughout the entire Southwest with the electrical, hardware, radio and automotive jobbers and will cover this territory in co-operation with Thorola jobbers as well as handling dealer promotion sales work by men who will be under his employ in the three States covered.

Mr. Boyd states that the Thorola line is being very well received by jobbers throughout the South and Southwest with every indication of an exceptionally active business this Fall. General conditions throughout the Southwest are excellent, with crops in splendid shape, and Mr. Boyd points out that it is particularly noticeable that Texas this year will be less dependent upon cotton than heretofore. Cotton will, of course, be the principal economic mainstay but the wheat crop in Texas this year has been remarkable in its yield, and the corn and oats crops have also been very satisfactory.

Okeh Record Sales Increase

Harry Fox, manager of the New York distributing division of the General Phonograph Corp., New York, reports that sales of Okeh and Odeon records for the month of July were most satisfactory, showing an increase over the month of June and over the total sales for July of 1925. In addition, the sales volume for the month was considerably increased by the dealer demand for the Wolf Masterphonic line of phonographs, which are distributed by this company. Portables are in considerable demand and the Berg Artone and Carryola portables are selling in brisk fashion during the Summer months.

Anna Selma Lehrman Arrives

Phonograph dealers and the many friends of "Siggie" Lehrman, New Jersey salesman for Okeh and Odeon records, were delighted to receive a "Babygram," announcing the arrival of a daughter, Anna Selma Lehrman, July 18. Mr. Lehrman has been associated with the sale of Okeh Records for several years and has a host of friends who offer sincere congratulations.

Dealers and Jobbers have told us this New Minerva Line is the "greatest buy in RADIO to-day"



Minerva Studio Console \$130

¶ Every model has the looks, the quality, tone and mechanical perfection to make it sell and stay sold. Not to mention "prices that are right."

¶ Cabinets, from beautiful nut-brown Walnut, highlighted, to our exclusive Chinese Renaissance model, in Mandarin Red or Delecto Green, with decorated panels. "A new THRILL in cabinet work."

¶ Sets are six-tube, single dial, resistance coupled. Wide range of styles and prices. Write NOW for the details.

Minerva Radio Co.

827 Irving Pk. Blvd.

Chicago



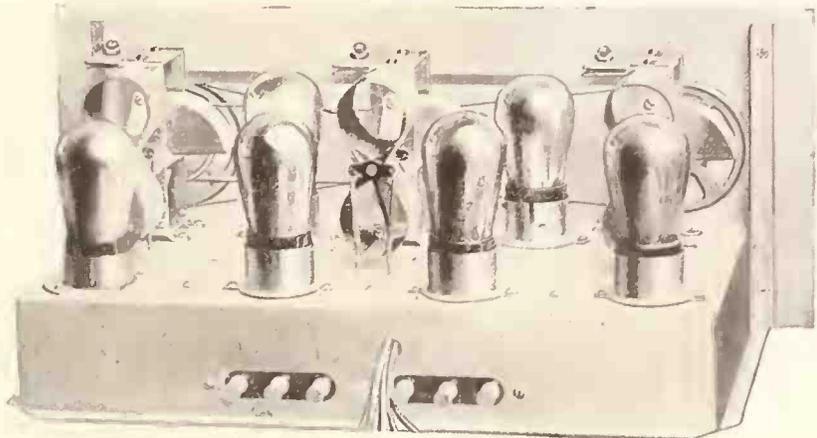
Minerva DeLuxe \$200

SHOWERS



Model 556. Top 17" x 24".
Height 50".
Mahogany Only

To have been in business 56 years is much. To have grown during the full 56 to the position of the largest furniture manufacturing organization in the world is more. Showers Brothers Company has always stood on the fair dealer policy of a full commercial value and protection for the dealer's money. Every dealer selling radio should know what Showers is doing. Showers Console Radio values will be the standard of value comparison. Our exclusive selling franchise is a valuable business asset to own. Write to the Chicago office at once for full details.



The ideal in radio receiving sets—this is the set in the Showers Console Radio. Six tubes, one dial control. You can see by examining the above picture that the Showers receiver is of all-metal shielded construction. It differs from any radio receiver now on the market—it is tomorrow's radio, today. Experts predict a new style in radio manufacture after inspecting the Showers set. *It's the tone quality that convinces them.*



Model 448. Top 17" x 32".
Height 40".
Walnut Only

SHOWERS BROTHERS COMPANY
BLOOMINGTON, INDIANA

Radio Division—1517 Tribune Tower, Chicago, Illinois

Music Trade Radio Corp. to Distribute the Ortho-sonic

CHICAGO, ILL., August 7.—The radio and music trade of the Middle West were recently interested in an announcement to the effect that the Music Trade Radio Corp. of Chicago had been appointed Middle West distributor for the Federal line of Ortho-sonic radio receivers, manufactured by Federal Radio Corp., Buffalo. The appointment became effective on August 2, and Federal products are already on display at the headquarters of the Music Trade Radio Corp., 328 North Michigan avenue. An intensive sales drive is already under way in the territory.

For its territory the Music Trade Radio Corp. will have all of the State of Wisconsin, except the far northwestern section immediately tributary to the Twin Cities; all of Illinois, except "Little Egypt" in the extreme southeastern section; all of Indiana, except the counties border-

ing the Ohio River; the river counties in Iowa, and the tier of counties in the western section of the lower peninsula of Michigan bordering Lake Michigan. Percy Kimberly, president; J. U. McCarthy, treasurer; F. A. Aylesworth, R. C. Bradley, S. F. Patchin, of the sales staff, attended the three-day distributors' convention at the Federal headquarters in Buffalo on August 2, 3 and 4.

New Minerva Radio Line Announced to the Trade

In the new 1926-27 line of Minerva radio receivers being introduced at the present time by the Minerva Radio Co., 827 Irving Park boulevard, Chicago, Ill., are incorporated several new features which have been widely commented upon. Painsstaking thought and effort have been involved in the production of cabinet designs and the Minerva special Chinese Renaissance

model, which is in the Chinese motif, is a striking piece of furniture. The cabinet is hand-painted and the panels are decorated by hand, the prime colors being a choice of mandarin red or delecto green. E. R. Schultz, general manager of Minerva Radio Co., states that already he has orders on file for several hundred of this particular model.

In addition to the Chinese model there are several receivers encased in handsome walnut cabinets, high lighted, and each cabinet has been designed so as to place it in the fine furniture class. The Minerva receivers feature single-dial tuning, resistance coupling and simple construction throughout, each set being strongly built to insure long life. Mr. Schultz, in announcing the new products, states that the line has been built upon a "quality plus low price" basis to enable dealers to meet any type of competition and that he feels sure that the coming season will be the most successful experienced by the company thus far.

Announcing the New and Complete Line of Eagle Chargers

The long-experienced radio merchant knows that his average customer is a crank, and has been forced to keep his shop looking like a national radio exposition in order to satisfy these exacting buyers. There are, perhaps, a hundred different makes of chargers on the market, good, bad and indifferent; but each commands a few sales because it claims to do a certain job differently or better than the others. Here, then, is a way out of the profitless overstocking of "ten brands to please ten customers"—a comprehensive and complete line of chargers that not only meets all present-day demands but anticipates those of the future.

Quality—Performance—Price—Whatever customers ask for, there's an Eagle Charger to satisfy their wants. Furthermore, the increasing number of charger buyers will be "Eagle" buyers when our nation-wide newspaper campaign "talks" to your customers this Summer and Fall. Study these pages carefully, compare the performance of these instruments with the demands of your customers, bear in mind the growing popularity of chargers and place an order with your jobber to take care of the mighty profitable business that this Fall will bring. If your jobber can't supply you, get in touch with "Charger Headquarters" at once.



SENIOR—6 AMP.

EAGLE SENIOR—Tube type rectifier—charges automobile and radio six-volt batteries at six (6) ampere rate. Charges B batteries up to 150 volts in series at 250 milliamperes. Finished in Green Crackle with copper and black background plate. Battery leads, properly marked, with strong battery clips. List Price—\$20.00 without tube.



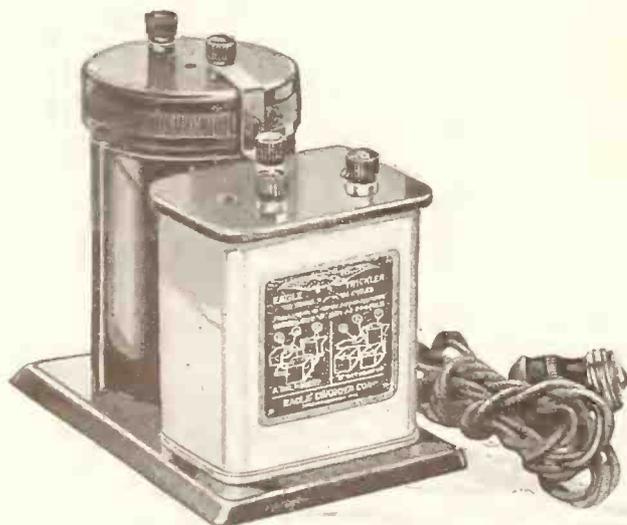
MASTER

EAGLE MASTER—The charger of the future! A complete power unit. Charges A batteries, full or trickle, and at a turn of the switch becomes a charger for B batteries of all standard voltages. It is not necessary to disconnect any wires—simply POINT THE ARROW AND THROW THE SWITCH. All connections are made in rear. No variable resistances in the form of lamps or coils for various size B Bats. Entirely automatic. Particularly adapted for the new TAB re-chargeable batteries. Charging range for A Batteries—trickle to 2 amps. Charging range for B Batteries—45 to 135 volts. Green crackle finish with copper and black background panel. List Price—\$21.00 without tube.



JUNIOR—2 AMP.

EAGLE JUNIOR—Tube type rectifier—charges automobile and radio six-volt batteries at full two (2) ampere rate. Charges B batteries up to 150 volts in series at 250 milliamperes. Straight transformer winding—cannot burn out tubes. Finished in green crackle with copper and black background name plate. Ample cable and markers. List Price—\$14.00 without tube.



TRICKLER

EAGLE TRICKLER—Eagle has incorporated in this popular type charger an absolutely exclusive feature. In addition to charging your A batteries it also charges B batteries. Another big advantage is the fact that the Trickler is shipped dry. Particularly adaptable for new TAB re-chargeable dry B batteries. Charges A batteries at half ampere rate, B at 250 milliamperes. Charges A batteries while listening in. Beautiful crackle finish. List Price—\$10.00 complete.



5 B

EAGLE 5B GANG CHARGER—Tube type rectifier, service station charger. Charges from one to five 6-volt automobile and radio batteries at six-ampere rate. Has patented magnetic control which permits charger to accommodate any line voltage from 100 to 140, thus eliminating over charging and under charging. Beautiful black crackle finish with gold raised letters and border, and accurate reading ammeter. One set of battery leads and tube complete. NET Price, \$54.00



16 B

EAGLE 16B GANG CHARGER—Tube type rectifier for service station work. Will charge from one to sixteen automobile or radio batteries at six ampere rate. Will charge sixteen in same time it takes to charge one. Equipped with ammeter, double pole, double throw switch and fused both in A.C. line and in Battery Circuit. Finished in black crackle with gold raised letters and gold border. Battery leads and tube complete. 110 Volts—60 cycle—NET price, \$85.00; 220 Volts—60 cycle—NET price, \$105.00.

EAGLE CHARGER CORPORATION, 121 North 8th St., Philadelphia, Pa.

Again Amplex Sets

A New Standard

Six Tubes—Two Dials—Harmo-Sonic*

FROM the deep sonorous roll of the organ to the clear bell-like high "C" of the soprano, just close your eyes and imagine the broadcaster is in the same room with you. Unequaled selectivity—each station, far and near, comes in as if it were alone on the air, cutting out that interfering station easily so that you listen only to the one you want.

A supreme achievement of quality and price.

Four Models—each the best in its class.



Model 39

\$39.50

Model 39—Price \$39.50. Walnut finish. Beautiful sloping front cabinet—solid top, making it fool-proof, gold decorated panel.

Twelve months ago it was claimed impossible!

But twelve months of constant, untiring research and experiment by Amplex engineers composing the laboratory whose precision instruments have been for years endorsed, recommended and specified by many of the most prominent radio engineers and technical publications in the country—combined with the tremendous savings possible through Amplex volume production, has erased "impossible" and produced the

Amplex

Harmo-Sonic

General Specifications

The radio expert will marvel at the technical features embodied in the Amplex Harmo-Sonic at such a low price. Six tubes—two-dial control using only two condensers—minimizing the number of movable parts—modified straight line T. R. F., using air-wound solenoid coils and solid brass condensers, giving the sturdiness, selectivity and sensitivity—resistance-coupled detector and three stages of resistance-coupled audio frequency (Harmo-Sonic)*, which with "C" battery and power tube connections gives the quality of reproduction unsurpassed and power enough to spare—volume control of the plate resistance type—selectivity switch provided not only for short and long antennas but also to help tuning. Automatic filament control for ease in handling and efficiency, concealed wiring and assembling of a sturdy system of riveting and flexible connections beneath the genuine bakelite panel equipped with U X sockets and colored cable so that ruggedness and sturdiness make for long life. And housed in an attractive, sloped front, solid walnut finished cabinet at a price that sets a new standard in radio.

* A type of amplification that synchronizes the over tones and the middle tones as well as the rich, sonorous beauty of the basso profundo.

AMPLEX INSTRUMENT LABORATORIES
88 West Broadway W 8 New York City

Here are other Amplex models



A Revelation in Sound
Reproduction
"Imperial High Boy"
Price \$129.50

The Imperial Harmo-Sonic is a combination of the Amplex Harmo-Sonic receiver combined with a new scientifically constructed loud-speaker unit and tone chamber, thrice cushioned to prevent mechanical disturbances—result of years of laboratory experiment and research. The cabinet is of five-ply genuine walnut or mahogany, hand-rubbed, two-toned and beautifully finished. Fit to grace the perfectly appointed drawing-room.



"Compact
Low Boy"
Price \$69.50

Similar to Model 49, combined with a compact battery compartment console, only 22 inches wide and 9 inches deep. Compactly designed to occupy very little space. Without loud speaker.



"Model 49"—Price \$49.50
Sloping front cabinet, handsome Duo-Tone walnut finish and decorations, gold decorated panel equipped with Vernier dials.

Western States Sales Co., Radio Jobber, Opens Offices

Well-known Radio Executive and Salesmen Head Organization Which Will Distribute Radio Products in Pacific Coast States

LOS ANGELES, CAL., August 4.—A new manufacturers' agency, the Western States Sales Co., Inc., has recently been formed for the purpose of actively representing radio manufacturers on the Pacific Coast whose sales in this territory have heretofore not been fully realized. Because of the unusual character and experience of its personnel, the Western States Sales Co., Inc., offers distinct advantages to manufacturers who are desirous of extending their sales influence in this rich radio territory.

The members of the new organization are: B. R. Hassler, president; George J. Lane, vice-president, and E. W. Kennard, secretary and treasurer. Mr. Hassler was for the past three years general sales manager of the Colin B.

Kennedy Corp., St. Louis, and for two years prior to that time was in charge of the Kennedy Corp.'s Pacific Coast sales. Because of his wide contact he brings to the new organization an exceptional grasp of manufacturers' sales problems and their solution.

Mr. Lane for the past three years has been in charge of California sales for the Kennedy Corp. while Mr. Kennard has for a similar time been in charge of the Kennedy sales in the Central and Northwest. Both Mr. Kennard and Mr. Lane are well-seasoned radio salesmen, with a wide trade following, and with Mr. Hassler form a trio whose personal acquaintance with jobbers and dealers on the Pacific Coast is probably unequalled.

The headquarters of the Western States Sales Co., Inc., are at 1632 South Los Angeles street, with district sales offices in San Francisco and Seattle. From each of these centers an adequate sales force is traveled to effectively cover the States of California, Oregon, Washington, Montana, Idaho, Utah, Nevada and Arizona—all important trade fields.

Southeastern Sales Staff of James K. Polk Meets

Semi-annual Sales Meeting of Staff of James K. Polk, Inc., Well-known Distributing Firm, Held at High Point, N. C.

ATLANTA, GA., August 6.—The members of the sales staff of the southeastern division of James



Southeastern Sales Staff of J. K. Polk, Inc.

K. Polk, Inc., distributor of Sonora radios and phonographs, Okeh records, Honest Quaker parts, Caswell portable phonographs and other products, held a semi-annual sales meeting at High Point, N. C., the latter part of last month.

During the meeting the accompanying photograph of the salesmen who are chiefly responsible for the success of the Polk organization was taken. Reading from left to right they are: P. C. Brockman, secretary and director of sales; B. W. Whiteman, Alabama and Tennessee representative; C. C. Alexander, southern Florida representative; O. C. Miller, Virginia, representative; W. Shepherd Miller, South Carolina and northern Georgia representative; T. J. Beutell, south Georgia and northern Florida representative; J. Warren Butler, North Carolina; Chas. J. Rey, in charge of Richmond, Va., office.

Club Circus Purchased by G. Clayton Irwin, Jr.

The invasion of Greenwich Village by the radio industry has just been announced by G. Clayton Irwin, Jr., having purchased the Club Circus, at Sixth avenue and Fourth street, New York. Mr. Irwin is general manager of the Chicago Radio Show, the principal exposition conducted officially on behalf of the radio industry by Mr. Irwin in partnership with U. J. Herman.

Following extensive alterations the club will open under the new management early in September. Mr. Irwin states that it is his intention to make the Club Circus the entertainment headquarters of the radio industry.

Otto Heineman to Europe

Otto Heineman, president of the General Phonograph Corp., sailed August 14 on the S. S. "Homeric" for a five weeks' trip abroad. Mr. Heineman will visit London, Berlin and other important trade centers, returning to New York with Mrs. Heineman, who went abroad some time ago. Mr. Heineman expects to be back in New York about September 20.

The chairmen of the various committees in charge of arrangements of the third annual radio industries banquet, which is scheduled to be held September 15, were appointed at a recent meeting of the banquet committee, held in New York.

Unequaled!



Trinity Five Tube Compact Cabinet

Appeals to people desiring a high quality receiver of compact size. 7 1/2 x 6 1/2 x 2 1/2. Inconspicuous on library table or fits into bookcase. Mahogany finished cabinet with rounded edges

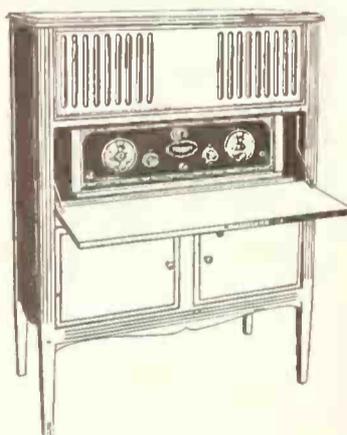
\$50
(2-T-5)



Trinity Six Tube Table Model

Has three steps of audio frequency. Pilot light on panel. 5 ply genuine mahogany cabinet, 8 1/2 x 13 x 26 1/2. Drop leaf door. Undoubtedly one of the most beautiful receivers ever built

\$75
(2-T-61)



Trinity Six Tube Bio-Phonic Console

Same as model 2-T-61 installed in high grade console cabinet. 14 1/2 x 34 x 48. Of 5 ply genuine mahogany with Trinity-Beacon Bio-Phonic Reproducer built in. Spacious compartments for batteries or eliminators

\$150
(2-T-61 Console)

When we say the Trinity Line is *unequaled* at the price, we prove it by comparison and we make our comparison with sets that cost from 30% to 50% more than Trinity.

The astounding values which BEACON offers are possible only because BEACON is the Broadcast Receiver Division of the world's largest radio parts plant. BEACON builds its own cabinets, moulds its own bakelite, produces its own condensers, rheostats, jacks, binding posts, horns, etc., etc. No other manufacturer profits on these parts.

The dealer who enthusiastically exploits the merits of Trinity and who associates his good name with Trinity performance, can do so knowing that his *profits are permanently protected* by the largest institution of its kind. Trinity values will always excel! The BEACON method of manufacture is a positive assurance of this fact.

The Trinity dealer franchise is the most valuable franchise you can obtain. Write to us and we will have our local distributor prove by demonstration and comparison why the Trinity Line is *unequaled*.

TRINITY RADIO

TWO TUNING CONTROLS
NO SOLDERED CONNECTIONS

Built Under U.S. NAVY Dep't License and 88 Patents

Address Department T-86

BEACON RADIO MFG. CO., Inc.
323 Berry Street, Brooklyn, N. Y.



Cleveland Dealers Report Brisk Portable Demand

Local Columbia Branch Receives Viva-tonal Phonographs—Trade Intensely Interested—Association Holds Special Meeting

CLEVELAND, O., August 7.—Business for this time of the year, which is generally considered the doldrums, has naturally been somewhat quiet, but not unusually so. Large numbers of portables have been sold and also records. Practically every dealer has made a drive on this type of machine, but aggressive methods were necessary to get the business. Radio jobbers report that the retail trade is ordering in good quantities in preparation for Fall.

The local Columbia branch received its Viva-tonal models, which created a great deal of interest and enthusiasm in the trade. Branch Manager R. J. Mueller and his staff have been kept busy demonstrating the new machines. The newly decorated demonstration room has been the subject of many compliments.

Several of the large downtown stores held picnics for their employes, which proved very enjoyable affairs. The Dreher Piano Co. held theirs at the "Regnatz," a resort noted for its fine meals and fine grounds for amusement purposes. The Wurlitzer Co. held their picnic at the Shore Club at Willowick Park.

Members of the Cleveland Music Trades Association held a special meeting at the Hotel Statler, July 29, which was presided over by President Anthony Maresh. Luncheon was served. The object of the meeting was to consider plans for entertaining a delegation of music merchants from Detroit. They will be invited some Sunday during August after their convention.

The new Victor portables were received by the Cleveland Talking Machine Co., Victor distributor, and shipments were made at once to the trade on a large number of back orders. The trade are well pleased with both the tone and appearance of the new machines. The company has added W. F. Cooper to its salesforce. He is well known to the trade through his previous connections with Victor and Brunswick. Two other salesmen have also been engaged, G. A. Weatherwax and J. C. Hilderbrand.

The Newman Stern Co. has been appointed distributor for the "Gradeon" for northern Ohio and is now appointing dealers to handle the device. It has been advertising it extensively and effectively.

The Ohio Music Merchants Association will discuss the following four subjects at their convention in Columbus, September 13, 14 and 15: "Advisability of Having Musical Instruments Nationally Priced," "The Ohio Carrying Charge Schedule," "Methods and Means of Increasing the Interest of Ohio People in Playing the Piano" and "Group or State Advertising Through Newspapers and Billboards to Boost the Use of the Piano."

Speakers include F. N. Goosman, of Toledo; Secretary Rexford C. Hyre, of Cleveland; Roy A. Maypole, of Detroit; Otto B. Heaton, of Columbus.

The July business of the local Brunswick branch has been very good, both Panatropes and the mechanical models moving well. In anticipation of a still further increase L. S. McLeod, branch manager, has put two new salesmen on, Carl Meyers and Walter Bielman. E. S. Germain, district manager, took a party of salesmen to the factory at Muskegon, where they inspected the entire plant.

A committee of prominent Cleveland radio jobbers is busy arranging details of the convention of radio jobbers and dealers that is slated to take place at the Hotel Hollenden on September 21 and 22. It will be the first convention of this kind that has ever taken place in this city and the trade from all over Ohio and adjoining States is expected to be well represented.

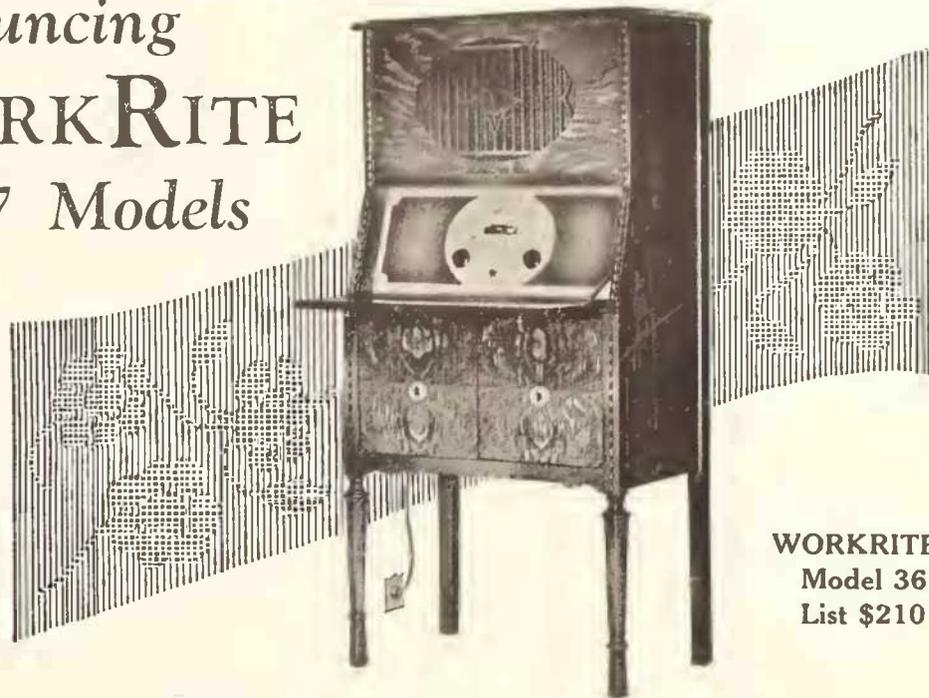
Plaza Music Co. Reports Large Portable Demand

The Plaza Music Co., 10 West Twentieth street, New York City, manufacturer of the Pal and Regal portable talking machines, is continuing this branch of its business at the height of its capacity during the month of August. Sales of portables, according to L. J. Weil, of the advertising and sales promotion department of the company, have far exceeded all expectations.

The recent warm weather which has been more or less continuous after a fairly mild Spring undoubtedly accounts for the increased activity in the portable line.

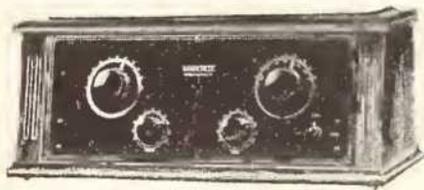
The Plaza Music Co. looks forward to the coming Fall being the third season in which the sales of portables proved themselves as all-year-round merchandise. Therefore, with no let-downs in the demands during August, a continued activity in sales should be noted during the balance of the year, the Fall indications being especially favorable.

Announcing WORKRITE 1927 Models



**WORKRITE
Model 36
List \$210**

The New **WORKRITES** embody every down-to-the-minute improvement that is practicable



WORKRITE MODEL 16

6 tubes—2 controls, no verniers necessary. Walnut Cabinet with panel and dials to match, gold trimmed. List Price, \$80.00.



WORKRITE MODEL 26

Same chassis as above mounted on a small floor console with high grade loud speaker enclosed. List Price, \$145.00.

All models use six tubes—two stages radio, detector, one stage transformer coupled and two stages resistance coupled. Three way switch giving "Off, Soft, Loud," straight line broadcast condensers, battery cable and cabled wiring, beautiful cabinets and panels, gold trimmings, wired for new power tubes and power unit supply. One or two dial control of new design.

WORKRITE Radios are backed by a conservative, well financed company with 17 years of manufacturing experience, five of them in radio. This means reliable, standardized manufacturing methods on an economical basis. It means that you are selling a line that will be on the market next year.

WORKRITE Radios are sold by exclusive franchised dealers. Such a franchise is valuable this year and years to come. You can make some real profits on this line. Your territory may be open—write today.

The WorkRite Manufacturing Co.

1823 E. 30th St., Cleveland, Ohio

Branch: 536 Lake Shore Drive, Chicago, Ill.

DISTRIBUTORS—Some excellent territory is still available for the WorkRite line.

WORKRITE

SUPER NEUTRODYNE RADIO SETS

Licensed by
NEUTRODYNE
Pat. March 27 1925 and April 1, 1926
Trade Pats. Nos. 1450,000 and 1488,278
Other Patents Pending

ANNOUNCING

The Newest Development

THE NEW

Pathephonic
REG. U. S. PAT. OFF. 

BACK of this marvelous new reproducing instrument is the thirty-five years experience of the Pathe Co. and Pathe Freres in Paris.

The collaboration of the laboratories of both these companies has resulted in the Pathephonic, an instrument that is superlative in sound reproduction.

The Pathephonic reproduces old records that never can be replaced equal to the new recordings. Only your ear will ever explain this instrument to you. Your own knowledge of music can be the only judge of its performance.

Pathe Phonograph and

NCING

ment in Phonographs

THE NEW

Pathephonic

REG. U.S. PAT. OFF.



NOW READY

for the
Fall Season

Four Models—Wide range in designs
and prices

- Model No. 125 **\$125.**
- Model No. 175 **\$175.**
- Model No. 225 **\$225.**
- Model No. 275 **\$275.**

Every model equipped with Pathephonic amplification.

Act Now—

There will be a very limited number of dealer and distributor franchises granted. Fill in the attached coupon and mail today.

Radio Corp.

20 Grand Avenue
BROOKLYN, N. Y.

Pathe Phonograph & Radio Corp.
20 Grand Ave., Brooklyn, N. Y.

Gentlemen:

Please give me full information regarding
my territory.

.....
.....
.....

American-Bosch Announces the New "Cruiser" Model

New Model Receiver Contains Several New Features Including "Unified Control"—Encased in Handsome Walnut Cabinet

SPRINGFIELD, MASS., August 5.—Directly in line with the demand for efficiency and simplicity of operation in radio sets, combined with beauty of appearance, is the new Cruiser model of the American Bosch Magneto Corp., illustrated



The Bosch Cruiser

herewith. This is a five-tube set embodying two stages of Bosch-balanced radio frequency amplification, detector and two stages of Bosch-designed audio amplification, the whole thoroughly shielded and encased in an attractively designed cabinet. In point of range and volume alone, it is claimed by Bosch engineers that the Cruiser leaves nothing to be desired.

The "Unified Control" concentrates in one hand all tuning operations, thus reducing the selection of stations to a simple movement. Two tuning knobs are provided. Two other knobs complete the control system of the Cruiser. One of these, the Amplifier, is claimed to be a Bosch innovation in simplified control. When first turned on the Amplifier acts as a current switch and lights the tubes, and when advanced further it becomes a volume control which regulates the sound from a whisper to dance volume.

The other knob is the Clarifier, giving the effect of a long antenna for distance and a short antenna for selectivity. Provision is made in

the Cruiser to take advantage of the power tubes, separate battery connections being provided to take care of the high plate and grid voltages required.

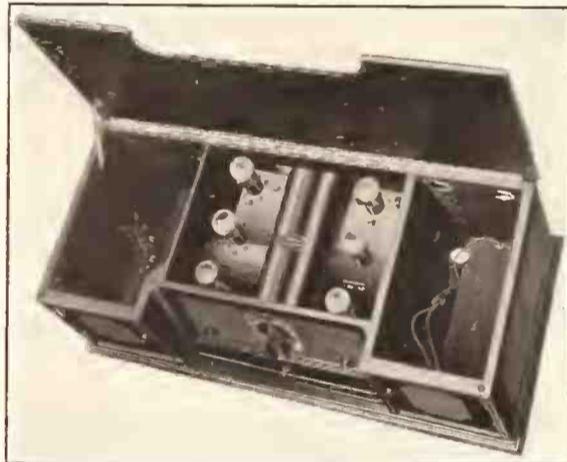
The cabinet is richly finished in walnut with simple and dignified lines. Unusual quietness of operation is claimed to be one of the features of the Cruiser, and it is said to be immune to stray discharges of electricity excepting those picked up unavoidably by the antenna. The Cruiser may be used with various lengths of antennas, but a wire approximately 100 feet long is recommended.

Officials of the Bosch Corp. claim that the Cruiser is a worthy companion to other Bosch products which have made the name a synonym for precision engineering over a long period of years.

Mu-Rad Corp. Celebrating Sixth Year in Radio Making

Featuring Six-Tube Sets Under Name of "The Mu-Rad Super-Six Receiver"—Interesting New Sales Plan Benefits Retailers

The Mu-Rad Radio Corp., Asbury Park, N. J., is celebrating its sixth year as a manufacturer of radio receiving sets. In its current literature it also notes that this is the sixth year of radio broadcasting. This season the Mu-Rad organization is confining its activities to the manufacture of six-tube sets, marketed under the name of "The Mu-Rad Super-Six Receiver." It is at present making a special sales drive on a very unique table model, with single dial control, equipped with the Mu-Rad "B" eliminator or space for 135-volt "B" battery and compartments for "B" battery and trickle charger. The



Mu-Rad Super Six

set operates with power tube, has exceptional volume controllable to a mere whisper and gives faithful reproductions, it is said.

The Mu-Rad Radio Corp. has evolved a new sales plan for the 1926-27 season. This is known as the "Mu-Rad 'Golden Rule' Policy." It has some very original and constructive ideas in radio merchandising. It embodies protective territory features, small commitments, territorial sales quotas, bonus features and fixed plan for exchange.

All Mu-Rad receivers are sold on a twelve-months guarantee. The guarantee covers defects in material and workmanship and where serial numbers are not mutilated and seats remain unbroken or unremoved the Mu-Rad organization makes good defective products, or complete replacements. This guarantee also covers damages in transit from the factory, provided these are promptly reported. There is also a guarantee on price maintenance, on deliveries, also covering the inquiries in distributors' territory and specific causes covering the Mu-Rad advertising in particular territories.

The Mu-Rad organization has outlined a very intensive sales drive which includes co-operation and sales help for the distributor and retailer, covering circular matter, window displays, electrotypes, etc. It is an elaborate and detailed arrangement and speaks well for the confidence the Mu-Rad organization places in its products, and its capacity to achieve results.

Radio Cabinet Trend Is Toward Period Design

Simplicity to Be Most Popular in Cabinets, According to Pooley Co., Inc.—New Models Announced by This Firm

The popularity of the floor cabinet radio of period design this season will be greater than ever before, according to the Pooley Co., Inc., Philadelphia, Pa., maker of Pooley cabinets with Atwater Kent radio. As in the radio set itself the trend in cabinet design is toward simplicity. Accordingly, the Pooley line for this year is marked by a rich simplicity in finish that is



Pooley Model Speaker No. 2200

destined to find favor with the buying public.

Although new models have been introduced it is interesting to note that Model 1600 R-2, which proved such a big seller last year, still continues in high favor during the present season and is one of the leaders of the line. This model, equipped with the Atwater Kent Model 30, a six-tube one-dial set, is now known as Model 1630 R-2.

Among this year's models which have rapidly become popular is the Pooley speaker known as Model 2200. This speaker is attractively housed in a cabinet of the Stuart style finished in English brown mahogany. It has all the qualities of Pooley construction, including the Pooley built-in horn and Atwater Kent radio speaker unit. It is an artistic product.

Demand for Record So Big Dealer Drives to Factory

Unable to Wait for Shipment in Transit, New Jersey Dealer Motors to Columbia Factory to Secure Order for New Race Record

The recent Columbia race record release "Deat's Black Train Is Coming," coupled with "Need of Prayer," exhortations by the colored evangelist, Rev. J. M. Gates, has been given a great reception by record fans. An interesting example of the demand for this record is the experience of G. & K. Korn, Columbia dealers of Newark, N. J. Having sold a great number of this recording, an order for 1,000 additional records was rushed to the New York wholesale department of the Columbia Co. On finding that the entire stock was depleted and a new stock was in transit from the factory, Mr. Korn stated that he was unable to wait, the demand was so strong, and motored to the Columbia factories at Bridgeport, Conn., to have his order filled. The Broad and Market Music Co., also situated in Newark, N. J., has also felt the demand for this record and recently placed a single order for 1,000 of the records.

Assets Sold at Auction

The assets of the Duplex Radio & Condenser Corp., Brooklyn, New York, were recently sold at auction for \$36,750. The sale was held through an order by the Federal Court in Brooklyn.

Exclusive
Metropolitan
Distributors

for

Bosch
Radio
Equipment
Weber-Rance
Corporation

In Manhattan
225 W. 57 St.

In Brooklyn
1271 Bedford Ave.

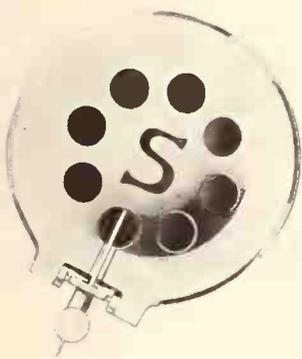
Phones: Circle 7610-1-2



The Swanson King

P O R T A B L E

with Heineman Motor



Tone quality guaranteed to equal any portable machine, regardless of price. Large tone chamber; brass tone arm; improved reproducer.

Equipped with \$7.50 value Phonic Reproducer at no increase in price. Equals machines costing 50 per cent more!

Tilting record pocket carries 18 records. Expanding side of pocket permits easy access to records. *An exclusive feature.*



There Is a Distributor Near You

ATLANTA.....James K. Polk, Inc., 181 Whitehall St.
 CHICAGO..Lyon & Healy, Wabash Ave. and Jackson Blvd.; Consolidated Talking Machine Co., 227-229 W. Washington St.; New England Mills Co., 849 W. Washington Blvd.
 CINCINNATI.....Sterling Roll & Record Co., 137 W. 4th St.
 CLEVELAND.....Buel-Lyons Co., 1231 Superior Ave., E.
 DETROIT.....Consolidated Talking Machine Co., 2945-2949 Gratiot Ave.
 MIAMI, FLA.....Kurt Heineman, 136 N. E. 9th St.
 MINNEAPOLIS.....Consolidated Talking Machine Co., 1424 Washington Ave., South.

NEW ORLEANS.....Junius Hart Piano House, 123 Carondelet St.
 NEW YORK CITY.....General Phonograph Corp., 15 W. 18th St.
 PHILADELPHIA..Everybody's Talking Machine Co., 810 Arch St.
 PORTLAND, ORE.....L. D. Heater, 469½ Washington St.
 PUTNAM, CONN.....Frank R. Witman Phonograph Supply Co.
 RICHMOND, VA.....Richmond Hardware Co., 101 S. 14th St.
 SAN FRANCISCO.....L. D. Heater Co., 1609 Polk St.
 ST. LOUIS.....Silverstone, Inc., 412 N. 12th St.

Consolidated Talking Machine Co.

227-229 West Washington Street

CHICAGO

UNITRON CHARGER TUBE



Adapted for use in any bulb type of charger, this new Unitron 2 1/2 ampere electrolytic charging tube has three great features. It is vastly more economical of current cost; has no filament or other fragile, wearable parts; and through its use the charger will deliver either a trickle charge of 6-10 of an ampere or a 2 1/2 ampere rate, at the option of the operator. It is guaranteed on a free replacement basis for two years, and lasts a lifetime. A little faucet water now and then is all the attention ever needed. Same size and same screw base as ordinary 2 1/2 ampere charger tubes, and fits same sockets. Noiseless. Troubleproof. Never loses its charging power.

Price \$4.50

For use in rectifiers where tube is in horizontal position, an adapter is needed so liquid will not spill. Adapter is \$2.00.

UNITRON CONTROL



The Unitron Control enables you to draw current for both your "A" charger and "B" eliminator from a single light socket, and to control them both from the switch located on the operating panel of your radio. When you turn your set on, the "B" eliminator is thrown in and the "A" charger is cut out. When the set is turned off the reverse is accomplished.

Complete with Connections, Price \$6.00

UNITRON NO-BEE—TYPE No. 135



For sets needing up to 150 volts—"B" power that is incomparably quiet. Two voltage variations, 0 to 70 for detector—60 to 120 for first amplifier circuit—135 to 150 volts for final stage. Comes equipped with the new Unitron filamentless electrolytic tube, which is guaranteed on a free replacement basis for two years but lasts many more. Once attached, never needs further adjusting. 1-10 of a cent an hour to operate. Duco Mahogany finished case. 6 1/2" x 7" x 8 1/2" high. R.C.A. UX 213 Tube can also be used.

PRICE COMPLETE WITH UNITRON TUBE \$40.00

UNITRON A-B COMBINATION



In one compact device, 12 1/4" x 7" x 8 1/2" high, 150 volts of "B" power and "A" battery charger of 2 1/2 amperes. Two snap switches. Pull one—"A" battery is charging. Pull the other—"B" power flows silently to set. Has new filamentless Unitron Cell Tubes that are guaranteed two years. No power hum or distortion possible. Once connected to "A" battery and "B" circuit (a few minutes suffice), never needs adjusting or repairing. Duco Mahogany finished case. Tungar No. 105528 or Rectigon No. 277681, 2-ampere tubes, and R.C.A. UX213 Tube can also be used.

PRICE COMPLETE WITH UNITRON TUBES \$57.50

Announcement

Ten Light-Socket that Meet Every

GIVE it to them—with Unitron Power Devices. There is Unitron power to cover every need, from trickle charging a four volt "A" battery—to eliminating 150 volts of "B" battery.

The Unitron line is complete. Sales no longer are limited to higher priced buyers. There is Unitron power service for radio fans in every price class.

UNITRON

REG. U.S.

RADIO POWER

UNITRON CHARGER No. 0



For overnight recharging of radio or automobile batteries subjected to heavy drain, this rectifier fills a great need. Charging rate 6 amperes. A two-way switch permits also recharging wet "B" batteries of up to 100 volts, using same charging clips. Equipped with Tungar No. 189048 or Rectigon No. 289414 Tube, which is guaranteed to serve 1000 burning hours. Charge tapers down as the battery regains full strength. Economical. Noiseless. Can be permanently connected to the set. Housed in Duco Mahogany finished case. 8 1/2" x 6 1/2" x 9 1/2" high.

COMPLETE WITH TUBE \$28.00



of Power Devices Radio Need

Years before radio came, Unitron power devices were tested and proved and widely sold for industrial service. And now—by national magazine advertising, the Unitron name is known to millions of radio fans. It means silent radio power delivered with amazing new economy.

FOREST ELECTRIC COMPANY
NEWARK, NEW JERSEY

In Canada:
Forest Electric Company, Ltd., 32 Eastern Ave., Toronto

UNITRON

PAT. OFF.
POWER DEVICES

UNITRON "A" POWER



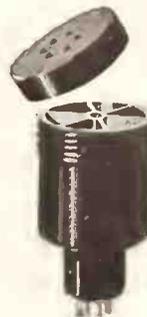
An excellent 30-ampere, glass contained "A" Battery, combined with Unitron Trickle Charger and Unitron Control in one compact Unit. Attached to set, then plugged into nearest light socket. That's all. "A" current never again runs down. Shut off set switch and trickle charger begins work. Can't overcharge. Current cost less than a tenth of a cent per hour. Noiseless, dependable, guaranteed safe. Handsome metal case, Duco Mahogany finish. 12" x 8 1/2" x 9" high.

\$38.00

UNITRON NO-BEE TUBE

True solution to tube difficulties in all single wave "B" eliminators. No filament to break or wear out. Special strength glass, practically unbreakable, divided into six cell sections connected together in series. Rectifying elements made of metals guaranteed two years and will last a lifetime. Has standard X type tube base, which fits standard sockets. Is really a small rectifying tube requiring only a little ordinary water every few months. Voltage remains constant at all times, eliminating any loss of signal strength, ever. Noiseless. Amazing operating economy.

Price \$6.50



UNITRON TRICKLE

An unusual electrolytic "A" trickle charger—with three distinct charging speeds, controlled by three-way switch. Thus the small or large battery can have exactly its current needs. Permanently connected to battery, can be turned off or on by use of the toggle switch, or can be kept charging continuously. Rectifying elements guaranteed two years and will last a lifetime. Silent. Can't overcharge. Current cost 1-10 of a cent per hour when battery is charging. Mahogany Duco finished case, 9" x 3 1/2" x 6 1/2" high.

COMPLETE \$12.00



UNITRON NO-BEE—TYPE No. 90

For sets using up to 90 volts—the ideal light-socket "B" power. Voltage up to 45 for detector circuit—added up to 90 for amplifiers at 25 milliamperes. Equipped with new Unitron Electrolytic Tube, which is guaranteed for two years and lasts many more. No hum or power distortion is possible. Connect the No-Bee the same as batteries and forget it. Can't run down. Economical! Costs only 1-10 of a cent an hour to run. Mahogany Duco finished case, size 9" x 3 1/2" x 8 1/4" high. R. C. A. UX211 Tube can also be used.

PRICE COMPLETE WITH 1 UNITRON TUBE \$30.00

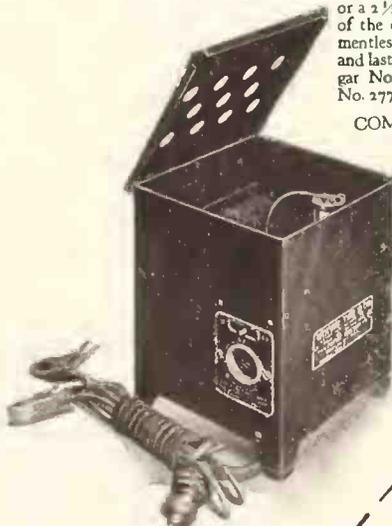


UNITRON CHARGER No. 00

A three-purpose battery charger for—6-volt "A" batteries, 4-volt "A" batteries, or up to 100 volts of wet "B" batteries. Three way switch permits this flexibility. Can be used even while set is working. All charging is accomplished by use of the same charging clips. Overcharging is impossible and current cost is same as used by 90-watt electric lamp. Absolutely noiseless. 6 1/2" x 6 1/2" x 8 1/2" high.

Equipped with the new 2 1/4 ampere Unitron Electrolytic tube and through its use the charger will deliver either a trickle charge of 6-10 of an ampere or a 2 1/2 ampere rate, at the option of the operator. This tube is filamentless, guaranteed for two years and lasts for many more. The Tungar No. 195528 or the Rectigon No. 277681 Bulbs can also be used.

COMPLETE WITH TUBE \$18.00



**Though You Never Before Sent a Coupon
CLIP AND SEND THIS ONE—TODAY!**

Forest Electric Co.
New and Wilsey St.
Newark, New Jersey

Gentlemen:

Mail me at once, details of the Radio Unitron dealer franchise—further information about the various products—and how you personally back up the dealer.

Name.....

Address.....

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

The Trade in PHILADELPHIA and LOCALITY

All Branches of the Quaker City Trade Making Preparations for Fall Drives

Normal Summer Demand for All Lines Enjoyed by Retailers—Spirit of Optimism Manifest in Activities in Anticipation of a Busy Fall—Trade Activities of the Month

PHILADELPHIA, PA., August 9.—While rainy days intermingled with torrid weather have marked the passing month and interfered greatly with the enjoyment of outdoor life and business generally it did not mar the improved Summer trading in the various lines of talking machines and the growing demand for new records.

While the Summer trading is bringing about its normal demand for portables and the lower-priced instruments in seashore, mountain and country resorts the city trade has been responding to the needs of the patrons for the more expensive styles. A few of the stores have been featuring clean-up sales on the used machines and disposing of them to customers in the shore resorts or camps.

With the August days the wholesalers began the campaigns for Fall orders and advance holiday business. Road representatives are now prepared to canvass for the coming Autumn demands in both machines and records and will stress the needs for early buying to provide against possible shortage as was in evidence when belated purchasers poured into the market in the late Fall of last year.

Guarantee Co. Outgrows Quarters

With a business that has expanded beyond the capacity of the present location the Guarantee Talking Machine Supply Co., 109 North Tenth street, has recently removed to larger quarters where a speedier service is available as a result of adequate facilities for the manufacture of its specialties, the Keen Tone and Guarantee portable talking machines and the nationally known Guarantee repair parts and accessories. The two upper floors of the building at 35 North Ninth street have been acquired and the firm now is occupying the premises, expecting to be entirely settled in the new home sometime this month. With the more

adequate facilities of manufacture a twenty-four-hour repair service is to be adopted so that dealers desiring repair parts will be able to have their shipments made within the day of receipt of orders.

With the retirement from the firm of Jacob H. Keen the entire ownership of the Guarantee Co. passed into the hands of his former partner, William H. Posner, who will continue the business with vast improvements in the manufacturing and sales services and expanded production. Mr. Keen has been associated with the company for the past four years.

Prepared for Busy Fall

Mid-Summer sales in the old-style Victor records have been featured throughout the month by the Philadelphia Victor Distributors, Inc., 835 Arch street, and have fairly well cleaned out stocks so that all available space may be devoted to the new Fall supplies. The sales of the old-style records have aided in the disposition of the newer electric recordings. Sales representatives of the company will begin their Fall sales campaign among the dealers in the present month and Vice-President and General Sales Manager Harry A. Ellis is prepared for brisk business.

H. Kooker Back at Desk

H. Kooker, of Kooker & Smith, Quakertown, Pa., who has been confined to his home a sufferer from measles, is back at his desk, fully recovered from the attack and ready to further the preparations for the Fall business in the talking machine department of the music house.

Tie-up With Visiting Artists

With the appearance of Sousa and His Band at Willow Grove Park, in this city, the Philadelphia Victor Distributors through Manager Raymond J. Boldt, of the record department, tied up with the engagement of the famous

director by featuring and exploiting his recordings. Special window display cards were designed in order to boost the sales of the Sousa recordings. Another exploitation tie-up with the dealers was that of the special streamer for the window on "Why Do I Always Remember," by the new artist on the Victor staff, Maurice Gunsky, who has won laurels on the Pacific Coast as a popular song tenor.

Bright Outlook for Brunswick

In co-operation with Brunswick retailers, Philadelphia Branch Manager George A. Lyons has been making the rounds of the trade up-State, conducting sales talks and familiarizing the dealers with the new types of machines that were introduced to the local trade in the past month. The Seville model of the Brunswick line has been stocked ready for distribution and is in extensive demand. Manager Lyons spent the greater portion of the month going among the dealers and working in conjunction with the sales of the new models. There is every indication from the successful launching of the new Brunswick in this territory that it will be as popular as the old styles were when first put on the market and that the repeat orders will be far in excess of the anticipated number. G. H. Nelson has been added to the sales organization and will specialize in records, covering the local territory.

Valley Forge Line Widely Popular

A coast-to-coast distribution now is being enjoyed by the manufacturers of the Valley Forge main springs and repair parts as a result of the tour the past six weeks to the Pacific States, made by Irvin Epstan, of the J. A. Fischer Co., 730 Market street, in the interest of the local manufacturer. While making the six-weeks' tour of the Far West and the Pacific States he negotiated several deals whereby the trade will be able to secure the Valley Forge parts and main springs with speedier service and no delay to customers through long-distance transportation. The most recent addition to the comprehensive lines of parts for the talking machine trade is that of the Val-Phonic reproducer. The Val-Phonics are designed in the new dull finish to correspond to the cabinet construction. From all indications it will repeat the favorable reception given to the other Valley Forge parts and accessories and already has been extensively ordered by the trade.

While the sample of the new V. F. screw holders for the insertion of screws in talking machines was a huge success upon its introduction the new assortment of sizes in these screw holders, just brought out by the Fischer Co., has been given a great reception. Following the experiences with the four-inch V. F. screw holders the firm has added six, eight and ten-inch holders. Its readily adjusted attachment to the screw-head is not only a factor for perfect workmanship but an economy in time saving. A folder is being sent to the trade describing the new product.

Mr. Epstan will spend the month of August touring through the South.

A Follower of "Ike" Walton

For the last few days trade associates of Manager and Buyer Edward Eisenhardt, of the music department of the N. Snellenburg & Co. department store, have been hearing tales of prowess with the reel and hook in the waters just off the coast of Beach Haven, where he spent his vacation days in piscatorial pursuits.

On Tour of Europe

A nine-weeks' tour of Continental Europe began with the sailing of the De Grasse, of the French Line, on August 4 from New York for one of Philadelphia's popular trade associates

(Continued on page 92)

TRILLING & MONTAGUE

And

KOLSTER RADIO

6 and 8 Tubes—Outdoor or Indoor Aerial or Loop

"Suits every condition and satisfies without end."

A man is known by the company he keeps. Likewise, what he is reflects in what he does. To know the men and resources behind Kolster Radio is to be confident that the product possesses unusual merit and will be the means of making profits and friends for Kolster Dealers.

We are proud to be associated with the Kolster line as distributors in Eastern Pennsylvania and Southern New Jersey, and glad to have this increased opportunity of serving our friends and friends-to-be.

