$5,000 for a Name

Are you cashing in on this Contest?

Brunswick
Sonora Shielded Six
De Luxe Console
$225

Sonora
CLEAR AS A BELL

SHIELDED SIX

Ocean Deep Tones
musically well forth
with a richness and depth never
heard before in radio . . . Twin
unit control combines single dial
convenience with double dial
distance.

$125 to $225

Sonora Distributors listed on page 98
Louis S. Sterling, Home From Europe, Discusses General Business Situation

Chairman of the Board of Directors of the Columbia Phonograph Co. Sees Steady Improvement in Industry, Including the Phonograph Business in Various Foreign Countries

The Columbia organization at the company's executive offices, 1819 Broadway, New York, gave an enthusiastic welcome to Louis S. Sterling, chairman of the Board of Directors, who returned recently to his desk after spending five months in Europe. A recognized leader in phonograph activities the world over, Mr. Sterling, dividing his time between the Columbia interests in America and Columbia activities throughout the rest of the world, for, in addition to his executive duties with the American company, he is managing director of the Graphophone Co., Ltd., with headquarters in London, England, and controlling factories in England, Germany, France, Australia and South America. Having been identified with the phonograph industry for more than twenty years and an acknowledged authority on all matters pertaining to the administrative and financial ends of the business, Mr. Sterling's observations on business conditions abroad are not only of general interest but are based on a thorough study of every phase of the commercial world. Discussing his stay in Europe during the past five months, Mr. Sterling said:

"Industrial and financial conditions throughout Europe, South America, Australia and South Africa are more satisfactory to-day than at any time since the war. In every branch of industry there are indications that 1926 will be the best year in history and without a single exception every European country is sharing in this prosperity. This applies to the phonograph industry as well as to other industries, but in referring to our own trade it might be well to bear in mind that the bottom never dropped out of the phonograph industry throughout the rest of the world as it did in this country. In fact, business has increased steadily since the war and every year seems to be getting on a more satisfactory and healthy basis."

"Generally speaking, economic and industrial conditions in Europe are closer to normal than is the general belief in this country. Results have been reported which are not only the equal but even to Japan, where a 100 per cent duty has been levied. In Germany manufacturers have to a certain extent been obliged to finance the jobbers and dealers, owing to the collapse of the mark. When the mark went to pieces completely the regimenery current of our distributors was fully justified in that the dealer and jobber found it very difficult to secure sufficient capital for their activities and the manufacturers were obliged to carry the burden of financing. This applies to the phonograph industry as well as other trades, but it is a condition that will adjust itself in the near future."

"Upon my return to this country I was amazed at the wonderful progress made by the American company during the past few months, both in the manufacture and sale of phonographs and records. Our factories in this country are working day and night to handle the requirements of our dealers and, judging from the reports of our executives, the growth of the business will continue steadfastly for many years and will make a special study of successful sales plans which have proved their merit under practical conditions."

Important Changes in the Sales Personnel of Victor Co.

R. A. Bartley, Jr., Heads Promotional Department—C. B. Gilbert and W. R. Lewis Become District Sales Managers

Roy A. Forbes, manager of sales and merchandising of the Victor Talking Machine Co., announced this week the appointment of Robert A. Bartley, Jr., as head of a newly formed department, which will be known as the promotional department. This department will endeavor to offer as many constructive suggestions to Victor wholesalers and dealers as are possible in the interests of the company. Mr. Bartley will be responsible for the promotion of sales and earning their esteem through his familiarity with their problems.

W. R. Lewis, who has been associated with the Victor organization for many years and one of the most popular members of the Victor traveling staff, has been appointed district sales manager of an important central territory, which will include Louisiana, portions of Tennessee and Arkansas, the major part of Texas, Mississippi, part of Oklahoma. Mr. Lewis' appointment as district sales manager will be welcomed by his many friends throughout the Victor organization, for he has attained exceptional success on the Victor traveling staff and well deserves the promotion to this position. Mr. Lewis succeeds district sales managers in the Victor organization, comprising Lloyd Egner, R. S. Cron, Otto May, C. B. Gilbert and W. R. Lewis.

Hundreds of dealers took advantage of the broadcasting of the World Series baseball games to demonstrate their radio receivers to hundreds of thousands of listeners.
Now that the Fall is here it remains to be seen how the talking machine dealers will take advantage of the long-waited business opportunities. The country is more prosperous than it ever has been; people have money and are willing to spend it; the trade has fine new products and a large slice of this money will be spent in talking machine stores provided dealers have the foresight to go after business.

Spread the Sales Effort

Unfortunately many dealers seem either to lack the ability or inclination to spread merchandising effort over all the lines they handle. Many dealers are so shortsighted that they concentrate on what seems to be moving most easily. There are even some dealers who declare that business is slowing down and who therefore neglect the talking machine department. The fallacy of this reasoning is indicated by the fact that those retailers who are getting behind their phonographs and records and using a modicum of intelligence in promoting sales are perfectly satisfied with their profits in the talking machine department. Certainly any branch of a business that is neglected will show the result of this lack of merchandising. That is true of any business or any department. It takes salesmanship to sell a product, especially an item that runs pursuing sales, but do not forget the bypaths. A radio dealer, Haynes Griffin, Inc., of New York, who recently added a line of talking machines and combination talk-

Neglected departments of the talking machine business kill profits made in departments on which the dealer concentrates. Competition demands a more complete type of merchandising. How two live trade members are building profits by creating interest in all their lines. Experiences of merchants prove that the dealer himself is responsible for his prosperity or the lack of it. Push your lines. .

A Busy Talking Machine Department

Miss B. B. Steele, manager of the talking machine and record section of Stern Bros., New York City, says: "I expect the closing months of this year to be the busiest I have experienced in some time. If anyone says that talking machine and record business is on the decline they are wrong. The entire year has seen our department humming with activity. We get behind our talking machines and records. We make an effort to create interest and sales. The result is that we have no reason to complain. I know that some dealers have neglected their talking machine departments. This is wrong and unprofitable. If dealers would pay the same attention to promoting sales of talking machines and records that they do to creating business in other departments the new instruments will sell."

This statement is of more than passing interest, because it hits directly at an evil that has been noticeable in the stores of certain talking machine dealers during the past year or so. Let those dealers who are dissatisfied with the volume of talking machine business sit down and think the matter out along logical lines. It will not take long, if the dealer is honest with himself, to find the trouble. In nine cases out of ten he will find that he is not trying very hard to sell these products. The senselessness of this is evident when one considers the investment tied up in talking machines and records. Put the same money in a stock of furnaces and then forget them and sales will be equally conspicuous by their absence.

Merchandising vs. Storekeeping

Existing competition between dealers and between products demands that the dealer display real merchandising ability. The day of the storekeeper is past. There is no money to be made in storekeeping, but there is plenty of money to be made in selling talking machines and records, especially the wonderful new instruments put out by the leading companies. Get out of the beaten path in the search for business. Of course work the old avenues for sales, but do not forget the bypaths. A radio dealer, Haynes Griffin, Inc., of New York, who recently added a line of talking machines and combination talking machine-radio instruments, shows the way. The sales representatives of this aggressive concern have been sent out into the field to get business. They did not engage in a house-to-house canvass. They did analyze the field and discovered that there is a good market for sales among steamship companies, hotels, theatres, restaurants, etc. Institutions of this character have money. They can well afford to buy the best. Five hundred or a thousand dollars does not mean as much to big concerns as it does to the average family. These men made sales in places that for years have been overlooked by talking machine dealers who are satisfied to take the stray crumbs of business that come their way. There are many other good markets for talking machines and records. The dealer need only look around him and if he has eyes and can think he will find them and get business. The above is not an argument for the dealer to neglect the usual prospects. After all, the householder is the best source of business for the talking machine dealer. But what the dealer should and must do if he expects to make money in the talking machine and record business is to get out into the field and sell not only the people who are his usual prospects, but also those who can be made prospects of legitimate buyers by the right kind of missionary sales work.

A Broad Market

The out-of-the-beaten-path market is by no means small. Consider schools, churches, various civic and social organizations, clubs of all kinds, music clubs, hotels, restaurants, theatres, dance halls, etc., and immediately the magnitude of this sales field becomes evident. This additional business is worth going after. It means the sales of extra instruments as well as larger record sales. The solution of the sales problem lies distinctly with the dealer himself.

M. Fuller to Open Store

Conway, Pa., October 7.—Remodeling of the former Edison parlors on South Center street into one of the most up-to-date music stores in this section of the State is now under way. Miss Myrtle Fuller, proprietor, has announced that the new establishment will be opened October 16 as the date of the formal opening of the new establishment. The K. H. Radio Laboratories were incorporated at Albany with a capital stock of $5,000.

This instrument has been designed with 3 major factors being considered:

1. PERFORMANCE
2. APPEARANCE
3. PRICE

Added to these features we emphasize the FACT that the LYRIC is sufficiently selective to meet congested broadcasting conditions in the Metropolitan area.

The LYRIC is embodied in a Mahogany Cabinet. The front panel is bakelite, size 7 x 18, and very attractively lithographed in gold. The Rheostat and Tuning Knobs are also made of bakelite. Indicators and arrows engraved with gold. The condensers are of the S.L.P. type. This receiver covers all stations ranging from 200 to 600 metres. Mr. Jobber, write or wire us for detail on our exclusive territorial proposition.
We’re telling the millions—

"Before buying any musical instrument or radio—
hear the Brunswick Panatrope"

Once people have heard the Brunswick Panatrope their purchasing interest is aroused. Knowing this, Brunswick is planning more demonstrations throughout the country to acquaint the public with the marvelous Panatrope. The message, "Before buying any musical instrument or radio—hear the Brunswick Panatrope," is being carried to the public by means of thousands of lines of newspaper advertising and 45 pages in the leading magazines.

Opportunities are created, as never before, to increase actual sales for all Brunswick dealers. Watch for it, tie up with it. Brunswick has a dealer service that you cannot afford to overlook. Get the utmost from these sales-creating plans.

Brunswick
Panatropes · Phonographs · Radiolas · Records

THE BRUNSWICK-BALKE-COLLENDER CO. · GENERAL OFFICES: 623 SOUTH WABASH AVENUE, CHICAGO
Lester E. Noble Elected President of Federal Radio and Tel. Corporations

Promotion of Executive to Head of Federal Tel. Mfg. Corp. and Federal Radio Corp. a Merited Reward—Mr. Noble's Rapid Rise Is a Romance of Big Business

BUFFALO, N. Y., October 7.—At a meeting of the directors of the Federal Telephone Manufacturing Corp. and the Federal Radio Corp. recently, the election of Lester E. Noble as president of the two companies was announced. Mr. Noble has been the chief figure in the building up of these successful institutions, which have surpassed their former prominence in the radio and telephonic fields.

The record of Mr. Noble's achievement with the Federal companies reveals a remarkably rapid and significant progress. He has risen in two and one-half years from the position of Chicago branch manager to the presidency of Federal's active corporation. In April, 1924, he resigned his position as manager of the phonograph division of the Chicago branch of the Rudolph Wurlitzer Co. to accept a similar position with Federal. Six months later he was transferred to Buffalo as assistant to the president and in February, 1925, became vice-president and sales manager. In the fall of 1925 he assumed the duties of general manager in addition to the vice-presidency.

Mr. Noble's recent election to the office of president comes as the logical culmination of a speedy and uninterrupted advance. His energy and enthusiasm in the study of detailed problems of corporate management have given him a complete grasp upon every department of his company's activities. He has aimed especially to surround himself with an organization of competent engineers and research experts. The reconstruction of office and factory method in Federal factories during the past year is most noticeable and has proved extremely successful. In particular a perceptible effect has been produced by Mr. Noble's habit of hewing close to the line of an undeviating program. The Federal policy, as a result, bears a very good reputation in both the radio and telephone industries. Mr. Noble has fostered a strong spirit of comradeship among Federal employees by sponsoring competitive athletics as well as affairs of a social nature. Co-operation and enthusiasm are watchwords among the Federal personnel and will continue under Mr. Noble's direction.

Twenty department heads of the Federal Radio Corp. gathered at a banquet in the Buffalo Athletic Club to honor their newly elected president, Lester E. Noble. The banquet was a congratulatory affair, over which G. H. Raymond, vice-president and treasurer, presided. Mr. Noble received, as a token of esteem, a fine hand-worked leather traveling case.

Million Dollar Contract Signed by Eddie Peabody

Famous Banjo Player, Orchestra Leader and Domino Record Artist Closes Deal With Owners of Balaban & Katz, Theatre Owners

Eddie Peabody, the well-known banjo player and orchestra leader, who records exclusively for Domino records made by the Plaza Music Co. recently closed a contract with Balaban & Katz, owners of a chain of playhouse houses and close associates with Famous Players-Lasky organization. The contract involves a six-year period to play for this string of movie houses and totals over a million dollars.

This contract is said to be the largest ever given a single performer in any theatre in the country. Eddie Peabody had a contract with the same organization which still had a year to run and this old contract was destroyed.

Eddie Peabody was originally from Cleveland, O., where his orchestra became quite prominent. Later he won some national recognition through his radio broadcasting. He then was taken up by the Domino record organization, who saw great possibilities in his style of rendering popular songs. His records during the past few years have had a wide sale.

Eddie Peabody is now playing on the Pacific Coast. Recently he played three weeks at the Granada Theatre, San Francisco, and now appears at the Metropolitan Theatre, Los Angeles. He is said to have the largest following on the Pacific Coast of any present-day performer.

The latest Domino record by Eddie Peabody is "Bye, Bye, Blackbird" and "Valencia." Both of these are banjo solos with vocal refrain.

In Important Erla Posts

H. J. Edwards has been appointed general sales manager of the Electrical Research Laboratories (E R L A), manufacturer of Erla radio, of Chicago. J. F. Quinn has been made assistant sales manager and he will also continue as advertising manager.
Some New Numbers

The Merrymakers sing:

- Barcelona 3289
- Baby Face

Richard Bonelli, baritone, sings:

- Gypsy Love Song 10264
- Bedouin Love Song

Both of these are unusually fine records for demonstrating Brunswick's musical instruments.

Are you using Brunswick's Service to Dealers?

How you can tie up with current national campaigns

Every Thursday, as each new Brunswick Record release is announced, Brunswick dealers may obtain special literature, and mats of advertisements to tie up with the national weekly record announcement ad. You can greatly increase your record business if you will bring to the public's attention these newest offerings by the biggest stars of the amusement world. Every one of these numbers will demonstrate how immensely Brunswick's "Light-Ray" electrical recording (musical photography) improves music for the home.
Newly Formed Dayton Radio Association Aims to Eliminate Profitless Service

Forty-five Dealers Join in Movement to Stop Ruinous Competition and Do Away With Unreasonable Customer Demands for Free Service and Use of Radio Apparatus on Approval Basis

DAYTON, O., October 5.—Forty-five of the fifty-three radio retailers in this city are now members of a recently formed association which has for its object the elimination of profit-killing radio service costs, according to John E. Saum, president of the organization.

The code of this association, signed by the members, and which is designed to eliminate ruinous competition that is indirectly responsible for the type of service that creates an unsatisfactory condition in the radio department, covers the following points:

No radio receivers are delivered on approval except upon a charge of at least five dollars a day; no installations of antennae are made without a service charge; three free service calls are permitted after the sale of a radio set, but service after that is charged for at the rate of $1.50 per hour. No exchanges are permitted except for actual defects in material, thus eliminating one of the biggest bugbears of the radio dealer—that uncertainty of the purchaser that makes it difficult to keep him sold once he has made his choice. Returns of all radio apparatus are barred, thus wiping out another profit-eating custom that has crept into the business through customers who get the radio complex, purchase a set, and then are dissatisfied, not through any fault of the set, but through conditions as to static, etc. This evil also has been stimulated by the rapid changes and improvements which have taken place in the radio receivers on the market.

A time limit also has been placed on the installment contract, providing for a 20 per cent down payment and terms not extending over a period of ten months. No guarantees are to be given by retailers on batteries or tubes.

Another feature of the agreement, which has taken a great deal of the viciousness out of local competition without in any way interfering with free competition, is the clause by which the retailers bind themselves to make no demonstrations while another dealer is making a demonstration.

Wilton T. M. Co. Moves

The Wilton Talking Machine Co., which has been located at 3944 Broadway, New York, recently moved to 4009 Broadway, larger and more attractive quarters. The Wilton company is one of the pioneer talking machine concerns in the metropolitan district, having been engaged in this field for the past thirteen years.

Only Quality Album Makers Could Produce Such Instruments—at These Prices

PEERLESS

New and Better Portables

$15.00

Retail

Dealers who have handled portables will immediately note the difference. For instance, it has a genuine piano hinge, a brass-drawn, one-piece tone arm. It also has a new tonal quality. The exterior finish is in either brown or blue two-tone fabrikoid set upon a case of great durability with the final touches of the album maker's art. And—an exclusive feature—a genuine Peerless Album with individual pockets for records.

Send for a sample and see the value

Please Note: An All Genuine Leather Covered Portable

$25.00 Retail
Noteworthy Additions to Stromberg-Carlson Products

New 5-tube shielded Receivers, supplementing the famous totally shielded "Universal" 6-tube models — together with important accessories — give increased desirability to the Stromberg-Carlson franchise.

These 5-tube Receivers, with their lower price range, will attract additional buyers who seek Stromberg-Carlson excellence, but who do not demand the mighty amplification and range of the 6-tube models.

The Stromberg-Carlson Accessories, built primarily to enable owners to obtain the utmost from their Stromberg-Carlsons, afford dealers the opportunity of augmenting a customer satisfaction which is already without equal.

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

PRICES ARE FOR UNITED STATES ONLY

Stromberg-Carlson No. 5 Audio Output Transformer. Improves reception and avoids possibility of damming noises through a power transformer. Price. East of Rockies $54; Rockies and West $67.

Stromberg-Carlson No. 301 Power Stabilizing Valve. A protecting valve for giving single switch control of any 5-tube or 6-tube receiver. Price. East of Rockies $54; Rockies and West $67.

Stromberg-Carlson No. 30 Audio Filter. Eliminates transmitting of rumbling noises. Price. East of Rockies $54; Rockies and West $67.

Stromberg-Carlson No. 602 Receiver. Art Console. 6-tube; coils shielded; equipped with voltmeter; operates from house current or batteries; space for socket power units or batteries; American Walnut. Price less accessories but including external Con, $325; Rockies and West $335.

Stromberg-Carlson No. 501 Receiver. Treasure Chest. 5-tube; coils shielded; equipped with voltmeter; operates from house current or batteries; solid Mahogany. Price. East of Rockies $240; Rockies and West $250.

No. 51 Radio Cabinet Table. For use with No. 501 Receiver. Mahogany finish. Price $55; Rockies and West $67.

Stromberg-Carlson No. 5-A Cone Speaker. Violin wood soundboard. Price. East of Rockies $35; Rockies and West $40.

Licensed under Lektoplione patents 1271527 and 1271529. Others Pending.

Notable Makers of voice transmission and voice reception apparatus for more than thirty years.
Capitalizing Appearances of Record Artists

DESPITE all that has been said or written about the wisdom of tying up with the personal appearances of recording artists, and the excellent examples along that line that have been shown by progressive dealers, particularly in the smaller cities, there still remain those retailers who apparently are content to remain in their establishments and allow the regular form of newspaper publicity and circular work to bring in the trade.

Not so long ago a well-known radio and recording artist appeared at New York's principal vaudeville theatre. He managed to work into his act particular reference to records he was making and circular work to bring in the trade.

Mr. Sterling sounded the warning when he declared that unless this persistent search for new possibilities in phonograph production and reproduction was kept up steadily, the industry would easily forget the importance to those engaged in the selling and naturally the servicing of radio receivers, and who look upon that department as the most important of all in the business. It is this knowledge that will make for sound merchandising and for keeping the customers satisfied.

Interesting Analysis of Trade Conditions

WHEN Louis Sterling, president of the Board of Directors of the Columbia Phonograph Co., Inc., has something to say about conditions in the trade and the prospects for the future his statements are worth listening to, because Mr. Sterling is in a position to know whereof he speaks, having accomplished as much as, and probably more than, any single individual in the industry in bringing about the rehabilitation of the phonograph and records from the production as well as the merchandising standpoint.

In interviews granted upon his return from a European trip recently, Mr. Sterling admitted frankly that the recent depression in the phonograph business was not due so much to the inroads of radio or to lack of musical interest on the part of the public as to the fact that the trade itself had stood still and did not offer the improved product calculated to hold public interest. This fact is generally admitted in the trade by the thinkers, but unfortunately has not been given the publicity necessary to impress it upon the minds of the individual members of the trade at large. However, this is of the past, the necessary improvements have been made, and the industry is again enjoying a full measure of prosperity.

There is in evidence in the trade, however, an attitude of smug contentment, a feeling that the radical improvements that have been made in both phonographs and records represent the last word, yet, in the face of the conditions through which the industry has passed within a comparatively recent period, such an attitude if persisted in spells trouble for the future. Having accomplished so much, the inventive minds of the industry, and those outside interests associated with them, cannot rest quietly in the satisfaction of a task well done, but must give continued thought to further development in order to insure the steady progress of the phonograph trade in the future.

Mr. Sterling sounded the warning when he declared that unless this persistent search for new possibilities in phonograph production and reproduction was kept up steadily, the industry would face again within a period of five years another period of business inaction. Surely a lesson learned at such high cost should not be easily forgotten.

Value of Special Course in Technical Instruction

THE inaugural some months ago by the Radio Institute of America of a special course of technical instruction for dealers, jobbers, salesmen and radio service men is a move of supreme importance to those engaged in the selling and naturally the servicing of radio receivers, and who look upon that department as the permanent factor in their businesses.

In the early days the dealer and his salesman might be excused for lack of knowledge regarding the technical side of radio, for the product was new and even those closely associated with its making were somewhat at sea regarding various technical details. With the industry stabilized, however, those who make and sell radio have had the opportunity to become well informed, and see to it that they are familiar with those factors.

Surely a lesson learned at such high cost should not be easily forgotten.
Columbia Announces
The first of a series of advertisements/
2 pages facing in color
THE SATURDAY EVENING POST
The New Viva-tonal

The Opening of Doors Long Closed

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

Every instrument in its entire range, and in its rarest tonal caprice, has been tested in the Columbia Laboratories for utter fidelity of reproduction. Every possible
The Successor to the Phonograph
"like life itself!"

grouping of instruments has been patiently tested out.
Voices of every kind, in hundreds of different selections,
have yielded a lifelike quality formerly unknown.

The magic of the music at first may 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.

Columbia New Process Records—
Viva-tonal Recording, Electrical Process

The epoch-making electrical process of record-
ing used in Columbia New Process Records is
offered to the public by the Columbia Phono-
graph Company through arrangement with the
Western Electric
Company

The public is invited to hear and test such
Columbia New Process electrical record-
ings as the Berlioz Symphonie Fantastique,
Tchaikovsky's "1812" Overture, Schubert's
Unfinished Symphony and Beethoven's Ninth
Symphony, all splendid examples of the amazing
brilliance, smooth surface, volume, and tone-
quality now available through the electric
recording process. Any Columbia dealer
will gladly play these as well as the latest
popular dance and vocal numbers. Look
for the familiar Columbia trade-mark.

Everyone knows that the delicate beauty
of passages of music in the upper register
can be ruined by the slightest distortion.
The new Viva-tonal Columbia can never do
this because it always repeats 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 en-
tire fullness and brilliance of tone quality.
All the beauty, brilliance and clarity of the original rendition and all the volume too!

The records without scratch!

COLUMBIA
New Process
RECORDS
are recorded

ELECTRICALLY

NEW

Schubert: Symphony No. 8 in B Minor (Unfinished)
Bach: Symphony No. 9 (Choral, in D Minor)
Berlioz: Symphonic Fantastique
Gounod: Faust—Ballet Music

ELECTRICAL recording is the one great advance in the recording art in twenty years. Columbia New Process Records, Voice-telephone Recording, are absolutely the same as the voices and instruments that make them. All the beauty, brilliance, and clarity of the original rendition and all the volume, too.

The human voice is human—undistorted, natural. The instruments are real. The violin is actual. The guitar is a guitar and nothing else. Each of the different woodwinds is unmistakable, each of the brasses genuine. Even the difficult piano is the piano itself—no less.

And besides all this, is the marvelously smooth surface of the record made possible by the Columbia New Process—no sound of the needle, no scratching noise. You hear nothing but the music.

The epoch-making electrical method of recording used in Columbia New Process Records is offered to the public by the Columbia Phonograph Company through arrangement with the WESTERN ELECTRIC COMPANY.

Which kind of music most appeals to you? Select one record from this list and let that phonograph of yours astonish you! Look for the Columbia trade-mark displayed by all dealers who sell Columbia New Process Records.
Launching the Musical Instrument Revue

The question of handling trade-ins is one that is assuming increasing importance in both the talking machine and radio trades. In the first place the new phonographs of various types must in many instances be sold to those who possess older instruments and who must receive an allowance on their old phonographs if they are to be persuaded to make a replacement. In the second case the many improvements that have taken place in the radio field, and particularly the increase in the number of broadcasting stations, make many receivers, bought a few years ago, obsolete and unsatisfactory. To place new instruments in homes where these old receivers remain calls for some allowance adjustment to save for the customer at least a part of his original investment.

The demonstration was not in any sense designed as a comparative test, though naturally a certain amount of comparison could not be avoided, but the principal purpose was to give the general public an idea of the progress that has been made in the instruments to produce and reproduce music, including straight pianos, player and reproducing pianos, phonographs, etc.

It would be well for the trade generally to encourage these music revues on every occasion possible, for they provide a means for bringing together and interesting a great number of people who could not be reached by ordinary means. The trade at large admits the necessity of demonstrating the new products to give the public a proper conception of their worth, for superlatives have been used in advertising to a degree that makes the average newspaper and magazine reader discount claims printed to a certain extent and depend upon the actual senses of hearing and seeing for a proper idea of what is offered.

There will be those manufacturers and dealers who are inclined to resent the thought of a comparative recital, and yet a great many of them have put on the market instruments designed to secure the same general results, either by mechanical or electrical means. The manufacturer or merchant who has faith in his product should not hesitate to have the public pass judgment on its merits as compared to the merits of similar products. When conducted under the auspices of a local committee or a trade association there is offered the opportunity for a fair test, and the bigger opportunity of convincing the public that the latest developments in sound-reproducing mechanisms are really radical and epoch-making, and cannot be passed by as simple improvements.

The Question of Junking Trade-ins

The question of handling trade-ins is one that is assuming increasing importance in both the talking machine and radio trades. In the first place the new phonographs of various types must in many instances be sold to those who possess older instruments and who must receive an allowance on their old phonographs if they are to be persuaded to make a replacement. In the second case the many improvements that have taken place in the radio field, and particularly the increase in the number of broadcasting stations, make many receivers, bought a few years ago, obsolete and unsatisfactory. To place new instruments in homes where these old receivers remain calls for some allowance adjustment to save for the customer at least a part of his original investment. These are facts that cannot be dodged.

It is the handling of the trade-in after it is in the dealer’s hands that presents the chief problem, assuming that the merchant has sufficient business ability to keep his allowances within proper bounds. In this connection the suggestion has been made, and it is worthy of more than passing consideration, that the dealer will realize more by dismantling and junking a large percentage of old phonographs and radio receivers taken in exchange than by endeavoring to realize a few dollars by reselling them.

The first and most important part of the argument is that many of the old instruments, whether phonographs or radios if placed in the home, create an entirely erroneous and harmful impression as to the musical possibilities of such instruments in their modern forms. This is liable to discourage the buyer from further purchases, and is likely also to influence those of his friends who have hesitated about making investments in the music-radio field.

Another thing is that the cost of repairing, storing and finally selling the old trade-in is so high that it frequently adds to the dealer’s loss on the whole transaction rather than reducing that loss. Still another argument is that when the old instrument is fairly satisfactory in operation it kills the sale of a new instrument, and when it is not satisfactory it kills the good-will of the customer towards the dealer, a factor that is worth many dollars.

It takes a certain amount of courage for a retailer to take old instruments, upon which he has allowed several hundred dollars in the aggregate, dismantle them for such parts as may be used in repair work and throw the balance out, yet when he analyzes the cost and dangers of putting out these old instruments under his name and backed by his reputation, he is likely to be convinced that the junking idea is after all the most economical.

Not all phonographs and radio receivers taken in trade need to be junked, for some of them are quite modern and still can offer years of useful service, but it is believed, and there is a real basis for the belief, that fully 50 per cent of exchanged instruments are of more value to the dealer in the junk heap than in his store or in the homes of his customers.

Blue-sky Claims vs. Straight Facts

A FACTOR in the development of radio along stable lines, which has contributed much to the establishment of public confidence in the actual performance of radio receiving apparatus, has been the evident inclination on the part of established manufacturers and their sales representatives to get away from blue-sky promises and unnecessary boasting regarding what their product will accomplish and to substitute therefor a plain statement of facts regarding appearance, construction and general stability.

This new attitude in the presentation to the public of the new receivers is welcome, for it gives the prospective purchaser some idea of what he may actually expect of his set and relieves the dealer of the necessity of either proving the manufacturer’s broadest statements or spending some hours talking the prospect out of expecting too much. From the trade standpoint it actually establishes the radio receiver as a musical instrument and not simply as a scientific novelty.

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Petrocine Profits by Quick Turnover Plan

Location and Small Stock Plus Real Merchandising Ability Make Peekskill, N. Y., Dealer's Business a Leader in His Territory

Small stock and quick turnover is the business maxim of Petrocine's Music House, Peekskill, N. Y. Another maxim which has been equally instrumental in building this business into one of the best known and most successful in that part of the State is: Select the best possible location.

When Petrocine's Music House first entered the talking machine business thirteen years ago it started with a small stock on the main street of the city in one of the finest local store locations. It is interesting to note that while there were eight dealers in the city at that time in competition with this concern, only one competitor is left. This is concrete proof of the soundness of the firm's policy.

The concern handles radio, talking machines, records, musical merchandise, sheet music, etc., and in every department of the business profits are shown. There are many contributing factors besides those mentioned above. One is courtesy to customers and prospects. Another is the aggressive follow-up of prospects. A third is the consistent use of the literature provided by manufacturers.

Spend Money to Make Money

Petrocine's Music House does not hesitate to spend a few dollars to reach prospects; it does not hesitate to spend money in creating good window displays, and it does not hesitate to have its men spend their time visiting the homes of people who are likely to become purchasers. In short, every opportunity for a sale is followed up aggressively. This live dealer caters to the older folks of the community and in the surrounding country, as well as to the younger people in the local schools. The result has been that while the good steady business is enjoyed among the old folks, a large trade, especially in records, sheet music and musical merchandise, has been developed among the younger people.

Keep Inventory Down

Keeping the inventory down is a fetish of Petrocine's Music House that has made money for the concern when other dealers were mourning over their losses. For example, in the record department only about three hundred discs represent the normal stock. This is a small record department, but the real story lies in the number of times this stock is turned over. Paul P. Petrocine, manager of the business, is authority for the statement that the complete stock is turned over every two weeks during the year. In records, this stock turns over twenty-six times a year. With this fact in mind, and also considering the smallness of the investment involved, it does not take much imagination or rare skill at accountancy to figure out that the department must be immensely profitable. There is a moral in this story, especially for the dealer who carries several thousand numbers and whose shelves are loaded with unmoving merchandise, who has money tied up that could be used to better advantage and more profitably, and who is compelled to take losses that might be avoided.

Turnover is the secret of success in the retail business. Retailing, after all, resolves itself down to a matter of shrewd buying and quick selling. Regardless of the prices of these various lines, none of them is cheap. The lowest priced radio we have is also a quality product, and perhaps that is the reason why we are not bothered with complaints. The policy that a business in this outside contact.

Canvassing Is a Sales Producer

"Another thing I believe is that canvassing is one of the best methods of sales promotion that the talking machine and radio dealer may utilize. While we have done considerable outside work in connection with our business, we have at various times had men working the territory. Unfortunately good outside men are difficult to secure and usually the methods that a salesman is an experienced individual of real ability it is not worth while bothering with him. Many of our sales are direct results of this outside contact. We have campaigned the movie houses and at present are negotiating to put one of the most expensive combination talking machine and radio outfits in one of the local theaters. This is good business, it pays off in the deal. We have also sold some of the local restaurants. These are sources of business that most dealers overlook, and the occasional sale made to these prospects may be considered as so much "velvet."

Sound Merchandising

There is nothing new or startling in the story of Petrocine's Music House, or the methods that have made this store one of the leaders in its city, but there is a wealth of information along good, sound, substantial merchandising lines. A clever stunt or sales promotion idea may result in business while the plan is in force, but after all these clever stunts are merely flashes in the pan. They do not last and the dealer who depends merely upon them for business will not last. The retail talking machine and radio dealer must get right down to fundamental business practices. He must build on a substantial basis over a period of years. He must look to the future and plan his sales campaign so that he will get maximum business out of each season. That is what Petrocine's Music House has been doing for thirteen years, and that is how this store has built this business from a humble store to a successful and profitable enterprise.
IS ONLY NATURAL
that the WORLD'S
LARGEST SERVICE
INSTITUTION offers
the MOST PRACTICAL
CATALOG for REPAIR
PARTS

Honest Quaker
Main Springs
Repair Materials

Everybody's
TALKING MACHINE CO. INC.
PHILADELPHIA, PA.
Opening and Closing the Instalment Sale

Need for Co-operation Between Sales Force and the Collection Department—How to Prevent Misrepresentation by the Salesmen

By J. K. Novins

The instalment sale is a highly delicate process and it demands skill and the co-operation of the entire sales force as well as of the credit department. A bad move or apparently inconsequential remark by the salesman will often endanger the early collection of the account.

There is need for close co-operation of the salesman and the credit department. The following incident, reported to the writer by a prominent retail store, will illustrate a condition which often occurs in even the best-governed retail store.

For several months the business man had been diligently solicited by the salesman of a retail store to purchase a radio outfit. The business man finally capitulated, but with the distinct understanding that he would have the time payment privilege, and to this the salesman readily agreed. Before sixty days were over, however, the business man received a curt note from the credit man of the retail store telling him that his radio account was overdue. In a moment of anger he scribbled over the face of the letter: "Consult your salesman on terms," and sent it back to the store. Presently the thing was straightened out, but the customer was by no means entirely appeased.

Possibly it was the fault of the salesman, or perhaps the credit man had made an error, but as far as the customer was concerned it was the fault of the store.

Should Salesmen Talk Terms?

That misunderstandings are by no means uncommon is shown by the fact that many retail stores adhere to a strict rule that the salesman should not talk terms to the customers, but that such matters properly rest with the credit department.

In one instalment house there is a standing rule that a salesman responsible for talking terms to a customer should be dismissed from service. This rule is never violated.

A practice adopted by the Knight-Campbell Music Co., Denver, Colo., aims at two things: to avoid the possibility of the customer not fully comprehending the sales terms, and to discourage salesmen from misrepresenting terms to the customer.

Shortly after a sale is consummated this concern sends the customer a "Confirmation of Sale" blank on which are recorded the terms of sale as about the articles purchased. The customer is informed how much she paid down and the balance due, with notations how this balance is to be paid. She is then informed that an interest charge of 8 per cent is payable after a certain maturity date, and that this interest charge will be discontinued in the event the full amount is paid by a certain date. At the bottom of the blank this is printed: "Kindly advise us at once if above does not agree with your understanding of the terms of the deal. Notice of amounts due will be mailed to you in advance. Please return notices sent to you with your remittance."

The customer has a chance to "come back" if she feels that the terms noted on this blank were not those explained to her by the salesman. The second paragraph is very important. Like other music stores the Knight-Campbell Music Co. has the problem of synchronizing charge and instalment accounts. Very often a customer will maintain both kinds of accounts. She will make a payment without making plain whether that is to be credited to the charge or instalment account. When the customer returns the remittance with the store's notice such possible confusion is avoided.

Reminding Salesman of Sales Terms

The "Confirmation of Sale" is made out in triplicate. One copy goes to the salesman and the third copy to the office file. The following is printed on the salesman's copy:

"To salesman:
This copy of our formal acknowledgment of this deal to our customer is our acknowledgment to you that this contract has been received by us, for which we thank you. Please note terms and conditions of deal and notify us promptly if not correct."

If the salesman upon receiving the notice feels that the terms outlined thereon are not the terms he represented to the customer he reports the matter to the management, which has time to straighten it out with the customer before it gets to the point of causing difficulty between customer and management.

On the reverse side of the "Confirmation of Sale" blank is printed attractive reading matter of sales value.

Letter Confirming Sales Terms

The Schmidt Music Co., of Davenport, Ia., sends a letter of confirmation of terms to the customer shortly after he has made a purchase. A letter acknowledging a piano sale reads as follows:

"Dear customer: We wish to thank you for your kind patronage and appreciate the order you placed with us. In the future we shall do our utmost to make sure there is no misunderstanding on the part of the customer nor of the salesmen. Let us agree on the understanding that no misunderstandings occur between us.

"We will send you an invoice with your remittance."

"(Name of instrument)"
"Price $375
"Carrying Charge ....... 28 cents
"Total price $375.28
"In two years your note will be due and payable. In the event you pay your note in two years the total price will be $400.00.
"You will be charged 6% interest on your note for each year up to 7% per annum. If you pay your note in two years your total charge will be $400.00.
""If you pay your note at any time during the term of your note the interest will be charged as above."

"Your note is dated Nov. 29, 1924. It matures Nov. 29, 1926. If you pay your note within two years it will be paid off and no interest will be charged."

"We wish you much pleasure in the use of (name of instrument)."

"Sincerely yours,"
"(Selling manager)"
"(Name of manager)"

"We have arranged to have the insurance policy issued as provided in your contract for the terms of the note. This policy will take effect at once and may be paid with your next monthly installment."

"The purpose of this letter is to express our thanks and to verify and make clear to you all terms of the transaction."

How to Get Bigger Down Payment

While the credit manager in the retail store has the final say as to how much the customer should pay down on the instalment purchase, he places great dependence on the salesman. At one instalment concern the salesman are instructed to find out tactfully how much a customer is prepared to pay down on a purchase. Most times this information will come to the salesman without the latter making any effort to find out from the customer.

While talking to the salesman the customer might notice something she would like to purchase. She might say, "I would like to buy this if you will let me pay $100 down, which is all I can afford to pay down." It happens to be a $500 purchase.

"Suppose you arrange that with our credit manager," the salesman will say. "I know he will be reasonable. Just a moment, I'll get him to see you about it."

Out of hearing of the customer the salesman tells the credit manager the customer is willing to pay $100 down on the sale. When the credit manager sees the customer the following conversation takes place:

"How much do you feel you can pay down?"
The credit manager asks, assuming ignorance of what she told the salesman.

"Well, what are your terms?" the customer answers.

Ordinarily the credit manager would ask $50 or $75 down on the $500 instalment sale, which would make 10 per cent or 15 per cent down, but knowing of the customer's intentions he asks $100 down. He gets a higher down payment and the customer is mighty well pleased.

Let Customer Suggest Terms

This brings to mind the fact that you can often secure better terms by letting the customer suggest the terms. One credit manager makes frequent use of this idea. He has found that the average customer will not usually ask for as liberal terms as the credit manager in his anxiety to effect a sale would ordinarily offer. Furthermore, should the customer request too liberal terms it is a sign for the credit manager to be on his guard, for it is then possible that the customer is "hard-boiled" and it would be to his advantage to "play close.

After the customer has paid up the account the management has its greatest opportunity to display subtle sales ability. One experienced credit man makes a practice of following up every paid-up customer with a nicely engraved

(Continued on page 16)
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?
How Jacobs Beats Cut-Price Competition

"One Price to All" is the Slogan of Parnes & Jacobs and Growing Sales Volume Proves That Service and Square Dealing Pay

When a talking machine dealer not only exists for three-and-one-half years in face of the keenest kind of competition but in that period reports a record of consistent growth there must be sound reasons for his prosperity. Added to that, when the competition faced by this dealer is of the "Gyo" and cut-price variety the situation is doubly hard.

Yet the firm of Parnes & Jacobs, located on Clinton street, New York, in one of the most thickly populated districts of the city, has done this very thing. Their business not only has grown rapidly, but they are widely known in their section of the city as a one-price house.

Creating Customer Confidence

The one-price policy of the firm in fact is as largely responsible for its success as any other factor. While many dealers around them do not hesitate to shave prices Parnes & Jacobs adhere strictly to their policy. The result of this has been that the people in that territory know they will get a good product at a fair price at this store. They know that the firm stands in back of what it sells. They know that they will get service of the highest type. These may all seem like trifling details in the scheme of a successful business, but analysis proves that they are of the utmost importance.

Many dealers can trace lack of progress to poor service, and the handling of products that permit of price-cutting. When the dealer handling such a high-class product as the talking machine and radio reaches the point where every customer who enters the store is suspicious or tries to bargain he had better get into some other business. The point is that on talking machines and radio, to say nothing of accessories, the margin of profit is so small that the dealer cannot afford to shave off one cent; in other words, the merchant must get the full price for everything he sells, and in addition to that he must get turnover; otherwise he will be forced to go out of business. Parnes & Jacobs realized this from the very start, and according to Mr. Jacobs, who is in active charge of the business, that is why they have adhered to their policy of quality products at one price to all.

Systematized Business

Parnes & Jacobs have systematized their business to the point where they know exactly where they stand at all times. The stock-keeping system was described in these columns about a year ago. This system is one of the best that have ever come to the attention of The Talking Machine World, and since the article appeared a number of dealers have adopted it. The purpose of a system of stock control is just what its name implies—a method of keeping absolute control of stock, thus regulating purchases. The stock control system removes the danger of haphazard buying and overloading. Mr. Jacobs is authority for the statement that the record business of the firm reaches a total of three thousand dollars per month. This represents a six-time turnover of stock. Where such a large volume of business is enjoyed a representative stock must be carried, especially as the prospective customers who patronize the merchant represent people of many nationalities. They include the younger modern folk who like jazz and dance music, lovers of the classics and the older people who buy folk songs of their native lands.

In this district there are many Jewish people and it is up to Parnes & Jacobs to so regulate their record buying that they have in stock the quick-selling numbers of all of these types. Numbers which are the hits of current shows also have a wide sale. Stock control under these conditions is essential.

Intelligent Merchandising

This large record business was not built up merely by drop-in patronage, but was developed by the application of merchandising principles. In other words, Parnes & Jacobs sold the people in the district on their record service. And it did not cost a great deal of money either. The firm has twenty-five hundred names on its mailing list, and these people are circulated regularly with the lists of the latest record releases. One record of every three sold is purchased by anyone who receives supplements regularly. Here is sufficient proof that spending a few dollars on stamps when it means bringing lists of the latest record to hundreds of people is well worth it. It means business and greater profits. There is no question about it. The dealer who neglects his record department because he thinks there is not enough money in it had better get rid of the department. The experiences of successful retail merchants prove that the record department can be made one of the most profitable in the store. And it is equally true that other departments can be made real assets by the right kind of merchandising.

F. P. Altschul Opens Branch in Washington

Frederick P. Altschul, proprietor of the New York Phonograph & Piano Exhibition Rooms, 6 East Fourteenth street, New York City, who operates music departments in several of the large metropolitan furniture stores, has just opened a department in W. B. Mose & Sons, Inc., one of the leading establishments in Washington, D. C. During the formal opening of this broadcasting program by one of the leading Washington orchestras was a feature. Atwater Kent, RCA, Stromberg-Carlson, Freshman and Freed-Eisemann radio lines are being handled in this establishment, which is said to be one of the finest in the District of Columbia.

Opening and Closing

the Instalment Sale

(Continued from page 14)
Sell Radio’s Most Popular Accessory

This is a B Current Supply year! And the season is already into its full stride. That’s why you should act quickly to supply your customers with the most popular and most efficient B Current supply unit of all—the Majestic B! Take a Majestic to your customer’s home. Plug it in the light socket. Leave it seven days and on account of its wonderful performance you will have no trouble receiving time payments.

Majestic B Current Supply Units deliver uniform power at the low cost of about one-tenth cent an hour. No acids. No hum. No fuss. No worry. They are guaranteed to give better radio reception because they deliver constant, unvarying power direct from the light socket!

The Majestic sells itself. Hundreds of dealers over the country are making sales in this easy, satisfactory way.

See your old set owners. They are your best Majestic prospects. Sell Majestics on easy time payments. You can guarantee that each unit will make good or we, the manufacturers, will. Write or wire for details.

CHICAGO SHOW, BOOTH 6, SECTION F.

GRIGSBY-GRUNOW-HINDS CO.
4558 Armitage Avenue

CHICAGO, ILL.
Columbia Co. Buys Okeh-Odeon Record Division of General Phonograph Corp.

Okeh-Odeon Sold as Going Concern—Okeh Phonograph Corp. Formed With Otto Heineman as President—New Corporation Will Also Be Sole Agents for Products of General Industries Corp.—Important Deal Is of Tremendous Advantage to All Concerned

Louis S. Sterling, chairman of the Board of Directors of the Columbia Phonograph Co., Inc., and Otto Heineman, president and founder of the General Phonograph Corp., announced this week the details of one of the most important deals closed in the phonograph industry in recent years. By the terms of this deal the Okeh-Odeon record division of the General Phonograph Corp. is sold as a going concern to the Columbia Phonograph Corp. The latter company takes over factories, stock, good will, etc., and the formation of a new corporation known as the Okeh Phonograph Corp., is part of the transaction.

Otto Heineman will be president and general manager, and Allan Fritzsche, vice-president and sales manager of the new corporation, which will be amply financed and which will concentrate on the extensive development of the Okeh and Odeon libraries. There will be announced in the near future full details of the plans, whereby it is expected that the sale of Okeh and Odeon records will be increased tremendously as the result of the formation of the new company.

The Okeh Phonograph Corp. will also be the sole sales agent for the phonograph products manufactured by the General Industries Corp. at Elvira, O., which include the famous Heineman motors, tone arms and sound boxes and various popular makes of steel needles, such as Okeh, Truetone, etc. The Okeh Phonograph Corp. will also function as the sole representative for Odeon records in America, bearing the same relationship to the Lindstrom Co. as the General Phonograph Corp. d.d in the past. The General Industries Corp. will continue as heretofore with factories at Elvira, O., and Putnam, Conn., and under the same management as at the present time.

When all details are arranged the General Phonograph Corp. will be the holding company for the General Industries Corp., holding all common and preferred stock of this company, and the factories at Elvira, O., and Putnam, Conn., will be the only manufacturing units in the organization.

The importance and magnitude of this deal is reflected in the many congratulatory telegrams received at the Columbia and General Phonograph Corp. offices the past few days from jobbers and dealers throughout the country. The deal is regarded as of tremendous advantage to all concerned, for it means the expansion and development of two well-known and standard record libraries as well as the amalgamation of phonograph interests which are recognized throughout the world as among the leaders in the constructive growth of the industry.

A meeting of the stockholders of the General Phonograph Corp. will be held on October 22, at which the Board of Directors will present the full details of the deal, all of which have met with their entire approval.

Unique Reproduction Co. Buys the Silent Motor Co.

Herman Segal, President of Unique Co., Announces Two Firms Will Be Consolidated—Silent Motor Plant To Be Occupied

The purchase of the entire plant and business of the Silent Motor Co., Brooklyn, N. Y., has been announced by Herman Segal, president of Unique Reproduction Co., New York, manufacturer of Add-A-Tone reproducers. Mr. Segal has announced that these two organizations will be consolidated, and within the past few months the Add-A-Tone plant, now located at 321 Dean Street, Brooklyn, will be moved to the Silent Motor plant at 321 Dean Street, Brooklyn.

The Silent Motor, well known throughout the industry, is used exclusively by the Carryola Co. of America in the portable field. Mr. Segal states that he recently signed an order for 50,000 motors, which will take care of the Carryola Co.'s requirements for the balance of 1926. The Add-A-Tone reproducer is also used exclusively in the Carryola portable.

Jack Roop Joins Staff of Leedy Manufacturing Co.

Will Act in Capacity of Assistant Sales Manager—Now Traveling Central States and Featuring the Line at “Drum Shows”

INDIANAPOLIS, Ind., October 8—Jack Roop has been appointed assistant sales manager of the Leedy Mfg. Co., of this city, makers of a complete line of drummers' instruments, and will represent the firm on the road, according to an announcement emanating from the Leedy headquarters. Mr. Roop, who is at present traveling the Central States, carrying three large trunks of samples and putting on “Drum Shows” in the interest of his company and the various music dealers, has many friends in the trade throughout the country. He has been calling on the trade during the last five years in the interest of the Leedy line. Mr. Roop is an experienced drummer and he has held many positions in leading Middle West cities in his professional capacity. He is qualified to aid dealers solve their merchandising problems, especially in the drum department.

The Anderson Piano Co., Dayton, O., had an interesting display at the local radio show.
The
Fourth Year
of the
Originator
and the
Pioneer
of the
One Dial
Control
Again we say—
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

Dealers: Write or wire to the Distributor in your territory for the Mohawk Authorized Dealer Franchise. It may be available to you.


WINONA—Shielded. Rich walnut, hand-rubbed piano finish. Full piano-hinged, 10 1/4 inches high, 13 1/2 inches deep, 24 inches long. List price $80


Mohawk Corporation of Illinois

$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 1/4 inches deep. List price—

$300


$65

Prices sent of the Bakers please higher. Canadian prices 10% higher.

POMA—Drawer. Mohawk one-dial, six-tube shielded radio set in walnut drawer, interchangeable in all Mohawk console models. 8 3/4 inches high, 12 3/4 inches wide, 10 11/16 inches deep. List price—

$57.50

Established 1920.
Indepedently Organized 1924.
Chicago, Ill.

Names appearing on the following pages are in alphabetical order.
Radio Dealers in the
Albany, N. Y., territory!

Griffin says—
He has found a way to put more
dollars of profit into your pocket.

Griffin says—
Selling Radio Sets is one thing.
But—making real money in selling
Radio is another.

Griffin has the answer!

Griffin says—
Who'll help pay your rent this
Fall?—Mohawk!
Who'll pay your coal bill this
Winter?—Mohawk!
Who'll put money in the bank for
you all the time?—Mohawk!

P. S. Dealers! Get busy with Griffin! He is the

American Phonograph Co.
Radio Division
Albany, New York

Exclusive Distributors
Mohawk One Dial Receivers
SENSATIONAL reception by a sensational receiver selling at a sensationally low price tells the story in a few words . . .

MOHAWK, the greatest and latest in radio, incorporates everything the "Fan" has dreamed about for years past . . .

The Geo. C. Beckwith Company has the fullest confidence in the capability of any of the seven MOHAWK models. The retailer and ultimate user have spared no trouble to show their unlimited enthusiasm. This makes the cycle complete, for the manufacturer must first of all be back of the product wholeheartedly.

Dealers in the territory served by "Beckwith" believe in MOHAWK unconditionally.

The Geo. C. Beckwith Company
16 South Fifth Street, Minneapolis, Minn.
Authorized Northwest Distributors for MOHAWK RADIO, FEDERAL ORTHOSONIC, VICTOR TALKING MACHINES, PATHEX MOTION PICTURE MACHINES, ETC.

Exclusive Distributors
Mohawk One Dial Receivers
For two years we pioneered Mohawk in the Southern part of California. This is our third year with Mohawk. We sincerely believe that with this year's shielded, six tube, compact sturdy set and with the perfect merchandising program behind every dealer, this will be the most successful year Mohawk has ever experienced.

A most complete line backed by dominating distributors and dealers must and will compel success.

Distributors of Mohawk One-Dial Receivers in Southern California.

Dealers—write or wire. Your territory may still be available.

Cook Nichols
411 South San Pedro St., Los Angeles, Cal.

Exclusive Distributors
Mohawk One Dial Receivers
WE always believed in One Dial—we pioneered One Dial in this territory! What more fitting tribute could we pay to One Dial in Radio than to become the Exclusive Distributor for the Originator and the Pioneer of the One Dial Industry—MOHAWK.

We are proud to be exclusive Mohawk and Mohawk Exclusive Distributors in the following territory:

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Dealers who want to make profit and build prestige will do well to wire or write at once for available franchise.

Cycle & Auto Supply Co.
339 Genesee Street
Buffalo, New York

Exclusive Distributors
WHEREIN are secured results most desirable; full, sweet, melodious tone, tremendous volume with excellent control to modify as desired; selectivity and distance. Obtained with the simplicity of one dial tuning and at prices within the reach of all.

We are proud to represent MOHAWK in a goodly part of Central Pennsylvania.

Excelsior Auto & Battery Co.
Cameron and Mulberry Sts.  Harrisburg, Penna.

Exclusive Distributors
Mohawk One Dial Receivers.
WITH pardonable pride we announce ourselves as Mohawk Exclusive Distributors in New Jersey, excepting the southern strip.

For price, performance and consumer preference we question IF any dealer can do better than get on "The Mohawk Wagon." Hitch YOUR "Wagon" to a Star—MOHAWK IS A Star!

DEALERS: If you want the "Star" line of Radio, wire, write or telephone at once.

Federal Radio & Electric Co.
41 Park Avenue Paterson, New Jersey

Exclusive Distributors Mohawk One Dial Receivers
WHEREIN are secured results most desirable; full, sweet, melodious tone, tremendous volume with excellent control to modify as desired; selectivity and distance. Obtained with the simplicity of one dial tuning and at prices within the reach of all.

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Federal Radio & Electric Co.
41 Park Avenue
Paterson, New Jersey

Exclusive Distributors
Mohawk One Dial Receivers
QUALITY and low price are not ordinarily companionable associates, however, all set rules and practices are usually broken by someone, some time. The MOHAWK is the first line of radio sets that incorporates ultra-quality with popular prices.

MOHAWK will be sold by us only through franchised dealers. No sets will be shipped to anyone excepting franchised dealers. There is no such thing as obtaining a MOHAWK set just because a customer asks for one. They are obtainable only through REGISTERED MOHAWK DEALERS. These are factory policies. Dealers need protection—this is it.

Wouldn't it be a good idea to act now—before some other dealer obtains your territory?

Some very desirable territory is still open for the right dealer—WRITE

FOBES SUPPLY CO.
SEATTLE, WASH.

Exclusive Distributors
Mohawk One Dial Receivers
IOWA, IOWA! That's where the tall corn grows and in the following counties of which glorious State we have the exceeding honor to be the MOHAWK Exclusive Distributor:

Appanoose
Clarke
Davis
Decatur
Des Moines
Henry
Jefferson
Keokuk
Lee
Louisa
Lucas
Mahaska
Monroe
Muscatine
Ringgold
Union
Van Buren
Wapello
Washington
Wayne

You Live Dealers of Radio in these Counties! Do you want to sell the BEST One Dial Set this year? Write, wire or phone!

Friday Battery & Electric Corporation
Ottumwa, Iowa

Exclusive Distributors

Mohawk One Dial Receivers
MOHAWK RADIO is distributed in Kentucky and Southern Indiana by the LOUISVILLE AUTO SUPPLY CO.

We still have a few exclusive distributor contracts open for a limited amount of territory. We would suggest that you write, and allow us to explain to you what an attractive proposition we have to offer the dealer on these exceptional sets. The price range should appeal to all dealers, and the additional fact that Mohawk receivers are equipment on the L. & N.'s crack train, the Pan-American, should materially assist the dealer in marketing them.

As our territory is fast being allotted, we would advise an immediate letter.

Write for our new
1927 Radio Catalog

Louisville-Auto-Supply Co.
Incorporated
754-756 First Street
Louisville, Ky.

Exclusive Distributors
Mohawk One Dial Receivers
A TRUE ONE DIAL Set (only one tuning dial and a volume control) six tubes, shielded, in beautiful cabinet work. Beauty of Performance combined with Astonishing Prices! Mohawk table models as low as $65; Consoles at $110.

PEIRCE-PHELPS, INC., has exclusive distribution of Mohawk sets in Eastern Pennsylvania and Southern Jersey. We are giving protected territories. Already many of the best accounts in the state have become enthusiastic Mohawk dealers.

Write or wire us concerning your territory

Also distributors of KELLOGG, SPLITDORF, CROSLEY SETS and HIGH GRADE RADIO ACCESSORIES

PEIRCE-PHELPS, INC.
222 N. 13th STREET
PHILADELPHIA, PA.

Exclusive Distributors
Mohawk One Dial Receivers
Michigan Has Accepted Mohawk “One-Dial” as the Long Dollar in Radio Value

In our appeal to the radio trade of Michigan for dealerships in Mohawk we have never hesitated to make a comparative test with any standard American receiver irrespective of price.

We have never failed in proving the superior power, sensitivity and selectivity of Mohawk One-Dial, as a rapidly increasing dealer clientele will attest.

Mohawk performance convinces dealers everywhere of the correct design and master craftsmanship employed in its construction.

Sole Distributors for
State of Michigan and Northwestern Ohio

Republic Radio Corporation
523 E. Jefferson Avenue
DETOIT
54 N. Division Street
GRAND RAPIDS

Exclusive Distributors
Mohawk One Dial Receivers
WE BELIEVE IN MOHAWK

This is the third year in which we attest our belief in Mohawk. We always knew that "One Dial" "is the thing" in radio. That is why we have been and are behind the originators and pioneers of the One Dial Radio—Mohawk.

Counties in which we distribute
Mohawk One Dial Receivers

NEBRASKA
Gage
Jefferson
Johnson
Nemaha
Nuckolls
Pawnee
Richardson
Thayer

MISSOURI
Andrew
Atchison
Caldwell
Carroll
Clay
Clinton
Davies
De Kalb
Gentry
Grundy
Harrison
Holt
Linn
Livingston
Mercer
Nodaway
Platte
Ray
Worth

KANSAS
Atchison
Brown
Clay

Cloud
Doniphan
Jackson
Jewell
Marshall
Mitchell
Nemaha
Pottawatomi
Republic
Riley
Smith
Washington

IOWA
Freemont
Page
Taylor

Dealers who will wire or write for territory will be given immediate consideration

Ross-Frazer Iron Company
ST. JOSEPH, MISSOURI
Established in 1868

Exclusive Distributors
Mohawk One Dial Receivers
STATE OF OHIO

WE are exclusive distributors in the following counties in the State of Ohio:

Allen  Delaware  Jackson  Morgan  Scioto
Anglaize  Fairfield  Knox  Muskingum  Seneca
Ashland  Fayette  Lawrence  Noble  Shelby
Athens  Franklin  Licking  Paulding  Tuscarawas
Carroll  Gallia  Logan  Perry  Union
Champaign  Guernsey  Madison  Pickaway  Van Wert
Clark  Hancock  Marion  Pike  Vinton
Coshcton  Hardin  Morrow  Putnam  Washington
Crawford  Harrison  Mercer  Richland  Wyandot
Darke  Hocking  Meigs  Ross  Wayne
Defiance  Holmes  Miami

Dealers write or wire—some territories still open—address Dept. R.

The Smith Bros. Hardware Co.

Columbus, Ohio

Exclusive Distributors
As the Original and Pioneer Distributor of Mohawk One-Dial Radio in our Territory ever since this famous radio receiver was first introduced, it has been our particular privilege to watch the growth and development of Single-Dial Control in Radio from Universal Opposition to Universal Acceptance.

Manufacturers, Dealers and others who a short two seasons ago would not even entertain the thought of One-Dial Control are now striving just as earnestly to convince everybody that One-Dial Radio is the ONLY Radio worth having.

And Mohawk Radio, having Pioneered and Won, now extends through its Exclusive Distributors an Exclusive and Protected Dealer Franchise which again pioneers the way.

We are the MOHAWK Exclusive Distributors in the following counties of Ohio, Indiana and Kentucky:

**Ohio**
- Adams
- Brown
- Butler
- Clermont
- Clinton
- Greene
- Hamilton
- Highland
- Montgomery
- Preble
- Warren

**Indiana**
- Bartholomew
- Brown
- Dearborn
- Decatur
- Fayette
- Franklin
- Hancock
- Henry
- Johnson
- Ohio
- Rush
- Shelby
- Switzerland
- Union
- Wayne

**Kentucky**
- Boone
- Campbell
- Grant
- Kenton
- Pendleton

A very few Mohawk Franchises are still available in this Territory to Reliable Dealers. Write or Wire concerning your Locality.

The Southern Ohio Supply Co.
Cincinnati, Ohio
Pioneers of Better Radio

Exclusive Distributors
Mohawk One Dial Receivers
The Following Also Are
MOHAWK Exclusive Distributors:

AUTOMOTIVE ELECTRIC SERVICE CO.,
Sioux City, Ia.

BIRMINGHAM TALKING MACHINE CO.,
Birmingham, Ala.

CHAPPELL MACHINERY CO.,
Americus, Georgia.

CHAPPELL MACHINERY CO.,
Jacksonville, Fla.

CLINARD ELECTRIC COMPANY,
Winston-Salem, N. C

COGHLIN ELECTRIC CO.,

COLUMBIA STORES CO.,
Denver, Colorado.

COLUMBIA STORES CO.,
Salt Lake City, Utah.

COLUMBIA WHOLESALERS, Inc.,
Baltimore, Md.

HOWARD CRANFILL CO.,
South Bend, Indiana.

CROWN LIGHT CO.,
Hartford, Conn.

CURTIS CO.,
Houston, Texas.

DARLING AUTOMOBILE CO.,
Auburn, Maine.

EASTERN ELECTRIC SUPPLY CO.,
Portland, Maine.

GUNNELS CO.,
Little Rock, Ark.

INLAND RADIO CO.,
Spokane, Wash.

KEITH-SIMMONS CO., INC.,
Nashville, Tenn.

LEGARE RADIO REGISTERED,
Montreal, Quebec, Canada.

MILLER CO., INC.,
Waco, Texas.

THE NAVARRE OIL CO.,
Cleveland, Ohio.

NEW ENGLAND RADIO CORP.,
Hartford, Conn.

NIELSEN RADIO SUPPLY CO.,
Phoenix, Ariz.

NORTHEASTERN RADIO, INC.,
Boston, Mass.

ONONDAGA AUTO SUPPLY CO.,
Syracuse, N. Y.

PROVIDENCE ELECTRIC CO.,
Providence, R. I.

PYRAMID MOTOR EQUIPMENT CO.,
New York, N. Y.

RADIO DEALERS SUPPLY SERVICE, INC.,
San Francisco, Calif.

RADIO DISTRIBUTING CO.,
Wheeling, W. Va.

REID MOTOR SUPPLY CO.,
Quincy, Ill.

REX ELECTRIC, INC.,
New Orleans, La.

RUSSELL PRODUCTS CO.,
Oklahoma City, Okla.

M. STEINERT & SONS CO.,
Boston, Mass.

SUPERIOR AUTO ACCESSORIES CO.,
Pittsburgh, Pa.

TOWER-BINFORD ELECTRIC & MFG. CO.,
Richmond, Va.

VIMY SUPPLY CO., LTD.,
Toronto, Ont., Canada.

GEO. H. WAHN CO.,
Boston, Mass.

WAITE AUTO SUPPLY CO.,
Providence, R. I.
Store Door Record Playing Coupled With Attractive Displays Brings Big Profits

Since the Bechtold Music Co. Has Started the Average Daily Profits Have Increased

What dealer is not interested in additional profits of $150 a week if he can secure these profits at an additional cost of but forty cents a day added to the store’s expenses? It might be thought that the figures would not reach such a high figure, but they are based on the actual experience of a Western dealer, who some time ago put into effect a plan which was a combination of attractive window displays and store-door playing of a talking machine to attract people to view the merchandise on display.

Many times there have appeared in these columns instances of dealers who utilized music in their store-door playing as a method of attracting customers, and actual figures have been given showing how much this form of stimulating sales has increased record business. The Bechtold Music Store, Denver, Col., which is now playing a talking machine at the store door, does not consider the practice merely as a record sales stimulator. The proprietor has so arranged the show window that many people can crowd into the areaway and view the various products on display and so the instrument at the door serves a double purpose. The Bechtold Music Co., since it put into effect this form of demonstration, has had an actual increase in profit of $25 a day, or $150 a week, during the Summer. The plan should be even more profitable this Fall and Winter.

The Bechtold head of the establishment, tells the story in his own way. He states: “I have at last figured out a method of demonstration which actually sells more goods for me, and after seven years of plugging along in a rut I have become convinced that aggressive business methods will actually sell more goods, and not merely amuse people while the demonstrations are on.

“For seven long years I sat back in the store and waited for business to come to me. Now I am bringing it right to the door by means of a method which is relatively simple and quite inexpensive. “My plan is simply that of putting a whole long line of merchandise in my show windows, and then inducing people to stay there long enough to become thoroughly familiar with what is in them.

“Normally, it is considered difficult to sell musical merchandise and radio sets in the Summer months, but I have proved to my own satisfaction that it is not impossible. I have two specially constructed show windows, with a wide area between them at the store front, tapering down toward a point at the door. At the point of the V, just outside the store door, I put an electric phonograph, one of the new machines whose tonal qualities almost surpass the human voice. It is fairly loud and may be heard distinctly across the street.

“Every afternoon I turn loose my electric phonograph and it isn’t ten minutes until the areaway is full of people and frequently the sidewalk is blocked from side to side.

“From noon until closing time I keep the machine in operation and during that period, every business day of the week, at least a thousand people, maybe more, stop long enough to hear at least one record played and perhaps long enough to hear several. Also, they get a good look at the thousands of dollars of merchandise I pack into the show windows during the purposely long intermissions between records.

“It isn’t that the people rush in to buy stuff after listening to a record or two, but the memory of the store lingers in their minds and when they do need something in my line many of them remember the store with the big crowd in front and the electric phonograph going full blast.

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The Columbia Co. now has a new vocal team to boost the popularity of its Southern series. No other than Riley Puckett, the famous blind musician of the hills and exclusive Columbia artist, has taken unto himself a partner and formed an Old Time Tunes team, that is pointed toward mighty prompt prominence if their first presentation is any indication.

Riley’s new partner is Bob Nichols, who wields a wicked bow and sings mighty effectively with his new side-kick. Their first release is “My Carolina Home.”

Priess advertising tells the story of the remarkable new STRAIGHT NINE. It is concentrated in LOCAL territories, where it will do most good.

Priess STRAIGHT NINE

9-tube power smashes the barrier of distance
remote stations come in with remarkable clarity and volume even when local stations are on

No other commercial set made has such power—or power so easily and simply controlled. All the radio experience of 14 years is back of this new Priess, the best set that radio engineers have ever made and by far the greatest value your money can buy.

Do not buy any radio until you have heard the new Priess—IN YOUR HOME—Priess dealer will demonstrate gladly. No obligation to buy. Write for name of nearest dealers. Illustrated leaflet on request.

WRITE or WIRE for distributor DEMONSTRATION.
Cashing In on the New Talking Machines

Retailers Must Exploit Improved Instruments and New Records by Consistently Bringing Them to the Attention of Prospects

By W. Braid White

A few days ago I was walking through a street in one of the charming suburbs of Chicago, distinguished among others for possessing a university, a large population of cultivated men and women and a great deal of wealth. The street along which I was walking contained among other things a row of quaint little wooden houses, quite Californian in type, small and pretty, each with a patch of garden in front and behind, all alive with dwart trees, shrubbery and flowers, while other trees, comparatively quite gigantic in height, poplars, elms and oaks, towered among the tiny buildings, forming a veritable celestial canopy beneath which dreamed away the happy dwellers. As I strolled along my ears caught the sounds of music apparently coming from one of the houses a few doors further down the street. A piano, one or more violins, some wind instruments and (as I thought) some drums, were being performed. They were done very well too and I was astonished that so tiny a house as the one before me should contain so many, at least half a dozen, good musicians. Was it, I thought, a dance orchestra meeting at the leader's house for morning practice? Then again, was it an extraordinary good bit of radio reception? So I drew near and listened, still more interested.

What Was It?
The front door of the house was partly open and through it a tiny living room could be seen, in part at least. There was no company of six musicians in that room, that was sure enough. In fact, it was a bit doubtful whether there was any piano there at all. A dim shape bulked in one corner but was surely too small even to be a very small grand piano. What was it but an explanation of this remarkably fine dance music I was hearing?

Then suddenly the strains ended, there was a pause of a few seconds and then the first various sounds rang out of the great chorus "And the Glory of the Lord" from the Messiah. It is a long day since I had heard anything like this. Here was volume, strength and color, sweetness and that sense of largeness which only a great body of voices can give. This was no cramped, distorted "small room" version, it was the real thing. And then, of course, a solution flashed on my mind. It was a phonograph to which I was listening! A phonograph and it had fooled me to the very last strain of the dance music; for it sounded as phonographs in the past have not been supposed to sound.

Nothing would do but that I should confirm the conviction, and so I went up to the front door, rang the bell, and to the pretty young girl who answered it spoke somewhat as follows:

"Forgive the intrusion, please, but would you mind telling me whether this is a phonograph to which I have been listening during the last few minutes? For some time, I could have sworn that a party of excellent musicians were rehearsing in that charming little living room that I see; but the chorus undeceived me. Somehow I knew that it was not radio reception, at least after the dance music was finished, for there are no choral societies doing the Messiah at this time. Was it a phonograph or the angels? Perhaps you would tell me which it was, and is?"

And the young lady said with a smile: "Pray come in and see, or hear, for yourself."

And I came in, and it was a phonograph.

It was, in fact, a full-sized specimen of the wonderful new machines which came recently out of the Phonograph and which have created, together with the new process of recording, a veritable acoustic revolution. Perhaps nothing that could have happened to me, save this unexpected demonstration, could have brought home with such extraordinary force and conviction the amazingly complete nature of this revolution.

And what is the point of this long story? Simply this, that if the phonograph merchant of to-day will look around him and use his brains he will discover that, whilst he has been inundating the country with all around him a revolution. The phonograph is no more to-day what it was two years ago than chalk is cheese. There has been a complete new deal, from the first card to the last. The whole map is changed. The whole field appears under new and unpredicted aspects. Not one of the arguments which a short time ago were being used to show that the day of the talking machine is over any longer applies. One only has resolutely to put the old ideas and the old inhibitions out of one's mind to realize this all and to know that a new day of prosperity and expansion has dawned.

But prosperity will come only to those dealers for a long time unconsciously have been setting out to cash in by exploiting the new instruments and records through the practice of sales promotion methods of the highest order. And the merchants and record men will have to up his thinking cap without delay and do some hard brain work. For he who can adjust his mental processes and his methods of merchandising to it is entering upon a new era of prosperity and of expansion.

Are You Through?
Any man who does not realize that a revolution is in progress where the present man is even now going on is not fit to be in the music business, for evidently such a man does not follow the musical events and affairs of the nation. Unhappily our trade is full of men who seem to think that the day of the musical merchant is a thing of the past, and that the right way to sell musical instruments is to confess they have been searching. He will realize that he has but to wipe the slate clean, tell the facts and persistently demonstrate them on the merits of the line he handles. He will see that a revolution is not fit to be in the music business, for he who can adjust his mental processes and his methods of merchandising to it is entering upon a new era of prosperity and of expansion.

The Point of It

Brunswick Panatrope are proving to be decidedly popular among Hollywood film artists. Many of the leading celebrities of the silver screen are owners of these instruments. The latest star to buy a Panatrope is Agnes Ayres, who played in "The Sheik," a Rudolph Valentino picture. The Point of It

Film Star Buys Panatrope

Joe May Loses Father

Expressions of sympathy and condolences from the industry and trade have been proferred to Joe May, sales representative of E. D. Ditson & Co., who recently suffered the loss of his father, Joseph May, Sr., who had been in poor health over a long period.
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. (In Canada $27.50.)

Balkite Trickle Charger
MODEL K. With 6-volt "A" batteries can be left on continuous or trickle charge, thus automatically keeping the batteries in 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. (In Canada, $15.)

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 8 tubes or less requiring 67 to 90 volts. Balkite "B-N," for sets of 8 to 12 tubes or less, capacity 30 milliamperes at 135 volts. Balkite "B-Y," for any radio set; capacity 45 milliamperes at 135 volts, $42. (In Canada, "B-W" $39; "B-N" $39.50; "B-Y" $46.)

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. (In Canada $53.)

All Balkite Radio Power Units operate from 110-120 volt AC current with models for both 60 and 50 cycles.

Turn the demand for radio power devices into the greatest possible profit by pushing Balkite

The demand for reliable radio power devices has never been so great. The increased sales in this field will prove to be one of the greatest trade developments of the season.

Balkite dominates this field. Never has its position been so outstanding. It is one of the fastest selling lines in all radio. Over 400,000 Balkite Radio Power Units were sold last season, and the increase this season is already enormous.

Balkite is a complete line, serving the power requirements of any radio set and covering the entire price range. In the ease of operation it brings to the radio set owner it is the most advanced line on the market. It is backed by one of the strongest advertising campaigns in the industry, to say nothing of the untold prestige brought to Balkite by Balkite Broadcasting with Walter Damrosch and the New York Symphony.

Balkite is the tried and reliable line. It is limited to the fewest possible models, in which there is not one slow-mover. It contains no experiments. No Balkite product has ever been offered to the public that has not proved to be an outstanding success. No Balkite product has ever been put on the market that has not sold in enormous volume and brought steady profit to the jobber and dealer. All Balkite Radio Power Units are noiseless, permanent, trouble-free. Once sold they stay sold. The profit you make on them is clean.

Balkite jobbers and dealers end the radio season every year with a tidy profit. Their profits this year will be greater than ever before. You too can turn the demand for radio power devices into the greatest possible profit by pushing Balkite—the accepted leader in the field.

FANSTEEL PRODUCTS CO., Inc., North Chicago, Ill.
How Down Reduces Radio Sales Resistance

Successful Radio Merchant Says “Handle Nationally Advertised Lines and Give the Public What It Wants”—Cutting Service Cost

Handle nationally advertised radio products and give the public what it wants. This is the belief of Chas. W. Down, proprietor of the Alamac Radio Shop, located on Broadway in the center of a busy commercial and residential district of the better class in New York City. Mr. Down, who is a pioneer in the radio field, having opened his first establishment about four years ago in the downtown section of the city, has successfully applied these rules to his business, with results that prove the efficacy, from a sales standpoint, of his reasoning.

Public Wants Advertised Products

“The public will buy advertised products in preference to practically unknown lines,” stated Mr. Down. “They read about certain radio sets in their magazines, in the newspapers, on billboards, theatre programs, etc., and they talk about them. For this reason the natural thing for a prospect to do is to ask for a set the name of which he is familiar with when he visits the radio dealer. The merchant who features all kinds of unknown sets is simply building up sales resistance and lessening his chances of winning volume. The person who comes into the store and asks for a radio set or accessory of well-known make is already half sold.

Experienced Service Men Necessary

“The most important thing in connection with radio service,” continued Mr. Down, “is to send out thoroughly experienced men—men who know how to find trouble and to repair or adjust the set so that customer satisfaction is created. I have a completely equipped laboratory here in the store and I have three men on service work who understand radio from the practical and technical standpoint. A man is sent out on the least possible number of service calls. We make an adequate charge for service. Most sets are guaranteed against defects, but it is up to the dealer to so arrange his service policy that his men are sent out on the least possible number of free service calls. Make a fair charge and the service department will be a producer of profits. Good service men should be paid good salaries and they must be really interested in their work. To my mind three things are necessary in the successful operation of the service department: Knowledge, experience and equipment.”

Mr. Down has a wide reputation in the radio field and his calls for radio service come from all parts of the country. In fact, he specializes in service. Recently the head of the tax department in a city about three hundred miles distant from New York wrote to Mr. Down to be repaired and then made a special trip to New York to get the set when Mr. Down had finished with it.

Aggressive Sales Promotion

Mr. Down is an aggressive merchandiser and is operating a number of plans designed to create interest. For example: He has twenty sets on hand that he uses for rental purposes. His store is located in the Alamac Hotel Building and he finds that many of the guests of the hotel are prospects either to rent or buy a radio set. He has succeeded in making arrangements with the manager of the hotel, who has instructed the bell boys and elevator men to send interested persons to his store. When a set is rented or sold Mr. Down submits the bill to the hotel and the amount is added to the guest’s bill. Publicity of all kinds is utilized to make the value of the establishment known. For instance, he let Eva Tanguay, the dancer, take a set for use in her Long Island home. He has done the same for other members of the theatrical profession. He has a wide acquaintance of stage electricians and through these friendships he has made many sales to the electricians as well as to actors and actresses. The Alamac Radio Shop has 2,000 names on the mailing list and these are circulated regularly.

Mr. Down is building up a reputation in his new locality as an expert and specialist in his field. Recently he published a booklet entitled “Enter Your Radio World,” which gives hints on the selection of a set, how to install it, its care and operation, a list of radio stations, questions and answers, etc., which is distributed free to customers and prospects.

Okeh Distributing Division

Reports Good September

Harry Fox, manager of the New York distributing division of the General Phonograph Corp., reports that all the lines handled showed a satisfactory volume of sales during September, with Okeh records and the Berg Artone line of portable talking machines particularly in demand. Mr. Fox reports that the records of Butterbeans and Susie are selling very well, due in large measure to the fact that dealers are tying up with the appearance of these popular artists in Jimmie Cooper’s Black and White Revue, which has been playing throughout the metropolitan section. The Symphonie reproducer has continued to be high in public favor and dealers report increased demand.

New Music Shop Opened

Aztec, N. M., October 4.—A new talking machine and radio store, operating under the name of the Aztec Music & Electrical Co., opened in the Jackson building here recently. The proprietors are Mrs. Harold Herbert and Mrs. Guy Herbert. A full line of Columbia Viva-tonal phonographs and New Process Columbia records is carried, together with several leading lines of radio receivers.

The Nassau Radio Co., Brooklyn, N. Y., recently increased its capital stock from 100 shares of preferred stock at $100 per share and 200 shares of common stock of no par value to 650 shares of preferred stock at $100 per share and 3,000 shares of common of no par value.
"One of the three best franchises in Radio"

That’s what a national authority on radio sales has said of Magnavox. Look how true it is:

**Experience**—Fifteen years of making radio products. First to produce a loud speaker. First to perfect single dial control.

**Stability**—Paid 100% in dividends since 1920—more than any other radio company whose stock is listed.

**Quality**—Only thirty-seven sets returned to factory as defective last year. 400,000 loud speakers made and sold.

**Advertising**—Radio’s first large advertiser. One of three largest in magazines 1922 to 1925. Using more space this fall in the Saturday Evening Post than any other present radio advertiser has ever used during the same period.

**Policies**—Chief executives have been retailers, wholesalers and manufacturers of radio and musical instruments. Policies based on intimate appreciation of retailers’ problems.

**Merchandise**—Complete line of sets from $75 to $260 list (model 10, $110 list, shown). Three cone speaker models $22.50 to $50. (Cornell model, $22.50 list, shown).

Write at once for full details

THE MAGNAVOX COMPANY

General Office and Factory: Oakland, Calif.

R. S. Williams & Sons Co., Ltd., Toronto - Distributors for Canada
[not including British Columbia] 21206©1926
How One Dealer Used Sale of Mechanically Cut Records to Move Old Type Phonographs—Study the Passing Crowds to Take Advantage of Giving Crowd Demonstrations

The recent movement in the trade to clear up stocks of mechanically cut records by offering them to the public at greatly reduced prices served to afford an excellent idea of the merchandising ingenuity of various dealers. Some there were who simply announced that the records could be obtained at the rate of three or four for the dollar and let it go at that, expecting the public to rush in and buy. Others advertised more liberally, presented window displays of the special offerings, and set out piles of records on tables so that they might work on the self-service idea, giving the prospect a chance to make his own selections without interference. Still others, and they may be called merchandisers, saw a chance for using the records as a lever for moving old model and used machines, the plan being to increase the price of the machine from $12 to $15 and then offer with it records to the list price value of $25 to $30. One dealer who had difficulty moving a rather worth-while machine at $75 cleaned out his entire floor stock and a number of machines that were rushed to him on special order by raising the price to $87 and throwing in the $25 worth of records. The point is that the dealer not only moved the machines at a regular profit, but got fifty cents apiece for his per record obtained by competitors.

The Heatton Music Store, in Columbus, O., operates what is termed a bargain basement, where may be found used and discontinued styles of talking machines, pianos and radios. The bargain basement serves the double purpose of keeping used and antiquated stock off the main room floors, where they detract from the appearance of new instruments, and also makes a strong appeal to those who cannot afford, or naturally hesitate to buy, new instruments at list prices. The bargain basement of Heatton's pays a profit on its operation, which should offer a hint to dealers who are wondering what to do with old and used models of talking machines and radio receivers.

Profit by Tie-ups

With the football season under way and other major sporting events scheduled for the next few months, radio dealers will do well to take advantage of the opportunity of giving crowd demonstrations on the occasions of these sporting events, which run high in the public interest. Hundreds of dealers throughout the country tied up with the broadcasting of the world's heavyweight boxing championship bout and with the World's Series baseball games, but there still remain plenty of opportunities to render service to the community by inviting people to the store to hear the broadcasting of these events and also profit by bringing the radio merchandise to the attention of many prospects. One instance of a dealer profiting from such exploitation occurred last month when the Terminal Radio & Music Shop, New York, was able to give passers-by the latest radio announcements. The dealer who is located. He encouraged the young people to make his establishment the music center of the section of the city in which he was situated. He took advantage of the opportunity of giving publicity to his store, to the advantage of giving publicity to his store, to the advantage of giving publicity and to the advantage of giving publicity to his store, to the advantage of giving publicity to his store.

Using the Sales Record

A talking machine dealer in the Middle West who entered the field a little more than a year ago has outstripped in sales volume many of his competitors who have been in business for years. His dealer, determined to make his establishment the music center of the section of the city in which he was located, he encouraged the young people to make his establishment the music center of the section of the city in which he was located. He encouraged the young people to make his establishment the music center of the section of the city in which he was located. He encouraged the young people to make his establishment the music center of the section of the city in which he was located. He encouraged the young people to make his establishment the music center of the section of the city in which he was located.

Studying Public Taste

Studying the types and classes of people who pass in front of a music store during the different hours of the day and selecting the type for playing at the store door which will most appeal to the greatest number of passers-by will result in increased sales of records. The Thirty-fourth street store of the New York Instrument Co. situated opposite an entrance to the Long Island Railroad division of the Pennsylvania station, New York. The variety of nationalities who pass by is great, and this manager of the store. He has studied the passing population so that now, at different hours, different selections are played. For instance, during the week hours before the theater, French and German selections are played, and on during the day a carefully planned schedule is followed out. It might be interesting to note that almost 1,000 records of "Povero Uguello" from the Italian catalog, were sold in a week or ten days, mainly through store door playing in conjunction with an attractive window card. Though the record sold for $1.25, there was no hesitation on the part of the buyer.

Plan to Move Old Stock

To the average music dealer the term "bargain" as it applies to musical instruments has a mean sound because it reminds him too much of "waste." The general public, however, or at least a very substantial public, however, or at least a very substantial public, however, or at least a very substantial public, does not think of the term in this connection. Carved in wood, this trait can be turned to good account by the legitimate music dealer. Such a dealer that was rushed to him on special order by raising the price to $87 and throwing in the $25 worth of records. The point is that the dealer not only moved the machines at a regular profit, but got fifty cents apiece for his per record obtained by competitors.

Radio Results

WESTON Model 506 Pin-Jack Voltmeter with High Range Stand offers a combination to the dealer that will be as profitable to you as to your customer. The voltmeter alone, plugged into the line provides a reference which measures filament voltage. When this voltmeter is plugged into the High Range Stand it measures battery voltages to 160 volts. You know Weston quality. Write us for Bulletin "O."

Weston Electrical Instrument Corporation
190 Weston Avenue, Newark, N. J.
Big --
Easily the Biggest Value in the trade at
$15 LIST

THERE'S nothing undersized about the Nifty PORTABLE except the price. Case is full size of standard $25.00 portables—and built stronger than many of them.
A genuine Heineman motor. Excellent reproducer and tone arm. Handsomely plated hardware. Tilting expanding record pocket.

Size—Tone—Appearance

Consolidated Talking Machine Company
227-229 W. Washington St. Chicago
WRITE US—OR WRITE YOUR JOBBER—AT ONCE
Gillespie Profits by Unusual Advertising

Southern Dealer Does the Unexpected in Advertising to Catch Public Attention—Some of His Most Successful Publicity Stunts

By Russell Raymond Vorhees

There are literally a hundred and one things that different phonograph dealers will swear by as being good for building up a business and most likely all of them are valuable. Whether any of them are more valuable than others is a question that most likely will never be answered. However, that advertising is of vital value in the upbuilding of a business is a fact that has been proved time and time again. Talking machine dealers all over the country give daily testimony to this fact and not the least of these is William C. Gillespie, of Jacksonville, Florida.

Mr. Gillespie started in business two and a half years ago in a small store that didn't boast a single phonograph. He had an allotment of hundred records and a dozen talking machines, together with one horn machine that played at the store door. From this modest beginning he has built a business that is worth more than the initial investment the business has financed and grown out of its own profits.

Publicity Cornerstone of Success

"From the start I tried to do something all the time that would advertise my business," says Mr. Gillespie in discussing the idea that he has made the cornerstone of his business. "I have always been firm in the belief that if a business is advertised all the time it is bound to grow and prosper. I feel from the way that my business has grown from its very small start that my original premise was correct.

A Nickel-a-Day Ad

"To be sure, there is all sorts of advertising, some of which may be questionable. I never go in for anything that isn't aboveboard and legitimate, but if the idea is alright I use it. For instance, take my awning. The phonograph company whose machines I handle paid half the cost of the awning and I paid the other half. My share of the cost of this awning runs me five cents a day for two years, which is supposed to be about the life of the awning. But at that I believe that it is excellent advertising and is more than worth the cost. The reason I feel that way is because customers speak of the awning.

Gillespie's Best Advertising

"The best piece of advertising that I have ever done is the pinwheel that I have on the front of my auto and that I have since duplicated on the rear on either side. I made this pinwheel myself in my shop at a cost of $2.50, but it is the best piece of advertising I ever had regardless of price. The pinwheel is cut from a piece of black tin and mounted on the front wheel hub from a bicycle. When I drive my machine along the street the pinwheel on the front of the car attracts no end of attention and by having two on the rear of the car I am able to hold this attention after I have passed.

Repairs Through Window Publicity

"I have two windows to my store and I try to get the most advertising value out of these. One window I keep for a display of the various parts of a phonograph that I have mounted on a board for display purposes. Then as I finish repair jobs I put the finished job in the window and that, I find, is more advertising for my shop. It is surprising to notice how many people will stop and look in the window at the parts and repaired jobs.

Motion in the Window

"The other window I use for a display of phonographs and machines and such things. In this window I always make it a rule to have some motion. I have found that a little motion goes a long, long way in attracting attention. I rig these motion displays up myself. I generally have some sort of a large tin drum that carries advertising signs and which revolves. This attracts no end of attention to my window and store and is a great aid in helping me sell phonographs, accessories, records and supplies.

"In the Summertime I use fans, which I have found to be very good. Sometimes I hand out the fans over the counter and at other times I send a lot of them to the different churches and hospitals. In both of these latter places they are excellent advertisements. I have had great success with fans. I find that anything like that on a hot day pleases the person who receives it. They are almost certain to read the advertisement on it. Around the holidays I use calendars and find that they are good. Almost anything that is actually handed to the customer is a good thing to advertise with, I find.