You will be in good company by hooking up with

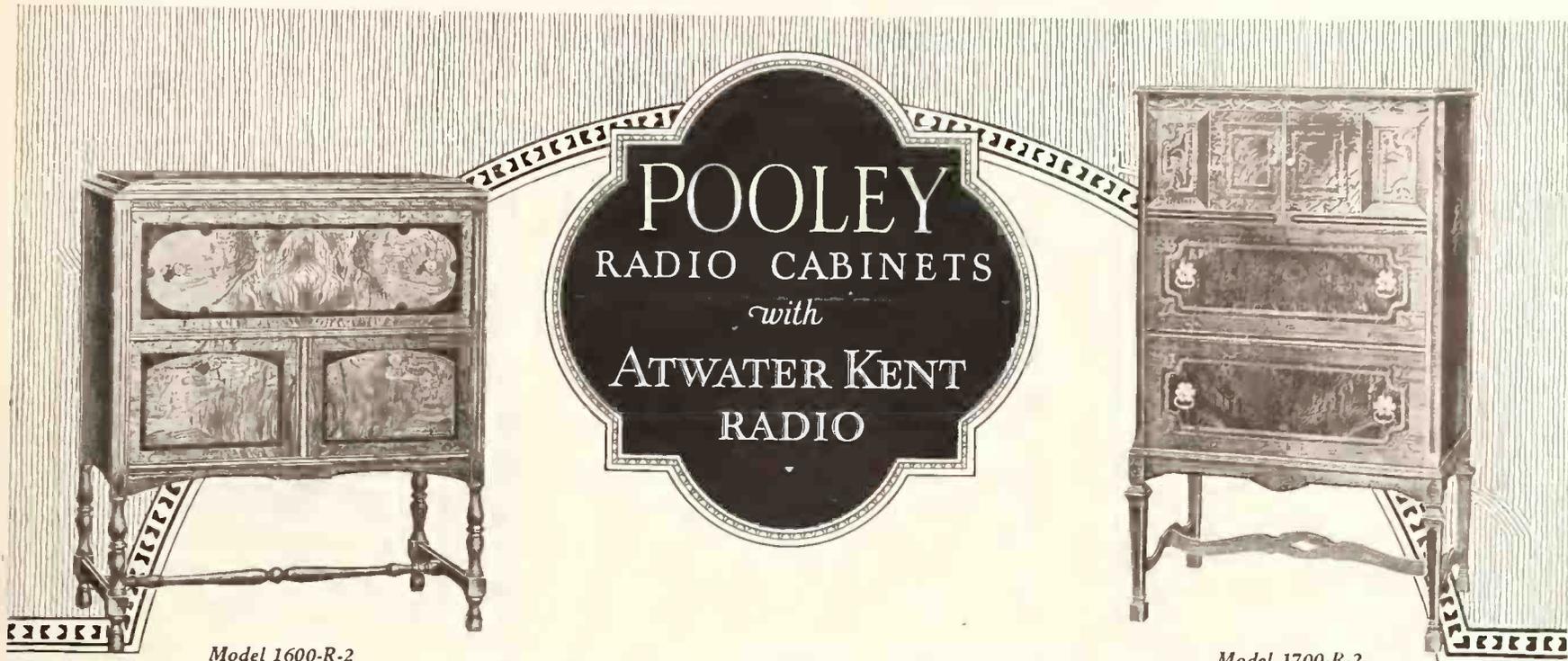
KOLSTER RADIO

And

TRILLING & MONTAGUE

WHOLESALE RADIO MERCHANDISERS

49 North Seventh Street "Grow With Us" Philadelphia, Pa.



Model 1600-R-2

Finished in English Brown Mahogany or American Walnut, with built-in Pooley (patented) Floating Horn and Atwater Kent Receiving Set. Height 41½", width 35½", depth 16¾". Prices complete, without tubes and batteries, \$175 to \$200.

Model 1700-R-2

Finished in English Brown Mahogany or American Walnut, with built-in Pooley (patented) Floating Horn and Atwater Kent Receiving Set. Height 50", width 30", depth 18". Prices complete, without tubes and batteries, \$240. to \$320.

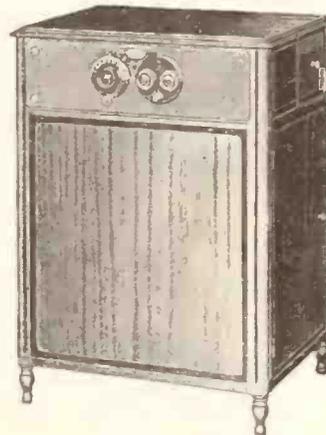
Only in a POOLEY can you get all these advantages

- 1 The built-in Pooley (patented) floating horn, in combination with the celebrated Atwater Kent reproducing unit, produces a volume, clarity and truth of tone surpassing anything radio science has yet developed.
- 2 Pooley beauty of design and finish, which speaks for itself; Pooley construction, which makes a Pooley Cabinet a valuable and permanent piece of fine furniture.
- 3 Atwater Kent Receiving Set, factory-installed by experts, and tested after installation. Tubes and batteries instantly accessible. These points save you and your customers trouble.
- 4 Strong national advertising, telling millions of people the facts of Pooley outstanding quality and the enjoyment of owning a Pooley.
- 5 The Pooley line has an established value in people's minds. Don't risk your future—build sure success on a firm foundation. To see the Pooley models, get in touch with your Pooley distributor.



Model 1900-R-2

Finished in American Walnut, with built-in Pooley (patented) Floating Horn and Atwater Kent Receiving Set. Height 45½", width 24¾", depth 15". Prices complete, without tubes and batteries, \$135 to \$160.



Model 2000-R-2

"Arm Chair" Model. Finished in English Brown Mahogany, with built-in Floating Horn and Atwater Kent Receiving Set. Height 31½", width 22¾", depth 17¾". Prices complete, without tubes and batteries, \$135 to \$160.

Beware of imitations—look for the name "Pooley" before you buy. Prices slightly higher west of the Rockies and in Canada. Canadian Pooley Radio Cabinets are manufactured by Malcolm & Hill, Ltd., Kitchener, Canada.

Pooley Cabinet Speaker Model 2100

Finished in English Brown Mahogany. Built-in Pooley (patented) Floating Horn with Atwater Kent Reproducing Unit. (Without Battery Compartment.) Height 30", width 21¾", depth 14 5-16". Price \$40.

Read what Mr. Kent says:—

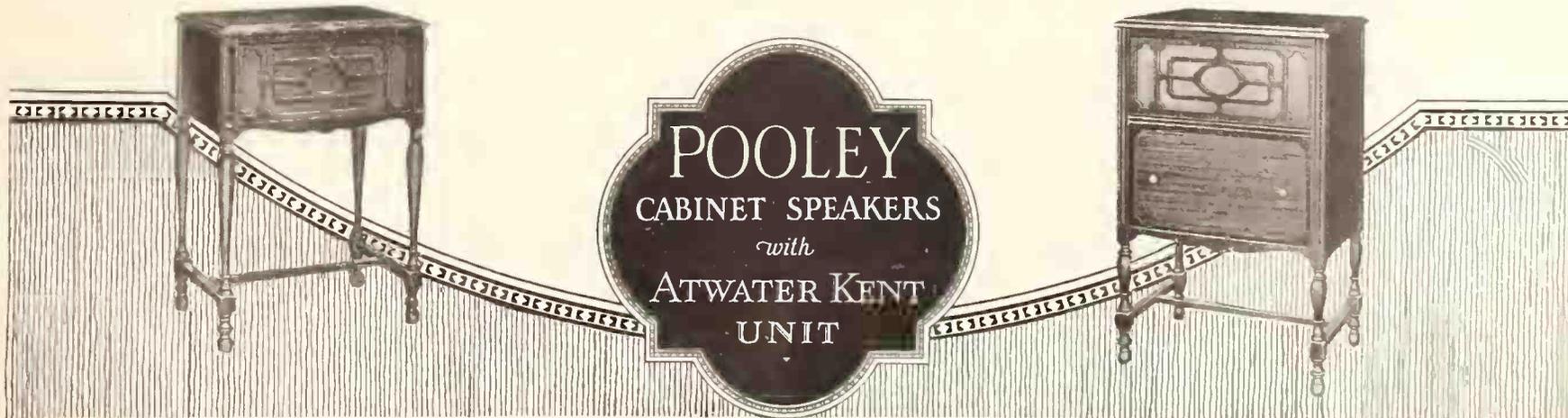
"The Pooley Radio Cabinet is approved for Atwater Kent Radio because of the design and quality of Pooley cabinet work and because of the tone qualities of the Pooley built-in floating horn. Both meet the standards we set and maintain for Atwater Kent Receivers and Speakers."
(Signed) A. ATWATER KENT

THE POOLEY COMPANY 1600 Indiana Avenue Philadelphia, U. S. A.

The new Pooley Cabinet Speakers—for the new demand in radio The need for better sounding, better looking speakers is met in full by the new Pooley Speakers. Golden voiced, with the patented Pooley horn. Handsome little wall tables in design, doubly useful. There's a big sale for them. Both of these speakers will accommodate Atwater Kent Receiving Sets Models 35, 30 and 20 Compact on their tops.

Pooley Cabinet Speaker Model 2200

With Battery Compartment. Finished in English Brown Mahogany. Built-in Pooley (patented) Floating Horn with Atwater Kent Reproducing Unit. Height 35", width 21¾", depth 14 5-16". Price \$50



THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 90)

among the fair sex, Miss Mary Frances Gallagher, daughter of J. P. Gallagher, talking machine dealer, 4226 Lancaster avenue. Miss Gallagher will spend her vacation days traveling through France, Switzerland, Italy and other Continental points.

Distributing Kolster Radio

Trilling & Montague, wholesale radio distributors of this city, have announced the addition to their line of the Kolster radio receiving set, made by Federal-Brandes, Inc. This gives Trilling & Montague a particularly well-rounded line of radio receiving sets, as it is also distributor of the Zenith set, the Grebe Synchrophase and Crosley line. In anticipation of busy times ahead, Trilling & Montague have announced the appointment of three new men in the Philadelphia territory. Arthur Gerbig will cover the northwest; Joseph Cohan the northeast section of the city and Joel Levitt will cover South Philadelphia and West Philadelphia.

Honest Quaker Products Popular

Everybody's Talking Machine Co., Inc., of this city, maker of Honest Quaker main springs and talking machine repair material, reports decided activity in the Honest Quaker line as well as equally good business in the Okeh and Odeon record department. Phil Grabuski, president of the company, who recently returned from a trip which extended as far as the Pacific Coast, left almost immediately for the convention held by James K. Polk, Inc., at High Point, N. C. In spite of the exceedingly hot weather President Grabuski has already succeeded in clearing up most of the many details that awaited his homecoming.

A Busy Wholesaler

The Victor wholesale department of H. A. Weymann & Son, Inc., of this city, has been exceedingly busy during the last month, due to the local clearance of the Black and Blue Label mechanically recorded records. The service department has sent several letters to the dealers



GUARANTEE PORTABLE
RETAILS FOR \$25.00

Furnished in

COBRA GRAIN BLACK
CROCODILE BLACK
CROCODILE BROWN
SPANISH GREEN
AMERICAN GRAY

SPECIFICATIONS:

1. Textene Leather Case.
2. Standard Heineman Motor.
3. Plays Two 10" Records.
4. Standard Taper Tone Arm.
5. Specially Loud Reproducer.
6. Device for Carrying Records.
7. Machine Will Play 12" Records.
8. Patented "Non-Spill" Needle Cup.
9. Size 14½" x 11½" x 7¾".
10. Weighs 13½ lbs.



Costs you \$10.50

GUARANTEE TALKING MACHINE SUPPLY CO.
Note New Address — 35 North 9th St. Philadelphia, Pa.

—Write for our latest Main Spring Chart—

giving helpful suggestions in the selling of the old style records. The window of the Weymann store on Chestnut street gave valuable hints to other dealers in the way of a window trim that would help dispose of a large quantity of the old records. In the Weymann window the records were heaped in a huge pile with an attractive background and the announcement of the special price.

Other helpful letters were sent from the service department upon the subject of merchandising the electrically recorded Victor record and also the importance of rendering proper mechanical service on the new Victor instruments.

R. M. Murray Convalescent

Following a serious accident which confined him to the hospital for several weeks, R. M. (Continued on page 94)

Start Now

The approaching Fall season is full of genuine opportunities for the Victor dealer. It is a Victor year.

Planning out your Fall activities now gives you an advantage. This advantage will be converted into dollars and cents as the year advances.

Philadelphia Victor Distributors, Inc.

835 Arch Street, Philadelphia

65% of all service calls are *wasted* time and money

IN every section of the country there are dealers who are actually losing money on the sale of radio sets. Alarming numbers of them—large and small alike—are just breaking even. Surprisingly few are earning the margin they should.

The high cost of servicing is blamed for this unhealthy condition. Dealers are forced to guarantee service—yet its cost steadily and relentlessly eats up profits.

Careful figures prove that 65% of all service calls are the result of "A" battery failure. To eliminate profit-killing service costs you must eliminate the cause of "A" battery trouble. And that is exactly what Unipower does!

Unipower, radio's first complete "A" power unit, was invented for the man who wants radio enjoyment without trouble. It was to rid him of the inconvenience of dry cell renewal — of battery recharge. No one foresaw that it would also solve an ugly dealer problem.

Double profit for dealers

Unipower is doing just that for hundreds of dealers. By selling it with the complete set they forestall that 65% of service cost. If they don't sell the customer when he gets his set they have a perfect opportunity when he first calls for battery service.

When you've sold Unipower, you've solved two problems. The customer has full, unfaltering "A" power direct from his light socket, at a minimum of expense. You have a double profit—from set and Unipower—that will not suffer from deadly and unnecessary service costs.

There are several booklets and a price list about Unipower which we urge you to read. A postcard with your name and address will bring them without cost or obligation.

THE GOULD STORAGE BATTERY CO., INC.
250 Park Avenue, New York

Unipower

TRADE MARK



For 201A
tubes or
equivalent
AC-6 HA—\$42.50

New refinements to a proven principle—the principle of trickle charge plus the indispensable rapid charge found only in Unipower—are present in this new 6-volt Unipower for large and heavily worked sets. Four trickle rates, operated by a simple dial, enable the user to adjust the power to the exact rate necessary to his individual set and hours of use.

Complicated wiring is eliminated—installation is as simple as that of a storage battery. Automatic switching makes possible a power-operated set under one control—no change is necessary in set wiring.



For 199 tubes
or equivalent
AC-4
\$33.00

Unipower contains a Balkite charging unit of special design. It operates from alternating current 110-125 volt—60 cycle—special models, 25-50 cycle, at slightly higher prices. Patents pending on all models.

R A D I O "A" P O W E R T H A T C A N N O T F A I L

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 92)

Murray, general manager of the Hurley Co., music store, in Bridgeton, N. J., is now on the road to recovery. The accident occurred while he was motoring near the New Jersey town when his car collided with another. It will be several weeks before he is able to leave the Bridgeton Hospital.

In New Retail Post

Having recently severed her connection with the Joseph Heim Co., 3800 North Broad street, Miss A. Lennon is now associated with the Ertelt store recently opened at 5617 North Fifth street, where she will assist in the talking machine and record department.

Moves to Larger Quarters

The music room of the State College, conducted by Carlisle Taylor, has been removed to larger quarters. The music room, formerly on the campus, at State College, Pa., facing Beaver street, has been removed to South Allen street, where the many patrons from the college will continue their patronage of the music department and its supplies of talking machines and records. In the new location larger quarters have been provided and four hearing booths installed.

Launches Drive on New Machines

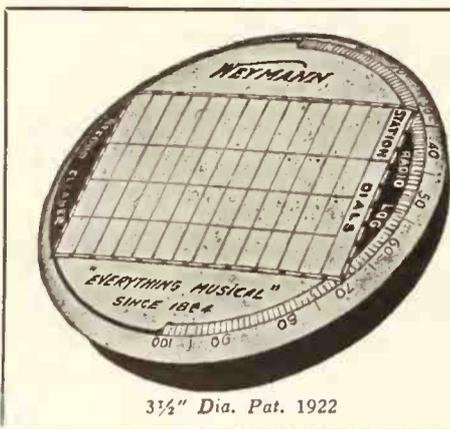
A drive has been made by the sales staff of the Linton Co. for the installation of the Victor Cromwell Electrola in the leading clubrooms and restaurants of the city. Through demonstration concerts at the Elks Club, Northeast Shrine Club and the Boothby Restaurant the Linton Co.'s staff has been able to convince the membership that a Cromwell is an excellent substitute for the Summer orchestra.

Ready for a Busy Fall

In readiness for the Fall activities the Penn Phonograph Co., 913 Arch street, is adding the new sets of the Zenith and Fada radio, for which it is local distributor. The new batteryless set, the Zenith, which may be connected with the house current, will be ready for distribution this month, while the new Fada sets in the six-tube with loop operation and the eight-tube set with loop operation and copper shielding for protection will be ready for trade shipments in September. Manager Earl G. Dare, of the radio department, is looking forward to a brisk Autumn demand for the new sets of the very latest improved radio devices.

Ertelt's Store Remodeled

Ertelt's now has been converted into a very modern talking machine and music emporium.



3 1/2" Dia. Pat. 1922

Mr. Dealer

A few dollars invested now may bring you in hundreds this Fall and Holiday time. Do something the other fellow has not thought of.

Our velvaloid Record Cleaner and Radio Log is new and has three practical uses.

- 1—Radio operators can log local and distant stations.
- 2—Talking Machine Records can be kept free from dirt and dust.
- 3—The retailer can build Good Will and Business with this dignified advertising medium.

Write for sample and we will tell you all about it. Now is the time.

PHILADELPHIA BADGE CO.

Manufacturers

942 Market Street

Philadelphia, U. S. A.

The store, located at 2135 North Front street, following the recent fire in the building next door and which damaged considerable of the side walls of the Ertelt establishment, has been remodeled with the repair to the damaged portions, and greatly enlarged to accommodate the talking machine section. The entire interior has been redecorated.

J. L. DeBreuil on Vacation

John L. DeBreuil, of the Philadelphia headquarters of the Sonora Phonograph Co., who has been vacationing in New Hampshire throughout the mid-Summer days, is to return to his desk the early part of August and will begin campaigning for the Autumn supply of Sonoras to the dealers upon his return.

Growth of Atwater Kent Retailers

Atwater Kent radio in the Philadelphia territory has made great strides during the past year, according to a report from the headquarters of the company in this city. In Philadelphia County there are sixty-three Atwater Kent retailers. In 1925 eleven of this number carried Atwater Kent radio exclusively. This year there are nineteen exclusive dealers out of the sixty-three. Of the remainder twenty-eight carry Atwater Kent radio and only one other well-known line.

Studying European Stores

Arthur Victor, head of the large Buffalo furniture concern bearing his name, is in Europe studying construction and arrangement of furniture and department stores, in anticipation of refining and enhancing the present plans for his new store which shortly will be erected on the present site of the Majestic Theatre. The Vic-

tor store, which carries talking machines and Federal radio sets exclusively in its music department, has occupied its present location for twenty-five years. The new store will be directly opposite the Mohawk street entrance of its present store.

Engagement of Frank Fingruid Is Announced

Secretary of Everybody's Talking Machine Co. Engaged to Wed Miss Fanny Stern—Couple Receive Congratulations of Friends

PHILADELPHIA, Pa., August 2.—Announcement has been made of the engagement of Frank Fingruid and Miss Fanny Stern of this city.



Frank Fingruid

Frank Fingruid is well known in talking machine circles as secretary of Everybody's Talking Machine Co., Inc., of this city, maker of Honest Quaker main springs and talking machine repair materials, and is a brother of Sam Fingruid, treasurer of the same company.

At a recent reception tendered the young couple a host of their friends gathered to express well wishes and Mr. Fingruid's many friends in the talking machine trade are adding their congratulations as the good news is being spread.

N. Y. Columbia Wholesale Dept. Reports Good July

E. E. Guttenberger, manager of the New York wholesale department of the Columbia Phonograph Co., reports that Columbia record sales for the month of July were far in excess of the sales for the same month last year. Harmony records are also selling in brisk fashion and the demand for the new Viva-tonal Columbia phonographs far exceeds the supply of instruments despite the fact that carloads are constantly being received. Portable phonographs continue to sell in a most satisfactory fashion so that all in all the sales volume for the month reached large proportions.



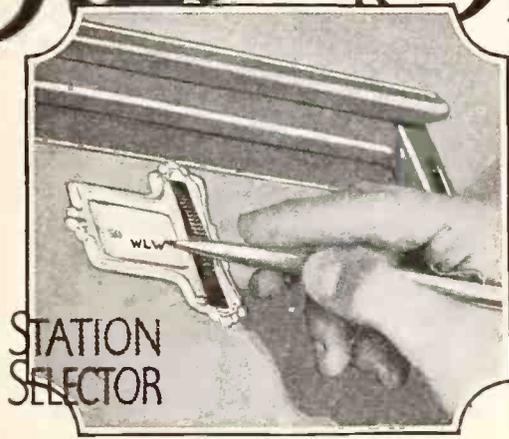
OPPORTUNITY in the Victor business is greater today than ever before.

Victor dealers in our territory should make the most of this opportunity by availing themselves of our service likewise greater today than ever before.

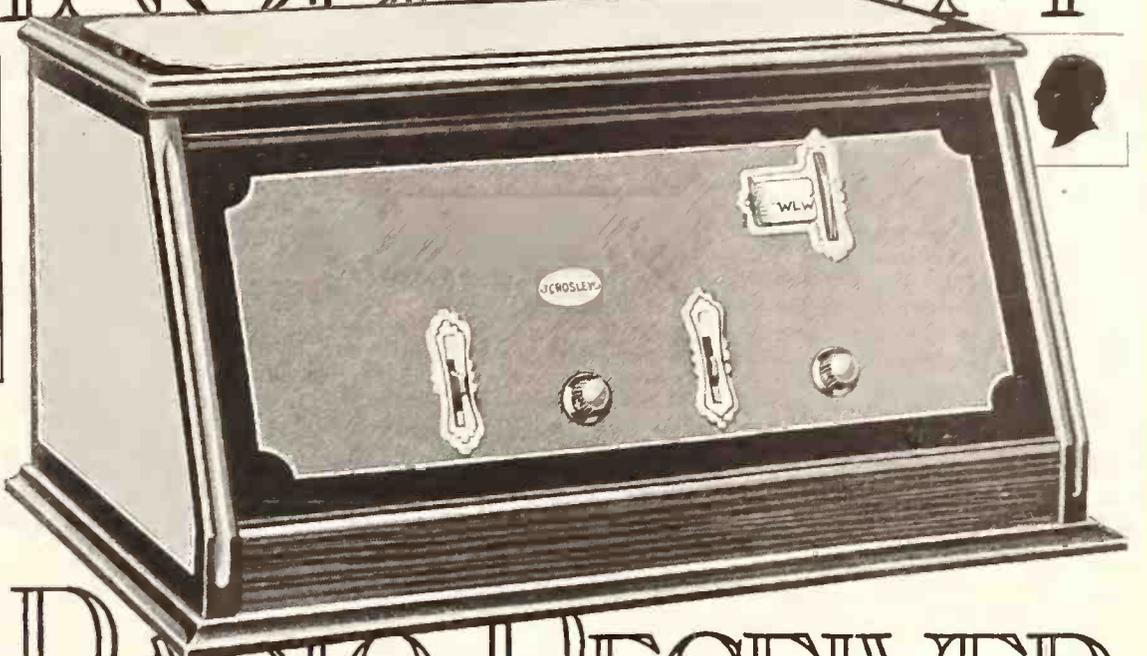
Victor Wholesalers

H.A.WEYMANN & SON, INC.
1108 Chestnut Street - Philadelphia, Pa.

5 tube SINGLE DRUM



STATION SELECTOR

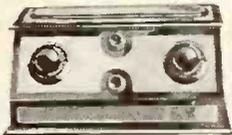


RADIO RECEIVER

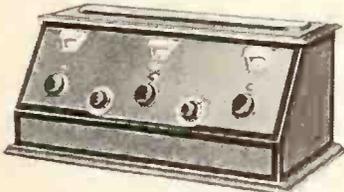
The Crosley 1927 Radio Achievements



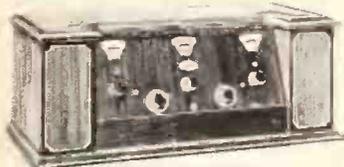
The Crosley 1-Tube "Pup"—\$9.75—A double-circuit set over which laymen have probably heard radio signals the greatest distances.



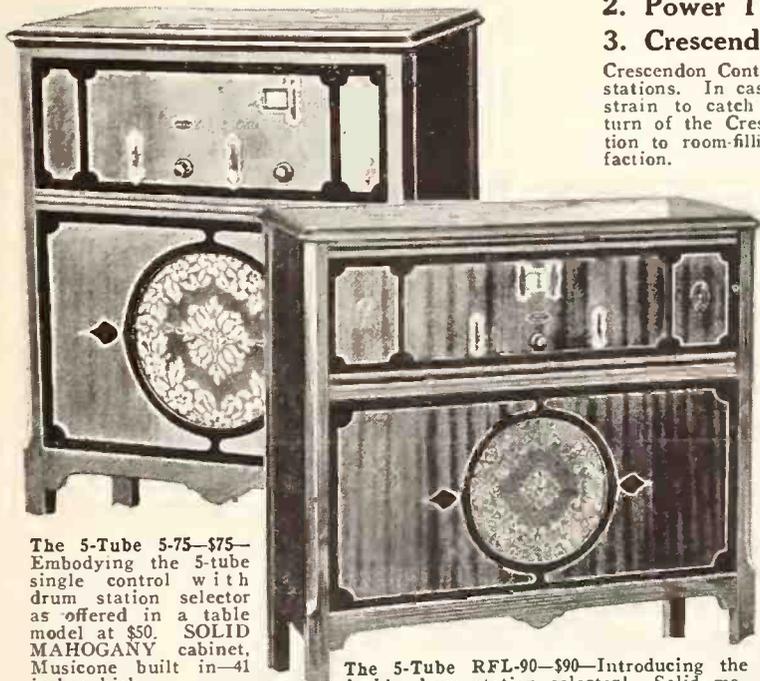
The 4-Tube—4-29—\$29—A 4-tube receiver of amazing efficiency. Already proven its right to a permanent position in the Crosley line. CRESCENDON equipped!



The 5-Tube—5-38—\$38—This 5-tube tuned radio frequency set incorporating the CRESCENDON—a spectacularly popular model.



The 5-Tube RFL-75—\$65—True cascade amplification; non-oscillating, non-radiating, regardless of how it may be mishandled.



The 5-Tube 5-75—\$75—Embodying the 5-tube single control with drum station selector as offered in a table model at \$50. SOLID MAHOGANY cabinet. Musicone built in—41 inches high.

The 5-Tube RFL-90—\$90—Introducing the double drum station selector! Solid mahogany cabinet. Musicone built in—ample room for batteries and all accessories, 41 inches high, 30½ inches wide.

Single Control Selectivity

\$50.

Contrast the surpassing performance of this new type of Crosley Radio with what has hitherto been considered radio perfection.

Crosley mass production reaches its highest peak in giving the world this incomparable value. So magnificent are the radio engineering achievements in this new model that the price is positively astonishing.

The cabinet is solid mahogany, beautifully finished in two-tone and striped in gold. Metal fittings are rose-gold finish.

Six Amazing Features of This Wonder Radio

1. All Metal Shielded Chassis

The metal shielded chassis is divided into three compartments. The units shielded from each other prevent interstage as well as external coupling. This improves stability of circuit and increases selectivity. A most progressive step in advanced radio design. Never offered before in sets of moderate price.

2. Power Tube Adaptability

3. Crescendon Control

Crescendon Control affords unusual volume from distant stations. In cases where on ordinary radios ears must strain to catch the station many leagues away, the turn of the Crescendon on a Crosley swells the reception to room-filling volume. Already giving great satisfaction.

4. Acuminators

(From "Acuminate," meaning "To sharpen")

Heretofore single dial control sacrificed selectivity. By means of these Acuminators, very sharp tuning is accomplished where the reception from local stations spreads broadly over the dial. Under average conditions, when once adjusted, these acuminators do not have to be touched again.

5. Graphic Station Selector

All stations found instantly on this one single control. It revolves smoothly under slight pressure. Stations are written on the drum. Stations from one end of the wave band to the other are easily brought in at all times—IN THE SAME PLACE.

6. Solid Mahogany Cabinet

Prices slightly higher West of the Rockies.

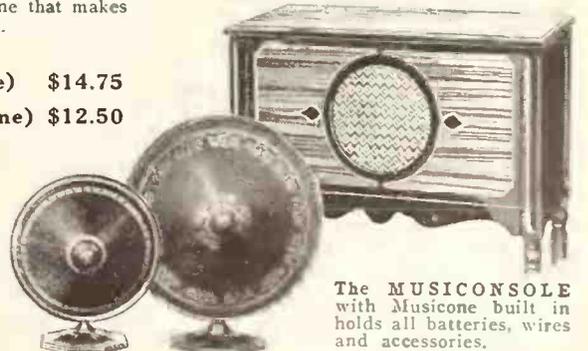
The Musicones

The announcement of the new Super-Musicone is predicated on the success of the Regular (12-inch cone) Crosley Musicone in replacing hundreds of thousands of old type loud speakers. Keep in mind that it's the exclusive Crosley patented, actuating unit and not the cone that makes possible its wonderful performance.

Super Musicone (16-inch Cone) \$14.75
Musicone Regular (12-inch Cone) \$12.50

Crosley Musicones are manufactured under basic patents issued and pending, controlled by Crosley.

Crosley manufactures radio receiving sets which are licensed under Armstrong U. S. Patent No. 1,113,149 or, under patent applications of Radio Frequency Laboratories, Inc., and other patents issued and pending.



The MUSICONSOLE with Musicone built in holds all batteries, wires and accessories.

CROSLEY RADIO

BETTER COSTS LESS

For Dealer Franchise Write Dept. 26, Crosley Radio Corporation, Cincinnati, Ohio

Advertising and Sales Promotion Effort Maintain Sales Volumes in Pittsburgh

Demonstrations of the New Instruments Continue to Interest Prospects—Satisfactory Record Business Continues—Radio Council Organized—Other Trade News of the Month

PITTSBURGH, PA., August 8.—Business conditions in the talking machine trade for the past month have been fair. This condition, it was emphasized, was brought about by the use of judicious advertising methods and the diplomatic approach to prospective patrons.

Demonstrations Interest Prospects

Practically all of the Brunswick and Victor dealers held, despite the warm weather, daily recitals on the Panatrope and the new Orthophonic, with the result that quite a number of persons who, under ordinary conditions, never would have been interested in either of the instruments, heard them and if sales were not made at once, they are in progress.

Brisk Record Business

Record business has been good right along. The popular dance numbers appear to be the leaders in sales and this is due to the large number of portable machines that have been sold for use in camps and other outdoor places.

Plan Pittsburgh Radio Show

Pittsburgh's first annual radio show will be held the week of October 4 in Duquesne Garden, under the auspices of the Pittsburgh Radio Association. Accommodations will be made for 107 booths. The garden will be redecorated and elaborately arranged. It is also announced that the display of radio outfits and accessories, together with talking machines, will be one of the most complete ever shown outside of New York City. James A. Simpson has been retained as managing director of the exhibit.

G. Brown Hill, of the Doubleday-Hill Electric Co., is chairman of the Radio Show. Associated with Mr. Hill on the management committee of the show are Wallace Russell, of the Standard Talking Machine Co.; A. A. Buehn,

of the Esenbe Co.; L. C. LeVoie, of the Franklin Electric Co.; A. E. Hamburg, of Hamburg Bros.; George H. Rewbridge, of the W. F. Frederick Piano Co.; H. B. Parke, of the Parke Radio Co., and C. S. Rankin, of the Westinghouse Union Battery Co.

Organize Radio Council

A radio council of the Pittsburgh Chamber of Commerce has been organized with Mr. Hill as chairman and Mr. Russell, vice-chairman. The object of the new organization is to promote the radio interests of Pittsburgh and vicinity. A luncheon and round-table discussion of the various radio problems will be held at the Chamber of Commerce every Wednesday at 12.15 p. m.

Ideal Phono Parts Co. Busy

Due to largely increased business, the Ideal Phono Parts Co., Inc., has added to its space at the offices, 614-16-18 Fifth avenue, Pittsburgh. Paul Susselman, president, in speaking to The Talking Machine World representative, said: "Our business has shown an increase the past month of 200 per cent and we are more than pleased at the outlook for Fall trade. The demand for the merchandise that we carry has kept up well. Our staff of traveling salesmen, who cover the outside towns in western Pennsylvania and the adjoining territory, have sent in most flattering reports relative to business."

The Ideal Phono Parts Co., Inc., is a Pennsylvania corporation of recent formation and has a large and well-equipped display and stockroom. The Carryola Master and the Carryola Cub portables are distributed while the new Carryola superphonic reproducer is meeting with popular favor. F. E. Schuyler is vice-president of the corporation and H. B. Susselman is the

secretary and treasurer. The offices of the corporation are maintained on a mezzanine floor in the rear of the show and display room.

It was rumored that the corporation is planning to open branch offices in Cleveland and Detroit. When questioned concerning this Mr. Susselman stated that while negotiations were pending the time was too early at present to make any definite statement regarding the plan to extend operations.

In New Home

The Henricks Piano Co., Brunswick dealer, has moved from 909 Liberty avenue to the second floor of 134 Sixth street. Arthur W. Armbruster is the general sales manager.

American Bosch Radio on Exhibit

During the week of July 18 the American Bosch Magneto Corp. held its 1926-27 seasonal exhibit at the Fort Pitt Hotel. The exhibit was under the direction of the O. M. C. Supply Co., of Pittsburgh, distributor of Bosch products. There was a comprehensive display of the Bosch line of radios and accessories. Throngs of persons interested in the radio trade viewed the Bosch exhibit and interviewed the demonstrators in charge of the display.

King Radio on Display

During the week of August 2 a demonstration of the King radio receivers was held at the William Penn Hotel under the auspices of the Keystone Radio Corp., of Pittsburgh. The display was held for the benefit of radio dealers in western Pennsylvania, West Virginia and Ohio. Quite a number attended the display. J. G. Barnes, manager of the Keystone Radio Corp., was in charge.

Bright Outlook for Player-Tone

The outlook for Fall business by the sales department and distributing office of the Player-Tone Talking Machine Co., of Pittsburgh, is regarded as exceptionally bright. The management is keenly alive to the needs of the retail dealers and has in readiness to offer them a new phonograph, the Player-Tone. According to the officials of the company this new invention has made possible the crowning achievement of sound reproduction and is one of the features of the new Saxophonic instrument. The Model 175, consolette grand, and Model 200, The Sonnet, are the popular sellers.

T. Raul Sales Manager of Harold Herbert, Inc.

The friends of Theodore Raul, pioneer radio executive and well known throughout the trade, will be pleased to hear of his appointment as general sales manager of Harold Herbert, Inc., Long Island City, manufacturer of radio receivers. Mr. Raul, who is affectionately known as "Ted" in trade circles, stated to a representative of The World that the Herbert line will be sold only through responsible distributors, who are now being appointed in various territories in the United States and Canada. A new line of receivers is being manufactured in an extensive plant covering 25,000 square feet, equipped with all modern facilities. Details of the line will shortly be announced to the trade, according to Mr. Raul.

New Spartan Disc Speaker

The Spartan disc speaker, equipped with a specially designed semi-balanced armature disc unit, and a diaphragm of impregnated pulp composition, is a new member of the line of radio apparatus manufactured by the Spartan Electric Corp. of New York. It is encased in an attractive cabinet finished in polished walnut. Besides the decorative value of the cabinet, it is claimed that the new speaker produces an acoustical effect that is highly pleasing.

E. A. Duker, who for the past three years has been manager of the Boyer Music Co. in Mishawaka, Ind., has been transferred to the management of the Boyer Music House, Inc., 201 South Main street, South Bend, Ind.

Money in UDELL Radio Cabinets



No. 742
Radio Cabinet
A typical example
of the many splendid
UDELL values.

You can make friends and money by stocking and selling this line now! Also UDELL Player Roll Cabinets and Console Talking Machines. Our complete lines are on permanent display at BOTH the American Furniture Mart (space 1021), Chicago; and the Furniture Exchange (space 314), 206 Lexington Ave., New York. It will pay you well to see them there!



No. 742 Radio Cabinet, shown at left, is a splendid piece of furniture, small and compact, especially adapted to use in apartments or limited space. Ample space for receiving set and batteries. Horn attached to top with metal arm. Attractive grille. Shipped in beautiful antique, high-lighted mahogany. Will take any receiving set with panel up to 7"x23".

Write for Catalog No. 141

The UDELL WORKS, Inc
28th St. at Barnes Ave.,
INDIANAPOLIS, IND.

Maybe—there is a difference

Dear Mr. Dealer:

What should you expect of a Portable Phonograph, in order to sell it without sales resistance. We believe:

VOLUME and DEPTH of TONE—EYE VALUE—MECHANICAL EXCELLENCE—PROFITS.

The new Add-a-tone Soundbox puts the tone in the same class with a small cabinet machine and makes it incomparably superior to ordinary portables.

The inside is lined with leatherette the same as the outside; the record compartment is detachable and the turntable cover matches in color—thus presenting striking eye value.

And which other portable can boast of the SILENT motor, which has an endless worm-gear wind, not the ordinary sprocket wind. PROFITS?—Liberal discounts and rapid turn-over make them a foregone conclusion.

Try a sample and convince yourself!

Sincerely yours,

The Ideal Phono Parts Co., Inc.

FS/AS

P.S. Lowest Retail: "Master"—\$25.00; "Cub"—\$15.00; "Flapper"—\$25.00.

IT'S NOT
"JUST ANOTHER PORTABLE"
BUT —

The CARRYOLA!

— NATIONALLY ADVERTISED —

FACTORY DISTRIBUTORS

The IDEAL PHONO PARTS Co.

MAIN OFFICE: PITTSBURGH, PA., 614-16-18 FIFTH AVE.

Well, Sir, How About It?

Are you rubbing shoulders, in a friendly way, with good, sound profits? Nothing makes a man happier! If that's how it is with you . . . here's to more success! And it's human nature to want more profits.

And Here Is How to Get Them—

Write to us about a licensed Okeh Record Agency! Now, that's easy! And you will learn a lot about MORE PROFITS. . . . Isn't that what we all are after . . . sure it is. Well, let's get together.



VICTORIA SPIVEY sings these slow-moaned Blues:
 8351
 Dirty Woman's Blues
 Long Gone Blues
 8338
 Black Snake Blues
 No More Jelly Bean Blues

Sensational
 Records—
 Each in Its
 Way



Records



ARIZONA DRANES

ARIZONA DRANES, the finest singer of spirituals is introduced on Okeh—

8352
 John Said He Saw a Number
 My Soul Is a Witness for the Lord
 8353
 It's All Right Now
 Sweet Heaven Is My Home



LOUIS ARMSTRONG, the Jazz King—
 8343
 Don't Forget to Mess Around
 I'm Gonna Gitcha
 8357
 Dropping Shucks
 Who'sit

Best Popular Vocal and Dance Records.
 European Orchestrals of Highest Merit.
 Old Time Tunes.
 Race Records by the Greatest Race Artists in America.

Something to Remember!

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

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

LEONARD P. CANTY

Cool Weather Following Wave of Intense Heat Stimulates Business in Middle West

Talking Machine and Record Sales of Encouraging Volume Are Enjoyed by the Trade Throughout the Middle Western Territory—Cautious Buying Features Radio Demand—The News

CHICAGO, ILL., August 7.—Cool weather during the last two weeks of July brought with it an increase in talking machine demand for the dealers in Chicago and Middle Western territory. A heat wave of intensity struck this section during the early part of the month and sales in practically every line of business took a downward slump. However, because of the public interest which has been incited by the new type phonograph and the cashing-in by the dealer on this interest, sales totals for the month are well in advance of those of the preceding year, and, in addition, manufacturers have placed in the retailer's hands such a variety of styles and such a width of price ranges in the new machines that he has many sales advantages not granted to him twelve months ago.

Record sales showed an encouraging increase over those of June, ranging in many cases from 15 to as high as 50 per cent gain. Dealers generally are utilizing records as one of the main profit items in their stock, and, in addition, realize that the continual advertising of discs will bring prospects to the store who will be attracted by other merchandise, be it talking machines, radio receivers and accessories, or musical merchandise.

The Radio Situation

Radio sales figures were not as high during the month of July and the early part of August as might have been expected. The reason usually assigned is that of caution on the part of the buying public, which is ever on the alert for new and improved merchandise which is expected to be on the market this Fall. The situation is not as bad as in 1925, and with manufacturers studying and attempting to eradicate this problem, next year should bring an increase in Summer radio profits for the retailers. Many new products have already been placed on the dealers' counters for consumer inspection and approval, and it is interesting to note the close similarity between several features in the new receivers and reproducers and the improved phonographs. The tone chambers of many of the new sets embody the same idea and general construction of the improved talking machines, an added feature upon which the music dealer may capitalize, since he is thor-

oughly familiar with the various details and selling points of perfected sound reproduction.

The New Garod Set Arouses Enthusiasm

Considerable comment and interest were exhibited by the Chicago retail music and radio trade at an advance showing of the new Garod electric power set at the Webster Hotel late in July by Hudson-Ross, Inc., Chicago, distributors for the Garod Co., Belleville, N. J. Robert Himmel, president of Hudson-Ross, Inc., told The World reporter that it was the first time in his radio experience that so much enthusiasm was displayed at a first demonstration of a new product before a group of case-hardened radio experts who attended the demonstration. Hudson-Ross, Inc., will distribute Garod products in a territory consisting of the northern half of Illinois and northwestern section of Indiana. An active campaign is being prepared at the present time, by means of which the firm will personally service all Garod accounts in that territory. When asked his opinion of radio trade conditions in this territory, Mr. Himmel stated that he was very optimistic regarding the approaching Fall and Winter season.

Tells of Targ & Dinner Co.'s Progress

The August issue of Items of Interest, a monthly periodical published by Targ & Dinner Music Co., wholesalers' and manufacturers' representative, Chicago, recently made its appearance and was aptly devoted to the showing of merchandise which moves fastest during the Summer months. Banjo ukuleles, Cameragraph portable phonographs, ukuleles, and larger size portable phonographs are all illustrated and described in an attractive manner. The firm is also sponsoring an active sales drive on its five-minute course on ukulele, banjo, mandolin, violin and harmonica instruction.

Famous Artists Make Columbia Records

W. C. Fuhri, vice-president and general sales manager; A. Thallmeyer, sales manager, foreign record division, Columbia Phonograph Co.; Arthur Bergh and Frank Walker, of the Columbia recording laboratories, were visitors to the Chicago office of the Columbia Phonograph Co. throughout the month of July. The quartet visited Chicago and the Middle West in the interest of the recording by this galaxy of Colum-

bia talent now entertaining the Chicago public. Paul Ash and His Orchestra, Ted Lewis and His Band, Ruth Etting, Art Kahn and His Orchestra, Ford & Glenn, and Charles Cook and His Dreamland Orchestra, were among the artists who made Columbia records last month during the visit of the Columbia executives. Mr. Bergh and Mr. Thallmeyer, together with A. J. Heath, manager of the Chicago Columbia office, visited the Columbia branch in the Twin Cities during their July visit.

C. S. Tay Returns from Motor Trip

C. S. Tay, president of the Tay Sales Co., Chicago, Sonora distributor, returned to Chicago on July 30 from a three weeks' motor trip throughout the East. Mr. and Mrs. Tay visited the latter's former home at Frederick, Md., and spent a week in New York, where Mr. Tay visited the Sonora executives. The couple motored back through Pennsylvania and upon his return to headquarters Mr. Tay was elated to find a tremendous increase in July sales over those of the preceding month.

The Tay Sales Co. now has its complete staff of five salesmen covering the territory of the State of Illinois, eastern Iowa and northwestern Indiana. George S. Pierson, formerly of the Belden Mfg. Co., was the most recent addition to the staff and he assumed his new duties the last week of July.

R. L. Wickes Convalescing

R. L. Wickes, treasurer of the Fletcher-Wickes Co., Chicago, makers of phonograph tone arms, sound boxes, and radio loud speakers, has been confined to his home through illness for the past four months. His many friends in the trade will be glad to learn that he is now convalescing and is on the road to recovery.

Gulbransen Registering Piano Featured

The Gulbransen registering piano and new small upright piano were recently featured very effectively at Chicago Heights, Ill., by Coppotelli Brothers music store. The merchants of the town held a Pageant of Progress with a number of displays in a big tent. On the opening night the Coppotelli booth was the center of attraction with a musical program featuring the Gulbransen registering piano.

The Gulbransen was featured by Coppotelli Brothers, together with phonographs and radio sets. On Friday night they held a Christening, when everyone had a chance to supply a name and slogan for the new small model upright, for which the Gulbransen Co. is seeking a name.

(Continued on page 100)

KIMBALL PHONOGRAPHS

Summer is a good time to get information about new styles and a most interesting Sales Plan

Write at once for Wholesale Prices and Terms

W. W. KIMBALL CO.

Established 1857

Kimball Hall, 306 S. Wabash Avenue

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 99)

By means of prizes Coppotelli Brothers obtained many coupons filled in with information as to whether or not the contestants had various musical instruments in their homes, thus furnishing leads which will be used in future selling.

Midwest Radio Trades Association Elects

At the regular meeting of the Midwest Radio Trades Association held at the Electric Club, Chicago, on Friday, July 30, the following officers were elected for the coming year: Robt. T. Devlin, president; A. C. Stewart, Diversey Radio Co., secretary; Joseph Lazar, Lazar Music Centre, first vice-president; J. J. Dryfuss, Henry Hyman Co., second vice-president. The board of directors will consist of Arthur S. Alter, Harry Alter & Co.; Leonard Lynn, Lynn Radio Co.; J. Herdan, Herdan Radio Co.; E. W. Rose, Eureka Radio Co.; J. M. Redell, Kurz-Kasch Co.; C. B. Bild, Able Tool & Engineering Co.; Frank Reichmann, The Reichmann Co. The newly elected officers assumed the duties of their various positions on the day of the election.

Arthur S. Alter gave a short address on the trade tour to be sponsored September 20 to October 5 by the Midwest Radio Trades Association and stressed the fact that such a project is not necessarily limited to financial gain to those who participate in the venture. He pointed out that the tour includes many things of an educational nature and will give the manufacturers an opportunity to become better acquainted with the dealers and jobbers in the cities where their products are displayed.

The Midwest Radio Trades Association has endorsed two radio shows this Fall—the Chicago Radio Show, to be held in the Coliseum, and the Radio World's Fair, which is to be staged in Madison Square Garden, New York.

Big Time Planned for Picnic, Sept. 19

The Midwest Radio Trades Association will hold a picnic for its members and their families on September 19, at Klein Grove, Lincoln and Crawford avenues. The picnic will start early in the morning and will last until evening and among its features will be races, contests and sports of all nature. Special events have been arranged for ladies and children and among the prizes will be radio receivers, batteries, tubes and other accessories. The Association has challenged the Radio Manufacturers Association to an indoor baseball game, which is

destined to be the feature of the outing. Chester Ristow is chairman of the committee in charge of all picnic arrangements and will be assisted by A. C. Stewart, newly elected secretary of the organization.

Some Columbia Happenings

Miss Ruth Etting, popular Columbia recording artist, recently completed a very successful two weeks' engagement at the Oriental Theatre. She then opened at the Uptown Theatre, traveled the Balaban & Katz circuit of Chicago moving picture houses, and will return to the Oriental within the next few weeks. The sale of Miss Etting's records has been greatly stimulated by her Chicago appearances, as she features her latest releases, and her appearances are advertised larger than any star appearing at the Oriental Theatre, with the exception of Paul Ash and His Orchestra, also Columbia artists.

The Chicago Evening American has been publishing daily the serial romance, "The Good Bad Girl," and Paul Ash, who wrote the words and music of a song bearing the same name, introduced it at the Oriental Theatre. The Columbia Phonograph Co. has arranged to record this number with Miss Ruth Etting as the artist, accompanied by Paul Ash and His Orchestra.

Donald Lindley, famous concert soloist, recently joined Paul Ash and His Orchestra at the Oriental Theatre and was immediately made a feature of the act. He is an exclusive Columbia artist, formerly associated with Ross Gorman, New York City, and since his appearances in Chicago his records have been enjoying a fine sale.

New All-American Sales Representatives

The All-American Radio Corp., Chicago, manufacturer of All-American receivers and radio parts, recently appointed McDonough Bros., Atlanta, Ga., as its sales representatives in Tennessee, Mississippi, Alabama, Georgia, Florida, South Carolina and North Carolina, effective July 1. The George Hamburger Co., of Denver, Col., was appointed All-American sales representative for Colorado, Wyoming and New Mexico, effective June 15.

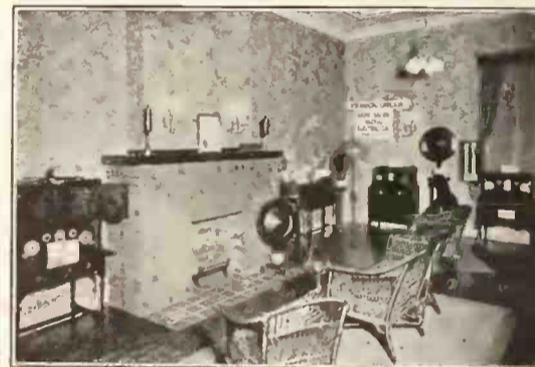
Popularity of Diamond T Radio

B. D. Pratt, sales representative in the eastern and northern sections of Michigan for the Diamond T Radio Mfrs., South Bend, Ind., recently made an interesting survey for the executive offices of his firm and the results as tabulated are shown below. Mr. Pratt, who has

been serving dealers in this territory slightly over a year, called during the month of June on Diamond T retailers that were established last year and who had ordered one sample receiver or more. All of his calls were made in small towns. Out of a total of one hundred and seven calls, one hundred and one dealers were thoroughly satisfied with Diamond T receivers and announced their intention of continuing to handle the line. Six dealers were uncertain or dissatisfied, and of this number several were small institutions just starting in business, who handled no other brand of radio. Such a record is one which Mr. Pratt points to with pride and of which his firm may be justly proud.

Fine Display of Stromberg-Carlson Line

One of the finest examples of co-operation between a dealer and its company is demon-



Stromberg-Carlson in Artistic Display

strated by the radio salon of the Haenig Electric Co., authorized Stromberg-Carlson dealer of Springfield, Ill.

As the accompanying photograph shows, the salon has a homelike atmosphere. It has been laid out so that the Stromberg-Carlson products may be displayed to their best advantage.

The salon contains a decidedly Stromberg-Carlson exhibit. All models of receivers and speakers are so arranged that they may be plugged in and operated when desired. The position of the cone speaker in front of the fireplace demonstrates the advantage of having the speaker separate from the receiver.

Interest in Radio Keen This Summer

Despite the prophecies and statements of the pessimistically inclined consumer interest in radio is not lagging this Summer. To determine the extent of Summer radio reception and the interest in radio programs during the vacation months, an impromptu test was recently made by Charles Garland, broadcasting director of WBBM, Stewart-Warner Air Theatre, Chicago. He made only one announcement during the evening, asking for telephone calls or telegrams from distant listeners. In answer he received seventy-two messages, of which thirty were from long-distance points. California, Louisiana, Florida, New York, Virginia, Alabama, Montana, North Dakota, Kentucky, Indiana, Ohio, Minnesota and Wisconsin all heard the program, without any inconvenience due to atmospheric conditions.

The Stewart-Warner Air Theatre functioned during the recent convention of the Benevolent and Protective Order of Elks, which was held in Chicago, by broadcasting the dedication service of the National Memorial headquarters build-

(Continued on page 102)

ELECTRICAL SUPPLIES — RADIO

Now, as the Fall demand starts, we pledge to give our dealers the last word in Quality, Service and Price.



If you are not on our mailing list write today for our Catalogs.
Harry Alter

The Harry Alter Co.
ELECTRICAL and RADIO SUPPLIES
Ogden at Carroll Ave.
CHICAGO ILL.

What receiver will sell this fall?

**ERLA
and
RFL**
have built a
new set to
meet these
demands

Better tone quality than
any yet known
No squealing
Better selectivity than has
been offered
Easy manipulation
Maximum distance and
volume for a given dollar
More exquisite cabinet
work and the utmost in
technical efficiency



Erla (RFL) Monodic S-5 De Luxe Console
Quartered and matched figured walnut panels. Supreme
excellence in materials and construction. Built-in loud
speaker

REALIZING that the demand this year is for *better* radio reception . . . knowing that your need is for a trouble-proof set, the Electrical Research Laboratories have joined forces with the finest scientific brains in the country to meet that demand.