Advertising on Records

"I have small stickers printed in black ink on a gold background that I paste on every record at the time it is sold. I stick these as near the name of the records as possible so that people are pretty certain to see them. The stickers bear the name and address of the shop. They are plain and neat and calculated to attract attention. They never fail to do. I find that this is a very good thing to do.

"Advertising is the life of business. If a talking machine dealer will stick to advertising he will find that it will make his business just as it has made mine.

Attractive Store Display as a Stimulator of Sales

The C. A. Reid Piano Co., of Plainfield, N. J., as may be seen by a glance at the accompanying illustration, is featuring the

Rockford Hardware

FROM the complete Rockford Line of Hardware your every need can be supplied to advantage. Over 300 hardware items for pianos, phonograph and radio cabinets. Write for samples of items you use, and catalog.

National Lock Co., Rock ford, Ill.

U. S. A.

Branch Sales Offices:

Chicago, III. Cincinnati, Ohio
Detroit, Mich. Evansville, Ind.
High Point, N. C. Shreveport, Wis.
St. Louis, Mo.

One of the Re'd Co. Display Rooms

Stromberg-Carlson radio line in a most attractive manner. The C. A. Reid Piano Co. has fine display rooms and the newest Stromberg-Carlson art console receiver has been given a fitting setting. Proper display in both the window and store are of the greatest importance in bringing out the attractive features of the handsome cabinets of talking machines and radio sets.

Specht Resumes Broadcasting

Paul Specht and His Orchestra resumed broadcasting on Friday, October 1, and will be heard every Friday during the hour of 11 to 12 from station WIZ. This orchestra is an exclusively Columbia recording aggregation and is well known throughout this country and Europe. In addition to the broadcasting each week, Paul Specht and His Orchestra is playing at the Colony Theatre and is also featured at the Twin Oaks Cafe, New York.

Morris Sanford Visits N. Y.

Morris Sanford, one of the officials of the Ideal Phonophones Co., of Pittsburgh, Pa., and Cleveland, Ohio, was a recent visitor to New York. He spent a great part of his stay at the offices of the General Phonograph Corp., conferring with Allan W. Frisbee, sales manager, on promotion plans for Okeh and Odeon records. En route home he stopped at the offices of the J. A. Fischer Co., maker of "Valley Forge" springs.
DOUBLE POLISHED

THE non-jump process was originated by this organization — likewise Lubrill and Mcolene—the insurance against rust.

And Now

We double polish every Valley Forge main spring. Note how easily it glides into the spring cup and that unbeatable velvety finish—

On the alert always to better our products is the Valley Forge policy!
Truck Demonstration of Radio Receivers
Solved Dealer's Problem and Aids Sales

Stromberg-Carlson Dealer Fits Out Demonstration Car and Drives to Home of Likely Prospect
Who Shows Signs of Hesitancy—Truck Keeps Store's Stock Before Public's Eye

There are undoubtedly many people who have not purchased radio sets who are at times possessed of the desire for a set and are well able to afford an instrument in their homes, but for some reason or other they put off buying simply through indifference or because they have never heard a radio receiver demonstrated under the proper conditions. It may be that having dropped into a dealer's store the conditions were none too good and the grower desire for a set was nipped in the bud because of unfavorable reception. Such people hesitate before asking a dealer to demonstrate the receiver at their own homes because they do not wish to place themselves under obligation to the dealer for the time and trouble which it would make for him. Dealers who have suffered from difficulties in getting their products into the homes of likely prospects where a demonstration would in many cases mean a sale might be interested in the experience of a dealer who has to a great degree overcome this problem.

J. H. McMillen, Mabel, Minn., authorized Stromberg-Carlson dealer, encountered similar difficulties and many times felt that the prospect who grew lukewarm and held back from signing on the dotted line would buy if the Stromberg-Carlson receiver were demonstrated properly. Difficult as it was to get prospects to come to the store, it was more difficult to get consent to install a receiver in the home, and even after securing permission, while sales would be made, this method of selling greatly increased the selling cost.

As a solution to his problem Mr. McMillen fitted out a demonstration car, as shown in the accompanying photograph. This car is equipped with antenna and all necessary adjuncts, including a 601 Stromberg-Carlson receiver. Within the car, also, is a complete line of accessories and supplies.

Now when Mr. McMillen has a prospect he does not have to sell him on the idea of installing the set in his home. He simply asks him when he will be home and on that evening runs into the driveway, turns on the set, and gives a demonstration. Usually the prospect is so pleased with the simplicity of operation and efficiency of performance that the task of completing the sale is negligible.

By means of the car this dealer is also able to furnish reports of sporting events and other matters of current interest to crowds outside his store and at the principal points about town, thus keeping his store and its products constantly before the public's eye.

Mr. McMillen recently commented on his J. H. McMillen's Demonstration Truck

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Mr. McMillen recently commented on his new means of exploitation and demonstration, saying: "Before I equipped this car, many of my prospects would say to me, 'We do not care for a radio, inasmuch as we have never heard any instrument that we consider worth listening to. All radios seem to be alike.' I had extreme difficulty in making demonstrations in the home. I had to install four for every one I sold. Now, however, I go to a place with my car and my prospect first gets interested in the novelty of my equipment. Soon I have some distant station tuned in with music that happens to appeal to them and they are listening while I explain the many advantages of Stromberg-Carlson. As a result, the time and labor required in making a demonstration are greatly reduced."

Brunswick National Ad Campaign Is Under Way
Leading National Magazines, Newspapers From Coast to Coast and Trade Papers to Carry the Message of Brunswick Products

The Brunswick-Balke-Collender Co. has already launched a large advertising campaign, national in scope. In the magazine field, the Saturday Evening Post, Literary Digest, Liberty, National Geographic, Good Housekeeping, Vogue and Harper's Bazar will be used.

Copy featuring the Panatrophe is used in the majority of these magazines, although mention is being made of Brunswick's New Musical Instrument and the $2,000 contest by which it is obtaining a name for the New Musical Instrument.

In addition to the national magazines, a network of newspapers which cover the country from Coast to Coast is being used to feature all the Brunswick products, i.e., Panatropes, phonographs and records. This national advertising is, as has always been the Brunswick's policy, supplemented by a carefully planned schedule in the trade papers.

“Leads the World in Radio Values”
“Baby Grand Console” Model

DIAMOND Radio

Six Tube
TRF

Power operated from light socket list $99.50
Battery operated list $89.50

Volume, selectivity and tone quality for present day conditions.

Note: Two loud speakers built in, both work at same time, one on the higher and one on the lower tone range and all notes whether high or low pitch are perfectly reproduced.

Here are united, in extreme degree, luxury of appearance and luxury in performance.

Our previous offer of sample, at factory cost, expires Oct. 15th

DIAMOND T RADIO MFRS.
SOUTH BEND, IND.
Phonographs Play Part at Convention of Music Merchants' Association of Ohio

New Type Talking Machines Prominently to the Fore in "Music Revue of 1926"—Demonstration Attended by Thousands—Talking Machines and Radio Exhibits—Business of the Convention

COLUMBUS, O., September 30.—The modern talking machine, particularly in its electrically operated form, played a prominent part in the unusually effective demonstration of modern musical instruments held at the Neil House here during the recent convention of the Music Merchants' Association of Ohio and under the auspices of a group of some thirty Columbus music dealers.

The idea of the demonstration, termed "The Music Revue of 1926," was to enable the public of Columbus to listen to actual demonstrations of the various types of musical instruments, including the straight upright and grand pianos, reproducing and player-pianos and talking machines of various types, so they might have a proper conception of the new things the trade had to offer. That the public was really interested was evidenced by the fact that, although some 2,000 persons filled the ballroom of the Neil House, fully half as many more were turned away at the door by order of the Fire Department.

The program was opened with the presentation of the Brunswick Panatrope in a most effective manner. Lee Sims, pianist, whose records are recorded by Brunswick, played "Talking to the Moon," on the piano, and in comparison his recording of the same number played on the Panatrope. The demonstration was allowed to rest with this comparison and the audience was greatly impressed.

Following the demonstration of the grand and upright pianos there was presented the new Viva-Tonal Columbia phonograph, presenting a march number and several other instrumental selections. The Columbia instrument was featured without electrical amplification, depending for tonal volume entirely upon the mechanical reproduction.

Later on in the program the Orthophonic Victrola was also demonstrated, with orchestral, vocal and organ records, the amplifiers installed in the ballroom for banquet purposes being used to amplify the tones.

Despite the fact that the hall was poorly arranged for such a demonstration, being some 200 feet long and 60 feet wide, a large proportion of the audience stayed until the end. It was felt that the demonstration proved itself by permitting the public to realize the great advance that had been made in the talking machine and record field, a development not generally appreciated by those who have not had the opportunity to listen directly to the demonstration.

It was interesting to learn that the new Gulbransen Studio Model small upright, manufactured by the Gulbransen Co., of Chicago, was utilized for demonstrating the musical possibilities of that type of instrument.

Some of the Exhibitors

During the convention there were a number of official exhibits at the Neil House, talked machines and radio receivers being well represented. Atwater Kent radio receivers were shown and demonstrated by the Columbus Ignition Co., local distributor, with W. W. Wensett, sales manager, in attendance; the United States Music Co. had a complete display of its U. S. Pep and Auto-Roll rolls, with George L. Ames, vice-president, in charge; the Columbia Phonograph Co. branches in Cleveland displayed the new Viva-Tonal phonograph in several styles and attracted much attention therewith. R. J. Mueller, district manager, was in charge. The Gulbransen Co., Chicago, had a replica of the elaborate display made at the National Music Industries Convention in New York in June; the new Gulbransen models were shown, as were the new Gulbransen music rolls.

H. A. Stewart, sales manager of the company, was in charge.

The Pennsylvania Phonograph Distributing Co. had an interesting display of the latest Sonora phonographs under the direction of J. L. DaBrequel, vice-president, and the Sterlinc Roll & Record Co., with an exhibit in the same quarters. The Brunswick-Balke-Collender Co. had an interesting display of various mechanical models, as well as the Panatrope, in charge of J. E. Benson, Cincinnati district manager. Lee Sims, prominent pianist and Brunswick artist, gave demonstrations during the week; the Berg Auto Trunk & Specialty Co. had a display of Artoine portable and console models, with A. J. Engel in charge; the Ideal Phonographs Co. displayed Oreel and Odeon records, Artoine phonographs, Valley Forge mainsprings and parts, Mel-O-Art music rolls, Symphonc reproducers, Caroya portables, Dictograph loud speak-ers and several other instruments by Fred Schuyler, vice-president, and E. B. Lyons, Cleveland manager, in attendance.

The various talking machines were demonstrated almost constantly and attracted much attention from the visiting dealers. It was particularly significant that exhibitors of those lines booked really substantial orders, while some piano men were cosìled.

The Convention Itself

The convention itself attracted a large number of delegates and the business of the two afternoon sessions was handled in a business-like manner. The secretary, Rex Hyre, presented a lengthy report of the year's activities of the Association and after discussion a resolution was passed urging that all other instruments be nationally priced. The Legislative Committee called attention to a new State bill prohibiting the use of false names and addresses on installment contracts by purchasers. It was reported that the Mutual Insurance Bureau of the Association was making progress and saving members 25 per cent a year on policies. The success of the piano-playing contest in Detroit recently was explained in detail by Roy A. Maypole, of that city, who had charge of the work. It was announced that the membership of the Association was now exceeding the 500 mark, the actual total being 496.

Officers Elected

Officers of the association elected for the coming year were: Presiding, O. H. Boyd, of Marion; vice-president, C. M. Alford, of Canton; treasurer, Win. V. Crowe, of Columbus, and secretary, Rexford C. Hyre, of Cleveland. The next annual convention of the Association will be held in Cleveland.

Selling Radio Sets Under Difficulties in Canal Zone

Leighton & Leighton, Atwater Kent Dealers of Cristobal, Canal Zone, Tell of Hard Selling Conditions That Must Be Overcome

Leighton & Leighton, Atwater Kent dealers of Cristobal, Canal Zone, handle the Atwater Kent line and report that there are more Atwater Kent receivers and speakers in their territory than in the United States, and that factory-made types combined. Mr. Leighton, in a recent letter to the Atwater Kent Mfg. Co., lists a few of the difficulties experienced in selling the Canal Zone, which are quoted verbatim: "No day-time reception at any time of the year. Excessive spark leakage from naval radio stations and shipping lying in Cristobal Harbor, less than a mile distant. Unusual proportion of regenerative receivers, operated by decidedly unskilled radio fans—usually beginners. Near-est States' 10-thousand-watt stations, 1,134 miles away; average reception from 1,900 to 3,000 miles, and must be brought in satisfactorily to make sales. Located in the worst static belt known to this writer, cause corrosion of all receiver and speaker containers containing ferrous or cuprous metals. Repair and installation of new parts regular facailed at cost, owing to the unskilled workmen whoquired 'fishing' for programs, which has been somewhat simplified by the arrival of the '30.' Those handicaps visualize, according to Mr. Leighton, 'how much of a struggle we are up against.'

"With the exception of the model 29 receiving set and is specializing on this number. The first model 30 he received on April 1, and after waiting until 9 p.m. to get away from ship interference, he reports twenty-three stations, 30 receiving sets are now in the hands of dealers. We can peddle a few of them here now and then. Last week we did $200 worth; this week $500 worth. The next annual convention of the Association will be held in Cleveland.

Write for catalog of complete line

F. C. KENT CO.
Irvington, N. J.
“When we were selling every make of radio battery on the market except Eveready, we always lost money, mostly due to batteries not standing up and not being able to get replacements easily,” writes Mr. C. H. Gettman, of Gettman’s Shop, Norfolk, Neb. “The worm turned, however, and we have been making money on batteries ever since we stocked Evereadys. We have never lost a dime on the Eveready line, and more than that we have more than doubled the volume of our supplies and battery business. Eveready radio dealers and jobbers ought to realize that the one and only radio battery to handle is the Eveready.”

The Eveready line is a logical one for every music establishment. Order from your jobber.

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

Tuesday night means Eveready Hour—9 P. M., Eastern Standard Time, through the following stations:

- WJZ—New York
- WJAC—Pittsburgh
- WJAR—Providence
- WJAW—Boston
- WJHI—Worcester
- WWV—Philadelphia
- WOR—Buffalo
- WORC—Pittsburgh
- WCCB—St. Louis
- WORC—St. Paul
- WOR—Chicago
- WOR—Detroit
- WOR—Cleveland
- WOR—Boston
- WOR—Worcester
- WOR—Providence
- WORC—Pittsburgh
- WOR—St. Louis
- WORC—St. Paul
- WOR—Chicago
- WOR—Detroit
- WOR—Cleveland
- WOR—Boston
- WOR—Worcester
- WOR—Providence
- WORC—Pittsburgh
- WOR—St. Louis
- WORC—St. Paul
- WOR—Chicago
- WOR—Detroit
- WOR—Cleveland
- WOR—Boston
- WOR—Worcester
- WOR—Providence
- WORC—Pittsburgh
- WOR—St. Louis
- WORC—St. Paul
- WOR—Chicago
- WOR—Detroit
- WOR—Cleveland
- WOR—Boston
- WOR—Worcester
- WOR—Providence
- WORC—Pittsburgh
- WOR—St. Louis
- WORC—St. Paul
- WOR—Chicago
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- WOR—Providence
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- WOR—Detroit
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- WOR—Worcester
- WOR—Providence
- WORC—Pittsburgh
- WOR—St. Louis
- WORC—St. Paul
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- WOR—Providence
- WORC—Pittsburgh
- WOR—St. Louis
- WORC—St. Paul
- WOR—Chicago
- WOR—Detroit
Predicts End of Uneven Radio Sales Trend

E. E. Bucher, General Sales Manager of R. C. A., Makes an Interesting Analysis of Present Radio Situation and the Outlook

One of the outstanding developments in the radio business during the summer months just passed is the significant fact that consumer demand did not take the characteristic slump which many predicted, according to E. E. Bucher, general sales manager of the R. C. A. "In fact," Mr. Bucher says, "observation of the conditions prevailing in the trade, supplemented by a more intensive analysis of market conditions for the first eight months of 1926, lead me to believe that the present year may mark the end of the seasonal character of radio sales. Those who have studied buying trends in radio report a more pronounced uniformity of month-to-month radio purchases—all of which has occasioned a strong current of optimism in trade circles, particularly in the metropolitan centers.

New Era in Radio Merchandising

"The approach of this new era in radio merchandising was predicted a number of months ago; for it was logical to expect that the supplementary effort of the radio industry during the past two years to make radio a reliable source of public enjoyment during the entire year. Summer and Winter alike, ultimately should have its effect upon buying trends. The accomplishments which I believe are largely responsible for the flattening out of the yearly sales curve are:

1. A substantial improvement in broadcast programs, both with regard to the quality of entertainment and methods of presentation.
2. Highpower broadcasting with consequent wider program distribution.
3. Extension of the wire network of radio program distribution.
4. Improved receiving set performance in the form of:
   (a) Better volume and quality of reproduction.
   (b) Greater simplicity of operation.
   (c) Perfected operation from the lighting circuit.
   (d) Introduction of reliable portable receivers.
   (e) The introduction of special purpose vacuum tubes which have improved the efficiency of the broadcast receiver and improved its quality of reproduction.
5. Improved service to the public on the part of the trade.

"There can be no conflict of opinion on the improvement in the broadcast programs. Broadcasters are rendering a far more efficient service to the listening public to-day than at any time in radio broadcasting history. Many local stations are tapping the great reservoirs of program matter syndicated from the metropolitan cities and combining these truly excellent features with local presentations to form more completely balanced and acceptable periods of entertainment.

Effect of Broadcasting on Trade

"Widespread and growing use of broadcasting by commercial interests and industrials is resulting in superior broadcast offerings. Even the casual listener will have observed the improvements in programs effected by broadcasting.

E. E. Bucher at His Desk

It is impersaries during the past year. Inasmuch as broadcasting is the very keystone of the radio business these substantial advances are having a salutary effect upon the trade.

"The growing tendency toward the use of higher power and, in fact, the actual application of highpower broadcasting has justified this practice during the summer months of 1926. Adequate evidence is available to substantiate this claim. Greater broadcasting powers brought it countless thousands in remote sections of the land the same reliability of broadcast service heretofore restricted to listeners in metropolitan areas.

"Although continual progress is and should be the keynote of the radio art, nevertheless technical development has now reached the stage where the broadcast receiver will give satisfaction to its owner for years to come. Like the modern automobile with its high factor of maneuverability which enables its operator to comfortably travel the most congested city streets, so the factor of selectivity in the modern radio receiver enables the operator to travel the highways of space where broadcast traffic has practically reached the point of saturation. In this one respect alone the listener now enjoys the benefits of painstaking research and development born out of the necessities of a practical situation which once seemed headed for chaos. Single control receivers have reduced the simplicity of operation of the receiving set to the point where they can be manipulated by anyone. Operation of receivers from a light circuit became an accomplishment in the latter part of 1925. Likewise the portable receiver, which captured the public fancy during the summer months, played a leading role in the entertainment of vacationists and travelers who took advantage of the marvelous summer-time programs broadcast for their benefit. Advanced receivers, combining all of the elements which make for the most perfect enjoyment of the splendid programs offered by radio broadcasters, have now received their road test. The principles they embody have now been tried, tested and approved by the public. We need no longer ask ourselves whether they are favored with public acceptance. The public is sold to the new-day receiver.

Dealer Service a Stabilizing Factor

"The performance of the home receiver has been greatly enhanced by the conscientious effort of radio dealers to render a complete and thorough installation and inspection service with every sale. This factor of service, completing the five outstanding achievements during the past two years, has proved far-reaching in its effects upon the general growth of the radio business. While the manufacturer may provide receiving devices of the highest technical excellence, if the sale of this receiver is not supplemented by adequate inspection and service, full satisfaction may not be derived from it by the purchaser. It is gratifying to note the splendid dealer co-operation manufacturers are enjoying in this important work.

"Radio in all its phases and ramifications has reached the point where the public can buy with safety. This year's offerings carry the first inducements to replace the old with new. Those who purchased their sets four years ago will find it to their advantage to investigate the merits of present-day products."

Orthodyne Corp. Chartered

The Orthodyne Acoustic Corp., New York City, was recently incorporated at Albany to make musical instruments with a capital stock of $1,000 shares at $100 per share and 1,000 shares of common stock of no par value. The incorporators are W. R. Roth, H. Schwartzberg and S. H. Rikkind.

Orthodyne

$1 050

List

Slightly higher west of the Rockies

Here's one good selling point to remember about the Octacone Speaker. You can knock or drop it, accidentally or otherwise, on a concrete floor if you wish, and it still will reproduce just as clearly and sweetly as it ever did. If you have your doubts as to the value of this selling feature try the same experiment with any other six speakers.

Pausin Engineering Company
727 Frelinghuysen Ave., Newark, N. J.

Licensed Under Frank E. Miller,
Patent Numbers 1,190,787, 1,220,669, 1,294,137.
Other Patents Pending.
77 Inspections

For every FLYER Motor

Every Flyer Motor must successfully pass 77 inspection operations before it can leave our plant. The completed motor is tested for sound, on delicate sounding cabinets, by two different experts.

The precision and sturdy construction of Flyer Motors are famous in the industry. These light and noiseless but husky motors are made to stand years of hard, steady use, knocks, thumps, exposure — and still keep going.

— That's why 3 out of 4 of all portables sold are equipped with Flyer Motors

The GENERAL INDUSTRIES CO.
ELYRIA, OHIO
Formerly named The General Phonograph Mfg. Co.
Makers of Precision Products for a Quarter of a Century
Some Practical Pointers on Salesmanship
A Dealer of Many Years' Experience Passes Along Some of Things He Has Learned About Selling Talking Machines and Records

A talking machine dealer in the Middle West, who is a veteran of the trade and understands all angles of the retail business through years of experience, recently laid down a number of rules about how a buyer, methodically trained in the art of selling, is supposed to handle customers and prospects. "A real salesman has the ability of analyzing each customer and handles the various types of individuals in a manner that does not arouse antagonism," stated this dealer. "The salesman must never conduct himself so that the customer argues; he must avoid arguments of all kinds. He must be in harmony with the prospective buyer, and he must submerge his own mind's eye or desires so that the store also is unable to do so, because the salesman is the firm in the eyes of the customer."

"When meeting a customer, do so with a smile. A growl never gets very far in business, particularly in the selling end. Put the prospect at ease through a courteous approach. Never ask the prospect his desires in a negative manner. Don't say: You are not interested in a talking machine, are you?" Besides bringing extremely poor grammar the customer makes the logical reply, 'No.' Once you have found in which product the customer is interested explain the merits of the instrument in the simplest manner.

Right Selling Reduces Credit Risk
"Credit is an important element in the talking machine business. Most prospects expect to purchase an instrument on the deferred payment plan. For this reason it is important that the salesman make absolutely clear to the customer the terms on which the instrument is sold. Do not make promises that you are not certain will be acceptable to the credit department. Unless the firm is able to collect all the instalments when due, profits are jeopardized. Also misunderstandings regarding terms result in customer dissatisfaction."

"In closing a sale inquire if the customer prefers to pay cash. If it is the patron's desire to take advantage of the time-payment plan, suggest high payments and a large initial payment. Work down to the point where the terms suit the customer. Of course, common sense regarding time payments must prevail. The policy of the store largely governs this. The great mistake made by salesmen eager to close sales lies in urging prospects to buy on the terms of work. The salesman is not selling terms. He is selling merchandise and should sell the talking machine, radio set or whatever instrument the customer plans to buy. The salesman made it should be kept. This also helps to build good will."

Common-Sense Merchandising
"There is a great deal of common sense in the points brought out by this dealer. Every suggestion is a practical one, having only two objectives in view—namely, to create sales and satisfied customers. The ratio of sales to inquiries in most stores measures the effectiveness of the sales policy. While it is true that many people enter a store merely to satisfy curiosity, the very fact that an individual is curious enough to go into an establishment to ask about a product indicates an interest that the salesman on the floor should make the most of. If, in spite of every effort, the prospect does not buy, very often the name and address can be secured. A vigorous follow-up many times will net sales that were impossible to make in the store."

Milton Watson Makes First Solo for the Columbia Co.
"For some time Milton Watson, known as Chicago's favorite moving picture star and song singer, has been gracing Columbia dance records with enhancing vocal choruses that soon attracted considerable comment on the fine quality of his voice and expression. Columbia was quick to realize the value of this interest and has just released the first record by Milton Watson as a soloist, coupling "Journey's End" and "I Can't Get Over A Girl Like You.""

Radio Service Aids Sales
BETHLEHEM, PA., October 6.—Charles C. Turck, talking machine and radio dealer, attributes the great success which he has achieved with his radio department for the past year to a complete service department which makes all calls promptly and does everything possible to aid the customer in enjoying his radio set to the utmost. Mr. Turck features the Atwater Kent line of radio sets and the Brunswick line of phonographs and records.
Why try to sell them "something else" when they're already "sold" on Farrand?

There are many cone speakers on the market this season, but the Farrand "arrived" two seasons ago. Half a million radio fans are daily listening to its matchless performance—spreading the message of its superiority to every home that owns a radio, voicing a vast countrywide preference that comes only through time-tested, proven merit. Will you try to sell your customers "something else" or will you feature the speaker they're prepared to buy? There's a Farrand distributor near you. Order NOW.

Farrand Speaker

Another Farrand "hit"!

Another Farrand triumph—a heavy-duty “B” Eliminator that sets a new mark in high voltage capacity, $48.50, without tube. Combined with Power Amplifier—$62.50, without tubes.

Senior Model, (Illustrated)
17-inch cone $32.50

Junior Model, 14-inch cone $16.50

Power Speaker, 36-inch cone Pedestal model $79.50

Wallmodel $65.00

Slightly higher West of Rockies

FARRAND MFG. CO., Inc., LONG ISLAND CITY, N.Y.
Columbia Co. Issues New Complete Race Catalog

New Listing of Recordings by Columbia Phonograph Co.'s Famous Race Artists Is Replete With Illustrations of Artists

A new complete race catalog was recently issued to its dealers by the Columbia Phonograph Co., New York. Five of Columbia's most prominent exclusive Race stars are featured on the cover, namely: Bessee Smith, Ethel Waters, Clara Smith, Maggie Jones and the famous Race team of Williams and Brown.

On the inside pages, too, illustrations of the majority of the stars in Columbia's Race constellation are displayed, along with entertaining sales-making copy and lists of their respective records. A double index of artists and selections makes easy the finding of any particular record or all of the records by any desired recording artist.

Printed on a light blue stock in black ink, and on the inside pages, too, illustrations of the cover of Columbia Race Catalog, the catalog is particularly inviting, especially to the Race. It is a sales aid that should prove invaluable to Columbia dealers who make use of it.

Howard W. Lester Dead

Hartford, Conn., October 4.—Howard W. Lester, treasurer of the Post & Lester Co., Freed-Eisemann radio distributor, died here recently after an illness of several months. The immediate cause of Mr. Lester's demise was pneumonia. At the time of death Mr. Lester was fifty-three years of age. He is survived by a widow and two children.

Latest Summary of Exports and Imports of “Talkers”

Figures on Exports and Imports of Talking Machines and Records for the Month of July Show Gains Over a Year Ago

WASHINGTON, D. C., October 7.—In the summary of exports and imports of the commerce of the United States for the month of July, 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 July, 1926, amounted in value to $72,940, as compared with $25,894 worth which were imported during the same period of 1925. The seven months' total ending July, 1926, showed importations valued at $299,345 in the same period of 1925, $268,793.

Talking machines to the number of 11,366, valued at $362,951, were exported in July, 1926, as compared with 5,450 talking machines, valued at $154,923, sent abroad in the same period of 1925. The seven months' total showed that we exported $8,848 talking machines, valued at $1,801,949, as against 40,748 talking machines, valued at $1,212,814, in 1925.

The total exports of records and supplies for July, 1926, were valued at $188,848, as compared with $137,008 in July 1925. The seven months ending July, 1926, show record and accessories exported valued at $1,239,048, as compared with $957,832 in 1925.

The countries to which these instruments were sent during July and their values were as follows: United Kingdom, $1,780; other Europe, $8,487; Canada, $45,553; Central America, $19,172; Mexico, $21,490; Cuba, $6,590; Argentina, $7,618; Chile, $21,239; Colombia, $49,383; Peru, $11,627; other South America, $2,547; Japan, $2,373; Philippine Islands, $20,946; Australia, $25,136; New Zealand, $3,193; other countries, $24,681.

Brunswick Artist on Tour

Nick Lucas, the "Crooning Troubadour," Brunswick record artist, is now on a tour of the Western Coast on the Orpheum Circuit and is playing to large and enthusiastic audiences. Brunswick dealers are tying up effectively with the appearances of this artist, and in the cities in which he has appeared record sales have shown a marked increase.

Unusual Window Display Gets Panatrope Prospects

Enormous Crowds Gathered Before Window of the Melody Music Shop, in Memphis, Tenn., and Many Prospects Were Secured

The Melody Music Shop, Brunswick dealer, of Memphis, Tenn., recently staged an unusual window display. When the movie, "The Lost World," appeared in that town this dealer arranged a window in which he exhibited an animal over which a sign read, "What is it? Guess. Animal from Lost World. Correct name, age and its country and win a Ukulele." The novelty and attracting powers of this window are readily apparent and the Melody Music Shop tied up its Brunswick merchandise with an enormous sign across the bottom of the window reading, "Demonstrating Brunswick Panatrope, the Marvel of the Music World;" while in the back of the window a Panatrope was played continuously.

Hundreds of people stopped in to inquire about the animal and the contest and each was induced to listen to the Panatrope. Even though at this time of the year the thermometer in Memphis reached around 100 and upward, this dealer kept an accurate check and found that in less than ten minutes one hundred and twenty-five people stopped at the store. Mr. Bluestein, manager of the shop, was very enthusiastic over the results of the novel window and was especially pleased with the number of Panatrope prospects and sales actually traceable to the stunt.

The Glen Brothers-Roberts Music Co., Salt Lake City, Utah, reports a very good business for September. Additional phonograph record booths have been installed recently.
PHONOGRAPH REPRODUCER

Webster's definition of the word Microphonic is - an instrument for intensifying very minute sounds—and that is exactly what this reproducer does. And it does it better than any other similar type reproducer now on the market.

THIS remarkable new Micro-phonic Phonograph Reproducer faithfully brings out all the deep and full tones of records. Designed by the engineering staff of the Plaza Music Company, headed by Frank D. Lewis, one of the best acoustical engineers in the trade.

Equally as attractive in appearance as in tone quality each reproducer put up in a handsome, lined jewel case.

JOBBERS: Write or wire at once for details of the splendid proposition which we are offering jobbers on our new MICRO-PHONIC Phonograph Reproducer.

PLAZA MUSIC COMPANY - New York, N. Y.
The PLAZA MUSIC CO. presents a remarkable new product—the FINE-ARTS CONE SPEAKER

A Full-Size Loud Speaker Finished in Antique Bronze

RETAIL $15

Beautiful in appearance—amazing in its tonal qualities!

Frank D. Lewis, pioneer among cone speaker scientists and internationally famous expert in radio and phonograph acoustics, designed this remarkable cone.

And the Plaza Music Company, with twenty years of experience in the merchandising of music products, is manufacturing it.

It is a cone of flawless reproduction. You will hear the finest strains of the violin—the deepest bass of the drum—the highest treble of the piano!

In beauty of design and finish as well as in quality of construction and materials the Fine-Arts Speaker is as extraordinarily fine as are its tonal qualities.

It measures fifteen and a half inches in diameter and seventeen inches in height.

Its frame is of a heavy casting, finished in a beautiful antique bronze. The diaphragm is made of a specially treated fabric that is absolutely immune to all atmospheric changes.

DISTRIBUTORS
There is an exclusive proposition behind this for you that is without parallel in profit and in satisfaction. Get particulars at once.

Plaza Music Co. RADIO DIVISION 10 West 20th St. New York
The Greatest Line of Portables Ever Offered to the Trade

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
$25.00 Retail!
(For West and South add 10%)
(Canada $35.00)

Plaza portables are all-year-round sellers!

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.

Plaza Music Co. 10 West 20th Street New York
NOW—made by a new principle of recording

Record dealers are amazed at the wonderful improvement in tone and volume

The new Domino Records made by an improved principle of recording are the talk of the trade! Their remarkable depth and fullness of tone mark a new era for popular-priced records. Thousands of people who have never purchased 3 for $1.00 records will now readily buy the new Domino records.

The foremost artists and orchestras in the industry record for the new Domino Records.

A complete advertising service, comprising attractive multi-color window hangers, displays, and window strips, is furnished monthly free to dealers.

SPECIAL OFFER To assist you in starting a profitable 3 for $1.00 Record Department in your store, we have compiled a special $50 assortment of popular hits and standard records together with a liberal supply of advertising matter which we will be glad to send you promptly. Act at once and get the full benefit of the big Fall and Holiday business.

PLAZA MUSIC COMPANY
10 West 20th Street, New York
Sees Radio as Economic and Cultural Force in Future


The future of radio as a practical utility is engaging the attention of everybody connected with this great industry. Therefore the pression of A. Atwater Kent, president of the Atwater Kent Mfg. Co., Philadelphia, Pa., and a leader in the field, on this subject upon and the occasion of the opening of the new season should get general interest.

Mr. Kent declared that: "The development of radio to date has been chiefly a development of its physical side—a development of the insinuating utility by which the broadcasts are made available to listeners-in. This has now progressed to a point where the physical facilities for radio reception may be regarded as efficient, dependable, precise mechanical utilities. "While there will, of course, be a constant advance in radio engineering and the design and construction of receiving sets, progress in that line will not render antiquated or obsolete the carefully designed, well built, standardized receiving sets of to-day. There will be refinements and improvements, of course, but for all practical purposes present-day sets will retain their value indefinitely.

"It is in the application of radio that the greatest changes for the immediate future seem likely. From an instrumentality used chiefly for amusement and recreation, I believe radio is certain to become a practical utility of the utmost value, both economically and culturally. The use of radio in an increasing degree by the United States Government, as an agency to save dollars and cents to the farmers in the more intelligent care and marketing of their crops, is only an index to what may be done with radio as a utility, returning dividends in actual cash.

"The value of radio as an agency in education is now being sensed by educators, and tests that are now being made in this field, I believe, will inevitably result in the adoption, generally, of radio in the schools.

"The city of Atlanta, this Fall, is equipping all its schools with receiving sets and will put on daily programs fitted to the needs of the different grades. Additional programs of an educational and inspirational nature will be broadcast for the mothers and fathers. In Connecticut all rural schools are being equipped with radio and programs in music appreciation, as a first subject, are to be broadcast this Winter from Station WTIC.

"These are but straws indicating the way the wind is shifting. These tests, and others that are to follow, will, in my judgment, open the door to the general adoption of radio as an educational and commercial utility."

Lepers at Manila Colony Enthuse Over Panatrope

The American Electric Co., of Manila, Philippines, has been giving perfectly realistic performances of Chopin's 'Polonaise Militaire,' by Josef Hofmann. The lepers at the Manila Colony, the American Electric Co., is owned by Messrs. Hersey & Shaw, and the demonstration was given by W. M. Bartholomew of that firm.

Gulbransen Dividend

The Gulbransen Co. on September 25 paid a 2 per cent dividend on the common stock to stockholders of record September 20. Business continues favorable with production in excess of the same period last year.

The Meteor Phonograph Co. of Piqua, O., will move within the next few months to attractive new and larger quarters in a building now being erected.

Columbia Co. Changes the Form of Alphabetical List

The Columbia Phonograph Co., commencing with its October record supplement, changed the alphabetical review list of records to a new and more convenient form for reference. Previously this list, which indexes all the Columbia New Process records released since last December, had an alphabetical arrangement whereby each classification of records, such as the Celebrity Series, Dance, Hawaiian, Old Time Tunes, etc., were treated separately: each had the records coming under their respective heading arranged in a separate alphabetized list. From now on, however, this record reference will take the form of a straight alphabetized list; no divisions or sub-divisions; simply an unswerving alphabetical arrangement whereby if a title is known it can be found immediately and if there are one or more recordings of the same title they can be identified.

Eccentric! the new SAAL CONE gives scientific reproduction of ALL tones

Eccentric construction—the newest scientific development in cones. Based on the oldest musical principle—that of the melodic harp. In the harp [as in the piano] long strings produce deep, low vibrations; short strings, the high notes.

For the first time in radio the Saal Eccentric Cone—with its center literally "off center"—provides these exact proportions of vibrating area for high and low notes—giving perfectly realistic, all-tone reproduction without unnecessary size. Permitting a price never before possible in quality speakers.

Drum or barrel tone is completely eliminated. Instrument is beautifully embellished with medalion and border design in gold. Examine the adjoining diagram, then hear the Saal Eccentric. A permanent investment—built for a lifetime. Write for descriptive literature. Saal cones are fully protected by patents.

Saal Eccentric Cone. Height 22 inches. $25
Junior Cone Model. Height 16 inches. $15

Slightly more West of Rockies

H. G. SAAL COMPANY
1800 Montrose Avenue, Chicago, Illinois

WORLD FAMOUS MAKERS OF HORMS  CONES  PEDESTALS
One year ahead in all that's new

- NO BATTERIES
- REALISM - through power
- NO ANTENNA
- SINGLE CONTROL
- SEALED CONSTRUCTION

Where others are taking their first trial steps, RCA has had more than a year of experience. In every new advancement of radio, RCA Radiolas have proved themselves in use. The laboratories have followed them closely through a year of "road-test" in many thousands of homes—perfecting them steadily. And in this proved and perfected radio you will find sound business with sure profit.

The kind of new product you want to sell and the public wants to buy is the new product that has been tried, tested and perfected.

Radiola 28
Radiola 20
Radiola 30

RCA - Radiola
MADE BY THE MAKERS OF THE RADITRON

RADIO CORPORATION OF AMERICA - NEW YORK - CHICAGO - SAN FRANCISCO
Are you using this fellow? For the brightest, best-selling radio window in town, ask your RCA distributor about the complete Radiotron window display.

Sell POWER Radiotrons. They show up well on the profit sheets—and they help you to sell all along the line. The public wants big-volume reception today.

On your shelves they take small space—stay a short time.
On your books they show steady year-round profits.
Radiotrons are the backbone of your radio business.
How the Pattison Music Co., Denver,
Col., Makes 'Phone a Business Builder

Firm Maintains a List of Customers Who Have Telephones and Keeps Them Posted on Latest Record Releases—Substantial Increase in Sales at Low Cost Result of Promotion Plan

The telephone is an invaluable medium to increase sales of talking machine records, according to K. R. Williamson, of the Pattison Music Co., Denver, Col. This firm maintains a telephone list of customers and keeps them posted on the latest releases of phonograph records. And while the telephone sales campaign is not a thoroughly organized one wherein certain persons are designated to call the entire list of record customers at specified intervals—say once a week—much additional business has been obtained by using the phone when the clerks have a little spare time to call a few of the customers and apprise them of some of the new numbers just stocked. Perhaps one day a clerk may call twenty persons and another day she may call twice that many, depending upon how busy they are in the store with drop-in trade.

Most of the customers appreciate this service, for people like to keep up-to-date with their libraries of records as they like to be up-to-date in other ways. Then there are some people who are exceptionally fond of talking machines.

Arthur Freed Sees All Radio Sales Records Broken

Secretary of Fred-Eisemann Radio Corp. on Return from Coast-to-Coast Trip Reports "An Avalanche of Optimism"

"An avalanche of optimism" was reported by Arthur Freed, secretary of the Fred-Eisemann Radio Corp., Brooklyn, N. Y., upon his return from a coast-to-coast tour visiting distributors and dealers in all sections of the country. "There is no chaos in radio," said Mr. Freed. "The public and the trade alike are greatly enthusiastic over the new radio year. Personally, I am certain that all records in radio sales will be backed by the strongest kind of guarantee, and that with these efficient instruments they will be certain that the standard products of manufacturers who are in the business to stay are being produced that will meet every demand for clarity of reproduction and general all-around efficiency. The test days of radio are past."

Gulbransen Line Exhibited

At the Illinois Music Merchants' Association Convention, held at Decatur Monday and Tuesday, September 27 and 28, the Gulbransen piano line was on display at the Emerson Piano House, 143-145 N. Western Ave., Chicago. Ted W. Perkins, Gulbransen salesman in Illinois, is demonstrating the Gulbransen at these warerooms.

Panatrope in Broadway Show

The Brunswick Panatrope plays a part in "Sour Grapes," the production which opened on Broadway last week starring Alice Brady and which was proclaimed a success by critics.

We are distributors of the famous
Farrand Speaker
North American Radio Corporation
1845 Broadway New York, N. Y.

MORE Farrand Speakers were sold last season than all other licensed cone speakers combined!
CROSBY RADIO INSTRUMENTS

CROSBY Delux in frequency control. Two stages of audio, Crescendos controlled in frequency amplification. A five-tube tuned radio receiver: handy, compact, efficient, standard in every way. Fitted with Wheatstone bridge in each transformer. True cascade power tube adaptability.

$50

One Dial Control!

—in this amazing 5-tube set at $50

Already the new 5-tube Crosley set, at $50, has met such a tremendous demand as to confirm the prediction that it will replace thousands upon thousands of sets now in use. Confronted by high prices, many people who desired to replace their old sets have hitherto hesitated to do so. Now, in the new Crosley “50,” it is possible the price of $50.

In all the Crosley line no instrument represents a greater triumph than this wonderful 5-tube set. Examine the line in full, as illustrated in the marginal column at the left...each item a victory for mass production in reducing radio prices. Then see the Crosley line at Crosley dealers...including the new “50”...now on display!

See it...hear it. View the refreshing beauty of its solid mahogany cabinet. Operate it yourself. Watch the stations, written in on the graphic dial, parade before you and usher in their programs with unerring accuracy. Sharpen the selection with the Crosley Acuminators. Release inspiring volume by means of the Crescendon.

Know what heights...in tone, volume, selectivity and sensitivity...radio of moderate price has reached!

THE CROSBY RADIO CORPORATION, CINCINNATI—POWEL CROSLEY, Jr.

Crosby manufacture radio receivers sets, which are licensed under Armstrong U.S. Patent No. 1,172,499 or under patent applications of Radio Frequency Laboratories, Inc., and other patents issued and pending. Growth and operating西部WORLD, first radio control over-power stations in America. All prices without accessories.

CROSLEY FEATURES

THE "CRESSENDON"

This truly great radio achievement, found in several Crosley sets, offers a substantial frame for continuous and increase selectivity and volume by standardizing the plane of manufacture. This single dial station selector, working to radio equals in the operation of the Crosley Acuminator, which sharpens tuning and increases sensitivity. 5. Power tube adaptability. 6. Beautiful, solid mahogany cabinet of distinguished design and exclusive two-tone finish.

CROSLEY RADIO

BEETTER COSTS LESS

OCTOBER 15, 1926

THE TALKING MACHINE WORLD
Justine Lawrie, Evangelist, Recording for Columbia

Former Operatic and Concert Artist Now Well Known in Evangelistic Field Makes Record Debut on Columbia New Process Disc.

Grand Opera has welcomed many singers from the church choir, but going from grand opera and concert stage to the church is reversing the usual order. This is the experience, however, of Justine Lawrie, the well-known American tenor, who is now engaged in country-wide evangelistic work and who recently made his record debut on a Columbia record, singing "Sometime We'll Understand" and "My Lord and I." Mr. Lawrie was born in Maine and early in his youth began his musical education. He finished in Europe and has sung in many foreign countries. He sings French, Italian and English with equal ease.