THE new Erla (RFL) Monodic Receiver is the joint achievement of our own engineers and the world-famous Radio Frequency Laboratories of Boonton, N. J.

Banishes Squeals

The Erla (RFL) employs principles that are new and notably in advance of present standards. These new principles banish completely squealing, "blooping," and distortion. Other manufacturers have attempted this. But have never succeeded save by sacrificing distance and volume. In the new Erla (RFL) there is positive gain in reception, and equally important, an ease and certainty of operation that now puts distance, volume and selectivity at the command of every member of the family!

Four great improvements

Here in detail are the four great improvements

which this master stroke of engineering accomplishes:

1. Squeals and howls completely done away with in tuning, *automatically*. No expert manipulation of knobs needed.
2. Radiation—annoying broadcasting of squeals into neighboring antennae eliminated.
3. Harshness and fuzziness of tone, resulting from regeneration, eradicated, and reproduction of sound made *entirely natural and undistorted*.

4. Stations inaudible with most receivers—except when manipulated by experts—now brought in loud and clear by *anyone*. Vastly improved selectivity.

A fool-proof set

To you the most important feature of this amazing new set is that it is transportation-proof . . . and fool-proof when installed.

It lets you devote your time to *selling* with no worries about the set itself. Send the new Erla (RFL) out in the original package. It will be found O. K.

In exquisite cabinets

The new Erla (RFL) Monodic Receiver is put up in the most artistic cabinets in Erla's history. These cabinets make the new Erla, in eye value as well as per-

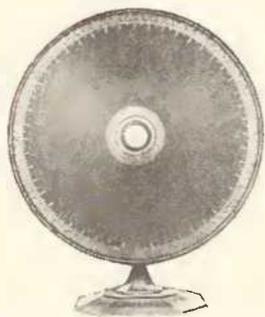
formance value, the outstanding profit opportunity on the market today.

Prices are materially under comparable competitive receivers. Our famous one-profit system of manufacture makes possible these extremely low retail prices, yet allows distributor and dealer adequate margins.

Send today for the full story

Don't sign up for any radio line, no matter how attractive the offer may seem, until you receive the new Erla (RFL) proposition. Send your name at once for complete information. Be in line for a franchise provided your territory is open. Just write your name and address on coupon, clip and mail.

Other profit-makers to equip the ERLA and RFL



Omnitonic Cone Speaker
Universal in range and pitch. Brings out both low and high notes with absolute fidelity of tone. To list at \$17.50.

"Big Ten" "B" Unit



A positively *hum-free* "B" unit with a big safety factor. Will handle 10 tubes with perfect results. To retail at \$45.00.

"Triple-Life" Tubes

Last fully three times as long as present style tubes. Also greater uniformity. Minimum of 3,000 hours' service at rated voltage. To sell at usual prices.



ERLA

ELECTRICAL RESEARCH LABORATORIES, CHICAGO

Electrical Research Laboratories, Dept. K-53,
2500 Cottage Grove Ave., Chicago.

Send me full information on your dealer proposition as advertised.

.....
.....
.....

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 100)

ing on July 14. The building was erected by the organization in commemoration of thousands of its members who died in the war. One of the features which marked the service was a song recital by Marjorie Maxwell, noted star of the Chicago Civic Opera Co. and Ravinia Opera Co. In addition to Miss Maxwell, John K. Tener, former Governor of Pennsylvania, and a number of men prominent in Elkdom took part in the ceremony.

Klapka & Holicky Progress

Klapka & Holicky, music dealers at 3905 West Twenty-sixth street, recently made extensive improvements in their establishment. Several of the booths were torn out in order to enlarge the piano display and to exhibit their products to better advantage. Klapka & Holicky handle the Gulbransen piano, Columbia phonographs, Fada, Atwater Kent, Crosley and Garod radio receiving sets. J. F. Holicky, together with his brother, Joseph Holicky, conduct the business.

R. H. Woodford Returns From Extensive Trip

R. H. Woodford, sales manager of the radio division, Stewart-Warner Speedometer Corp., Chicago, returned a few weeks ago from an extensive trip throughout the northeastern section of the United States and Canada. After spending a few days at the Chicago headquarters of the firm, he departed during the second week in August for Winnipeg and Vancouver, returning to the Stewart-Warner offices about the middle of August.

Harry C. Kruse Visits Canada

Harry C. Kruse, manager of the dealer service department, Brunswick-Balke-Collender Co., departed on July 30 for Toronto, Canada, where he spent his vacation.

Oro-Tone Co. Introduces New Tone Arm

A new brass tone arm of air-tight construction, in the popular curved style, is being introduced at the present time by the Oro-Tone Co., Chicago, maker of the Oro-Phone reproducer and other phonograph equipment. The arm, which is known as Model C-1, has an entire length of 16 inches and measures 9½ inches from the center of the base to the needle point. One of the features of the arm is its new style base, which swings on two rows of ball bearings, and the tone arm proper extends into the throat of the tone chamber. It is of durable construction throughout, preventing loose joints, and the base and throwback are extremely rigid, yet operate freely.

Samples of the Model C-1 arm will be ready shortly after the middle of August, according to Leigh Hunt, treasurer and general manager of the firm.

A. J. Kendrick Attended Seattle Convention

A. J. Kendrick, general sales manager of the phonograph division, Brunswick-Balke-Collender Co., left the Chicago headquarters of his firm the middle of July to attend the Western Music Trades Convention at Seattle on July 27, 28, 29, where he delivered an address at one of the meetings. On his way to the coast he visited the Brunswick branches in Minneapolis, Seattle and Portland, and before returning to the Chicago office late in August he intends to stop at branch offices in San Francisco, Los Angeles, Salt Lake City, Denver and Omaha.

New Distributors for Howard Radio Co.

The Howard Radio Co., Chicago, manufacturer of Howard neodyne receiving sets, recently appointed the Commonwealth Edison Co. to act as its exclusive distributor in the city of Chicago. In making this appointment the Howard executives stated that they were attempting to serve the best interests of Howard dealers in Chicago by centralizing their distribution in such a way that both sales and service can be handled by one department, assuring close co-operation with the trade.

At the same time, the North Ward Radio Co., Newark, N. J., was appointed distributor of the entire State of New Jersey, and Herbert Fink, president of the North Ward Radio Co., is enthusiastic regarding possibilities for Howard sales in his territory.

The Howard line for the 1926-27 season will consist of a five-tube neodyne, six-tube neodyne and seven-tube shielded neodyne, the latter operating from a loop. In addition to the above models, a console will be introduced at a later date embodying the shielded instrument.

Mid-West Radio Trades Ass'n Arrange Tour

A fifteen-day tour, which will give radio manufacturers an opportunity to display their products in leading trade centers throughout the Middle West, has been arranged by the Midwest Radio Trades Association. The exhibitors will leave Chicago on September 20 and return on October 5, the itinerary calling for stops in the following cities: Joliet, Peoria, Rock Island, Des Moines, Mason City, Cedar Rapids, Waterloo, Dubuque, Freeport, Rockford, Beloit, Janesville and Kenosha.



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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

The tour will be made in a special train consisting of four sleeping cars, three baggage cars, one diner and one club car, and the total expense to each exhibitor, exclusive of meals, amounts to \$240. Before arriving in the various cities bill posters and regular newspaper advertising and publicity will announce to the public the coming exhibition, and in some cases the displays will be maintained in the train instead of a hall or auditorium in the town. From 10 a. m. to 2 p. m. each day the exhibition will be open to dealers and jobbers and at 2 p. m. the doors will be thrown open to the general public.

The executives of the Midwest Radio Trades Association point out that the tour will not only be of financial value to the exhibitors, but will give them an opportunity to become better acquainted with the jobbers and dealers and to acquire a fuller appreciation of radio merchandising problems in cities of that size. A number of manufacturers have already signified their intention to maintain displays in the trade tour and the September issue of The World will carry a list of those who will participate.

Vesta Non-Microphonic Radio Tube

The Vesta Battery Corp., Chicago, a firm long prominent in the automotive field, recently introduced to the trade the Vesta non-microphonic radio tube, one of several radio products manufactured by the firm. In making the initial announcement the executives of the firm stated that the non-microphonic tube is an answer to the plea of radio set owners for a tube of stanch construction which will produce the pure tones of the broadcast. The cutaway view of the Vesta tube shows a bridge-like construction which holds all of the parts of the element-unit in alignment. Jars and jolts in handling tubes sometimes bend the element-unit out of alignment with the sensitive filament wire that runs up through it, thereby disturbing the relative position of the filament, grid and plate. A spark plug in an automobile might be taken as an example, for there must be a gap of a certain distance in order that the spark be perfect. With this new type of construction the greater part of the possibility of injury in shipping, in opening and handling by the dealer, and in carrying and placing in the set by the owner, is said to be eliminated. The Vesta non-microphonic X-201-A tube retails at \$2.00, and X-199 tube lists at \$2.25.



Vesta Tube

L. M. E. Clausing With Stewart-Warner

Leroy M. E. Clausing, a former member of the U. S. Naval Radio Research Laboratory of the Bureau of Standards, Washington, D. C., was recently appointed chief engineer of station WBBM, the Stewart-Warner Air Theatre, owned and operated by the Stewart-Warner Speedometer Corp., Chicago, manufacturers of radio receiving apparatus. Mr. Clausing was formerly chief engineer of WEBH, where he installed the transmitting station, and he also spent several years at the Great Lakes Naval Radio Laboratory and at the trans-Atlantic re-

(Continued on page 104)

Repair Parts

For All and Every Motor That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micras, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

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Consolidated Talking Machine Co.

Manufacturers of

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Standard Talking Machine Co.
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High Grade Talking Machines, Disc Records,
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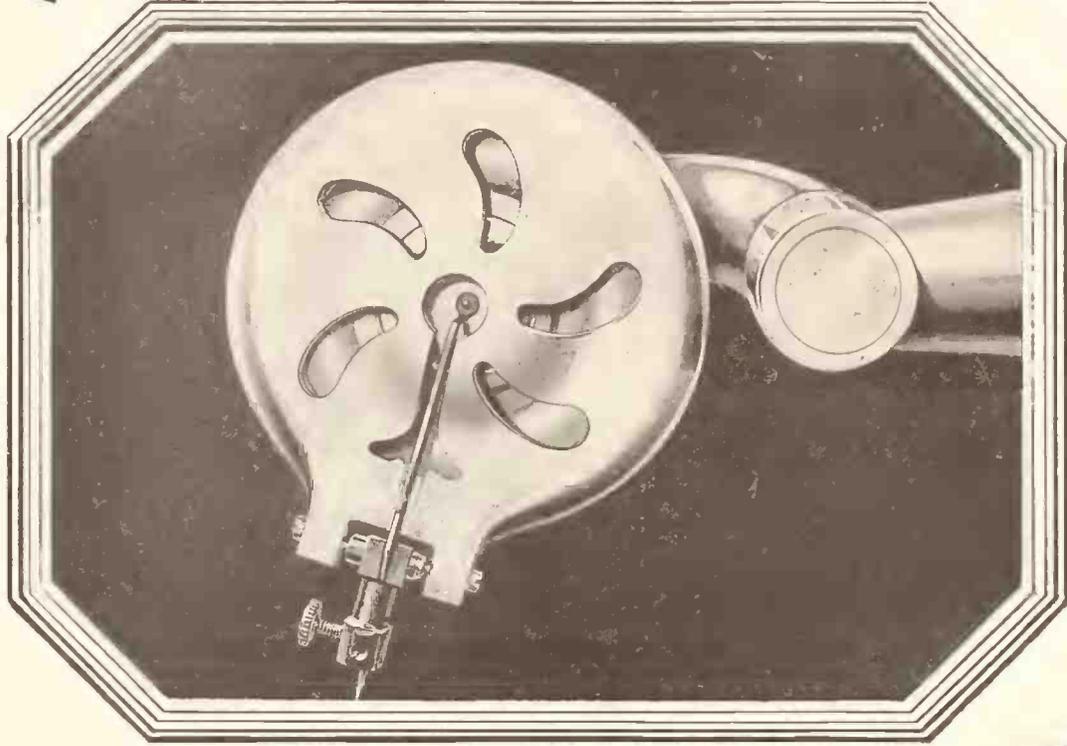
1121 Nicollet Ave., Minneapolis, Minn.



TRADE MARK
"CONSOLA"

CABLE ADDRESS
"CONSOLA"

First



and Permanent

—for Manufacturers, Jobbers and Dealers

OUT of the maelstrom of unsupported claims Oro-Phone stands supreme as the first reproducer with a super-sensitive diaphragm and balanced stylus control applicable to all phonographs.

This priority, acknowledged and evidenced by the U. S. Patent Office, should be the deciding factor for all jobbers and dealers in the selection of a reproducer of this type.

Oro-Phone was first—and is permanent!

First to bring that "new tone" and wide range of tone values to all phonographs

Permanent as a selling proposition for all jobbers and dealers, opening up to them an avenue of sales which heretofore did not exist.

Sensible manufacturers, jobbers and dealers are never misled by circus ballyhoo methods and cries of "Wolf"! Merit always reaps its reward. Stock and sell the Oro-Phone—the first super-sensitive reproducer—the one "NEW TONE" reproducer with years of experiment and development back of it—the one new type reproducer with tangibly permanent sales value—backed by a sterling parent organization whose slogan always has been and always will be "quality first."

THE ORO-TONE COMPANY

Dept. A., 1010 George Street
Chicago, Illinois

ORO-PHONE

Oro-Tone

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 102)

ceiving station at Belmar, N. J. Mr. Clausen is installing at WBBM a new transmitter of the latest design, using six water-cooled tubes. The station is increasing its power from 1,500 watts to 10,000 watts to improve the quality of its broadcasting, but at the same time not materially increasing its volume. It is said that the new power of the station will not create any extra disturbance in the ether since it is planned to modulate the augmented volume of sound.

Finds Great Activity in Twin Cities

A. J. Heath, manager of the Chicago office of the Columbia Phonograph Co., during a recent visit to Minneapolis and St. Paul found most of the dealers in the Twin Cities enthusiastic over the new Columbia Viva-tonal instruments. "When I consider the splendid accounts now handling the line in the Twin Cities," said Mr. Heath, "I feel assured that Columbia will do a very substantial business in Minneapolis and St. Paul during the Fall and Winter months."

Mr. Heath recently announced that W. L. Sprague, for many years manager of the Minneapolis Columbia office, has re-entered the employ of the Columbia Co. as a special sales representative in the Chicago and Minneapolis district. Mr. Sprague will act as a special traveling assistant to Mr. Heath and will maintain headquarters in Chicago and Minneapolis.

Producers Mfg. Co. Incorporates

The Producers Mfg. Co., of 80 East Jackson boulevard, Chicago, has been incorporated with a capital stock of \$15,000 for the purpose of manufacturing and dealing in phonographs, parts thereof, attachments and records, as well as musical instruments of all kinds. The incorporators are Isaiah Allison, Frank C. Hasse and Charles B. Moore.

Visitors to Gulbransen Plant

Among the recent visitors to the Gulbransen Co. factory were E. J. Henderson, of the W. T. Brown Piano Co., Jacksonville, Ill., and Mr. and Mrs. W. A. Holmes, of Sheboygan, Wis. Mr. Holmes, who is sales manager of the Buchheim Music Co. of that city, stated the demand for Gulbransen instruments is so good in Sheboygan that he motored to the Gulbransen factory, accompanied by a truck which picked up Gulbransen instruments that were on rush order.

Another dealer who visited the Gulbransen offices was I. G. Benedict, of E. L. Benedict & Sons, of Clarinda, Ia., who was accompanied by Mrs. Benedict. This firm also maintains stores at Shenandoah and Red Oak, Ia., and has been

attaining favorable publicity in its territory recently through intelligent use of radio.

A visitor from the South was Mrs. J. T. Sullivan, who is employed by the El Paso Piano Co., El Paso, Tex. Mrs. Sullivan spent only a few days in Chicago, returning directly home.

E. A. Fearn on Trip

E. A. Fearn, president of the Consolidated Talking Machine Co., Chicago, manufacturer of Swanson portable phonographs and Okeh record distributors, left on July 26 for a two weeks' trip, during which he visited the Consolidated branch offices at Minneapolis and Detroit. He spent a week at each branch and returned to Chicago August 9.

Interesting Chat With George A. Pearson

The prediction of a prominent radio authority that leading receiver manufacturers would come in time to purchase principal parts entering into their product instead of building them themselves has caused a number of leading set makers to air their views on the subject. The problem has been the subject of earnest thought and debate among radio manufacturers, and George A. Pearson, president of the Electrical Research Laboratories, Chicago, takes a diametrically opposite standpoint to that given above.

"It has been the history of dominant manufacturing enterprises," said Mr. Pearson, "that the economies resulting from manufacture of essential parts within their own plants has been an outstanding factor in their success, and to this the radio industry will prove no exception.

"In the automobile industry a situation quite analogous to that now obtaining in radio existed not so many years ago. There were two camps of automobile builders, manufacturers and assemblers. The assemblers strove valiantly to justify their plan and method of operation, employing the selfsame arguments that are so eloquently marshaled in radio to-day, i. e., the alleged greater skill and experience of the parts specialist, and the savings arising out of his concentration upon a particular line. One manufacturer went even so far as to advertise a standardized car, manufactured entirely out of proved parts with an independent national reputation. A roll call of automobile manufacturers of to-day reveals with startling clarity which of the two camps held the fundamentally sound point of view. Ford, Dodge, Studebaker, Buick, Nash, Cadillac, Packard, Hudson, Hupmobile, these and others that have survived the struggle

for supremacy are without exception truly manufacturers and not assemblers."

"Manufacturers not only effect vital economies in their product, enabling them to give better value for a given dollar, but they also exercise a control over the quality of that product that is equally important in gaining leadership.

"Then, too," continued Mr. Pearson, "no finished article that is to be truly efficient, and that is to represent at all times the highest engineering advancement, can be built up of miscellaneous, existing parts assemblies. Such a product must be engineered from the ground up, each part being subservient to the whole, and, nine times out of ten, of special design and manufacture for the purpose involved. Only manufacturers who contain within themselves facilities for building the essential units that they employ are capable of keeping every part of their product geared efficiently into the complete assembly, so that every piece contributes its maximum to the performance of the finished article.

"Consequently, irrespective of the course pursued by other manufacturers, it is certain that the Electrical Research Laboratories will continue its long-established policy of manufacturing under its own roof a great majority of the parts that go to make the completed 'Erla' receiver. With every part designed for a specific purpose in the particular assembly in which it is employed, and with but one profit figured into cost, we expect to continue to deserve the popular favor that is now so generously accorded our products on the basis of value and performance."

The "United Radio Furniture" Line

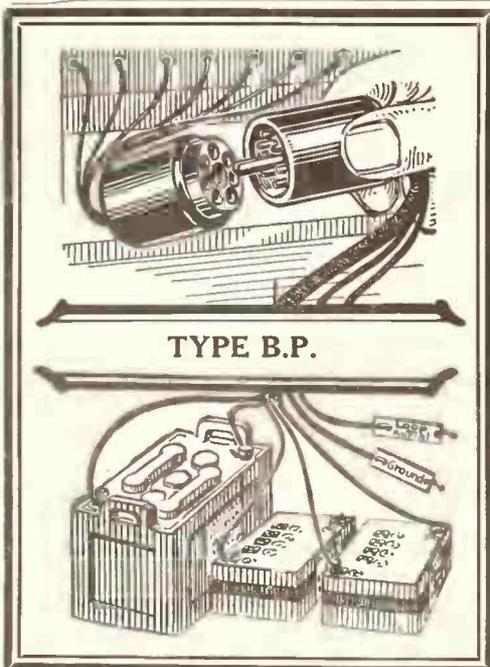
W. C. Perkins, president of United Cabinet Mfrs. Corp., Chicago, returned early in August from a flying trip to New York City, where he gave to the trade advance information on the new "United Radio Furniture" line of radio cabinets. Twenty different models of consoles, ranging in price from \$27.50 up, will be included in the line this year, with a number of styles of radio tables, some of them especially adapted for Atwater Kent, RCA and other prominent makes of receivers. The radio tables will range in price from \$18.50 upward. The September issue of *The Talking Machine World* will carry a complete detailed description of the "United Radio Furniture" line of cabinets.

New Jewell Product

Another new product is being introduced at the present time by the Jewell Electrical Instrument Co., Chicago, manufacturer of testing equipment for radio receivers and accessories, in the form of a direct reading B-eliminator tester, known as No. 120. Practically all B-eliminators have a relatively high internal resistance and do not deliver the same voltage with different values of current draw. The Jewell B-eliminator tester has an adjustable load, which enables it to test the voltage of any B-eliminator under the proper load conditions so that its true voltage may be read. It contains a high-grade voltmeter and a very sensitive milliammeter so connected that when a B-eliminator is under test the milliammeter reads the total current and the voltmeter records the voltage available at the terminals under those conditions. The new product is extremely useful in checking and adjusting B-eliminators.

To use the set, one of the positive terminals and the negative terminal are connected to the terminals of the test set. The knob is adjusted until the load in milliamperes as indicated on the milliammeter is that which will be drawn by the set on which the B-eliminator will be used. The voltmeter will then indicate the actual voltage of the B-eliminator under these conditions.

The eliminator may be used to indicate the total draw of a radio set by connecting the binding posts of this testing device in series with the negative "B" line and turning the load-knob all the way in. The milliammeter will then indicate the total current and the voltmeter readings may be disregarded.



TYPE B.P.

TYPE W.B.

Adaptable to Any Set

Illustrated are two types of Jones MULTI-PLUGS ready for use on any radio set. The W.B. type brings to radio something brand new—the radio wall plug—which means the radio fan can connect his set through a wall plug and have the unsightly batteries either in the basement, closet or an adjoining room.

Write today for full information regarding the Jones MULTI-PLUG proposition

Jones
MULTI-PLUG
THE STANDARD SET CONNECTOR

HOWARD B. JONES

618 S. Canal St.

Chicago, Ill.

Announcing Perlesz

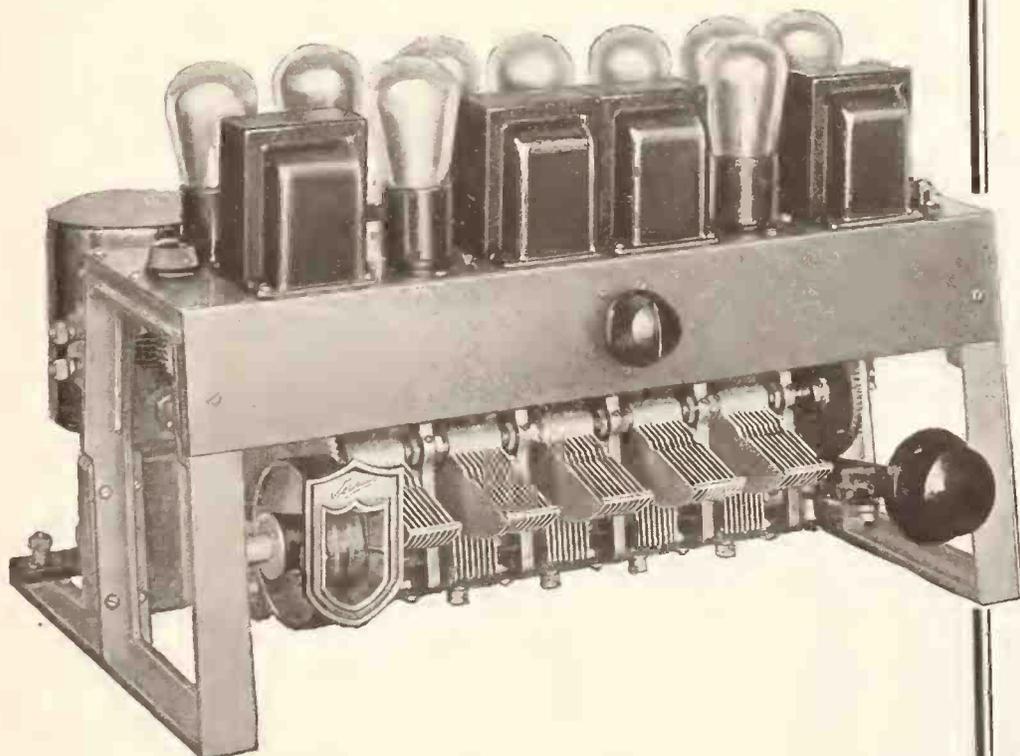
TRADE MARK
REG. U.S. PAT. OFF.

An Engineering Achievement in Radio

Here is the radio your customers have been demanding. Here, in the Perlesz, are all the requisites of the *perfect* receiver—remarkable distance range—hair-line selectivity—tuning ease—stability—volume—true tone—fine appearance. In the Perlesz, *promises* to which you have been accustomed become *facts* through actual performance.

A Complete Line

Perlesz receivers are offered in seven, eight, and nine tube models, in a variety of cabinet styles, for table and semi and full console designs. The prices range from \$275 to \$1000. Production is established. We have an attractive proposition for distributors and dealers. Write us *today*.



One-Dial Control

Only one dial is needed to operate the gang-mounted condensers in the Perlesz. These perfectly-matched, straight-line-frequency condensers space the stations evenly over the speedometer-type dial and cover the entire broadcast wave-band. Both rotor and stator plates of the condensers are die-cast for permanent alignment and all Perlesz condensers are guaranteed accurate within one micromicrofarad all over the scale—only attained with die-cast, precision condensers.



All-Metal Construction

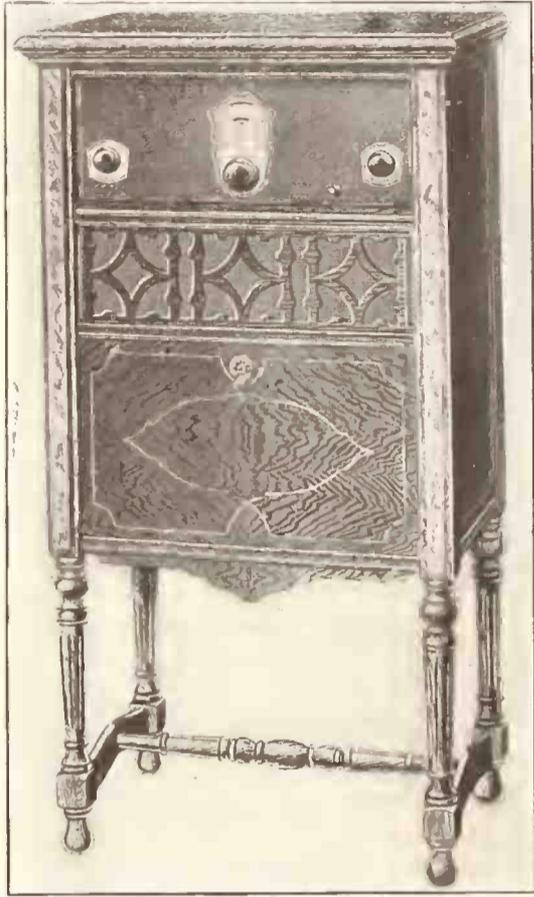
Mechanical perfection has been attained in the Perlesz receivers by the use of an all-metal chassis which is an original and exclusive Perlesz feature. This insures absolute rigidity and perfect stability of the working parts. It provides a firm, non-warping foundation for the various units and prevents dielectric losses, including stray magnetic fields. This insures extreme accuracy in tuning.

PERLESZ RADIO MANUFACTURING CORP.
560 West Congress Street, Chicago

Eight New Radio Models Are Announced by the Stewart-Warner Speedometer Corp.

One Reproducer, Three Console and Four Table Model Radio Receiving Sets Complete the Matched Unit Radio Line Manufactured by This Nationally Known Organization

Eight new models, including one reproducer, three console and four table model receivers, have just been introduced to complete the



Stewart-Warner Model 355

Matched-Unit radio line manufactured by the Stewart-Warner Speedometer Corp., Chicago. These models are to be placed in the hands of Stewart-Warner distributors and dealers early this Fall, and they will be shown at the principal radio shows throughout the country, including the Radio World's Fair, Madison Square Garden, New York City, September 13, and the Chicago Radio Show which will take place at the Coliseum, October 10 to 17. The seven radio receivers and the reproducer comprising the additions to the Stewart-Warner line are known respectively as models 345, 350, 355, 360, 365, 370, 375 and 415.

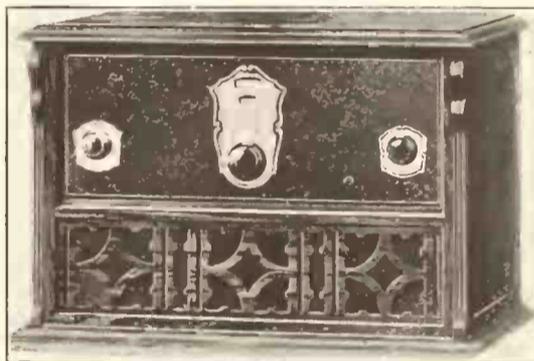
Models 345, 350, 355 and 360 are equipped with one-dial control and six tubes, comprising three stages of non-oscillating radio frequency amplification. Models 365, 375 and 370 are equipped with a two-dial tuning control and five-tubes,

comprising two stages of radio frequency amplification. All the latest improvements in radio design, such as new and improved sockets, cushion supports, a spring suspension socket for the detector tube, noiseless volume control, and elimination of jacks, have been included in the new Stewart-Warner models.

L. E. Parker, Stewart-Warner chief radio engineer and a vice-president of the Radio Manufacturers' Association, personally conducted laboratory tests on each model, and the tests indicated that they have an exceptionally beautiful tone quality, selectivity, and are capable of securing distance reception.

Model 365 is a five-tube table set with two-dial control, small in size, and its bronze-finished metal panel and sides harmonize with the walnut top and base. The five-tube circuit is registered under the Navy patents. Model 365 lists for \$65—west of the Rockies, \$67.50.

Model 375, also a five-tube two-dial control receiver, is an ideal set for those desiring a console model that requires very little floor space. This model also embodies the five-tube circuit registered under the Navy patents and includes a built-in reproducer and ample storage space for all batteries and battery charger. The



Stewart-Warner Model 350

cabinet work is of best quality walnut. Model 375, which stands forty-five and a half inches high, retails for \$175.00—west of the Rockies, \$182.50.

Another table type receiver somewhat larger in size than model 365 is included and is known as model 370. The top, base and sides of this five-tube, two-dial control set are finished in walnut to harmonize with the bronze-finished metal panel. It embodies the same type of circuit as is found in models 365 and 375, and lists for \$75.00—west of the Rockies, \$77.50.

Model 345, a six-tube, one-dial control receiver,

is the smallest of the additions to the Stewart-Warner Matched-Unit radio line. Its compact construction lends itself to any setting in the home and its cabinet is of solid walnut with the top and sides paneled to relieve the simplicity of design. A high-grade vernier arrangement assures ease of tuning and the "B" battery consumption on this model, as well as on the other

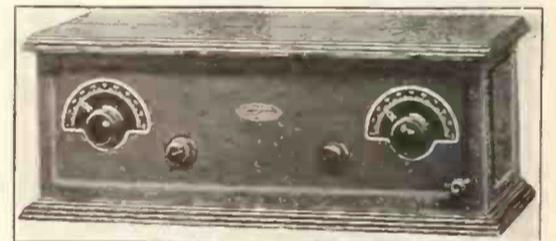


Reproducer, Model 415

models, compares very favorably with that on any five-tube set. Model 345 retails at \$80.00—west of the Rockies, \$82.50.

Model 350, a six-tube, one-dial receiver, is similar in mechanical construction to model 345, except that it embodies a built-in reproducer and uses the same actuating mechanism found in the new model 415 reproducer. The cabinet work of selected walnut, designed by a leading furniture authority, makes this receiver one which should be greatly desired by the housewife. The set will list at \$110.00—west of the Rockies, \$115.00.

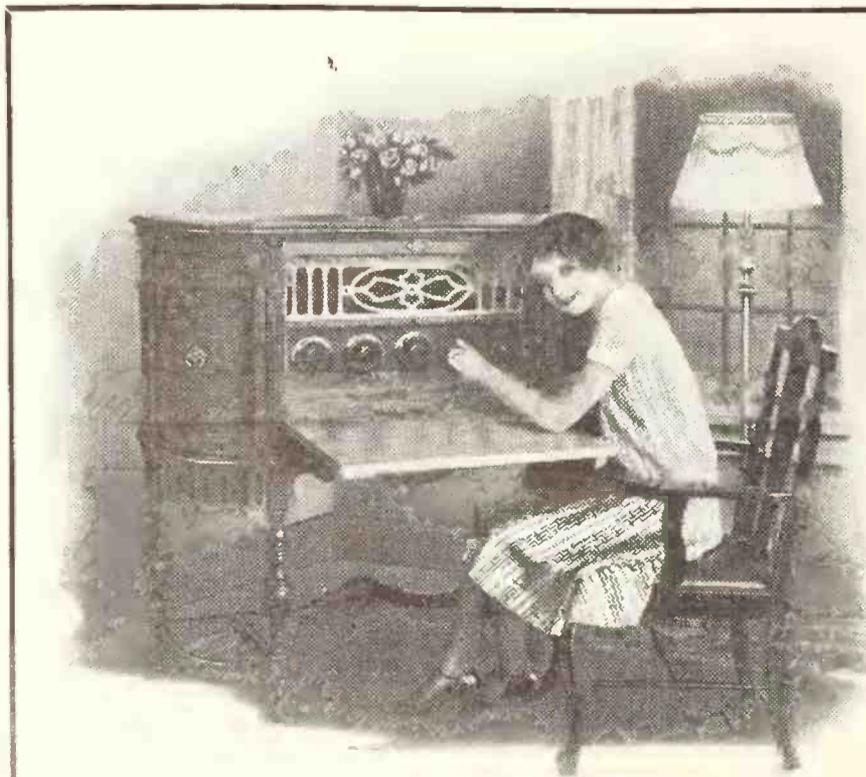
In model 355, a six-tube, one-dial control set,



Stewart-Warner Model 300-X

a verdigris bronze-finished panel, with government bronze ornamentation in high relief, lends a distinctive touch of beauty in addition to providing perfect electrical shielding. Stewart-Warner modified straight-line frequency variable condensers, used in this and all of the other new models, are carefully matched to the tuning inductances, thus assuring absolute accuracy for single-dial control. The cabinet design of this model is the creation of several leading furniture authorities and the finest of grain walnut is used. A built-in reproducer, ample storage space for all batteries and the battery charger are other features of model 355, which will retail for \$150.00—west of Rockies, \$157.50. The largest model in the Stewart-Warner line is model 360, a six-tube receiver with one-dial control. The cabinet work of William and Mary period design, together with the high quality walnut used in its construction, makes this model very attractive. A built-in reproducer, storage space for all batteries and the battery charger, a double-range voltmeter and ample drawer space are other attractive features in model 360. It will retail for \$400.00—west of the Rockies, \$412.50.

The new reproducer, known as model 415, seems destined to achieve immediate popularity. The actuating element, working on a unique principle developed in the Stewart-Warner laboratory, is capable of supplying tremendous volume with great range without distortion. In appearance the reproducer resembles the drum headlight of an automobile except that it is somewhat larger and shallower. This model lists for \$30.00—west of the Rockies, \$31.50.



Without
Question
America's
Finest
**RADIO
CABINETS**

New Catalog
for Season
1926-1927
Just Off Press

Write Today

Unless You Have a
Few of These High-
Grade, Quality Cab-
inets on Your Sales
Floor You Cannot
Serve Your Good
Customers.

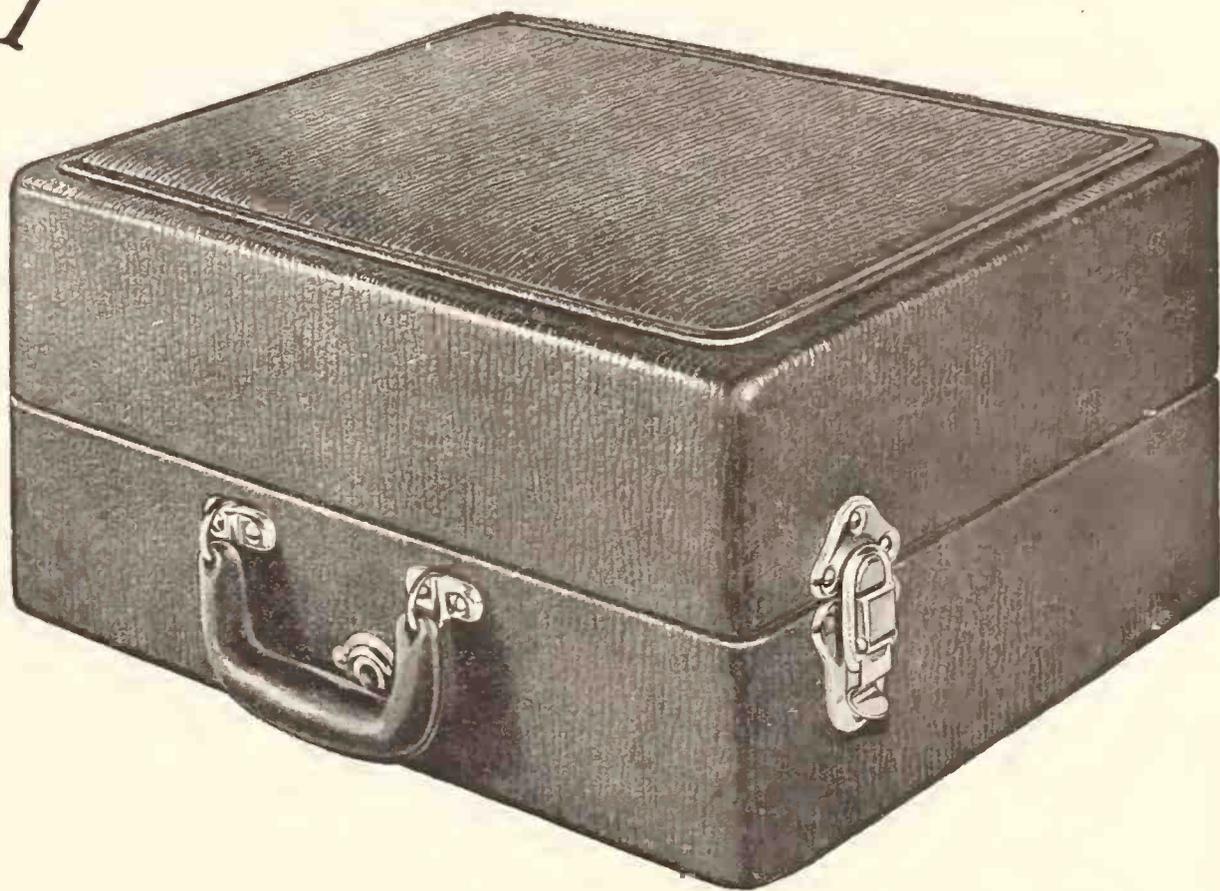
Cabinets for Every Pur-
pose—Three Complete
Lines

THE PIERSON COMPANY, 836 Cedar Street, ROCKFORD, ILL.

CASWELL'S SUCCESS

PROVES—

"Where Value Is --- Trade Follows"



The Caswell Aristocrat — pictured at the right—finished in genuine, deep grain leather and selling at

\$3500

and the Caswell Gypsy, finished in genuine DuPont Fabrikoid in a variety of colors, and selling at

\$2500

represent the zenith of value in portable phonographs.

(Prices slightly higher in the Far West).

THE success which has attended Caswell portables is not without foundation. There are fundamentally sound and logical reasons for it.

Caswell was the first to introduce, foster and practice the "golden rule" policy of merchandising. Caswell distributors and dealers are protected from "fly-by-night" competition, for Caswell portables are sold only by distributors and dealers who do business on a legitimate basis.

Caswell was the first to build individuality and distinction into the manufacture of portables. When Caswell entered the field, it established a new standard of comparison.

Caswell was the first to introduce new mechanical

refinements. The 1926 Caswell portables stand head and shoulders above the field from the viewpoint of tone and volume alone.

Caswell was the first to build real value into portable phonographs and trade has followed wherever Caswell Models have been shown.

Questioned selling worth—or, real sales value—which do you prefer?

There is no question as to the worth of the Caswell franchise, Caswell's success proves it. There is no better time than now to reap the advantages that are yours with Caswell. Write for the complete Caswell story.

Caswell Manufacturing Co.

PORTABLE PHONOGRAPHS OF DISTINCTION

MILWAUKEE, WIS.
U.S.A.



ST. PAUL AVE.
AT 10TH STREET



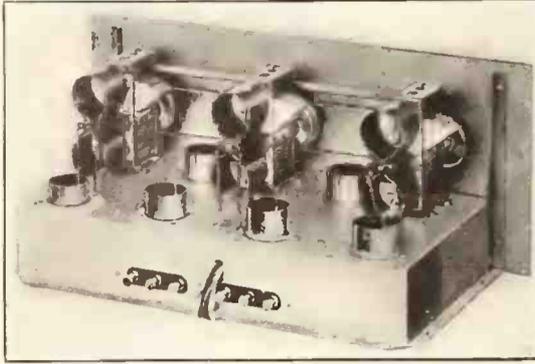
Trade Interested in New Showers Radio Receiver

Six-Tube Receiver Being Marketed by Showers Bros. Has Some Distinctive Features That Are Finding Favor With the Trade

Favorable comment and considerable interest throughout the trade have been received by the Showers radio receiver, recently introduced to the music trade by Showers Bros. Co., the radio division of which is established in Chicago. The set, which is reproduced herewith, is a six-tube receiver, with a power tube in the last audio stage, or a special detector tube, or both, optional with the purchaser. The tube sockets are of the full floating type, resting in rubber, a feature which is said to eliminate microphonic howls. The set embodies an improved six-tube tuned frequency circuit consisting of two stages of radio frequency, one detector and three stages of audio frequency. The set is manufactured under license granted by the U. S. Navy Department.

Chassis is constructed entirely of heavy-gauge aluminum scratch brushed and lacquered. All forming and punching in the process of manufacture is done by accurate dies, resulting in a uniform product, and the all-metal construction affords both a strong rugged framework and considerable shielding from local interference.

All stations are tuned in by one knob, which



The New Showers Radio Chassis is constructed of two parts, so that a very fine adjustment can be made to take care of variations in local conditions and for extremely dis-

tant reception. The vernier controls are on a four-and-one-half-to-one ratio and individual tuning of condensers is one of the features of the set. Number one condenser on the left may be used to regulate the aerial, and the other condensers, number two and number three, are tuned together. After installation in the set each condenser is tuned separately to provide increased efficiency and a maximum degree of reception.

The panel is of bronze, artistically etched, with the dial markings in gold on a black background. The knobs, also of bronze, carry out the general pleasing design of the panel. The Showers receiver has been designed to give faithful reproduction of all tones so that the lowest drum beats and the highest notes of the flute are reproduced just as they are broadcast.

The set is furnished in two different cabinet designs. Model 556 is a console finished in mahogany with the large Foley amplifying horn at the extreme top and equipped with a large battery compartment. Model 448, also a console, is finished in walnut with the amplifying horn to the left of the panel and a large battery compartment below it. The cabinets are designed to harmonize with the present trend of living-room furniture, and the amplifying horn is a development of many years of acoustical research by Professor A. L. Foley, of the University of Indiana.

1926-27 Mohawk Radio Models Being Marketed

New Line of Six-Tube Sets Feature One-Dial Control—Receivers Shielded and Housed in Artistic Cabinets—A Wide Selection

The complete line of Mohawk 1926-1927 radio receivers is being introduced to the music trade at the present time by the Mohawk Corp. of Illinois, Chicago. The firm, which has produced one-dial control receivers for the past three years, embodies the same principle in its new line of six-tube sets. Each set is shielded, and is housed in artistic cabinets of new design.

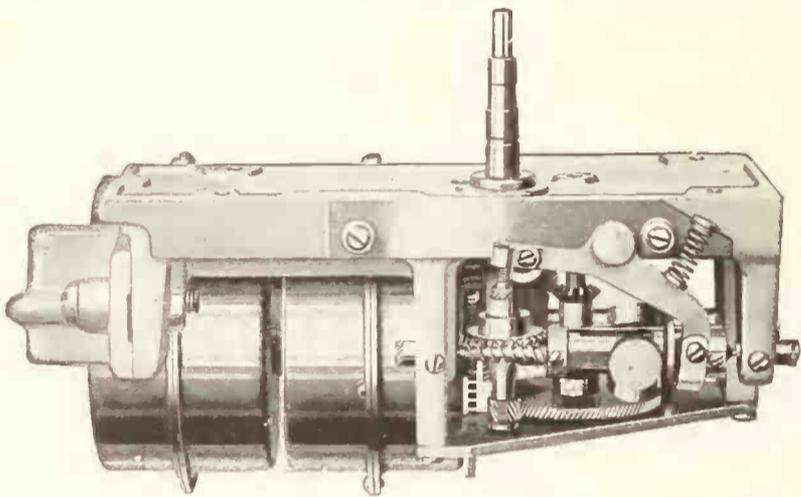
The Seneca is a drawer type set which may be installed in any one of four console cabinet models. It measures 12 $\frac{3}{8}$ inches wide, 8 $\frac{3}{8}$ inches high, 10 $\frac{11}{16}$ inches deep, and the front panel is in rich walnut with a hand-rubbed piano finish. The Seneca retails for \$57.50. The Cherokee is a table model finished in hand-rubbed walnut, listing for \$65.00. The Winona is also a table type receiver with a "B" battery compartment, artistically finished in walnut and listing at \$80.

In the console line the Pocahontas model, one which seems destined to evoke considerable interest in the trade, contains the one-dial six-tube shielded set, and is equipped with a built-in speaker and battery compartment. The Pocahontas stands 45 $\frac{1}{2}$ inches high, and its exterior is of Colonial design finished in two-tone, hand-rubbed burl walnut. The Pocahontas will list for \$300. The Geneva is a console model with the built-in speaker in the dome, contains a battery compartment and is finished in burl walnut. The Pontiac, standing 46 inches high, and the Chippewa, standing 40 $\frac{3}{4}$ inches high, are also consoles with built-in speaker and battery compartment, finished in hand-rubbed walnut, and making a fine appearance.

The entire line has been designed to meet practically every radio need, from the small table set to the large and artistic Pocahontas model.

Radio a Safety Factor

Radio, which has proved an indispensable adjunct to maritime safety, is rapidly becoming an equally important factor in land transportation. After many experiments, the Chicago, Milwaukee & St. Paul Railway has perfected and is installing a system of radio communication over its 11,000 miles of trackage.



Krasco
No. 33
Plays
Ten
Records



The Ideal Phonograph Motor

Always the most up-to-date.

Always of the highest quality.

Always the most efficient and satisfactory in performance.

By actual inspection and comparison manufacturers and dealers find KRASCO the leader in value.

Made in six different sizes—from 4 to 10 records with one winding—there is a type for every playing requirement.

Krasco Phonograph Motor Co.

1100 West Beardsley Avenue

Elkhart, Ind., U. S. A.

N.B.

Next month's issue will illustrate and describe the new Toman tone arm—which many experts pronounce to be absolutely the best, for use with long amplifying horn—producing really wonderful results.

The Toman Reproducer

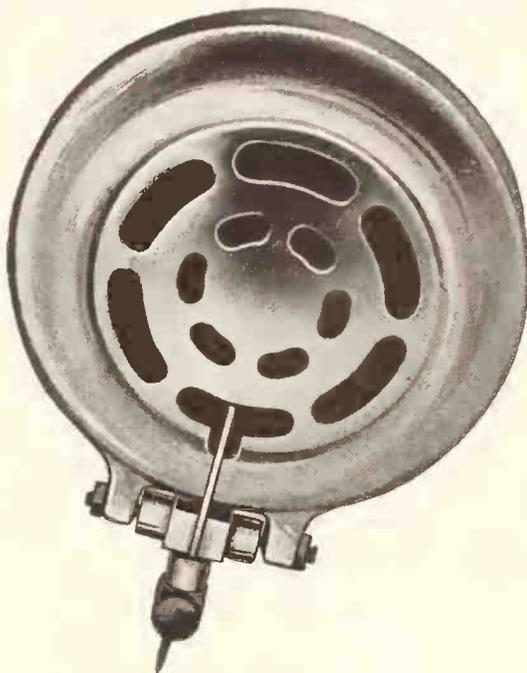
(Patent applied for)

Metal diaphragm. Practically indestructible. Warranted for two years.

Wonderful, deep, rich, mellow and powerful tone.

Surpassed by none.

Will sell itself on quality and volume of tone. We challenge comparison.



Changes an old style talking machine to the new type—deep, rich, mellow and powerful tone.

A marvelous invention.

Send for sample NOW!

On approval (5 days) to any responsible dealer.

- Style V—to fit old style Victor.
- Style O—to fit Orthophonic Victor.
- Style C—to fit Columbia.
- Style P—to fit Heineman, Vitanola and Blood tone arms.

Retail Prices

Nickel Plated	\$7.50
Gold Plated	\$10.00

Write for dealers' and jobbers' discounts

We claim that this is absolutely the best reproducer made, and will appreciate having YOUR OPINION, after trying it.



Retail Prices

Style 10	Nickel Plated	Gold Plated
Tone Arm Set Complete	\$12	\$15

Manufactured by
E. TOMAN & CO.
2621 West 21st Place
Chicago, Ill.

Sales Distributor
WONDERTONE PHONOGRAPH CO.
216 No. Michigan Ave., Chicago, Ill.
Cable Address—"Wondertone Chicago."
Cable Codes—Western Union—A.B.C. (5th Edition).

New 1926-27 Fansteel Line Is Being Introduced

Balkite Radio Products Now Represent Well-rounded Line—Chargers and Power Units Have Won National Popularity

The new 1926-27 line of the Fansteel Products Co., North Chicago, Ill., manufacturer of Balkite radio power units, is now being introduced to the radio and music trade. The line contains six products, all but one of which are new, and has been so designed as to provide for radio set owners a ready and convenient means of securing power for their receivers from the light socket.

The Balkite trickle charger for "A" batteries, one of the outstanding developments last year, when over 200,000 of this particular product was sold, is again included in the line. The trickle charger, once connected to the batteries, is left on continuous or trickle charge. Instead of operating intermittently at a high rate, it operates continuously at a low rate, thus automatically keeping the battery at full power. The trickle charger eliminates a large amount of attention to the battery and converts it into a complete radio power unit, supplying "A" current from the light socket. It may be used as a trickle charger with any six-volt "A" battery and with four-volt batteries it may be used as an intermittent charger, or as a trickle charger if a resistance is added. It is noiseless in operation and in most instances can be used during reception. The Balkite trickle charger operates from 110-120-volt AC current, and is furnished in models for both 50 and 60 cycles, priced at \$10.

The new Balkite charger with both trickle and high charging rates is designed for either four or six-volt "A" batteries. It has two charging rates, a low rate which, when used on continuous or trickle charge, usually will be enough to keep a storage battery at full power, and a high rate for heavy duty use. Thus it can be used either as a trickle or an intermittent charger and combines the advantages of trickle and rapid charging. Its large capacity makes necessary the addition of water only five or six times a year when used as a trickle charger and the visible electrolyte level makes it easy to see when the charger requires filling. The new Balkite charger retails for \$19.50.

The new Balkite "B" replaces "B" batteries entirely and supplies plate current from the

light socket. It is made in three models, the first being the Balkite "B," recommended for sets having five tubes or less and requiring 67 to 90 volts, and is priced at \$27.50. The Balkite "B-X" is recommended for sets of from five to eight tubes, including power tubes, where 90 to 135 volts are required. This model lists at \$42. The Balkite "B-Y" has a very high output and will serve practically any standard set on the market, including the largest. It is especially designed for sets using the new UX112 and UX171 power tubes and meets the needs of very large sets, where volume and tone quality are required. Its low resistance circuit is said to give excellent regulation over the entire operating range and it has sufficient volume for hall or auditorium use. The Balkite "B-Y" retails for \$69.

The newest Balkite product is the combination radio power unit, which when connected to the "A" battery furnishes automatic power to both the "A" and "B" circuits. It is controlled by the filament switch on the set and is automatic in operation. Once connected to the batteries and set and plugged into the light circuit it delivers full even current to both circuits whenever the set is turned on. This Balkite combination may be installed in a few minutes, and since it is automatic in operation it may be placed near the set or in a remote location. The new product will serve any set now using either a four or six-volt "A" battery and requiring not more than thirty milliamperes of "B" current at 135 volts. The Balkite combination power unit operates from 110-120 AC current, is furnished in models for both 50 and 60 cycles and is priced at \$59.50.