Following a somewhat unusual religious experience, Mr. Lawrie recently determined early in his youth to make his record debut on a Columbia record, singing "Sometime We'll Understand" and "My Lord and I." Mr. Lawrie was born in Maine and early in his youth began his musical education. He finished in Europe and has sung in many foreign countries. He sings French, Italian and English with equal ease.

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STEWART-WARNER

Matched-Unit Radio

Are you hooked up with a winner?

The day of the fly-by-night radio manufacturer and dealer has passed. The day of the solid, substantial, responsible manufacturer and dealer is here!

Convincing proof of this is found in the astonishing growth in the sales of Stewart-Warner Radio—and in the number of applications for Stewart-Warner Protective Franchises which are pouring in every day.

Far-seeing dealers everywhere are realizing the vital importance of "hooking up with a winner" to insure immediate profits and permanent prosperity.

Never before has the Stewart-Warner Protective Franchise been so valuable an asset as today! The Stewart-Warner line has been rounded out by the addition of many new, fast-selling, up-to-the-minute models, including several new six-tube single dial sets and an amazing new reproducer.

Now you can supply all the demands of all your customers from the Stewart-Warner Matched-Unit Line. There's a Stewart-Warner Radio for every taste, every home, every purse.

Right now, with the cream of the selling season just before you, is the time to clinch your Fall and Winter Profits by lining up with Stewart-Warner. Delay will mean lost sales, lost opportunities for making real money. Write today for complete catalog and details regarding a Franchise in your locality.

Model 300
$65

Model 300
$56

Console Model
$59 to $110

Radio Tube
Model 501 AX
$2.50

Prices slightly higher west of Rockies

Reproducer

Model 415
$30

Beautifully finished in antique bronze

The new Stewart-Warner Reproducer, shown above, is already creating a sensation from coast to coast. It is a musical marvel! By employing an altogether new principle of electrical sound reproduction, Stewart-Warner has achieved the triumph of eliminating the annoying distortion caused by tones at the "natural period of vibration" of the diaphragm. Radio manufacturers have attempted for years to accomplish this feat, but it remained for Stewart-Warner to do it. Stewart-Warner is in exclusive control of the patents on the device which eliminates this distortion. No other make of reproducer can use it.

The result is clear and faithful rendition of every musical sound, from the lowest to the highest, just as they are broadcast from studio or stage. You will find this new Stewart-Warner Reproducer to be a phenomenally fast seller—and a big profit-maker for yourself.

STEWART-WARNER SPEEDOMETER CORPORATION
1824 DIVERSEY PARKWAY, CHICAGO, U. S. A.

TWELVE MILLION PEOPLE ARE TODAY USING STEWART-WARNER PRODUCTS
Harger & Blish, Des Moines, Stage a Sales Meeting of Atwater Kent Dealers

Des Moines, IA., October 7.—Harger & Blish, Atwater Kent distributors of this city, recently held a general convention and sales meeting for the dealers in the State of Iowa in the Harger & Blish Building, this city. The meeting was under the direction of H. B. Sixsmith, sales manager of the company, and about 180 dealers were present. H. H. Blish, Sr., opened the morning session with a few well-chosen words of welcome. Lyle A. Pratt, of the Atwater Kent Mfg. Co., of Philadelphia, and representative of that company in this territory, explained the recent survey made by Barton, Durstine & Osborn, advertising agents and counselors, and told how through the results of this campaign the Atwater Kent Mfg. Co. was able to lay out one of the most extensive and effective campaigns in the radio industry this year. He also brought before the dealers the importance of show window, newspaper and billboard advertising and introduced Floyd L. Ray, who will assist him in the territory.

New poster advertising could cover the territory at a net cost to the dealer of approximately twenty-eight cents per day was explained by Robert Henderson, Jr., of the Stoner-McGray Advertising Co.

Pooley cabinets were presented by E. F. Marbourg, of the Pooley Mfg. Co., Philadelphia. The subject on window display was presented by Jack Cameron, of the Harris Emery Co., of Des Moines, and president of the National Window Trimming Association. Paul G. Niehoff, of the Philadelphia Storage Battery Co., who demonstrated the new Halite line was demonstrated by Mr. Schloemer, Wood & Anderson Co., M. L. Coy, of the Bankers-Commercial Security Co., spoke on finances. The meeting disbanded with an avowed determination by all those present that meetings should be held at regular intervals.

 Tie-ups That Result in Increased Retail Sales

Retailers Who Tied Up With Dempsey-Tunney Fight Reported Substantial Increases in Radio Sales—Many Other Opportunities

Talking machine dealers who handle radio products through tie-ups with the Dempsey-Tunney fight could trace directly to the World Series the tremendous volume of business for the month preceding the fight. The text of a typical ad of a metropolitan chain store was as follows: "Are you radio-prepared for the Dempsey-Tunney big fight? Assure yourself of perfect reception; it is foolish to allow a battery or tube to cause you to miss the big knockout, but many will. Are your batteries fresh? Have you emergency tubes for standard merchandise? Visit the___ talking machine store."

Another large retail dealer in the heart of New York City declared that a tremendous volume of business for the month preceding the fight could be traced directly to it. The fight tie-up was mentioned merely to illustrate how talking machine dealers can take advantage of opportunities of this character to promote sales. Soon the World Series will be played, and interest in baseball will be equal if not greater to that exhibited in the prize fight. There are innumerable other opportunities for tie-ups, both in connection with radio and talking machines. All sorts of sport events that are being broadcast, visiting record artists and theatrical attractions that can be tied up with the talking machine, present the dealer with an unrivaled opportunity to cash in.

Two Power Model Sets Are Added to the Sparton Line

Spartes-Withington Co. Announces Two Models of Sparton 110-AC Receivers—No Batteries Needed—In Table and Console Model

Jackson, Mich., October 8.—An addition to the Sparton line of radio receivers was recently announced by the Sparks-Withington Co. of this city, in the form of a power model, requiring no "A" batteries, "B" batteries or eliminators, and operating direct from the conventional 110-volt house lighting circuit.

The new receiver is being marketed as the Sparton 110-AC model and is available as a table model and as a console with built-in speaker. Both styles come equipped with tubes. The new Sparton model has been in the process of development for some time in the Sparks-Withington laboratories and before its acceptance for production it passed successfully a full variety of competitive and exacting tests.

In addition to its novel circuit, the Sparton 110-AC operates by a two-dial control, with the center window calibrated in wave lengths, which greatly facilitates ease and simplicity of tuning. The cabinets housing the sets are of two-tone walnut with highly decorative effects. The addition of this model rounds out the Sparton line, which now includes six models, all following closely the fundamental Sparton ideas, and with a price range to accommodate all classes of buyers.

Famous Stars Featured in New A-K Broadcasting Hour

The new series of concerts broadcast during the Atwater Kent radio hour from station WEAF and various stations was inaugurated on Sunday, October 3, with a joint concert by Anna Case, soprano, and Albert Spalding, violinist. On October 10 Louise Hunter, soprano, and Clarence Whitehill, baritone, presented an interesting program, and on October 17 Margaret Maitzenauer, contralto, and Frank LaForge, composer-pianist, will render a joint concert.

These artists will be followed on succeeding Sunday evenings by such internationally known stars as Frances Alda, Luisa Tetrazzini, Schumann-Heink, Frieda Hempel, Joseph Höffmann, Edward Johnson, Maria Kurenko, Louise Homer, Reinold Weerensath, Mary Lewis, Rosa Ponselle, Charles Hackett and others.
Empire Universal Tone Arms and Reproducers

"The STANDARD of the INDUSTRY"

No. 100

Our new all-brass, CONTINUOUS Taper Tone Arm, with full ball-bearing base, equipped with our PREMIER reproducer.

Specifications:
Height from motor board to top of tone arm is 3 3/4 inches. Inside diameter at base is 1 13/32 inches. Outside diameter of base flange is 2 7/8 inches. Length from turntable center to center of horn hole on motor board is 9 1/2 inches.

It is now a recognized fact that there are three things necessary to obtain the best results from the new electrically cut records. These are the reproducer, a CONTINUOUS taper tone arm and the long amplifying chamber.

The unit illustrated above, when used with a long amplifying chamber, embodies these points, and has been scientifically designed to meet the latest achievements in the science of acoustics.

Order sample, test it out. It will win you on its merits.

LIST PRICES
Tone Arm Only
Nickel .......... $7.50
Oxidized ....... 8.00
Gold ........... 8.50

Complete as Shown
Nickel .......... $12.50
Oxidized ....... 13.00
Gold ........... 13.50

Empire Tone Arms Are Used by Carryola

THE EMPIRE PHONO PARTS CO.
10316 Madison Avenue, Cleveland, Ohio
Established in 1914
W. J. McNAMARA, President

ADD-A-TONE

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.

We are now working on several important developments which will be of considerable interest to the trade and which will be announced shortly.

UNIQUE REPRODUCTION CO.
32 Union Square

Patented 1925

REGISTERED U. S. PATENT OFFICE
The most popular portable on the American market today is the "Carryola Master."

Dealers and public prefer it because—IT IS BUILT RIGHT—PRICED RIGHT—HAS MANY EXCLUSIVE FEATURES—AND IS GENEROUSLY ADVERTISED IN THE LEADING NATIONAL PUBLICATIONS.

The big portable selling season, for dealers, is now here. And those merchants, who display Carryolas prominently, are about set to do the biggest cash business in their history.

Everyone is a prospect for "The Master," and many people pay cash for it.

Another good thing about Carryola selling—the dealer sells more records with the portable than he does with large instruments. The low price is the answer, and it's cash business too!

In time for this big selling season, "The Master" appears in new attire, with more eye value than it ever had before. Dressed with attractive new embossing, fittingly airbrushed in striking color contrast.

If you haven't seen "The Master" with its added attractiveness, do so today. Just telephone your jobber for a sample, or write us.

The Carryola Company of America
647 Clinton Street
Milwaukee, Wisconsin
Phonographs in the World!

The Carryola Cub

While you can sell most everyone "The Master," there does exist a noticeable market for a lesser priced instrument.

To meet this demand, "The Carryola Cub" was developed. And this somewhat smaller portable is a real performer in its own right.

"The Cub" is to "The Master" what the "Chevrolet" is to the "Buick." A real product, too, at a price. Its performance is smooth, very satisfactory; and with its splendid new motor possesses lasting ability which is astounding for an instrument at such a low price.

See and hear "The Cub" today! Finished attractively in black, red, and blue Genuine DuPont Fabrikoid, you'll readily appreciate just where it will fit into your plans for this big selling season!!

The complete Carryola line offers you real and substantial profits. "The Master" is the finest of all portables. "The Cub" is a quick easy seller. "The Flapper" with its "hat-box" style offers an additional appeal as a gift for the ladies. And each one of these musical instruments carries our full guarantee.

The big portable selling season is now here. Enjoy your full share of profit by selling Carryolas.

Make your plans today with our jobber, who is near you; or just write us.

Portable Selling is Cash Business

The Carryola Company of America

647 Clinton Street

Milwaukee, Wisconsin
Thy

I a(kina Machine Traria', A eve York, October 15, 1926

THE KELLOGG franchise gives you the
right to sell a line of unusually good radio
receivers this year—from which you will reap
the profitable low-cost sales, in the seasons to
come, that mean growth and profit.

These sets, which are the result of 29 years
engineering experience, include advances in
design that are fully a year ahead, assure con-
sumer satisfaction, and make "sold" prospects
of all who hear them.

Kellogg is a strong, permanent, six million
dollar institution, now making both telephones
and radio receivers. It will keep right on
supplying you with consistently good radio
sets for this ever increasing circle of friends.

If you have not yet written in for full descrip-
tive matter on Models 507 and 508, do so
NOW, as in both reproduction and appear-
ance, these receivers are exceptionally well
suited to the phonograph trade.

Kellogg Switchboard & Supply Co.
Dept. 21-J 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 develop-
ment 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.

Build for Profit on a
Kellogg Franchise

KELLOGG Radio
FLAWLESS REPRODUCTION
Eckharmonic Announced
by Walter L. Eckhardt

Widely Known Talking Machine and Radio Executive Starts Production of New Six-Tube Single-Dial Control Receiving Set

Philadelphia, Pa., October 6—Immediately upon his return from Europe Walter L. Eckhardt, prominent radio and talking machine executive, presented his newest contribution to the radio field, the Eckharmonic, a radio receiving set.

Mr. Eckhardt's connection in the past with both the Columbia and Pathé organizations gained for him a wide acquaintanceship throughout the talking machine industry, and later as president of the Music Master Corp. he attained even greater prominence as one of the dominant figures in the radio industry. The Eckharmonic, which has just been publicly announced, has been for many months secretly in the process of development. Associated with Mr. Eckhardt in the development of this new product were W. F. MacFadden and Arnold Ziegler, inventive genius has contributed to the advancement of radio in the past.

The Eckharmonic, which derives its name from Eckhardt and harmonic, is being produced in one model only, known as type X. It is a one-dial six-tube set and is completely shielded and employs both regular tubes and power tubes. A simplified panel contains but one control operating all condensers and one volume control. Mr. Eckhardt points to this control as one of the features of the set, making it "a set that you can play." An electrically lighted window dial provides for the dial settings.

A distinctive feature of the Eckharmonic is the built-in Eckophonic horn. This horn differs in construction from any other on the market and provides a wide range of tone, both high and low. Type 10 is a very attractive floor cabinet providing space for batteries or battery eliminators.

The Eckharmonic is made by the Eckhardt Corp., a newly formed corporation, consisting of Walter L. Eckhardt and his two sons, Milne E. and Walter Eckhardt, Jr. The headquarters of the corporation are at 213 South Broad street, this city. A factory has been secured and production has been started.

St. Louis Cardinals Make Visit to Liberty Music Shop

Pennant-Winning Baseball Team Hear Returns of Heavyweight Championship Fight at New York Music Store—Three Players Buy Sets

On the night of the battle of the Sesqui, which for those of short memory was Thursday, September 23, when Gene Tunney de-throned Jack Dempsey, the members of the National pennant-winning St. Louis baseball team, or rather the greater part of them to the number of fifteen, listened to the fight returns in the handsome demonstration rooms of the Liberty Music Shop, as the guests of Arthur Hill and Benjamin Kosowitz, proprietors. The party of ball players was headed by Assistant Manager Williams and included Messrs. Sheed, Blades, Haines, Thevenow, of the Cardinals, and Jim Tierney, of the New York Giants. The fight returns were very clearly heard over the new Garod electric set and the guests expressed their enthusiasm in no uncertain terms over the working of the receiver. It so impressed the party that three orders were received for identical models, so that's where part of the World Series money went. In return for the hospitality of the personnel of the Liberty Music Shop, Messrs. Hill and Kosowitz and their entire staff attended the second of the World Series ball games as the guests of the St. Louis team.

In addition to the official guests of the evening, some 1,500 people listened to the return of the heavyweight championship fight through the courtesy of the Liberty establishment, which fitted a Western Electric outside the door, and the crowds braved the rain outside to hear the blow-by-blow description.

Big Bethel Negro Choir
Heard on Columbia Records

The Big Bethel Choir, the race choir from Atlanta's finest race church, recently recorded two of its famed renditions of well-known Negro spirituals for Columbia New Process records, "Little David, Play on Your Harp," and "Shout All Over God's Heaven" were the coupled selections. The pulse quickening harmonies effected by this organization of sixty voices adds a note that is decidedly distinctive.

The Charles Parker Music Co., Houston, Tex., has been chartered with a capital stock of $100,000, the incorporators being Charles Parker, Sr., Charles Parker, Jr. and C. L. Alfre.

Dry Storage Battery Co.
Occupies a New Factory

Heavy Orders for Tab "B" Battery Made Impressive Larger Production—Old Plant Inadequate—To Enlarge Line

Philadelphia, Pa., October 7—The Dry Storage Battery Co., of this city, maker of the Tab "B" battery, has taken possession of its new factory at 3860 Coral street, Frankford. The Tab "B" battery is a 45-volt dry cell battery which may be recharged six or seven times. The initial announcement of this battery several months ago resulted in an influx of orders, making necessary larger manufacturing facility. The new factory provides 45,000 square feet of space with 28,000 additional square feet of storage space situated across the street. Raymond B. Rosen, president and general manager of the company, reports that when demand has been caught up with other sizes of rechargeable batteries will be produced.

Here Are the Eagle Chargers That Were the Sensation of the New York Radio Show

Eagle "TRICKLER"
This little wonder not only charges an "A" Battery but also will charge any type of storage "B" Battery or TAB rechargeable dry "B" Batteries.

Eagle "TRICKLER" is shipped dry—just add plain "B" Batteries and charge.

Connect Eagle "TRICKLER" to your batteries and let it stay.

This shows how Eagle "TRICKLER" is hooked up to charge "A" batteries at half-amperes rate and rechargeable "B" batteries at 250 milliamperes.

List Price

Complete
$10.00

If your jobber can't supply you with Eagle Chargers write us!

EAGLE CHARGER CORP.
121 North Eighth Street

EAGLE CHARGERS

Philadelphia
Item number seven of Bosch Radio Policy states "The Bosch Franchise is a man sized, two fisted opportunity for one merchant in a locality..." The new Bosch ARMORED LINE of Balanced Radio substantiates that claim—receiving sets which show a remarkable advancement in radio engineering. Bosch Radio has engineering features which make it the outstanding sales opportunity of the year. Perfected radio and quality furniture are united in the new Amborada—a completely armored and shielded seven tube receiver of unique simplicity. Two controls only—station selector and volume regulator. It has ample space for batteries, charger or power units. The Cruiser—a five tube Armored and Shielded set with its "Unified Control" shows great progress in simplified operation. Single station selector for most tuning and two dials for "cruising the air." See for yourself the new operating simplicity, the steel chassis construction, the trouble proof design, the clean cut mechanical appearance and learn the electrical perfection of Bosch Radio. Are you the man to sell Bosch Radio? Tell us in confidence about yourself—your business, financial strength and experience. We will tell you the direct benefits of the new BOSCH RADIO PLAN.

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

The Bosch Nobattery is a power unit to supply "B" current. Thousands of enthusiastic owners are creating a big market through their voiced satisfaction. The Bosch Radio Line is a complete dealer's line—popular priced 5, 6 and 7 tube receivers—power units—two reproducers—a full line of accessories and radio furniture designed to build dealer's volume. The Bosch Ambotone sets a new standard of radio reproduction. Its patented wood cone and art bronze finish make it sell on appearance as well as on its performance.
AMERICAN BOSCH MAGNETO CORPORATION

MAIN OFFICE AND WORKS: SPRINGFIELD, MASSACHUSETTS
BRANCHES: NEW YORK CHICAGO DETROIT SAN FRANCISCO

Manufactured under patent applications of the American Bosch Magneto Corporation and licensed also under applications of the Radio Frequency Laboratories, Incorporated
The Bosch Ambotone gives true tonal reproduction. All the bass and every high note is reproduced by the Ambotone with utmost fidelity. The pure tones whether on reduced volume or full power for dancing are accurate. The wood cone gives that mellowness of a wood instrument.

Radio owners who have tried all types of speakers decide upon the Bosch Ambotone as the true reproducer. Its popularity is built upon owner satisfaction. Bosch Ambotone $27.50. The Art Pedestal illustrated on this page $11.50.

The Bosch Nobattery provides constant "B" power from the light socket. No acids to spill or renew —no filaments to burn out. The Nobattery is designed to insure personal safety as well as to perform safely. Entirely automatic with no adjustments, it performs without hum on all sets up to ten tubes. It is an investment for years. It sells on its unusual performance and makes satisfied customers.

AMERICAN BOSCH MAGNETO CORPORATION
National Advertising Campaign of Radio Corp. of America to Utilize All Mediums

Radio Corp. of America to Bring Every Method of Publicity to Bear on the Task of Making It Easier for Retailers to Sell Radio Products Manufactured by the Corporation

An advertising campaign of far-reaching scope, designed to assist RCA authorized dealers and distributors in their efforts to place RCA products in the home, has been announced by the Radio Corp. of America. The announcement was made by Pierre Boucheron, advertising manager, at a meeting of the trade press, followed by a luncheon.

Practically no detail has been overlooked by the advertising department of RCA to place in full effect the tremendous force of advertising behind the RCA line. The campaign is split into three chief divisions.

The general advertising includes magazines and newspapers, with the use of sixty leading magazines and 143 big city newspapers. It is estimated that over 300,000 advertising messages will circulate the story of RCA products throughout the entire nation the last four months of 1926.

Display advertising includes window and store posters, streamers, cards, etc., as well as outdoor billboards. Direct advertising includes the matter mailed or handled direct by the dealer to the person whom he wishes to interest. RCA folders, catalogs and direct-mail campaigns are typical of this form of advertising.

The entire campaign is based upon the "Tried, Tested and Perfected" slogan of RCA. It is pointed out by the Radio Corp. that the dealers are the actual salesmen and advertising is nothing more or less than "salesmanship in print" which may be used as the dealer's assistant. The campaign stresses the fact that RCA authorized dealers are carefully selected merchants, fully equipped to render service to their customers, and a reproduction of the RCA authorized dealer sign with the message "Buy With Confidence" is prominent in all copy. A rounded sales promotion program is ready for RCA authorized dealers this fall, it was announced, including the new Radiotron display and the "fifty-fifty" direct mail campaign. Proper use of the wide variety of dealer helps prepared by RCA will enable the dealer to tie in closely with the effectiveness of RCA general advertising as applied to his own store.

The radio department of the M. O. Neil Co., of Akron, O., has been enlarged.

Some of the Fine RCA Advertising

Where You See This Sign (Illustration)

President of Crosley Radio Corp. Sees
a Bright Radio Outlook

Cincinnati, O., October 5—Powel Crosley, Jr., president of the Crosley Radio Corp., in an interesting statement, points out that corporate radio industry at the present time is in the best position it has ever attained in its history. In discussing the present position and the outlook for the future Mr. Crosley says:

"The history of the radio business during the past year has done much to improve the industry from the manufacturing end. The radio manufacturers of today have successfully passed through the hectic and costly troubles incident to sudden expansion and overproduction that all new and rapidly growing businesses unfortunately fall heir to. As a result of these experiences the industry is sounder than ever. "Much of the same experience has been had by the selling outlets. Dealers, wholesale or retail, who were not properly fitted to the existing demands of selling and servicing radios have taken up other work. And those dealers who remain have profited by past experience, with the result that they are better trained and fitted to properly care for the wants of the radio public.

"General prosperity is universal in our country. Both employment and wages continue at all time high levels and there is no indication of any change. Insofar as radio is concerned, every one of the 25,000,000 homes here are in financial position to buy radio. Another factor that should have a material influence on increasing sales is the fact that the public realizes that the experimental days of radio are over. The more conservative of our population have delayed installing a radio in their homes until they were assured there would be no revolutionary changes. That time now has been reached—not that the radio is perfect, but all its fundamentals have been standardized, and from now on it is likely that the only changes will be refinements.

"So far this year there has been a notable increase in the number of radio-equipped homes. Estimates place the number at over 7,000,000—over twice the number in 1920. According to the U. S. Department of Agriculture there are 1,000,000 radio-equipped farms, as compared to 553,000 in 1925.

"When it is considered, however, that there are approximately 20,000,000 automobiles in operation in this country, it can be readily seen that the field for additional radio sales is almost unlimited. With this large field, the stabilization of our industry and the attitude of the public so favorable to radio entertainment, surely 1927 should be the greatest year in radio's history."

The BOSCH combination—

The Amrned-Radio, the Ambotone and the Nobattery together make, not only radio perfection, but in addition keep your customers happy and your bank deposits healthy.

ARMORED RADIO — AMBOTONE — NOBATTERY

WEBER RANCE CORP.

In Brooklyn
1271 Bedford Ave.
Sole Metropolitan Distributors
Circle 7610

In New York
225 West 57th St.
Sports Feature Annual Outing of the Talking Machine and Radio Men, Inc.

Members of New York, New Jersey and Connecticut Trade Staged Annual Outing at Briarcliff Lodge, Briarcliff Manor, N. Y.—Trade Athletes Do Their Stuff—Entertainment

With weather conditions perfect and the attendance the largest ever gathered for a similar event, the Talking Machine and Radio Men, Inc., of New York, New Jersey and Connecticut, held its annual outing on Tuesday, September 21, at Briarcliff Lodge, Briarcliff Manor, N. Y., one of the most beautiful resorts in the East. From early morning, when the members, their wives and friends gathered at Ninety-Fourth Street and Broadway, New York City, until late in the evening when the last of the party disembarked at the same point, the day was one succession of pleasurable incidents. Approximately 200 formed the party and the caravan of motor busses and private cars which formed in the city and drove to Briarcliff under the escort of motorcycle police made an impressive sight. City policemen escorted the party to the city limits, stopping all cross traffic so that the holidaymakers could have a clear roadway and at the boundaries of the Westchester county lines State police took up the burden to see that the long procession of automobiles had the right of way.

The first hour or more at Briarcliff Lodge was spent in wandering about the grounds and in the hotel, the service of which was superior to anything that could be had in the city. Making good instruments is the name of the game, and the young women who handled the refreshments were rapid in turnover and net good profits. The Jewell Radio Service Set Pattern No. 117, Radio Service Set, with several varieties of noise-making instruments, and so the meal got away to a merry start.

Jolly Gathering at the Annual Outing of the Talking Machine and Radio Men, Inc., Held at Briarcliff Lodge

More entertainment by Jones and Hare and the Ben Selvin Orchestra, and the arrival of Georgie Price, of stage and record fame, added considerably to the enjoyment of the merrymakers. Prizes were distributed to the winners of the day’s contests and Irwin Kurtz, president of the association, presented, on behalf of the members, a wrist watch to Byron Forster, chairman of the entertainment committee of the association. In appreciation of his efforts in directing and planning the annual banquet and the outing, which everyone voted to be the two most successful affairs ever held under the auspices of the association. Immediately after dinner the homeward trek was started and a most enjoyable day came to a close.

Jewell Radio Service Set

Your service men should be supplied with Jewell Radio Service Sets when answering calls. Jewell radio instruments are satisfactory to handle. They are rapid in turnover and net good profits.

Send for our new Radio Instrument Catalog No. 15-C

Jewell Electrical Instrument Co. 1650 Walnut St. - Chicago

“Twenty-six Years Making Good Instruments”
Heart-to-Heart Talks

The new Electrical Records are twice as effective when played with the best needles. Let Brilliantone Needles help you sell more Records!

Brilliantone STEEL NEEDLE CO. of AMERICA, INCORPORATED
370 SEVENTH AVE. NEW YORK CITY
The Era of Fin Recordings

The big opportunity in the phonograph business today is in the record department. The wise merchant is the merchant who sees this and acts accordingly. Some record sell themselves, but records that sell themselves are like all other goods of the same kind. The demand for them is ephemeral and those who buy them are just as likely to go rushing off tomorrow after something else, possibly the last thing that could have been imagined as rivaling the former favorite. On the other hand, the record which sells all the year round and every year is the record of standard music performed by the best artists in the best way.

The educational efforts of the National Federation of Music Clubs in State and local regions throughout the country are hardly if at all appreciated by talking machine dealers. These local music clubs, centers of musical culture, and crude though their efforts may often be, are nevertheless sincere and well-meaned. Whatever is being done to-day in the United States towards bringing up the people out of a contempt for and indifference to the meaning of music and its place in civilized life is being done mainly by these and other like agencies.

New Type of Demand Needed

Now to-day the talking machine dealer has before him the problem of building up a new type of demand for his machines and his records. Let the dead bury their dead, and let us forget absolutely the prejudices of past days when we had no rival to bring music to us. Let the dead bury their dead, and let us rather look forward, for then we see quite clearly that here is a vast and unexplored world to be, for then we shall see clearly that hitherto the talking machine and records will be bought only by those who really have been convinced of the superiority of the talking machine for the musical refreshment of the family and of the individual. In a word, we have hitherto demonstrated the musical value of the talking machine, and have thus competitively to sell it. Which is precisely why the live dealer to-day, forgetting the past, will look keenly around to find those who are likely to listen with interest and not with indifference to the bearer of musical good-tidings. The modern talking machine, and even more the present-day records, are such apostles. Yet it is perfectly safe to say that not one in ten of the hundreds of local music clubs which constitute the National Federation has yet had from a local dealer the offer of a private hearing with a program worthy of the occasion and staged with the care and knowledge which in this case are everything.

And why not? Apparently because our talking machine dealers still insist that the musical people will not spend money on machines and records. Which is about the biggest nonsense one has heard of in many a day. On the other hand, let it be observed that the great mass of the music lovers of the United States, outside the greater cities at any rate, knows nothing of the marvelous revolution that has taken place in the powers and capacities of the talking machine, while still less do these people realize that to-day they can obtain the recorded performances of the greatest orchestras and violinists, not in snippety drabs and drabs of Italian opera and innocuous arrangements of wavy-washy instrumental pieces, but in the complete works of the greatest composers, to complete operas even, complete symphonies, overtures, string quartets, everything of the best, done by the most inspired and world-famous composers of the present and of past days.

And Here's the Field

It is only necessary to do a little thinking to see quite clearly that here is a vast field of prospective demand almost entirely unexploited.

NOTE.-This is the sixty-second of a series of articles by William Pride White devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. This 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.

For the thousands of women in every State of the Union, who make up the Music Clubs Federation and the almost innumerable private and local music clubs, there are the most astonishing opportunities ever presented for the commanding the almost innumerable private and local music clubs, there are the most astonishing opportunities ever presented for the studying the standard repertoire of large musical works, and when they cannot get to hear these works performed by great orchestras today, let them act accordingly by arranging for the playing, at their club meetings, inedine piano arrangements. In other words, to these thousands of women the talking machine industry is here to-day and offers to-their music clubs the only opportunity of hearing the new records and machines in conditions as nearly as perfect as may be possible. By this, I mean in conditions suited to each group and carefully chosen for the requirements of each. For instance, the local Music Club naturally will be interested in hearing a program equivalent to what could be heard at a symphony or string quartet concert. In preparing a program for such a group the idea should be sought of some prominent local musician who could be engaged to give the benefit of his experience as a music teacher. To these thoughtful people in every community of any size, the new Wave-X and Redi-Masts note.

In a word, we have henceforth created for the new dealer to-day the only opportunity of hearing the new records and machines in conditions as nearly as perfect as may be possible. By this, I mean in conditions suited to each group and carefully chosen for the requirements of each. For instance, the local Music Club naturally will be interested in hearing a program equivalent to what could be heard at a symphony or string quartet concert. In preparing a program for such a group the idea should be sought of some prominent local musician who could be engaged to give the benefit of his experience as a music teacher. To these thoughtful people in every community of any size, the new Wave-X and Redi-Masts note. There are many and varied groups of musical activity throughout the country, large and small. Some are the High School band or orchestra, who have only the ambition to have their young musicians hear something of the very best.

Along with such work the merchant can stock and sell miniature scores, which are low in price, ranging from about sixty cents up to two dollars apiece, and which add immensely to the value which attaches to the possession of a fine set of records. The sale of such scores should be part of the work of every store which is promoting the sale of the fine new orchestral and instrumental ensemble records now available.

The Terrain: When work of this kind has been done with good results, a climax to a season could be had by giving a whole opera complete. It can be done. Ask your manufacturer.

Of course, this sort of thing must be done well, or not done at all. He who takes the trouble to do this sort of thing well is sure of a rich return. For the selling of the talking machine and of records henceforth is the selling of music and of nothing else.
Here is SYMPHONIC'S Aluminum Alloy Diaphragm!

Now WE say FRAUD!

and we do not generalize

Truth in advertising is as important to you, Mr. Dealer, as truth in merchandise.

READ THE TRUTH!

Symphonic Sales Corporation
Lambert Friedl, President
370 Seventh Ave., New York, N.Y.
Glaring Misstatements!

In recent trade paper advertising one of our competitors states —

"Only the . . . diaphragm is composed of this scientifically proportioned alloy"

He also states —

"Only the . . . Reproducer is made of the scientifically proportioned aluminum alloy—the thickness of a human hair"

These are glaring misstatements, to the positive knowledge of the advertiser himself. Ask him to tell you the whole truth as he and we know it!

Prove it to yourself; look under Symphonic's diaphragm guard.

NOW THE TRUTH—

You are entitled to know that SYMPHONIC was the first independent Reproducer on the market with an Aluminum Alloy diaphragm, rolled down to the proper thinness determined by scientific acoustic experiments.

THE RESULT—

General popularity, enthusiastic acceptance, and world-wide distribution.

SYMPHONIC SALES CORPORATION
Lambert Friedl, President
370 Seventh Avenue New York, N. Y.

Symphonic
PHONOGRAPH REPRODUCER
Symphonic
PHONOGRAPH REPRODUCER
Advertising Appears in
These Publications
Starting NOW
Circulation 4,734,613!
NOW comes the Answer to your Trade-in Problem!

Starting at once, Phonograph business is going to be tremendous. You will take many old phonographs in trade. What will you do with them? Here's the answer—equip them with the SYMPHONIC TONE ARM.

Will increase the re-sale price of all your trade-ins—more profit, quicker turnover. It will add real dollars and cents to the price you get for stocks of old phonographs.

Used with the already famous SYMPHONIC REPRODUCER, the SYMPHONIC TONE ARM not only completely modernizes the tone of the old phonograph—in addition, and of equal importance, from the standpoint of turnover and profits, it completely modernizes the old phonograph's appearance.

Can be made to fit all phonographs—easily attached.

Seize this wonderful merchandising opportunity—mail coupon TODAY for prices, discounts, name of your distributor, etc.

Symphonic Sales Corporation
Lambert Friedl, President
370 Seventh Ave., New York, N. Y.
The SYMPHONIC REPRODUCER has proved itself to be this season's big seller—and is carrying increased record business right along with it. Live dealers throughout New York City are featuring SYMPHONIC and cashing in on their good judgment.

Adequate stocks—prompt, same-day service. Order a sample TODAY.

Knickerbocker Talking Machine Co.
831 Broadway
New York City

In Our Territory
the Trade Demands the Best—
in QUALITY and SERVICE
REQUEST FOR SAMPLE PROMPTLY FILLED
G. DUNBAR SHEWELL
WHOLESALE DISTRIBUTOR
Jefferson Building
1015 Chestnut St. Philadelphia
In Chicago—
and Surrounding Territory

You'll find us supplying the trade with the outstanding SUCCESSFUL Reproducer—SYMPHONIC! Consolidated ties up with the BEST in every line.

Your Symphonic requirements will be handled promptly when you order from us. Send for a sample TODAY!

Consolidated Talking Machine Co.
227 W. Washington St. Chicago, Illinois

Symphonic
PHONOGRAPH REPRODUCER

Remember—
Every Phonograph Owner is a SYMPHONIC Prospect!

Standke Music Co.
1303 Main Street Kansas City, Mo.

Write for sample today—orders filled same day received

FITS ALL PHONOGRAPHs

Symphonic
PHONOGRAPH REPRODUCER

We are supplying the Symphonic Reproducer in the TWIN CITIES and the great North West Surrounding Territory—Minnesota, Wisconsin, North and South Dakota and Montana.

Majestic Distributing Co.
34 So. Seventh St. Minneapolis, Minn.
Symphonic
PHONOGRAPH REPRODUCER

Each new sun shines on ever-increasing Symphonic business in Cincinnati and surrounding territory—net result of a superior product plus widening public demand!

Send for your sample today!
Test it in comparison

Arthur Brand & Co.
1618 Vine St., Cincinnati, O.

The new-day attachment for the new-day phonographic reproduction—"A Symphonic to every phonograph owner."

Symphonic
Distributors for Metropolitan New York and Vicinity

Sound merchandise and sound merchandising policies are the two primary factors in lasting success. Let Symphonic make money for YOU as it has for U.S.

General Phonograph Corp.
New York Distributing Division
15 W. 18th St., New York City

Nothing succeeds like success—SYMPHONIC is easily the predominant Reproducer in this market—thats why we recommend it to our customers.

Write to-day for sample, prices, literature

Louisville Music & Radio Co.
570 S. 4th St., Louisville, Ky.

Dealers who insist on selling HIGHEST QUALITY Merchandise should investigate the Symphonic Reproducer. For here is genuine QUALITY that makes and keeps satisfied customers. Send for a sample and hear Symphonic win in comparison.

Wiswell Radio Company
33 W. Kinzie St., Chicago, Ill.
NO BATTERIES - ELECTRIC

Both A and B Power Supply direct from the line through easily removable units which completely rectify and filter the current—the dream of radio engineers—a practicable, durable, dependable method of battery elimination found upon time-tried and tested principles, old in the electrical art, but arranged in an original and unique method which is Zenith’s own. No trickle chargers, no small storage batteries, no acids, nor other camouflaged methods. Three stages of audio amplification instead of two as used by others. Costs less than a cent an hour to operate. Three models: two-hundred-and-eighty dollars—three-hundred dollars—three-hundred-and-ninety-five dollars.

NO AERIAL - NO LOOP

Zenith De Luxe Ten Tube Models

Contain Zenith patented ten-tube circuit having five radio frequency tubes, one detector tube and four audio amplification tubes. Dual loud speakers faithfully reproduce all of the tones in the musical scale. All have single control, electrically lighted dial, and receive on wave lengths of 105 to 550 meters—the greatest range achieved by a nationally known, regularly manufactured broadcast receiver. DeLuxe models are highly selective and give maximum distance and power. DeLuxe art cabinets were created by a famous designer and are masterpieces of craftsmanship.

A Zenith Franchise may still be available in your territory—wire or write for details.
New Models of Panatrope-Radiolas Are Announced

Brunswick Co. Announces the Incorporation of Popular Model of Panatrope and Eight Tube Radiola Super-Het in One Cabinet

CHICAGO, ILL., October 5.—The Brunswick Co. has announced to the trade the combination of Panatrope-Radiola 148C and the Panatrope-Radiola 128C, which have been incorporated in a single cabinet supplied in two models, operating from the alternating current and direct current. The new models are known as the Panatrope-Radiola 128C and the Panatrope-Radiola 148C, and are both finished in Adam brown and walnut. Both instruments are of attractive and artistic cabinet design and have gold-plated hardware. The Panatrope-Radiola 148C has cabinet work of varnished finish.

The announcement of these new models has proved exceedingly welcome to the trade, being made in a letter recently received by Everybody’s Talking Machine Co., of Philadelphia, Caswell distributor. The machine was purchased by Ben Lanard, Lou Brande and Harvey Zion previous to starting upon a tour of the European continent, and their letter follows: “Having traveled over a great portion of the European continent with the Caswell Gypsy machine, which we purchased from you, as our constant companion, we thought it would be no more proper to write you and tell you of the great joy we have derived from it. From the top of Jungfrau Mountain to the lowlands of Holland we sang, danced and made merry to the strains of its music. In numerous places the inhabitants would gather around the music box and listen in awe to its strains. Many had never seen such an instrument. On motor trips, in the trains, on the waters, we put on one of the jazz records and chase them away. So, therefore, we are writing you this letter of appreciation for your assistance in selecting this machine.”

Brisk Brunswick Sales

SAN FRANCISCO, CAL., October 4.—Reese & Fuhrman, music dealers, report a most satisfac- tory sales volume in all lines with Brunswick sales leading. This establishment moved into new quarters a short time ago and since that time business has been steadily growing. Columbus records are also moving in a fashion that is encouraging.

Can you supply Fibre Needle Cutters

Fibre Needles are now supplied with all Orthophonic machines. Can you supply the cutters? Take our tip—

Stock up in time

Display prominently the RECORD FIBRE NEEDLE CUTTER. Handsome discounts assure a generous profit.

We are sole manufacturers and patent owners of this scissors-type cutter. Has replaceable blades. Long life. Beautifully nickel-plated.

Be prepared—order today—from your jobber or BADGER TALKING MACHINE CO.

MILWAUKEE, WIS.
Sensible Prices!

No product in the history of the phonograph business has ever been received with more enthusiasm than these new Artone Creations.

The reception accorded them can only be described as a virtual triumph—for their remarkable tone, artistic appearance, unusual eye value and unmatched SENSIBLE PRICES!

Also, Artone Portables—

List Prices
No. 65, nickel finish $65
No. 75, gold $75

Adam Period Reproductions of Hand-tooled Leather Design. Ideal Size for Apartments and Small Living-rooms. New Berg Tone Chamber with Modern Goose-Neck Type Throw-back Ball-Bearing Tone Arm and Improved Reproducer. Heine- mann Double Spring Motor. 12" Turntable and Ample Record Space.

Shipping Weight
95 lbs.
Each packed in a 3-ply Veneer Case

BERG A T & S CO., Inc.,
new Artone Products
—with the New Tone!

Console Model

List Prices
No. 85, nickel finish $85
No. 95, gold $95

Shipping Weight
110 lbs.
Each packed in a
3-ply Veneer Case

Cathedral Design Reproductions of Hand-tooled Leather Effect, Fine, Rich Tone;
Extra Long Scientifically Constructed Tone Chamber (Patent Pending);
New Model Ball Bearing Goose-Neck Type Throw-back Tone Arm and Improved Reproducer;
Heinemann Double Spring Motor; 12-inch Turntable, Ample Record Space

A Set of 3 Record Albums for Artone Consoles!
LIST PRICE $5.00

Artone Console Models No. 85 and No. 95 are made with an open space for records. We have designed a set of three albums—two for 10 in. and one for 12 in. records, which we are offering to those dealers and jobbers who desire them.

the Most Complete Line

No. 6
Artone $16.50

No. 7
Artone $15

Long Island City, N. Y.
E. T. Cunningham Honored at Brilliant Banquet by Friends in San Francisco

Radio, Business and Civic Interests Combine to Honor Radio Executive Prior to Departure for the East—Entertainment and Addresses by Business Leaders Feature Event

The farewell banquet tendered by the business, civic and radio interests of the Pacific Coast to E. T. Cunningham, just before his departure for New York last month at the Clift Hotel, San Francisco, was one of the most brilliant affairs of its kind that have been given.

The affair presented a complete cross section of the radio industry and business interests of the Coast to Cunningham as a gift by the Coast, as is evidenced by the remarkable list of speakers. During it a very complete and beautiful program of entertainment was presented, including a costumed quartet in grand opera numbers, an Italian trio of singers with accordion accompaniment, Vladimir Rossoniche, Russian concert pianist, dancing and solo numbers, an elaborate musical act and other features. The entertainment exceeded in brilliancy, beauty and artistic merit anything of its kind in Coast circles.

The program itself was divided into two sections. There were twelve speakers, who said "Goodbye and Good Luck" to Mr. Cunningham on behalf of the radio industry. They were: Leo J. Meyberg, president of Leo M. Meyberg Co., for the radio jobbers; Frank M. Steers, president of the Magnavox Co., for the manufacturers; William Cross, manager of Jackson's, for the manufacturers' agents; Robert Eastman, president T. White Eastman Co., for the retailers; Tom Catton, president and manager KFWI, for the broadcasters; Phil Clay, president and manager of Sherman, Clay & Co. and president Western Music Trades Association, for the music interests; Charles Muss, manager Alexander-Lavenson Co., and vice-president of the Pacific Radio Trade Association, for the Association and vice-president of the Pacific Radio Trade Association, for the Association.

During the evening Harrison Halloran, editor of Radio and president of the Pacific Radio Trade Association, who presented Mr. Cunningham as a gift by the Coast, as is evidenced by the remarkable list of speakers. During it a very complete and beautiful program of entertainment was presented, including a costumed quartet in grand opera numbers, an Italian trio of singers with accordion accompaniment, Vladimir Rossoniche, Russian concert pianist, dancing and solo numbers, an elaborate musical act and other features. The entertainment exceeded in brilliancy, beauty and artistic merit anything of its kind in Coast circles.

The speaker of the evening, who delightfully depicted how California would look to Mr. Cunningham after his move to New York, was Mr. Clay Miller, president of the San Francisco Chamber of Commerce.

A beautiful closing for the banquet was given by Arthur Halloran, editor of Radio and president of the Pacific Radio Trade Association, who presented Mr. Cunningham as a gift on behalf of the radio industry. They were: Leo J. Meyberg, president of Leo M. Meyberg Co., for the radio jobbers; Frank M. Steers, president of the Magnavox Co., for the manufacturers; William Cross, manager of Jackson's, for the Alameda Radio Trade Association; G. Harold Porter, Pacific Coast manager Radio Corp. of America, for the Eastern manufacturers; J. C. Hobrecht, president of J. C. Hobrecht Co., for the Sacramento Radio Trade Association; A. S. Lindstrom, president A. S. Lindstrom Co. for the manufacturers' agencies; Robert Eastman, president T. White Eastman Co., for the retailers; Tom Catton, president and manager KFWI, for the broadcasters; Phil Clay, president and manager of Sherman, Clay & Co. and president Western Music Trades Association, for the music interests; Charles Muss, manager Alexander-Lavenson Co., and vice-president of the Pacific Radio Trade Association, for the Association.

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These speakers were followed by a goodbye from Rudolph Speckles, president of the United Bank and Trust Co. and one of the West's outstanding figures, speaking for the city of San Francisco. The speaker of the evening, who delightfully depicted how California would look to Mr. Cunningham after his move to New York, was Mr. Clay Miller, president of the San Francisco Chamber of Commerce.

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Not an experiment but an accomplishment of three years' standing

Not an ensemble of A, B and C battery eliminators, trickle chargers, etc., but a real electric receiver without attachments of any kind.

Not an apology to the demand of 13,000,000 A.C. wired homes for a truly foolproof, real electric receiver, but an advance in radio engineering that "Marks an era in Radio as distinct as the discovery of electricity itself."

Not an advance in radio engineering alone but an advance in the Science of Acoustics as well; for the reception attained by the Argus Electric Radio Receiver is so crystal clear and chromatically perfect in tone that it is—well, why attempt to exhaust the adjectives of the dictionary?—it is like being present in the broadcasting studio while the artists are before the microphone.

In justice to yourself ask your jobber for an Argus demonstration.

ARGUS RADIO CORP.
257 WEST 17th STREET, N. Y. C.
Shamrock Power Tubes
The Shamrock set operates splendidly with six 201A tubes. To achieve maximum results Shamrock Engineers have perfected three new tubes which improve the mellowness and volume of tone remarkably. Feature Shamrock power tube for additional profits:

Shamrock Resistance-coupled Amplifier Tube (type U. X. A5) $4.00
Shamrock Utility Tube (type U. X. 123) 2.50
Shamrock Power Tube (type U. X. 60) 5.00

Have you considered a plan of merchandising 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.

Model A
De Luxe Table Type
Perfected Single Dial Control
Price $95
A handsome cabinet of duo-tone Satin finish French Walnut exquisitely designed with space for double duty Batteries. Can be operated from house current with most any standard equipment.
Slightly higher West of the Rockies

Model B
The Consolette
Perfected Single Dial Control
Price $130
Beautifully finished in duo-tone 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.
Slightly higher West of the Rockies

Shamrock
RADIO SETS
Makers of Famous SHAMROCK STANDARD PARTS
SHAMROCK MANUFACTURING CO., 196 Waverly Ave., Newark, N. J.
Shamrock *Your* Leader

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.

Model C
Console Grand
Perfected Single Dial Control
Price $275


Slightly higher West of the Rockies

When you sell a Shamrock it's a recommendation for another sale.

SHAMROCK
RADIO SETS

Makers of Famous SHAMROCK STANDARD PARTS
SHAMROCK MANUFACTURING CO., 196 Waverly Ave., Newark, N. J.
THE TALKING MACHINE WORLD

58

OCTOBER 15, 1926

Education of Retail Dealers on Proper Methods of Servicing Radio Is Needed

Radio Receiving Set Manufacturers Can Do Much to Aid Dealers in This Respect, According to an Interesting Editorial That Recently Appeared in Printers' Ink

The radio set manufacturer, for his own ultimate good, and as a duty to the buying public and to the radio dealer, should educate his dealer organization to a knowledge of the servicing of the product and put the dealer in a position to pass on this knowledge to the public. This is the gist of a recent editorial which appeared in that authoritative publication, Printers' Ink. This editorial contains some interesting thoughts. It states that, with the open season for radio merchandising is with us again. Radio positions are popping up left and right as an effort to stimulate public interest in receiving sets. Manufacturers' advertising is appearing almost everywhere. The race is for the consumer's favor. This is sound so far as it goes, but the radio set manufacturer whose merchandising stops at that point is not building a genuine foundation for his business.

The radio retailer belongs in the picture. He is selling a product that is new and on which he needs a great amount of education. The manufacturer, if only for the sake of his own profits, owes that education to the retailer. "Radio manufacturer, it seems, have failed to grasp the fact that they are selling a service proposition. A set is not bought because of its appearance, but for what it does. Service to the purchaser has been neglected by set manufacturers. The reason is clear to one who sits in a position which enables him to see the whole situation. The majority of radio set manufacturers get their radio accessory business. That is to say, they do not sell the tubes and batteries that keep their product running. There is no money for them in the sale of such articles. Hence, the question: "Why should we worry?" attitude toward the troubles of the user after he has bought a set.

The radio retailer, belonging in the picture, is looking after the user after he has bought a set and to pass on this knowledge to the public. This is the duty of the retailer to his public. That is to say, they do not sell the tubes and batteries that keep their product running. There is no money for them in the sale of such articles. Hence, the question: "Why should we worry?" attitude toward the troubles of the user after he has bought a set.

The manufacturer can. A manufacturer, in the last analysis, is nothing more than an employe of the buying public. His is the responsibility for service on his set. There is no future for the retailer to deliver that service. The manufacturer can. The manufacturer, in the last analysis, is nothing more than an employe of the buying public. His is the responsibility for service on his set. There is no future for the retailer to deliver that service.

The manufac-

turers who go the full length on service." The purchaser of a radio receiving set must somehow be assured that any retailer carrying the trademarked set he owns will be willing and anxious to show him how to keep that set working efficiently.

"If any manufacturer of any kind will tell you that it is good business for him to reward employees who grab responsibility, a manufacturer, in the last analysis, is nothing more than an employe of the buying public. It has been proved time and again that the public, as the employer, rewards with its patronage those manufacturers who go the full length on service.""The operation of a radio set, in the mind of the maker of it, is a simple and mechanical process. They know all about it. This is not so, however, with the ordinary user of it. It is a complicated piece of machinery to him. Blame for its failure to operate successfully falls, in the majority of cases, on the manufacturer. That's the reason why the set manufacturer should take the responsibility for service on his set. There is no greater sales deterrent for a product which the public considers 'technical' than the knowledge that a number of people who have bought it do not use it because something has gone wrong which they are unable to correct.

"The retailer of radio sets cannot see this whole picture. He cannot begin to grasp the importance of service to the future of the radio business. The manufacturer can. His is a broader and more inclusive outlook. It is his job to show the retailer its great importance and to find some way to make it profitable for the retailer to deliver service.

"The manufacturer who overcomes this problem of getting dealers to give service to the public, who want it, the most profitable in the radio field. "Any manufacturer of any kind will tell you that it is good business for him to reward employees who grab responsibility. A manufacturer, in the last analysis, is nothing more than an employee of the buying public. It has been proved time and again that the public, as the employer, rewards with its patronage those manufacturers who go the full length on service." The manufacturer who overcomes this problem of getting dealers to give service to the public, who want it, the most profitable in the radio field. "Any manufacturer of any kind will tell you that it is good business for him to reward employees who grab responsibility. A manufacturer, in the last analysis, is nothing more than an employee of the buying public. It has been proved time and again that the public, as the employer, rewards with its patronage those manufacturers who go the full length on service."

New Diamond Special Wins Favor of Dealers

Two new model radio receivers were introduced by Diamond Special Radio Manufacturers, South Bend, Ind., late in September and were scheduled for delivery to the trade on October 1. The table set, known as the new Diamond Special, listing at $58, incorporates the Diamond

Diamond Special Radio Receiving Set
De Luxe control, allowing it to be operated as a single control with one finger or thumb. It has a split dial, which allows for more careful tuning on the single condenser controlling the aerial coil. The Diamond Special is a six-tube set with the latest improvements and attachments. The newest model, the Baby Grand console, is the same type, equipped with the twin speakers, as was the former Baby Grand console, but having the new Diamond De Luxe control. The new Baby Grand console is priced in two different styles, one being battery operated and the other power operated with electric light socket attachment. The Baby Grand console incorporates the same six-tube receiver as the Diamond Special.
OUR offer to let Kolster Radio and Brandes Speakers prove their own superiority has met with great success.

We showed our supreme faith in our products. We made no sensational claims. We simply said “Satisfy yourself by hearing these instruments.”

Progressive dealers everywhere have accepted our offer of a personal demonstration as outlined on the next pages. These wise dealers are giving their customers the results of their comparisons. The opinion is unanimous—Kolster Radio and Brandes Speakers prove their outstanding superiority.

Read the next three pages
Dealers everywhere

Asking to hear Kolster Radio

There's a Coupon for you to send us

OUR OFFER

We don't ask you to read a lot of specifications. We don't make a lot of boisterous claims. For neither you nor we are selling specifications or claims. But we do say, "Have a demonstration on us." Our jobbers are cooperating with us. All we ask is for you to be open-minded and willing to let a Kolster Radio and Brandes Speaker prove their supremacy. It doesn't cost you a cent. It doesn't obligate you. Your Kolster-Brandes jobber will lend you our instruments for a demonstration in your own store or home. Listen. Operate. Put yourself in the frame of mind of a customer of yours. Compare.

Then you'll see why our confidence is so great. But in case you shouldn't, there's no harm done— you've not committed yourself in the slightest. Our "show me" plan is for careful dealers. We know you've listened to every possible claim. Our job is to show you and we welcome the opportunity.
Almost everyone who hears a Kolster Radio and a Brandes Speaker is instantly enthusiastic.

Tone!—well, hear for yourself. Simplicity!—well, operate a Kolster. Beauty!—have a look. Workmanship!—lift the lid. Sensitivity and selectivity!—we leave them to you.

Price!—lowest, you’ll agree, for such superfine instruments—which will attract trade, make quick profit for you and enthusiastic customers.

Here’s a picture of the set (6-D) and Cone you may have for demonstration. They’re bound to be nation-wide favorites.
HOW TO SATISFY YOURSELF FIRST

YOUR Kolster-Brandes jobber will be glad to lend you a Kolster Set and a Brandes Reproducer. Give yourself a comparative demonstration, in your own store or home.

Make our products prove their superiority. Let them prove that they are easy selling – that they present outstanding values for your customers.

All you have to do is to mail us the coupon below. We'll notify your Kolster-Brandes jobber that you'd like to hear a Kolster Set and a Brandes Reproducer. In the meantime we'll send you descriptions and pictures of our entire line. To mail the coupon does not obligate you in the least.

Kolster-Brandes

Woolworth Building
New York, N.Y.

Federal-Brandes, Inc.
Woolworth Building, New York, N.Y.

Please arrange a Kolster-Brandes demonstration. It is understood that this does not obligate me.

NAME

STREET

CITY..............STATE
An Immediate Success

With its superior tone quality and remarkable realism the Pacent Cone has met with immediate success—a sure, quick-selling product, licensed under the basic cone patents, and rightly priced.

The Pacent Cone

Type A, table type (as illustrated) 17 inches in diameter, with handsome bronze base, suitable length cord and Pacent detachable plug.

List Price

$28.50

($31.50 West of Rockies)

Also made in 36-inch size for either floor or wall mounting. Full information and prices on request.

Write us for information and special dealer proposition on this newest Pacent product, and for "advertising helps."

PACENT

Radio Corporation

156 West 16th St., New York City

Reports 5,500,000 Radios in Use in the United States

More than 5,500,000 radio receiving sets are in use in the United States, or approximately one set to every twenty persons, the Electrical Equipment Division of the Department of Commerce estimated in a recent announcement.


The attention now being given by leading radio manufacturers to the "trade-in" element in radio is revealed in a study of the subject recently made by F. A. D. Andrea, Inc., New York. The manufacturers of Fada radio place the average "trade-in" value of an old set at 20-10-25 per cent of the current list price of the particular set, but they indicate that this refers to "standard trade-marked merchandize," and also point out that complete data are not available in a manner to render possible any specific scheduling of suggested allowances to be made for old receivers. Fada radio dealers are cautioned to figure the transaction so that normal profit will be made both on the new set sold and on the trade-in.

Construction Improvement

Features New Radio Sets

D. S. Spector, of Federal-Brandes, Inc., Points Out That Durability Is Being Sought—Kolster Sets Are Put to Severe Tests

Durability in the construction of a radio receiving set, as well as improved tone quality, is being sought by the radio buying public this season, according to D. S. Spector, general manager of Federal-Brandes, Inc., of San Francisco and New York. As a result, Mr. Spector points out that manufacturers, this year, are trying to build their sets like a steel-framed building, and a noticeable improvement in construction has taken place in the industry.

For instance, it is stated that engineers test the strength of the Kolster chassis, with the condensers in place, by standing on it. It is claimed that the weight of two men cannot injure it. The tubes and sub-panel in Kolster sets are cushioned in rubber to prevent jarring, and all mountings except tube sockets are being made by riveting so there will be no screws to shake loose.

"These advances in radio construction," said Mr. Spector, "are the result of more cautious buying by the public. They are buying for the future as well as for the present and a set must now be more than just good looking."

L. J. Chatten Returns

From Middle Western Trip

Fada Sales Manager States That Dealers Are Restricting Efforts to a Single Line and Are Taking Franchise Contracts Seriously

In the Middle West dealers are restricting their efforts to a single line and consider seriously the contracts through which they become franchised, according to Louis J. Chatten, sales manager of F. A. D. Andrea, Inc., who returned to New York recently from a Western trip. "Even in the larger cities," said Mr. Chatten, "dealers are sold on the idea of handling two or three lines of radio, instead of five or six. This, in my judgment, is a very healthy sign. The leaders in the radio industry to-day are offering complete lines and there is no necessity for any dealer to scatter his efforts."

Vitaphone Corp. Secures Services of Victor Artists

Operatic and Concert Stars to Be Seen and Heard Simultaneously

Assurance that some of the world's greatest operatic and concert stars will be seen and heard by audiences in many cities and towns simultaneously is contained in the announcement of an agreement between the Vitaphone Corp. and the Victor Talking Machine Co., under which the Vitaphone Corp. obtains the right to use the services of artists under contract to the Victor Co. At the same time the Vitaphone Corp. obtains the benefit of the technical knowledge of the Victor Co.

This announcement, which has been made by the Vitaphone Corp. and Walter W. Clark, representing the Victor Co., is considered as forecasting immediate future development of musical programs, in which leading singers and musicians will appear. It is further taken as indication that the first Vitaphone production, "Don Juan," has met with the generous public favor which its New York premiere promised.

Harbour-Longmire Co. Opens

Oklahoma City, Okla., October 4.—The Harbour-Longmire Co. of this city, held its formal opening the latter part of last month with a furniture fashion show, the outstanding feature of which was the first exhibition of the "Spaniel home" with furniture fashion show, the outstanding feature of which was the first exhibition of the "Spanish" room in the neighborhood of a dozen, had taken on the complete line of Brunswick products, including Brunswick phonographs, Brunswick recorders, and Panophone-Radiola combinations. The fact that the Landay Bros. stores are located in practically every important shopping center in New York and nearby cities and towns the Brunswick products of additional high-class metropolitan representation. The Brunswick line was introduced, demonstrated and the selling points explained at a dinner given to the executives and sales staffs of the Landay Bros. organization at the Hotel McAlpin, on Sunday, September 26. C. T. McKelvey, promotion manager of the Brunswick Co., made an interesting address, and explained the full line in detail. E. A. Strauss and Edward Wallerstein, of the New York headquarters of the Brunswick Co., were also present. Max Landay, president of Landay Bros., and Julian Shields, general sales manager of the same organization, also spoke.

Floor Type Speaker Appeals

The floor type speaker has made an immediate appeal to the radio public, according to officials of F. A. D. Andrea, Inc., New York, manufacturer of Fada radio. This statement is based on both investigations and orders actually in hand for this type of speaker. It was pointed out that the floor type meets radio conditions in two main respects, being generally decorative as well as flexible. It is comparable to the floor lamp, the decorative effect of which even when unlighted is well recognized by interior artists.
E. N. Hurley, Jr., President of Walbert Manufacturing Co.

Well-known Executive Has Had Wide Experience in Sales and Production—Discusses Radio Prospects for Coming Season

CHICAGO, Ill., October 6—E. N. Hurley, Jr., well known in the electrical trades through his previous long connection with the Thor Washing Machine Co. and as an organizer and executive of young industries, was elected to the presidency of the Walbert Mfg. Co., of this city, maker of Isofarad radio sets, the Pentrola and other radio products. About six months ago Mr. Hurley became interested in this company and has since been engaged in extending channels of distribution, securing a new plant and reorganization of the various departments of the organization.

Mr. Hurley, still in his thirties, may be counted on as an important personal factor in the radio field because of his wide experience in both sales and production for nationally known manufacturers. He has already made arrangements for the Walbert Co. of Canada and Walbert of Australia. The company was represented by a complete display of Isofarad sets at the Radio World's Fair, New York, and is exhibiting at the Chicago show in the Coliseum this week.

Discussing the Fall situation in a recent interview, Mr. Hurley probabilly reviewed the people who have radio sets have been disappointed in them. A good deal of the glamour has worn off. In the future sets will be sold on their known performance. With the present conditions of uncontrolled broadcasting, the most important factor in a set is selectivity. In our opinion the Isofarad circuit gives the very best selectivity in selectivity.

“Our small cabinets are designed to look like radio sets, nothing else, as simple and unobtrusive as we can make them. We have gone to the other extreme in the de luxe models, designing a drawing-room cabinet or chest that will be a permanent addition to a man’s home. To meet varying requirements we will have two, three and four-control sets. The two-control will probably be our most popular model. We are continuing with our four-control unit particularly for the Far West, where maximum distance is required.”

Argus Corp. Perfects Its Distribution Organization

Distributors Appointed in Strategically Important Points Throughout the Country, Who Are Already Servicing the Retail Trade

The Argus Radio Corp., New York City, manufacturer of the Argus electric radio receiving set, has perfected its distribution organization in time for the Fall season. Distributors have been appointed in strategically important points throughout the country and are already engaged in supplying dealers in their various localities.


Ira Greene, president of the company, reports that the display at the New York Radio Show resulted in considerable business and the appointment of a number of new dealers. Orders in hand for this electric radio set are keeping the new factory of the company working at full capacity.

Orchestra Concert Given at Kern’s Music Shop

In order that the public would be attracted to the store and see for themselves the new types of instruments which are being presented this year, Kern’s Music Shop, 292 Flatbush avenue, Brooklyn, N. V., entertained the neighborhood residents and passers-by by arranging for the Westminster Rambler, a popular broadcasting orchestra, to give a concert at the store on Wednesday, September 22. There was a large attendance during the concert and such good will was engendered in addition to the securing of likely prospects. Kern’s establishment carries the full line of Brunswick phonographs, Panatropes, and the Sphinxola talking machines.

The concern has built up a prosperous business through its aggressive merchandising policy.

Sonatron Tube Co. Prepares Effective Dealer Sales Aids

In addition to the use of National Magazines and Metropolitan Newspapers, the Sonatron Co. offers other valuable aids to dealers.

Chicago, Ill., October 5—Radio merchandising experts have expressed themselves with much enthusiasm over the plan which the Sonatron Tube Co. has co-operated with its dealers in the present campaign. This firm, one of the most prominent in the field, in addition to its regular line manufactures also the Sonatron Amplifier with three red, and blue and white matched power tubes, an amplifying unit which is astounding dealers by its rapid sales. From each of its offices New York, Detroit, Norfolk, and Windsor, Ont., Canada, the Sonatron organization is according its dealers a full measure of hearty cooperation in boosting Sonatron sales.

Naturally, consumer advertising assumes first place in such a program, and the Sonatron Tube Co. has taken care of this important phase of merchandising by using space in the most influential consumer magazines. Supplementing this activity, Sonatron has been using large advertisements frequently inserted in the metropolitan dailies of the country, thus reaching a huge market in a local as well as a national way. Dealers have reported excellent results from Sonatron consumer advertising.

In the matter of literature, the Sonatron people have produced an ingenious, interesting folder in colors showing the entire tube line, with complete specifications and interesting data. Another folder has been prepared on the Amplifier, containing technical data and relevant information on this unit. Both of these folders are in colors and are offered free to dealers, with their imprints.

At the point of purchase, in the dealer’s store, Sonatron has produced a remarkable sales tie-up in the form of attractive display cards. The reception which this tie-in has received has been distributed to the dealers, a large display sign in blue, orange and white, with a cut-out shelf on which an actual amplifier is placed. This type of advertising has long since proved to be a remarkable sales clincher, and Sonatron has given its dealers full benefit of this type of sales help.

Harry Lieb, president, of the Sonatron organization, reports a gratifying response from dealers, a response which had its beginnings in the consumer demand which Sonatron advertising has created. He points out that the Sonatron organization, although only four years old, has achieved remarkable success and is already known as a producer of a widely accepted tube line. Plans for the future are going ahead at full speed, spurred on by the gratifying reception which has been accorded to Sonatron products.

Premier Mussolini Thanks Edison for His Photograph

Italian Duce Sends Cablegram to Great Inventor Expressing Appreciation of His Gift

A signed photograph of Thomas A. Edison was presented to Premier Mussolini in Rome recently by John W. Lieb, vice-president of the New York Edison Co., according to a cablegram from Premier G. G. Peroncini. The cablegram was signed by G. G. Ponti, a member of the Italian Parliament, who arranged the interview with the Dictator for Mr. Lieb.

"Mr. Lieb gave me your picture. I think you very much. I am very touched by your kindness. Mussolini."
**The Ultimate in Radio Recreation!**

The trappings of the laboratory are gone. In its rich, quiet beauty, the Velvet "Jewel Case" Speaker is at peace in company with your richest furnishings—a rarely precious possession for any home.

For it is not merely beautiful. It is living Radio Recreation itself when it brings in the full round tones of the whole orchestration. Tonal beauty that matches its outward delightful dignity. You must hear it—see it—to fully appreciate the long step ahead which Velvet brings to Radio.

Dealer-Jobber Franchise sales plan unusual—write or wire for details. It will bring you new satisfaction in selling Radio.

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**Velvet Radio Speakers**

No. 21
"The Jewel Case"
$45

No. 9
"The Lantern"
$12.50

No. 12—$16.00
No. 15—$23.50
Borkmanite Horn—Velvet Double Stylus Units.

No. 18—$27.50
"The Chinese Cone-Flex"

**With Rare Beauty, Volume, Power!**

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

Manufactured by
THE BORKMAN RADIO CORP.
Salt Lake City, Utah
Kalamazoo, Mich.
Los Angeles Radio Show
Proves Distinct Success

Manufacturers and Wholesalers Make Representative Display of the Latest in Radio Receivers and Various Accessories

Los Angeles, Cal., October 4.—The fourth annual national radio exposition, held at the Ambassador Auditorium under the auspices of the Radio Trades Association of Southern California, has been a success from all points of view. On Saturday, September 11, the last day of the exposition, the crowd of radio fans had increased to a greater degree than ever and

Auditorium; it was considered that this operation, although extremely interesting and novel, had been made too commonplace by constant use at other times.

The arrangement of the booths as a whole was very artistic and pleasing and brought forth constant expressions of admiration, while many of the booths were specially noteworthy in their decorations. The Atwater Kent booth, represented by Ray Thomas, Inc., was thronged all day with visitors admiring the miniature case, with its treasure chest and the three pretty pirate girls in attendance charmed all corners. Freid-Eisemann, represented by the Pacific Wholesale Radio, Inc., occupied a number of booths and featured a dummy loud speaker man. The Electro Corp. had decorated its Fada booths in the well-known black and orange colors. The Western Auto Supply Co. attracted much attention by means of a gigantic radio set measuring six feet in height and ten feet at the base. The Radio Corp. of America occupied the entire western annex and named it the Radiola Hall; four miniature stages represented picnicking, yachting, living-room and club scenes.

The association and exposition manager, Waldo T. Topper, is to be congratulated upon staging one of the most successful shows ever held in any part of the country.

Ben Marti Opens Branch

New ULM, Minn., October 6—Ben Marti, proprietor of a local music store bearing his name, has opened a branch store in Redwood Falls, which will be the first store of a chain to be known as Ben's Music Stores. H. H. Allen, of that city, has been made manager of the new branch, which will handle Baldwin pianos, Edison, Victor and Columbia phonographs.

LoBoves' New Establishment

RIDGEFIELD, N. J., October 5—M. C. LoBoves, prominent local music dealer, has opened a new music store at Ridgefield avenue and College place in a fine, new brick building, which he has had constructed for this purpose.

An interesting fact in connection with the formal opening was that it fell on the fifth anniversary date of Mr. LoBoves' first local venture as a music merchant, although he has been in the trade more than a quarter of a century.

Canadian Import of American Radio Apparatus in 1925

Canada Best Market for American Radio

Department of Commerce Reports Asiatic Countries Are Holding Second Place

The leading market for American radio apparatus in 1925 was Canada, according to the Electrical Equipment Division of the Department of Commerce. Asiatic countries together with Europe and Central America, received, according to the division's statistics, 46 per cent of our total radio exports in 1925. South America bought $999,122 worth, or over 30 per cent of total exports. The periods of maximum sales of radio equipment in Canada and South America are directly opposite.

Sales during September to February in Canada are large, while the South American market is dull, and, conversely, South America is an active purchaser from May through August, when the seasonal decline is in effect in Canada. Because of this variation sales promotion activities may be regulated by the American exporter so as to divide his efforts between the two markets according to the seasonal changes.

Radio development in South American countries has progressed, but less rapidly than it has in Canada. The general economic and social conditions, lack of broadcasting stations, and lack of interference from stations in many South American districts have limited development.

The marked gains in purchasing made by Argentina, Brazil, Uruguay and Peru in 1925 shows the public interest in radio. Other countries are promoting its use and, although advancement is gradual, further increases in sales should be made in this area.

Mexico, Central America and the West Indies are, in general, handicapped in radio development by the low purchasing power of the population and the almost constant static, which makes reception nearly impossible in many regions. Broadcasting in the English language is of little value to most of the people in this area, and adequate service in Spanish has not been established. Indeed, as pointed out by the United States Daily, some of the countries have overstocked markets, others have a tendency to make small purchases in order to prevent the accumulation of unsold stocks, and sales have decreased.

Canadian imports of American radio apparatus during 1925 showed a gain of $1,209,241, or more than 52 per cent over those of 1924, while South American imports increased $283,285, or a little less than 40 per cent. Sales to Mexico decreased $21,282, or about 30 per cent, and shipments to Central America declined $113,382, or a little less than 40 per cent. Despite the decreases shown for Mexico and Central America the total of United States radio exports to Latin American countries increased $28,843 for 1925.

Sells Stock to Employes

Adoption by the Stewart-Warner Speedometer Corp., Chicago, of a stock purchase plan for employees has been announced by C. B. Smith, president. A feature of the plan is that the corporation has not limited the subscription each employee may make, and it is donating $5 a share toward the purchase price of the stock. The employees will also derive the benefit of all dividends paid during the time they are paying for their stocks.

Purchase Twenty Brunswicks

The Board of Education of Dallas, Tex., has purchased from the Will A. Watkin Co., Brunswick dealer in that city, twenty of the New Seville Brunswick phonographs for use in the public schools.

The Toman Reproducer

Retail Prices
Nickel Plated $7.50
Gold Plated $10.00

Sample on approval (5 days) to any responsible dealer.

Wonderful, deep, rich, mellow and powerful tone.

Surpassed by none.

Send for sample NOW!

Manufactured by
E. Toman & Co.
2621 West 21st Place
CHICAGO, ILL.

Sales Distributor
Wondertone Phonograph Co.
218 No. Michigan Ave., Chicago, Ill.
Cable Address—Wondertone Chicago.
Sell an Aerial

Complete-in one package

Since the introduction of Brach Complete Aerial Outfits the selling of antennas has been greatly simplified for dealers in Radio products. All parts of the aerial in one package—one motion—one transaction—one sale over the counter; and with the assurance that every part of the outfit, from the wire to the Brach Lightning Arrester, is of the highest class and has the official approval of the National Board of Fire Underwriters.

Brach Complete Aerials make novel Christmas Gifts—most acceptable especially to anyone about to erect an antenna or to improve an old outfit.

Dealers will be wise who will include Brach Aerials in their holiday displays.

Illustrated above is the Brach DeLuxe Senior Radio Aerial Outfit-Type 223—retailing at $5.50.

Brach DeLuxe, Jr. Aerial Outfit
This outfit is similar to DeLuxe, Sr. with the exception of the Arrester which is type 210—for indoor installation—and the price is less. $5

Illustrated above is the Storm Guard Aerial Outfit—one of the most popular of these essential outfits, including the highly efficient outdoor Brach Lightning Arrester, the Storm Guard. Retails at $4.50

Storm King Aerial Outfit
Notwithstanding its lower price this outfit contains every part of an antenna—and it includes the famous Storm King Lightning Arrester. Retails at $4

Brach Radio Products

L. S. BRACH MFG. CO., Newark, N. J.
L. S. BRACH OF CANADA, Ltd., Toronto, Can.
Makers of Famous Brach Lightning Arresters
National distribution
for 1927 is now established

National Magazine Advertising, with a circulation of over 4,400,000 commented in October.
Newspaper Advertising, covering all strategic local territorial points, is now under way.
If not already in line for Amplion, write us at once for name of Jobber in your territory. Profit by this powerful Sales and Advertising Campaign, from the start!

Amplion Prices, $12 to $45, cover the most comprehensive range of radio reproducers on the market.
—backed by the absolute guarantee and prestige of the world’s oldest makers of sound reproducing instruments.
—freely recognized as unquestionably the greatest sales and profit making line ever offered to the Trade.

THE AMPLION CORPORATION OF AMERICA
Suite C, 280 Madison Avenue, New York City

The Luxurious New Amplion Patrician
AA 18 . . . List $45
This is the latest development of the world-famous Amplion which follows—emanating from a remarkable 48" column, with standard Amplion unit, in a luxurious, richly carved mahogany cabinet, 18" x 12" x 9". Additionally, the Patrician is 100% non-reflexional, to the notable Amplion sensitivity and clarity, it adds a new softly diffused mellowness of tone that makes this instrument the choice of the connoisseur, wherever heard.

Amplion Cone
AC 12 . . . List $30
The new Amplion Cone is the result of over two years’ intensive experimenting—subjected to the most rigid tests and comparisons—by The House of Graham scientists. It is time-perfected—actually different in principle, construction and results from other cone-type systems. It utilizes two tone-matching any cabinet, 14½" x 14½". A new standard sales leader.

Amplion Dragon
AR 19 . . . List $42.50
This celebrated Amplion is used as standard by leading radio manufacturers, wherever broadcasting exists. Famous for unequalled sensitivity to even the faintest speech and musical signals—for clarity, naturality, and amazing volume. Height, 28½"; mahogany-finished panelled flare, 14½" diameter. Hinged base.

AR 111 Amplion Junior . . . . List $29.00
AR 102 Amplion Dragonfly . . . . List $12.50
Phonograph Attachments
AR 35 Amplion Concert Grand . . . . List $20.00
AR 67 Amplion Standard Unit . . . . List $12.00

International Broadcasting Plans Told by David Sarnoff

Executive of Radio Corp, on Return From European Trip States That Exchange of Programs Across Sea Will Be Increased

David Sarnoff, vice-president and general manager of the Radio Corp. of America, who recently returned from a trip to European countries, gave out an interview on International broadcasting plans. In part Mr. Sarnoff said: "One of the purposes of my recent trip to Europe was to discuss with the broadcasting interests abroad the possibility of expediting the exchange of programs between the United States and the principal centers of Europe. I am pleased to report a sympathetic attitude on the part of those with whom I consulted, and in particular with the British and the Germans.

"I am hopeful that the exchange of international programs, which must be still regarded as in their experimental stage, will be increased during the remaining months of the present year. In this connection, I have brought with me the following message to the American listeners from J. C. W. Reith, managing director of the British Broadcasting Co., an abstract of which follows:

""I am glad of another opportunity of sending through you the greetings of the British Broadcasting Service to the broadcasters of the United States of America, for we are engaged in a common enterprise of absorbing fascination and we are charged with the same great responsibility to civilization.

"Since your last visit to Europe the progress of broadcasting has been steady and workman-like rather than spectacular and revolutionary. On our side of the Atlantic we are glad to be able to report considerably improved transmission, better reception, and, above all, a much higher average standard of program.

"There is continued speculation on the prospects of trans-Atlantic broadcasting. It is neither lack of enthusiasm nor of imagination that impels us to be cautious in prophesying the date of regular exchange of programs across the Atlantic. We yield to no one in our desire to see this objective attained, but we realize that a good deal technically still remains to be done. Occasional satisfactory or even amazing results should not be construed into demonstrations of normal possibilities. We shall continue to conduct experiments in cooperation with the broadcasters of America in the hope that ultimately the problem of spanning the Atlantic with music and speech will be solved.""

Euclid Music Co.'s Windows Are Sales Stimulators

CLEVELAND, O., October 6.—One of the factors largely responsible for the success of the Euclid Music Co. is the policy of utilizing to the fullest extent the window display space in its stores. Displays that carry a definite message are part of this progressive music company’s program and it is a usual sight to see crowds standing in front of the stores on East Ninth street, Superior avenue, St. Clair avenue and Detroit avenue, glimpsing the latest presentation of merchandise always shown in an attractive setting. The keynote of a recent display which was most effective in stimulating sales was the “death of static, triumphed over by the Atwater Kent radio receiver.”

Starr Co. Opens Branch

EAST LIVERPOOL, O., October 6.—A factory branch of the Starr Piano Co. has been established here at 114 West Fifth street, and will be continued indefinitely, it has been announced. A larger wareroom has been leased to facilitate service to dealers.
Get this sign in your window

Line up for Federal Profits at once

You can sell the greater Federal Ortho-sonic line with confidence and build on for the future as well as the present. Designed by Federal engineers—built to Federal’s high standards of quality, in Federal factories by Federal craftsmen. You know what that means—quality—in sets that won’t be orphaned.

In addition to the exclusive, nationally known, and nationally accepted Ortho-sonic principle, the greatest recent development in realistic, lifelike reproduction—we now offer Ortho-sonic radio in variety and price range that eclipses all precedent.

Many popular priced models from $75 to $400—among them the splendid new D, E and F series—and four custom-built models at $600 to $1000. Altogether a model for every purse and a design for every setting.

Write at once. Get the Federal proposition. Get the sign in your window. Our big national advertising campaign in magazines and newspapers is reaching millions. Everywhere the thrilling Ortho-sonic tone-test is being demanded. Be prepared to give these tests. Be ready to close these sales.

Read the liberal provisions of the Federal proposition. Profit-making discounts! Adequate protection! National advertising! Powerful resale helps! Red-tape freedom! And, back of it all, the name Federal, which is a guaranty of clean-cut business methods.

Get lined up for the big fall and winter trade. Write your wholesaler at once for the Federal proposition. If you don’t know the Federal wholesaler serving your section of the country, write us. Let us tell you. NOW!

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

Federal
ORTHO-SONIC
Radio

*The fundamental exclusive circuit making possible Ortho-sonic reproduction is patented under U. S. Letters Patent No. 1,582,470.
Select Name and Slogan for New Gulbransen Piano

New Small Upright Model to Be Known as the "Minuet"—More Than 18,000 People Competed for Prize of a Piano—Wide Publicity.

From the suggestions of more than 18,000 people, a name and slogan have been picked for the new small model upright piano produced by the Gulbransen Co.

The winning name is "Minuet" and the winning slogan, "With all the Grace and Beauty of its Name." The instrument awarded to Miss Adler has been autographed by A. G. Gulbransen, president of the Gulbransen Co., and has been awarded to Harriet May Adler, of 2633 East State street, in recognition of her ingenuity insupplying the name which has been adopted for this particular instrument:

Minuet

"With All The Grace and Beauty of Its Name"

Name was chosen for its universal appeal, simplicity and appropriateness.

Gulbransen Company,
A. G. Gulbransen, President.

September 5, 1926.

Akron-Canton Retailers Launch Fall Campaigns

Entire Trade Is Optimistic As Business Gains in a Satisfactory Manner—Look Forward to Canton Radio Show—The News.

AKRON-CANTON, O., October 6—With cooler weather prevalent in this section, music stores are concentrating on early Fall business and dealers and distributors alike almost uniformly agree that prospects for Fall and Winter business in talking machines, records, radios and accessories have not been so good in several years. September started off well and October looms as being one of the biggest months in point of radio sales.

Canton dealers are looking forward with great zest to the opening of the four-day radio show held, and following it expect to reap a harvest in radio sales. Ak on dealers are in the midst of the best radio business in history, following a very successful radio show held in that city. The latest Brunswick, Victor and Sonora machines are now on display and, according to dealers, the most active early Fall season in years is being experienced. There has been a better tone in record buying, due possibly to the many recording bands which recently have played the ballrooms in Akron and Canton.

The William R. Zollinger Co. and the George C. Wille Music Co. were represented at the annual Stark County Fair this year by attractive exhibits. Talking machines vied with radio for popularity.

The Alford & Fryar Piano Co., Canton, announced the opening of a radio department, to feature the Zenith line of radio and accessories. The company has closed several of its stores and will concentrate its business out of the Wheeling, West Virginia, headquarters.

The MacMahon Music Co. store, at Alliance, will move soon to a larger store, it is announced.

Fifteen music and radio dealers of Alliance will hold a radio show October 7 and 8. Each dealer will make his own display in his own store for the show. Window displays will play a prominent part in the exhibit. Special programs of entertainment are planned.

The Quality Music Co., 214 East State street, Columbus, has enlarged its record department by taking the space which was used by the small goods department. Miss Katherine Alford is now in charge of the record department.

Ray Miller and His Brunswick Record Orchestra played a two nights engagement recently in Canton, at Moonlight Ballroom. Brunswick dealers tied up with the appearance of the artists and report their newest records were in great demand.

Seven retail music stores of Canton participated in the annual Fall Style Exposition held recently in Canton. Besides entering in the window display competition, the stores also offered informal programs in their studios and kept radio departments open during the three nights of the exposition.
"Every Man Owes Something to the Industry of Which He is a Part"

Theodore Roosevelt

In EVERY industry, however young, there is always a latent leader that time and progress eventually brings to the fore.

In almost every case the man or men who guide the destiny of that particular leader are men who have contributed to the good of their industry.

In a comparatively short space of time, the Caswell Manufacturing Company has assumed a position of unquestioned leadership in the portable phonograph industry.

This has been due entirely to the directive genius of the men behind this young and aggressive business institution.

Coming into the field at a time when conditions were almost chaotic—when discounts were unstable, when wholesalers and retailers were at the mercy of merchandising vultures, and a "golden rule" policy was an unknown and unfamiliar thing—this company launched a policy of fair and equitable dealing which has since become the rule rather than the exception.

The "something," which every man owes to his industry, has been given without stint by the men behind the Caswell Manufacturing Company.
Caswell Portables Were ALWAYS Covered with Genuine DuPont Fabrikoid

Caswell pioneered the idea of a scuff-proof, wear-proof, water-proof covering for portable phonographs. Caswell Portables have always been covered with genuine DuPont Fabrikoid.

Right from the beginning, Caswell realized that no "Leather-ette"—which may be any material from paper to cloth—could possibly "stand the gaff" which the covering of a portable should be able to stand in order to render the service which should be expected from a portable.

Consequently, genuine DuPont Fabrikoid was adapted and has always been used.

And, as a further protection for jobbers, dealers and the buying public, Caswell originated the seal illustrated above, which guarantees the use of DuPont Fabrikoid and Fabrikoid only.

All Caswell models—except those covered with genuine leather—are covered with the stainless and wear-resisting material. Moisture, dust and dirt cannot injure this covering and when soiled can be easily cleaned with a damp cloth.

Without question, the DuPont covering on Caswell Portables is just one of the features which make this line more salable.
Caswell Portables—

Two Years Old—The Recognized Leaders in the Industry

BUILDING as only Caswell knows how; utilizing the best units the market affords; matched and coordinated for a perfection of tone and volume surpassed only by the highest priced standard machines, Caswell Portables, in two short years, have become the recognized leaders in the industry.

This is due to one thing only—THE SHEER VALUE THEY REPRESENT.

This in-built, full-dollar value is exceeded only by the real sales advantages of the Caswell fair-and-square jobber and dealer policy.

Because of this excellent combination, good jobbers and dealers have accepted the Caswell standards, convinced after trials with hit-or-miss quality and vacillating policies, that there is only one line to tie to and that is the Caswell line.

Caswell Portables are available in a full range of prices and color combinations.
Caswell Portables are Powered with Smooth, Quiet, Long-Service Flyer Motors

It is only fitting and proper that Caswell Portables be powered with the finest phonograph motors it is possible to build.

The smooth-running, noiseless, long service Flyer Motor is used by Caswell exclusively—there can be no compromise on this important unit.

This fine motor is as carefully built as a fine watch. There is no looseness, no grinding and wearing of poorly matched parts to distort the tone. Every moving part is held to the half-thousandth of an inch. Every detail of this precision motor is checked and re-checked, inspected and re-inspected. It is flawless to the nth degree.

No portable is better than its motor and Caswell Portables can be equipped with no better motor.