In announcing the new Balkite line, Ronald Webster, secretary of the Fansteel Products Co., made the following announcement: "The make-up of our new line for the coming season is based on our experience of the last year. The Balkite trickle charger, because of its immense popularity, has been continued practically untouched. We have also revised the old popular Balkite battery charger to include the popular trickle charger feature. The new Balkite charger combines the best features of two of the most popular chargers on the market."

All Balkite radio products have been designed as permanent pieces of equipment, and are said to be noiseless in operation. They are all built in conformity with standards set by the Underwriters Laboratories and their sale will be backed by an extensive advertising campaign.



Horns
\$22.50—\$25.00
Units
\$10.00—\$12.00

DOUBLE ENJOYMENT
VOLUME WITH PERFECT TONE
WITH

Burns
LOUD SPEAKER

Why sacrifice the excellent work of the set by using an inferior speaker? A BURNS will reproduce with pleasing exactness every tone and sound that the set can pick up.

WRITE FOR TRADE PROPOSITION

American Electric Company

State and 64th Streets
CHICAGO, U. S. A.

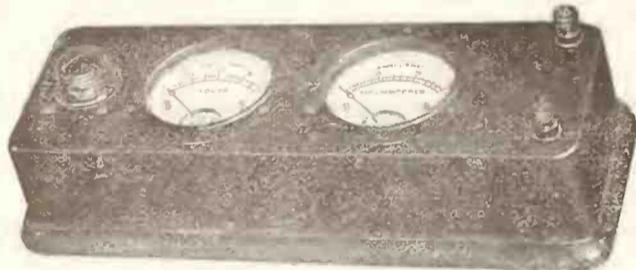
Ask About Burns "B" Eliminator

Perlesz Radio Mfg. Corp. Introduces a Radio Line

Seven, Eight and Nine Tube Receivers Now Being Marketed by Chicago Manufacturing Organization

CHICAGO, ILL., August 6.—A complete line of seven, eight and nine-tube radio receivers is being introduced to the radio and music trade by the Perlesz Radio Mfg. Corp., of this city. The outstanding features of the Perlesz sets are one-dial control of ganged condensers, and an all-metal construction which furnishes a mechanical efficiency assuring extreme selectivity and tone quality. The Perlesz receivers are supplied in a variety of cabinet designs including table models, semi-consoles and full consoles with a price range of \$275 to \$1,000. The line has been designed to furnish a complete range in models and in price, as either of the seven, eight or nine-tube sizes may be procured in table models, semi-consoles or full consoles, all furnished in walnut. The semi-console contains a "B" battery compartment and the console is equipped with a built-in loud speaker and a compartment in which all batteries, the charger, eliminator and other accessories may be stored. The panels in each set are of glass, so that the internal mechanism may be clearly seen by the operator.

The Perlesz Radio Mfg. Corp. is headed by C. A. Norton, president; H. Perlesz, vice-president; A. C. Lippert, vice-president; E. E. Jewell, secretary-treasurer, and A. M. Landaker, sales manager. The above-mentioned officers are the same as in the Norlipp Co., with the exception of Mr. Perlesz, and through this firm are marketed such automobile accessories as Keystone radiator caps, extension levers and onyx balls. In the automotive field the Norlipp Co. has a national distribution through recognized automotive jobbers, but Perlesz radio receivers will not be confined to distribution through automotive jobbers alone, for it is the intention of the executives to distribute through music trade, electrical supply and strictly radio jobbers. Several sales representatives, Stoner & Heath, Inc., New York; The Ekko Co., Chicago, Ill.; Scott Sales Co., Los Angeles, Calif.; and H. I. Malsby Co., Atlanta, Ga., will aid in the distribution of the firm's products, and four Perlesz factory men are now traveling the country calling on both the jobber and dealer trade.



Pattern No. 120 B-Eliminator Tester

NEW —

The Jewell new B-Eliminator tester is now available for testing and adjusting outputs of B-Eliminators. It can also be used to indicate total current draw of any set.

B-Eliminators will constitute a large volume of the year's radio merchandise. They will arrive on dealers' shelves in all manner of adjustment, no matter how careful the factory is in final checking. It will be necessary to adjust and fit them to the particular requirements of the set with which they are to be used if dealer service grief is to be avoided.

Send for Descriptive Circular No. 1030

Jewell Electrical Instrument Co.

1650 Walnut Street

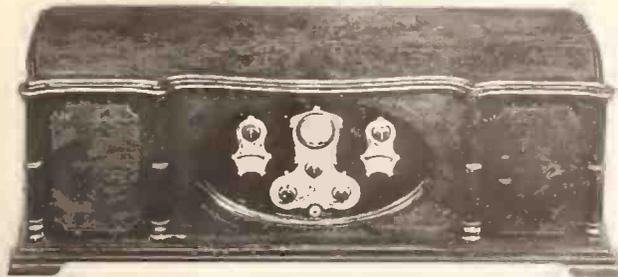
Chicago

26 Years Making Good Instruments

Argus Radio Corp. Places Its New Line on Market

Two New Models of Power Set Included in 1926-27 Line—Company Now Located in Its New Factory—Department Heads Named

After a long period of careful research and development in its laboratories, the Argus Radio Corp., New York City, has placed on the market its new line for the coming season. The



New Argus Receiver

marked success with which the company met during last year with the Argus Power set, which is plugged directly into the socket of the house wiring circuit, proves the electrical set to be popular. Two new models have been produced: a table model, which has seven tubes, for A-C current employing the use of power tube 171, and an upright console using the same chassis and embodying an individual Argus feature—a re-entering tone chamber forty-six inches in length. This feature will be known as the Nu-phonic unit. Both models have been handsomely cabineted and have been made as pleasing to the eye as they are in efficiency of performance. This panel contains a visible meter with a red line indicating the proper amount of voltage for maximum efficiency. In addition to the two new models there has been retained from last year the No. 160 table model.

The Argus Radio Corp., in announcing its new line, calls particular attention to the tone

quality of the set and has adopted as a slogan "Phonetically perfect." Dr. Marcel Wallace, inventor, in charge of the laboratories of the Argus Radio Corp., states as follows:

"The new set not only introduces the bass effect in radio but accomplishes the entire chromatic scale with entire fidelity. The audio amplification to be found in this set has balanced stages of matched impedance. The effect is no overloading in tube capacity under tremendous volume. The technical effect is that the matched impedance brings out a forty-cycle tone, or, in the words of the layman, eliminates distortion." New jobbers are being appointed in various centers throughout the country.

During the past few months the business organization of the company has been rebuilt, departmentalizing the entire organization. There are now four departments: the administration department in charge of Miss A. Weyl; sales department under Ira Greene; advertising department under A. H. Mayers, and manufacturing department and experimental laboratories under Dr. Marcel Wallace.

The Argus Radio Corp. has also just taken possession of its new daylight factory at 257 West Seventeenth street, where 30,000 square feet of manufacturing space is available. The new quarters will provide a big showroom for display purposes and also house the executive offices of the company.

Iron Horse Cover in Demand

The popularity of the "Iron Horse" moving cover for talking machines and radios, made by the A. L. Reach Textile Co., New York City, has spread outside the country. This company recently received a substantial order for covers for the new type of Victrolas to be shipped to Honolulu. As the Fall approaches orders are steadily increasing and it is predicted that if this growth continues the manufacturing facilities of the plant will be taxed to capacity before long.

Burt Bros., Cabinet Mfrs., Open a New York Office

Well-known Manufacturers of Fine Furniture Open Special Radio Cabinet Division—F. H. Amann in Charge of Newly Opened Offices

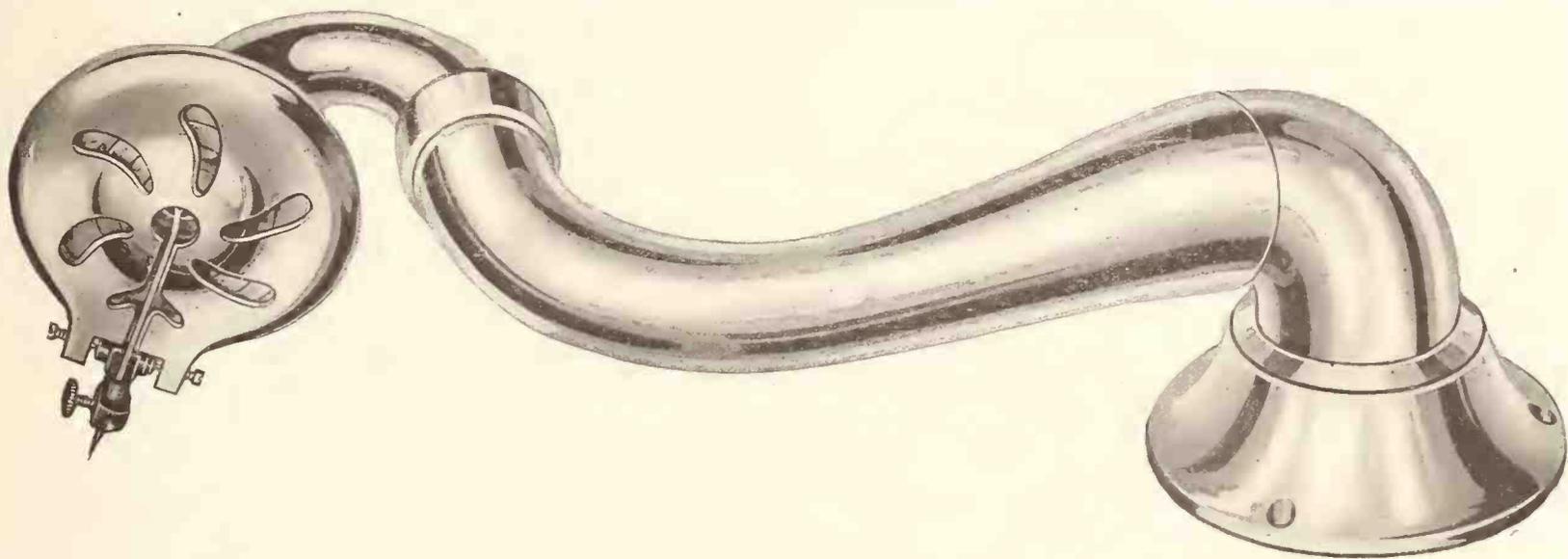
Burt Bros., Philadelphia, Pa., manufacturers of radio cabinets, have opened a New York sales office at 24 East Twenty-first street, in charge of F. H. Amann.

Burt Bros. are an old-established furniture house and for many years have enjoyed a wide reputation for quality in the furniture field. The company operates a large furniture factory in Philadelphia and upon the advent of radio applied their many years' experience in the furniture business to the building of radio cabinets. The demand for Burt cabinets has grown to such an extent that the radio cabinet business has been made a separate division of the company. Burt Bros. have had New York headquarters at the Furniture Exchange.

The radio cabinet business has shown such growth, however, that it was decided to separate the radio cabinet department from the general line and place it under the direction of Mr. Amann, who is an experienced talking machine and radio man.

A direct to the dealer sales policy has been established and metropolitan dealers are particularly fortunate in receiving shipments direct from the factory in Philadelphia. Each night a large van leaves the Philadelphia factory and makes deliveries in New York territory the following day.

The new Burt Bros. line for the coming season is about ready and will consist of eleven models covering a wide variety of styles, finishes and prices. All are new this year with the exception of three particularly popular numbers from the previous season. Each model may be bought either without a unit or equipped with Amplion or Magnavox loud speaker unit.



No. C-1 Oro-Tone All-Brass Tone Arm

All brass, air-tight construction, full ball-bearing base which insures floating swing or arc of arm; collar of base extends directly into throat of tone chamber, thereby eliminating leakage. These are the features of the New Oro-Tone All-Brass Tone Arm.

This new product is the ultimate in fine tone arm construction, embodying all of the well-

Standard, Length, 10½", Center Nickel, Gold or Oxidized Finish
Samples Ready August 15
List Price, Tone Arm Only, Nickel Finish, \$7.50
List Price, Tone Arm, Complete with Oro-Phone Reproducer, Nickel Finish, \$15.00

known Oro-Tone quality construction features.

When used with the Oro-Phone Reproducer, phonograph manufacturers are assured a combination possessing an unusual degree of volume and a clarity and perfection of tone that cannot be over-emphasized.

A request will bring you more complete details regarding this new Oro-Tone product.

THE ORO-TONE CO.

1010 George Street

Dept. A

CHICAGO, U. S. A.

Visits of Recording Artists to St. Louis Stimulate Retail Trade in Territory

Theatrical Engagements of Boy Scouts Band and Vicent Lopez Orchestra Afford Dealers Opportunity of Record Tie-up—J. D. Horst With Home Phonograph Co.—Columbia Sales Good

ST. LOUIS, Mo., August 7.—Brisk sales of records have featured trade during the Summer. Activity has been stimulated by price reductions and by the visits of artists and orchestras, which have given the dealers opportunities for making special displays. Among the distributors it is remarked that in Southern States, such as Arkansas and Tennessee, there has been an unexpected volume of machine sales. The explanation suggested is that with improved roads enterprising dealers have been enabled to canvass districts which heretofore, because of their inaccessibility, have not known the visits of talking machine men. Expectations are large for Autumn business in both talking machines and radio.

Dealers Tied Up With Artists

Brunswick records were benefited early this month by the engagement of the Springfield, Mo., Boy Scout Band of 110 pieces at Loew's State Theatre, the last week in July. There were serenades and a parade, in addition to the theatre engagement. The dealers tied up with window displays featuring the band photographs.

J. D. Horst With Home Phono. Co.

John D. Horst has returned from a journey to his birthplace at Paramaribo, Dutch Guiana, South America, and has taken a position with the Home Phonograph Co. on South Broadway. He was formerly for eighteen years with the Kieselhorst Piano Co.

Artist Stimulates Record Sales

A week's engagement of Vincent Lopez and His Orchestra at Loew's State Theatre stimulated Brunswick and Ampico sales. There was luncheon and dance in his honor at the Statler and an automobile parade. He was received at Mayor Miller's office and presented with the key to the city. Dealers made special displays.

L. C. Schooler With Thos. A. Edison, Inc.

L. C. Schooler, with the Silverstone Music Co. for the past three years and manager of the Edison wholesale department since March 1, resigned, effective August 1, to take a position with the Edison factory at Orange, N. J. His successor has not been announced. A. Goldberg, former secretary and manager of the Silver-

stone Music Co., has severed his connection with the company, on account of ill health, and is recuperating at Geddo, Mich.

The new building of the Silverstone Music Co., adjoining its Olive street location, is finished and was occupied with a formal opening on August 1. The firm is now engaged in the furniture business in connection with the Edison phonographs, for which it is retailer and distributor.

Adds Talking Machines

The Ludwig Music Co., which opened a branch store at 821 Washington avenue a few months ago, has added talking machines to its small merchandise. The company had a formal opening on July 22, when there were many visitors at the store.

Columbia Activities

With the growing popularity of Columbia's New Process records, Columbia dealers are find-

ing their record sales increasing day after day. They are fostering this increased demand by tying up with the Columbia's advertising policy on the co-operative plan, and the advertisement which was run in the middle of July on Columbia's national schedule met with a tie-up campaign on this co-operative advertising plan of over thirty dealers in the St. Louis and Kansas City territories.

The Famous & Barr Co. of St. Louis, Missouri (the largest department store in St. Louis), has added Columbia merchandise to its phonograph department.

Mr. Blanton, of the Blanton-Walker Music Shop, of Eldorado, Ark., was a caller at the St. Louis Branch on July 30. Blanton's store has the reputation of selling more Columbia records in the State of Arkansas than any other establishment in the State. Mr. Jiricek, of the Jiricek Piano Parlor, of Olney, Ill., was also an interested visitor to the St. Louis branch. Leroy Hughbanks, of Anthony, Kansas, was a visitor to the Kansas City sub-branch, where he inspected the new Viva-Tonal phonographs.

The August 10 special release of the Columbia New Process records, headed by Art Gillham, the Whispering Pianist, latest number, is one of the best and strongest lists released.

Akron-Canton Music Trade Prepares for Brisk Fall Business in All Lines

Trade Shows Material Improvement Since Middle of July—Music Houses to Exhibit at Annual Fair—Custer Music Co. Increases Size of Talking Machine Dept.—Other News

AKRON-CANTON, O., August 7.—Dealers in talking machines and records in the greater Akron-Canton area are optimistic. Much apathy in talking machine circles existed the early part of the Summer, but with the holiday season past, there has been a better buying tendency, particularly since the middle of July. Radio is slow just now, but jobbers and retailers are preparing for a big Fall season.

Earle Poling, of the Windsor-Poling Co., Akron, O., will again sponsor an artists' concert course this Winter. For several years Mr. Poling has promoted a popular musical course in Akron, O., featuring the world's most famed artists.

John Garver, advertising manager of the Garver Bros. Co., widely known Strasburg county store, says talking machine sales show a gain this year compared to the first six months of 1925.

Several music houses of Akron, O., have contracted for space in the annual Summit County fair to open here the middle of September. The exposition hall has been enlarged. Several of the larger stores plan to demonstrate new models of the leading make talking machines.

Oscar, the Piano Man, Brunswick dealer of Massillon, has been successful in placing a Pauatropie in the new Patio, an eating and dance place designed after some of the Florida show-places.

The usual number of music houses in Canton and Massillon will have exhibit space in the exposition hall at the annual Stark County fair to be held the first week in September.

Al Waltamath, well-known talking machine man, with the Alford-Fryar Piano Co., Canton, is in Carrollton for several weeks, conducting a special sales drive for his concern.

With acquisition of the department store of the Klein, Heffelman, Zollars Co., by the Ross Stores, Inc., of New York, recently, many of the department executives have been replaced by other buyers. George Strickmaker has been named manager and buyer of the talking machine department.

J. W. Stewart, music merchant of Toronto, has moved to his new store in the Washington Theatre Building.

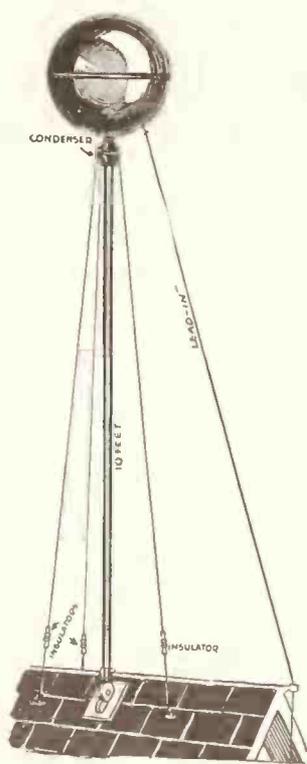
The talking machine department of the W. S. Custer Music Co., located for several years on Cleveland avenue, N. W., is almost double in size, with removal to the new location of the company in the new Parks Building, High and Tuscarawas streets.

C. J. Tolan was elected chairman of a committee to conduct a membership drive for the Akron and Summit County Radio Dealers Association, recently organized auxiliary of the Akron Merchants Association.

The Earl Murdock Music Store was formally opened in its new location in the Princess Armory Building, Ironton.

Joseph Berg Goes Abroad

Joseph Berg, head of the Berg Auto Trunk & Specialty Co., Long Island City, N. Y., and a well-known inventor who in recent years has concentrated his interest in talking machine products, including acoustical chambers, sailed for Europe recently. He will visit the large manufacturing centers.



Every Buyer a Booster!

Satisfied users all over the country are telling their friends about the Super-Ball Antenna—now more effective than ever with the new condenser that gives 40 per cent to 60 per cent more volume.

The Super-Ball Antenna is in demand, it's selling fast. Approved under the National Electric Code, it is easy to install, cannot corrode, lasts a lifetime.

It is non-directional, receives all wave lengths, clarifies tone, increases selectivity, improves summer reception. Every buyer is a booster—write for terms and territory.

National and International
Distributors

YAHR-LANGE, Inc.
215 Water Street, Milwaukee, Wis.

**SUPER-BALL
ANTENNA.**

Ten Inches in Diameter.
Price, \$10.00

Summer "Dog Days" Turn Thoughts of Minneapolis Trade to Vacation Delights

Business Continues Fair, but the Retail Trade Is Marking Time in Anticipation of a Busy Fall —Panatrope Demand Is Good—Wide Interest in Other New Models

MINNEAPOLIS AND ST. PAUL, MINN., August 4.—Business in the Twin Cities is good enough so that more than half the dealers are vacationing, going or coming. There is some talk of Fall prospects, but more of the size of the fish caught than the size of the orders coming in. There are one or two changes in the personnel of Northwest headquarters.

W. L. Sprague, who for the past two years has been handling the Adler-Royal line with W. A. Warren, returned August first to Columbia headquarters. A. J. Heath, Chicago manager, was in Minneapolis the week of July 26. Mr. Sprague will represent the Columbia line out of Chicago.

Mrs. Helen D. Beggs, branch manager here, states that July maintained a very good average, stepping ahead of June. Orders for the new Viva-tonal Columbia have already started to come in. Mrs. Elizabeth Turk, of Glen Ullen, N. D., was a recent visitor.

All's well at Brunswick. The Panatrope continues to be one of the most interesting and fastest moving lines of merchandise on the business horizon. An unusual sale was consummated by Foster & Waldo, which sends a Panatrope to Siam. Heavy advance orders have been booked on the new mechanical super-phonographs. Altogether July has been a highly gratifying month.

A. J. Kendrick, general sales manager of the Brunswick Co., and Mrs. Kendrick stopped off for a view of the Twin Cities on a trip to the Pacific Coast via Banff and Lake Louise.

It is especially pleasing to Northwest folks that Eddie Dunstetter has just completed making some organ records in Chicago for Brunswick. This talented young musician is undoubtedly the best known and most popular organist in the Northwest. In addition to playing at one of the largest theaters here he is on the air nightly from WCCO.

The Hanley Piano Co. has added several men to its sales force and is enjoying a good volume of sales. W. E. Lohman is visiting his old home in North Dakota.

E. A. Fearn, president of the Consolidated Talking Machine Co., Chicago, Detroit and Minneapolis, has been visiting the local branch.

Radio men are preparing for a busy Fall season. Powel Crosley was a visitor to the Twin Cities recently and the press gave a great

deal of space to him personally and to radio in general.

"July was the busiest month in our history. We are doing a wonderful Panatrope business," says R. O. Foster. He adds that the prospects are the "best ever" for the firm of Foster & Waldo. The company will put in a small goods department to occupy the front of the store and it will be installed early in August.

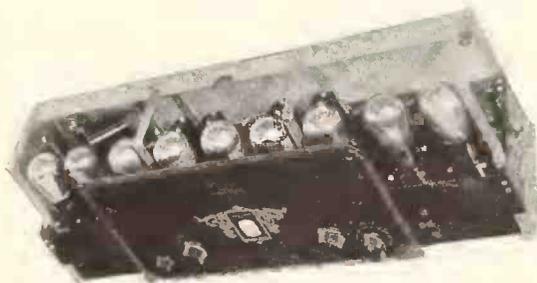
George A. Mairs, of W. J. Dyer & Bro., of St. Paul, has returned from an extended trip to Philadelphia, New York, Boston and his old home in Schenectady. He was accompanied by his son James.

The Foster & Waldo Co. has inaugurated something rather unusual in engaging as technical director G. C. McCoy, of New York, who instructs its large group of salesmen in the technicalities of the new machines—Panatrope, Orthophonic, Electrola, etc.

New Priesse Straight "9" Now Being Demonstrated

Distributors Throughout the Country Bringing These Models to the Attention of Dealers in Most Important Trade Centers

The new Priesse Straight "9", manufactured by the Priesse Radio Corp., 693 Broadway, New York City, is now being demonstrated by Priesse



Priesse Straight "9" Chassis

distributors in all sections of the country. The new Straight "9" is of high selectivity and was created primarily for metropolitan areas where the great number of broadcasting stations causes interference with reception.

The new Priesse Straight "9" is in two models as is the former Priesse Straight "8", a table model with exterior loop and a console model

with enclosed loop. The Priesse Straight "9", a console model, is particularly inviting to the eye and is of dark finished walnut with selected grain panels. It has a built-in cone type speaker with a reflector chamber giving additional qualities to the amplification. There is space for either "A" battery and charger and "B" batteries or "A" or "B" eliminators, wired for these adjuncts with control switches below the open grille in the cabinet exterior.

The "A" and "B" compartments are magnetically shielded from the set which again



Priesse Straight "9" Console

assures reception without interferences. While all the Priesse distributors have demonstration models of the new Priesse Straight "9", the stock of instruments for sales purposes is now in production and quantities will shortly be available for the trade.

Among the Priesse distributors for the 1926 season are: Republic Radio Corp., Detroit, Mich.; Great Lakes Radio Corp., Milwaukee, Wis.; H. B. Alderman, Inc., Buffalo, N. Y.; F. C. Howard Piano Co., Syracuse, N. Y.; Northeastern Radio, Inc., Boston, Mass.; Supplee-Biddle Hardware Co., Philadelphia, Pa.; Tovan Electric Co., Cincinnati, Ohio; Swanson Electric Co., Evansville, Ind.; Thomas Ogilvie Co., Shreveport, La.; Plymouth Electric Co., New Haven, Conn.; Bering-Cortes Hardware Co., Houston, Texas; Columbia Wholesalers, Inc., Baltimore, Md.; H. A. McRae & Co., Inc., Troy, N. Y.; Mayer & Co., Inc., St. Louis, Mo., and the McPhilben-Keator Co., distributor in New York City.



Mastercraft Model 25

Are you handling MASTERCRAFT Phonographs and Radio Cabinets?

Unequaled opportunities offered to one Dealer in every locality.

If your Jobber cannot supply Mastercraft Product, write us direct.

The Wolf Manufacturing Industries

QUINCY, ILL.

New York Office: 47 West 42nd Street

HAPPENINGS IN THE DOMINION OF CANADA

Canadian De Forest and Crosley Jobbers Hold Annual Convention in Toronto

Models for the 1926-27 Season Demonstrated by Major J. E. Hahn—Powel Crosley, Jr., Addresses Distributors—Annual Radio Show to Be Held Late in October—Other News

TORONTO, ONT., August 7.—The first annual convention of De Forest and Crosley distributors held in Toronto recently was an outstanding success.

The convention was opened by a hearty welcome from Major J. E. Hahn, president of the company. In reviewing the general trend in the radio industry Mr. Hahn laid emphasis on the necessity of all links in the chain of distribution taking their proper share of responsibility in the common problems. The stabilization of the industry would result in an organization similar in service facilities to that existing in the distribution of motor cars and the first organization to follow the example of the motor car industry would profit thereby.

Following his address Mr. Hahn displayed the line of De Forest and Crosley products for the coming season. After luncheon an exhibit of Westinghouse tubes was discussed by Mr. Kelterbourne, engineer of the Canadian Westinghouse Co. The De Forest company will continue to be co-distributor with the Westinghouse company of the Westinghouse tubes.

On Tuesday the morning session was given to a discussion by Mr. Hahn on the policy and aims of the company.

Powel Crosley, Jr., president of the Crosley Radio Corp., of Cincinnati, arrived in time for lunch, and afterwards entertained the gathering with a very interesting address.

D. H. Pollitt, sales and advertising manager of the company, then discussed the merchandising and advertising plans for the coming season. The sales policy proved to be of the same type as that used so effectively last season. Additional assistance for the dealer and closer co-ordination of effort between the factory and the dealer were planned. Among those attending were: R. M. McMillan, Marshall-Wells B.C. Co., Vancouver; J. H. Sherwood, Marshall-Wells Alta Co., Edmonton; W. P. McBride, Marshall-Wells Co., Winnipeg; J. Stewart Neill, J. S. Neill & Sons, Ltd., Fredericton, N. B.

Creators and His Band (Columbia recorders) will be one of the chief attractions at the Ottawa Centenary and Central Exhibition to be held in that city from August 16 to 28.

Judgment has been given in favor of the Canadian General Electric Co., Ltd., in a suit against the Dominion Thermodyne Radio, Ltd., for infringement of three patents by the Thermodyne radio receiving set. The patents of the Canadian General Electric Co. which were held to be valid and to have been infringed were: No. 209,514, dated March, 1921, for improvements in the method of, and means for, amplifying potential variation; No. 208,583, dated

February, 1921, for improvements in selective tuning systems; and No. 244,847, dated November, 1924, for improvements in systems amplifying variable currents.

In his judgment, Justice MacLean, president of the Exchequer Court of Canada, perpetually restrained the Dominion Thermodyne Radio, Ltd., from infringing these patents and from making, using and vending the inventions as described in the specifications attached to these patents.

The Toronto Radio Show, dated for the last week of October, will this year be held in the Royal Coliseum of the Canadian National Exhibition. The show, which attracted visitors from every section of Canada last year, is planned to be more extensive and of wider interest to the public than ever, as well as to the trade. A proposal for a convention of radio dealers to be held in Toronto that week will tend to make the show an even bigger success.

The Otto Higel Co., Ltd., Toronto, has acquired the rights to produce in Canada neotrodyne radio receivers, under the Hazeltine patents. An extensive advertising campaign in Canada will be launched shortly, featuring the Higel Super-Neotrodyne.

R. S. Williams & Sons Co., Ltd., Toronto, have been granted the exclusive distributorship for the Dominion of Canada, excluding British Columbia, by the Magnavox Co., Oakland, Cal., for its complete line of sets, speakers and tubes. The R. S. Williams & Sons Co., Ltd., have a record of seventy-seven years as manufacturers, distributors and retailers of phonographs, pianos, musical merchandise. While Magnavox receiving sets and tubes have heretofore sold at scattered points throughout Canada this will be the first time that the company has made an intensive drive to secure a sizable share of the Canadian business.

Cutten & Foster, Ltd., Toronto, have been appointed distributors for Philco Socket Power radio appliances, manufactured by the Philadelphia Storage Battery Co.

W. L. Moncur, manager of Cutten & Foster, Ltd., Toronto, has returned from Buffalo, where he attended the King Radio Sales Convention.

Toronto Auto Accessories, Ltd., Toronto, have been appointed distributors for the Province of Ontario for Freed-Eisemann radio sets.

QRS Music Co., of Canada, Ltd., Toronto, is distributing in Ontario and Eastern Canada the latest product of the Spartan Electric Corp., the Spartan disc reproducer.

In a recent letter to their jobbers Burndep, of Canada, Ltd., Toronto, Canadian distributors of Amplion loud speakers and other radio spe-

cialties, announced reduced list prices for the Amplion loud speakers.

J. M. Van Atter, of the Carter Radio Co., Toronto has returned from a visit to the Carter radio headquarters in Chicago.

Brunswick dealers throughout this territory are meeting with a decided demand for Brunswick records of the St. Mary of the Lake Seminary Choristers, the official choir of the recent Eucharistic Congress at Chicago.

Montreal Trade Looking Forward to a Busy Fall

MONTREAL, CAN., August 9.—Radio equipment and accessories have commenced to move again, though the real Fall trading has, of course, not yet begun. The falling off in radio demand during the Summer months is less noticeable every year, and this year business is quite good for the season. There are indications of another brisk Fall business.

The third annual Montreal Radio Show will take place at the Windsor Hotel from October 4 to October 9, inclusive. Arrangements have already been made for the use of the Rose Room, Prince of Wales ballroom, the concourse and other public rooms on the ground floor of the hotel, and indications are that the exhibition of radio appliances will rank with previous efforts held under the auspices of the Montreal and District Radio Club.

The new Columbia Viva-tonal models were shown in Montreal recently to a number of Columbia dealers and the demonstration proved conclusively all the good things heard previous to the arrival of these models.

Josef Rosenblatt, Brunswick artist, recently appeared in person at the Capitol Theatre, Montreal, in conjunction with the screen picture of Miss Nobody, in which he gave a program of French, English and Yiddish numbers.

The firm name of Radio Distributors, Ltd., Montreal, local representatives of De Forest and Crosley, radio manufacturers, has been changed to W. T. Hawes, Ltd.

J. Sykes, Brunswick dealer at Verdun, Que., recently demonstrated the Brunswick Panatropé before the 500 Club of that city.

The phonograph department of C. W. Lindsay, under the management of J. B. O'Brien, handling Brunswick and Sonora phonographs, more than doubled its business the past month over the corresponding month of 1925.

Winnipeg Trade News

WINNIPEG, MAN., August 7.—Judgment has been given to the Canadian Westinghouse Co., Ltd., Hamilton, Ont., in its suit against W. W. Grant, Ltd., of Calgary, Alta., for alleged infringement of the Armstrong Patent No. 216,321. This patent applies to an invention of a hook-up used by the plaintiff company in its radio sets. Mr. Justice Maclean, President of the Exchequer Court, in permanently restraining the defendant from using this invention, declared that the Canadian Westinghouse Company was entitled to payment for damages or an accounting of profits, as it may elect.

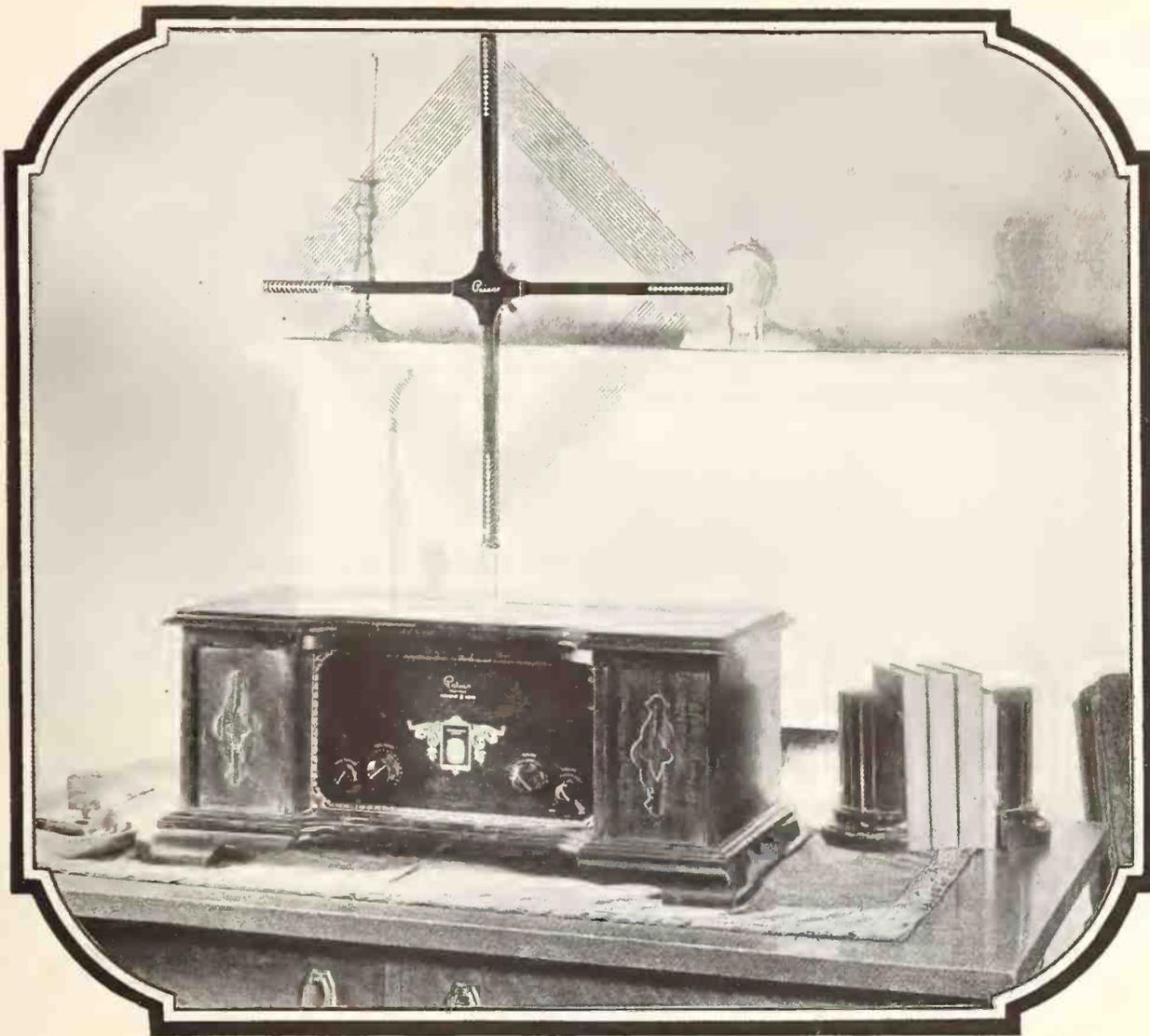
A. S. Edgar, manager general merchandising department, Canadian General Electric Co., Ltd., Toronto, made a six weeks' tour of Western Canada, visiting the branch offices of his company in Winnipeg, Calgary, Edmonton and Vancouver, in connection with the marketing of Radiolas. Upon his return East Mr. Edgar remarked that there appeared to be a more optimistic outlook throughout the West, sales generally showing increases over last year.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY

NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY



SPECIFICATIONS

Range—203 to 555 meters.
Accommodates power tube in second audio stage.
New 200-A detector can be used.
Straight-line, wave length condenser with exaggerated spacing on shortest wave lengths.
Great sensitivity and distance on loop alone
Selectivity of three-tuned circuits. Shock-mounted last radio tube and detector tube.
Shell shielded.
No-play vernier drive on main tuning.
Top mounted collapsible loop.
Handsome figured mahogany cabinet.
All primary parts of set designed and built at Priess plant.
LIST PRICE \$195.00

CONSOLE MODEL

A two-tone, figured walnut console cabinet, splendidly proportioned; loop inclosed, front operated; switching mechanism and plug system for A. C. equipment; built-in cone speaker; ample space for batteries; full enclosure of all mechanism when not being operated, giving very charming appearance to cabinet. Complete magnetic shield between A. C. accessories compartment and set. No interaction between loop and set.
List price, without accessories, **\$335.00**

Right through the locals for distance . . .

You can satisfy the most exacting customer



WITH the new Priess Straight "9" you can pierce through the barrage of locals and bring in distant stations at will—convincingly demonstrating to a prospect the ultra selectivity of this new Priess engineering masterpiece.

Its tonal quality will satisfy the most sensitive ear and musical critic, with a volume easily controlled, ranging from a whisper to auditorium volume. The single dial control with direct reading wave length, illuminated dial simplifies

tuning and does away with the necessity of a log.

Being loop operated, makes home demonstration extremely simple and makes any room in the house orchestra seats to programs of the air.

Acceding to popular demand, we shall continue to make the Priess Straight "8" for the coming season with an improved circuit—the ideal receiver for rural and uncongested localities. The same list price of \$175 will be continued on this model.

Priess
TRADE MARK

STRAIGHT 9 NINE

It's loop operated!

Write or wire us for dealer reservation subject to demonstration by our distributor in your territory.

PRIESS RADIO CORPORATION
695 BROADWAY  NEW YORK, N.Y.

Five Models Included in New Kolster Radio Line

Eight and Six-tube Sets Featured in New Line Just Announced by Federal-Brandes, Inc.—Plan Exhibit of Line

Five different models, with list prices of \$85 to \$375, are included in the 1927 line of Kolster radio manufactured by Federal-Brandes, Inc., the organization which was formed as a result



Kolster Radio Model 8-C

of the consolidation of the Federal Telegraph Co. of California and the Brandes Products Corp. of New York. Three of the models are eight-tube sets, two being of the console type in ornamental cabinets, and one a table model. The other two models employ six tubes, one a console and the other a table set. Two of the eight-tube models are equipped for use with either a loop aerial or an outside antenna, while the others are designed for indoor or outside aerials. All of the console models have specially constructed Brandes cone speakers built-in, and the table models use external cone speakers, designed by the Brandes acoustical experts to match them. A console power speaker has also been added to the line. The Adam Brown Satin finish mahogany used in constructing the cabinets adds a pleasing touch to the appearance of the room in which a Kolster radio is placed.

Dr. Frederick A. Kolster, chief research engineer of Federal-Brandes, Inc., who designed the Kolster receiving set, has been prominent in radio for twenty-five years. He was formerly chief of the radio division of the United States Bureau of Standards and represented the United States Government as technical adviser to the American Delegation at the International Radio Convention in London in 1912. He invented the radio compass that bears his name, as well as the Kolster decimeter, which measures radio

wave lengths. Dr. Kolster has designed the 1927 models so as to include the most recent refinements in the art of broadcast receiving, and as a result the Kolster line is claimed to be one of the leaders in the field. The entire patented Kolster split circuit is said to be carefully planned to bring in the broadcasting of music or the human voice without adding to or subtracting from its original quality. Howls and squeals are said to have been eliminated, the tuning is highly selective to cut out interference, and both the high and low notes are reproduced without distortion, due to the new and specially designed audio transformers and the power tube.

The plan being followed by Kolster radio dealers, to let the prospective customer satisfy himself on the advantages of the set, is somewhat different from the policy generally pursued in radio merchandising. The nearest authorized Kolster radio dealer installs a set in the customer's home on a free trial, and the set sells itself or the dealer agrees to have it returned to him. This policy was adopted on the theory that actual performance in the home is more convincing than a flood of promises made by dealers while the set is being demonstrated under favorable conditions. This procedure has been welcomed by the public, according to Kolster dealers.

One of the unique features of the Kolster line is the absence of any dials for tuning. A single knob turns the station selector, which is marked



Kolster Radio Model 6-E

in wave-lengths instead of dial numbers. This is said to eliminate guesswork in the selection of stations.

An appealing feature for the fan who likes to "fish" for distance is the selectivity and sensitivity adjustment on the panel. Another unique characteristic of the split circuit is that all of the Kolster models are uniformly sensitive at both high and low wave-lengths with-

out any crowding of stations at the lower readings.

The entire Kolster assembly job is claimed to be conspicuously sturdy and orderly without any slack wires to cause trouble. It is said that a man may stand on the aluminum box in which the condensers are mounted without injuring it. All mountings except the tube sockets



Kolster Radio Model 6-D

are riveted. All sockets are intended for six-volt tubes, and provision has been made for a power tube in the last stage which allows an increased volume of reproduction without distortion, if desired. Each tube is so well cushioned, Kolster officials state, it can be bumped from side to side without ringing.

The new Kolster line is being prepared for exhibition over the country in radio shows this fall. A large exhibit will be on display at the Radio World's Fair in New York, in September, and prominent spaces will be occupied in the Chicago and Pacific Coast Shows. Officials of Federal-Brandes, Inc., are looking forward to a very successful season on the new line.

Magneto & Machine Co. Host to Atwater Kent Dealers

Baltimore Distributing Firm Holds Annual Dealers' Meeting—Addresses Made by Company Officials and Atwater Kent Executives

BALTIMORE, Md., August 6.—The Magneto & Machine Co., of this city, Atwater Kent distributor covering the State of Maryland and parts of Virginia and West Virginia, held its third annual dealers' meeting at the Belvedere Hotel, on Friday, July 30. Fully two hundred dealers listened to an interesting program throughout the day and attended a banquet at night.

After a welcoming address by S. Gordon Parks, president of the company, R. B. Green, sales manager, took charge of the business session. Addresses were made by L. A. Charbonier, manager of the service department of the Atwater Kent Mfg. Co., who introduced the new line; A. S. Dagny, assistant sales manager of the Pooley Co., who spoke on the Pooley cabinet line; E. M. Freligh, of the Bankers Commercial Security Corp., upon the subject of finance; H. A. Harvey, sales manager of the U. S. Light & Heat Corp., and G. B. Klepman, of the Dry Storage Battery Mfg. Co., also spoke of their policies and products. Percy A. Ware, of the sales division of the Atwater Kent Co., closed the meeting with an address on selling.

The banquet program was given over largely to entertainment, which included a talk by V. W. Collamore, Atwater Kent sales manager. Among other Atwater Kent representatives present were C. W. Geiser and E. F. Meany.

The Magneto & Machine Co. has added an adjoining building to its quarters, giving a separate radio display room and service department in addition to sales offices devoted to Atwater Kent radio exclusively.

Mfrs. Radio and Phonograph Hardware



Patented Dec. 9, 1919, Oct. 23, 1921
Nov. 7, 1922 Canada Applied
The Most Dependable Automatic Cover Support on the Market.

Automatic Stop, 30

PATENTS PENDING ON DESIGN
11 Hinge for Drop Door
12 Sliding Drop Door Support

Pat. Jan. 21, 1919. Others pending

15
17
19
RADIO AND PORTABLE COVER SUPPORTS

LET US ESTIMATE on tools dies and metal stamping

PLATING in nickel gold, brass copper, etc.

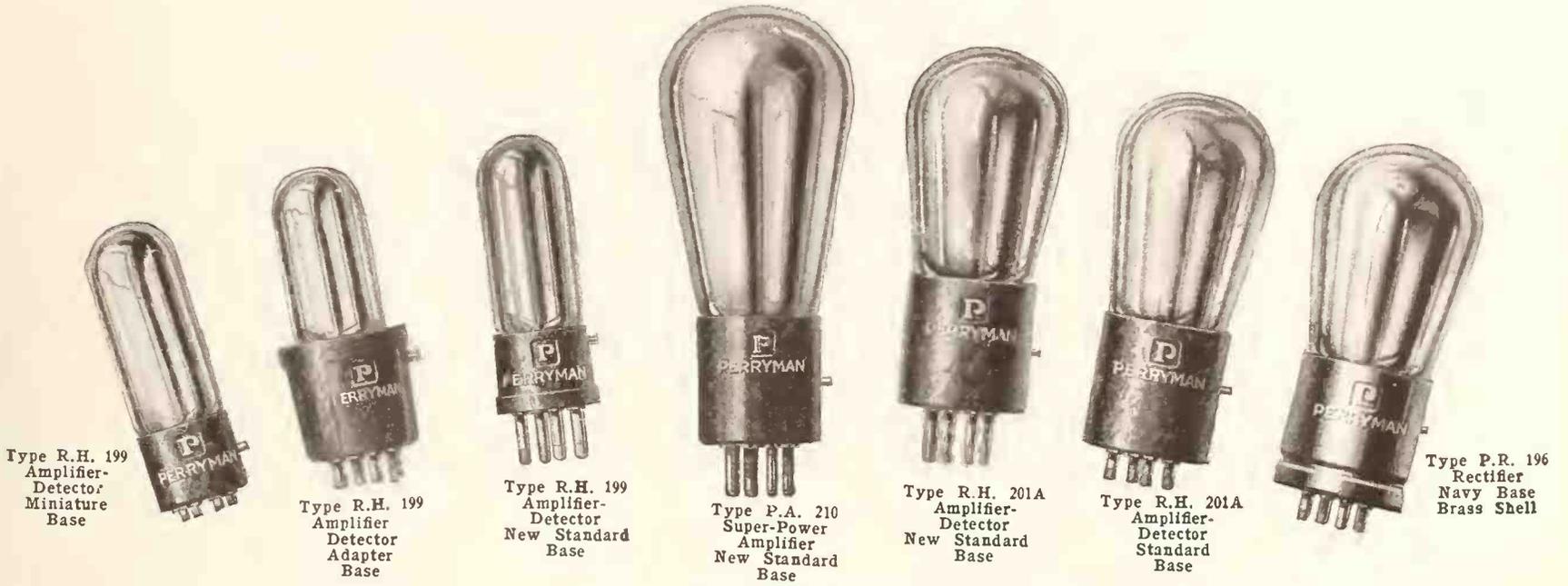
Patents Applied For.
22 Invisible Stop Door Hinge

VERY ATTRACTIVE DOOR PULLS IN DIFFERENT STYLES

STAR MACHINE & NOVELTY CO., Inc.
9-11 WATSESSING AVE.
Bloomfield, N. J.

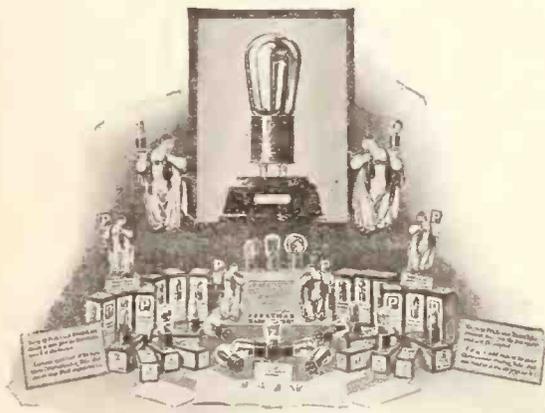
PERRYMAN P RADIO TUBES

"Distance without Distortion"



The Perryman Line consists of FOURTEEN tubes including latest types of amplifier-detectors, power amplifiers, super-power amplifiers and rectifiers.

Making a Regular Job of It!



Perryman Jobbers are selected distributors, backed by strong advertising and selling support. Perryman dealers receive a nine-piece window and counter display assortment that sells tubes right in their stores while they are busy selling something else. All Perryman dealers get a clear glass demonstrating tube showing the patented Perryman Bridge.

All Perryman advertising appears where it will do you the most good. Ask your jobber.



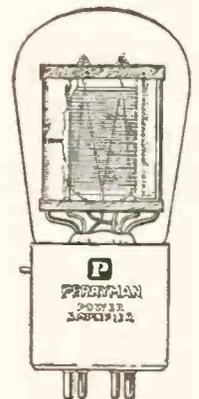
Above is a typical Perryman Dealer's window. Perryman dealers get a 9-piece window display together with a counter display and counter folders. At left are examples of Perryman newspaper mats supplied to jobbers and dealers for newspaper advertising.

Perryman Dealers have a fine tube for every purpose and for every customer. The line is complete. And what is more important every Perryman Tube is correctly and carefully turned out to conform with the rigid Perryman specifications.

Complaints on Perryman tubes are almost negligible. Perryman dealers get good tubes, good co-operation and profit that is permanent. Last season's Perryman dealers are this season's Perryman dealers—with more being added to the list each day.

All Perryman Dealers know that the Perryman Electric Company is making a regular job of things—for the profit of all concerned.

At right is the clear glass demonstrating tube showing the patented Perryman Bridge which holds the elements in place at the distance of greatest efficiency. Notice the double filament which distributes the electron emission over the full area of the plate, giving greater capacity without overloading. Ordinary jars or jolts do not affect Perryman Tubes. You get natural tone for the life of the tube and the life of the tube is exceptionally long.



The Perryman Bridge Pat. June 22, 1926

Western Music Trades' Association Convenes

Third Annual Gathering of Pacific Coast Association Held in Seattle—Phonograph and Radio Trade Problems Are Discussed

SEATTLE, WASH., August 2.—The third annual convention of the Western Music Trades Association was held on Tuesday, Wednesday and Thursday of last week at the Olympic Hotel of this city. The meeting proved most successful and served to emphasize the growing strength of this Western trade body.

Quite in contrast to the program of the convention of the national association held in New York recently both the phonograph and the radio received the proper share of attention at the local meetings, one of the speakers being

A. J. Kendrick, vice-president of the Brunswick-Balke-Collender Co., Chicago, who talked on the future of the combination radio and talking machine, which, he declared, was sure and certain. T. D. Daken, of the Daken Advertising Co., this city, gave a talk on radio advertising and made a strong plea for higher class programs from the radio stations. H. T. Stockholm, representing the Atwater Kent Mfg. Co., Philadelphia, spoke on the problems of the radio manufacturer and explained how the reputable manufacturer had succeeded in stabilizing the trade. He advocated that the dealers handle fewer lines of radio sets in order that they might concentrate more effectively on the selling end.

E. R. Mitchell, of the Liberty Music Shop, Seattle, spoke of the proper attitude of the radio manufacturer towards his dealer, and he was followed by W. C. Rice, of the Rice-

Watters Co., Seattle, to discuss the possibility of the music dealer making money in the radio accessory department. Another speaker at the meeting was Otto L. May, Pacific Coast representative of the Victor Talking Machine Co., who spoke on the future of the talking machine and explained how stocks had been cleaned up to make room for the new products.

During the course of the convention the Brunswick, Columbia and Victor companies also provided entertainment for the delegates and the members of their families and provided recording orchestras for the various events.

Other sections of the program were given over to a discussion of general music trade problems and to those special matters affecting other divisions of the industry. The officers elected for the new year included Philip T. Clay, Sherman, Clay & Co., San Francisco, Cal., president; E. H. Uhl, Southern California Music Co., Los Angeles, first vice-president; T. F. Johnson, Johnson Piano Co., Portland, second vice-president, and James J. Black, Wiley B. Allen Co., San Francisco, treasurer.

Forest Electric Co. Has Full Line of Power Units

Devices Manufactured by the Forest Co. Cover Every Possible Need for Power Plants and Charging Apparatus

The Forest Electric Co., New and Wilsey streets, Newark, N. J., is one of the most important manufacturers of radio devices in the industry. Its products include the "Unitron 'A' Power" plant, which in one unit contains an "A" battery combined with Unitron trickle charger and Unitron control. This is a most compact unit which uses the ordinary house current for its power. Through this product the "A" current never runs down, due to the fact that when the switch is set off from the radio set the trickle charger begins work. It is impossible to over-charge. Through its Unitron control, it permits the use of any "B" eliminator, making the latter automatic.

In addition to the above, the Forest Electric Co. also produces the "Unitron Trickle," an "A" trickle charger with three distinct charging speeds controlled by a three-way switch. Thus it is available for either the small or large battery, each receiving exactly the current needed. This company also produces the "Unitron Charger, No. 00," which will charge a six-volt "A" battery, four-volt "A" battery or up to 100 volts of wet "B" batteries. The three-way switch permits this flexibility. It can be used while the receiver is working and it is impossible to over-charge. There is also a "Unitron Charger, No. 0," available for charging radio or automobile batteries. A two-way switch also permits recharging wet "B" batteries up to 100 volts, using the same charging clips. There is also a "Unitron No-Bee Type, No. 90." This is designed especially for sets using up to 90 volts. This gives the "B" battery power from the house lighting circuit. Once it is put into use and through the house connections, it needs no further attention. Another model of the "Unitron No-Bee" is type No. 135, available for charging sets needing up to 150 volts of "B" power.

The Forest Electric Co. also produces "Unitron-A-B Combinations." This is a most compact device giving as large as 150 volts of "B" power and an "A" battery charger of two and a half amperes. It operates through two snap switches: "Pull one for 'A' battery charging." "Pull the other,—'B' power closed silently to set."

There is a special "Unitron Charger Tube" which is used with some of the above devices and a special tube to go with the "Unitron No-Bee Power Plants." These products are all made to fill special needs, all have exterior dressings that make them most acceptable in the home and are also noted for their compact size, considering the functions they perform.

RADIO PROTECTION

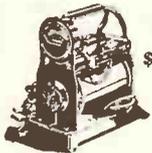


Sterling RADIO CARE-TAKERS



\$18.00

No. R-III Bulb Type A&B Battery Charger



\$15.00

No. R-900 Vibrating Type A&Auto Battery Charger



\$14.00

No. R-101 Bulb Type Trickle Charger



\$12.50

No. R-403 Tube Reactivator



No. R-99 'B' Power Current Supply

Don't let Service Time deprive you of your profits in sets—

You can sell your customers equipment with which to do their own "home" servicing.

A review of last season's radio business, entitled

"What Is Wrong With Radio?"

written by an authority, brings out the leak in dealer profits as a case of too much unnecessary service to the buyers of sets and parts.

Isn't it logical that set-owners should be equipped with the proper "tools" to service the radio? Why put the burden on your own business? Why not sell them their own servicing needs and make a profit where you have been absorbing a loss?

Sterling Care Takers and Inspectors are made for the layman's use and for easy selling on the dealer's part. It's the most complete "home-servicing" line of the radio equipment you can select from.

Nationally advertised

Sterling RADIO EQUIPMENT

THE STERLING MFG. COMPANY
Cleveland, Ohio

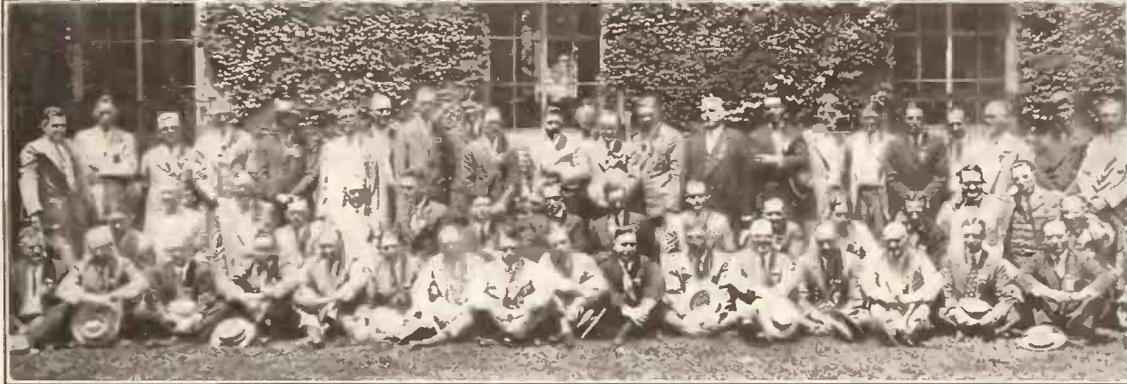
President of Dayton Radio Dealers Assn. Addresses Day-Fan Jobbers' Convention

John E. Saum, President of Local Association, Gives Interesting Talk, Explaining Activities of Body, to Distributors—Organization's Program Eliminates the Price-cutting Evil

DAYTON, O., August 7.—During the July convention of Day-Fan distributors, held by the Day-Fan Electric Co., of this city, the visiting distributors were greatly impressed with the activities of the Dayton Radio Dealers Assn.

The activities of this local association were

According to the articles of agreement of the Dayton Assn., which is signed by all members, a charge is to be made for any demonstration as well as for any servicing of radio sets which is necessary after a radio is sold. This prevents the dealer's profits on sales being absorbed by



Day-Fan Distributors Present at the Day-Fan Electric Co.'s Convention

placed before the Day-Fan distributors in a talk at one of the meetings by John E. Saum, president of the Dayton Assn. His records show that forty-five out of fifty-three Dayton radio stores are members of the local association. It is said that no other city equals Dayton in its progressive policy for the protection of the retailer. The members' stores are inspected once every week and a grievance committee promptly considers any complaints which dealers make regarding unfair competition. Under the program of the Dayton Radio Dealers Association business is not only conducted in a fair manner but there is an entire elimination of the price-cutting problem and the cut-throat tactics which interfered with the healthy progress of the industry in other cities

unnecessary calls. The people of Dayton who buy radio receivers get the right kind of interested service from the radio store, but unnecessary or questionable calls are made to pay their way.

American Radio Artists to Appear in London

A group of American radio artists headed by Wilfred Glenn, basso of the Eveready Hour, which has been a popular broadcast feature in the United States for several years, will be featured in London at a fashionable night club at the opening of the season in September, according to an announcement by the National

Carbon Co., Inc., manufacturer of the Eveready line of batteries.

This group of Eveready entertainers is said to be one of the first and the largest engaged for a definite period in London. At the termination of this engagement, the Eveready artists will return to New York to resume broadcasting here.

P. E. Grabuski Completes Nation-wide Trade Trip

President of Everybody's T. M. Co. Visits Thousands of Dealers and Finds Conditions Prosperous and Future Outlook Bright

PHILADELPHIA, Pa., August 6.—Philip E. Grabuski, president of Everybody's Talking Machine Co., 810 Arch street, this city, is probably one of the best-informed members of the trade on conditions throughout the entire country as the result of a nation-wide trip which he recently completed.

This extensive trip across the country, which covered almost 9,000 miles, was made by Mr. Grabuski in his own car and reached to practically every important center in the United States, with the exception of the Pacific Coast, and was nine weeks in duration. Mr. Grabuski found conditions in the phonograph industry in the Western part of the country particularly good. After calling on about 2,000 dealers and thirty to forty distributors, he found all full of enthusiasm and very favorably impressed with the future. In fact, a majority seemed to be well satisfied with business from the first of the year. With the exception of the corn belt in the Far Middle West, he found the average phonograph dealer in a good financial condition. Summing up his impressions, Mr. Grabuski pointed out that the entire phonograph industry seemed to be drifting toward a higher plane, both from the dealer and jobber point of view and the outlook is excellent.

"Synchronized Amplification"

IF you are endeavoring to bring your new models up to or beyond the standard set by your competitors, keep in mind that YOUR ENTIRE SYSTEM OF REPRODUCTION must be revised to secure the desired results.

The public is buying only the talking machines which give TRUE REPRODUCTION. Such buying will continue. If your machine gives such results you will have an equal chance of securing your share of the coming season's business and profits.

Miller Audio-Engineering Will Assist You

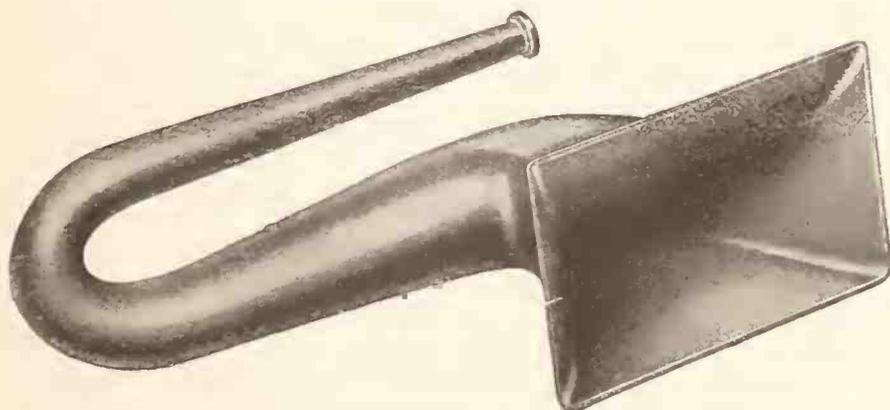
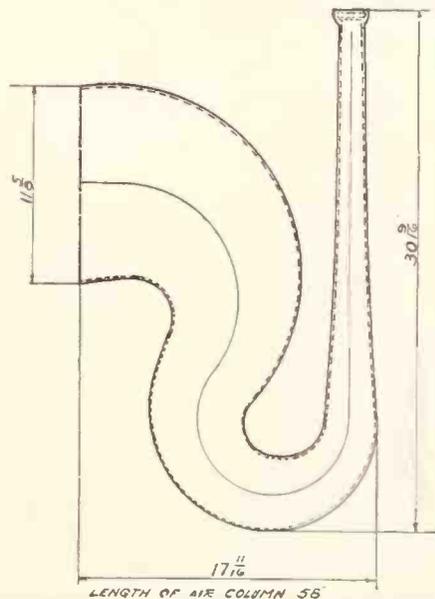
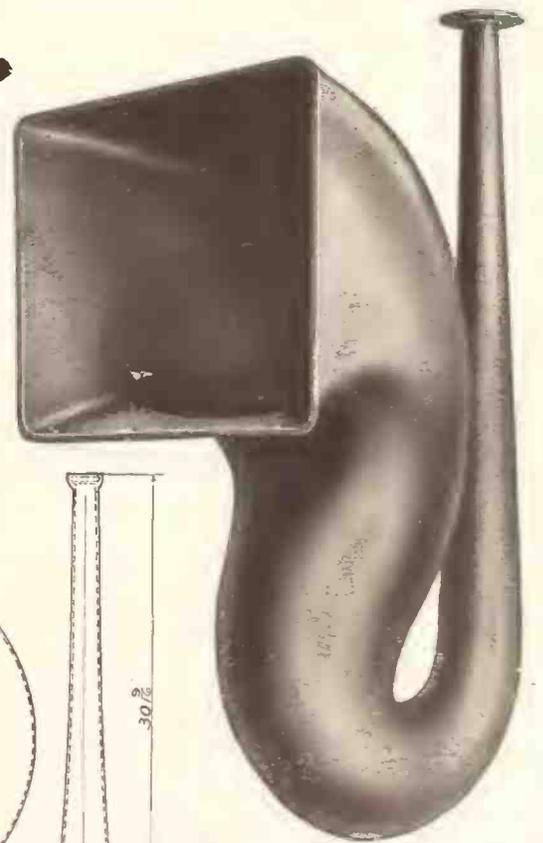
The Miller system of synchronized amplification embodies the latest advances in the science of acoustics and will give you a machine which compares favorably with any of its type now on the market.

Full details supplied upon request.

The Miller Rubber Co.
of N. Y.

Akron, Ohio, U. S. A.

Miller



Synchronization of Recorded Music With Motion Pictures Successful in Vitaphone

First Public Demonstration of New Instrument Given at Warner Theatre in Conjunction With Film "Don Juan" Wins Enthusiastic Praise From Both Press and Public

Those who have been, and are, interested in the development of media for the recording and reproduction of sound were afforded an unusual opportunity for observing the latest step in the progress made in this art at the first showing of the Warner Brothers' film, "Don Juan," with John Barrymore in the title rôle, at the Warner Theatre, New York, recently, where the first public demonstration was given of the new Vitaphone, which successfully synchronizes the recorded music with the motion picture film of the artist, or artists, who produce the music.

These new "talking pictures" represent the latest development in the experimental work co-operated in by telephone and talking machine engineers which first resulted in the production of the electrically recorded talking machine record that made such an impression on the trade and public within the past year or so, and have been produced by arrangements with the Western Electric Co. and the Bell Telephone Laboratories. The producing company is known as the Vitaphone Corp., working in association with Warner Brothers Pictures, Inc.

The new synchronizing mechanism has been developed to a point where it is in a large measure fool-proof. The recordings of speech and music are made in the studio at the same time as the pictures are "shot," a super-sensitive microphone, or battery of microphones, being provided for this purpose with a supplementary set to meet emergencies.

The accepted type of talking machine record is used, the actual recording being made on typical wax masters. The record, however, is approximately fifteen inches in diameter and designed to play for the full length of the average single reel of motion picture film, or for about fifteen minutes. The synchronizing is brought about through the use of two separate motors, one operating the camera and the other the recording mechanism, but maintained at the same speed by means of a special electrical gearing device. Should the film speed up, so does the record, and should it slow down the record does likewise.

The sound as reproduced from the record by means of an electrical pick-up system familiar to the members of the talking machine trade is passed to an adaptation of the well-known Western Electric public address system which amplifies the sound and distributes it as desired. At the Warner Theatre, for instance, two loud speaker horns were placed back of the screen for the presentation of the music by the artists shown thereon, while two other horns were placed in the orchestral pit from which issued the orchestral accompaniments to the film, thus giving to the audience the proper sense of direction and distance.

At the first public presentation of the new Vitaphone Will H. Hays, head of the motion picture interests, made an address through the medium of the screen and the Vitaphone. Other features on the program were the playing of the Tannhauser Overture by the New York Philharmonic Orchestra with the various groups of in-

struments being brought clearly before the audience in "closeups" as they took up their part of the score; violin solos by Mischa Elman and Efrem Zimbalist, the latter playing to the piano accompaniment by Harold Bauer; "Caro Nome," from "Rigoletto," sung by Marion Talley; "Vestibla Giubba," from "I Pagliacci," sung by Giovanni Martinelli; Anna Case in "La Fiesta," supported by the Cansinos, dancers, and the Metropolitan Opera chorus; a musical Russian scene, "An Evening on the Don," and an instrumental specialty by Roy Smeck. The very character of the program afforded an excellent idea of the possibilities of the new instrument and aroused genuine enthusiasm on the part of blasé Broadwayites.

It is stated that this latest development in the art of sound recording will mean much for the motion picture industry by making possible the general presentation in the smaller towns and cities of films in which elaborate musical settings and accompaniments are essential.

Stewart-Warner Dealers in St. Louis Sales Meeting

One hundred Stewart-Warner radio dealers gathered on July 26 and 27 at Dan Hyland's Stewart-Warner Products Service Station in St. Louis for a sales meeting and pre-season showing of the new products recently added to the Matched-Unit line. The affair was staged by Mr. Hyland, assisted by F. H. Bisbee, sales manager, and J. A. Meyerpeter, office manager of the service station. The business session of the first day of the meeting was confined to a technical discussion of radio, theory, testing, installation and operation, and talks were given on tubes, battery eliminators and other accessories. C. H. Stone, assistant radio engineer of the Stewart-Warner Speedometer Corp., Chicago, Ill., who was present to preside over this section of the meeting, described the new receivers and answered questions puzzling to the dealers.

On the second day advertising and selling display, time payment problems and a general discussion of radio merchandising held the floor. Oden F. Jester, traveling assistant to R. H. Woodford, radio sales manager of the corporation, addressed the convention on matters of sales and policy, and W. L. Stensgaard, head of the display division of the advertising department, explained technical points on merchandising display which help to increase the dealers' profits. Henry Giessenbier, Reserve Discount Co., St. Louis, talked to the dealers on the problems of time-payment selling, and other speakers included Mr. Hyland, Mr. Bisbee and Harry La Mertha, radio editor of the St. Louis Globe-Democrat.

At the banquet, held the last night of the convention, F. Happy Day, one of the ablest after-dinner speakers in the Mound City, gave the principal address. During the convention the visitors inspected broadcasting station KMOX at Kirkwood, Mo., while B. K. Pratt, director of publications of the corporation, broadcast news of the two-day meeting from the station studio which is located in the Mayfair Hotel, St. Louis.

Columbia Mgr. Recovering

The many friends of E. W. Guttenberger, manager of the New York wholesale division of the Columbia Phonograph Co., will be pleased to learn that following his operation for appendicitis at St. Catherine's Hospital, Brooklyn, N. Y., on August 6, he rallied quickly and is now well on the road to recovery.

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.

PHONOGRAPHS WANTED:

Retail concern wishes to purchase between 400 to 1,000 console phonographs, preferably good-make, close-out models. Merchandise will not be slaughtered to detriment of manufacturer. Will consider an offer to manufacture for us if possible at a price. Address, F. H. Horowitz, 120 W. 112th St., New York City.

POSITION WANTED—Experienced buyer and sales manager. Fifteen years' experience as owner of phonograph, record and radio retail stores in New York City. Expert phonograph repair man. Have great knowledge of law in the instalment business and office work. Looking for an opportunity where experience and energy will find an agreeable and remunerative outlet. Address "Box 1574," care of The Talking Machine World, 383 Madison Ave., New York City.

E. P. H. Allen on Vacation

E. P. H. Allen, an executive who has long been known to the talking machine and radio trades and who has been associated with such corporations as Radio Corp. of America, Thomas A. Edison, Inc., and Shamrock Mfg. Co., directing important trade promotion work, is at present taking a short vacation. In a recent chat with a representative of The World Mr. Allen said he had no definitely laid plans for the future. It is to be assumed, however, that he will continue his identity in the radio field, where he has been so successful.

Mr. Allen can be considered a radio pioneer, being one of the early promoters of the art, and was an instrumental figure in the development and recognition given by the talking machine trade to the radio business at its inception.

Resonata Speaker Announced

The Resonata Corp. of America, New York City, has placed on the market a new speaker which has been named the Resonata. It is announced that the Resonata radio speaker, made entirely of bakelite, is new in principle, the sound waves being amplified by means of a resonance chamber and expelled through a small two-inch aperture similar to the human mouth. The Resonata is the result of eight years of experiment and research by Dr. Floyd S. Muckey, authority on acoustics, and Major Henry G. Opdycke, vibration engineer of national renown.

The Tectron Radio Corp., New York City, has been appointed sole sales agent, and distributors are being appointed throughout the entire country.

SPRINGS

VICTOR

1 1/4"x.022x17', bent each end.....	No. 6543	\$.57
1 1/4"x.022x18' 6" marine ends.....	No. 3014	.57
1 1/4"x.022x17' bent arbor.....	No. 5362	.56
1 1/4"x.022x13' bent arbor.....	No. 5423	.48
1 1/4"x.022x9' bent arbor.....	No. 5427	.38
1 1/4"x.022x9' bent each end.....	No. 6542	.38
1"x.020x13' 6" marine ends.....	No. 2141	.35
1"x.020x15' marine ends.....	No. 3335	.38
1"x.020x15' bent arbor.....	No. 5394	.39
1"x.020x15', bent at each end.....	No. 6546	.39

COLUMBIA

1"x.028x16' crimp arbor, new style.....	No. 20009	.61
1"x.028x10' Universal.....	No. 2951	.32
1"x.028x11' Universal.....	No. 2951	.36
1"x.030x11' hook ends.....		.40
1"x11' for motor No. 1.....	No. 1219	.34

HEINEMAN

1"x.025x12' motors, Nos. 33 & 77.....		.35
1 3/16"x.026x19', also Pathé.....		.70
1 3/16"x.026x17'.....	No. 4	.60

SAAL-SILVERTONE

1"x.027x10', rectangular hole.....	No. 144	.39
1"x.027x13', rectangular hole.....	No. 145	.45
1"x.027x16', rectangular hole.....	No. 146	.53

Terms, 2 per cent cash with order.

TALKING MACHINE SUPPLY CO., PARK RIDGE, N.J.
Complete catalogue on request

TEST IT.

OUR VICTOR

Record Service

has a reputation for efficiency.
Suppose you try it.

E. F. DROOP & SONS CO.

1300 G. STREET, WASHINGTON, D. C.
204-6-8-10 CLAY STREET, BALTIMORE, MD.



A Message:

You know that our Berg Portable Line is the most complete, but do you also know that our two new large phonographs are now setting a pace for others to follow? Frankly, the response has exceeded our expectations. You should investigate!

BERG A.T. & S. Co. Inc.

E. P. Manning
Sen. Sales Mgr.

Long Island City
New York.



And Now—
Two Beautiful
Large Models
With Wonderful
Tone and Eye Value—
at
Sensible Prices

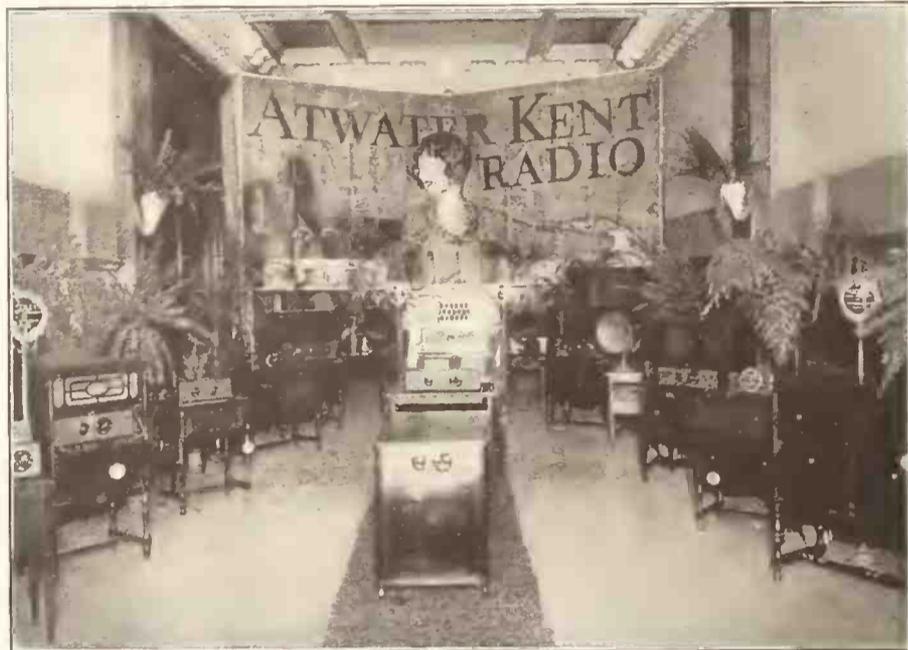


Ask Your Jobber
or Write Direct

Atwater Kent Distributor Puts Over a Most Successful Summer Radio Campaign

D. T. Lansing Co., Inc., Scranton, Pa., Atwater Kent Distributor, Through Three Weeks' Special Hotel Display and Advertising Campaign Secures More Than 1,000 Prospects for Dealers

More than 1,000 prospects for radio sets were secured by the D. T. Lansing Co., Inc., Atwater Kent distributor in Scranton, Pa., as a result of one of the most effective campaigns to promote the Summer business of its dealers ever staged by a radio wholesaler. The dealers themselves became so interested in the campaign, realizing its great possibilities, that they



D. T. Lansing Co.'s Atwater Kent Exhibit

co-operated by tying up with special window displays and publicity.

Briefly, the plan of the D. T. Lansing Co., Inc., consisted of a very attractive exhibit of the complete line of Atwater Kent radio sets and Pooley cabinets in a special display room in the Jermyn Hotel in Scranton. The accompanying illustration gives some idea of the effectiveness of this exhibition. Huge signs apprised passers-by that absolutely nothing would be sold—exhibition only. The exhibit lasted three weeks, and dealers in Scranton and other towns in the territory covered by this enterprising distributor profited through increased sales.

Extensive advertising in the newspapers, full pages and half pages, in addition to a special folder listing the names of authorized dealers were used throughout the entire campaign to announce the exhibit. The dealers tied up by also using full-page and half-page newspaper ads to bring the exhibit to the attention of the public and to emphasize the fact that they were authorized dealers. One retailer, in addition to this advertising, circularized his prospects, and many other dealers installed special window displays. These included: Thomas Music Co., known as the largest music house in Hyde Park section of Scranton; Temple of Music, leading exclusive phonograph and music store in that city; Stoehr & Fister department store, Scranton Talking Machine Co., F. S. Megargee, radio dealer; The Edison Shop, said to be the largest exclusive Edison shop in the State; and special window displays put on by the D. T. Lansing Co. in the hotel building.

The folder distributed among visitors con-

tained the names of the following retailers:

Scranton: Edison Shop, F. S. Megargee, Scranton Talking Machine Co., Stoehr & Fister, Temple of Music, Thomas Music Co. Throop: J. F. Holleran. Olyphant: J. J. McNulty. Dickson City: Shaffer & Schmidt. Peckville: Peck-Thompson Co. Jessup: M. A. Fagen. Archbald: Dipple Bros. Carbondale: Fulkerson Music Co. Minooka: United Specialty Co. Taylor: Taylor Auto Co. Old Forge: L. M. Potter. Pittston: "Freed's." West Pittston: Stackhouse Auto Electric Co., and in Duryea: W. H. Lugg.

Visitors to the exhibition were asked to fill out registration cards. The purpose of these cards was to determine the number of prospects included among the visitors, the names of whom were given to the dealers throughout the territory. The result of the registrations, which during the three weeks numbered 2,235, was interesting. The filled-in cards indicated that out of the total number of visitors 1,268 did not own radio sets, 276 owned Atwater Kent sets, 162 owned home-made outfits and 529 were the possessors of various other sets. D. T. Lansing, head of the distributing firm, who conceived and executed the drive, stated that he estimates conservatively 1,000 good prospects from those who registered "no radio" and about 200 prospects additional who registered "not satisfied with present equipment." Undoubtedly this campaign is one of the most progressive steps ever taken by a distributor of radio to aid his dealers to build sales and Mr. Lansing deserves all credit for the remarkable success of the exhibition. Mr. Lansing was ably assisted during the exhibition by S. P. Patteson and H. R. Smith, members of the sales organization of the radio division of the company.

Columbia Issues New "Familiar Tunes" Catalog

The Columbia Phonograph Co., New York, has just published a new "Familiar Tunes" catalog. In it are gathered the old, familiar melodies, the songs and dances that outlive the years. Each number is sung or played by artists who interpret the selections in a manner that brings the memories crowding back.

The records in this new Columbia "Familiar Tunes" catalog have all been made recently. They offer a most comprehensive list of this popular type of music. Among their number are

to be found old, familiar songs, jigs, reels and square dances, played on the fiddle, guitar, banjo, accordion, harmonica and other appropriate musical instruments.

The catalog is conveniently double-indexed, covering both selections and artists. The catalog is also profusely illustrated with photographs of the various artists. There is a short, interesting write-up accompanying each photograph. The cover is executed in striking colors, and features some of the best-known artists making records for Columbia. An artistic drawing of a log cabin scene adds a picturesque and appealing touch.

Berg Instruments Find Favor With the Trade

Line of Portable Talking Machines and Two Large Models Enjoy Growing Popularity With Trade and Public

The Berg Auto Trunk & Specialty Co., Thomson avenue and Manly street, Long Island City, N. Y., which in addition to its line of portable talking machines recently introduced two large phonographs, a console and an upright model, has been particularly gratified with the way the trade has received these latter instruments.

The console model is of cathedral design and the upright is in the Adam period. Both instruments have an improved tone quality which together with their art dressings makes them



New Berg Upright Model

most modern. Both are covered in duo-toned hand-tooled leather effects, giving the instruments a rich look, but in such shadings as to make them harmonize with the average home atmosphere. They have scientifically constructed tone chambers patented by Joseph Berg, gooseneck throw-back tone arms with improved reproducers, Heineman double spring motors with twelve-inch turntables.

The demand for these new instruments has forced the Berg factory to extend itself in order to make the deliveries booked for the month of August. Ed. R. Manning, general sales manager of the Berg Auto Trunk & Specialty Co., recently stated that he was quite surprised with the trade's enthusiasm.

Thomas Edison on Vacation

Thomas A. Edison has left Llewellyn Park, N. J., for a one-week vacation at Chautauqua, N. Y. Mrs. Edison preceded him there. The inventor is accompanied by J. V. Miller, his brother-in-law.



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.

Quality tells!

Stevens Speakers

EXTERIOR beauty may attract momentary attention in a speaker but after all it is *performance* that makes sales.

Stevens Speakers have both—the decorative quality that is instantly recognized and the performance quality that is equally obvious as soon as they are heard.

And their superior sound reproduction is not just imagination—it is the result of superior and exclusive technical features.

The Burtex "Conoidal" Diaphragm

The unique shape and construction of the Stevens diaphragm is made possible only by the exclusive new material "BURTEX". All manufacturers know that the conoidal (all directional curve) form gives superior tone and volume, but they cannot achieve this shape with paper, parchment, and similar materials. "Burtex" is a fabric material, shaped under tension, and chemically treated, making it absolutely impervious to moisture and highly resilient. It is the only seamless diaphragm made, and is practically unbreakable except by deliberate abuse. It is readily replaceable.



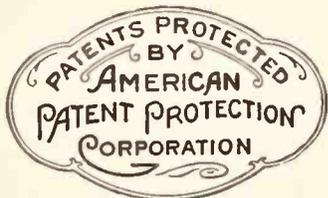
The Stevens "TT" Unit Balanced Armature Type

The Stevens TT Unit embodies several unique and exclusive features. It is the first unit to be balanced to the specific diaphragm which it actuates, and this perfect balance produces perfect sound reproduction, factory adjusted. Under laboratory tests, it gives true amplifications of all tone frequencies from 50 to 4,000, covering the entire normal range of broadcasting sounds.

"Miles Ahead Of Them All"

Test Stevens Speakers for yourself in comparison with any others and see why they are capturing the market so quickly.

And remember that they are backed up by real dealer cooperation and a square deal merchandising policy.



STEVENS & COMPANY, Inc.

46-48 EAST HOUSTON STREET NEW YORK CITY

Made by the Pioneers in Cone Speakers

CONOIDAL

"CONTINUOUSLY CURVED"

The scientific curve of perfect sound reproduction



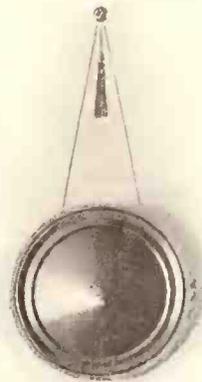
Licensed and Manufactured under Pat. No. 1414801

Model "A"

17½ inch

Ideal for the home, combining superior tone, and volume with decorative elegance. Mahogany sounding board gives rich resonance and power to the tone. Can be used on console, or hung on wall. Complete with easel base and silk hanging cord.

\$25



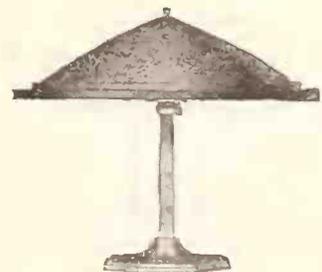
Licensed and Manufactured under Pat. No. 1414801

Model "B"

14½ inch

Similar to Model "A" but smaller. Ornamental and highly efficient. An exclusive device gives all directional effect if desired—

ADJUSTABLE
by tilting top as illustrated.
Complete \$16.50



Better get aboard this fast selling line. Send NOW for full particulars. If your jobber can't supply you, write direct.

Chas. Freshman Co. Places New Models on the Market

Special Features of New Receivers Make Them
Welcome Additions to Line—Models Have
Wide Range of Price and Design

Meeting the continued demand for popular-priced radio receivers, the Chas. Freshman Co., Inc., will shortly place on the market several new models which are claimed to embrace the



Freshman Model 6-F-10

latest ideas in radio engineering development and design. List prices range from \$57.50 to \$104.50. The all-metal panel and sub-panel which characterize the Freshman products this year are two distinct features embodied in the new line of Masterpiece receivers.

Other points of interest are: The manner of telephone cable wiring of the low potential leads; the speedometer type of tuning controls which allow perfect ease in tuning; the auto type rheostat controls which afford minute filament adjustment; the non-microphonic socket suspension, and the attractive mahogany and walnut console cabinets with their built-in loud speakers.

Very little change has been made in the circuit design by Freshman engineers, who state that the self-stabilized feature of the Masterpiece circuit needs no additional compensating controls. C battery connections are also provided, and with the A-B-C power supply unit, which the company manufactures, the entire

receiver can be operated from the light socket.

The Freshman line also includes a triple reflex Masterspeaker, a power amplifier, and a Master B eliminator.

Model 6-F-1 is a compact mahogany console, with built-in loud speaker. In burlled walnut, the console known as the Hi-Boy is model 6-F-2. Model 6-F-3 is a two-toned mahogany console with compartments for battery eliminators and chargers and built-in speaker. In burlled walnut, this model is known as 6-F-4. Model 6-F-5 is designed for those desiring a table receiver. It is complete with built-in speaker and encased in a mahogany cabinet.

The Franklin receiver is a table model with a hinged front panel of the desk type, with a self-contained speaker.

The Franklin Console is a combination of the Franklin receiver and a two-tone mahogany table.

The Aristokrat is a console model available either in two-toned mahogany or burlled walnut, with a cone-type loud speaker incorporated.

Commenting upon the changes, additions and revisions in the radio manufacturing field during the past few years, Chas. Freshman, president of the Chas. Freshman Co., in a chat with a representative of *The World*, described the development of the Freshman Masterpiece re-



Freshman Model 6-F-4

ceiver in both appearance and efficiency since the first model was placed upon the market in 1924.

"Early in our career," said Mr. Freshman, "we realized the importance of co-operation between

our various departments, co-ordination between officials and workers as leading to the goal of greatly increased production and lower cost of materials and overhead which would permit us to give the public a greater value in successive seasons. The first Freshman Masterpiece retailed at \$60 for the five-tube set alone. The following season, 1925, we marketed a greatly improved five-tube receiver with a built-in loud speaker at the same price. During the 1926-1927 season we shall place upon the market a console model of mahogany, with a built-in loud speaker and ample room for all batteries, chargers or eliminators, and the price will be approximately the same as the standard set made by the Chas. Freshman Co. in the past two years."

The L. S. Brach Mfg. Co. Introduces the Controlit

Device Permitting the Operation of Set and
Charging of Batteries by Throwing a Single
Switch Placed on Market by Brach Co.

The L. S. Brach Mfg. Co., Newark, N. J., before entering the radio field in which it is one of the pioneers, manufactured for close to a quarter century electrical protective devices. It was most fitting, therefore, that when it made its entry into the radio field among its products should be lightning arresters. These it has been making for railroad, telegraph and telephone companies and for fire alarm systems, holding a dominant place in that field of manufacture.

The coming of radio since broadened the field for the Brach organization and they have occupied it by introducing a number of the best contributions to radio efficiency and success. Notable among the Brach products, besides the lightning arresters, are: the "Pur-a-Tone Audio Coupler," the "Shock-Proof Plug," the "Extension Cord Connector," the "Brach-Stat," the "Low-Loss Crystal Insulator," the "Complete Aerial Antenna," the "Electric Soldering Iron" and "Solderall" for soldering connections.

This year's achievements for Brach are most noteworthy, the most important invention being "Controlit," which can be made a part of any radio set without wiring or alterations and which enables one to operate the set and charge batteries by throwing a single switch.

When the set switch is turned on the Brach "Controlit," it automatically connects the "B" battery substitute with the 110-volt house lighting circuit through the electric light socket. When the set switch is turned off, the "Controlit" automatically breaks this circuit, cutting off the current from the "B" substitute, at the same time it diverts the house current to the trickle charger, which automatically commences to continuously trickle charge the "A" battery. Thus the entire operation of the set, batteries and charger, is automatically accomplished with the switch or rheostat with which every set is equipped. The Brach "Controlit" will automatically operate the "B" substitute alone or the charger alone. It is advantageous with any three to ten tube set, any storage battery, "B" substitute or trickle charger whatever the make.

The other late Brach innovations are the "Totem-Pole Antenna" and the "Drip-Proof Hydrometer." Both sell at popular prices.

Weber-Rance Distributes Crosley Line of Radio

The latest addition to the line of radio products handled by the Weber-Rance Corp., of New York City, well-known firm of distributors, is Crosley radio, manufactured by the Crosley Radio Corp. of Cincinnati. Discussing this acquisition John W. Weber, Jr., president of the Weber-Rance Corp., stated that the Crosley line will serve to round out the range of radio receivers already handled by his concern.

Let us send you full details

SAAL

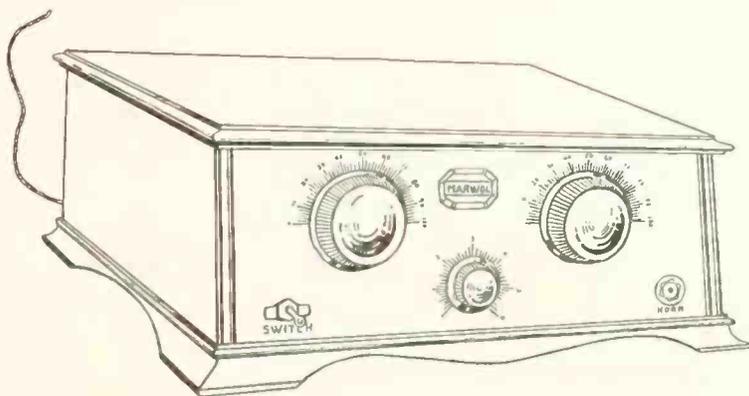
Complete Reproducer Line

Horn-Pedestal-Cone

H. G. SAAL COMPANY

1800 Montrose Ave., Chicago

The MARWOL 1926 MODELS

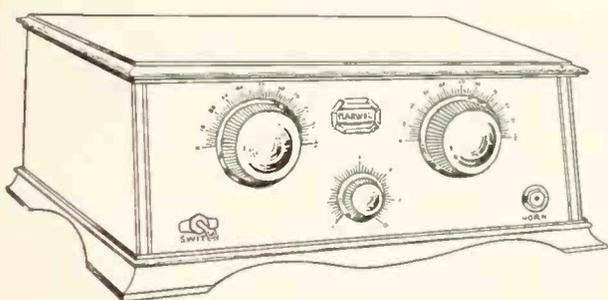


Marwol Six Tube Set With Built in "B"
Eliminator

This New Marwol six tube receiver employs resistance coupled amplification. Needs no "B" Batteries. It is equipped with a built-in "B" battery eliminator, free from hum and designed to give permanent plate current to all tubes. Installed in a genuine mahogany cabinet artistically designed. Two tuning dials and one potentiometer control.

List Price

\$70.00



Marwol 6-Tube Receiver

This model is the same as the \$70.00 model, but is not equipped with the built-in "B" battery eliminator. Circuit, method of tuning, cabinet except for size, is identical.

List Price

\$50.00

These models are now in production. Into each of them have been incorporated the latest electrical, engineering and construction principles, to insure sets of outstanding efficiency free from all possibility of trouble which would cause headaches on the part of Jobber or Dealer.

AND NOW

Marwol will shortly place in production two kits complete in every respect, ready for wiring. These kits, one a five-tube tuned radio frequency, the second a six-tube resistance coupled kit will be presented in the September issue of this publication.

Marwol Radio Corp.

546 Broadway

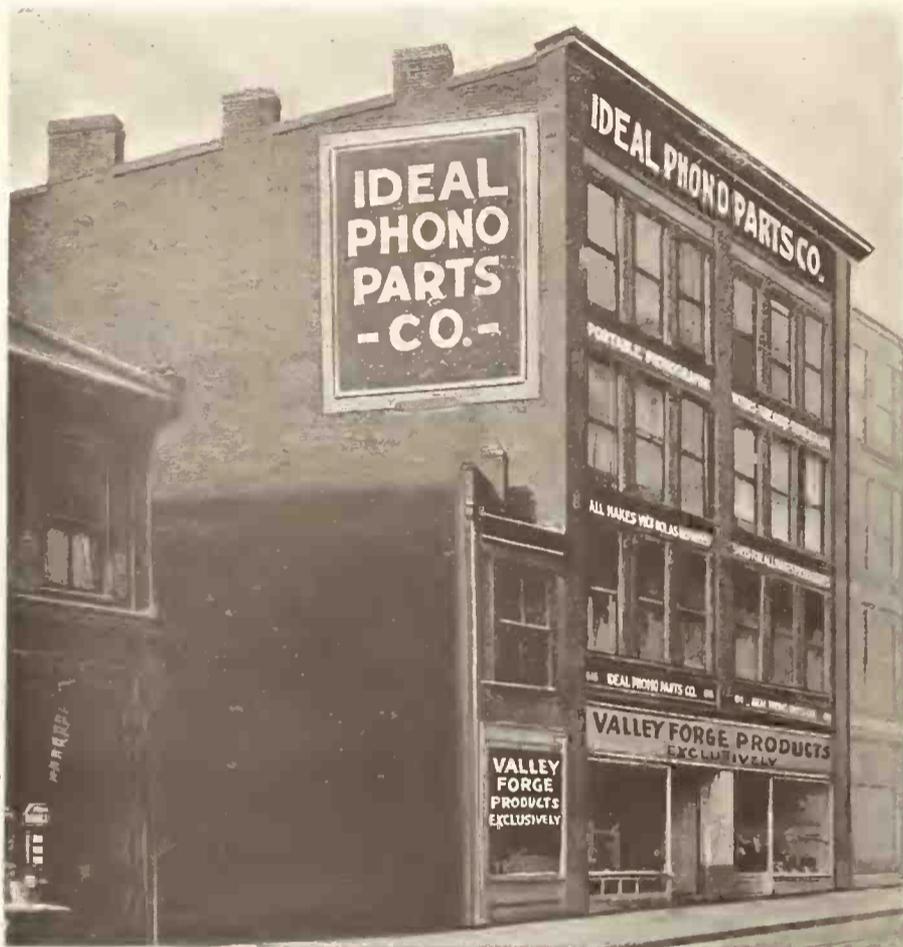
New York City

Ideal Phono Parts Co. Increases Its Facilities

Considerable Floor Space Added to Take Care of Increasing Business of Well-known Distributing Firm—Branch Offices Planned

PITTSBURGH, PA., August 6.—The reorganization and enlargement of the business of the Ideal Phono Parts Co., of this city, has necessitated enlargement of its facilities. Additional space has been added and the Ideal Phono Parts Co. now occupies the building shown in the accompanying photograph.

The company is a distributor of Valley Forge main springs and talking machine replacement materials, made by the J. A. Fischer Co., of Philadelphia, Pa., and also distributes a well-



Headquarters of Ideal Phono Parts Co.

rounded line of Artone talking machines, Carryola portables, etc. The enlargement of the Ideal Phono Parts Co. gives this city one of the best-equipped talking machine distributing organizations. Its central location is of great convenience to the local trade and the strategic position of Pittsburgh as a railroad center widens its service activities to cover several states.

The new building houses all departments of the organization. The street floor is devoted to the sales department and to a display of merchandise. On an upper floor are the executive and business offices. Spacious stockrooms and a well-ordered delivery room are also to be found. A feature of the enlarged quarters is the repair department. This department functions entirely for the service of the dealer and it is reported that it is a very popular part of Ideal service and always busy.

Paul Susselman, president, and Fred C. Schuyler, general sales manager, are making extensive plans for the coming season, including the opening of additional branch offices in several other cities in the near future. This will further add to service facilities.

Gross-Brennan, Inc., Holds Dealers' Sales Conferences

Stromberg-Carlson Factory Representative for Metropolitan and New England Territory Demonstrates New Line in N. Y. and Boston

Stromberg-Carlson dealers in the metropolitan territory and in the New England district attended important sales conferences held recently under the auspices of Gross-Brennan, Inc., factory representative for the Stromberg-Carlson Telephone Mfg. Co. in these important territories. The conferences were arranged in order to give the dealers an opportunity to thoroughly understand and visualize the sales possibilities of the Stromberg-Carlson products for the coming season and the meetings were very successful. Approximately 300 dealers attended the New York gathering and New England dealers were also well represented at the meeting in Boston.

R. H. Manson, chief engineer of the Stromberg-Carlson organization, and one of the country's foremost engineers, gave the dealers a most interesting and informative discussion on the constructional and mechanical qualities of the Stromberg-Carlson products. Mr. Manson's exceptional engineering knowledge, coupled with his broad understanding of merchandising conditions, gave him an opportunity to furnish the dealers with concrete information of a non-technical nature. The data that he presented were visualized by stereopticon slides which served to

emphasize the distinctive features of Stromberg-Carlson products to advantage. Mr. Manson pointed out in a most interesting way just how the Stromberg-Carlson engineering organization had developed the company's radio product to its present high state of efficiency, represented in the latest models. The Universal power development, which is a feature of the six-tube sets in the new line, was interestingly discussed, and the outstanding features of the five-tube models were given adequate attention in Mr. Manson's address.

Ben Gross, who is widely known in radio circles as one of the most progressive radio executives in the East, presented to the dealers a system of guarantees, which was enthusiastically received. By the use of this system, which guarantees Stromberg-Carlson products to the public, over the signature of the factory and the retailer, it is practically impossible for a dealer to foster among the public any spurious Stromberg-Carlson product. The forms used in this guarantee system can be utilized by the dealer as a practical service and stock record, and this important merchandising plan was fully described to the dealers present by Mr. Gross

MICA DIAPHRAGMS

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

INTERNATIONAL MICA CO.

Phone Baring 838 PHILADELPHIA, PA. Cable Filaso, Phila.

in conjunction with suitable stereopticon slides.

The Stromberg-Carlson line for the present season comprises the No. 602 Art Console, six-tube set; 601 Treasure Chest receiver, six-tube set; 502 Art Console, five-tube set; 501 Treasure Chest receiver, five-tube model; 5-A cone speaker, 2-A loud speaker, 4-B loud speaker unit, No. 61 and 51 radio cabinet tables, and No. 401-B socket-power unit.

History of Garod Staff Given in "The Garodian"

The Garod Corp., Belleville, N. J., which this season introduced the "Garod Electric Power" radio, has issued the second number of The Garodian, a monthly house organ carrying service messages and up-to-date news regarding the Garod products. The first issue of The Garodian, besides describing and illustrating the "Garod Electric Power" receiver, introduced the personnel of the executive staff, the engineering staff and the sales promotion division.

A brief history of "Rod" of Garod in the person of I. P. Rodman, president and general manager of the company, appeared also in the first issue. This was followed by the engineering staff composed of Benjamin F. Miessner, the electrical and acoustical engineer; W. H. Scott, Victor L. Osgood, J. E. Weiss and J. F. McCarthy.

The sales personnel also was covered, headed by Harry E. Sherwin, general sales manager, who makes his headquarters at the Belleville plant. There followed the various members of the staff covering the districts of New York, Chicago, San Francisco, Boston, Philadelphia and Cleveland.

In the second issue of The Garodian a reproduction of the big Garod plant appeared. The field service, managers and personnel were introduced and the first of a series of introductions of the various Garod distributors who are shown in the persons of the various executives of the E. M. Wilson & Son Co., Garod distributors in Newark.

The Garodian has in addition to the actual notes on the various members of the staff and the associates interested in the distribution of the Garod products many little human interest stories which add to the readability of this monthly publication.

The Garod distributors of the 1926-27 season are: Twentieth Century Distributing Co., New York and Brooklyn; F. D. Pitts Co., Boston, Mass.; E. M. Wilson & Son, Newark, N. J.; The Hessel & Hoppen Co., New Haven, Conn.; Lockwood Radio Co., Inc., Philadelphia, Pa.; Wynne Radio Co., Raleigh, N. C.; R. M. Peffer, Harrisburg, Pa.; Wireless Electric Co., Pittsburgh, Pa.; and the Pennsylvania Rubber & Supply Co. through its outlets in Erie and Oil City, Pa., Cleveland, Columbus, Cincinnati, Akron, Youngstown and Toledo, O.; John Ross Radio Sales Co., Detroit, Mich.; Vonnegut Hardware Co., Indianapolis, Ind.; Hudson-Ross, Inc., Chicago, Ill.; G-Q Electric Co., Milwaukee, Wis.; Quinn Bros. Radio Corp., Neenah, Wis.; Geo. C. Beckwith Co., Minneapolis, Minn.; Sterling Radio Co., Kansas City, Mo.; The McGraw Co., Omaha, Neb., Sioux City, Ia., and St. Louis, Mo.; Harper-Meggee, Inc. Seattle, Wash., and California Electric Supply Co., of San Francisco Cal.

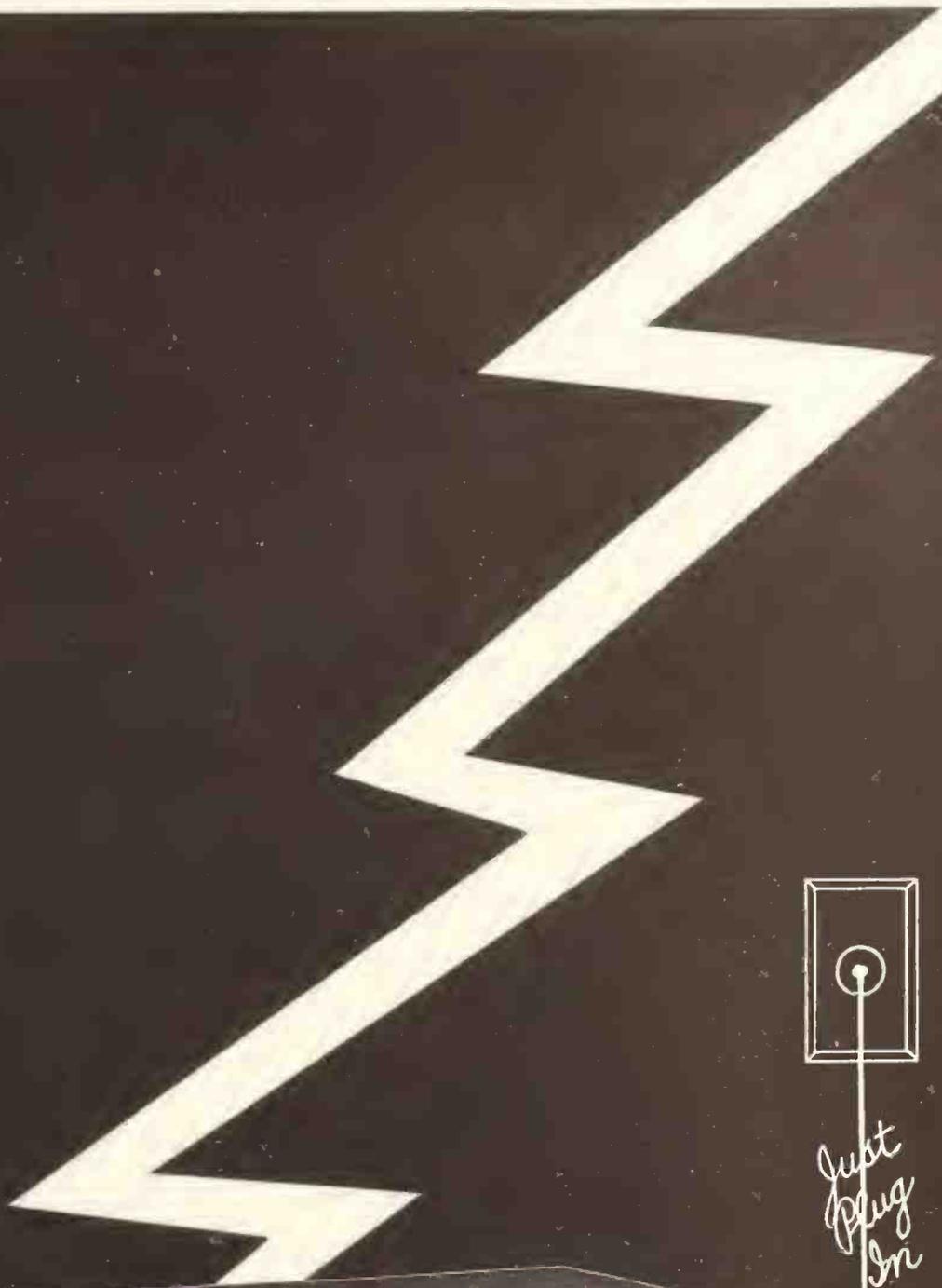
CONSTANTLY INCREASING SALES

are testifying to the superior quality of our

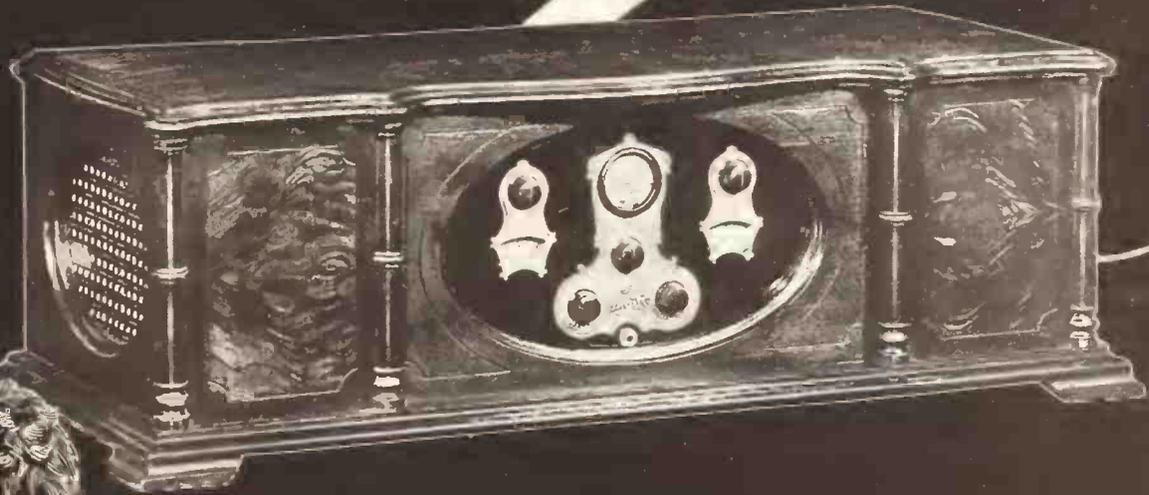
COTTON FLOCKS FOR PHONOGRAPH RECORDS

STEP INTO LINE WITH THE BUYERS OF "QUALITY"

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



*Just
Plug
In*




ARGUS
ELECTRIC RADIO

257 West 17th. Street
City of NEW YORK.

Marking an Era in Radio
as distinctive as the discovery
of Electricity itself

ASK YOUR JOBBER ABOUT THE ARGUS

*Be first to introduce this remarkable
Batteryless Receiver in your territory
& Your Jobber has direct mail and
local Advertising Campaign ready
for your immediate use*

We will be pleased to meet visitors to the Radio
Worlds Show, September 13-18 at our Booth FFI

Borkman Radio Corp. Establishes Sales Branches

Salt Lake City Manufacturer of Loud Speaker Products Adopts Policy to Insure Maximum Service to Trade

The Borkman Radio Corp., Salt Lake City, Utah, manufacturer of loud speaker products, has established direct sales branches throughout the country in order to deliver the most efficient service to manufacturers of radio sets and speakers. All contacts with factory users of units or tone chambers are handled directly through Borkman sales offices without the use of manufacturers' representatives or any other intermediaries.