In this respect as in all other the Caswell is supreme.
LIST OF EXHIBITORS
The Fifth Annual Chicago Radio Show
COLISEUM
October 11th to 17th, 1926
Endorsed by the Radio Manufacturers’ Association

Aalo Radio Laboratories, Chicago, Ill.
Able Tool & Engineering Co., Chicago, Ill.
A. C. Electrical Mfg. Co., Dayton, O.
Acme Wire Co., New Haven, Conn.
Aero Products Co., Chicago, Ill.
All-American Radio Corp., Chicago, Ill.
Allen-Bradley Co., Milwaukee, Wis.
Alpine Products Co., Chicago, Ill.
Aluminum Co. of America, Edgewater, N. J.
Ambassador Sales Co., Chicago, Ill.
American Electric Co., Chicago, Ill.
American Radio Relay League, Chicago, Ill.
American Cigar Corp., New York City
American Graphophone Co., Chicago, Ill.
Ansiaco Products Co., New York City
Anylite Electric Co., Chicago, Ill.
Apo Mfg. Co., Providence, R. I.
Argus Radio Corp., New York City
Armstrong Co., Chicago, Ill.
Atlantic Electric, Chicago, Ill.
Audola Radio Co., Chicago, Ill.
Bakelite Corp., New York City
Baldwin, Nathaniel, Inc., Salt Lake City, Utah
Baritone Manufacturing Co., Chicago, Ill.
Becker Brothers, Chicago, Ill.
Benjamin Electric Co., Chicago, Ill.
Best Mfg. Co., Irvington, N. J.
Bliand Phonograph Co., Racine, Wis.
Bong Battery Corp., Chicago, Ill.
Borkman Radio Corp., Chicago, Ill.
Brach, L. S. Mfg. Co., Newark, N. J.
Briggs & Stratton Corp., Milwaukee, Wis.
Buckingham Radio Corp., Chicago, Ill.
Burgess Battery Co., Chicago, Ill.
Canacox Co., Auburn, N. Y.
Cardwell Mfg. Co., Brooklyn, N. Y.
Carter Radio Co., Chicago, Ill.
Central Radio Lab., Milwaukee, Wis.
Chicago Radio Co., Chicago, Ill.
Chicago Solder Co., Chicago, Ill.
Chicago Telephone Supply Co., Elkhart, Ind.
Citizens Radio Service Bureau, Chicago, Ill.
Continental Fibre Co., Newark, Del.
Cornell Electric Co., Long Island City, N. Y.
C. E. Manufacturing Co., Providence, R. I.
Cornish Wire Co., New York City
Coyne Electrical School, Chicago, Ill.
Crosley Radio Corp., Cincinnati, Ohio
Crowe Name Plate Co., Chicago, Ill.
Cunningham, E. T., Inc., New York City
Davis, Richard T., Inc., Chicago, Ill.
Day-Fan Electric Co., Dayton, O.
De Forest Radio Corp., Jersey City, N. J.
Dictograph Products Corp., New York City
Dobell Radios, Inc., New York City
Duro Metal Products Co., Chicago, Ill.
Ekko Co., Chicago, Ill.
Electrical Research Labs, Chicago, Ill.
English-Whitman Co., New York City
Ettling Co. of America, Chicago, Ill.
Farnell Products, Inc., Chicago, Ill.
Farrand Mfg. Co., New York City
Federal Radio Corp., Buffalo, N. Y.
Federal Brandes, Inc., New York City
Fender Radio Corp., Los Angeles, Calif.
Fleinsfeld Art Productions Corp., Chicago, Ill.
F. E. Burgess, Inc., New York City
Forest Electric Co., Newark, N. J.
Formica Co., Cincinnati, Ohio
Fried-Eisemann Radio Corp., Brooklyn, N. Y.
French Battery Co., Madison, Wis.
Chas. Freshman Co., Inc., Chicago, Ill.
Garfield Electric Co., Chicago, Ill.
General Instrument Corp., New York City
Gould Storage Battery Co., New York City
Graynic Corporation, Chicago, Ill.
Grose, A. H., & Co., New York City
Hammarlund Mfg. Co., New York City
Hartman Electrical Mfg. Co., Mansfield, Ohio
High Frequency Laboratories, Chicago, Ill.
Henniger Co., A. F., Chicago, Ill.
Indiana Mfg. & Electric Co., Marion, Ind.
Jewell Electrical Instrument Co., Chicago, Ill.
Jenkins & Adair, Chicago, Ill.
Karas Electric Co., Chicago, Ill.
Kellogg Switchboard & Supply Co., Chicago, Ill.
King-Buffalo, Inc., Buffalo, N. Y.
Kodak Radio Corp., Cincinnati, O.
Kurz-Kasch Co., Dayton, O.
Kokomo Electric Co., Kokomo, Ind.
Lane Manufacturing Co., Chicago, Ill.
Lectro-Audio Corporation, Lynn, Mass.
Ligonile Corporation, Chicago, Ill.
Liberty Transformer Co., Chicago, Ill.
Lakeside Supply Co., Chicago, Ill.
Mid-West Radio Specialty Co., Chicago, Ill.
Magnavox Co., Oakland, Cal.
Martin-Copeland Co., Providence, R. I.
Minerva Radio Co., Chicago, Ill.
Mohawk Corp. of Illinois, Chicago, Ill.
Monitor-Hast Radio Lab., New York City
Morrison Radio Lab., Michigan City, Ind.
Muter, Leslie F. Co., Chicago, Ill.
National Carbon Co., New York City
National Lead Battery Co., St. Paul, Minn.
Northern Manufacturing Co., Newark, N. J.
Operadio Corp., Chicago, Ill.
Oscirator Electric Co., Chicago, Ill.
Pacific Aero Electric Co., New York City
Penn, Geo. W., Manufacturing Co., New York City
Perless Radio Corp., New York City
Perryman Electric Co., New York City
Pflanstiel Radio Co., Chicago, Ill.
Pomeroy Manufacturing Co., Newton, O.
Pratt Radio Products, Chicago, Ill.
Precision Products Co., Ann Arbor, Mich.
Pressed Metal Co., Waukesha, Wis.
United States Mfrs., Indianapolis, Ind.
Pressis Radio Corp., New York City
Q R S Music Co., Chicago, Ill.
Radio Appliance Corp., Chicago, Ill.
Radio Corporation of America, New York City
Reichmann Co., Chicago, Ill.
Robertson-Davis Co., Chicago, Ill.
Shamrock Mfg. Co., New York, N. Y.
Snows Bros Co., Bloomington, Ind.
Sid Radio Storage Battery Co., Chicago, Ill.
Simplex Radio Devices, New York City
Single Radio Co., Chicago, Ill.
Sleeping Car Radio Co., Long Island City, N. Y.
Sonatone Tube Company, Chicago, Ill.
Sorensen Radio Co., New York City
Sonora Phonograph Co., New York City
Sprotfeld Electrical Co., Newark, N. J.
Steinbein Laboratories, Atchison, Kan.
Sterling Mfg. Co., Cleveland, O.
Stewco & Co., Chicago, Ill.
Stewart Battery Co., Chicago, Ill.
Stewart-Warner Speedometer Corp., Chicago, Ill.
Strumborg-Carlson Tel. Mfg. Co., Rochester, N. Y.
Stuart Products Corp., Chicago, Ill.
Sturdi Engineering Co., Chicago, Ill.
THE TALKING MACHINE WORLD, NEW YORK, October 15, 1926

The Talking Machine World, New York, October 15, 1926
Here are the Facts!

There has been gossip—some malicious—some merely wordy.

So here are the facts.

About a year ago when practically everybody was ready to administer the last rites to the talking machine business—the outstanding figure of the industry put new life into it—brought it back with a new machine, backed by millions of dollars of educational publicity. As a result, “phonic” became a household word.

We came into the field, of course, on the tide of the tremendous publicity of this pioneer. But shortly after we introduced the ULTRA-phonic reproducer, it occurred to us that there was apt to be confusion in the mind of the buying public because of the similarity of names.

In view of the millions being spent by this talking machine manufacturer, we felt it was, to say the least, decidedly unfair. So out of self-respect and common decency, we decided to name our product so that no confusion is possible.

That is why we have dropped the word “phonic.”

Quality and genuine merit are responsible for the tremendous success of ULTRA reproducers. The great popularity and demand for ULTRA reproducers would have been the same under any other name, because our claims are backed by performance—by performance.

Only the ULTRA reproducer is made of the scientifically proportioned aluminum alloy—the thickness of a human hair. Nothing else will meet the exacting requirements of the new electrically cut records.

AND REMEMBER—the better these records are reproduced the more of them you will sell—just remember this.

The AUDAK COMPANY, Inc.
565 Fifth Avenue, New York
Stepping Stones
to Greater Record
and Machine Sales

THE ULTRA REPRODUCER

Greatest stimulus TODAY for MORE record sales and greater new machine sales—GET BOTH!

The Standard by which all reproducers are judged and valued!

$850
Retail

Be sure to read "The Facts" on opposite page.

The purchaser of an ULTRA Reproducer will become a more frequent visitor at your store—FOR MORE RECORDS. You will have greater opportunity of eventually selling him a new machine—for only the new machine with its co-ordination of reproducer and tone chamber can give the ultimate in music.

Let the customer who owns an old machine hear the new records played with an ULTRA. You will sell him not only the ULTRA but more records, and in addition—CREATE THE DESIRE FOR THE ULTIMATE IN MUSIC—THE NEW MACHINE.

Insist on ULTRA Reproducers—accept no substitutes.

Nothing else (excepting the new talking machines) will meet the exacting requirements of the new electrically cut records.

AUDAK CO., 565 Fifth Ave., N. Y.
Here, We Know, is Your Idea of a Good Phonograph Proposition

Merchandise is good merchandise for you only in ratio to the salability and profit it possesses. We believe the Euphonic embodies these desirable factors to a very high degree. It is a beautiful instrument, rich in its lines and cabinet work and very finely finished. Its mechanical and tonal features are clearly demonstrated by the playing of the first record. These features are a reproducer and tone arm of the most advanced design — and a tone chamber which we believe to be vastly superior to that found in any similar instrument. And, furthering all this is a range of discounts and a merchandising policy that will not only protect, but enhance the selling value of this product as time goes on. The entire story is most interesting. We invite correspondence from the trade.

Wasmuth-Goodrich Company
Manufacturers of Phonographs and Radio Cabinets
Peru, Indiana
The TALKING MACHINE WORLD

Plate IX

A striking feature of the advertisement was the manner in which the readers of the advertisement con-
tained pictures of six of the world's greatest concert and operatic stars, with a brief description of each together with the date of their appearance in Minneapolis. To the side the following announcement appeared: "In order that you may hear these and other great artists again and again—Foster & Waldo offer"—and then followed illustrations with a complete description of six models of the talking machine line carried by the music establishment.

Features Talking Machines in Unusual Advertising

Foster & Waldo, Minneapolis, Minn., Music Corporation, offers the following line to the Attention of Public Through High Class Advertising.

A full-page advertisement which for attractiveness was transformed into a high standard of quality could scarcely be improved upon recently graced the rotogravure section of the Minneapolis Tribune, being inserted by the music house of Foster & Waldo. The advertisement, while naturally a commercial one, presenting a full line of talking machines to the public, was blended harmoniously with the art movements of the city, and gave the readers desirable information as to the musical season of the city and maintained the plane that the instruments offered for sale were strictly art products.

The upper center of the advertisement contained pictures of five of the world's greatest concert and operatic stars, with a brief description of each together with the date of their appearance in Minneapolis. To the side the following announcement appeared: "In order that you may hear these and other great artists again and again—Foster & Waldo offer"—and then followed illustrations with a complete description of six models of the talking machine line carried by the music establishment.

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The facts

which every radio distributor and dealer should know

PROBABLY no word in the entire radio vocabulary has greater commercial importance than the word "Neutrodyne." So let's get started right with a definition.

The word "Neutrodyne" is a registered trade-mark, owned by the Hazeltine Corporation and applied to radio receiving set embodying certain patented inventions of Professor L. A. Hazeltine, and manufactured by fourteen licensed manufacturers.

Every genuine Neutrodyne set carries the Neutrodyne trade-mark. Unless it bears this trade-mark, and unless made by one of the fourteen Hazeltine licensees, a receiving set is not a Neutrodyne.

Professor L. A. Hazeltine, of Stevens Institute of Technology, an electrical genius who has applied his unusual talents particularly to radio, designed and perfected the Neutrodyne receiver which embodies his radio circuit.

This type of amplifier eliminates regeneration by neutralizing the inherent feed back due to undesirable capacity coupling, thereby giving high selectivity, good tone quality and simple adjustment and preventing squeals, whistles and radiation.

This radio receiver when properly constructed and adjusted could not under any circumstances become a transmitter. It could not howl or squeal. It could not radiate.

In addition, this new receiver was found to possess a higher degree of selectivity than had ever before been obtained. It was extremely sensitive and the quality of its reproduction of sound unusually fine.

Small wonder that the Neutrodyne swept the country. Small wonder that it was widely imitated. Small wonder that all kinds of sets were sold as "neutrodynes."

Organization of the Hazeltine interests

Following the granting of patents to Professor Hazeltine—patents which have successfully stood the test of litigation—the Hazeltine Corporation was formed. This company now owns and controls these patents and inventions, and the Neutrodyne trade-mark.

It manufactures no receiving sets, but has granted an exclusive license to the Independent Radio Manu-

HAZELTINE CORPORATION
(Sole owner of "Neutrodyne" patents and trade-marks)

INDEPENDENT RADIO MANUFACTURERS, Incorporated
(Exclusive licensee of Hazeltine Corporation)
about Neutrodyne

facturers, Incorporated, which in turn has licensed its fourteen member companies to manufacture Neutrodyne receivers.

The Independent Radio Manufacturers, Incorporated
The fourteen companies, who alone are permitted to use the Hazeltine inventions and to label their receiving sets with the Neutrodyne trade-mark, are these:

THE AMRAD CORPORATION, Medford Hillside, Mass.
F. A. D. ANDREA, Inc., New York City
CARLOYD ELECTRIC & RADIO COMPANY, Newark, N. J.
FREED-EISEMANN RADIO CORPORATION, Brooklyn, N. Y.
EAGLE RADIO COMPANY, Newark, N. J.
GAROD CORPORATION, Belleville, N. J.
GILFILLAN RADIO CORPORATION, Los Angeles, Cal.
HOWARD RADIO COMPANY, Inc., Chicago, III.
KING-HINNERS RADIO COMPANY, Buffalo, N. Y.
WM. J. MURDOCK COMPANY, Chelsea, Mass.
STROMBERG-CARLSON TELEPHONE MFG. CO., Rochester, N. Y.
R. E. THOMPSON MFG. CO., Jersey City, N. J.
WARE RADIO CORPORATION, New York City
THE WORK-RITE MFG. CO., Cleveland, Ohio

How the companies operate
These fourteen manufacturers pay royalties to the Independent Radio Manufacturers, Incorporated, which company turns over this income to the Hazeltine Corporation, less a fixed charge which is set aside to accumulate into a fund. This fund provides the means for prosecuting infringements of "Neutrodyne" patents and trade-marks, whether by manufacturers, wholesalers, retailers or even by the ultimate purchasers of radio receivers. This fund also provides for the defense of distributors and dealers authorized to handle and sell licensed Neutrodyne radio receivers against patent infringement prosecution as far as those receivers are concerned.

Complete protection for Neutrodyne distributors
The value of this arrangement for the protection of the manufacturers, distributors, retailers and users of Neutrodyne apparatus has already been demonstrated.

"Neutrodyne" distributors when sued have been successfully defended in the courts by the Independent Radio Manufacturers, Incorporated. And the validity of "Neutrodyne" patents and inventions has been upheld by the courts against infringers.

So that today no radio receiving sets or radio apparatus offers the distributor and the dealer a greater degree of safety than Neutrodyne.

It has won its battles in the law courts, just as it has won the hearts of the radio listeners. And it is financially able and more than willing to protect itself and its distributors. Neutrodyne will not only defend itself when attacked—it will lead the attack if its rights are invaded.

Play safe with Neutrodyne
Remembering that distributors, wholesalers, retailers and even consumers are liable under the law, in selling or having in their possession infringing radio apparatus, read the following paragraphs carefully:

The courts have recently ruled that Tuned Radio Frequency Receivers equipped with adjustable means to usefully control regeneration and prevent oscillation, infringe the Armstrong patents.

The courts have also held that receivers employing certain neutralizing schemes infringe the "Neutrodyne" patents.

Ask yourself whether the sets you handle are clear of liability; whether the manufacturers of such sets would be likely to protect you if you were sued. If you are in doubt about your liability, consult competent legal authority.

Thoughtful, careful, conscientious distributors are today playing safe by handling licensed Neutrodyne apparatus. They have not only found such a policy safe and sound, but highly profitable.
Powel Crosley Jr. has so definitely applied his successful methods of mass production to Amrad developments that thousands of radio buyers will be able this season to purchase the superlative Amrad Neutrodynes at prices most unexpectedly low.

From an engineering point of view Amrad has few equals, in experience, equipment and in skill.

This beautifully two-tone finished Battery Type set performs uncannily. Selectivity, tone and volume are all that can be desired. Crosley production has eliminated nonessentials. Vital parts are the finest. It has already proven a great success.

This is one of radio's GREAT achievements. All power for this set is taken from an electric lamp socket. Do not confuse with battery eliminators. Exclusive patented developments enable Amrad to present a batteryless radio at least one hundred dollars or more under the prices of sets in which the replacement of batteries has been eliminated. This set operates from a special power unit which gives unprecedented tone reproduction.

The Amrad Power Unit operates only as the set is being used. Voltages are always correct values. Exclusive Mershon condensers of 90 mfd capacity produce smooth, clear, lucid tones.

The set uses four UX-199 tubes and one UX-112 power tube. Operates on 60 cycle 100-120 volt alternating current. Power unit uses two UX-216-B Rectron rectifier tubes to supply plate current at maximum B voltage of 135 as well as filament current for tubes.

With powerful, constant, never-failing energy, this apparatus exceeds the expectations of even the most exacting critics. The set delivers the utmost in radio enjoyment at an almost unbelievable price.
You have 2 Customers for Radio

There are two kinds of people in the market for radio today. Fada Harmonated Reception will turn them both into customers.

1 There is the man who already owns a set and isn't entirely satisfied. He is in the market for something better, but is rather doubtful about finding it. He trusts to his own ears.

Fada Harmonated Reception is outstandingly superior to ordinary radio. One has but to hear it to recognize this instantly. It makes radio reception a new sensation! It is radio without alibis!

2 There is the fellow who has been waiting for radio to find its feet—he has listened in on other people's sets and has said to himself, "I'll wait until radio is right!"

Fada Harmonated Reception is by far "righter" than any radio ever before offered. Its performance is astoundingly better than anything you have ever heard. It is the radio of tomorrow—here today!

Here's how to get them both

FADA Radio

Fada Harmonated Reception, a brand new development in radio engineering, is being demonstrated by the distributors in your territory. Write to us for our Dealer's Proposition.

F. A. D. ANDREA, INC.
1581 Jerome Avenue New York

Manufacturers of TUNED RADIO FREQUENCY Receivers using the highly efficient NEUTRODYNE principle

Fada Cone Speaker
Table Type

$35

Fada Neutrodyne Receivers—table and furniture models—B. 6, and 5 tubes from $85 to $400. Illustrated is the Fada 8 Console. $400

View of Fada 8 Chassis showing total "Individual Stage" Shielding.
Now—2 New Electric Power Garods!
Both marvellously richer in tone, sounding new low notes

GAROD ELECTRIC POWER RADIO
YEARS AHEAD!
Startling New Advanced Units of Design!

GAROD-EA

No Batteries! No Eliminators!
No Chargers! No Attachments!

New Power Increases Tone Range and Richness

POWER is the absolute essential for the deeper and finer tones in radio.
And new Garod-EA now reproduces entirely by electric power!

Five elements in new Garod-EA contribute to this unparalleled quality of tone. First, the House Current, equivalent in power to 10 "B" Batteries. Special Power Tubes... 100 times more powerful than standard tubes. The Power Unit... that steps up the house current to 450 volts. The Super Audio Transformer that, together with the power tubes which never overload, amplifies tone without distortion. Neutrodyne, that silences all "squeals" and guarantees world’s finest selectivity.

Price $310
Only Loud Speaker and Tubes to be added.

GAROD-EC

Simply—
Plug into light socket at cost of 1½ c per hour.

Simply—
No Outside Antennae! No Batteries!
No Loop! No Battery Substitutes!
(Unless preferred)

COMPLETELY SHIELDED
ONE-DRUM-DIAL Tuning Control.
SEVEN TUBES
ELECTRIC POWER
INDUCTANCE-TUNED
Radio Frequency Transformer
(Replacing Variable Condensers)
INSURING—
1—Accurate, permanent synchronization of multiple stages.
2—Extreme sensitivity and selectivity due to high ratio of inductance to capacitance.

Presented in "The Robin Hood," a fine period chest, made of three rare woods from the forests of Robin Hood.
CUSTOM BUILT BY GAROD LABORATORIES
(Made to Order Only)

Price $750
Only Loud Speaker and Tubes to be added.

DEALERS' ATTENTION!
Garod-EC illustrated above was one of the outstanding features of the Radio World's Fair at Madison Square Garden, New York, September 13th to 18th. This remarkable achievement represents the very finest receiver that can be built. It is custom-made. Complete details will be sent upon request.

Garod-EA today has put the factory into night and day production.

If your territory is not yet covered by a Garod wholesale representative write us at once for complete details of "The Garod Franchise" which protects exclusive Garod dealers in every desirable way when a territory is allotted. The big thing in radio today is ELECTRIC POWER. Get acquainted!

GAROD CORPORATION : : : Belleville, New Jersey
The NEW Models of

GILFILLAN RADIO

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: 21½" long; 11" high; 10" deep.
Plenty of range and marvelous Tone with exceptional selectivity.
Price without accessories $90.

Model 20
In beautiful hand-carved
medium size cabinet.
Six-tube Neutrodyne including "power" tube.
Single Vernier action control.
Three Shielded Radio and two Audio Stages. Specially selected Cone Speaker. Space for all Batteries or Battery Eliminators.
Size: 42" high; 17" wide; 16½" deep.
Wonderful Tone, Range and Selectivity. Price without accessories $175.

Model 25
Table cabinet with No. 20 set—$120.

Model 30
Handsome mahogany console
Six-tube Neutrodyne. 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" high; 30" wide; 20" deep.
Great range with marvelous Tone and Selectivity—a superior set in every detail. Price without accessories $350.

Model 40
Table cabinet with No. 30 set—$200.

The New Gilfillan Model 20 Single Dial Control and Shielded

These new Gilfillan models are most attractive in design and will demonstrate their superiority in competitive tests for TONE, CLARITY, RANGE and SELECTIVITY.

Place order through your jobbers for prompt 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.
Apeco Mfg. Co. Presents the Apcoradio Receiving Set

New Product Is Seven-Tube Set With Dual Control and Is Completely Apeco-Equipped—Operates From Electric Light Socket

PROVIDENCE, R. I., October 6—The Apeco Mfg. Co., of this city, which has long enjoyed an enviable reputation in radio circles as the manufacturer of battery chargers, "B" eliminators, cathode ray tubes, etc., has recently presented a line of radio tubes, a full automatic "A" battery converter and Raytheon tube "B" eliminator, has now entered the field of receiving set manufacture. At the New York Show the first Apcoradio receiving set was presented. The Apcoradio is a seven-tube heavily copper-encased set with a dual control and an equalized tone chamber with built-in cone speaker. It is lamp-socket operated and housed in two attractive styles of floor cabinets. One of the distinguishing features of this set pointed out by the manufacturer is that it is probably the first completely equipped set, even to the tubes, that has been placed on the market. The equipment is entirely Apeco and it is ready to be plugged into the lamp-socket and operated.

The Mastro-Ortholian Aroused Trade Interest

Among the many radio products manufactured by Richard T. Davis, Chicago, is the Mastro-Ortholian, a movable master-control receiver connected with a power speaker, which has excited considerable attention since its introduction. The control is of such a size that it may be placed on an end table, lounge, or mantelpiece and its operation has been simplified by the use of only a volume control and station selector. The control cabinet weighs only twelve pounds and contains the radio frequency and detector tubes, while the Ortholian reproducer, the speaker cabinet with which it is used, contains the audio amplifying tubes, B-eliminator, triode detector, etc. The speaker cabinet has a 12-inch button speaker mounted back of the grille, in a specially designed resonance chamber. It is said to reproduce faithfully the largest orchestra or band playing without slighting instruments of the highest or lowest range. The speaker cabinet, standing forty-eight inches high, is finished in shaded walnut, with the grille and legs of carved art wood. It is tall, requiring little floor space, and is designed to blend with the furnishings of the most luxuriously appointed home.

The Master Control is connected by cable to the electrically operated Ortholian speaker and is covered with satin-back fabric, while the ends are finished in bronze metal casing. The Master-Ortholian lists for $295.

Awards Musical Scholarships

Announcement was recently made of the granting of two musical scholarships by L. Bamberger & Co., Newark, N. J., one of the largest department stores in the country. One is for advanced piano students and offers a four-year scholarship for advanced piano students at the Institute of Music Art in New York City, the second is for junior pupils for a similar term with instruction at a New Jersey institute or by some carefully chosen private teacher.

G. T. McKeel In New York

C. T. McKeel, sales promotion manager of the Brunswick-Balke-Collender Co., Chicago, Ill., spent several days during the latter part of last month in the New York territory.

Pooley Co. Plants Working Overtime to Meet Demand

Entire Line Is Moving Well With the Armchair Model and Model 2200 Proving the Favorites With the Trade and Public

PHILADELPHIA, Pa., October 7—The entire Pooley line of radio cabinets equipped with Atwater Kent radio is moving well, according to B. R. Slagbeer, treasurer and sales manager of the Pooley Co., Inc., of this city, and he anticipates the biggest year in the history of the organization. General activity is particularly noticeable in both plants of the Pooley Co. in this city. Not only has peak production been reached throughout the day, but the salesmen are working overtime three nights each week to take care of the heavy demands.

While all models are moving well, the particular favorites seem to be the armchair model, which has been described in the columns of The World in a previous issue, and model 2200, which is illustrated herewith. The model 2200 is a Pooley speaker with battery compartment particularly suitable for the Atwater Kent model 35, the new one-dial receiver in the Atwater Kent line.

The Pooley Co. has issued an interesting four-page folder on this model describing it as "Pooley's contribution to the greatest selling proposition in radio today."

New Crosley Authorized Dealer Plan Announced

A revised dealer authorizing policy, establishing two classes of Crosley authorized dealers with distinctly different provisions for each, has recently been announced by the Crosley Radio Corp. Authorized dealers are now divided into Class A (those who have accomplished very good results and who handle Crosley exclusively), and Class B (those who have not produced good enough results to be included in the first class). No attempt will be made to establish additional dealers in communities where there are Class A dealers, while healthy competition will be encouraged in sections where there are only Class B dealers. A letter sent out by the Crosley sales department states that this action should not be construed to mean that the corporation intends to appoint new dealers promiscuously, every effort being made to back loyal Crosley dealers to the limit, especially those regarded as belonging to Class A.

Slagle Radio Co. Moves Into Large New Home

The Slagle Radio Co., Pt. Wayne, Ind., makers of Slagle receivers, moved into a large new building a short time ago. The new building has one floor with 4,500 square feet devoted to manufacturing operations. Here the parts included in Slagle receivers are manufactured and assembled.
"And Calls Each Fresh Link Progress"

MANY of the choicest reproductions of music are heard on Okeh Records. That explains the reason for their enormous sales . . . and the Success of Licensed Okeh Dealers.

WHEN you consider there is no investment of money needed in order to sell Okeh Records and increase your profits, you will wonder why you have not written before this for the Okeh Dealer's plan.

Of course, in justice to the growth of your business, you should write to-day. We hope you will . . . .

Let an Okeh Dealer's License be a "fresh link" in your business.

General Phonograph Corporation

OTTO HEINEMAN, President

25 WEST 45th STREET

NEW YORK, N. Y.
Indoor Weather Brings Heavier Demand for Talking Machines that Really Reproduce Original Tones

The deep, resonant basses and the shrill piccolo, each with proper emphasis, the voice of the flute, the heart throbs of the cello, the rippling tones of the clarinet, the thundering diapason of the tubas—all in harmony, with every tone value reproduced as in the original—SUCH ARE THE RESULTS when the amplification is synchronized through the use of the scientific MILLER system, in which synchronized amplification is brought to the highest degree of perfection.

In this system, the exponential curve of the air column from reproducer to bell is a scientific achievement and not the result of guesswork.

Send us your data and our audio-engineers will suggest the correct solutions for your own particular problems.
Increased Sales Activity Marks First Weeks of Fall Season in Toledo Field

Annual Style Show and Radio Exposition Draws Crowds—Frazelle Store Expands Talking Machine Department by Addition of New Line—Artists’ Appearances Create Sales

TOLEDO, O., October 7.—The first weeks of Fall have produced much activity in phonograph and radio houses. A good share of this spending up is no doubt due to the new lines of merchandise added, the increased in sales staffs and the widening of store policies. The Woman’s Style Show and Radio Exposition at the Armoroy Building is daily drawing crowds to see the styles and to learn what a woman should know about radio. W. Bear, director, says it’s the greatest show of its kind held here and merchants are giving it their hearty support.

The concert season opens with Sousa and his band shortly. Dealers will exploit records in connection with this artist as well as future performers. Ray Miller and His Brunswick Orchestra sold many records for dealers during their stay here.

The Frazelle Music House—one of the strongest general music stores in the city—was granted a Victor franchise recently. As a result a new department in charge of Gladys Murumba, with Ethel Gorrhell as assistant, has been opened in the store. Columbia and Sonora lines are also handled here. Another new item of merchandise is the Atwater Kent radio. Frank H. Frazelle, manager, stated that with the addition of the lines the store will launch an aggressive sales campaign. Harry L. Gat- schall is a new member of the staff.

At the Lion Store Music Rooms Brunswick and Victor records and machines are selling ahead of last year, according to Lawson S. Tal- bert, manager. The department has a booth at the Radio Show, where new types of phono- graphs are demonstrated. A feature which is selling additional records here is a daily cash prize awarded to the sales girl with the highest selling additional records. Here is a daily cash prize if two Credenzas are sold during the week.

Frazelle announced that the prize to be awarded to the sales girl with the highest selling additional records here is a daily cash prize. The prize is worth $100 and is given to the sales girl with the highest selling additional records. The prize is awarded on a weekly basis and is given to the sales girl with the highest selling additional records during the week.

The Toledo Radio Co. is making an important announcement to dealers. The Sparkit light socket radio has been taken on. It is said to have extraordinary volume and is the only machine with one exception using the new A.C. tubes. L. C. W. Wasbridge, president, stated that although the new merchandise has been shown to only a few dealers all, without excep- tion, have placed substantial orders. It is made by the Sparkis-Withington Co., Jackson, Mich., which is making a good showing along the lines. The Toledo Radio Co. is making an important announcement to dealers. The Sparkit light socket radio has been taken on. It is said to have extraordinary volume and is the only machine with one exception using the new A.C. tubes. L. C. W. Wasbridge, president, stated that although the new merchandise has been shown to only a few dealers all, without excep- tion, have placed substantial orders. It is made by the Sparkis-Withington Co., Jackson, Mich., which is making a good showing along the lines.

At the Goosman Piano Co. Fall demand has stimulated the call for Columbia machines and records. Miss Iona Thompson reported a drive has been launched for new business at both the Toledo and Bryan stores. C. E. Eveningham is a new member of the sales staff.

The Cable Piano Co. attracted unusual interest lately through its Panatrope concerts. These were conducted every afternoon and evening as a feature of “Panatrope Week.” A large number of blanks for the Brunswick $5,000 prize slogan and title for new machines were dis- tributed to visitors. Manager A. F. Maynard stated the event stimulated interest in machines and combinations.

SPECIAL PANATROPE AT KENT HOUSE

The Hayes Music Co. reports greater activity in Edison phonographs and DeForest radios. Nicholas Baertschi, manager, attended the Edison dealer meeting at the Hotel Hollenden, Cleveland, recently. He is much enthused over the new forty-minute record and the four new Edison models, likewise the transformer which will bring old type machines up to date. Aug. Rolle has joined forces with the house.

Flightner’s Music Store made a special effort during the past month to prepare for obtaining its full share of Fall and Winter business on Columbia Viva-tonal phonographs and New Process Columbia records. All of the available Viva-tonal models are now on display in the store.

Walter Bryan & Son, London, O., have recently featured the old fiddle, guitar, banjo, accordion, harmonica and such like tunes listed in the Columbia Old Fiddlers’ Tune catalog, with the following number of sales.

K. F. Mocek, Toledo Columbia dealer, is clos- ing an increased record business with the New Process Columbia Polish discs. The new models are well received here.

Don O. Flightner, Columbia representative for Toledo and territory South, reports an awakening of trade throughout his district. The phonographs and machines are being well handled by the friends every day. Mrs. Flightner is sojourning in California with relatives and friends.

Panatrope Is Installed in Kent House, Quebec

Picturesque and Famous Old Canadian Hostelry Has Special Model of Panatrope for Amusement of Guests

The Kent House, of Montmorency Falls, Quebec, Canada, is one of the most picturesque

KENT HOUSE

Special Panatrope at Kent House

and famous old hostleries in the Dominion, has been at one time the original home of the Canadian Governor General and has been in constant use for one hundred and fifty years, deriving its name from its former occupant in 1791—H. R. H. The Duke of Kent—William Queen Victoria’s father. It is now used as a Summer hotel. Its natural conservative policies were completely swept aside when H. R. Braid, in charge of Brunswick activities in Eastern Canada, demonstrated a Panatrope and pointed out its advantages for use in the Kent House. The managers were completely won over by the musical quality of the instrument and im- mediately made preparation to have one installed for the amusement of guests. At special request the instrument was mounted on wheels to permit its ready transportation through the famous rooms where royalty once trod.

Maynard Music Co. Holds Formal Opening of Store

SALISBURY, N. C., October 4—The formal opening of the new home of the Maynard Music Co., at 201 South street, was held recently and several hundred visitors were entertained. This house was conducted for a long time at 224 South Main street under the name of May- nard Bros. With the change of name, J. R. Maynard remains as head of the concern and is in active charge of the establishment.
The filament of Perryman Radio Tubes with the patented Perryman bridge are doubled to form a letter M. This twin construction not only exposes a greater area of filament surface, but it doubles the area of electron emission and increases the capacity of the tube. The real result is a tube that does its appointed work more easily, giving greater volume without distortion. Its longer life is a distinct economy.

Perryman authorized distributors carry ample stocks and can service dealers on sales helps and advertising material. The dealer who anticipates his requirements will greatly assist his distributor in making timely deliveries. This will be a big Perryman year.
"Enchanted Hours Together"
About the Girl

I am going to MARRY

GIRLS, this is a confession of an eligible young man who has been attracted to fair ladies ever since the campus gates closed behind him. All these young ladies fascinated him — one was brilliant and beautiful but she invited him to take her to more shows in a month than a newspaper critic razzes in a season. Much as he adored her Messrs. Ziegfeld and Belasco soon discouraged the struggling young copy writer.

Then came the quiet home girl. He could see her six times a week and still eat three meals a day, but the evenings were uninteresting and her companionship grew boresome.

Another was wonderful company — she was the cynosure of admiring eyes, but somehow they always seemed to drift into night clubs.

And Dear Lady —

we men do not propose marriage in night clubs.

And then "she" came.

She was just a real girl, easy to look at, dressed nicely and moreover had that wonderful understanding which makes a man devoted to a woman.

She understood that —

it is in her home that he plans his,

so she invited him to her home often. But unlike the quiet girl, she made every evening a cheerful one. Her home was a center of all social activity. The younger set gathered there and had wonderful times, marvelous dancing. Of course other girls had old fashioned phonographs that would play jazz — but at her house they have real night club dance music at a moment's notice.

There is a New Reproducing Sonora Phonograph in her home.

* * *

And later, enchanted hours together — subdued lights ... music ... beauty ... youth ... romance! Colorful harmonies steal upon the soul while they engender thoughts which find no speech. As the record plays so, too, does their imagination and to the tune of its mystic music they build their air castles and plans for tomorrow ... many tomorrows together.

SONORA PHONOGRAPH COMPANY, 16 East Fortieth Street, New York, N.Y.

This story in booklet form is now available to Sonora dealers
Trade Outlook in Baltimore Bright

Activities of the Columbia Wholesalers Dominate the Local Trade-Big Tie-Up With National Advertising—Dealers Add New Lines—M. J. Alvey Added to the Staff

Baltimore, Md., October 7.—Sales of Columbia products in this territory continue in record-breaking proportions, according to W. H. Swartz, vice-president of Columbia Wholesalers, Inc. “It was at first assumed,” he said, “that September record sales would hardly surpass September 1925, as during the latter month the Columbia Co. gave certain record discounts with the result that September last year was, up to that time, the largest September for record sales. However, September for this year is far ahead of the big September 1925, the total Columbia increase being approximately 103 per cent.

Columbia Wholesalers, Inc., have completed demonstrations on some of the new model phonographs for dealers in the various territories. Dealers are enthusiastic over the reproduction quality of the new Viva-tonal. Columbia Dealers in Ad Tie-Up

One of the big features of the present season was the two solid pages of Columbia advertising inserted in the Baltimore papers September 21. The Columbia Phonograph Co. had a full page announcement of the Columbia New Process records. Dealers not only gave special window displays to this attractive ad but fifteen of them also put in their own tie-up ads which ran well over a full page in addition. The dealer at the top of the page called special attention to the fact that this was the largest unit advertising ever inserted in a Baltimore paper on a phonograph line at any one time. This group advertising ran for three days and caused quite a sensation in this territory.

C. P. Kearfott, aggressive Columbia dealer of Martinsville, Va., had a large booth at the county fair the week of September 21. The Blue Ribbon Piano Co., Harrisburg, Va., also had a fine Columbia display at a county fair held in their section. To handle the rapidly increasing Columbia business the Columbia Wholesalers, Inc., recently increased its force in the record, packing, shipping and bookkeeping departments, and to house the large quantities of machine goods have contracted for space in a nearby warehouse. They have just finished renovating and repairing the office and display rooms of the second floor of their four-story building.

Big Demand for Fada

Fada six and eight-tube radio sets continue to be oversold, although shipments from factories are much better. The new shielded Fada set has won great popularity for its wonderful tone qualities, and the big list of Fada dealers in this territory are very enthusiastic over the outlook. Crosley products still prove exceedingly active, large quantities of back orders being on hand at the moment.

M. J. Alvey in New Post

In order to care for the rapidly increasing demand for Columbia products in this territory Columbia Wholesalers, Inc., has added to its personnel M. J. Alvey, a well-known radio and phonograph technician of Baltimore and vicinity. He will work with L. K. Snyder, present representative, covering Baltimore City, and in addition will cover the eastern shore of Maryland and western Maryland as well.

Leading Baltimore Firms

Add the Columbia Line

Isaac Bensesch & Sons, Kunkel Piano Co. and Mueller’s Music Co. Take on Complete Line of Phonographs and Records

One of Baltimore’s biggest department stores, Isaac Bensesch & Sons, 349-517 North Gay Street, have just taken on the complete line of new Viva-tonal machines and a complete stock of Columbia New Process records. The store has also placed a large order for phonographs and records for shipment during October, November and December, in addition to a heavy order for immediate delivery. The firm announced its entry into the ranks of Columbia dealers by a half-page advertisement in the daily papers.

The Kunkel Piano Co., 120 North Liberty street, is another dealer that recently secured a franchise for the new Viva-tonal line and the Columbia New Process records. Joseph Kunkel, head of the store, is assisted by Lew and George Becker and Miss Marie Kunkel, who has taken charge of the record department.

Another firm to put on the full line of Columbia products this month was Mueller’s Music Shop, 506-8 South Third street. This shop, which is located in the eastern part of the city, is the largest in its section. William Mueller, the proprietor, not only announced his taking on this line with a half-page ad in the daily papers, but also distributed several thousand card announcements.

Columbia Wholesalers, Inc.

205 West Camden Street

Baltimore, Md.

The Big News

You’ve heard the big news. So have your customers. Full-page newspaper advertisements are appearing in the local papers. Columbia New Process Records are electrically recorded.

Record buyers know now one big reason why Columbia New Process Records record all the beauty, brilliance, clarity and volume of every type of music and musical instrument.

Columbia New Process Records are riding on the crest of a great wave of popularity. You can ride with them.

Columbia Wholesalers, Inc.

L. L. Andrews — Wm. H. Swartz

Exclusively Wholesale

205 W. Camden St., Baltimore, Md.

The Greatest Radio Season

Is Just Beginning!

COLUMBIA WHOLESALERS, Inc.

Announce their lines for the coming season and assure dealers from—Pennsylvania to the Carolinas of the same quick service and close co-operation as rendered in previous years.

FADA CROSLEY KOLSTER MOHAWK Receivers PHILCO BALKITE MAJESTIC TIMMONS PHILCO BURGESS Batteries FADA BRANDES BRACH Equipment Speakers TOWER STERLING Products DE FOREST TUBES
A Revelation in Radio Reproduction

AT LAST—a cone loudspeaker that reproduces all the tones as they are broadcast. From the deep-voiced tuba of an orchestra to the softest note of a vocal solo—every tone—every sound is reproduced in all its beauty, just as it entered the microphone.

This 22-inch Windsor Cone Loudspeaker, with its spruce sounding board, will reproduce the softest crooning lullaby in a softly lighted room, or the full-throated march music of a band in an auditorium—both with perfect fidelity of sound and tone.

The Windsor Cone Loudspeaker Console is of such manifest high quality and attractive design as to be a welcome addition to any home. Finished in Mahogany or Walnut.

The Windsor Cone and Horn Loudspeakers, combined with attractive pieces of furniture in many models beautifully finished in either walnut or mahogany, offer recognized radio dealers a remarkable new field for largely increased sales and profits. The retail prices are unusually low for loudspeakers of such outstanding perfection and the attractive furniture with which they are combined serves to enhance the value offered.

Write or wire at once for illustrations and prices covering all models in the Windsor line, together with retail prices and the unusually liberal trade discounts. The extensive magazine and newspaper advertising campaign to appear this season will send many radio enthusiasts into your store to see and hear this remarkable new line of cone and horn loudspeakers combined with fine furniture.

The WINDSOR FURNITURE COMPANY
World's Largest Manufacturers and Originators of Loudspeaker Consoles
1426 CARROLL AVENUE
Los Angeles Branch—917 Maple Avenue
CHICAGO, ILLINOIS
Talking Machine Dealers in Detroit
Optimistic as Sales Make Steady Gains

Dealers Preparing for an Active Season—R. B. Alling Co. Adds the Atwater Kent Radio Line—
Frank Bayley Again Heads Michigan Merchants’ Association—Month’s News

DETROIT, Mich., October 6. — The month of September was an excellent one for the talking machine dealers of Detroit. They all seemed to enjoy splendid business, much improved over August and certainly better than a year ago. On top of good talking machine business, their radio business was also very brisk, being stimulated by the desire for baseball scores and the special concerts over WEAF, New York. With Detroit at the height of its prosperity and the outlook very good for Fall, retailers are certain to be in for very big business from now until Christmas. If they don’t get it, the fault will be their own. Never have retailers had so much to incite public interest—the new talking machines, the improved records, more song hits and more dance hits than ever and radio equipment. We mention radio because it has become almost a necessary part of the retailer’s business. Some dealers have even gone so far as to add a line of electric refrigerators; others small lines of string instruments, particularly ukes, which are so popular with the younger element.

G. F. Morton has been appointed manager of the wholesale Victrola department of Grinnell Bros. He succeeds the late Charles H. Grinnell. Mr. Morton has been with the wholesale department for many years, covering the State and Sales representative. He reports a very brisk trade in the city and State, and comments that the demand for the new Orthophonic is far exceeding his expectations.

Brunswick Panatrope and Brunswick records are enjoying record business. The Panatrope, in addition to being sold for the home, is in great demand for halls and public places, owing to the fact that they sound electrically recorded records. It is very adaptable for large halls, restaurants and ballrooms. Brunswick records have been stimulated by the large number of visiting Brunswick artists who have been in Detroit the past month.

The R. B. Alling Co., 1540 Woodward avenue, which handles the Edison and Brunswick lines, has recently added the Atwater Kent radio. Mr. Alling, who also handles the wholesale Edison department, reports that retail business is at least 75 per cent better than it was a year ago at this time. The store is open evenings and is a very busy place.

E. K. Andrew, manager of the talking machine department at the J. L. Hudson Music Store, recently was elected president of the Detroit Radio Section.

Frank Bayley, of the Bayley Music House, and re-elected president of the Michigan Music Merchants’ Association, announces that the 1927 convention will again be held in Detroit owing to the success of the last convention in August. “We find that music merchants would prefer coming to Detroit than any other city because of entertainment we can give them here and the fact that the meetings draw a very large attendance from the local dealers,” he declared.

Mr. Bayley, who handles the Brunswick line, reports business was never as good during the month of September and the early part of October. He predicts a record Fall trade for the retailers.

Baltimore Trade Outlook
Is Exceptionally Bright

(Continued from page 80)

Panatrope needles have made a hit. These new steel needles play from fifteen to thirty electrically recorded records to Columbia Wholesalers, Inc., Maryland, District of Columbia, Virginia and eastern West Virginia, the territory controlled by Columbia Wholesalers, Inc., as exclusive distributors of Fada radio, were entertained at a large meeting held recently at the Maryland Yacht Club by Columbia Wholesalers, Inc., of Baltimore. The new “Fada Eight,” the “Fada Six” and the new “Fada Speakeasy” were not only displayed with the balance of the Fada line, but one of the greatest demonstrations ever witnessed in that section was given in conjunction with the introduction of the new Philco Socket Powers, also sponsored by Columbia Wholesalers. “One hundred and twenty-five dealers were present or represented and all marveled at the range of these loop-operated receivers and the naturalness of reproduction accomplished with the new Fada cone speaker,” said Mr. Andrews, president of Columbia Wholesalers and in charge of the radio division.