The Velvet speaker unit, built under the Borkman patents, has many unique constructional features which are meeting with the hearty approval of the trade. Realizing that the best tone reproduction can only be obtained by the co-ordination of unit and tone chamber, the Borkman company acquired and combined with this unit factory at Salt Lake City a large horn and tone chamber factory at Kalamazoo, Mich. This plant makes also the assemblies used in the Velvet line of outside speakers. It is under the management of J. Kersten, formerly connected with the Jewett organization.

As part of Borkman service to its clients a thoroughly trained radio laboratory at Chicago has been placed at the disposal of Borkman users in connection with technical matters. The company's general sales office is located at 210 East Ohio street, Chicago, in charge of H. N. McKay, general sales manager. The New York office is at 103 Park avenue, with T. G. Bloomberg as branch manager. The Detroit branch is located at 647 Griswold street, with A. R. Wildauer as manager. The Intermountain and West Coast territory is handled direct from the Salt Lake City factory office, which is under the management of George F. Borkman personally.

The Zinke Co., 1323 South Michigan boulevard, is functioning as the national sales department for Borkman with the jobber trade. This well-known organization does not merchandise the factory units or tone chambers, but sells the outside speaker models of the Velvet line, comprising a phonograph attachment, a lantern-type table reflex speaker, a small and large gooseneck horn, a cone model operated by a speaker

unit in the base which works with any set, a jewel case cabinet speaker only sixteen inches by eleven inches in size but containing a sixty-inch air column and a console cabinet speaker with an eight-foot horn. All these speaker models are distributed to the jobber trade by the Zinke Co.

Apco Mfg. Co. Sales Policy Outlined to Trade

PROVIDENCE, R. I., August 6.—The Apco Mfg. Co., of this city, has announced that Apco radio products will be marketed this year through franchised dealers only. The dealer will be served direct.

H. R. Fuller, director of Apco radio sales, states: "At the present time the Apco line consists of eight products, all carefully tested and absolutely guaranteed to every franchise dealer to work exactly as specified. Apco dealers will have one of the most valuable franchises issued in the radio field for the coming year.

"All franchise dealers will have an elaborate layout of dealer helps, consisting of window stickers, one on each of the items in the line, a set of window card displays, decalomania dealer signs, attractive circulars for mailing to dealers' prospects, newspaper cuts and mats and co-operative advertising with the dealer in his locality. This, with trade paper advertising in the leading trade and consumer publications, will make the Apco line one of the fastest-selling that will be available the coming year.

"One of the exceptional new products in the line is the full automatic 'A' battery converter. This device, when connected to the lamp socket, the storage battery and the set, keeps the storage battery always at maximum efficiency so that the user can always enjoy the benefits of a battery that is completely charged to give the full amount of voltage and the full amount of amperage in delivering the maximum output to insure the finest and most perfect reception that is available.

"Another fast-selling number will be a Twin radio tube. This tube will be equipped with a switch at the base so that when one filament burns out by switching over to the other filament the tube is restored. The price is the same as any standard make of tube. Territory is now being allotted to franchise dealers in all parts of the country."

Beacon Radio Mfg. Co. Announces Trinity Line

Trinity Six Console, Trinity Six Table Model and the Trinity Five Compact Cabinet Form Line for the 1926-27 Season

A new line of radio receivers with a two-tuning control system has just been placed on the market by the Beacon Radio Mfg. Co., of Brooklyn, N. Y. The line includes the "Trinity Six" console, "Trinity Six" table model and the Trinity Bio-Phonic reproducer built in. They cover a wide range.

The "Trinity Six" console is mounted in an attractive mahogany cabinet with the Beacon-



Trinity Six Console Model

Trinity Bio-Phonic reproducer built-in. The chassis is so placed in the console that it slides in and out, thus making the job of changing tubes a very simple matter. There is space beneath the chassis compartment for batteries or eliminators. The "Trinity Six" table model is in a mahogany cabinet with a drop-leaf door. The "Trinity Five" compact cabinet is similar in construction to the six-tube models, having, however, only two stages of audio frequency. The chassis of all models is easily removable by simply loosening two screws and lifting it out.

The "Trinity Six" models have three stages of transformer coupled audio frequency, so adjusted as to assure clear auditorium volume on all types of broadcasting without distortion. The panels are of genuine bakelite and carry a long and short antenna switch as a protection against leaving the batteries on when the set is not in use. The phone jack is on the panel, the loud speaker connections being contained in the cabinet. The circuit in all Trinity models is tuned radio frequency, built under licenses granted by the U. S. Navy Dept. to the Beacon Radio Mfg. Co. in addition to eighty-eight other patents which have been granted to the manufacturers in connection with the construction of Trinity receivers and parts used therein. There are no soldered connections.

All parts used in the Trinity receivers, including the cabinets, are made in the company's own plant in Brooklyn, with the exception of a few unimportant pieces. The Bio-Phonic reproducer is also the product of the Beacon Co. and includes a specially constructed double horn arrangement.

The new Trinity line is now on exhibition at the Beacon showrooms in Brooklyn, as well as at the headquarters of Trinity distributors throughout the country who have been appointed by E. J. Totten, sales manager of the Beacon Radio Mfg. Co. Commenting upon business prospects during the forthcoming season, Mr. Totten stated to a representative of The World that the outlook is splendid and the organization is looking forward to a very satisfactory year.

M. Steinert & Sons, Boston, Mass., recently presented Stromberg-Carlson radio products in an attractive window display on Boylston street.



The EAGLE

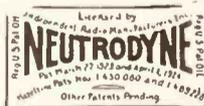
All That is Best in Radio

See Our New 1927 Lines

The Eagle line is one of the very few whose reputation has not been tarnished in the past season of manufacturing and merchandising excesses.

It is placed under a Registered Dealer agreement which will satisfy the requirements of the largest and best stores.

EAGLE RADIO CO., 16 Boyden Place, Newark, N. J.



Hear Amazing Reception!

UTAH

Made in Salt Lake City

Trade Mark Registered

BOOK

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.**

\$19



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.**

\$19

The Open Book of Radio

Our guarantee will sell it—performance will keep it sold.

It is the sensation in speakers right now.

If you haven't heard it, you haven't heard real radio reception.

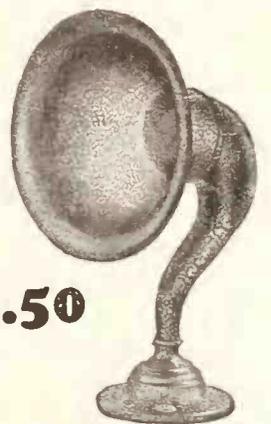
Has greater tone range than any other speaker using the paper diaphragm. High and low tones, both, come out faithfully. Wonderful tone depth. No rasping — no blasting.

It has no competition at its price—or near it.

\$10



UTAH SUPERFLEX



\$22.50

UTAH STANDARD
The speaker with the Golden Throat
14-inch bell

UTAH JUNIOR
11-inch bell

\$12.50

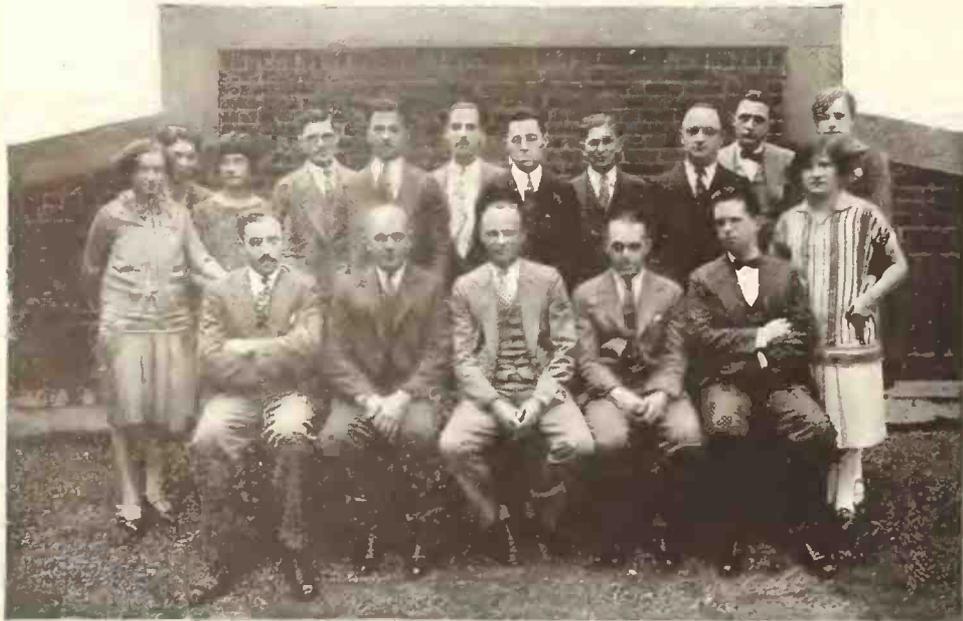
UTAH RADIO PRODUCTS CO.

1421 S. Michigan Ave., Chicago

Weber-Rance Organization Ready for a Busy Season

Metropolitan Distributing Firm for Bosch, Ferguson and Other Leading Radio Lines Anticipates Big 1926-27 Season

The executive, sales and office force of the Weber-Rance Corp., exclusive metropolitan distributor for the American Bosch Magneto Corp., is shown in the accompanying photograph taken recently at the company's headquarters in New York. The organization is



Live Wire Weber-Rance Organization

well rounded and well equipped to render superlative service to dealers on the Bosch, Ferguson and other lines of radio receivers and accessories of which they are metropolitan distributors.

The executives of the Weber-Rance Corp. shown seated, from left to right, are: M. L. Miller, general sales manager; T. H. Wickwire, chairman of the board of directors; John W. Weber, Jr., president; H. L. Becker, treasurer, and Jos. A. Kerr, sales promotion manager.

Displays Saxophonic Line at Two Furniture Shows

PITTSBURGH, PA., August 6.—I. Goldsmith, president of the Player-Tone Talking Machine Co., of this city, manufacturer of the Player-Tone Saxophonic phonograph line, returned recently from a visit to Chicago and New York, where the company maintained attractive displays at the furniture shows. Mr. Goldsmith states that the displays were very successful, and that the complete line of twelve models was received with considerable favor by music dealers.

During the past few weeks the company has received letters of commendation from dealers in various trade centers referring to the tone quality of the Saxophonic product and the attractiveness of the cabinet designs. The Player-Tone factories are working to capacity to take care of the orders closed at the furniture exposition, and Mr. Goldsmith is giving his personal attention to the production and adequate merchandising of the line.

F. C. Kent Co. Distributes New Descriptive Circular

The F. C. Kent Co., Irvington, N. J., has just forwarded to the trade a new circular carrying illustrations and descriptions of its entire line of tone arms and sound boxes. It is at present putting out six designs of tone arms and two designs of sound boxes. In addition to this it is continuing to manufacture, on a large scale, the Kent attachment for Edison phonographs.

Among its newest products is the Kentone "Sensitized Reproducer." This sound box has a composition diaphragm giving unusual volume, clarity and purity of tone.

Gilfillan Bros. Announce Coming Season's Line

Prominent Manufacturers of Neutrodyne Receivers Add Several New Sets to Line—Six-Tube, Totally Shielded Sets a Feature

LOS ANGELES, CAL., August 5.—Gilfillan Bros., Inc., manufacturers of radio receivers, recently announced the line of Gilfillan sets for the 1926-27 season in an attractive folder picturing and describing in detail the latest of the Gilfillan products. The neutrodyne circuit is used in all

Gilfillan receivers and the line is nicely balanced with a wide price range. Model No. 10, a table model, is a five-tube set, with two stages of radio frequency and two stages of audio frequency, and has a two-dial control. It is a compact model being 19¼ inches long, 9½ inches high and ten inches deep. Model No. 20, a console cabinet receiver with enclosed speaker, is

a six-tube set, employing three stages of radio frequency and two stages of audio frequency. It is a single-dial-controlled set and is all self-contained, ample space being provided for batteries; it is 17 inches wide, 16½ inches deep and 42 inches high. Model No. 30, a console cabinet type receiver, is a six-tube set, employing three stages of radio frequency and two of audio frequency. Each stage is isolated and completely shielded. It has two tuning controls and has a speaker enclosed and ample space for batteries is provided. It is 30 inches wide, 20 inches deep and 51 inches high.

Other models in the coming season's line are No. 40, a table model, six-tube set, completely shielded, with three stages of radio frequency and two of audio frequency, two-dial control, and No. 25, a table model, six-tube set, three stages of radio frequency and two of audio frequency, single-dial control.

Portable Phonograph Made by Peerless Album Co.

The Peerless Album Co., 638 Broadway, New York City, manufacturer of talking machine record albums, recently introduced to the trade a new popular-priced portable talking machine. This is later to be supplemented with a higher-priced model which is to be equipped with the best obtainable motor, tone arm and sound box. It will have a leather-covered dressing and be available in a series of colors.

Phil Ravis, president of the Peerless Album Co., in announcing his new product, said: "The outside covering of present-day portables in fabrikoid and leather finishes is produced in similar plants to those that produce record albums. Therefore, our organization is most fittingly equipped to turn out a high grade product along the most efficient and economical line. The tone arms, motors and metal parts of portables to-day are quite a standard product, so there is no problem for us in introducing quality portables. In fact, the names of manufacturers of these various mechanisms have so widely advertised their products that they are very familiar to the trade.

"During July the Peerless Album Co. sent out its first samples of its new popular-priced portable and these were so well received that quantity production was immediately put into effect."

Cincinnati Brunswick Trade Benefits From Lopez Visit

Mayor Grants Freedom of City to Popular Orchestra Leader—Dealers Co-operate Through Newspaper Ads and Displays

CINCINNATI, O., August 5.—The recent appearance of Vincent Lopez and his Casa Lopez Orchestra, Brunswick recording artists, at Castle Farm roadhouse on the outskirts of this city, provided an opportunity for Brunswick dealers to make unusual sales of the records of this popular artist and they more than took advantage of their opportunity. In the first place, the Cincinnati branch under the direction of E. A.



Vincent Lopez Reception Committee

Wegert, record promotion manager, saw to it that the visit of the orchestra received plenty of publicity. A delegation from the Cincinnati Junior Chamber of Commerce met the orchestra at the train and an informal parade of eight automobiles escorted Lopez to the City Hall, where Mayor Murray Seasongood presented the orchestra leader with the keys of the city. Practically all of the city's newspapers carried articles and photographs of the event.

For several days before the arrival of Lopez the dealers co-operated in a full-page advertisement and the Brunswick dealers had attractive Lopez displays in their windows and played his records outside the store. In addition to playing for a week at Castle Farm, where each night crowds were turned away, the Lopez orchestra gave concerts at the Rotary Club meeting and at the Junior Chamber of Commerce meeting and at the stores of the Otto Grau Piano Co. and George P. Gross, so that during the week every day the name of Lopez was mentioned prominently in the newspapers. All Brunswick dealers report greatly increased record sales, particularly of the Lopez recent releases.

Two New Distributors for CeCo Tubes Are Announced

PROVIDENCE, R. I., August 4.—The C. E. Mfg. Co., of this city, maker of CeCo tubes, has taken possession of the increased facilities accorded by the addition to its factory in this city. The two new numbers of the CeCo line, Models "G" and "H," are proving a decided success. The increased facilities will greatly add to the volume of production.

The appointment of two new factory distributors has been announced: McDonaugh Bros., of Atlanta, Ga., covering the Southeastern States, and A. E. Youngs, of Denver, Col., covering the Mountain States.

F. W. Piper on Mid-West Trip

F. W. Piper, traveling representative of the Amplion Corp. of America, manufacturer of Amplion loud speakers and loud speaker units, is at present on an important Middle Western trip visiting manufacturers. S. B. Trainer, president of the company, who has been spending a vacation in Canada, dropped in at the New York executive offices recently, for a conference with Lloyd Spencer, general sales manager, regarding important merchandising plans.

IN THE MUSICAL MERCHANDISE FIELD

"Organization of a Brass Band by Dealer Is Not Difficult," Says D. L. Whittle

Texas Dealer Gives Interesting Information on the Formation of Bands in Towns and Among Organizations—Town Merchants Usually Underwrite Initial Expenses

There have appeared in this department of The World numerous instances of band instrument and musical merchandise dealers greatly stimulating their businesses through the formation and sponsoring of bands and orchestras in communities, schools, lodges and other institutions and associations. Figures have been quoted of the immense profits which these dealers have gathered through laying the groundwork for musical organizations, but to the dealer who is interested in increasing his profits in this manner practical instructions as to the ways and means of starting a musical aggregation have been meager.

D. L. Whittle, head of the D. L. Whittle Music Co., Dallas, Tex., is one dealer who has profited through his interest in the musical organizations of the community he serves and in a recent issue of the house organ published by his establishment he gives some information based on practical experience which should prove invaluable to the dealer who is contemplating the formation of a band. In his introduction, Mr. Whittle touches on the benefits of a brass band to a community, saying:

"Many a half-asleep, stagnant town has been aroused and stimulated into a live prosperous community largely as the result of a brass band.

"During the Summer months band concerts on the public square certainly do attract trade not only from the town people but from the rural district surrounding. This is well proved by the fact that whenever once established the town band finds hearty support on the part of local merchants.

"Still further, a good band will engender pride of citizenship, provide much advertising to the town and serve as a strong influence to keep young folks at home instead of breaking away to other fields.

"Heretofore it has been customary to look upon a brass band as an assemblage of musicians. In recent years, however, with various activities that are organized, the brass band has taken on a different aspect, so that we now find community bands, village bands, city bands, lodge bands, club bands, church bands, school bands, factory bands, police, firemen, Boy Scout bands, etc.

"At first thought one might think organizing a band was a big job, but when you analyze the matter you will see that it is not difficult. Every community or organization has in its members a certain number of people who can play more or less proficiently upon some band instrument. In addition to these, there are always several who are ambitious to learn and would gladly take up the study if there were any incentive to do so.

"To get a band together, first make up two lists—one of persons who you know play some instrument, and another list of persons who you think are musically inclined and would be interested. Then drop a line to these persons, announcing a mass meeting for the purpose of organizing a band. Hold your meeting at some central location on some evening that will be convenient for all to attend. Arrange to have a few of your local merchants on hand and appoint one of them temporary chairman of the meeting.

"Explain to the crowd the advantages to both the community and individual, laying particular stress upon the pleasure and personal satisfac-

tion of playing in a band. Then explain that it is possible to secure progressive band books adapted to even the youngest band.

"You will find enthusiasm taking root and before you know it you will have the nucleus of a real band.

"Of course, it stands to reason that it takes money to keep a band together until it can put itself on a self-sustaining basis. Therefore, have it understood that each member is to provide his own instrument. This will work hardship on none, because any person who does not have ready cash can always buy an instrument on

Fred Gretsch, Jr., Joins the Fred Gretsch Mfg. Co.

Fred Gretsch, Jr., who graduated last month with a Bachelor of Arts degree from Cornell University, has entered the business of the Fred Gretsch Manufacturing Co., of Brooklyn, N. Y., of which his father, Fred Gretsch, is president.

It is interesting to note that this makes the third Fred Gretsch in the history of this forty-three-year-old concern. Mr. Gretsch, Jr., is rapidly assimilating the details of musical merchandise wholesaling and importing, in which business the Fred Gretsch Mfg. Co. is engaged.

Congressman's Family Are Hohner Enthusiasts

WASHINGTON, D. C., August 6.—One family in which the Hohner harmonica is well represented is that of Congressman Arthur M. Free of California, whose father and children, con-

most liberal, easy terms from any retailer.

"It will cost something for music and an instructor to get the band properly started and this expense is generally gladly borne by local merchants. Rare indeed is the local merchant who will not cheerfully and freely support a brass band—he knows that every dollar he puts into it is returned many times over. Therefore put the matter squarely up to your local merchants as a clean-cut, legitimate business proposition, explain to them that in all probability assistance will only be needed at the start."

These excerpts from Mr. Whittle's interesting article contain a wealth of information for the dealer who is contemplating pushing the sale of band instruments. The hints contained are not mere theories but information gleaned from a practical experience which has worked to bring profits into the cash registers of the Whittle organization.

sisting of two sets of twins, are all enthusiastic boosters for Hohner. Representative Free recently stated: "The Hohner harmonica is wonderful. My family is now making life interesting for the neighbors. Hohner harmonicas are of exceptionally fine tone and their use adds much to the sum total of happiness. Our children go to camp for the Summer months and a supply of Hohners will go with them. My father is a very clever harmonica player, and he, too, is enjoying his Hohner."

Old-Timer Plays Harmonica

An interesting incident took place in Hamilton Fish Park, New York, recently. Just before a tryout for the annual harmonica championship contest, Meyer Levitz, ninety-eight years of age, wandered into the park and was attracted by a youngster practicing on his harmonica. Mr. Levitz stated that he also could play a mouth organ. Someone put a harmonica into his hands and he entertained the large crowd with a weird Polish ditty.

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 131)

HOHNER *Harmonicas and Accordions*

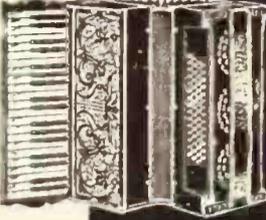
THE WORLD'S BEST



How is your Hohner Harmonica stock? Is it enough to take care of the Fall demand which will be created by extensive Hohner publicity.

Write us for our "Big Business Builders"

M. HOHNER, Inc. 114-116 East 16th Street
New York City



HOHNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915

Allister Wylie and Band Entirely King Equipped

Popular St. Louis Dance Aggregation Uses and Endorses King Instruments Exclusively—Equipped by Aeolian Co. of Missouri

St. Louis, Mo., August 5.—Allister Wylie and His Band, who were recently entirely equipped



Allister Wylie's Orchestra

by the Aeolian Co. of Missouri with King band instruments, are rapidly becoming one of the most popular orchestras operating in this sec-

tion of the country. This is not to be wondered at, for although a new aggregation, practically each of the members of the orchestra has played for some of the best-known dance orchestras in the country. Allister Wylie, the director, was formerly with Gene Rodemich's Brunswick Recording Orchestra; Kenneth Albrecht, first saxophone, was formerly with Paul Whiteman's Pavilion Royal Orchestra; Clarence Forster, first trumpet, was with Whiteman's Collegians, Vincent Vanni, tuba, was at one time with the Toscanini Symphony of Milano, Italy, and with the Metropolitan Opera Orchestra of New York and at the present time is a member of the St. Louis Symphony Orchestra, and so on down the line, each of the boys has served for a time with world-famous aggregations.

New Saxophone Shop Opened

PORTLAND, ORE., August 4.—The Saxophone Shop, owned and operated by Robert Christensen, recently opened at 274 Washington street. The proprietor is a prominent saxophone artist and for two years was in charge of saxophone sales in Oregon for Sherman, Clay & Co. The store will specialize in saxophones, but will also carry a line of other small instruments and Harmony records.

Dealer Issues Brochure on Care of the Saxophone

Pacific Music Co. Gives Instructions to Purchasers of Saxophones to Enable Them to Avoid Repair Charges

SEATTLE, WASH., August 4.—The Pacific Music Co., band instrument dealer, some time ago issued instructions entitled "Care of the Saxophone," which have received wide praise from patrons of the store for the practical assistance which the brochure gives in helping them take better care of their instruments. The instructions read:

"The few suggestions offered here will help you to keep your instrument in first-class condition and will reduce to a minimum your repair and accessory bills.

"Regardless of the seemingly complicated arrangement of the mechanism on a saxophone, it will rarely get out of order if it is handled with ordinary care and given the attention it is entitled to.

"After using your saxophone, do not lay it on the table, piano or elsewhere, where dust will accumulate on the springs, pivots and bearings. Put it away in its case. (A case is always a good investment and will save more than its price in repair bills.)

"Don't allow the mouthpiece to remain on the mouthpiece. Always remove it after playing. Clean out the mouthpiece, wipe off the reed and put it on a piece of glass (flat side down). By following this suggestion, your reeds will give you better service, as well as the cork on the mouthpiece.

"Do not allow moisture to get on the pads. When you play your saxophone there is a certain amount of moisture in the breath, which condenses and adheres to the inside of the instrument. Continuous playing will cause this condensation to run down the inside of the instrument to the bow or bend at the bottom. Be sure to drain this out of the bell before laying the instrument down. If allowed to remain in the instrument, it will run out of the tone holes and get on the pads, causing them to become hard and shrink out of shape so that they do not cover the tone holes properly. It is a good idea to place a piece of blotting-paper under the high D, Eb and F keys when you put the instrument away. If a pad has a tendency to stick sprinkle it with talcum powder.

"All springs and bearings should be oiled occasionally, but be careful not to get any oil on the pads."

Dealers might find the foregoing suggestions useful as a means of giving service to customers and to avoid unnecessary complaints at the store from purchasers who neglected their saxophones through ignorance.

The NEW SUPER-LUDWIG DRUM

Parallel Snare Throw-Off
Individual Snare Adjustment
Perfect Snare Control



Patd. Jan. 1924 and Others Pending

The Sensation of the Drum World

Again Ludwig sets the pace with a new drum—the SUPER-LUDWIG with its many new advanced features.

INDIVIDUAL adjustment of snares, a parallel throw-off of snares and means for securing PERFECT snare control are but a few of the many new improved ideas to be found on this latest creation of Ludwig engineers and craftsmen.

It's a sales leader for the dealer who is on the alert to be up and ahead of the van that will follow.

Send to Us Now for Prices and Discounts

LUDWIG & LUDWIG

World's Largest Makers of Drums and Drum Accessories

1611 to 1627 No. Lincoln Street, CHICAGO

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 132)

The Weymann Orchestra Banjo



FRED C. BUCK
Banjoist
Waring's
Pennsylvanians

Has won for itself the endorsement of banjoists the country over! Its fine tone qualities, its beauty—have created an unparalleled demand for this instrument.

Write TO-DAY for handsome catalog describing the Weymann line of Banjos, Mandolutes, Guitars and Ukuleles. Agencies are still available for a few live dealers.

Address Dept. W

H.A. WEYMANN & SON, Inc.

1108 Chestnut St. Phila., Pa.

When you attend the Music Trades Convention visit our exhibit, Room 608 Commodore Hotel.

Harry Buegeleisen With B. & J. During the Summer

The staff of Buegeleisen & Jacobson, New York City, importers and wholesalers of musical merchandise, has been augmented during the Summer months by the addition of Harry Buegeleisen, son of Samuel Buegeleisen, head of the organization. Mr. Buegeleisen, Jr., is a student at the University of Pennsylvania and

is spending his Summer vacation learning the many interesting details connected with the running of a large musical merchandise business such as that of Buegeleisen & Jacobson.

Bacon Banjo Co. Fills Orders for Special Model

GROTON, CONN., August 7.—A marked demand for quality merchandise is visualized in a recent experience of the Bacon Banjo Co., of this city, makers of B. & D. Silver Bell banjos. Sherman, Clay & Co., Pacific Coast distributors of Bacon banjos, recently ordered from the factory, in this city, a special banjo for one of their customers who wanted to pay \$200 more than the best regular model in stock. A special banjo was prepared and David L. Day, general manager of the organization, reports that there are now in process at the factory four or five special instruments for leading dealers for the coming season. The export business of the organization is also particularly active at the present time. Recently a large shipment of gold and silver Bacon banjos was sent to South America and another equally large shipment was forwarded to the London office. Upon the return of Fred Bacon from his vacation in the hills of Vermont, Mr. Day left for a vacation trip to Canada and plans to spend a short time in Boston, where he formerly lived.

Philip Werlein Display Stresses Small Goods

NEW ORLEANS, LA., August 6.—A window display which presented all types of musical instruments recently occupied the window of the store of Philip Werlein, Ltd., and attracted great crowds and considerably increased sales in dif-

“HYGRADE” Musical Instrument Cases



Our new Combination Sax Case

Send for Price List

HYGRADE CASE CO., Inc.
345-347 South 6th St. Newark, N. J.

ferent departments. A camp scene was depicted, and to the smallest detail the scene was effective.

In a forest setting a tent was erected and on a camp chair in the foreground a banjo was placed,—on the moss-covered ground nearby a ukulele was resting. An open camp fire carried out the illusion of a vacation spot and the water in the distance, a canoe, fishing rods and bathing suits, suspended from the branches of a tree, helped those gazing at the display to visualize a nook in the woods. A Radiola and a portable talking machine were included in the musical equipment of the campers.

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.”

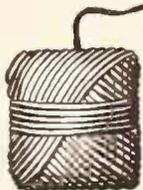
“World’s Finest Drummer’s Instruments”



A New 96-Page Catalog “N” Mailed Free

The Satisfied Drummer Always Comes Back

Leedy Manufacturing Co., Indianapolis, Indiana

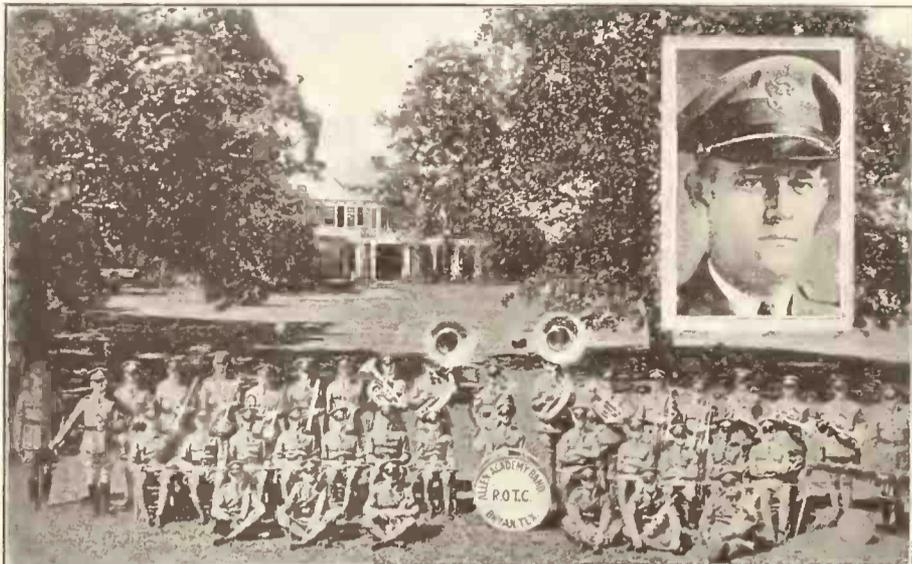


IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 133)

King Equipped Band Victor in Recent Texas Contest

Allen Academy Junior College Band, Under Direction of E. A. Lightfoot, Awarded First Prize—Other King Aggregations Triumph

WACO, TEX., August 5.—The band contest held in this city recently resulted in much prestige



The Winning Band. Upper Right—E. A. Lightfoot

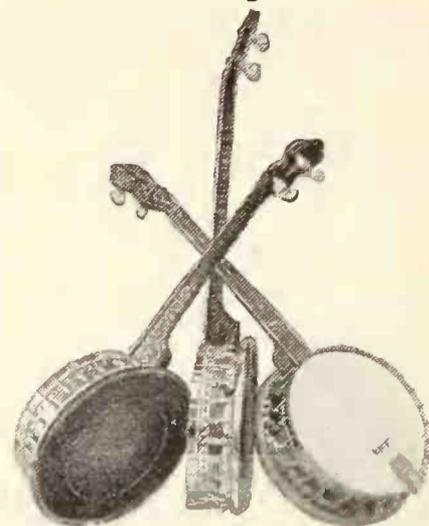
and praise being received by King band instruments, manufactured by the H. N. White Co. of Cleveland, O. In a reading of the prize awards it is seen that the Allen Academy Junior College Band, under the direction of E. A. Lightfoot, was awarded first prize in the Junior Class. This band is King equipped. The Paris, Tex., band, under the direction of Arthur Layont, with practically an all King instrumentation, was awarded second prize in the Six Year Class. Other bands either fully or partially King equipped, which finished in the prize winning classes, were the Nacogdoches, Texas, band, under the direction of W. R. Faifer, which took second prize in the Four Year Class; the Navasota Concert Band, under the direction of E. A. Lightfoot, which took second prize in the Third Year Class, and the Austin College Band, which took second prize in the Junior College Class. The Dallas Band House, Texas distributor of the King band instruments, is largely responsible for the many Texas orchestras which are King equipped

Suggestions on Formation of Harmonica Bands Issued

Growing Interest in Organization of Bands Indicated by Increasing Number of Inquiries—Harmonica Bands in Schools

An excellent indication of the popularity of the harmonica is to be found in the growing interest on the part of civic authorities everywhere in harmonica playing. This interest has been so pronounced and inquiries relative to the formation of harmonica organizations have been so frequent that M. Hohner, Inc., New York, maker of the Hohner harmonica, has compiled a list of helpful suggestions for the formation of harmonica bands. An idea of this widespread interest is to be found in the fact that in one day alone M. Hohner, Inc., received

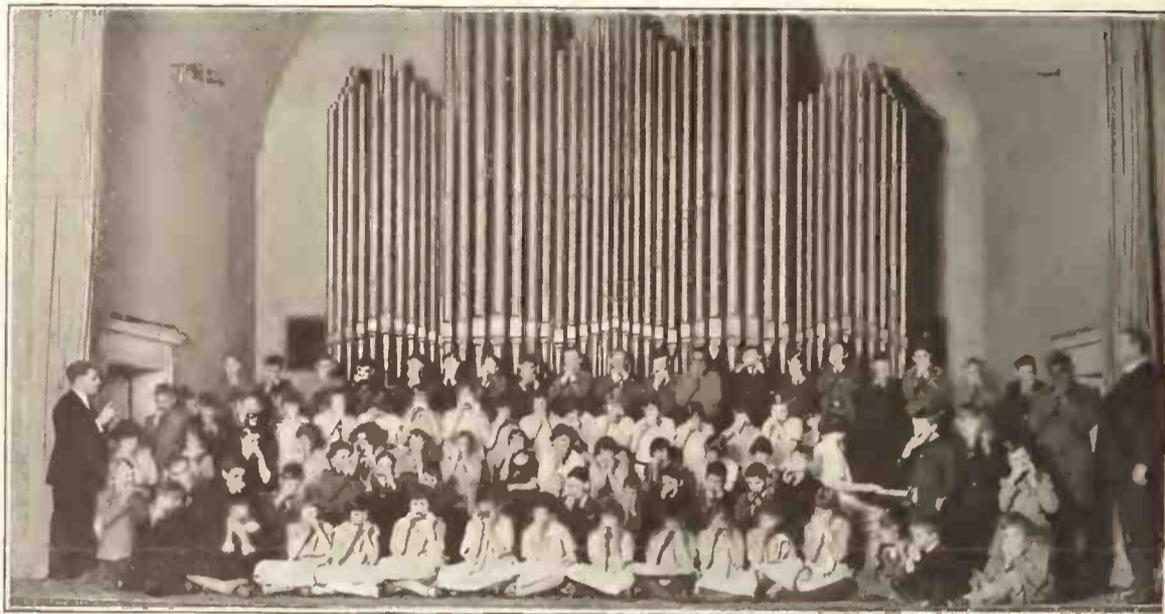
“Silver Bell” Banjos



Send for illustrated book of Prominent Orchestra and Professional Players

The Bacon Banjo Co., Inc.
GROTON - - - CONN.

inquiries from eight different cities relative to the best procedure for the formation of these bands and orchestras. Hardly a day passes but



Harmonica Band at Pennsylvania Institution for the Blind

that information is requested as to organization. The use of harmonicas in schools and institutions is perhaps best visualized in instances of two of the largest cities. In Chicago the harmonica is used in over 250 schools and in Philadelphia there are between sixty and seventy harmonica organizations.

In this latter city an out-of-the-ordinary harmonica organization is found in the harmonica band of the Pennsylvania Institution for the Instruction of the Blind. In the early Fall of 1924 Albert N. Hoxie, who has been instrumental in the formation of a number of harmonica orchestras, came to Overbrook and established a harmonica orchestra in this great institution. The popularity of the harmonica here was instantaneous and rehearsals were looked forward to eagerly. Accordingly, with this spirit the Overbrook harmonica band advanced rapidly and not only furnished entertainment within its own domain but mingled with other harmonica organizations in Philadelphia during Boys' Week and other special occasions, when large groups of harmonica players were gathered. It is interesting to note that this blind organization has won a large silver cup, second prize for group playing, and won it in competition with twenty other clubs. A very interesting and detailed account of the harmonica at the Overbrook Institution is to be found in the current annual report which has just been issued.

It is only natural that the increased use of the harmonica by institutions is having a favorable effect upon the popularity of the harmonica for individual use.

Band

**Wholesalers of
Musical Merchandise
for a Generation**

SOLE DISTRIBUTORS OF

DURRO VIOLINS
and BOWS
STEWART STRINGS

BANJOS
UKELELES
GUITARS

WRITE FOR FULLY
ILLUSTRATED CATALOG ~

Buegeleisen & Jacobson
5-7-9 Union Square, New York

GLEANINGS *from the* WORLD *of* MUSIC

Growing Demand in Summer Months for Sheet Music Creates Dealer Profits

Extending the Season of Active Demand for Sheet Music and Records Is Having a Marked Effect on the Profits of Dealers Who Operate Sheet Music Departments—Important Factor

August last year was distinguished by the fact that the demand for popular sheet music and for popular records became almost as active as any of the Fall months in previous years. According to early reports on August of this year this activity is duplicating itself. Seemingly there is no particular reason for this, because the caliber of numbers that are published in August and appear in record form is only on a par with releases of other months.

Some years back the popular music publishers began their Fall campaigns in August with their initial efforts at the Summer resorts. They did this then on the premise that the visitors to these places who would return home to all parts of the country after Labor Day would carry with them the melodies that had been made popular during the late Summer. This plan, however, generally produced sales in September and only to a small extent in August.

Now most of the big publishing organizations do not plan any special campaign at these resorts in August other than that they carry on in the months of June or July. The reason for this is that the larger publishing companies keep their personnel intact throughout the entire year and as far as their publicity activities are concerned one month is generally only as important as another month. There are just as many bands playing in May, June or July and there are just as many people, if not more so, appearing in public places, and these crowds are the at-

traction for the publisher no matter what the season.

Of course, there is music wherever there are crowds. Thousands of orchestras are organized each year and they must have work. The result is that whether one is at the top of the mountain, on a quiet lake, or at the most attractive seashore, they will find popular music. There is no question about there being considerably more orchestras working in Summer than at any other season of the year. The present-day band and orchestra is composed of youthful players, many of whom during the Fall and Winter return to other duties, to schools and colleges. It may be that these thousands of new bands and orchestras that have sprung up in recent years are responsible for an earlier Fall activity than was prevalent in seasons past. Certainly, no matter where the orchestra is, it manages to play the latest successes. This combined publicity on the songs of the moment by orchestras playing wherever there are a dozen or more people may result in the aggregate to a substantial increase in sales.

At any rate, this is seemingly the second season in which sales of sheet music and records in August have reached a height that was formerly found only in the earlier Fall months. No matter what the cause, the sales are welcome. Extending the active sales season for popular music and popular records through an additional month is quite a gain.

son Co. presents Negro spirituals "Steal Away" and "Every Time I Feel the Spirit," with musical arrangements by Williams Arms Fisher.

To the octavos by Victor Harris has been added a three-part number for women's voices called "A Grace Before Singing," and in the two-part songs for women's voices now appear "Where Do All the Daisies Go?," "Happy Days of Yore" and "In Spring." The Ditson Co. has also released for its three-part songs for women's voices "A Welcome," by Louis Victor Saar, and "A Spring Carol," by R. M. Stults.

To the anthems for mixed voices the company has added the following: "O Thou Who Keepest the Stars Afloat," "Sweet Saviour, Bless Us," which is arranged with a baritone solo, "Thou Art the Way," with a soprano and tenor solo, and "My Peace I Leave With You," arranged in eight parts for mixed voices.

Belle Brooks Makes Success in New Singing

During the past year "whispering" solo singing of popular songs, accompanied by ukulele or piano, has had quite a vogue. Many artists of this type have reached exceptional popularity in vaudeville, photoplay houses, radio and the talking machine record. They brought on a new style of public rendition and their intimate manner seemingly had a wide appeal. They were billed under the head of whispering tenors, baritones and pianists, etc., but up to this time all of these artists were of the male gender. Recently, however, we have in the person of Belle Brooks what is believed to be the first girl to employ the soft, intimate type of singing which has become so popular.

Miss Brooks had been primarily a pianist and not a singer and it was only by accident that she discovered how well her voice sounded through the microphone. She is a thorough musician, having been trained on the piano, studying several years under the eminent teacher, Donato Montano. She appeared on the concert platform as accompanist, following which she entered vaudeville. Finding this life too strenuous, about a year ago she joined the staff of the Edward B. Marks Music Co. Her familiarity with every class of artist, their style and appeal, gave her a background for judging what the public wanted in the way of popular renditions and her entry into the radio field brought immediate success.

Among the Marks numbers that Miss Brooks sings so successfully are "Would-ja," "Reaching for the Moon," "My Little Nest," "Ain't We Carryin' On," "Wallflower" and "Nice Girl."

Bibo, Bloedon & Lang, Inc., Make Australian Deal

Bibo, Bloedon & Lang, Inc., the new and enterprising firm of young popular publishers, with executive offices at 1595 Broadway, New York City, have closed arrangements for the Australian rights of their publications with J. Albert & Son, Sidney, Australia. The first of these numbers that were transferred to the Australian copyright owners were "Am I Wasting My Time Over You," "My Cutey's Due at Two to Two To-day" and "Will You Be True." Mr. Albert, who recently has been visiting New York publishers, was very much impressed with these numbers and lost no time in concluding arrangements.

New Numbers Issued by Oliver Ditson Co.

To its part songs for men's voices the Oliver Ditson Co. has added "The Peacemaker," taken from the "Poems, Essays and Letters" of Joyce Kilmer, set to music by Herbert J. Tily and dedicated to the Associated Glee Clubs of America, also the "Sea Gypsy," set to music by Franz C. Bornschein, and "A Sea Song," by Samuel Richard Gaines; and "A Song of Fellowship," words by Monte Wellings, music by Harvey B. Gaul. To the Ditson sacred music for men's voices has been added "Intercession." This is described as a hymn-anthem with tenor solo.

To its part songs for mixed voices the Dit-

"YOU CAN'T GO WRONG WITH ANY FEISTY SONG!"

"I'M WALKING AROUND IN CIRCLES"
A "rollin' stone" Ballad!
Lyrics by LEWIS and YOUNG
Music by FRED PHILLIPS

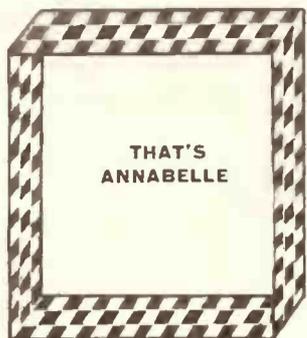
"WHERE'D YOU GET THOSE EYES"
and also those lips —
and those nose!
WALTER DONALDSON'S
Novelty Fox Trot

"LEAVE ME SOMETHING TO REMEMBER"
A Beautiful Memory Song
by BENNY DAVIS
and JOE BURKE

"KATINKA"
That Russian Fox-Trot-sky
by BEN RUSSELL
and HENRY TOBIAS

"HELLO ALOHA" (HOW ARE YOU)

FIVE RECORD RECORD BREAKERS



THAT'S ANNABELLE



THEN I FORGET



PUT YOUR ARMS WHERE THEY BELONG



OH! IF I ONLY HAD YOU



PINING FOR YOU

ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST
IRVING BERLIN INC., 1607 BROADWAY, NEW YORK

"Happiness Boys" Appear at Strand Theatre

Feature "Howdy Do Everybody, Howdy Do" and Number of Other of Their Popular Songs—Score With the Audience

Billy Jones and Ernest Hare, the well-known radio and record artists billed under the name



The Happiness Boys

"Happiness Boys," made their first appearance in a photoplay house recently, opening at the Strand Theatre, New York, as a feature attraction. In their program they opened with their famous "Howdy Do Everybody, Howdy Do," following with their not quite equally well-known travesty on the operas and several popular songs including "When the Red, Red Robin Comes Bob Bob Bobbin'," "Pardon Me While I Laugh," "My Cutey's Due at Two to Two" and "It Don't Do Nuthin' But Rain." They scored a hit with their audiences.

Forster Adds Three New Members to Its Catalog

"Out of My Dreams," "Kentucky Lullaby" and "The Pal You Left at Home" Newest Compositions From This Firm

CHICAGO, ILL., August 6.—Forster Music Publisher, Inc., Chicago, is releasing three new numbers which look very promising and indicate that some more hits will be added to the large number of successful songs published by this company.

A new waltz number, "Kentucky Lullaby," and a fox-trot, "Out of My Dreams," both by Ned Miller and Chester Cohn, and another mother song, "The Pal You Left at Home," a ballad written by Alvin Alton, a young chap in Memphis, Tenn., are the latest additions. Attractive counter signs and window strips have been prepared for the dealer in announcing the songs.

"Out of My Dreams" is based on the famous "Liebestraum," Forster publishes the Schipa arrangement of "Liebestraum," which is a tremendous seller and the company has great hopes for its popular version.

The firm recently added ten more men for promotion work throughout the country, who are working closely with broadcasting stations, theatres, motion picture houses and dance orchestras. The three songs they are now working on are "Lulu Lou," a comedy song; "Whispering Trees," a waltz; and "Just a Little Dance." The latter is being featured again this week at the Oriental Theatre by Paul Ash, who was one of the writers of the number. Members of the local trade also recently heard "Whispering Trees," when it was presented by Wendell Hall, the composer, at the Piano Club of Chicago.

Ed. Little Returns From Trip Through the East

Head of Sherman-Clay Publishing Department Finds "Schoolday Sweethearts" Going Very Strong With the Public

SAN FRANCISCO, CAL., August 3.—The publishing department of Sherman, Clay & Co. seems to be two years ahead of the times. Ed. Little, manager of this department, who has just returned from over a month in the East, found that one of the biggest successes there was a song, "Schoolday Sweethearts," which was published in 1923 and had to be put away in mothballs, because people were following a different song style just then. Now the cycle has swung around to the sort of sentiments that inspired "Schoolday Sweethearts" and the result is that the song is one of the best sellers. In Cleveland Mr. Little found it had been the headliner for four straight weeks and he heard it all along his line of travel, which was quite extended.

Leaving San Francisco on May 22, Mr. Little visited Kansas City, Chicago, Cleveland, Philadelphia, Boston and New York and everywhere he found that the representatives of the Sherman, Clay & Co.'s publishing department were doing very well. Mr. Little attended the annual convention of the sheet music dealers and he found that two other songs of his firm were going over very well, "Give Me To-day" and the Spanish tango fox-trot "Adios."

Almost without exception, the press of California has devoted space to praising the Sherman, Clay & Co.'s "Folk Songs of the Spanish Californians," collected, translated and arranged by William J. McCoy. California artists are now singing them enthusiastically at their concerts and recitals. Mr. Little said that some of these songs had been republished before, of recent years, but new words were set to them, whereas these songs go with the sentiments that inspired them. That is one of the reasons why they are now appealing to Californians and the country in general.

Kosarin South American Representative for Publishers

Robbins-Engel, Inc., and Several Other American Firms Represented in Southern Continent by Harry Kosarin, Successful Sales Agent

Harry Kosarin, sales agent for Robbins-Engel, Inc., in South American countries, is now actively representing several other Ameri-



Harry Kosarin

can publishers. Mr. Kosarin has achieved exceptional results in exploiting American popular songs and standard music in all the large trade centers in the Southern continent. His work, in addition to creating a market for such goods, is supplemented by energetic activities in protecting American copyrights in these same countries.

We herewith show Mr. Kosarin sitting at ease in his executive office, and, with the purpose of getting the most out of the occasion, holding a copy of "For Heaven's Sake."

The Al Sirat Grotto Band, a King-equipped aggregation, won first prize in the National Band Contest held recently in St. Louis, Mo.

MARK THESE DOWN AS MARKS HITS!

My Little Nest
 Franz Lehar's fox-trot masterpiece

Reaching for the Moon
 The accepted fox-trot hit of 1926

Would-ja?
 Unique rhythm fox-trot

Ain't We Carrying On
 The comedy "gang" song hit

I'm Just a Wall-Flower
 The new heart-throb fox-trot

Edward B. Marks Music Co.
 225 W. 46th St. New York City

The 2nd Biggest Hit in Europe!

"BARCELONA"

(A $\frac{3}{8}$ Spanish Fox Trot!)

Copyrighted by CECIL LENNOX Ltd. London LEO FEIST Inc. Exclusive Agents for U.S. and Canada

"YOU CAN'T GO WRONG WITH ANY 'FEIST' SONG"

A Russian Love Song!

"There's A Boatman On The Volga"

Lyric by RAYMOND B. EGAN Music by STEVE PASTERNAK and RICHARD A. WHITING

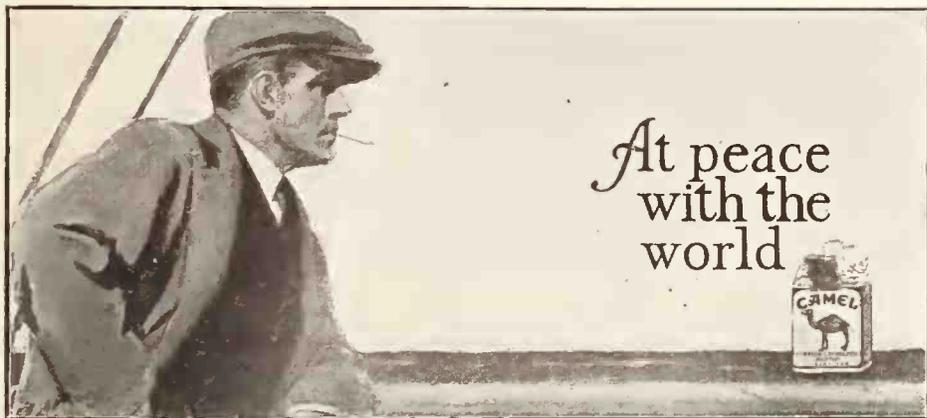
Especially arranged for orchestra by FERDIE GROFÉ

Berlin Title "At Peace With the World" Featured in Camel Cigarette Publicity

Well-known Brand Uses Title of Irving Berlin's Latest Success in Country-wide Billboard Campaign—Second Title From Berlin Catalog to Be Used by Firm

Most popular songs are written around an idea. This idea also generally proves the title of the number, the idea and the title being synonymous. Thus the titles no matter how short tell a story. Two of Irving Berlin's

new posters and painted and illuminated signs in the Camel cigarette campaign appeared at Broadway and Forty-seventh street on a triangular strip of property which is considered one of the best advertising spots in the country.



A Real Advertising Tie-up

late titles have so much significance that they have appeared as alluring and descriptive captions for the nationally advertised and widely known cigarette, the Camel.

Probably no national advertiser has been more consistent than the makers of Camel cigarettes. Their nation-wide outdoor displays include illuminated and painted signs and posters. In the poster game an advertising message is generally held down to ten words. They must be trite, complete and forceful. These displays are sold on a basis of circulation, and while the circulation is tremendous the illustration and the text must be shot over at the first glance.

The Camel cigarette people first adopted the Berlin title "Always." This appeared on handsomely multi-colored signs and multi-colored posters with an illustrated figure and a package of Camel cigarettes completing the message. We do not believe that there has ever been a shorter piece of text carrying out a story and an idea in poster and painted advertising campaigns. "Always" proved a powerful caption, more so, it is said by the advertising agents who have made a specialty of this sort of media for many years, than anything that has preceded in this particular Camel campaign. It was adopted for the caption for 18,000 signs throughout the country.

Now to supplement its advertising drive another Irving Berlin title has been paid tribute by these Camel advertising agents. For the same sort of campaign, in looking around for a suitable caption, they struck upon the idea of Berlin's latest song hit, "At Peace With the World." They look upon it as even a more advantageous piece of copy. The first of these

Seventeen thousand nine hundred and ninety-nine more similar pieces of copy will shortly greet the eye in every city, town and hamlet in the country.

Sam Fox Co. Secures New Spanish Dance Success

Well-known Concern Gets Publishing Rights for "Bobadilla" in This Country—To Feature It in National Campaign

The Sam Fox Publishing Co., of New York and Cleveland, O., is to handle in this country the Spanish success, "Bobadilla," a six-eighth one-step, originally published by Keith Prowse & Co., Ltd., of London. The Fox organization is rushing out orchestrations and vocal copies and has arranged a national exploitation drive on this number. Already it is said that some of the leading record and roll companies have requested special orchestrations so that they can release it at an advance date.

Paul Whiteman in Gotham

Following his return from a triumphant European tour, Paul Whiteman and his Orchestra gave a concert in the Central Park Mall, New York, which was broadcast from station WNYC.

Win and Art Bean, of the Saxophone Shop, Little Rock, Ark., have opened a branch store at Conway, Ark., carrying a full line of band and string instruments.

Marks Numbers Used in Setting for "Variety"

Five Well-known Successes of That House Used in Presentation With Elaborate German Film Just Released

A new German film released in this country by Famous Players and known as "Variety" is presented with the musical accompaniment, which includes five successful numbers from the Edward B. Marks Music Co. catalog. These numbers are "Jolly Peter," "Parade of the Wooden Soldiers," "No Use Crying," "When You See That Aunt of Mine" and Franz Lehar's latest, "My Little Nest." Incidentally all of these numbers were huge successes in Germany under similar German titles a short time ago.

"Variety" is said to be the most elaborate German photoplay since the release here some years ago of "Passion." So far it has been presented at the Rialto Theatre, New York, and several other large houses in important cities. Later it is to appear in every section of the country.

Feist Song Pleases Prince

The Prince of Wales has long been recognized as an enthusiast for American popular music.

...ations... diplomatic
Circle and eight in the General Circle.

"IT MUST BE LOVE."

Prince of Wales Dances to a Favourite Fox-Trot.

The Prince of Wales was present at the dinner given last night by the American Ambassador, Mr. Houghton, and Mrs. Houghton, at the historic Crewe House, in Curzon-street, and stayed on to a ball given for their daughter, Miss Matilda Houghton. He did not leave until shortly before the company dispersed at 3 a.m.

The Prince took part in the great majority of the dances, all fox-trots. His partner for the first dance and several others was Miss Houghton, who looked extremely pretty, and he danced also with Miss Betty Baldwin, the Premier's daughter, and with several of the vivacious American girls present.

A fox-trot favourite of the Prince's, "It Must Be Love," was played by Ambrose's Orchestra at his special request, and was repeated. Another, "Mr. Dooley," had to be given three times.

His latest favorite is, according to a report from London, reproduced below, the musical comedy success, "It Must Be Love," a Leo Feist, Inc., publication. This song is still a big American success and from late reports is repeating its achievement in Europe. It was the outstanding number in last season's musical success, "Merry, Merry," one of the most popular shows on Broadway.

"HELLO ALOHA"

HOW ARE YOU?

Words by
L. WOLFE GILBERT
Music by
ABEL BAER

The Brightest, Snappiest and Latest FOX TROT Sensation Superb Dance Rhythm!

"ADORABLE"

Words by
TOM FORD
Music by
RAY WYNBURN

All that the Title implies—An adorable Fox Trot Song!

"That's Why I Love You"

Words and Music by
WALTER DONALDSON and PAUL ASH

A Donaldson Delight! The Fox Trot Ballad You'll Want To Hear Again and Again!

"YOU CAN'T GO WRONG WITH ANY 'FEIST' SONG"

Bust of Victor Herbert for Central Park, New York

Victor Herbert, whose compositions and personality are so highly thought of by New Yorkers, is to have a memorial in Central Park. It will be located in the southwest corner of the concert grounds, almost opposite the band stand, where many of his band and orchestral compositions are played. It will be a bronze bust designed by Edmond T. Quinn, and has been approved by the Art Commission.

Joe Davis Writes This One

Joe Davis, besides being the head of the Triangle Music Publishing Co., Inc., every once in a while writes a song or two. This time it is a beautiful Hawaiian waltz song entitled: "My Hawaiian Serenade." He wrote it in conjunction with Arthur C. King, who in his spare time sings and plays over the radio and is on no less than ten stations a week. In the past ten days he has received over 500 letters commenting upon his new song. He expects to make this one of his plug songs this Fall in conjunction with "She Belongs to Me," "I'm Leaving You," "I Don't Want to Forget."

New Grofe Suite

Leo Feist, Inc., is publishing a descriptive suite by Ferdie Grofe, the arranger for Paul Whiteman, which has been entitled "Mississippi." It is issued for orchestra and also as a piano solo. It is in four movements under the captions "Father of the Waters," "Huckleberry Finn," "Old Creole Days" and "Mardi Gras."

New Harris Numbers

Charles K. Harris, the pioneer popular publisher and ballad writer, has a number of surprise songs which will be introduced during the coming season. Among these are "The Sweetest Kiss of All," "Starlight, the Roses and You," "Would You Tell," "You Never Cared for Me," "They Don't Want Me Back Home Again," and

a new mother song, entitled "Safe in Mother's Arms." This number promises to achieve popularity. Strong exploitation drives will bring these numbers to public attention.

F. B. Kelton With Harms

Frank B. Kelton, formerly California representative of Jack Mills, Inc., is now manager of the band and orchestra department of Harms, Inc., 62 West Forty-fifth street, New York. Young Kelton has been closely associated with the show world all his life and has played all of the leading vaudeville circuits of America.

Portland's Prosperity Indicated by Business

Dealers Optimistic as Good Business Continues—Trade Representatives Attend Seattle Conclave—News of the Month

PORTLAND, ORE., August 5.—"Portland is prosperous" is the heading of a two-page newspaper report made by the Portland Oregonian, which in conjunction with the statistical department of the Lumbermen's Trust Company, has made an exhaustive survey of business conditions in Portland, securing data from every source. This survey was made to answer, if possible, with some degree of economic accuracy the ever popular question: "How's business?" Every fundamental index points to a continuation of this prosperity.

Portland merchants, wholesalers and their salesmen went en masse to Seattle to attend the Western Music Trades Convention held there July 27 to 30, inclusive, with just enough of the store force left behind to "carry on" as best they could.

W. H. Lawton, Pacific Northwest manager of the Columbia Phonograph Co., and Randall Bargelt, Oregon representative, called all Columbia dealers of Portland and the State of Oregon to the Multnomah Hotel, Portland, for a demonstration of the new Columbia Viva-tonal phonograph. Five models were shown and demonstrated, the dealers receiving them with great enthusiasm.

The Remick Song Shop, Seiberling, Lucas Music Co., Vern L. Wenger Co., G. F. Johnson Piano Co., and the McCormick Music Co., all Columbia dealers, again are co-operating with full-page newspaper advertisements for the Columbia New Process records, by featuring Columbia Viva-tonal and New Process record advertisements on the accompanying page and report excellent results being obtained.

Offices of the Oregon Music Trades Association, the Oregon Radio Trades Association and the Portland Broadcast Listeners' Association have been moved from 411 Journal Building to Rooms 301-302 of the same building.

George J. Thompson, Jr., executive secretary of the Oregon Radio Trades Association, and

manager of the Pacific Northwest Radio Exposition, is assuring radio fans and dealers that one of the best radio shows to be held in the United States during the coming year will be in Portland, September 21 to 25, inclusive, at the municipal auditorium. Out of a total of 84 booths in the auditorium, 60 have already been sold, with the greater part of the remaining 24 booths spoken for.

The first annual Pacific Northwest Atwater Kent radio dealers' convention was held here at the Multnomah Hotel, July 23 and 24, under the auspices of the Sunset Electric Co., George L. Sanimis, manager in charge. The convention opened with the registration of guests, the address of welcome being given by Gordon Prentice, president of the Sunset company, who introduced H. T. Stockholm, personal representative of Atwater Kent. New models were exhibited and prices announced by Stockholm, who also gave an explanation of their service policy.

"The Saxophone Shop" has been opened at 274 Washington street, by Bob Christensen, a local prominent saxophone artist.

The Vern Wenger phonograph shop, for four years located at 224 Alder street, has moved to 264 Alder street, installing his Victor, Brunswick and Columbia phonograph and record departments on the first floor and his Grebe, RCA and Fada radio lines on the second floor. Carl W. Jones, traveling representative of the Brunswick Co., reported the Yakima News Music Co., exclusive Brunswick dealer, is enlarging its space by moving from its old location to 109 East Yakima avenue, in order to have more space and a more desirable location nearer the main shopping district.

Mr. Jones also announced that the Bailey Music Co., of Spokane, under the management of Russell Bailey, is remodeling its store. Mr. Jones, who for the past fifteen years has been Pacific Northwest representative of various national phonograph companies, among them the Columbia and Cheney, affiliated August 1 with the L. C. Warner Co. of Seattle, Portland and Spokane, in the radio department of the Seattle branch.

Conn-Portland Music Co., at Alder and Eleventh streets, has rented space to Mrs. G. Gadby for a record and portable phonograph department. Mrs. Gadby has installed the Okeh, Odeon and Vocalion records and the Swanson portable.

All Victor dealers report splendid success with the reduced price sale of their remaining stock of Victor mechanically recorded records.

Frank Raymond, for the past several years sales manager of the Wiley B. Allen Co., has been transferred to the San Francisco Wiley B. Allen store, where he will have charge of the Ampico department.

Nellie Mugler, who two years ago forsook the record business to enter the automobile business, has returned to her "old love" and is back at the record department of Sherman, Clay & Co., this city.

TUNES YOU'LL ENJOY!

Senorita Mine

Spanish Fox Trot Seasons Hit!

You for Me Me for You

It's Hot!

CHARLESTON HOUND

(FOX TROT)
Arrangement by Louis Katzman
HEY-HEY!

What's the Matter Now?

Nuff Said!

How Could I Be Blue

Try this One!

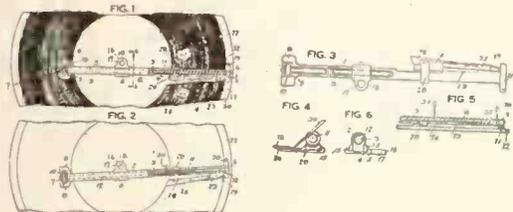
ORC Small 44 Large 40
CLARENCE WILLIAMS MUSIC PUB. CO. INC. 1547 B'way N.Y.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., August 15.—Repeating Device for Phonographs, Anton Solman and Stanley Schroeffer, Pittsburgh, Pa. Patent No. 1,577,308.

This invention relates to devices for causing a phonograph to repeat the playing of records, and another object is to provide a repeating device of the character indicated which shall be capable of adjustment to adapt it to phonographs of different kinds and to records of different sizes.

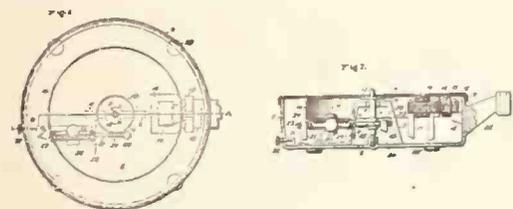
In the accompanying drawing, Figure 1 is a plan view of a portion of a disc record in position on the turn-table of a phonograph, together with a repeating device constructed in accordance with the invention. Fig. 2 is a similar plan view showing the position of the parts at the time when the needle is released from the guide and is allowed to engage the screw shaft. Fig. 3 is an enlarged bottom plan view of the repeating device. Fig. 4 is an enlarged cross sectional view through the repeating device, the section being taken substantially on the line 4—4, Fig. 1. Fig. 5 is a fragmentary view, partly in vertical section and partly in side elevation, showing the adjustable construction



of the guide and the manner in which the screw shaft returns the needle to the starting position, the section being taken substantially on the line 5—5, Fig. 1; and Fig. 6 is an enlarged transverse section through the casing and screw shaft showing the adjustable connection between the pivot member and the casing, the section being taken substantially on the line 6—6, Fig. 1.

Phonograph. Chester I. Hall, Fort Wayne, Ind., assignor to the General Electric Co., New York. Patent No. 1,580,037

This invention relates to disc type sound reproducing machines and has for its principal



object to provide such a machine in which all the parts are supported in a cylindrical casing the cover of which constitutes the record turntable. A further object is to simplify the construction and decrease the number of necessary parts for phonograph machines in general without sacrificing the reliability to the end that a high grade, inexpensive machine may be provided. A further object is to adapt the improved machine to electric drive.

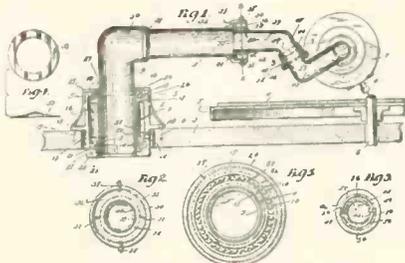
Figure 1 shows a top view of the machine with the tone arm omitted, and Fig. 2 shows a vertical section taken on line AA of Fig. 1.

Tone Arm Construction. Carl Scrabic, Urbana, Ohio. Patent No. 1,576,850.

This invention relates broadly to improvements in sound-reproducing machines, and has specific reference to an improved tone arm construction therefor, the primary object of the invention being to provide a tone arm which will include articulately related sections capable of supporting a reproducer or sound box in such manner that the latter may have its position easily and conveniently altered so as to be capable of reproducing both the lateral and hill-and-dale type of records, and to permit this

object to be accomplished in such manner that direct metallic contact between the joints of the tone arm sections will be precluded.

Another object of the invention resides in providing a universal joint connection between the inner and outer sections of the tone arm, the said joint allowing for vertical movement of the outer end of the tone arm in order that the reproducer carried thereby may be lifted out of engagement or dropped into reproducing relationship with the grooves of a record, and the said joint being further formed to include a vertical pivot which will be operative to allow for lateral movement of the repro-



ducer when the latter is reproducing a record, a structure therefore being provided which will serve to maintain the stylus of the sound box in a proper position at all times within record grooves, and to enable the instrument to automatically adopt and accommodate itself to irregularities in the curve characteristics of said grooves.

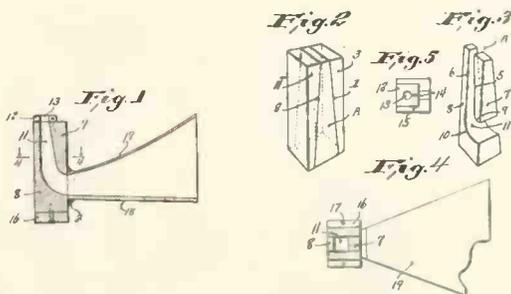
Figure 1 is a vertical transverse sectional view taken through the tone arm comprising the present invention. Fig. 2 is a transverse vertical sectional view taken along the line 2—2 of Fig. 1. Fig. 3 is a similar view taken on the plane indicated by the line 3—3 of Fig. 1. Fig. 4 is a detail view of the spring employed in the outer joint of said arm, and Fig. 5 is a horizontal sectional view taken along the line 5—5 of Fig. 1.

Antivibrating Horn. William H. Thommen, Plymouth, Wis., assignor to the Plymouth Radio Corp., same place. Patent No. 1,578,869.

This invention relates to sound amplifying horns. Objects of this invention are to provide a horn in which the neck portion is formed from a wooden block having a throat there-through, whereby solid walls are provided between which the sound travels, such solid, relatively heavy walls effectively eliminating vibration.

Further objects of the invention are to provide a novel method of manufacturing a wooden horn, particularly the neck portion, by forming a throat channel in a solid block of wood by sawing it longitudinally into parts, removing the innermost part and thereafter gluing or fastening the parts together.

Figure 1 is a vertical longitudinal sectional view through the horn. Fig. 2 is a perspective view showing the neck portion in one stage of



formation. Fig. 3 shows the neck portion in a further stage of formation. Fig. 4 is a plan view partly in section taken on the line 4—4 of Fig. 1. Fig. 5 is a top plan view of the neck portion.

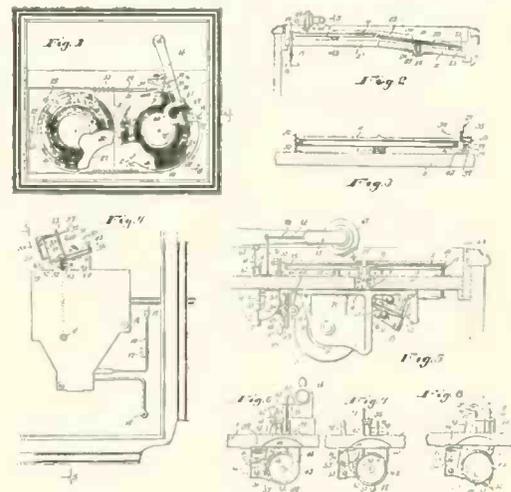
Multiple Record Player for Phonographs. Paul Kosecki and Henry A. Carlson, Kenosha, Wis. Patent No. 1,579,871.

This invention relates to a multiple record phonograph construction which will automatically play, in succession, a plurality of records, which will remove the records played and position the needle correctly for the next record, and which will stop the machine after all the records have been played.

Further objects are to provide a mechanism which will remove the records in a simple and quiet manner, which will not injure the records, and which utilizes the rotating disk for effecting the removal without stopping the disk, thus permitting the immediate playing of the succeeding record.

Further objects are to provide an automatic phonograph mechanism which is adapted to receive a plurality of stacked disk records upon the rotating disk, which will successively play the records and remove the played records from the top of the stack, and in which the disk is so constructed that it automatically adjusts itself for the decreasing height of the stack.

Figure 1 is a plan view of the apparatus. Fig. 2 is a sectional view on the line 2—2 of Fig. 1. Fig. 3 is an enlarged section on the line 3—3 of Fig. 2. Fig. 4 is a sectional view on the line 4—4 of Fig. 5. Fig. 5 is a sectional view on the line 5—5 of Fig. 4. Fig. 6 is a sectional view



on the line 6—6 of Fig. 4. Fig. 7 shows the mechanism shown in Fig. 6 in a different position. Fig. 8 is a view corresponding to Fig. 7 showing a further successive position of the mechanism.

Radio Convention to Be Held During Frisco Show

Plans for First Pacific Coast Radio Convention Have Been Completed

SAN FRANCISCO, CAL., August 5.—The first radio convention ever held on the Pacific Coast is scheduled to take place in conjunction with the third annual Pacific Radio Exposition to be held here August 21 to 28. The convention is to be held under the auspices of the Pacific Radio Trade Assn. which is also sponsoring the exposition. One of the principal speakers will be A. T. Hagh, president of the Radio Mfrs. Assn. A constructive program, including all of the problems of radio from the standpoint of the manufacturer, jobber, dealer, the broadcast station and the owner, has been planned.

According to the Pacific Radio Trade Assn., more than 400 exhibits have now been contracted for, with approximately 90 per cent of the space sold. The exhibits will include the latest models of practically all of the outstanding manufacturers of radio receivers and accessories. Dealers, jobbers, manufacturers and manufacturers' representatives from all sections of the West have sent in their reservations for the big convention-exposition event.



EUROPEAN HEADQUARTERS

68 Milton St. (Fore St.) E. C. 2. Clerkenwell 1448



Louis Sterling, Columbia Head, Gives Interesting Views on Gramophone's Future

Address Which Was to Have Been Feature of British Music Industries Convention Briefed for The World's Readers—Record Sales Offsetting Depression Caused by Strike

LONDON, ENG., August 4.—The general strike and its results, together with the prolongation of the coal strike, following upon the long period of economic depression, general throughout the country, has adversely affected the gramophone and record industry during the last month. At this period of the year the music industries generally experience a slackening in sales, but, except for 1926, the gramophone industry of late years has been the joyful exception. Even this year, the possible effects of the general depression have been considerably mitigated by the enterprise and wonderful recordings of the leading companies. The monthly and mid-monthly bulletins, holding even more wonderful combinations of recordings to please all tastes, have kept stimulated the public taste, and maintained a demand that has kept the factors and retail trade busy, if it has not created a record Summer trade.

Louis Sterling on Future of Gramophone

Considerable disappointment was felt in many quarters when, owing to the general strike, the Federation of British Music Industries canceled the arrangements almost completed for its annual convention. However, the music industries are not entirely to be disappointed as one or two of the more important papers that were to have been read are to be published in the Trade press here, and possibly in brochure form by the Federation. Louis Sterling, the managing director of the Columbia Graphophone Co., Ltd., was down to read a paper on "The Music Industries of To-day and To-morrow," and, as I stated in my last letter, Mr. Sterling is regarded as perhaps the most sagacious and farseeing thinker of the British Music Industries, as well as having a great reputation abroad. Mr. Sterling was good enough to let me have a copy of his paper, so that I am now able to let readers of The World have his conclusions on the talking machine industry and its future. Mr. Sterling considers that the talking machine industry is entitled to first place among the music industries as the retail turnover of this section is to-day larger than any other section, and that it is so because those responsible for its development have not only given the public what it wanted in music but were enterprising enough to keep a little ahead of the public mind. The gramophone has had to fight the musician's prejudice, the dealer's prejudice and everyone's prejudice, but has forced its way into general acceptance despite ridicule, sarcasm or prejudice. Fighting, says Mr. Sterling, not sleeping or idly waiting, has given the gramophone its place in the music industries. Referring to broadcasting, he held, as far back as 1922, when asked "what effect will wireless have on the gramophone industry," that anything bringing good music into the homes of the people was of advantage to the gramophone industry. Wireless broadcasting has enormous value and will itself grow into a large and profitable industry. The recent general strike showed the necessity of a receiving set in every home. But radio will never be the home entertainer—unless you can standardize the people's mind exactly as you can their clothes or their motor cars. Dealing with the possible attempts of the trade unions to restrict production in industry generally, Mr. Sterling considered that they could not stem the natural tide, and that in time piece-work must and will become more general. Workers would earn

more and spend more. Costs of production would automatically come down, output increase, new demands arise and be created at home and abroad. In regard to the trading viewpoint, the manufacturers of gramophones and records had never stood still. They had recognized that the early developments were but indicative of greater things and they schemed and planned for them. Again, not many industries could say that in spite of largely increased wages, and costs of raw materials, prices were as low as, or lower than, pre-war. He considered it was due to the development of automatic machinery; increased output; the raising of every standard of quality, and advertising that had stimulated increased demand. There had been a tendency to amalgamation in the manufacture of records. This was an age of big business—amalgamation, co-ordination, and concentration of large outputs. There could be no better proof of the soundness of policy than that British-made gramophones and records were being exported in large quantities to every country in Europe, in spite of high tariffs and depreciated exchanges. He estimated that, last year, over three-quarters of a million gramophones and over 25,000,000 records were produced in this country.

The gramophone to-day, too, was entering upon a new phase—a revolutionary one. After years of research the new form of electric recording had been developed, and already wonderful things had been done with it. It was impossible to forecast the possibilities of this new art. Research already indicated some early and startling prospects. More he would not say. Side by side with these radical changes in recording art, the instrument was being improved to reproduce what it had never been able to reproduce before. New gramophones were

coming along that would give the most perfect reproduction, and improved methods in their manufacture would bring these instruments to the public at still lower prices. Concluding his remarks on the gramophone industry, Mr. Sterling said, "the gramophone business is at the beginning of a new and vigorous growth, to which I would add my profound belief that it will not be many years before the gramophone and its records will provide a bigger turnover than the rest of the music industries combined."

The Record Exchange System

The Columbia Graphophone Co. has apparently been able to solve the vexed question of record exchanges, for this year it has astounded and gratified its many dealers by arranging a free exchange of all canceled Columbia records, dealers receiving in return brand new titles without charge or additional orders. The conditions applying to Columbia records are also announced as applying to the canceled records on the Regal catalog, dealers again being placed in the position of being able to exchange all "cut-outs" free of charge, i.e., one to one, without the necessity of ordering further records.

Some Trade Brieflets

The first annual meeting of the Vocalion Gramophone Co., Ltd., was held recently and it was announced that the company has been associated with Signor Marconi in a new process of recording, and that from the results already obtained the company would be in a position to soon place on the market records showing a distinct advancement in the recording art. The profits shown in the company's report totaled £14,701.

The newly named Edison Bell, Ltd., has just placed on the market two new sound boxes called the "Era" and the "Standard."

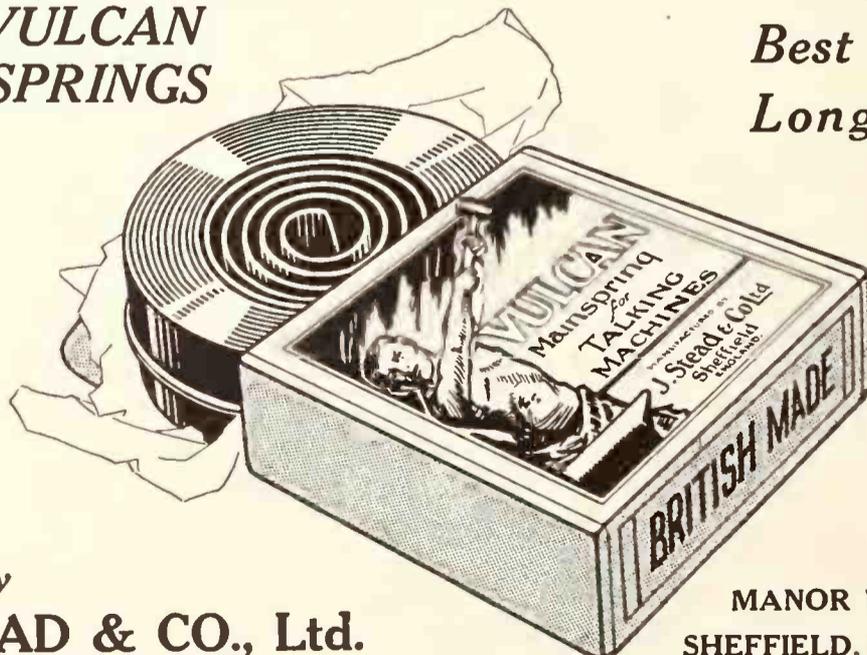
The Vocalion Co. is having quite a demand for its new portable, which is a fine high-grade proposition.

The various Gramophone companies will demonstrate their goods apart from the other musical instrument makers at next year's British Industries Fair.

POINTS ABOUT SPRINGS (10)

The higher the temper of a mainspring the stronger it is, but the risk of breakage is greater in proportion. On the other hand, if the temper is too low, the risk of breakage is nil, but the spring would be too weak. Mainsprings are made from steel, the temper of which is midway between these two limits. We might mention that the colour of a gramophone spring is no indication of its temper. The straw colour is for appearance only, and is a later process performed after tempering. Get a Vulcan spring list immediately. Write to-day.

USE VULCAN MAINSPRINGS



Made by
J. STEAD & CO., Ltd.

**MANOR WORKS
SHEFFIELD, ENGLAND**

Advance RECORD BULLETINS for September, 1926

Columbia Phono. Co., Inc.

- CELEBRITY SERIES**
- 9028-M Humoresque (Dvorak)—Violin Solo, with Piano Accomp. by Artbur Loesser, Toscha Seidel 12
- Thais: Meditation (Massenet)—Violin Solo, with Piano Accomp. by Arthur Loesser, Toscha Seidel 12
- 2041-M Until (Sanderson)—Baritone Solo, Louis Graveure 10
- Forgotten (Cowles)—Baritone Solo, Louis Graveure 10
- 124-M A Perfect Day (Jacobs-Bond)—Mezzo-Soprano Solo, Barbara Maurel 10
- The Sweetest Story Ever Told (Stults)—Mezzo-Soprano Solo, Barbara Maurel 10
- DANCE MUSIC**
- 670-D Ivone—My Own Ivone—Fox-trot, with Vocal Chorus by Ted Lewis. Hawaiian Guitar by Frank Ferera, Ted Lewis and His Band 10
- Hi-Diddle-iddle—Fox-trot, with Vocal Chorus by Ted Lewis, Ted Lewis and His Band 10
- 680-D Step on the Blues (From "Kitty's Kisses")—Fox-trot (Announced by Phillips Carlin of WEA), Ipana Troubadours (S. C. Lanin, Dir.) 10
- Kitty's Kisses (From "Kitty's Kisses")—Fox-trot, Ipana Troubadours (S. C. Lanin, Dir.) 10
- 673-D Dream of Love and You—Fox-trot, Leo Reisman and His Orch. 10
- Chinese Moon—Fox-trot, Leo Reisman and His Orch. 10
- 687-D Adorable—Fox-trot, Clicquot Club Eskimos (H. Reser, Dir.) 10
- Clicquot—Fox-trot, Clicquot Club Eskimos (H. Reser, Dir.) 10
- 676-D How Many Times?—Fox-trot, with Vocal Chorus by Frank Harris, The Radiolites 10
- I'm Walking Around in Circles—Fox-trot, with Vocal Chorus by Frank Harris, The Radiolites 10
- 689-D Lucky Day (From "George White's Scandals")—Fox-trot, with Vocal Chorus by Frank Harris, Howard Lanin and His Orch. 10
- Black Bottom (From "George White's Scandals")—Fox-trot, with Vocal Chorus by Frank Harris, Howard Lanin and His Orch. 10
- 678-D Just a Little Dance—Fox-trot, with Vocal Chorus by Tom Stacks, Reser's Syncopators 10
- Lulu Lou—Fox-trot, with Vocal Chorus by Tom Stacks, Harry Reser's Syncopators 10
- 681-D Since You're Gone—Fox-trot, Halfway House Dance Orch. (A. Brunies, Dir.) 10
- I'm in Love—Fox-trot, Halfway House Dance Orch. (A. Brunies, Dir.) 10
- 679-D I Wonder What's Become of Joe?—Fox-trot, Vocal Chorus by Arthur Fields, Hot Henry!—Fox-trot, with Vocal Chorus by Arthur Fields, The Little Ramblers 10
- 688-D Tampeekoe—Fox-trot, New Orleans Owls 10
- West End Romp—Fox-trot, New Orleans Owls 10
- 684-D Lay My Head Beneath a Rose—Waltz, with Vocal Chorus by Franklyn Baur, The Cavaliers (Waltz Artists) 10
- Kentucky Lullaby—Waltz, with Vocal Chorus by Franklyn Baur, The Cavaliers (Waltz Artists) 10
- 672-D The Pump Song—Fox-trot, with Vocal Chorus by the Orchestra, Earl Gresh and His Gangplank Orch. 10
- Ace in the Hole—Fox-trot, Earl Gresh and His Gangplank Orch. 10
- 671-D Blue Rhythm—Fox-trot, Hal Kemp and His Orch. 10
- Peg Leg Stomp—Fox-trot, Hal Kemp and His Orch. 10
- VOCAL NUMBERS**
- 682-D When the Red, Red, Robin Comes Bob, Bob, Bobbin' Along—Male Quintet, The Singing Sophomores 10
- All I Want to Do Is to Be With You—Male Quintet, The Singing Sophomores 10
- 685-D I Wish I Had My Old Gal Back Again, The Whispering Pianist (Art Gillham) 10
- I'm Leaving You, The Whispering Pianist (Art Gillham) 10
- 677-D Down the Mother Volga (Arr. by A. U. Fine)—Russian Folk Song, Russian Art Choir from A. Hammerstein's "Song of the Flame" (A. U. Fine, Dir.) 10
- A Christmas Carol (Arr. by A. U. Fine)—Russian Folk Song, Russian Art Choir from A. Hammerstein's "Song of the Flame" (A. U. Fine, Dir.) 10
- 675-D What a Man—Vocal, Ruth Etting 10
- You've Got Those "Wanna Go Back Again" Blues—Vocal, Ruth Etting 10

- 674-D What! No Spinach?—Vocal Duet, Billy Jones Ernest Hare (The Happiness Boys) 10
- Lo-Do-De-O—Vocal Duet, Billy Jones Ernest Hare (The Happiness Boys) 10
- 686-D Meet Me in Old Philly Billy—Vocal Duet, Macy-Smalle (The Radio Aces) 10
- Out in the New Mown Hay—Vocal Duet, Macy-Smalle (The Radio Aces) 10
- HENRY FORD'S OLD-FASHIONED DANCE ORCHESTRA**
- 50024-D Waltz Quadrille, "Calling Off" by Benjamin B. Lovett 12
- The Club Quadrille, "Calling Off" by Benjamin B. Lovett 12
- 683-D Circle Medley Waltz, The Varsoviennne 10
- INSTRUMENTAL MUSIC**
- 50023-D Merry Window Waltz (Lehar), Jacques Jacobs' Ensemble 12
- Southern Roses Waltz (Straus; Op. 388), Jacques Jacobs' Ensemble 12
- 690-D Valencia—Spanish One-step; Piano Duet, with Vocal Chorus by Ray Stillwell, Fred Rich-Alan Moran 10
- Barcelona—Spanish One-step; Piano Duet, with Vocal Chorus by Ray Stillwell, Fred Rich-Alan Moran 10
- FAMILIAR TUNES—OLD AND NEW**
- 15084-D Turkey in the Straw, G. Tanner and His Skillet-Lickers with R. Puckett 10
- Ya Gotta Quit Kickin' My Dog Aroun', G. Tanner and His Skillet-Lickers with R. Puckett 10
- 15087-D Lay My Head Beneath a Rose—Vocal, Vernon Dalhart 10
- The Old Fiddler's Song—Vocal, Vernon Dalhart 10
- 15085-D Candy Girl—Fiddle Solo; Mountain Dance Music, "Uncle Bunt" Stephens 10
- Left in the Dark Blues—Fiddle Solo; Mountain Dance Music, "Uncle Bunt" Stephens 10
- 15086-D John the Baptist—Vocal, Al Craver 10
- The Tramp—Vocal, Al Craver 10
- 15083-D Is It Well With Your Soul?—Vocal, with Piano Accomp. by F. Traylor, Jack Pickell 10
- The Last Mile of the Way—Vocal, with Piano Accomp. by F. Traylor, Jack Pickell 10

- 51787 Ben Bolt—Waltz, with Vocal Refrain (Kneass), Kaplan's Melodists—Vocal Refrain by James Doherty 10
- When You and I Were Young, Maggie—Waltz with Vocal Refrain (Butterfield), Kaplan's Melodists—Vocal Refrain by James Doherty 10
- 82344 Una furtiva lagrima (A Furtive Tear)—Elisir d'Amore (Donizetti), Jose Mojica 10
- Lolita (A. Buzzi-Peccia), Jose Mojica 10
- 51788 Bad Companions (Singing, Harmonica and Guitar), Ernest V. Stoneman—The Blue Ridge Mountaineer 10
- When the Work's All Done This Fall (Singing, Harmonica and Guitar), Ernest V. Stoneman—The Blue Ridge Mountaineer 10
- 51742 Gypsy Love Song—The Fortune Teller, (Smith-Herbert) Violin, Rae Eleanor Ball 10
- Kashmiri Song—Indian Love Lyrics (Hope-Woodforde-Finden) Violin, Rae Eleanor Ball 10
- FLASHES**
- 51768 I Wonder What's Become of Joe?—Fox-trot, (Turk-Pinkard), Golden Gate Orch. 10
- Valentine—Fox-trot (Willemetz Reynolds-Christine), Jack Stillman's Orch. 10
- 51772 Roses Remind Me of You—Fox-trot (Davis-Sherman-Burke), B. A. Rolfe (Trumpet Virtuoso) and His Palais D'Or Orch. 10
- Sally's Not the Same Old Sally—Fox-trot (Bernard-Step), Tennessee Happy Boys 10
- 51776 Let's Take a Ferryboat—Fox-trot with Vocal Refrain (O'Flynn-Heagney), Earl Oliver's Jazz Babies 10
- Vocal Refrain by Tom Howard 10
- She's a Corn-fed Indiana Girl (But She's Mama to Me)—Fox-trot with Vocal Refrain (Frey-Kilfeather-Olsen), Earl Oliver's Jazz Babies 10
- Vocal Refrain by Tom Howard 10
- 51773 I'd Give a Lot of Love (to Get a Little Love From Someone)—Fox-trot with Vocal Refrain (Woods), Mike Speciale and His Orch. 10
- Vocal Refrain by Bud Kennedy 10
- Tell Me You Love Me—Fox-trot with Vocal Refrain (Hare-King), Mike Speciale and His Orch. 10
- Vocal Refrain by James Doherty 10
- 51775 Deep Henderson—Fox-trot (Fred Rose), Charley Skeete's Orch. 10
- Tampeekoe—Fox-trot (Panico-Schoebel), Charley Skeete's Orch. 10
- 51778 Camille—Fox-trot (Mitchell-Sherman), Duke Yellman and His Orch. 10
- In a Little Garden (You Made Paradise)—Fox-trot (Whittemore-Iula), Duke Yellman and His Orch. 10
- 51782 I Won't Go Home To-night—Fox-trot (Gilbert-Bernie-Conrad), B. A. Rolfe (Trumpet Virtuoso) and His Palais D'Or Orch. 10
- Only You and Lonely Me—Fox-trot (Klages-Greer), B. A. Rolfe (Trumpet Virtuoso) and His Palais D'Or Orch. 10
- 51784 Here I Am—Fox-trot (De Sylva-Brown-Henderson), Tennessee Happy Boys 10
- Katinka—Fox-trot (Russell-Tobias), Tennessee Happy Boys 10
- Vocal Refrain by Arthur Hall 10
- 51790 Crazy Quilt—Fox-trot (Van Loan), B. A. Rolfe (Trumpet Virtuoso) and His Palais D'Or Orch. 10
- I'd Rather Be the Girl in Your Arms (Than the Girl in Your Dreams)—Fox-trot (Thompson-Archer), B. A. Rolfe (Trumpet Virtuoso) and His Orch. 10
- 51791 When You Find a Girl Who Loves You—Waltz with Vocal Refrain (Daily-Ferris), Kaplan's Melodists 10
- Vocal Refrain by Johnny Ryan 10
- Kentucky Lullaby—Waltz (Miller-Cohn), B. A. Rolfe (Trumpet Virtuoso) and His Palais D'Or Orch. 10
- GENERAL GROUP**
- Made for Swedish Trade
- 59015 Margit Vals (R. Berger) Dragspel, Hugo Johnson 10
- Gula Paviljongen—Fox-trot (John Redland) Dragspel, Hugo Johnson 10
- 59016 Slackta Fyrrar Vals (Fred Winter) Dragspel, Hugo Johnson 10
- Flickan med kortklippt hor—Fox-trot (Ernest Rolf) Dragspel, Hugo Johnson 10
- GENERAL GROUP**
- Spanish
- 76017 La Cancion de Flor de Mayo (Flower of May) (Amado Nervo and Mario Talvera), Jose Mojica 10
- Flor Roja (De la Zarzuela "Los Gavilanes") (J. Ramos Martin and J. Guerrero), Jose Mojica 10
- 76018 Pasa por el abismo de Mis Tristezas (Passing Upon the Abyss of My Sadness) (Amado Nervo), Jose Mojica 10

Edison Disc Records

ALREADY RELEASED SPECIALS

- 51769 Blue Bonnet—You Make Me Feel Blue (Bryan-Wendling-Richman), Frank Braidwood (The Cowboy Baritone) 10
- Oh, Boy! How It Was Raining (De Costa-Silver), Frank Braidwood (The Cowboy Baritone) 10
- 51774 There's a Blue Ridge in My Heart Virginia (Bryan-Phillips-Schuster), John Myers and Henry Fairbank 10
- I'm Leaving You (Costello-Maisto), John Myers and Henry Fairbank 10
- 51770 It's Too Late to Be Sorry Now (Verges-Therrien-Le Claire), Frank Braidwood (The Cowboy Baritone) 10
- When the Red, Red, Robin Comes Bob, Bob, Bobbin' Along (Woods), Frank Braidwood (The Cowboy Baritone) 10
- 51777 Sesqui-Centennial Exposition March (Sousa), Sodero's Band 10
- The Gridiron Club March (Sousa), Sodero's Band 10
- 51780 I Wonder What's Become of Joe? (Turk-Pinkard), The Frolickers 10
- I Haven't Mentioned Mammy (Sherwood-Schott), Arthur Hall and John Ryan 10
- 51771 Hot as a Summer's Day—Fox-trot (Lindley), Trumpet Solo by Donald Lindley with Piano and Traps Accomp. by Arthur Schutt and David Grupp 10
- Trumpet Blues—Fox-trot (Lindley), Trumpet Solo by Donald Lindley with Piano and Traps Accomp. by Arthur Schutt and David Grupp 10
- 51783 Valencia (Boyer-Charles-Grey), Male Voices, National Male Quartet 10
- Ya Gotta Know How to Love (Green-Warren), Male Voices, National Male Quartet 10
- 51786 My Dream of the Big Parade (Dubin-McHugh), Arthur Fields 10
- Gone (Davis-Burke), Manuel Romain 10
- 51763 Hawaiian Sunset (Sherwood-Vandersloot), Waikiki Hawaiian Orch. 10
- Two Eyes in Hawaii (Parish-Herbert), Waikiki Hawaiian Orch. 10
- 51779 My Sweetheart, My Mother, and Home (Wyrick-O'Hara), Helen Clark and Charles Harrison 10
- Lay My Head Beneath a Rose (Madison-Falkenstein), Charles Harrison 10

I Ain't Got Nobody And
"I DON'T WANT NOBODY BUT YOU"
FOX TROT SONG
by
LEWIS and YOUNG
and ABEL BAER
YOU CAN'T GO

"PRECIOUS"
FOX TROT SONG
by
RAYMOND B. EGAN
STEVEN PASTERNAK
and
RICHARD A. WHITING
WRONG WITH ANY

"WHILE THE YEARS GO DRIFTING BY"
FOX TROT SONG
by
GUS KAHN
and JOE BURKE
FEIST SONG

ADVANCE RECORD BULLETINS FOR SEPTEMBER—(Continued from page 141)

- Nervo and Jorge del Moral) Jose Mojica
- Gratia Plena (Amado Nervo and Mario Talavera) Jose Mojica
- 76019 Paloma Blanca (White Dove) (M. Lerdo de Tejada) Jose Mojica y Rodolfo Hoyos
- Su mama tuvo la culpa ('Twas Her Mother's Fault) (Alfonso Esparza Oteo), Jose Mojica y Rodolfo Hoyos
- 76020 Te vengo a decir adios (I'm Coming to Say Goodbye) (Alfonso Esparza Oteo), Jose Mojica y Rodolfo Hoyos
- Chinita (Manuel Muzquiz Blanco and Mario Talavera) Jose Mojica y Rodolfo Hoyos
- 76021 Mi Aldea (De La Zarzuela "Los Gavilanes") (J. Ramos Martin and J. Guerrero) Rodolfo Hoyos
- Tango Milonga (De La Zarzuela "Los Gavilanes") (J. Ramos Martin and J. Guerrero), Rodolfo Hoyos

Edison Blue Amberol Records

- 5125 Manisot March Imperial Marimba Band
- 5134 Sugar in the Gourd (Country Dance of the Southern Mountaineers with Singing), Fiddlin' Powers and Family
- 5161 Roses—Fox-trot with Vocal Refrain, Jack Stillman's Orch.
- Vocal Refrain by Arthur Fields
- 5174 Tell Me the Story of Jesus. Homer Rodeheaver
- 5175 The Ship That Never Returned (Singing, Violin and Guitar) Vernon Dalhart and Company
- 5176 The Chain Gang Song (Singing, Harmonica and Guitar) Vernon Dalhart and Company
- 5177 At Peace With the World—Waltz with Vocal Chorus Jack Stillman's Orch.
- Vocal Chorus by James Doherty
- 5178 Bye, Bye, Blackbird—Male Voices, National Male Quartet
- 5179 Talking to the Moon—Fox-trot, B. A. Rolfe (Trumpet Virtuoso) and His Palais D'Or Orch.
- 5180 Hello, Aloha!—How Are You? (Singing and Instrumental) The Aristocrats
- 5181 Somebody's Lonely, Frank Braidwood (The Cowboy Baritone)
- 5182 The Smiler—Banjo Fred Van Eps
- 5184 In the Middle of the Night—Male Duet, (The Radio Franks) Bessinger-Wright
- 5185 Hi-Diddle-iddle The Happiness Boys
- Billy Jones-Ernest Hare with Dave Kaplan at Piano
- 5186 My Kentucky Kinfolks—Fox-trot (Saxophone, Accordion, Banjo and Piano) The Florida Four

Victor Talking Machine Co.

- LIST FOR AUGUST 6
- 20094 I'm Just Wild About Animal Crackers—Fox-trot, Irving Aaronson and His Commanders 10
 - Waffles—Fox-trot, Irving Aaronson and His Commanders 10
 - 20095 I'm Lonely Without You—Fox-trot, The B. F. Goodrich Silvertown Cord Orch. 10
 - Do You Believe in Dreams?—Fox-trot, Irving Aaronson and His Commanders 10
 - 20096 Down by the Gas House (The Werry Woist Part of the Town) Aileen Stanley-Billy Murray 10
 - I Ate the Boloney! Billy Murray-Monroe Silver 10
 - 20090 I'm in Love With You, That's Why, Miller-Farrell 10
 - Blue Bonnet—You Make Me Feel Blue, Miller Farrell 10
- LIST FOR AUGUST 13
- 20100 Katinka—Fox-trot. George Olsen and His Music 10
 - Hard-to-Get Bertie—Fox-trot, Irving Aaronson and His Commanders 10
 - 20099 Roses Remind Me of You—Fox-trot, Johnny Hamp's Kentucky Serenaders 10
 - Just a Little Dance—Fox-trot, George Olsen and His Music 10
 - 20101 Lucky Day—Fox-trot, George Olsen and His Music 10
 - Black Bottom—Fox-trot, Johnny Hamp's Kentucky Serenaders 10
 - 20098 My Dream of the Big Parade, Peerless Quartet, with Billy Murray 10
 - The Prisoner's Sweetheart Henry Burr 10
- LIST FOR AUGUST 20
- 20106 You Need Someone to Love—Fox-trot, George Olsen and His Music 10
 - Adorable—Fox-trot, Roger Wolfe Kahn and His Orch. 10
 - 20105 That's Why I Love You—Fox-trot, Johnny Hamp's Kentucky Serenaders 10
 - Baby Face—Fox-trot. Jan Garber and His Orch. 10
 - 20107 Georgianna Correll-Gosden 10
 - Here I Am Gene Austin 10

Gennett Records

- POPULAR DANCE RECORDS
- 3340 When the Red, Red, Robin (Comes Bob, Bob, Bobbin' Along)—Fox-trot, with Vocal Chorus by Arthur Hall The Royal Troubadours
 - Faded Cherry Blossoms—Fox-trot, Chic Winters and His Hotel Gramatan Orch. 3341 Adorable—Fox-trot, with Vocal Chorus by Arthur Hall The Royal Troubadours
 - Unexpected Papa—Fox-trot. The Royal Troubadours
 - 3342 (I'm Just Wild About) Animal Crackers—Fox-trot Duke Ellington and His Washingtonians
 - Li'l Farina—Fox-trot, Duke Ellington and His Washingtonians
 - 3343 Where'd You Get Those Eyes?—Fox-trot, with Vocal Chorus by The Radio Franks, The Broadway Night Club Orch.
 - Who Wouldn't?—Fox-trot, with Vocal Chorus by Bert Lewis. The Broadway Night Club Orch.
 - 3344 How Many Times?—Fox-trot with Vocal Chorus by The Radio Franks, The Broadway Night Club Orch.
 - Let's Forget (And Be Sweethearts Again)—Fox-trot, with Vocal Chorus. The Paige Specialty Orch.
 - 3336 Ya Gotta Know How to Love—Fox-trot, "Fess" Williams and His Royal Flush Orch.
 - It's Breaking My Heart to Keep Away From You—Fox-trot, with Vocal Chorus by "Fess" Williams, "Fess" Williams and His Royal Flush Orch.
- POPULAR VOCAL RECORDS
- 3339 Valencia—Banjo and Piano Accomp., The Four Hooligans
 - Put Your Arms Where They Belong—Tenor, with Lute and Banjo Accomp. by John Cali, Charles Hart
 - 3338 Sleepy Head—Accomp. by Gennett Salon Orch., Tremaine Bros.