Orders were taken for the new Fada sets and speakers from practically all dealers present and a degree of enthusiasm displayed most gratifying to both Grinnell Bros. and F. A. D. Andrea, Inc., manufacturer of the Fada line. Mr. Sherwood, Eastern district sales manager for Fada, pointed out the strong position the Neutrophone holds in the coming season and explained Fada plans and policies, including the liberal co-operative dealer advertising plan. A buffet luncheon was served later.

Dealers Discuss Sales Plans

A very successful dealers’ assembly was held on Monday, October 4, in our offices, for the purpose of demonstrating new models and planning schedules for the remainder of the year. Virginia, North Carolina, District of Columbia and Maryland dealers attended and a splendid talk on Methods to Increase Sales was given by Howard Williams, of the Business Training Corp. of New York. A salesmen’s meeting was also conducted recently at which plans for a big business during the rest of the term were discussed,” said Mr. Shaw.

Miss E. M. Heagerty in New Post

Miss Ellen M. Heagerty, formerly secretary to C. F. Shaw, of the Baltimore branch office of the Brunswick Co., is now in charge of the record department of Grinnell & Co.

The Maryland Record Co., Inc., will soon start production at its factory in Hagerstown, Md. The company, which is capitalized at $25,000, has leased the whole of the fifth floor of the Central Building. Edwin J. Snead, Norman B. Scott and Walter E. Baker are the incorporators.

Big Musicone Production

Since the introduction of the Crosley Super Musicone in June, production of this speaker has increased until it now has reached 2000 a day. Production of the regular Musicone is still being maintained in large quantities, while the Musiconosole, a completely new model of the Musicone speaker first introduced to the public early last Spring, is being produced at the rate of 500 a day.

T. A. Davies, the general director of merchandising for William J. Son & Co., Cleveland, is the happy father of a brand new boy and girl. It is reported from St. Luke’s Hospital that both Mrs. Davies and the new arrivals are doing nicely.

We are distributors
of the famous
Farrand Speaker

Detroit Electric Co.

Grand Rapids, Mich., 224 Ottawa Ave., N. W.
Kalamazoo, Mich., 132 North Rose St.
Lansing, Mich., 206 South Grand Ave.

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

PROFITS are not what you make on each sale. You may buy an article for $10.00 and sell it for $1,000.00—and lose money. What you have left after all expense is paid—that's profit.

Suppose you have a record winter season—but your "off season" sales just break even with expense—doesn't your percentage of profit over the year melt away?

And if your "off season" sales are below expenses—aren't you "in the red"?

Radio and phonograph merchandising is a wonderful profit producing business—if off season sales can be made to hold up their end. And if actual peak sales can be produced throughout all seasons of the year—doesn't one season's success protect you against a possible loss in the other? Is this not unpurchasable insurance against lost profits?

Perhaps you have been pondering over this very problem. The question has been—"What line fits in best with your set-up"?

Turn to the next page—and read a few simple facts which analyze the average Radio and Phonograph dealer's position—You will find that this is the solution to a momentous question.

BELL & HOWELL COMPANY
1811 Larchmont Ave., Chicago, Ill.
ESTABLISHED 1907
Watch Your Profit and Loss Curve

THE above chart carries a message well worth your study. Note the sales curve of Radio and Phonograph lines. Both are profitable lines—paying big in their peak months. Yet see how the slack months from March to October sag that hard earned high-level curve of October to March. To make real money and save those winter profits you have got to bend that summer curve up to meet the blue line. To do this you have got to sell a line that will follow the customer into the open—something that carries with it an urge to accompany him in his walks or drives during the warm summer days, week ends and vacations—times when he will not stay in to hear his radio or phonograph. No man will deny the fact that the Motion Picture Camera now has the center of the “warm weather” stage—and is seeking its strongest retail outlet.

Reflect upon your own good set-up. Here are five simple truths which justly point to YOU, Mr. Radio and Phonograph Merchant, as the rightful dealer for this new line which public demand is reaching out for.

Five Points — Worth Money to You

1. Radio and Phonographs are instruments of entertainment—“entertainment in the home.” You have qualified in the sale thereof. The amateur motion picture camera and projector are also primarily instruments of entertainment in the home. Therefore, they are legitimately YOUR line.

2. Radio and Phonograph sales are best made on demonstration—demonstration in the home. You have qualified in this highly specialized form of selling. Motion picture machines will sell on first demonstration—and you control each demonstration. You are not dependent nor controlled by outside influences or conditions.

3. You and your salesmen are experienced in selling “in the home.” Naturally, to hold specialty salesmen of this type, and to keep them in training, they must be kept busy the year round. So, an article of entertainment—that will sell strongest by demonstration and without conflicting with your other lines, is obviously a high-profit asset to you.

4. Your clientele is already established. You have made friends. Every radio and phonograph customer you have sold—no matter how long ago—is your immediate prospect for this new prince of entertainers—“movies” in the home.

5. You understand the value of a manufacturer backing you up with national advertising. The Bell & Howell Company will appear in THIRTEEN FULL PAGES in the Saturday Evening Post—EACH PAGE IN FOUR COLORS, besides many other national publications in full page space. As a retail merchant, you know what that will do to create retail sales. The page opposite is a reproduction of our October 23rd Saturday Evening Post ad. You can’t help but feel proud to represent such a line.

MAIL THIS FOR PROPOSITION

BELL & HOWELL CO., 1811 Larchmont Ave., Chicago, Ill.

Gentlemen: Please give me complete details of your camera and equipment sales proposition.

Name

Address
Why this camera takes movies for you

—equaled only by professional work

4½-pound camera developed by world's leading makers of professional movie equipment; the BELL & HOWELL Automatic

MOTION PHOTOGRAPHY has now been made so simple, so mistake proof that a child can take beautiful, clear, sharp pictures. This tells how:

For 49 years, Bell & Howell have made the cameras and equipment used almost exclusively by the world's leading movie producers. Now this knowledge and experience have produced Filmo, for personal use—4½ pounds of compact, amazing movie-taking power. Its accuracy and photographic dependability are equaled only by Bell & Howell professional cinematograph cameras which cost up to $5,000 each. Yet it is priced within reach of modest incomes.

The reasons why Filmo can give you real movies, equaled only by the feature films you see at good theaters, are given below. They are features found only in Filmo, among all personal movie cameras:

For instance: it sights as easily, as directly, as you'd look through a field glass. Thus, anything you see—you get! You can accurately follow the fastest-moving object—and get it squarely on the film.

FILMO is fully automatic. You simply touch a button—and get real movies of your own. There is no cranking, no focusing for distance. No tripod is needed.

Your films are developed free—ready to exhibit.

See it work

A good dealer, in your own locality, will be glad to show and demonstrate Filmo to you.

Send coupon so that we may tell you where to find him. It also brings—free—a fascinating, new book telling how to make your own movies.

Why You Get Better Pictures, Better Shown

Made by world's largest maker of motion picture cameras, FILMO is the only personal movie camera possessing these vitally important features:

(1) Spy-glass viewfinder.
(2) Adjustable, accurate speed control—for different objects and lights.
(3) Special mechanism for slow-motion pictures, in same design of camera.
(4) Highest quality imported, anastigmat, 25 mm F3.5 aperture lens.
(5) Simplest to operate of all movie cameras.
(6) 12 lenses interchangeable for special work.
(7) Beautifully finished, compact, efficient.
(8) Lifetime service; no depreciation.

FILMO Automatic Projector—for showing these movies in your own home—offers same superiority; pictures as bright and flickerless as you see at best theaters. Runs forward, backward, or stops for single picture. Shows pictures from postcard size up to 7 x 9 feet.

BELL & HOWELL CO.
1811 Larchmont Ave., Chicago
Established 1897
The feature motion pictures shown at the better theatres today have been made possible largely through the efforts of the Bell & Howell company. Nineteen years ago Bell & Howell made their first professional motion picture cameras for the industry. Anticipating the enormous possibilities ahead, they effected the standardizations and mechanical improvements upon which the industry took root and grew.

Today Bell & Howell professional cameras, costing up to $5,000, are used almost exclusively to photograph the better motion picture productions the world over.

Out of this vast experience Bell & Howell developed the Filmo motion picture cameras and equipment for individual use. These small, compact instruments are as precise, and in many ways as flexible in use, as the larger, vastly more expensive equipment.

The Bell & Howell Co. has only one standard of manufacture. That is absolute precision in every detail—finest quality of materials, workmanship and ultimate photographic results.

Merchandise made to a price comes and goes in the market. Bell & Howell equipment survives and will continue to survive because it is founded on long, practical experience and is right. Which would you rather have—the fluctuating price business? — or the safe, steady and sure business that goes with acknowledged leadership? Tie up with the Bell & Howell Company.

Turn back to second page of this insert and MAIL THE COUPON
Radio World's Fair Drew Record Crowds

Huge New Madison Square Garden in New York City Was Scene of Third Annual Radio World's Fair. Latest in Radio Receiving Sets and Accessories Were Viewed by Unprecedented Daily Attendance

The Third Annual Radio World's Fair, which held forth at Madison Square Garden during the week of September 13 to 18, was, viewed from every possible angle, the most successful exhibition of radio products that has ever taken place in this country or, for that matter, in the world.

The leading metropolitan broadcasting stations and even from European cities were present at $100,000,000. and jobbers and dealers was estimated by G. 225,000 having visited the New Madison Square attendance was record-breaking with more than of the radio merchandise that is to be offered nine floor have seen all that was worth seeing to aisle and when he had completed his rounds represented and a dealer could saunter from aisle every manufacturer of radio equipment was rep- for with more than 200 exhibitors practically roof was particularly satisfactory to the trade, all the radio exhibitions were housed under one tion of radio products that has ever taken place every possible angle, the most successful exhibi- held forth at Madison Square Garden during the 38.

The fact that for the first time in New York all the radio exhibitions were housed under one roof was particularly satisfactory to the trade, for with more than 200 exhibitors practically every manufacturer of radio equipment was rep- resented and a dealer could saunter from aisle to aisle and when he had completed his rounds of the Exposition hall, the Arena and the mezza-nine floor have seen all that was worth seeing of the radio merchandise that is to be offered the public during the season of 1926-27. The attendance was record-breaking with more than 225,000 having visited the New Madison Square Garden during the six days of the exposition. And from the standpoint of the exhibitors the show was most successful, for the business con- tracted for during the week between exhibitors and jobbers and dealers was estimated by G. Clayton Irwin, general manager of the Radio World's Fair, to be in the neighborhood of $100,000,000.

The trade sessions each day from 11 a. m. to 1 p.m. were well attended and dealers from view of every section of the United States, from Canada and even from European cities were present at the World's Fair to profit from the early show- ing of the next season's lines. Spread before their eyes was more than $1,500,000 worth of radio apparatus in a diversity of models and styles that satisfied every appeal and priced to fit the pocketbook of every class of radio pros-

For the visitors whose interest in radio was that of enthusiasts the World's Fair this year was more satisfactory than ever. A practically continuous program was broadcast from the Crystal Studio erected in the Exposition Hall and the radio artists who have entertained radio set owners for the past years were present in person to entertain and meet their admirers. The leading metropolitan broadcasting stations alternated in presenting programs and they selected the cream of their talent to represent them at the exposition. Immediately prior to the opening of the World's Fair on Monday, September 13, there was a parade of floats from City Hall to Madison Square Garden. A radio orchestra gave a concert on the steps of the City Hall to an immense audience. Mobile station 6XBR broadcast this program and also broad- cast along the entire route of the parade. This feature drew considerable attention to the radio festivities of the week. Mayor James J. Walker, meeting the parade en route to the Madison Square Garden, unofficially received Mrs. Lotta Harranuff, Radio Queen of the United States. The Mayor was present at the World's Fair on Monday evening and gave an interesting ad- dress that was broadcast from station WAHG. Other officials prominent in public life and out-standing personalities in the radio industry ap- peared before the microphone during the week and gave interesting addresses. Clusters of loud speakers and amplifying systems were installed throughout Madison Square Garden so that the visitors to the exposition could at all times lis- ten to the programs that were being broadcast from the Crystal Studio. An outstanding feature of the apparatus on exhibit was the large number of the present-day receivers that are operated by plugging in on the electric light socket, thus eliminating all bat-

Leading Exhibitors and Their Products

Radio Corp. of America

The complete line of Radiolas, RCA loud speakers, Radiotrons and Rectrons attracted considerable attention at the large exhibit staged by the Radio Corp. of Amer- ica. A feature of the exhibit was a massive display stand featuring all types of Radiotrons and Rectrons. A stained glass window told pictorially the story of the completeness of the RCA line of sets, speakers and accessories. A complete line of cabinets especially designed for Radiolas by New York Metropolitan district distributors was also on display, and it was pointed out that these special cabinets are available to distributors in other sections of the country. George Clark, manager of the exhibition department, was in charge of the RCA booth. He was assisted by W. C. Edger, J. Hendrickson, A. H. Laisken, A. H. Genet, E. S. Pearl, J. Dukuly and other representatives of the sales department. C. T. Waddens, Eastern district adver-tising manager, lent his co-operation with W. W. Cone and B. Sherko of the advertising department. Gen. James A. Harbord, president; David Saroff, vice-president and gen-

(Continued on page 84)
A great deal of interest was displayed in the new Kolster-Bard, Inc., booth, where the firm presented a very attractive cabinet receiving set. The new two-tube set, which was shown in a variety of wood finishes, is very popular with the trade. The booth was the headquarters of the company's sales manager, who was in attendance.

Federal Radios, Inc.

The Federal Radios, Inc., booth was one of the most popular in the exhibit. The firm displayed a variety of receivers and phonographs, including the new Federal-Bard model, which is very popular with the trade. The booth was the headquarters of the company's sales manager, who was in attendance.

The United Cabinet Mfrs. Corp., Chicago, Ill.

The United Cabinet Mfrs. Corp., Chicago, Ill., had a large and attractive display of radio cabinets of a wide range of prices. The company featured the new model, "Priess Straight 9," a de-luxe set with a variety of features, including a noiseless, tubeless light socket power supply, the Balkite "B" current supply and the Majestic Master B power unit. The exhibit was under the direction of Herbert Benedict, vice-president, and M. J. Polak, New York representative, were in attendance.

The California, Washington, and Oregon Radios Co., Portland, Ore.

The California, Washington, and Oregon Radios Co., Portland, Ore., had a very interesting display of radio cabinets of a wide range of prices. The company featured the new model, "Priess Straight 9," a de-luxe set with a variety of features, including a noiseless, tubeless light socket power supply, the Balkite "B" current supply and the Majestic Master B power unit. The exhibit was under the direction of Herbert Benedict, vice-president, and M. J. Polak, New York representative, were in attendance.

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SHOWERS

Radio's Best Seller—

is a high quality line that satisfies the customer and makes money for the dealer. Showers Console Radio excels at both. The largest furniture factory in the world with 58 years of progress behind it insures stability, quality and fair dealing. Our exclusive franchise, one dealer to a city, gives you full protection. The retail prices quoted are suggested only—we set no list price. The consoles come to you with our ONE DIAL control, all metal shielded construction receiver, Foley system of amplification and Utah unit. More than enough room for all batteries and charger, yet artistically designed for compactness. Write or wire Chicago office today. See our exhibit at the Chicago Radio Show, Coliseum, October 11-17.

SHOWERS BROTHERS—Radio Division

914 South Michigan Boulevard, Chicago

Factories at Bloomington, Ind., Burlington, Ia., and Bloomfield, Ind.
noted for its great simplicity. It can be operated either from the standard equipment or by the perfection of the single-dial control and the simplification of its condensers both the general public and the salesmen. The exhibit was under the direction of Henry H. Lead, general sales manager of the company, was in charge of the Freshman exhibit, including L. L. Adel- lamm, sales manager of the Freshman exhibit, and L. W. D. Perlesz, radio engineer of the company.

Amplion Co. of America

The full line of the firm's loud speaker products was at Exhibition Hall, Room 59 of the Century Park, New York, and was located in the beautiful exhibit of the company. The exhibit was under the direction of Dr. Sidney J. Schutt, of the sales department, in active charge of the Freshman exhibit, including L. L. Adel- lamm, sales manager of the Freshman exhibit, and L. W. D. Perlesz, radio engineer of the company.

A distinctive feature of the line, which includes fourteen different types of tubes.

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A distinctive feature of the line, which includes fourteen different types of tubes.
NO TIN-CAN to CORRODE
on this New National Homepower

ANOTHER victory for "National" Engineers! A combination "A" Battery and Charger fitted with a one-piece composition container which is positively impervious to the acids and gasses accumulating during the charging process. No tin cans to be eaten away as in the ordinary charger outfit. Radio users need never again grease the box which holds their charger outfit. It has cost us over $5,000 to perfect this new non-corrosive and practically non-breakable case; but it is just what the radio world has been waiting for.

Operates via House Current
Unfailing "A" Power

Destructive gassing is reduced to a minimum in the National Homepower. Proper control of the charging rate prevents excessive bubbling and the effusion of acid fumes through the radio set. Cabinet and set thus remain unimpaired.

The National Homepower operates from ordinary house current and assures full-powered "A" service every day of the year. Remarkable volume, distance, clarity. And what an economy! The National Homepower saves its first cost within a year. No more recharging expense; no more dry cell renewals!

9,000,000 Radio Users
are reading about the
NATIONAL HOMEPOWER

FOR months to come, leading National Magazines and local newspapers will carry the National Homepower advertising story into the homes of millions of radio users—the type which appreciates every radio improvement. You know what the reaction will be. Sales and more sales for every dealer who stocks National Homepower Units and allies himself with this strong campaign.

National Homepower Units are built in three types, making your sales field still more unlimited. The margin of profit on these Units is liberal even though they retail at a remarkably low cost. Write us today before demand finds you unprepared! Let us outline our dealer policies, advertising co-operation, etc., in detail! Be the first in your territory to offer something better than the "tin-can" charger outfit!

NATIONAL LEAD BATTERY CO.
General Offices: ST. PAUL, MINN.
Factories: St. Paul, Chicago, Kansas City, Los Angeles
Branches: New York City, Dallas, Oakland, Atlanta, Portland (Ore.), Baltimore

NATIONAL HOMEPOWER
RADIO "A" UNITS
TYPE 1
TYPE 2
TYPE 3
Radio World's Fair Draws Record Crowds—(Continued from page 86)

no batteries have to be bought, and as the Acme Mfg. Co. also manufactures tubes, the new set is even tube-equipped. The All-American, Acme and Mirror line "B" and "C" power supply and employs the Acro full automatic "A" battery converter and Acro and "B" and "C" automatic eliminator. The Tower Mfg. Co. exhibited three NEC Inlet form or equipped with either of the aforementioned technical representatives, are in charge, assisted by members of the sales department.

Amrad Corp.
TheAmrad Corp., Medford, Hillside, Boston, Mass., exhibited the new models of Amrad sets, in conjunction with the exhibit of the Croxley Co. on the main floor. The following models were shown: S-2, five-tube Amrad neutron tube model; AC-5, Amrad lamp socket, including the Acme Pedestal speaker; the Amrad cone-table, which may be obtained either in cab table form or in a more elaborate arrangement of models of Amrad, and the console, equipped with either the battery-neutrodyne model or the lamp socket type. The console is equipped with a lamp socket type speaker, the feature of the exhibit and drew much interest. Harold N. Powers, president of the company, was present, assisted by E. H. Davis and staff. The Cenova Electric Co.
The Cenova Electric Co., Medford, Ill., exhibited its complete line of 45-volt "B" battery models. Among the new products, "B" battery eliminator, the All-American Pedestal station receiver, the All-American "Filtrola" station receiver, and the Empire Home speaker and Empire headsets.

Other products shown included the All-American constant resistance units, "B" battery eliminator, the All-American "Filtrola" station receiver, and the Empire Home speaker and Empire headsets.

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Apex today has attained both artistic and mechanical pre-eminence in the creation of the New Model "Six" — a perfected unit that offers command of the air at the turn of a single dial. Every progressive dealer in America should welcome this opportunity to present to the radio public, a set which attracts on sight and sells on performance.

There are tremendous profits to be received. Because quality products are always certain of quantity sales. May we give you the details? A letter or a card will do.

APEX SUPER FIVE
A nationally recognized set of extraordinary proven performance. A profit-maker, for past seasons, acknowledged by APEX dealers to be one of the most appealing units ever offered.

Apex Electric Manufacturing Company
1410 West 59th Street • Chicago
Radio World's Fair Draws Record Crowds—(Continued from page 88)

The English Electric Corp., New York City, in addition to its familiar line of Tun-a-lump indoor aerials, also displayed a new horn and coaxless speaker. E. S. Whiting was in charge of the exhibit.

Brent Tully Mfg. Co.

The Brenton Tully Mfg. Co., Chicago, Ill., in its display featured the Countervase-Eight and the Countervase - Tunes receivers. The "Eight" has five tuned stages, is completely enclosed in a beautiful Art Moderne cabinet of light aluminum. The "Tunes" is similar to the "Eight" but smaller in size and has five tuned stages in the last stage and both sizes are made in a variety of colors and styles. Separate cabinet models were also shown. G. Anderson, sales manager, and Mr. Wilson, New York representative, were in attendance.

North Electric Table & Furniture Co.

The North Electric Table & Furniture Co., Los Angeles, Calif., in charge of the exhibit, the Knight five -tube set and also an electrolite for AC or DC use. The Knight five -tube set was in charge of the exhibit, and the electrolite for AC or DC use, was conducted by M. E. Seegmiller, sales manager, and the "special DC" power unit was operated by F. C. Issac and the "special DC" power unit was operated by F. C. Issac.

Hartford Battery Mfg. Co.

The Hartford Battery Mfg. Co., Milford, Conn., in charge of the exhibit, displayed an attractive line of Mason venture dials and illuminated controls under the direction of W. S. Block, Jr., sales manager, and J. Andrew White, New York, who has a widespread distribution of batteries.

Conner Crouse Corp.

The Conner Crouse Corp., Chicago, Ill., displayed Model 500 was shown, together with a combination trickle charger and "A" battery, as well as the familiar line of Hartford batteries. L. D. Yont, head of the firm, and Russell Cole, sales manager, were in attendance.

Lakentro Corp.

The Lakentro Corp., Lynn, Mass., displayed six models of radio cabinets, manufactured by the Conner Crouse Corp., Inc., and in charge of the exhibit, was Arthur G. Wadsworth and the sales manager, was in attendance.

American Radio Products Co.

The American Radio Products Co., New York, dis- played nine types of tubes, including the new "A" and "B", as well as two types of one speaker and two types of two speakers. J. Brady, sales manager, was in charge.


The Heins Lyford receiver, manufactured by the University Radio Mfg. Co., New York, was on display in an attractive booth and in charge of J. F. Heins, general manager of the company. Mr. Heins was assisted by Mr. Lyford. The Heins-Lyford receiver is also told in kit form with a complete line of parts for the amateur builder.

Golden-Leitz Corp.

The Golden-Leitz Corp., New York, also had receivers, with a "B" supply unit, on display on the booth of the Golden-Leitz Corp., Long Island City. J. Brady, sales manager, was in charge.

Radio Labs

Nate Haste, general manager of the Monomont-Haste Radio Co., Philadelphia, Pa., also participated in the Naturale receiving set manufactured by the Monomont-Haste organization. The Naturale is merchandized in the form of kits, complete in all detail, except the particular type of cabinet or console desired.

R. R. Mayo, president of the Malapson Radio Corp., New York, actively directed operations at the company's booth which featured the "Six" series receivers, both cabinet and console models. The Malapson line, which is known as the "B" without a doubt, comprises five types of eliminators and a tone unit.

English-Whitman Products Co.

The English-Whitman Products Co., New York City, for the dancers. The lights and music were furnished by F. E. Block, Jr., head of the organization, was in charge of the display.

Radio Mfg. Co., Long Island City, N. Y., made its first appearance at the fair in charge of the exhibit, the Knight five -tube set and also an electrolite for AC or DC use. The Knight five -tube set and also an electrolite for AC or DC use, was conducted by M. E. Seegmiller, sales manager, and the "special DC" power unit was operated by F. C. Issac and the "special DC" power unit was operated by F. C. Issac.

National Lead Battery Co.

The National Lead Battery Co., St. Paul, Minn., had an interesting display of its products with three types of National Honeymoon radio "A" units being featured. This unit is a combination of "A" battery and charger fitted with a one-piece composition container which is impervious to acids and charging the batteries.

Radio Master Corp.

The Radio Master Corp., Bay City, Mich., had an interesting and attractive exhibit of the line of cabinets manufactured by the company. This exhibit was conducted by E. S. Hyde, general manager, in charge of the exhibit, and the "special DC" power unit was operated by E. F. Emerson, Eastern district representative.

Radio Labs

The Silverline Corp., New York City, was in attendance at the fair and in charge of the exhibit, the Herald five -tube set and also an electrolite for AC or DC use, which was conducted by M. E. Seegmiller, sales manager, and the "special DC" power unit was operated by M. E. Seegmiller.

Blair Radios Laboratories

The new models of the Blair Laboratories, in which this firm continues to incorporate "resistance coupled amplifier" tube circuits, are being distributed by A. L. Linn, general manager, A. Blair, head of the firm, and Russell Cole, sales manager.

Besides some of its 20-27 models of receiving sets, the firm is developing a complete line of "F" type receivers designed by the Kentooodeck receiver, manufactured by the Conner Crouse Corp., Inc., and in charge of the exhibit, was Arthur G. Wadsworth and the sales manager, was in attendance.

The Gréonrade type receiver, manufactured by the Gréonrade type receiver, manufactured by the Gréonrade type receiver, manufactured by the Gréonrade type receiver, manufactured by the Gréonrade type receiver, manufactured by the Gréonrade type receiver, manufactured by the Gréonrade type receiver, manufactured by the Gréonrade type receiver, manufactured by the Gréonrade type receiver, manufactured by the Gréonrade type receiver, manufactured by the Gréonrade type receiver, manufactured by the Gréonrade type receiver, manufactured by the Gréonrade type receiver, manufactured by the Gréonrade type receiver, manufactured by the Gréonrade type receiver, manufactured by the Gréonrade type receiver, manufactured by the Gréonrade type receiver, manufactured by the Gréonrade type receiver, manufactured by the Gréonrade type receiver, manufactured by the Gréonrade type receiver, manufactured by the Gréonrade type receiver, manufactured by the Gréonrade type receiver, manufactured by the 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Why
The Cleveland Talking Machine Company
Will Concentrate Its Activities on
ATWATER KENT RADIO

We have made arrangements to wholesale Atwater Kent sets exclusively because
1. Concentration by the radio wholesaler and retailer is absolutely essential to success.
2. Atwater Kent Radio is easily sold and stays sold.
3. Atwater Kent Radio provides efficient and rapid turn-over.
4. Atwater Kent Radio is merchandised on a sound, clean cut basis that offers maximum profits for the progressive, wide-awake retailer.

The Cleveland Talking Machine Co.
HOWARD J. SHARTLE, President
1125 ROCKWELL AVENUE
CLEVELAND, OHIO

Distributors of Atwater Kent Radios, Orthophonic Victrolas, Electrolas and Radiola Combinations

Northern Ohio Atwater Kent Retailers at Big Sales Meeting Held in Cleveland

Cleveland Talking Machine Co. and Cleveland Ignition Co. Sponsor One of the Most Successful Radio Dealer Meetings Ever Held in the Middle Western Territory

CLEVELAND, O., September 25.—Atwater Kent dealers throughout northern Ohio were the guests on September 22 of the two Atwater Kent distributors in this city, the Cleveland Ignition Co. and the Cleveland Talking Machine Co. This was one of the most successful and best attended radio dealer gatherings that have ever been held. September 22 was selected as Atwater Kent-Pooley Day, at the Cleveland Radio Show, and the program prepared for the observance of this day brought Atwater Kent activities to the front page of the leading newspapers and to the attention of the radio trade and radio fans throughout the country.

The dealers and their wives gathered at the Hotel Cleveland, where luncheon was served in the Georgian Room and a note of welcome was extended by R. H. Bechtol, president of the Cleveland Ignition Co. and one of the most popular Atwater Kent distributors in the country. Mr. Bechtol briefly outlined the program which had been prepared by the two Cleveland Atwater Kent distributors for the dealers and

(Continued on last page of insert)
To ATWATER KENT DEALERS

The advertisement on the opposite page is reproduced from the "Saturday Evening Post." The "Post" is one of FIFTY-ONE national magazines and farm publications carrying the story of Atwater Kent Radio to your prospects this fall.

When you handle this line you know that
—it works and keeps on working.
— it is factory-tested 150 times.
— it is backed by the most comprehensive advertising in the country.
— legitimate service-calls are practically unknown.
— owners are satisfied.

Atwater Kent Radio is the Radio people want—and it stays sold.

Note: Watch for other advertisements in this "Saturday Evening Post" Series. Make them count for YOU.

ATWATER KENT MANUFACTURING COMPANY
A. Atwater Kent, President
4725 Wissahickon Avenue · Philadelphia, Pa.
"It Works!"
SAY THOSE WHO OWN IT

"It Stays Sold!"
SAY THOSE WHO SELL IT

WHEN Atwater Kent Radio leaves our factory in Philadelphia we say to ourselves: "When this Radio has been shipped across the country and finally installed in someone's home, it's going to work—and keep on working!"

Proof that it does is coming to us from every state in the Union, from Canada and even from across the sea.

The extra months of experiment and testing behind Atwater Kent Radio have not been wasted. The extra hours of inspection (there are 125 inspections of every Atwater Kent set) have been worth while.

There are no short-cuts in making radio. It's a difficult job, calling for first-rate engineering brains, infinite patience, plenty of resources in money and men and time.

Yet it all counts after a set or speaker gets out there where it has to prove itself.

It counts in the satisfaction of the user. Our dealers tell us that legitimate service-calls for difficulties originating in Atwater Kent Radio Receiving Sets and Speakers are practically unknown. Of course someone's battery runs down occasionally or an aerial gets crowded.

People are so used to constant performance from Atwater Kent Radio that they forget to look for obvious things—like a stalled motorist who starts to call a mechanic and then discovers that his gas tank is empty.

It counts in keeping our dealers from having their legitimate profits melt away in service on needless repairs. Many a merchant who thought he made a lot of money last year by selling a job-lot of sets has found that he actually lost money in service afterwards.

Radio has passed through its fantastic days. People are buying it today by the reputation of the maker. They know they are buying entertainment, performance, satisfaction.

On this basis and this basis alone we have sold twice as many sets in the past year as we did the year before—and they have stayed sold.
Atwater Kent Dealers in Northern Ohio

who are now making plans for the banner season of radio history will find in the personnel of the

Cleveland Ignition Co.

a competent, thoroughly experienced sales and merchandising staff admirably equipped to offer the retailer practical suggestions in the development of Atwater Kent activities.

The enthusiasm of Atwater Kent dealers in Northern Ohio as to the sales possibilities for this renowned product the coming season is a gratifying tribute to the supremacy of the finest radio set in the world.

As a distributor of Atwater Kent sets exclusively for the past five years we have endeavored to work in close co-operation with our dealers, assisting them in their sales activities and helping them derive substantial profits from a product that gives every opportunity for a permanent success.

Cleveland Ignition Co.

R. H. RECHTOL, President

2163 Chester Ave., N. E.

Cleveland, O.

Wholesaler of Atwater Kent Sets and Speakers

Radio Accessories - Automotive Accessories

Atwater Kent Dealers Meet in Cleveland, 0.

(introduced from first page of insert)

introduced John D. Marshall, Mayor of Cleveland. Mayor Marshall, in behalf of the city, extended a hearty welcome to the visiting dealers and paid a well-deserved tribute to the world-wide fame of Atwater Kent products.

At 1:30 in the afternoon the dealers assembled in the ballroom of the hotel, where H. J. Shartle, president of the Cleveland Talking Machine Co., Atwater Kent distributor, also a distributor of Victor products, outlined briefly the practical scope of the program and indicated the careful attention which had been given to every detail of the day's activities. Mr. Shartle in his address emphasized the exceptional sales possibilities for Atwater Kent products, pointing out just why his organization had decided to concentrate on the distribution of Atwater Kent products exclusively. During the course of his excellent merchandising talk Mr. Shartle referred to the premier position occupied by Atwater Kent sets in the radio industry and discussed briefly the various factors which had contributed to Atwater Kent's success.

The first speaker on the program was Vernon Collamore, general sales manager of the Atwater Kent Mfg. Co. and a leader of radio activities generally. Mr. Collamore gave the dealers an inspiring message from A. Atwater Kent, president of the company, which presaged events of great importance for every factor of the Atwater Kent merchandising family. Among the other speakers on the program, all of whom discussed topics of practical interest to the dealers, were B. R. Stauffer, secretary of the Pooley Co.; H. E. Smiley, district sales manager, Atwater Kent Mfg. Co.; D. W. Boice, advertising manager, Atwater Kent Mfg. Co.; John McGuigan, Jr., Cleveland district representative, Atwater Kent Mfg. Co.; H. P. Humphries, district representative, Pooley Co., and E. Morton Freigh, assistant vice-president, Bankers' Commercial Security Co. Mr. Bechtol made a brief talk during the afternoon, setting forth the details of a sales contest for dealers, which will be announced in the near future.

The outstanding feature of the afternoon program was the talk by Mr. Smiley, who has gained country-wide popularity as one of the finest business meeting speakers in the radio industry. Mr. Smiley covered every phase of merchandising in his address to the dealers, basing his talk on practical experience and not on theory. He pointed out how Atwater Kent dealers could merchandise sets and speakers bearing the company's name to the best possible advantage, giving practical instances where turnover and profits had been increased through the use of simple, logical merchandising tactics. He also referred briefly to the constructional qualities of Atwater Kent product, inviting the dealers to visit the mammoth Atwater Kent factories in Philadelphia, and called their attention to the fact that behind every Atwater Kent speaker was an institution of world-wide prominence - a phenomenon of phenomenal success.

Mr. Smiley discussed the various merchandising problems concerning the average radio dealer and showed how these problems could be handled profitably and satisfactorily.

At the close of the meeting, which, so far as the dealers were concerned, could have been continued indefinitely, arrangements were made for an informal banquet to be held in the ballroom of the hotel. Mr. Shartle was chairman of this portion of the program and prepared an entertainment which compared favorably to the best vaudeville show that could be presented. The artists on the program included several feature acts from the Keith vaudeville circuit, as well as every other form of entertainment that is found in musical comedy or vaudeville. Allan MacQuarrie, well-known tenor, who has achieved nation-wide popularity through his association with Atwater Kent broadcasting activities, was one of the stars of the program, contributing several selections which were received with enthusiastic applause. Alex. F. Osborn, vice-president of Barton, Dursine & Osborn, prominent advertising agency directing Atwater Kent publicity, gave an inspiring and effective merchandising talk at the banquet that was thoroughly enjoyed by all present.

Near the close of the dinner the Atwater Kent dealers and their wives were given a real surprise through the distribution of special editions of the Cleveland News, one of the country's leading newspapers, which had prepared a special front page devoted exclusively to Atwater Kent convention activities. An emphatic indication of the popularity and success of Atwater Kent products in Cleveland territory was the fact that a special eight-page section devoted to Atwater Kent affairs formed an integral part of the Cleveland News in every edition published on Atwater Kent Day, September 22. The first page of this special edition gave recognition to the selection of September 22 as Atwater Kent and Pooley Day at the Cleveland Radio Show and featured a bird's-eye view of the Atwater Kent plant, together with a photograph of A. Atwater Kent. Every Atwater Kent dealer in Cleveland territory, as well as the two Cleveland jobbers, carried individual advertising in this Atwater Kent section, which represented one of the finest tie-ups that have been presented in dealer advertising during the past year. The executive and sales organizations of the Cleveland Ignition Co. and the Cleveland Talking Machine Co. were featured in this section, as well as photographs of the visiting Atwater Kent executives.

This remarkable newspaper campaign was commented upon by Mr. Bauer in his talk on Atwater Kent advertising at the afternoon program, and in his opinion it served as a model demonstration of the effectiveness of co-operative advertising by progressive dealers.
Radio World's Fair Draws Record Crowds

Radio Associations Meet to Discuss Broadcasting

Interesting Talks Featured Radio Industries Banquet

Adaptable to Any Set
The Improved Saxophonic

Possesses a tone exclusively its own

The diaphragm (the only patented diaphragm on the market) is hand-spun. This is an exclusive Saxophonic feature and is protected by the following patents:

U.S. 1334435, England 162163, France 513232.

The diaphragm is hand-spun.

The diaphragm (the only patented diaphragm on the market) is hand-spun. This is an exclusive Saxophonic feature and is protected by the following patents:

U.S. 1334435, England 162163, France 513232.

The tonal quality is incomparable and vibrations longer due to the fact that the center of the diaphragm is heavier than the edge, which causes faster vibration, as the heavier center acts as a pendulum to the outside edge.

Our new Saxophonic is guaranteed not to blast and to reproduce the record in its natural tones. If you haven't the NEW SAXOPHONIC Reproducer with the METAL DIAPHRAGM send for sample for your test.

Saxo-Tone Arm

When the Saxophonic is attached to our new brass Saxo-Tonearm. This reproducer presents valuable sales arguments as if it "Speaks for itself."

Pat. Serial No. 118,390

Mutual Phono Parts Mfg Corp.

Canadian Acme Screw & Gear. Ltd.

1131 King St. West, Toronto, Can.

Industries, Stead, Ltd.

1120-H Broadway St., Chicago, Ill.

Western Acme Co.

14th St. and Washington Ave., St. Louis, Mo.

New York City, N.Y.
Like the Discovery of the North Pole Comes the Revolutionizing of the New Phonograph With the Magic Voice

This new invention has made possible the crowning achievement of SOUND REPRODUCTION and is only accomplished in the new SAXOPHONIC INSTRUMENT.

This Supreme Master-piece will astonish and mystify you in hearing the full ringing tone of great orchestras and famous artists rendering their astonishing performance.

Equipped with the Best Silent Motor and the Marvelous Sounding Saxophonic Equipments.

COMBINED WITH ARTISTIC CABINET WORK AND EXCLUSIVE DESIGN.

Fashioned in American Walnut and Mahogany Blended.

Write for our Booklet and special discount and act quickly. Be the first in line in offering these new instruments to the Trade, who are ready to receive them.

Player-Tone Talking Machine Company
Office and Sales Rooms: 632 Grant Street, Pittsburgh, Pa.
Five Hundred Enthusiastic Stromberg-Carlson Dealers at New York Meeting

Gross-Brennan, Inc., Sales Representative of the Stromberg-Carlson Tel. Mfg. Co., Sponsors Meet-

Approximately five hundred Stromberg-Carlson dealers gathered at the Waldorf-Astoria Hotel, New York City, on Wednesday evening, September 28, at what was probably one of the largest and most enthusiastic dealer meet-

Another speaker was Ray H. Manson, chief engineer of the Stromberg-Carlson Co., who spoke on the vital features in radio reception and who pointed out the engineering develop-

Metropolitan Territory at Banquet Sponsored by Gross-Brennan, Inc., Distributors

John Wanamaker's, and Herbert Brennan, of Gross-Brennan, Inc., was put on. The play was without question a huge success from the

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.

Metropolitan district would absorb more than twice as many Stromberg-Carlson sets as it had during the past year, and he also declared that the advertising co-operation of the past year would be expanded with the idea of creating a greater consumer demand.

Another speaker was Grover Whalen, general manager of the John Wanamaker Store. Mr. Gross next introduced the various officials of the Stromberg-Carlson Co. present, following which the feature entertainment event of the evening, consisting of a two-act farce, entitled "Is It Possible?" prepared by Hugh Ernst, of

Cast of Play "Is It Possible?"

Left to Right: Mrs. Hugh C. Ernst, Henry Davis, Hugh C. Ernst, J. E. McDonnell, Edna Beatrice Bloom, Peter Williams, Herbert A. Brennan, Dave Franklin, Ada Proctor

Orchestron Loud Speaker Proves Popular With Trade

Indianapolis, Ind., October 4.—The Radio Cabinet Co., loud speaker manufacturer, has attained marvellous success with its products, according to reports from dealers who are handling the line. The firm entered the radio manufacturing field three years ago, operating under a direct-to-the-dealer policy, and through a conservative business building plan its products have now reached the point where distribution is widespread and the speakers themselves contain eye appeal and fine reproducing qual-

finished in seven different colors, and the cabinet reproducers in walnut, mahogany, sateen-walnut, English maple and rosewood. The cabinets contain ample space for the installation of batteries, chargers and supply units. A. M. Keeley, Illinois representative, recently stated that in his territory every dealer who had placed an order had become enthusiastic over the sales possibilities of the "Orchestron" speakers, and had placed many orders for merchandise. He reported a good business at the National Radio Exposition, stating that he had secured a number of new dealers.

MICA DIAPHRAGMS
For Loud Speakers and Talking Machines

RADIO MICA
American Mica Works
47 West Street New York
POWER

Ample, abundant power is the newest demand in radio

YOUR customers are clamoring for more volume—for more power to operate the newer types of speakers. Ordinary tubes can't handle so much power—they choke up like a flooded carbureter.

Gold Seal high power tubes, GSX-112, GSX-171 and GSX-Hy Mu, have been developed to meet this need. They are fast sellers and mean larger profits for you. Are you making the most of this opportunity?

All Gold Seal tubes are made with the exacting care which has made them famous from Coast to Coast in record time—making new friends all the time. You should be sharing in their success.

If not obtainable from your jobber, write us for particulars of our attractive dealer proposition

Gold Seal Radio Tubes

Jobbers! Some desirable territories still open.
Full Protection. Write for particulars.

GOLD SEAL ELECTRICAL CO.
INCORPORATED
250 PARK AVE., NEW YORK
Latest Radio Products at Kansas City Radio Show

Ninety Booths Contained Exhibits of Lines Featured by Local Radio Distributors and Dealers—Fine Showing of New Products

KANSAS CITY, MO., October 6—Radio held the center of the stage in Kansas City the week of September 27 to October 2, when the Kansas City Electric Club staged its third annual Heart of America Radio-Electric Exposition. More than ninety booths were occupied by radio distributors and dealers, along with electric dealers. It is estimated that more than 20,000 people attended the show, which was held at Convention Hall.

With education as the main purpose of the exposition, nevertheless, the committee on arranging the show realized the importance of entertainment, and provided an extensive program of music for each afternoon and evening of the week. Wendell Hall, Brunswick artist and radio entertainer, was the featured performer, singing popular numbers, accompanied by Jack Riley's Orchestra. Other singers and dancers mingled with the crowd, staging impromptu performances in the aisles.

Booths of distributors and retailers showed remarkable beauty and artistry in their arrangement, adding much to the effect gained by the elaborate console and period models. The Western Radio Co., distributor for the Atwater Kent Co. and Radio Corp. of America, had a large display. W. H. Clarke, representative of the Atwater Kent Co., here for the show, was at the Western Radio Co.'s exhibit. The Sterling Radio Co. made a hit with the Crosley radio dummy, which talked to the crowd and made them laugh. C. H. Carey, territory man for the 'Crosley Co. in the Middle West, and F. L. Shep-
A Supremely Fine Instrument
No. 78—$270

"The Canterbury"
No. 75—$150
This pleasing console model will grace any home. The six-tube, two dial Oriole Receiver will bring new joy to Radio for you.