- My Dream of the Big Parade—Accomp. by Gennett Salon Orch. Charles Hart
- HAWAIIAN RECORD
- 3345 Kamehameha March—Hawaiian Guitars and Xylophone Honolulu Trio
 - Waikiki Is Calling Me—Waltz, Ferera's Hawaiian Serenaders
- NEGRO SPIRITUAL RECORD
- 3334 Didn't It Rain—Piano Accomp. Little Mt. Zion Choir
 - No Ways Weary—Piano Accomp., Little Mt. Zion Choir
- RACE RECORD—VOCAL BLUES
- 3337 How Could I Be Blue?—Accomp. by Birmingham Darktown Strutters Elvira Johnson
 - Numbers on the Brain—Accomp. by Birmingham Darktown Strutters Elvira Johnson
 - 3335 Miserable Blues—Guitar and Piano Accomp., Jenkins-Jenkins
 - Curious Blues—Harmonica, Guitar and Piano Accomp., Jenkins-Jenkins
- POPULAR DANCE RECORDS
- 3346 I Love a Ukulele—Fox-trot, with Vocal Chorus by Vaughn De Leath. The Royal Troubadours
 - I'd Rather Be the Girl in Your Arms (Than the Girl in Your Dreams)—Fox-trot, with Vocal Chorus by Vaughn De Leath, The Royal Troubadours
 - 3351 Only You and Lonely Me—Fox-trot, with Vocal Chorus by Bob Blake, Joe Candullo and His Everglades Orch.
 - My Barcelona—A New European Dance Rhythm. Joe Candullo and His Everglades Orch.
 - 3352 For My Sweetheart—Fox-trot, with Vocal Chorus by Arthur Hall. The Happy Collegians
 - Cry Baby—Fox-trot, with Vocal Chorus by Bob Blake. Joe Candullo and His Everglades Orch.
 - 3353 Breezin' Along With the Breeze—Fox-trot, with Vocal Chorus by Arthur Hall, The Happy Collegians
 - Lay My Head Beneath a Rose—Waltz, Blue Beaver Orch.
 - 3344 Baby Face—Fox-trot, with Vocal Chorus by Bob Blake Belvidere Inn Orch.
 - Let's Forget (And Be Sweethearts Again)—Fox-trot, with Vocal Chorus. The Paige Specialty Orch.
- POPULAR VOCAL RECORDS
- 3347 How Many Times?—Accomp. by Metropolitan Trio Vaughn De Leath
 - Where'd You Get Those Eyes?—Accomp. by Metropolitan Trio Vaughn De Leath
 - 3348 Who Wouldn't—Tenor, with Banjo and Lute Accomp. by John Cali. Arthur Fields
 - Baby Face—Tenor, with Banjo and Lute Accomp. by John Cali. Arthur Fields
- STANDARD RECORD
- 3355 Sweet Genevieve—Accomp. by Celeste. Taylor Trio
 - Woodland Echoes Taylor Trio
- SACRED RECORD
- 3356 The Church in the Wildwood. Criterion Quartet
 - When the Roll Is Called Up Yonder—Orch. Accomp. Criterion Quartet
- OLD-TIME VOCAL RECORD
- 3350 Lay My Head Beneath a Rose—Tenor, with Violin and Guitar Accomp. Vernon Dalhart
 - The Old Fiddler's Song—Tenor, with Violin and Guitar Accomp. Vernon Dalhart
- NEGRO SPIRITUAL RECORDS
- 3340 Wish I Had a Died in Egypt Land—Piano Accomp. by Porter Grainger, Porter Grainger's Jubilee Singers
 - I'm on the Right Road Now—Piano Accomp. by Porter Grainger. Porter Grainger's Jubilee Singers
 - 3354 Reign, Massa Jesus, Reign—Vocal, Wesley Female Quartet, New Orleans
 - Everytime I Feel De Spirit—Vocal. Wesley Trio
- SPANISH RECORD
- S 3357 Valencia (From "Great Temptations"), Orquesta del Teniente Felix Ferdinando
 - Mi Barcelona. Jose Candullo y su Orquesta

Brunswick Records

- LIST FOR SEPTEMBER 2
- 3241 Mandy (Herbert)—Fox-trot, with Vocal Chorus, Abe Lyman's California Orch. with Vocal Chorus. (Schoebel-Panico)—Fox-trot, with Vocal Chorus. Abe Lyman's California Orch.
 - 3242 Lucky Day (From George White's "Scandals") (DeSylva-Brown-Henderson) — Fox-trot, with Vocal Chorus; Piano Duet, with Orch., Phil Ohman-Victor Arden, with Their Orch.
 - Black Bottom (From George White's "Scandals") (DeSylva-Brown-Henderson) — Fox-trot, with Vocal Chorus; Piano Duet, with Orch.
 - 3232 Just a Melody (Robison)—Tenor and Baritone, with Violin, 'Cello and Guitar, Vernon Dalhart-Carson Robison
 - When You're Far Away (Robison)—Tenor and Baritone, with Violin, 'Cello and Guitar, Vernon Dalhart-Carson Robison
 - 3250 Let the End of the World Come Tomorrow (As Long as You Love Me To-day) (Cunningham-Ball)—Tenor, with Orch. Frank Munn
 - Let Me Spend the Journey's End With You (Baskette)—Tenor, with Orch. Frank Munn
 - 40130 Soll Ich Sein a Roy (Shall I Be a Rabbi)—Folk Song; Soprano, with Piano; in Yiddish. Isa Kremer
 - Bist Du Mit Mir Broigis (Are You Cross With Me)—Folk Song; Soprano, with Piano; in Yiddish Isa Kremer
 - 40132 Fohrt a Chossid'i (On the Way to the Rabbi)—Folk Song; Soprano, with Piano; in Yiddish, Isa Kremer
 - Meirke Mein Sohn (Meirke, My Son)—Folk Song; Soprano, with Piano; in Yiddish. Isa Kremer
- LIST FOR SEPTEMBER 9
- 3229 How Many Times? (Berlin)—With Guitar; Celesta by Sammy Stept, Nick Lucas, "The Crooning Troubadour"
 - Sleepy Head—With Guitar; Piano by Sammy Stept Nick Lucas, "The Crooning Troubadour"
 - 3253 Baby Face (Davis-Ask) — Fox-trot, Ben Selvin and His Orch.
 - Who Wouldn't?—Fox-trot. Ben Selvin and His Orch.
 - 3254 When You Dunk a Doughnut, Don't It Make It Nice? (Hess)—Fox-trot, with Vocal Chorus, Six Jumping Jacks
 - How Could Red Riding Hood Have Been So Very Good and Still Keep the Wolf From the Door? (Randolph)—Fox-trot, with Vocal Chorus Six Jumping Jacks
 - 10253 Elegy (Elegie) (Coursen-Massenet) — Soprano, with Piano by Frederick Persson; Violin Obligato by Max Rosen. Elizabeth Rethberg
 - Angel's Serenade (Millard-Braga) — Soprano, with Piano by Frederick Persson; Violin Obligato by Max Rosen. Elizabeth Rethberg
- LIST FOR SEPTEMBER 16
- 3284 Barcelona (Kahn-Evans)—Fox-trot, with Vocal Chorus Ben Selvin and His Orch.

- On the Riviera (Gilbert-Van Loan-Rich)—Fox-trot, with Vocal Chorus, Ben Selvin and His Orch.
 - 3263 For My Sweetheart (Kahn-Donaldson)—Fox-trot, with Vocal Chorus. Mike Markel's Orch.
 - Precious (Egan-Whiting-Pasternacki)—Fox-trot, with Vocal Chorus. Mike Markel's Orch.
 - 3276 I Don't Want Nobody But You (Lewis-Young-Baer)—Fox-trot, with Vocal Chorus, Park Lane Orch.
 - Camille (Mitchell-Sherman) — Fox-trot, with Vocal Chorus Park Lane Orch.
 - 3271 Calling Me Home (Gilbert-Monaco)—Fox-trot, with Vocal Trio, Ben Bernie and His Hotel Roosevelt Orch.
 - Someone Is Losin' Susan (Turk-Meyer)—Fox-trot, with Vocal Chorus, Ben Bernie and His Hotel Roosevelt Orch.
 - 3270 How Could Red Riding Hood (Have Been So Very Good and Still Keep the Wolf From the Door?) (Randolph)—Vocal, with Orch., The Yacht Club Boys
 - Every Little While (Steele-Heagney)—Vocal, with Orch. The Yacht Club Boys
 - 3283 Looking at the World Through Rose-Colored Glasses (Malie-Steiger)—Voice and Guitar, Nick Lucas, "The Crooning Troubadour"
 - Let Me Live and Love You Just for To-night (Stept-Lucas)—Voice and Guitar, with Piano by Sammy Stept, Nick Lucas, "The Crooning Troubadour"
 - 3264 Whadda' You Say We Get Together (Turk)—Vocal Duet, with Piano, Macy-Smale (The Radio Aces)
 - Where'd You Get Those Eyes? (Donaldson)—Vocal Duet, with Piano, Macy-Smale (The Radio Aces)
 - 3268 Cryin' for the Moon (Conley-Stern-Roos)—Fox-trot, with Vocal Chorus, Abe Lyman's California Orch.
 - Looking at the World Through Rose-Colored Glasses (Malie-Steiger)—Fox-trot, with Vocal Chorus Abe Lyman's California Orch.
- LIST FOR SEPTEMBER 23
- 3280 Would Ja? (Herzog-Sherwin)—Fox-trot, with Vocal Chorus Colonial Club Orch.
 - Ain't We Carryin' On (Frisch-Bergere)—Fox-trot, with Vocal Chorus. Colonial Club Orch.
 - 3255 Flapperette (Greer)—Fox-trot, Harold Leonard and His Waldorf-Astoria Orch.
 - While the Years Go Drifting By (Kahn-Burke)—Fox-trot, Herald Leonard and His Waldorf-Astoria Orch.
 - 3272 Kentucky Lullaby (Miller-Cohn)—Waltz, with Vocal Chorus Ben Selvin and His Orch.
 - Trail of Dreams (Klages-Swan)—Waltz, with Vocal Chorus Ben Selvin and His Orch.
 - 20048 Florida, the Moon and You (From "Ziegfeld's Revue of '1926") (Buck-Friml)—Tenor and Male Chorus, with Orch, Franklin Baur and Male Chorus
 - Poor Little Marie (From "Ziegfeld's Revue of 1926") (Buck-Hanley) — Tenor and Male Chorus, with Orch, Franklin Baur and Male Chorus
 - 10237 Eternante (For All Eternity) (Mazzoni-Mascheroni)—Baritone, with Orch; in Italian, Giuseppe Danise
 - Canta Il Mare (Sailor's Song) (Mazzol-De Lava)—Baritone, with Orch.; in Italian, Giuseppe Danise
 - 3266 Adorable (Ford-Whynurn)—Piano Solo. Lee Sims
 - I'd Climb the Highest Mountain If I Knew I'd Find You (Brown-Clare)—Piano Solo. Lee Sims
- LIST FOR SEPTEMBER 30
- 3277 Oh! If I Only Had You (Kahn-Friend)—Fox-trot, with Vocal Chorus. Ben Selvin and His Orch.
 - That's Annabelle (Kahn-Fiorito) — Fox-trot, with Vocal Chorus. Ben Selvin and His Orch.
 - 3252 Out in the New Mown Hay (Tracey-Ehrlich-Dougherty)—Fox-trot, with Vocal Chorus, Six Jumping Jacks
 - Lo-Do-De-O (Fain-McHugh-Mills) — Fox-trot, with Vocal Chorus. Six Jumping Jacks
 - 20043 Quartet in G Minor—First Movement, New York String Quartet
 - Quartet in G Minor—Third Movement, New York String Quartet
 - 20049 The Merrymakers in Spain (Ford-Haenschen)—Mixed Voices, with Orch., The Merrymakers, Assisted by Brunswick Artists
 - The Merrymakers in Hawaii (Ford-Haenschen)—Mixed Voices, with Orch., The Merrymakers, Assisted by Brunswick Artists
 - 3259 Mother's Prayers Have Followed Me (DeArmond-Ackley)—Baritone, with Orch. Homer Rodeheaver
 - Shall We Gather at the River (Lowry)—Baritone, with Orch. Homer Rodeheaver
 - 3257 Put Your Arms Where They Belong (Davis-Santly-Ackman)—Waltz, with Vocal Chorus, Regent Club Orch.
 - Cheritza (Pretty Little Viennese) (Breau)—Waltz, with Vocal Chorus. Regent Club Orch.

Vocalion Records

- LIST FOR SEPTEMBER 2
- 15402 Mandy (Herbert)—Fox-trot, with Vocal Chorus, Palmer House Victorians
 - Looking at the World Through Rose-Colored Glasses—Fox-trot, with Vocal Chorus, Palmer House Victorians
 - 15401 Kentucky Lullaby (Miller-Cohn)—Waltz, with Vocal Chorus Meximarimba Band
 - Cheritza (Pretty Little Viennese) (Breau)—Waltz, with Vocal Chorus. Meximarimba Band
 - 15405 Tenderly (Dale-Lyman)—Tenor, with Piano and Violin Ewen Hail
 - Cryin' for the Moon (Conley-Stern-Rose)—Tenor, with Piano and Violin. Ewen Hail
 - 15368 Mississippi Sawyer (Old Barn Dance)—Instrumental The Hill Billies
 - Long-Eared Mule (Tennessee Hoe Down)—Instrumental The Hill Billies
 - 13039 In Odess (In Odessa) (From "Valodka in Odessa") (Gilrod-Sandler)—Tenor, with Orch; in Yiddish Aaron Lebedeff
 - Odesser Hora (Odessa Folk Song) (From "Valodka in Odessa") (Gilrod-Sandler)—Tenor, with Orch. Aaron Lebedeff
- LIST FOR SEPTEMBER 9
- 15403 Mary Lou (Lyman-Waggner-Robison)—Fox-trot, with Vocal Chorus. Palmer House Victorians
 - Someone Is Losin' Susan (Turk-Mayer)—Fox-trot, with Vocal Chorus. Palmer House Victorians
 - 15404 On a Quiet Evening at Home (Turk-Reab)—Tenor, with Piano by Michael Loscalze, Chick Endor
 - (Now That She's Off My Hands) I Can't Get Her Off o' My Mind (Lewis-Young-Phillips)

ADVANCE RECORD BULLETINS FOR SEPTEMBER—(Continued from page 142)

- Tenor, with Piano by Michael Loscalze, Chick Endor
- 15398 For My Sweetheart (Kahn-Donaldson)—Tenor, with Piano.....Arthur Brown
- Baby Face (Davis-Akst)—Tenor, with Piano, Arthur Brown
- 15397 Baby (Bertrand-Brown)—Violin Solo, with Piano by Walter Golde.....Godfrey Ludlow
- Pale Moon (Glick-Logan)—Violin Solo, with Piano by Walter Golde.....Godfrey Ludlow
- LIST FOR SEPTEMBER 16
- 15417 Barcelona (Kahn-Evans)—Fox-trot, with Vocal Chorus.....Tuxedo Orch.
- Seville (Wallace-Kahl-Corder)—Fox-trot, with Vocal Chorus.....Tuxedo Orch.
- 15409 Baby Face (Davis-Akst)—Fox-trot, with Vocal Chorus.....Al Goering's Collegians
- Precious (Egans Whiting-Pasternacki)—Fox-trot, with Vocal Chorus.....Al Goering's Collegians
- 15410 Out in the New Mown Hay (Tracy-Ehrlich-Dougherty)—Fox-trot, with Vocal Chorus, The Bostonians
- How Could Red Riding Hood (Have Been So Very Good and Still Keep the Wolf From the Door?) (Randolph)—Fox-trot, with Vocal Chorus.....The Bostonians
- 15412 The Birth of the Blues (From George White's "Scandals") (DeSylva-Brown-Henderson)—Comedian and Male Quartet, with Orch., Harry Richman, Assisted by Elm City Four
- Lucky Day (From George White's "Scandals") (Brown-Henderson)—Comedian and Male Quartet, with Orch., Harry Richman, Assisted by Elm City Four
- LIST FOR SEPTEMBER 23
- 15400 For My Sweetheart (Kahn-Donaldson)—Fox-trot, with Vocal Chorus.....The Bostonians
- Who Could Be More Wonderful Than You? (Davis-Silver)—Fox-trot, with Vocal Chorus, The Bostonians
- 15413 On the Riviera (Gilbert-Loan-Rich)—Fox-trot, with Vocal Chorus, The Ambassadors (Louis Katzman, Dir.)
- Broken-Hearted Sue (Paskman-Breen-DeRose)—Fox-trot, with Vocal Chorus, The Ambassadors (Louis Katzman, Dir.)
- 15416 While the Years Go Drifting By (Kahn-Burke)—Fox-trot, with Vocal Chorus, Glen Echo Serenaders
- On the Banks of the Old Yazoo (Jerome)—Fox-trot, with Vocal Chorus.....Glen Echo Serenaders
- 21025 Lovely Rose (Robe-DeRose)—Tenor, with Orch., Colin O'More
- Who Knows! (Stickles)—Tenor, with String Quartet and Piano.....Colin O'More
- 15415 Love's Dream After the Ball (Czibulka)—Piano, Violin and Cello.....Mayfair Trio
- The Alp Maid's Dream (Labitsky)—Piano, Violin and Cello.....Mayfair Trio
- LIST FOR SEPTEMBER 30
- 15411 That's Annabelle (Kahn-Fiorito)—Fox-trot, with Vocal Chorus, The Ambassadors (Louis Katzman, Dir.)
- Camille (Mitchell-Sherman)—Fox-trot, The Ambassadors (Louis Katzman, Dir.)
- 15399 Would Ja? (Herzog-Sherwin)—Fox-trot, with Vocal Chorus.....Kensington Serenaders
- Calling Me Home (Gilbert-Monaco)—Fox-trot, with Vocal Chorus.....Kensington Serenaders
- 15414 You Can't Hang Out With Annie (Cause Annie Hangs Out With Me) (Rose-Woods)—Fox-trot, with Vocal Chorus.....Monarch Orch.
- Me Too (Woods-Tobias-Sherman)—Fox-trot, with Vocal Chorus.....Monarch Orch.
- 15421 It's a Wonderful World After All (Davis-Greer)—Fox-trot, with Vocal Chorus.....Tuxedo Orch.
- Oh! If I Only Had You—Fox-trot, with Vocal Chorus.....Tuxedo Orch.

Okeh Records

- 40645 Gone—Contralto.....Alma Rotter 10
- Why—Contralto.....Alma Rotter 10
- 40646 Lil' Farina—Tenor-Baritone Duet, Al Campbell-Jack Kaufman 10
- What! No Spinach?—Tenor-Baritone Duet, Al Campbell-Jack Kaufman 10
- 40647 A Perfect Day—Male Quartet, The Peerless Four 10
- Love's Old Sweet Song—Male Quartet, The Peerless Four 10
- 40648 I'm Just Wild About Animal Crackers—Fox-trot, Al Turk's Orch. 10
- Blue Bonnet—You Make Me Feel Blue—Fox-trot.....Turner and His Villa Venice Orch. 10
- 40649 Baby Face—Fox-trot.....The Melody Sheiks 10
- Where'd You Get Those Eyes—Fox-trot, The Goofus Five 10
- 40650 Oh, Boy! How It Was Raining—Fox-trot, The Jazz Pilots 10
- Hi-Diddle-Dee-Dee—Fox-trot.....The Jazz Pilots 10
- 40651 Barcelona—Fox-trot.....The Melody Sheiks 10
- My Little Nest—Fox-trot.....Okeh Syncopators 10
- 40652 Lucky Day—Fox-trot.....Raderman's Red Hotters 10
- The Birth of the Blues—Fox-trot, Raderman's Red Hotters 10
- 45055 Land Where We'll Never Grow Old—Song, The Jenkins Family 10
- Beulah Land—Singing.....The Jenkins Family 10
- 45056 The Bachelors' Hall—Fiddlin' and Singing, Fiddlin' John Carson 10
- Everybody Works But Father—Fiddlin' and Singing.....Fiddlin' John Carson 10
- 45057 Pistol Pete's Midnight Special—Baritone, Dave Cutrell 10
- Cow Boy's Dream, McGinty's Oklahoma Cow Boy Band 10
- 8345 The Mail Train Blues—Contralto, Sippie Wallace 10
- I Feel Good—Contralto.....Sippie Wallace 10
- 8346 Listen to Ma—Contralto.....Hociel Thomas 10
- G'wan I Told You—Contralto.....Hociel Thomas 10
- 8347 His Ole Black Mammy—Monologue, Charlie Butler 10
- I Am Bound for the Promised Land—Baritone, Charlie Butler 10
- 8348 When I Riss Blues—Contralto.....Cora Perkins 10
- To-day Blues—Contralto.....Cora Perkins 10
- 8350 When—Fox-trot, Alhert Wynn's Gut Bucket Five 10
- That Creole Band—Fox-trot, Alhert Wynn's Gut Bucket Five 10
- 40641 I'm Walking Around in Circles—Fox-trot, Okeh Syncopators 10
- Black Bottom—Fox-trot.....Okeh Syncopators 10
- 40642 I'd Climb the Highest Mountain If I Knew I'd Find You—Fox-trot.....Okeh Syncopators 10
- Just a Little Dance—Fox-trot.....Okeh Syncopators 10
- 40643 I'm Lonely Without You—Fox-trot, Mike Markels' Orch. 10
- My Toreador—Fox-trot.....Mike Markels' Orch. 10
- 40644 To-night's My Night With Baby—Fox-trot, Jack Glassner and His Colonial Inn Orch. 10
- Ya Gotta Know How to Love—Fox-trot, The Goofus Five 10

- 8343 Don't Forget to Mess Around—Fox-trot, with Vocal Chorus by Louis Armstrong, Louis Armstrong and His Hot Five 10
- I'm Gonna Gitcha—Fox-trot, with Vocal Chorus by Louis Armstrong, Louis Armstrong and His Hot Five 10
- 8344 If Tomorrow Is Like Yesterday—Tenor, with Piano Accomp.....Ed Wood 10
- Moonlight Brings Memories of You—Tenor, with Piano Accomp. by De Lloyd Barnes, Ed Wood 10
- EUROPEAN INSTRUMENTAL RECORD (ODEON LABEL)
- 3191 Love in Lilac Time, Edith Lorand and Her Orch. 10
- Blind Love, Blind Hate, Edith Lorand and Her Orch. 10

Harmony Records

- 205-H Senorita Mine—Fox-trot, Blue Grass Foot Warmers 10
- How Could I Be Blue?—Fox-trot, Blue Grass Foot Warmers 10
- 207-H I'll Say It With a Pretty Little Song—Vocal Duet.....The Record Boys 10
- Tell Me You Love Me—Vocal, Irving Kaufman 10
- 208-H Eighteenth Street Strut—Fox-trot, Joe Candullo and His Everglades Orch. 10
- Here Comes Emaline—Fox-trot, Joe Candullo and His Everglades Orch. 10
- 209-H Ace in the Hole—Fox-trot.....University Six 10
- Dynamite—Fox-trot.....The Dixie Stompers 10
- 210-H I'm Walking Around in Circles—Fox-trot, with Vocal Chorus by Jack Wilson, Broadway Bell Hops 10
- Hello, Baby—Fox-trot, with Vocal Chorus by Arthur Fields.....Manhattan Dance Makers 10
- 212-H La Paloma—Tango, Bar Harbor Society Orch. 10
- Tango Amoroso—Tango, Bar Harbor Society Orch. 10
- 213-H Lucky Day (From "George White's Scandals")—Fox-trot, with Vocal Chorus by Irving Kaufman.....The Harmonizers 10
- Why Do You Want to Know Why?—(From "The Cocoanuts")—Fox-trot.....The Astorites 10
- 214-H Baby Face—Fox-trot, with Vocal Chorus by Arthur Fields.....Lou Gold and His Orch. 10
- Looking at the World Through Rose-Colored Glasses—Fox-trot.....Lou Gold and His Orch. 10
- 215-H Precious—Fox-trot.....Manhattan Dance Makers 10
- While the Years Go Drifting By—Fox-trot, with Vocal Chorus by Arthur Hall, Manhattan Dance Makers 10
- 216-H Golden Showers—Waltz; Steel Guitar Novelty, Frank Ferera 10
- Laughing Eyes—Fox-trot; Steel Guitar Novelty.....Frank Ferera 10
- 217-H Deep Henderson—Fox-trot, Original Indiana Five 10
- Spanish Mamma—Fox-trot, Original Indiana Five 10
- 218-H Barcelona—Novelty Singing Quartet, The Harmonizers 10
- Breezin' Along With the Breeze—Novelty Singing Quartet.....The Harmonizers 10
- 219-H Breezin' Along With the Breeze—Fox-trot, WMCA Broadcasters 10
- Lo-Do-De-O—Fox-trot.....WMCA Broadcasters 10
- 221-H Calling Me Home—Honey Duke and His Uke 10
- Precious.....Honey Duke and His Uke 10
- 222-H While the Years Go Drifting By—Vocal, "Confidential Charley" 10
- Oh! If I Only Had You—Vocal, "Confidential Charley" 10
- 223-H Barcelona—Spanish One-step, Broadway Bell Hops 10
- Someone Is Losin' Susan—Fox-trot, Broadway Bell Hops 10
- 224-H Tiger Rag—Shimmy One-step.....University Six 10
- San—Fox-trot.....University Six 10
- 225-H I'd Love to Meet That Old Sweetheart of Mine—Vocal Chorus by Arthur Fields, Lou Gold and His Orch. 10
- In a Little Garden—Fox-trot, Broadway Bell Hops 10
- 36461 Marylou—Fox-trot, with Vocal Chorus by Frank Nichols.....Joe Candullo and His Everglades Orch. 10
- I Wish You Were Jealous of Me—Fox-trot, Joe Candullo and His Everglades Orch. 10
- 36462 Jackass Blues—Fox-trot-Charleston, Joe Candullo and His Everglades Orch. 10
- Animal Crackers—Fox-trot, with Vocal Chorus by Tom De Armand, Phil Hughes and High Hatters 10
- 36463 Where'd You Get Those Eyes?—Fox-trot, with Vocal Chorus by J. Ryan.....Palace Garden Orch. 10
- Longing (Just for You)—Fox-trot, with Vocal Chorus by Bert Dolan.....Bert Dolan's Chateau Orch. 10
- 36464 Only You and Lonely Me—Fox-trot, with Vocal Chorus by A. Hall.....Bert Dolan's Chateau Orch. 10
- Trumpet Sohs—Fox-trot.....We Three 10
- 36465 Breezing Along With the Breeze—Fox-trot, with Vocal Chorus by J. Ryan.....Palace Garden Orch. 10
- Come On and Do Your Red Hot Business—Fox-trot.....Stillman's Orioles 10
- 36466 Waffles—Fox-trot, with Vocal Chorus by Tom De Armand.....Phil Hughes and High Hatters 10
- Ah! Ah! Aw! Aw! (Papa Mustn't Do That)—Fox-trot.....Phil Hughes and High Hatters 10
- 36467 Here I Am—Fox-trot, with Vocal Chorus by John Ryan.....Palace Garden Orch. 10
- Some Baby, My Gal—Fox-trot, Five Birmingham Babies 10
- 36468 My Barcelona—Fox-trot, with Vocal Chorus by John Ryan.....Palace Garden Orch. 10
- Hoodle Dee Doo Dee Doodoo—Fox-trot, with Vocal Chorus by A. Hall.....Lieut. Matt and Orch. 10
- 36469 Schoolday Sweethearts—Fox-trot, with Vocal Chorus by I. Kaufman.....Tuxedo Dance Orch. 10
- As Long as I Have You—Fox-trot, Joe Candullo and His Everglades Orch. 10
- 36470 Tie Me to Your Apron Strings Again—Fox-trot, Tuxedo Dance Orch. 10
- Blue Without You—Fox-trot.....The Virginia Creepers 10
- 25186 When the Red, Red, Robin—Voice and Ukulele, Cliff Edwards (Ukulele Ike) 10
- Lo Do Dode O—Voice and Ukulele, Cliff Edwards (Ukulele Ike) 10
- 25187 Hoodle Dee Doo Dee Doodoo—Voice and Orch., Lee Morse and Her Blue Grass Boys 10
- Promise You Will Love Me Too—Voice and

- Guitar.....Miss Lee Morse
- POPULAR VOCAL
- 32190 Valencia—Quartet.....The Singing Troubadours
- I Want the World to Know—Tenor.....John Ryan
- 32191 He Loves Me—Human Jazz Band.....Cogert-Motto
- The Shorter They Wear Them the Longer I Look.....Cogert-Motto
- INSTRUMENTAL RECORD
- 21171 Iyone-My Own-Iyone—Guitar Duet.....Ferera-Paaluhi
- Laughing Eyes—Hawaiian Guitar Duet, Ferera-Paaluhi

RACE RECORDS

- 7505 Two Faced Man—Voice and Orch. Rosetta Crawford
- Misery—Voice and Orchestra.....Rosetta Crawford
- 7506 Strut Yo' Puddy—Voice and Orch., Mamie Harris and The Choo Choo Jazzers
- It Takes a Two Time Papa—Voice and Orch., Mamie Harris and The Choo Choo Jazzers
- 7507 You Can't Guess How Good It Is—Voice and Orch.....Frankie and Her Jazz Devils
- Those Creeping, Sneaking Blues—Voice and Orch.....Frankie and Her Jazz Devils
- 7508 Great Scott—Fox-trot.....Troy Harmonists
- Eighteenth Street Strut—Fox-trot, Five Musical Black Birds

DANCE RECORDS

- 36471 Katinka—Fox-trot-Charleston, with Vocal Chorus by Arthur Fields.....Van and His Orch.
- Curly Locks—Fox-trot.....Terrace Novelty Orch.
- 36472 Roses Remind Me of You—Fox-trot, with Vocal Chorus by Theo. Alban.....Lanin's Arcadians
- By the Temple Wall—Fox-trot, with Vocal Chorus by Irving Kaufman.....Tuxedo Dance Orch.
- 36473 You Gotta Know How to Love—Fox-trot, with Vocal Chorus by A. Fields.....Van and His Orch.
- Nothing But Love—Fox-trot.....Stillman's Orioles
- 36474 Oh, Boy! How It Was Raining—Fox-trot, with Vocal Chorus by A. Fields.....Van and His Orch.
- Twilight and You—Fox-trot.....Stillman's Orioles
- 36475 Lucky Day (From George White's "Scandals")—Fox-trot.....The Virginia Creepers
- Black Bottom (From George White's "Scandals")—Fox-trot.....The Virginia Creepers
- 36476 Burgundy—Fox-trot, with Vocal Chorus by A. Fields.....Joe Candullo and His Everglades Orch.
- In My Heart—Fox-trot.....Stillman's Orioles
- 36477 I'm Walking Around in Circles—Fox-trot, with Vocal Chorus by R. Stillwell.....Lanin's Arcadians
- Out of My Arms—Still in My Heart—Fox-trot.....Lanin's Arcadians
- 36478 Chick, Chick, Chick, Chick, Chicken—Fox-trot, Phil Hughes and High Hatters
- Two-Ton Tessie—Fox-trot.....Mickey Guy's Hottentots
- 36479 How Many Times—Fox-trot, with Vocal Chorus by Theo. Alban.....Lanin's Arcadians
- Thinking of You—Fox-trot.....Stillman's Orioles
- 36480 For My Sweetheart—Fox-trot, with Vocal Chorus by Ray Stillwell.....Lanin's Arcadians
- Kissable Lips—Fox-trot, with Vocal Chorus by Arthur Fields.....The Virginia Creepers
- 36481 Tenderly—Fox-trot, with Vocal Chorus by Theo. Alban.....Lanin's Arcadians
- In a Little Garden—Fox-trot, with Vocal Chorus by Ray Stillwell.....Lanin's Arcadians
- 36482 Lay My Head Beneath a Rose—Waltz, with Vocal Chorus by E. Kaufman.....Tuxedo Dance Orch.
- Summer Kisses—Waltz.....Terrace Novelty Orch.
- 36483 Hobo's Prayer—Fox-trot.....Boyd Senter
- Yes Sir and How—Fox-trot.....Boyd Senter

POPULAR VOCAL RECORDS

- 32192 Oh, Boy! How It Was Raining—Whispering Tenor.....Jim Brown
- How'd Ya Like to Meet Me in the Moonlight—Whispering Tenor.....Jim Brown
- 32193 Roses Remind Me of You—Tenor.....Irving Kaufman
- Put Your Arms Where They Belong—Tenor, Irving Kaufman
- 32194 My Cutie's Due at Two to Two—Tenor and Baritone Duet.....Billy Jones-Ernest Hare
- The Lunatic's Lullaby—Tenor and Baritone Duet, Billy Jones-Ernest Hare
- 32195 The Jones and Bloodworth Execution—Tenor, Vernon Dalhart
- I Wish I Was a Single Girl Again—Tenor, Vernon Dalhart

INSTRUMENTAL RECORD

- 21172 In a Garden of Hawaii—Hawaiian Guitars, Ferera-Paaluhi
- Golden Showers—Hawaiian Guitars.....Ferera-Paaluhi

Banner Records

DANCE RECORDS

- 1776 Baby Face—Fox-trot.....The Buffalodians
- My Pal Jerry—Fox-trot.....Missouri Jazz Band
- 1777 Barcelona—Fox-trot.....Imperial Dance Orch.
- Song of the Volga Boatman—Fox-trot, Imperial Dance Orch.
- 1778 How Many Times?—Fox-trot.....The Buffalodians
- Breezin' Along With the Breeze—Fox-trot, Missouri Jazz Band
- 1779 Someone Is Losin' Susan—Fox-trot, Sam Lanin's Troubadours
- Am I Wasting My Time on You?—Fox-trot, Hollywood Dance Orch.
- 1780 Who Wouldn't?—Fox-trot.....Missouri Jazz Band
- Hard-to-Get—Gertie—Fox-trot, Joe Candullo and His Everglades Orch.
- 1781 I've Found a New Baby—Fox-trot, Dixie Washboard Band
- Boodle Am—Fox-trot.....Dixie Washboard Band
- 1782 For My Sweetheart—Fox-trot, Sam Lanin's Troubadours
- In a Little Garden—Fox-trot, Sam Lanin's Troubadours
- 1783 Lucky Day (From "George White's Scandals, 1926")—Fox-trot.....Irwin Ahrams' Dance Orch.
- The Birth of the Blues (From "George White's Scandals, 1926")—Fox-trot, Irwin Ahrams' Dance Orch.
- 1784 Jackass Blues—Fox-trot, Joe Candullo and His Everglades Orch.
- Deep Henderson—Fox-trot, Joe Candullo and His Everglades Orch.

VOCAL RECORDS

- 1785 I'm Just Wild About Animal Crackers—Male Duet, with Piano Accomp.....Hare-Jones
- It Won't Be Long Now—Male Duet, with Piano Accomp.....Hare-Jones
- 1786 Who Wouldn't?—Tenor Solo, with Orch. Accomp.....Irving Kaufman
- How Many Times?—Tenor Solo, with Orch. Accomp.....Irving Kaufman
- 1787 Where'd You Get Those Eyes?—Male Duet, with Piano Accomp.....The Radio Aces
- Ya Gotta Know How to Love—Male Voice, with Piano Accomp.....Whispering "Ed"
- 1788 Hello, Aloha! How Are You?—Male Duet, (Continued on page 144)

ADVANCE RECORD BULLETINS FOR SEPTEMBER—(Continued from Page 143)

- with Orch. Accomp. Hall-Ryan
- Dixie Love—Male Duet, with Orch. Accomp. Hall-Ryan
- 1789 I'm Lonely Without You—Tenor Solo, with Orch. Accomp. Irving Kaufman
- School Day Sweethearts—Male Duet, with Orch. Accomp. Hall-Ryan
- 1790 Lay My Head Beneath a Rose—Tenor Solo, Novelty Accomp. Vernon Dalhart
- The Old Fiddler's Song—Tenor Solo, with Novelty Accomp. Vernon Dalhart
- NOVELTY INSTRUMENTAL RECORD
- 1791 When the Red, Red, Robin Comes Bobbin' Along—Jazz Zither Solo, with Vocal Refrain, Joe Furtner
- Ya Gotta Know How to Love—Jazz Zither Solo, with Vocal Refrain Joe Furtner

- School Day Sweethearts—Male Duet, with Orch. Accomp. Hall-Ryan
- 3760 Lay My Head Beneath a Rose—Tenor Solo, with Novelty Accomp. Vernon Dalhart
- The Old Fiddler's Song—Tenor Solo, with Novelty Accomp. Vernon Dalhart
- NOVELTY INSTRUMENTAL RECORD
- 3756 When the Red, Red, Robin Comes Bobbin' Along—Jazz Zither Solo, with Vocal Refrain, Joe Furtner
- Ya Gotta Know How to Love—Jazz Zither Solo, with Vocal Refrain Joe Furtner

- The Hobo's Prayer—Blues Jack Pierce
- Oh, Boy! How It Was Raining—Fox-trot Lee Sims
- The Vamp of New Orleans—Blues Jack Pierce
- Love Story Blues Jack Pierce
- Falling Rain Blues Jack Pierce
- Mr. Johnson's Blue Jack Pierce
- You Had Better Be Ready That Morn (When Gabriel Toots His Horn)—Sacred Song Hayter-Jay
- Six Feet of Papa—Fox-trot Clarence Jones
- Stars (Are the Windows of Heaven)—Waltz
- Looking at the World (Through Rose-Colored Glasses)—Fox-trot Robert Billings

U. S. Music Co.

WORD ROLLS

- | | |
|--|--------------------|
| Title | Played by |
| Hello, Aloha! How Are You—Fox-trot | Lee Sims |
| Land of Hope and Glory—Song | Roger Le Mar |
| Oh, Boy! How It Was Raining—Fox-trot | Lee Sims |
| Roses Remind Me of You—Fox-trot | Lee Sims |
| Baby Face—Fox-trot | Robert Billings |
| Where'd You Get Those Eyes—Fox-trot | Lee Sims |
| I Can't Get Over a Girl Like You (From "Lemaire's Affairs")—Fox-trot | Robert Billings |
| In a Little Garden—Fox-trot | Robert Billings |
| Falling in Love With You—Waltz | |
| Barcelona—Dance Song | Harold Wansborough |
| If You Can't Hold the Man You Love—Blues | Jack Pierce |
| SPECIAL RELEASES | |
| In That Old-Fashioned Garden We Know—Waltz, | Jean Rivinius |
| Thinking—Waltz | Harold Wansborough |

Regal Records

DANCE RECORDS

- 8085 Who Wouldn't?—Fox-trot Imperial Dance Orch.
- My Pal Jerry—Fox-trot Imperial Dance Orch.
- 8086 Barcelona—Fox-trot Hollywood Dance Orch.
- Song of the Volga Boatman—Fox-trot, Hollywood Dance Orch.
- 8087 Baby Face—Fox-trot The Buffalodians
- Hard-to-Get Gertie—Fox-trot, Joe Candullo and His Everglades Orch.
- 8088 How Many Times?—Fox-trot The Buffalodians
- Someone Is Losin' Susan—Fox-trot, Sam Lanin's Troubadours
- 8089 Deep Henderson—Fox-trot, Joe Candullo and His Everglades Orch.
- Jackass Blues—Fox-trot, Joe Candullo and His Everglades Orch.
- 8090 For My Sweetheart—Fox-trot, Sam Lanin's Troubadours
- Breezin' Along With the Breeze—Fox-trot, Hollywood Dance Orch.
- 8091 In a Little Garden—Fox-trot, Sam Lanin's Troubadours
- Am I Wasting My Time on You?—Fox-trot, Imperial Dance Orch.
- 8092 The Birth of the Blues (From "George White's Scandals")—Fox-trot Irwin Abrams' Dance Orch.
- Lucky Day (from "George White's Scandals, 1926")—Fox-trot Irwin Abrams' Dance Orch.
- 8093 I've Found a New Baby—Fox-trot, Dixie Washboard Band
- Boodle Am—Fox-trot Dixie Washboard Band

VOCAL RECORDS

- 8094 I'm Just Wild About Animal Crackers—Male Duet, Piano Accomp. Hare and Jones
- It Won't Be Long Now—Male Duet, Piano Accomp. Hare and Jones
- 8095 Hello, Aloha! How Are You?—Male Duet, Orch. Accomp. Hall and Ryan
- School Day Sweethearts—Male Duet, Orch. Accomp. Hall and Ryan
- 8096 Ya Gotta Know How to Love—Male Voice, with Piano Whispering "Ed"
- Where'd You Get Those Eyes?—Male Duet, with Piano The Radio Aces
- 8097 Lay My Head Beneath a Rose—Tenor Solo, Nov. Accomp. Vernon Dalhart
- The Old Fiddler's Song—Tenor Solo, Nov. Accomp. Vernon Dalhart
- 8098 Who Wouldn't?—Tenor Solo, Orch. Accomp., Irving Kaufman
- How Many Times?—Tenor Solo, Orch. Accomp., Irving Kaufman
- 8099 I'm Lonely Without You—Tenor Solo, Orch. Accomp. Irving Kaufman
- Dixie Love—Male Duet, Orch. Accomp., Hall-Ryan

JAZZ ZITHER RECORD

- 8100 Ya Gotta Know How to Love—Jazz Zither Solo, Vocal Refrain Joe Furtner
- When the Red, Red, Robin Comes Bob, Bob, Bobbin' Along—Jazz Zither Solo, Vocal Refrain Joe Furtner

Domino Records

DANCE RECORDS

- 3749 Baby Face—Fox-trot The Buffalodians
- My Pal Jerry—Fox-trot Missouri Jazz Band
- 3753 Barcelona—Fox-trot Imperial Dance Orch.
- Song of the Volga Boatman—Fox-trot, Imperial Dance Orch.
- 3747 How Many Times?—Fox-trot The Buffalodians
- Breezin' Along With the Breeze—Fox-trot, Missouri Jazz Band
- 3754 Someone Is Losin' Susan—Fox-trot, Sam Lanin's Troubadours
- Am I Wasting My Time on You?—Fox-trot, Hollywood Dance Orch.
- 3750 Who Wouldn't?—Fox-trot Missouri Jazz Band
- Hard-to-Get Gertie—Fox-trot, Joe Candullo and His Everglades Orch.
- 3755 I've Found a New Baby—Fox-trot, Dixie Washboard Band
- Boodle Am—Fox-trot Dixie Washboard Band
- 3748 For My Sweetheart—Fox-trot, Sam Lanin's Troubadours
- In a Little Garden—Fox-trot, Sam Lanin's Troubadours
- 3752 Lucky Day (From "George White's Scandals, 1926")—Fox-trot Irwin Abrams' Dance Orch.
- The Birth of the Blues (From "George White's Scandals, 1926")—Fox-trot, Irwin Abrams' Dance Orch.
- 3751 Jackass Blues—Fox-trot, Joe Candullo and His Everglades Orch.
- Deep Henderson—Fox-trot, Joe Candullo and His Everglades Orch.

VOCAL RECORDS

- 3757 I'm Just Wild About Animal Crackers—Male Duet, with Piano Accomp. Hare-Jones
- It Won't Be Long Now—Male Duet, with Piano Accomp. Hare-Jones
- 3761 Who Wouldn't?—Tenor Solo, with Orch. Accomp. Irving Kaufman
- How Many Times?—Tenor Solo, with Orch. Accomp. Irving Kaufman
- 3762 Where'd You Get Those Eyes?—Male Duet, with Piano Accomp. The Radio Aces
- Ya Gotta Know How to Love—Male Voice, with Piano Accomp. Whispering "Ed"
- 3759 Hello, Aloha! How Are You?—Male Duet, with Orch. Accomp. Hall-Ryan
- Dixie Love—Male Duet, with Orch. Accomp., Hall-Ryan
- 3758 I'm Lonely Without You—Tenor Solo, with Orch. Accomp. Irving Kaufman

Important Developments Feature Month Throughout the Los Angeles Territory

Howard L. Brown Sails for Europe—New Columbia Viva-tonal Models Arriving for Distribution—Association to Broadcast—Fourth Radio Show Promises to Be a Success

LOS ANGELES, CAL., August 4.—Howard L. Brown, Los Angeles branch manager of the phonograph division of the Brunswick Co., sailed early last month for Europe and plans to visit five or six of the old countries, returning to his desk and work about the middle of August. Assistant Manager Hughes is running things smoothly during Mr. Brown's absence.

Walter S. Gray in Los Angeles

Walter S. Gray, president of the Walter S. Gray Co., spent a few days in Los Angeles last month and visited the various dealers. He reported good business, especially with portable machines.

New Columbia Models Arriving

The new Columbia instruments are arriving at Los Angeles headquarters and a number of advance orders are being received from all parts of the Southern district. W. E. Henry, California general manager, attended the Seattle Convention of the Western Music Trades Association.

Atwater Kent Dealers Convene

Ray Thomas, Inc., Southern California dis-

tributor of the Atwater Kent radio, was host, July 16, to about two hundred Atwater Kent dealers. The convention was held in the ballroom of the Alexandria Hotel. Instructive addresses featured the event.

Association Plans Broadcasting

Tentative plans have been made to broadcast an hour's program every other day under the auspices of the Radio Trades Association of Southern California. The principal motive for these programs is the assistance which they will give to retail salesmen to demonstrate radio sets at the time of day when most stations are silent, also, it is believed, that the Association itself can be advertised in this manner.

Success Assured for Radio Show

With practically every inch of space sold and plans ripening smoothly and satisfactorily, the Fourth Annual National Radio Exposition, which will take place September 5 to 11, inclusive, at the Ambassador Auditorium, Los Angeles, seems assured of unbounded success and a record attendance and strong interest is anticipated.

Richmond Talking Machine Dealers Look to Fall Season for a Prosperous Trade

General Industrial Conditions Presage a Satisfactory Fall Sales Volume—Business During Summer to Date Compares Favorably With Volume During Same Period Last Year—The News

RICHMOND, VA., August 7.—Phonograph dealers in this territory are looking ahead to a good volume of Fall business. Labor is reported to be well employed and the continuation of a heavy building program appears to assure steady employment for most workers for several months at least. The agricultural outlook also is good.

During the Summer period trading in phonograph as well as radio lines was well up to the level of last Summer and in some instances better, the dealers say. Records have been going particularly good.

Victor dealers report satisfactory results from clearance sales of old records. The clearance is scheduled to continue through August.

The Corley Co. just now is staging a special sale of phonographs of the Hyperion models and is offering a special bonus to clerks in its retail stores for each sale of this machine.

Manly B. Ramos' music store at 212 West Broad street is being renovated and given a new coat of paint inside. Its phonograph repair department in the rear is also being remodeled. Since the death of Mr. Ramos, which

occurred early this year, the store has been operated by his two sons, Joe and Burgess Ramos, both of whom are well and favorably known to the local music trade. Heretofore the store has handled only a random line of phonographs. It is now contemplating taking on a standard line.

J. J. Raley is a new addition to the sales staff of the James Cowan Co. He is traveling Virginia territory.

Friends of Major A. Vivian, veteran road salesman for the Corley Co., will be interested to know that he is devoting spare time when off the road to systematizing the handling of goods in the warehouse of the company here.

S. B. Metzger, who has been connected with the radio department of the Corley Co. for the past year or so, has resigned.

The Richmond Radio Show will be held this year September 21-22-23-24 at Murphy's hotel. The show was a big success last year and bids fair to be even a bigger one this year. It will be held under the auspices of the Radio Dealers Club of Richmond.

Edward R. Martin, trading as the Martin Music Co., this city, is in bankruptcy.

Business Gains Reported in the Kansas City Field

Demonstrations of the New Instruments and Other Sales Promotion Activities Expected to Create Business This Fall

KANSAS CITY, Mo., August 7.—Following a period of comparative quiet in the phonograph business in this city during the latter part of July, due largely to the vacation exodus and the very hot weather, the August sales have started and are adding stimulus to late Summer activity. The demonstrations of new machines, which have been held continuously during the past few months, are expected to yield big returns this Fall.

The new Columbia Viva-tonal was introduced here in a two-day demonstration at the Hotel President, with dealers from Kansas City, and all the surrounding territory of Kansas, Oklahoma and Missouri, here to witness the premier performance of the new machine in this territory. W. B. Ockenden, manager of the Columbia headquarters here, conducted the demonstration. The reception given the new machine by the Columbia dealers was decidedly enthusiastic and the performance of the Viva-tonal surpassed their expectations, even after months of anticipation.

The Edison Distributing Co., of this city, reports that it has had great success with the Edison reproducer, finding that there is a good demand for this attachment. Records have continued steady, and the new sample record, carrying ten of the best numbers of the month, has proved to be very satisfactory and popular with the dealers. July business showed an increase over June, says C. L. Smith, manager of the Edison Co. here, and the prospects for Fall are better than ever.

C. V. Bissell, manager for the Starr Piano Co. here, who has recently opened a retail store of his own in connection with the wholesale display rooms of the Starr, reports that his business in Starr portables and Gennett Portophones has been exceedingly good.

The Wood's Music Stores, located at 402 East Twelfth and 1624 East Eighteenth streets, owned by W. A. Wood, have moved to 413 East Twelfth street, combining the two stores into one large establishment. Here they are installing new fixtures, and redecorating. Mr. Wood is a Columbia dealer.

A new phonograph and radio store has been opened here, by B. H. McNeil and Donald Phelps. The store is located at 6329 Brookside, in an exclusive residence shopping center, and will handle Brunswick machines only.

The radio season was opened here during July with two meetings of radio dealers from the surrounding States of Kansas, Oklahoma, Arkansas, Iowa and Nebraska. The first meeting was in honor of Powel Crosley, and 250 dealers were entertained at a luncheon at the Hotel President, by five Crosley distributors, the Sterling Radio Co., Kansas City; Harbison Mfg. Co., of Kansas City; the Theodore Riechl Motor Supply Co., of Macon, Mo.; the Ross-Frazier Iron Co., of St. Joseph, Mo., and the American Electric Co., of St. Joseph. This meeting was followed the next day by a dealers' meeting.

Henry G. Hillebrand With Amplion Corp. of America

Henry G. Hillebrand, well known in radio and phonograph trade circles, has been appointed factory representative of the Amplion Corp. of America, of New York City. Mr. Hillebrand will co-operate with all Amplion distributors and dealers in the metropolitan district, devoting his efforts to seeing that the highest type of service is rendered on Amplion products all along the line from factory to the ultimate consumer. In this work Mr. Hillebrand will be closely associated with Lloyd Spencer, general sales manager of the company.

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Talking Machine and Radio Men, Inc., Resume Meetings

Metropolitan Dealers Hear Interesting Talks by Representatives of Toy Mfrs. and Edison Co.—Prepare for Annual Outing

The regular monthly meetings of the Talking Machine and Radio Men, Inc., were resumed on Wednesday, August 4, at the Cafe Boulevard, New York, with talks by Fletcher D. Dodge, secretary of the Toy Manufacturers of the United States, and Louis Resnick, of the New York Edison Co. as the features of the gathering. Mr. Dodge spoke briefly on the profit-making possibilities of music dealers installing toy departments in their stores. Louis Resnick gave an interesting talk explaining the reasons why the Edison Co. is spending a great amount of money in broadcasting its weekly hour of music and other broadcasting features. The chief reason, Mr. Resnick stated, was to secure personal contact with Edison customers, and broadcast programs offer the best method of a large corporation entering the homes of the many thou-

sands of its customers. A second reason is that many people are unaware of what electricity really is and short instructive talks are occasionally given to bring a better understanding of electricity to listeners-in.

The next meeting of the association will be held at the Cafe Boulevard on September 15. At this meeting only routine business will be attended to and the members will then go in a body to visit the annual Radio World's Fair at the Madison Square Garden.

Byron Foster, chairman of the entertainment committee of the association, outlined the plans for the annual outing of the members, which will take place at Briarcliff Lodge, New York, on September 21.

Among those concerns that have arranged for exhibits at the annual convention of the Michigan Music Merchants' Association to be held at the Book-Cadillac Hotel, Detroit, on August 16-19, are included: The Brunswick-Balke-Collender Co., Columbia Phonograph Co., Sonora Phonograph Co. and Victor Talking Machine Co. The various new products of these several companies will be displayed.

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The Starr Portable Phonograph or Gennett Portophone With Gennett Records

The best season of the year is now and the next few months for selling the Starr Portable Phonograph or the Gennett Portophone. Vacation time is the uppermost thought. Outdoor play is in full swing and outdoor play means auto trips, camping parties, canoeing, moonlight dancing, picnics—and where there is play there is sure a need for music. The Starr Portable or the Gennett Portophone with Gennett Records offers an unbeatable combination to launch forth on a big summer selling campaign.

The new Gennett releases with their timeliness, vivacity, smoothness and excellence of recording and the smart clean-cut appearance and clear far-carrying tone of both the Starr Portable and Gennett Portophone present all any dealer could desire to meet the season's selling opportunity.

These Portables may be had either under the Starr or Gennett name plate. Colors are black, brown, red, gray, green and blue. Light in weight, ruggedly constructed, handsomely finished, attention compelling. Will meet the demands of the most critical.

The 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.

THE STARR PIANO COMPANY

Established 1872

Factories: Richmond, Indiana

Branches in:

BIRMINGHAM
DETROIT

BOSTON
INDIANAPOLIS

PORTLAND

CHICAGO
KANSAS CITY

CINCINNATI
LOS ANGELES

SAN FRANCISCO

CLEVELAND
NASHVILLE

DAYTON
NEW YORK





Frank Braidwood

Cowboy Baritone

Tied up exclusively with EDISON



The
NEW EDISON
Dance Attachment

Simple—inexpensive—
doubles the volume of
any New Edison for
all dance music—the
latest achievement of

Thomas A Edison

STAR of the "big time" vaudeville circuits, motion picture star, and recently voted as having the best broadcasting voice on the Pacific Coast—Frank Braidwood, the cowboy baritone, has now become an exclusive star in the Edison galaxy of popular artists. Another cause for Edison owners to rejoice, another opportunity for Edison dealers, another reason for phonograph purchasers preferring the New Edison.

The "cowboy baritone" sings popular music in a delightfully intimate, confidential style so much in vogue at present. There is an irresistible appeal in that magnificent, gold baritone voice, something that is above mere technique, something that "hits folks just where they live".

Give your customers a chance to hear some of these numbers. They'll just take them away from you.

- 51727 { After I Say I'm Sorry (What Can I Say?), Donaldson-Lyman
But I Do—You Know I Do, Donaldson-Kahn
- 51743 { Let's Talk About My Sweetie, Donaldson-Kahn
Could I? I Certainly Could, Yellen-Ager
- 51766 { Somebody's Lonely, Davis-Gold
No More Worryin', Donaldson-Mills-Kahn
- 51770 { It's Too Late To Be Sorry Now, Verges-Therrien-Le Claire
When the Red, Red Robin Comes Bob, Bob, Bobbin' Along, Woods
- 51769 { Blue Bonnet—You Make Me Feel Blue, Bryan-Wendling-Richman
Oh Boy! How It Was Raining, De Costa-Silver