"The Mayfair"

Amazing Selectivity—Delightful Tone—Exceptional Volume!

Two new home delights! First the joy of a supremely fine bit of furniture craftsmanship—a rarely beautiful console to enhance the beauty of your home.

Second the all surpassing joy of true radio entertainment—all the programs of the air brought in with surprising fidelity and beauty of tone. Amazing selectivity that makes radio really enjoyable.

The Trinum Circuit makes Oriole Receivers genuinely satisfying in performance. Built with the precision of a fine watch they bring at last to radio that genuine dependability which you have been hoping for. Ask your dealer to show you.

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

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

"The Warwick"
No. 71—$125
A table model of exceptional grace and truly unusual power. Everything that radio can give, at a price in reach of all.

"The Warwick"

SIX TUBE
RADIO RECEIVERS
with the Trinum Circuit
General Industrial Prosperity in the Cleveland Territory Creates a Demand

Cleveland, O., October 6—Business in this territory during the last thirty days has shown a decided improvement and it is evident that it will continue to grow better right along. The Fall season is primarily the cause of this, but there are other factors also, such as plenty of employment in the many lines of industrial plants that abound in Cleveland. The Second Radio Exposition helped stimulate radio sales a great deal, and both phonograph and combination machines were also helped by the show. Record sales also increased.

Increasing Edison Demand Enjoyed

The Phonograph Co., Edison distributor, reports a busy time since the convention in middle of September when approximately 165 dealers from Ohio and adjoining States came to Cleveland and saw the new Edison models and saw and heard samples of the long-playing records. The program for the coming year as outlined by factory officials, and the address by President Charles Edison, did much to embouse the trade with the wonderful possibilities of the line. The Phonograph Co., which is now distributor for the Federal line of radio receivers and also Dan-Fan, is getting a nice volume of business and opening up many new accounts.

Radio Exposition a Success

Although the weather was decidedly unfavorable during most of the week, Cleveland's Second Radio Exposition was a decided success. Practically every make of radio as well as accessories were displayed at the Public Auditorium in a very attractive manner. The show was in charge of C. B. Bodenhoff, who managed it so successfully last year, and Cleveland's leading radio jobbers also assisted. A banquet in honor of Mr. Bodenhoff was held at the Hollenden Hotel at the conclusion of the show.

Euclid Co. Improving Store

The Euclid Music Co. is making extensive improvements in its East Ninth street store. The small goods department, which is now located on the second floor, will be moved down to the first floor, and the space it occupied will be used for phonographs and pianos. The company is also planning another downtown store, which will be located on Euclid avenue near East Seventeenth street and that will rank as one of the finest music stores in the city.

Approximately 90 per cent of all Atwater Kent dealers in northern Ohio accepted the invitation of the distributors, the Cleveland Talking Machine Co. and the Cleveland Ignition Co., to take part in Atwater Kent Day on September 22, complete details of which appear elsewhere in this issue.

Wide Interest in Columbia Line

The Columbia branch received a number of large orders as a result of its exhibit at the Columbus convention of the Music Merchants Association, R. J. Mueller, manager, reports. Several new accounts have been opened for the complete Columbia line in cities under the jurisdiction of the Cleveland office. Full-page advertising of Columbia records greatly stimulated sales and many dealers co-operated by tie-ups.

Sterling Co. Expands

The Sterling Mfg. Co. has broken a lease on a two-story building containing 18,000 square feet at 4827 Lexington avenue. This was made necessary by its constantly growing business.

Well Represented at Convention

The Pennsylvania Phonograph Distributing Co., in co-operation with the Sterling Roll & Record Co., were well represented at the Ohio Music Merchants' annual convention at the Hotel House, Columbus, O., September 13, 14 and 15. C. H. Baker, district sales manager of Sonora Phonograph Co., Inc., New York, was also present and active showing Sonora-merchandise at the Pennsylvania Phonograph Distributing Co. display. John L. DuBreuil, vice-president and general manager of the Pennsylvania Phonograph Distributing Co., was also on hand, as well as Stanley Townsley, sales representative in the Cleveland territory. Many new accounts were opened and there is every indication of a big shortage on Sonora phonographs and Sonora radios in the Cleveland territory during the coming season.

Big Demand for Brunswick Line

The local branch of the Brunswick Co. is shipping machines out as fast as they arrive and still the number of back orders shows very little sign of decreasing.

Plan Radio Association

It is hoped that a permanent organization composed of radio dealers and jobbers in northern Ohio will be the outcome of a meeting held September 21 at the Hotel Hollenden by a number in the trade. It was presided over by Warren Cox, manager of the Radio Apparatus Co., RCA distributor, and was addressed by such well-known men as Howard Shartle, president of the Cleveland Talking Machine Co.; J. S. Newman, president of the Newman Stern Co.; Max Haas, president of the Haas Electric Co.; A. T. Haugh and others.

R. C. A. Activities Are of Wide and Varied Character

Pierre Boucheron Points Out That the Radio Corp. Maintains Largest Radio Telegraph Station and Marine Communication Station

Pointing out that the activities of the Radio Corp. of America are not entirely confined to the broadcasting art or the manufacture and sale of receiving sets and accessories, Pierre Boucheron, advertising manager of R. C. A. in a chat with a representative of The World, outlined some of the activities of the Radio Corp., which are sometimes overlooked by dealers and jobbers.

For Past Month—Radio Exposition a Success

Ind. and other activities, show that the Radio Corp. of America occupies a leading position in every important phase of the radio art and industry.

J. W. Lafer With Atwater Kent Chicago Headquarters

Among recent additions to the staff of the Atwater Kent Mfg. Co. is J. W. Lafer, who will assist Lyle Pratt in the Middle West territory, operating from Chicago. Mr. Lafer came East during the week of the New York show and devoted his time between the New York show and the headquarters of the Atwater Kent Mfg. Co., in Philadelphia.
ONE after another the long list of Melofonic Dealers is being added to—explainable only by actual performance. Dealers who have been looking for a cone that will give natural reproduction, volume and quality without sacrificing appearance or being prohibitive in price have found it in the Melofonic.

Find out for yourself why every Melofonic owner is a booster—the secret of repeat business. The investment is very small—the profits are surely going to be large. Order just one Melofonic Speaker and you are sure to order many more.

Hangs on the Wall or Stands on an Easel!

Melofonic Dealers Are Making Money—And a Good Reputation

PROGRESSIVE MUSICAL INSTRUMENT CORP.
319 Sixth Ave., New York City
The new Masterphonic Model M-3 is a superb piece of furniture craftsmanship, beautifully finished in Walnut, with all metal parts gold plated. With the new scientifically designed tone chamber and special reproducer for playing the new electric recordings, it is equal to the finest that money can buy.

**Tremendous Volume**
**Deep Rich Tone**

**New, Scientifically Designed Tone Chamber**

This wonderful Masterphonic phonograph is guaranteed to be of the highest possible quality. The retail price of $170 is tempting to the consumer, and allows an unusually good profit for the dealer. We urge ordering at once!

**This Masterphonic is also in big demand**

**Retails for only $70!**

_MASTERCRAFT_ Model 25, built on the masterphonic principle, has made a "hit" from the very start. It will enable you to meet the insistent demand for the new type of phonograph at a popular price. This model in its beautiful cabinet and deep, powerful tones is the real leader for the season. Be sure to place your orders now in order to avoid any disappointment in delivery.
Every one of them an exceptional buy—and they’ll move fast!

Here is an unusual opportunity to give your customers an exceptionally fine Radio Console Cabinet at an attractive price and make an unusually big profit. We have a limited number of each of these cabinets, so first come, first served. Every one of them is made to the high standards that have made Mastercraft Cabinets famous. At this price they won’t last long so write or wire your orders today.

**Mastercraft Model 98**
- Mahogany or Walnut top and front. Grille upper front, has built-in Loud Speaker Horn (No Unit). Center section drop hinged door, also finished wood removable mounting board 9" x 25 1/2" for radio panel. Lower compartment ample battery space. Cabinet 44" high, 31 1/2" wide, 14" deep, and has open back giving immediate access to all parts and wires.
- Price f. o. b. Illinois factory, Mahogany or Walnut Finish $45.00

**Mastercraft Model 109**
- Mahogany or Walnut top and front, hinged top. Grille upper front, built-in Loud Speaker Horn (No Loud Speaker Unit). Middle compartment a drop-hinged front door and a finished wood removable mounting board 7" x 18" for radio panel. Lower compartment two hinged front doors, ample battery space. Cabinet, 44" high, 23 5/8" wide, 16 5/8" deep. Wood back.
- Price f. o. b. Illinois factory, Mahogany or Walnut Finish $50.00

**Mastercraft Model 111**
- Mahogany or Walnut top and front, hinged top. Grille upper front, built-in Loud Speaker Horn (No Unit). Center section a drop hinged front door, also a finished removable wood mounting board, size 8 1/4" x 27 1/16" for radio panel. Lower compartment two hinged front doors and ample battery space. Cabinet, 43 1/4" high, 32 5/8" wide, 14 1/4" deep.
- Price f. o. b. Illinois factory, Mahogany or Walnut Finish $60.00

**Mastercraft Model 121**
- Mahogany or Walnut top and front, hinged top. Grille upper front, built-in Loud Speaker Horn (No Unit). Center section a drop-hinged front door and a finished removable wood mounting board, size 9 1/4" x 28 1/4" for radio panel. Lower section two hinged front doors and ample battery space. Cabinet 46" high, 35" wide, 14" deep.
- Price f. o. b. Illinois factory, Mahogany or Walnut Finish $65.00

**Mastercraft Model 174**
- Loud Speaker Table, 29" high, 36" wide, 16 1/2" deep. Has built-in Loud Speaker Horn with Mutual Loud Speaking Unit, clear, round tone of good volume. Mahogany top, front and ends.
- Price f. o. b. Illinois factory, Mahogany or Walnut Finish $30.00

**Mastercraft Model 99**
- Mahogany top and front, built-in Loud Speaker Horn (No Unit), finished wood removable mounting board, 9" x 25 1/2" for radio panel. Upper front drop hinged door. Lower compartment with two hinged doors, ample battery space. Cabinet 42" high, 34" wide, 16" deep. Wood back.
- Price f. o. b. Illinois factory, Mahogany or Walnut Finish $50.00
Your Customer Should Know that

—the Orthophonic Victrola is not the product of a single genius but is the creation of many master minds.

"Bruno"

C. Bruno & Son, Inc.
Victor Wholesale Exclusively
351 Fourth Avenue
New York City

1834—Over 92 Years of Dependable Service to the Music Trade—1926
Columbia Co. Announces Special Record Return Plan on 1926 Cut-Out Records

W. C. Fulri, Vice-President and General Sales Manager of the Company, Outlines Details of the Return Privilege Plan in Special Communication to Columbia Dealers

W. C. Fulri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., forwarded to Columbia dealers recently a very interesting communication giving the details of a special record return privilege covering only 1926 cut-out Columbia records. The details of this plan, which are very liberal in their scope, as outlined to the dealers by Mr. Fulri, are as follows:

"We have decided not to list in the forthcoming Columbia domestic and foreign record catalogs a large quantity of Columbia records, which are not now in demand, and to offer a liberal return privilege which should enable you, without financial loss, to return to us all of those records which are not now in demand, and to offer a liberal return privilege covering only those records previously purchased by you from Columbia, which are now being listed as cut-outs, when such records are returned for credit to the Columbia branch or jobber with whom you carry your account. Credit will be applied monthly at the rate of 20 per cent of your net purchases of Columbia records between October 1, 1926, and April 1, 1927.

"A Columbia cut-out record credit certificate, good until April 1, 1927, will be issued after your cut-out records have been received and accepted by the Columbia branch or jobber to whom they are shipped. This arrangement will give you, if needed, six months to use up this special credit, which will be applied against your purchases of new Columbia records.

"The regular quarterly Columbia record return privilege will be suspended to enable you to return cut-out records at one time. After a dealer has used the 20 per cent credit certificate covering Columbia cut-out records, the regular quarterly 10 per cent privilege will immediately be reinstated and will operate as heretofore."

Revival in Demand for Standard Records

Feature of Industry, Says Otto Heineman

President and Founder of General Phonograph Corp., Home From Trip Abroad, Says Public Appreciation of the New Phonograph is Marked

"A revival in the demand for standard records seems to me to be the outstanding feature of the phonograph industry to-day," has recovered completely from the setback of a few years ago.

"The public generally seems to understand and appreciate the true musical value of the new type of phonograph, and it is gratifying indeed to find a growing appreciation for the better class of records. The selections made by famous symphonies under the direction of celebrated directors are winning more favor throughout the world, and with the present method of electrical recording the public is being offered a far more satisfying product than at any time in phonograph history. The new record, as reproduced on the new type of phonograph, gives a tonal beauty that is meeting with the absolute approval of the most discriminating music lover and in turn the public is showing a far keener appreciation of good music than ever before. I regard this as the most interesting feature of the phonograph industry today, for the revival in the demand for the better class of record will be of invaluable benefit to every factor of our business."

"While in Europe I picked up many new recordings from the Lindstrom catalog, which will be used this coming season in our Odeon repertoire. The Lindstrom library contains a greater number of beautiful recordings than at any time in the history of this famous organization, and their library today is outstanding. The symphonic and orchestra records made by the Lindstrom recording selections the past year have surpassed my highest expectations, and I am glad to have the opportunity of presenting these records to the American public through the Odeon library. The continued sale and appreciation of standard records represents the backbone of our industry, and its importance is recognized generally today by the foremost manufacturers here and abroad."

Edison Retailers Hold Meeting in Atlanta, Ga.

Dealers in Southeastern Territory Gather at Session at Which Charles Edison, President of THOS. A. Edison, Inc., Is Guest of Honor

ATLANTA, GA., October 5—Some 150 Edison dealers in the Southeastern territory gathered at the Biltmore Hotel here last week to attend the meeting and banquet at which the guest of honor was Charles Edison, president of THOS. A. Edison Inc., and son of the great inventor, who was accompanied on his visit to Atlanta by Arthur L. Walsh, vice-president, in charge of the phonograph division of the Edison interests.

The meeting was arranged by Edison Phonographs, Inc., the local Edison jobbing house, of which W. L. F. Rosenblatt is manager, in cooperation with the Dufee-Freeman Furniture Co., and the Edico Piano Co., local Edison dealers. In the course of the meeting the dealers inspected the four new console models of Edison phonographs just put on the market by the company and were enthusiastic over the demonstration of the instruments. The new forty-minute record which has aroused so much interest was also demonstrated.
You'll Be Surprised!!
at the New Recordings—

Lincoln
Records

NOW
Retailing at 35¢

for 100

The new method of recording Lincoln records is a step far, far in advance of all competition. You will immediately note the difference and the decided improvement when you hear these new Lincolns. No mere words will tell you of the new tone, fidelity in the reproduction of voices and instruments—the clarity—and the absence of scratch, and, Boy, "the" Rhythm.

See and hear these new Lincoln records by sending at once for samples and prices.

The Lincoln is a product of the

Cameo Record Corp.

249 West 34th St., New York, N. Y.
The Big Little Three

The Most Complete Line of Records for Children

There are no other records like the Cameo Kid or the Uncle Wiggily Series. They are seven inch double faced records, put up in gaily illustrated multi-colored envelopes. Although smaller in size they have the same quality as the very best of the larger size records.

These records are fast sellers and are sure to bring hundreds of new buyers to your store.

Make no mistake, Cameo Kid and Uncle Wiggily records are different — In Style — In Quality — In Originality and In Their Wide Appeal.

Send your order today for an assortment of these records or write at once for terms and particulars.

CAMEO RECORD CORPORATION
249 WEST 34th STREET, NEW YORK, N. Y.
Radio and Blackman Dependability

When the Blackman organization determined two years ago to merchandise standard radio products, the dominating thought was the continuation of the slogan—"BLACKMAN and DEPENDABILITY"—which for twenty-five years has been the guiding thought in the Blackman organization.

Before determining upon a line of radio products which could be offered to Blackman dealers with the thought of Dependability uppermost, selling tests were applied to each and every radio product considered for presentation to our dealers. The tests were severe and exacting and the products which measured up to the accepted tests embodied quality and sound merchandising possibilities.

The manufacturers of radio products who have asked us to act as wholesale distributors have proven the dependability of their products definitely and conclusively and in turn the Blackman organization is giving these products the representation they deserve.

The growth of Blackman radio business has far outdistanced all our expectations, reflecting the training of the Blackman organization in the merchandising of standard, quality radio products.

Blackman dealers have become acquainted with the scope and value of Blackman radio service the past two years and they now regard "Blackman and Dependability" as a thought which signifies a permanent, successful foundation for their radio activities.

Our new catalog is now being distributed. If you have not received your copy notify us.
Stromberg-Carlson Inaugurates System of Registering Names of Set Purchasers

OCTOBER 15, 1926

File to Be Kept at Company's Plant Will Have Complete Information Regarding the Instrument, Accessories and Date of Purchase for Reference in Case of Defect in Manufacture

Rochester, N. Y., October 4.—The Stromberg-Carlson Telephone Mfg. Co., manufacturer of the Stromberg-Carlson radio receiver and other radio products, has put into effect a system whereby the purchaser of every one of the company's receivers is registered at the company's offices for record in the event that the purchaser finds that within a year repairs are necessary which were cleared by him. Purchasers of Stromberg-Carlson radio receivers are given a guarantee for one year with the following clause contained in the guarantee form regarding repairs. The clause reads: "Should any defect develop within one year from the date of purchase, any part or parts which are defective will be repaired or replaced by us, provided our inspection shows same to be defective, upon return thereof to our factory." The guarantee form also states that the guarantee is valid only after the registry card has been received at the Stromberg-Carlson factory. This registry card is given to the purchaser of a Stromberg-Carlson receiver by the dealer and is filled out by him and sent to the manufacturer. The card bears the following information: Date purchased, type and serial number of receiver, dealer's name and address, name of party making installation and the accessories used with the set.

Authorized Stromberg-Carlson dealers are also provided with record cards which show exactly the type and serial number of the set purchased, the accessories used and the contact which the dealer has had with the customer after purchase. This contact chart gives the dates of calls by the service man and the troubles, if any, which were cleared by him. This move on the part of the Stromberg-Carlson Tel. Mfg. Co. tends to clarify the situation for the authorized dealers of the company, who benefit from the fact that each customer is presented with an exact statement of the company's stand in regard to its policy when a question arises as to non-operation of a set. It should also prove beneficial to dealers in selling the Stromberg-Carlson receiver, for the giving of a year's guarantee with the registering of owners of sets has the effect of bringing home to purchasers the fact that the radio receiver has reached a position of stability.

Another instance of the manner in which the Stromberg-Carlson organization is functioning to co-operate with its dealers and assist them in merchandising on the highest possible plane is shown in the chart recently sent dealers in which the prices on fully equipped receivers are given, with a detailed statement of each accessory and its price. The reason for this chart is that the Stromberg-Carlson Co. has experimented to determine the best accessories which will assist the purchaser in securing the utmost from his Stromberg-Carlson receiver. Where it was impossible to secure an accessory which would function in a fashion worthy of the receiver, the Stromberg-Carlson Co. experimented and worked out its own product to fill the desired need. These charts should prove most helpful to dealers and their sales staffs in eliminating sales resistance.

Williams Co. Chartered

The Williams Talking Machine Co., of Birmingham, Ala., was recently incorporated with a capital stock of $19,000.

Offer Home Study Course in Panatrope Salesmanship

Selling Information Based on Facts and Experience Now Available to Brunswick Dealers and Their Salesmen Throughout the Country

The Brunswick-Balke-Collender Co. announces that a complete home study course in Panatrope salesmanship has been prepared for Brunswick dealers. The announcement made through the "Brunswick Face-Maker" states that it is a thorough and practical course based on facts, not on general theories, and contains information every salesman needs in his daily sales activities.

The text is presented in an interesting, convenient, well-organized and practical form with illustrations and charts. The outline of subjects covered by the course is divided into six units as follows: "Explaining the Brunswick Panatrope," "Presenting Light-Ray Records," "Demonstrating the Brunswick Panatrope," "Closing Sales," "Reaching the Broader Market," "Selling Outside the Store." These subjects include incidents from field work, understanding the Panatrope, its proper presentation, successful dealers' experiences, retail salesmen's experiences, field investigations, dealer problems, questions and answers, shopping experiences all over the country.

In commenting on the course in Panatrope salesmanship, which is open for enrollment, A. J. Kendrick, general sales manager of the phonograph division, said: "We have never before presented to Brunswick dealers any plan in which we were more interested, or more certain of its value. We are offering something which means, we are confident, increased business and profits for Brunswick dealers, and more than that, a corps of better trained, more enthusiastic and more productive salespeople and other employees in retail stores."

A One Piece, Seamless Brass, Tapered Tone Arm for PORTABLES - - - - - -

KENTONE ARM
No. 30-SP

DESIGNED for the popular priced portable phonographs—made in one piece of seamless brass tubing, tapered. The base is of a special and unique unobstructive type, affording a smooth, easy and free movement without rattle. The arm proper is finished in the highest polish nickel plate while the base is of a crystallized black lacquer. If desired, base also may be had in the nickel plate.

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<th>Length</th>
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<td>Diameter of base</td>
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<td>Opening in base</td>
<td>1 13/16&quot;</td>
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<tr>
<td>Height over all</td>
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F. C. KENT COMPANY, 67 Grace St., IRVINGTON, NEW JERSEY

Manufacturers of the Kent Attachment for the Edison Disc Phonograph
New Edison Products Introduced to St. Louis Territory at Dealer Convention

Charles Edison and Arthur Walsh Address Dealers—Longer-playing Record Introduced—Third Annual Atwater Kent Dealer Convention Held—Columbia Dealers Co-operate With Ad

St. Louis, Mo., October 6—A most successful convention of Edison dealers from southeastern Missouri, southwestern Illinois, Arkansas, Tennessee and part of Kentucky was held the latter part of last month under the auspices of the Silverstone Music Co., Edison distributor for this territory. More than 100 dealers attended and listened enthusiastically when Charles Edison, president of Thomas A. Edison, Inc., explained and demonstrated the new Edison longer playing record, a twelve-inch recording which plays forty minutes, and a ten-inch recording which plays twenty-four minutes. Mr. Edison also spoke of the future outlook for the Edison organization and spoke of the company's plans for co-operating with dealers. Arthur L. Walsh, vice-president and general manager of Thomas A. Edison, Inc., accompanied Mr. Edison on his trip to St. Louis and he also gave an interesting address. Motion pictures of operations at the Edison plant were shown and the new model instruments were displayed and demonstrated. Dealers who attended expressed themselves as being highly enthusiastic over the Fall and Winter prospects.

Atwater Kent Dealers Convene

Another interesting trade happening of the month was the third annual convention of Atwater Kent dealers, which held forth at the Chase Hotel for two days. The gathering was sponsored by the Brown & Hall Supply Co. and a number of instructive and interesting addresses were given by manufacturers and their representatives. The Atwater Kent Mfg. Co. was represented by H. T. Stockholm and Messrs. Kester and Pigeon, who displayed and demonstrated the new line of receivers and explained the outstanding selling points of each model. Officials of the Brown & Hall Supply Co. explained trade conditions in the St. Louis territory and problems were discussed with dealers joining in the discussion, citing personal experiences. Representatives of the Poole Mfg. Co., cabinet manufacturer; the Philadelphia Storage Battery Co., manufacturer of Philco power units; the National Carbon Co., maker of Eveready batteries; and Griggby-Gruenov-Hinds Co., maker of the Majestic "B" eliminator, and the Bankers-Commercial Security Co., which finances time payments on radio sales, attended the meeting and demonstrated and explained their products, giving interesting and instructive talks to the assembled dealers.

Luncheons were an important part of the convention program and a most successful banquet with many interesting features concluded the two-day gathering.

A spirit of optimism prevailed throughout the entire two days and all those participating in the convention expressed the view that all indications point toward the coming season being the most successful from every standpoint for radio dealers and distributors.

Tie-Up With Columbia Advertising

The Columbia Phonograph Co.'s national program of promoting the electrically recorded records by page advertisements was given increased effectiveness in the territory served by the St. Louis branch by thirty tie-ups in the local advertising. The increase in the sale of local advertising was in excess of 32 per cent in the record sales of the district as compared to September a year ago. The increase for the year to date is 461-3 per cent. The district comprises Missouri, Nebraska, Kansas, Oklahoma, Arkansas, southern Illinois, western Kentucky and Tennessee and northern Mississippi.

Thomas Breine, formerly connected with the Toronto, Canada, organization, has been transferred to the Kansas City sub-branch of the Columbia Phonograph Co., and will travel out of the St. Louis territory in the near future, where he has a large acquaintance with dealers.

Columbia dealers who recently visited the St. Louis branch were Mr. Walker, of the Walker Music Co., and Mr. Bensberg, of the Bensberg Music Co., of Camden, Ark., and George Riley, of Winfield, Kan.

Dealers Exhibited at Exposition

Most of the dealers who attended the convention had exhibits at the Greater St. Louis exposition last month and gave constant demonstrations and made satisfactory sales and obtained many new prospects.

Toledo Firm Soon to Be in Fine New Quarters

Toledo, O., October 6—The new home of the Whitney-Blaine-Wildermuth Co., dealer in Brunswick and Victor lines, radio, records and pianos, will be ready for occupancy about November 15, according to Henry C. Wildermuth, treasurer of the company. The structure is three stories and basement and it will be one of the most modern music houses in the Middle West. It is located at Adams and Erie streets, in the heart of the business district.

The business will be located on the ground floor, where used phonographs and pianos will be displayed. The main floor will have the record counters, demonstration booths for records and music rolls, also phonographs, radio display space. On the second floor will be the general offices and the private offices of Messrs. Blaine and Wildermuth. The balance of this floor will be used as showrooms for grand and reproducing pianos. The third floor will be equipped with a fully arranged repair department. Facing Erie street on this floor will be five studios for teachers. A room, 26 x 80 will be used as a recital hall for instructors and pupils.

The house is conducting a removal sale under the direction of C. C. Perkins. The sales force has been enlarged through the addition of John Kriest and B. J. Sharp, both formerly with the J. W. Greene Co. Officers of the company are David Blaine, president; Otis Ballard, vice-president; Henry C. Wildermuth, treasurer, and Frank Ridley, secretary.

N. Y. Jobber Increases Staff

The New York Talking Machine Co., New York, Victor jobber, in order to take care of the rapidly increasing volume of record orders, has added Frank Mack to assist in the record order department. Several men have also been added to the shipping department and to the radio service department.

Neil Bauer in New Post

Neil Bauer is a new addition to the field salesforce of the Crosley Radio Corp. He left Cincinnati a few weeks ago to represent the concern in the Southern territory. Mr. Bauer has been with the corporation for several years.
65% reduction in deadly service costs means far greater profits in set sales

Is your name on the long list of radio dealers who frankly admit they are losing money on the sale of complete sets? Are you, like so many others, merely breaking even? What is the real reason why so few dealers are making a decent profit?

Many dealers have found out. They tell us that the high cost of servicing is to blame for one of the most discouraging conditions radio has known. When a dealer sells a set he must service it, whether his profit is large or small. The cost of that servicing over a period of months consistently eats huge holes in the profit—often consumes it entirely.

Most of that profit-killing cost is absolutely needless. The majority of the service calls you make—65% to be exact—are caused by the failure of batteries to function properly. If you do away with the cause of "A" battery failure, you automatically eliminate a big part of your service cost. That is precisely how Unipower, radio's pioneer "A" power unit, is helping hundreds of dealers.

By selling Unipower with the complete set, the dealer forestalls "A" battery service calls and saves his profit. The customer is glad to have Unipower. It gives him unfaltering power from the light socket and eliminates for him the bother and inconvenience of having you make monthly service calls.

Here then are three profits no dealer can afford to pass up—1: A substantial margin on Unipower itself, for Unipower is distributed only to reliable dealers through responsible jobbers. 2: A definite saving in deadly service bills. 3: A satisfied and thankful customer.

We shall be glad to send you additional information and price lists. Or booklets to help you sell your customers. Send a post card.


Unipower
A Gould Product

RADIO "A" POWER THAT CANNOT FAIL
Richmond Annual Radio Exposition Attracts Record-breaking Crowds

Second Annual Radio Show Successful in Every Particular—Biggs Co. Will Probably Aid Columbia Line—Improvement Noted in Agricultural Situation—Other News of the Trade

RICHMOND, Va., October 8.—Richmond's annual radio show, staged under the auspices of the Radio Dealers' Club, went over stronger than ever this year, there being a record-breaking attendance each evening. Some of the models which attracted attention were the New Crossleys, the Philco "A B" Socket, Radiola 30, new Orthophonic Radiola and the Stromberg-Carlson receiving sets.

Miss Virginia Garrett, sponsored by the Radio Salon exhibitors, was crowned queen. She was awarded a $400 Radiola and a cedar chest filled with purchasing power for the next few months at least.

Louis J. Heindl, president of Walter D. Moses & Co., was recently in New York on a business trip. All Victor dealers have reduced mechanically cut records from 39 cents to 25 cents and are offering free for $1.

The Corley Co. has been giving a series of public concerts in the evenings demonstrating the new Electrolas and the new radio-equipped Orthophonic Victrolas. The concerts have been well attended.

T. I. Monroe, a recent graduate of the Radio Institute of America, is a new addition to the sales and servicing staff of the radio department of the Corley Co. Mr. Monroe, who is from Greensboro, N. C., took a course in electrical engineering at the University of North Carolina before he decided to specialize in radio.

To Give Radio Control Legislation Early Consideration

Early action is hoped for on the part of the conference on the White Radio Control bill which passed the House last session and the Dill bill which will be passed by Congress by January 1.

Issue Eight-page Booklet on Resonata Loud Speaker

The Resonata Corp. of America, New York City, manufacturer of the Resonata, a new loud speaker of distinctive proportions and appearance, has issued an attractive eight-page booklet upon the product. By means of descriptive articles and diagrams the principles of the Resonata are simply stated.

Charles Rosenthal, sales manager of the company, reports that the initial presentation of the Resonata at the New York show resulted not only in a large volume of business, but also in the appointment of many new dealers and distributors.

Open Music Department

SIOUX FALLS, S. D., October 2.—A complete music department was recently opened in the basement of the Shriver-Johnston Co., department store here, with C. H. Compton as proprietor and manager. Mr. Compton is extremely well qualified, having been for years in charge of the Stone Piano Co., of Fargo, N. D., and also had experience as traveling representative throughout the Northwest for the Columbia, Edison and Victor lines of instruments. Among the lines which Mr. Compton will carry are the Columbia, Viva-torial phonographs and records, pianos, sheet music and small goods.

Ties Up With Vaudeville Act

AKRON, O., October 4.—Taking advantage of the engagement of Signor Friscoe, xylophone artist, on the Keith Albee bill this week, the B. A. Emerson Music Co. called attention to the fact that the Edison phonograph, which Friscoe uses in the act, is available at its store.

Secures Atwater Kent Line

The Park Music Shop, Floral Park, N. Y., recently secured the agency for the Atwater Kent line of radio receivers and other products. Mr. Svenson, proprietor of the shop, plans an aggressive Fall campaign, tying up in every possible way with the Atwater Kent Mfg. Co.'s Sunday night concerts.

Carryola Cub Is Now Ready

Carryola Co. of America, Milwaukee, recently announced that the Carryola Cub, listing for $15, is now ready for the trade. The Cub is equipped with a new motor, which enhances its selling possibilities. It is finished in red, blue or black genuine DuPont Fabrikoid and has a capacity of fifteen records.

Move Into New Quarters

Sterchi Bros., distributors of Carryola portable phonographs, recently moved into new general offices in Knoxville, Tenn. The firm distributes Carryolas through several branch offices, in Jacksonville, Fla., Chattanooga, Atlanta, Bristol and Nashville, Tenn.

New Wise Music Store

A new branch of the Wise Music Stores was recently opened at Third avenue and Fourth street, New York. A complete stock of records, sheet music and small musical instruments is carried.
One of Slagle's Leaders

This 2-dial set wins sales. Perfect control, easy tuning, beautiful appearance, clean, quiet reception, very good value, console or cabinet models. Let us tell you more about it.

A set is no better than its accessories — sell good ones

The Slagle Merchandising Policy is to provide a full line of sets within a range of prices that enables a dealer to fill any order for first-class sets from the one line. The Slagle line gives you a fully representative stock on display with smaller investment; you can concentrate your efforts on a single line and back it to the limit. The guarantee below protects you because it protects your customer.

We shall be glad to send a beautifully illustrated, 4-color sheet, giving details of our line and complete plan of merchandising. Mention the name of jobber from whom you prefer to buy.

SLAGLE RADIO COMPANY
FORT WAYNE, INDIANA

Guarantee
Every Slagle Radio Receiver is positively guaranteed against all defects in material or workmanship, and if, upon installation in your home, it does not give thoroughly satisfactory service, your money will be refunded.
We are distributors of the famous Farrand Speaker

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

Wholesaler Distributors of Standard Radio Supplies and Equipment

“DEPENDABLE SERVICE”

640 Grant Street

Pittsburgh, Pa.

Conditions in Pittsburgh Talking Machine and Radio Fields Show Big Improvement

Leading Distributors and Dealers Are Optimistic Over Fall and Winter Prospects—Ideal Phono-Parts Co. to Job Okeh and Odeon Records—Atwater Kent Dealers Convene

Pittsburgh, Pa., October 7—Trade conditions in the talking machine and radio field are showing signs of marked improvement and the leading distributors here of the Brunswick, Columbia Player-Tone, Edison, Sonora, Starr and other lines are of the opinion that the Fall and Winter business will be exceptionally brisk.

Wholesalers Optimistic Over Outlook

Wallace Russell, general manager of the Standard Talking Machine Co., is of the opinion that October and November will be good business months for dealers. He, however, emphasized the fact that there would be a shortage of certain types of machines.

George H. Rewbridge, manager of the wholesale talking machine department of the W. F. Frederick Piano Co., stated that "business is very good and the indications point to a record breaking season."

At the Brunswick offices C. W. Markham, manager, stated that business was showing marked activity and that the demand for the Brunswick Panatrope is exceeding all expectations. The new Brunswick records, he stated, are also brisk sellers.

To Distribute Okeh and Odeon Records

An important announcement was made by the Ideal Phono-Parts Co. to the effect that the firm has arranged to distribute the Okeh and Odeon records. Paul Susselman, president of the company, stated that business is brisk and that the recent consolidation made with the Buehl-lyons Co. of Cleveland, O., had afforded the company a new outlet with offices at 1231 Superior avenue, Cleveland. Mr. Susselman said, "The consolidation with an increased number of traveling salesmen and adequate facilities for caring for the requirements of our customers within our territory."

The Ideal Phono-Parts Co., Inc., is a factory distributor for the Valley Forge main springs and parts, New Principle reproducers, Carryola portable, Artoe phonographs, in addition to the Okeh and Odeon records.

Atwater Kent Dealers Stage Convention

Atwater Kent dealers in western Pennsylvania held their second annual convention at the William Penn Hotel on Monday afternoon and evening, September 26, as guests of the Esobe Co., distributor in the Pittsburgh district for the Atwater Kent Mfg. Co., of Philadelphia.

The dealers assembled at noon in the hotel and luncheon was served to about 100 persons. The evening followed an interesting business session. H. M. Swartz, treasurer of the Esobe Co., presided over the meeting and introduced the speakers. A. A. Buehn, president of the Esobe Co., was the first speaker and gave an interesting talk to the dealers. He emphasized points to be observed in merchandising the Atwater Kent line. The principal talk was that of R. E. Smiley, district sales manager of the Atwater Kent Co., whose address was both inspiring and instructive. Charles Weiser and G. A. Jaud, field men of the Atwater Kent organization in the Pittsburgh territory, were introduced and spoke briefly.

Atwater Kent dealers assembled at the hotel in the evening. The annual banquet was held in the ballroom of the William Penn Hotel, over 200 persons being present. Immediately after the dinner had been served there was dancing.

Edison Dealers Hold Important Meeting

Nearly 250 Edison phonograph dealers from many points in western Pennsylvania, eastern Ohio and West Virginia attended an Edison convention and dinner in the English room of the Fort Pitt Hotel on Tuesday evening, September 21. The principal speakers were Charles Edison, president of the Edison industries, and A. L. Walsh, vice-president and sales manager. P. T. Burns, of the Edison organization, was toastmaster. An orchestra furnished music during the dinner and for the dancing that followed. The meeting was held for the purpose of acquainting the dealers with the new Edison phonograph records that will be released on October 15 as well as the new models of the Edison phonograph.

The radio did hurt the business," he said, "but the swing from a cash to a credit business in automobile merchandising was what it hit most. We predict a return to the phonograph on the part of the greatest American music-loving public this Fall and Winter. It gives its audience what it wants when it wants it." Mr. Walsh was most enthusiastic in his views on the outlook for new business for the Edison records and phonographs and explained to the dealers that Thos. A. Edison, Inc., was prepared to give all aid possible to the dealers in their plans for prompt merchandising. The advertising that is to be done in newspapers, magazines and other publications was described by Mr. Walsh, and when he finished speaking a curtain was drawn in front of him at the rear of the room where four new models of the Edison phonograph were on display. Each was described in detail by Mr. Walsh. Prior to the speaking there was shown a motion picture film depicting the industries operated by the Edison company, outside of the phonograph division. The meeting of Edison dealers was one of the largest ever held in the Pittsburgh district.

In Important New Post

J. Conaty is the new manager of the Victrola department of Kaufmann’s (The Big Store), having succeeded Mrs. C. H. Walrath, resigned. Mr. Donован is an old-time talking machine man and for a number of years was connected with the distribution of the Columbia phonographs.

Bright Outlook for Player-Tone Line

Al Goldsmith, president of the Player-Tone Talking Machine Co., reports business conditions as "most excellent." Mr. Goldsmith cited the fact that the new Saxophonic models were meeting with "extraordinary success" in various markets where placed. He said, "The coming Fall and Winter season promises to be one of the best that we have ever experienced." The Player-Tone Talking Machine Co. offers twelve new models of the new Saxophonic consoles and up-rights. The "Soniet," the "Saxophonic" and the "Grand" are models. Mr. Goldsmith stated, that are brisk sellers.

In Important New Post

J. J. Conaty is the new manager of the record department of the Standard Talking Machine Co., Victor distributor. Mr. Conaty was formerly connected with the Ohio Talking Machine Co.

Radio Corp. of America, dealers in the Pittsburgh district, were guests of the four RCA distributors in Pittsburgh, via: Ludwig Hommel & Co., Iron City Electric Co., Robbins Electric Co., and the Union Electric Co. The annual dinner convention was held on September 21 and 22, which ended with a theatre party. The speakers were H. P. Kasua, radio interference engineer of the RCA; Pierre Toucheiron, advertising manager of the R. C. A.; E. A. Nichols, Eastern district manager, and C. R. Westbrook, the latter speaking on the "Rudoltron," his talk being illustrated with slides, and proved of considerable interest to the dealers.

Rosenbaum Department Expands

Three large display and demonstration rooms

(Continued on page 106)
Here it is

A New Type Quality Phonograph at a Price
It has that tone so much in demand

We can Deliver NOW!

Protect yourself by ordering TODAY

We predict a shortage in popular priced machines before the holidays

Anticipate your requirements for the season

The Phonograph Has Come Back

You will make money if you can deliver and we make that possible

Don't wait
Don't hesitate
Have the Phonographs ready to deliver when your customer wants them

Special price in large quantities

IDEAL PHONO PARTS CO., Inc.
614-16-18 Fifth Avenue, Pittsburgh, Penna.

1231 Superior Avenue, Cleveland, Ohio
Trade Activities in the Pittsburgh Territory

(Continued from page 114)

have been added to the talking machine department of the Rosenbaum Co., of which Chauncey R. Parsons is the manager. The new rooms will be utilized for the display and demonstration of the new Orthophonic Victrola, the Brunswick Patanopte and the radio-electric combinations. Mr. Parsons is anticipating a brisk Fall and early Winter trade.

Ludwig Hommel Honored by Employees

Ludwig Hommel, the founder of Ludwig Hommel & Co., of this city, was honored last month at a dinner given in the William Penn Hotel by his employes. The event marked the twentieth anniversary of Ludwig Hommel & Co., and Mr. Hommel was presented with a very beautiful watch.

The dinner was attended only by the employes of Ludwig Hommel & Co., with the exception of the following guests—R. C. Lanphier, vice-president and general manager of the Sangamo Electric Co., Springfield, Ill.; T. T. Richards, vice-president and sales manager of the Wagner Electric Corp., St. Louis, Mo.; W. R. Marshall, district manager of the Westminster Electric & Manufacturing Co., Pittsburgh Pa.; Frank Barrington, district manager of the Westinghouse Lamp Co., Pittsburgh; M. S. Tinsley, assistant sales manager, Eastern division of the Radio Corp. of America, New York City; E. B. Strasser, attorney for Ludwig Hommel & Co., and H. S. Downing, of the firm of Walker & Downing, advertising agents, were also present.

Twenty years ago Ludwig Hommel started a selling organization in the Lewis Block, which has grown so that at present they occupy the Butler Music Co., Gant Electric Shop, Base Dealers View New Sonora Line

of the Radio Show, opened to-day in Duquesne Garden. The radio dealers of western Pennsylvania, eastern Ohio and West Virginia opened their first annual convention in the morning. Over 300 dealers were present. The opening address was by O. T. Hough, president of the King Radio Corp., Buffalo, N. Y., who spoke on "Radio Business Ethics," while P. H. Wiggins, manager of the radio department of the Kaufman & Baer Co., spoke on "Radio Trade-ins."

Among the exhibitors at the Radio Show, which will close on October 9, are the Eschen Co., Atwater Kent distributor; The Shredder Pierce Co., the W. F. Frederick Piano Co., Fansteel Products Co., Kaufmann & Baer Co., Standard Talking Machine Co., Hamburg Brothers, Reed Radio & Electric Co., Frank & Soder, the Rosenbaum Co., Stewart-Warner Products Co., Western Electric Co.

New Crosley Addition Practically Completed

Work has practically been completed on the six-story reinforced concrete structure built as an addition to the assembly plant of the Crosley Radio Corp, and some of the floors are already in use. Equipment is rapidly being set up on the other floors, and within a few weeks the entire building will be occupied. The new addition has three times as much total productive floor space as the original assembly plant. It will probably double the productive capacity of the Crosley factories.

Marion, Ind., Dealers Tie Up With Broadcast of Bout

MARIETTA, Ia., October 2.—Residents of this city who do not possess radio receivers and who wished to listen on the broadcast description of the Dempsey-Tunney fight at Philadelphia were able to do so through the courtesy of several dealers who kept their stores open and invited the public to attend. Among the dealers who seized this opportunity of demonstrating the desirability of the radio receiver were the Black Magic Co., Grant Electric Shop, and Radio City Shop and the Broyles Electric Co.

Spartan Electric Corp. to Distribute "Howl Harrester"

The Spartan Electric Corp., New York City, has been appointed national distributor in the United States for the McDonald Howl Harrester, a product which is designed to eliminate howling or microphonic tube noises. This new contribution to the radio industry is manufactured by Scientific Products, Ltd., of Montreal, Canada. The McDonald Howl Harrester is a thick shield of live rubber, which fits over the tube as a cap. It is made in many sizes to fit the various, sized tubes now on the market.
A New Sonatron Product
from the manufacturers of the largest line of radio tubes in the world!

THE SONATRON AMPLIFIER
with 3 Red, White and Blue Matched Power Tubes

The SONATRON Amplifier is piling up an amazing sales record because it performs real miracles for receivers. Now, any set owner, whether his is a crystal or a ten tube receiver, may have this remarkable source of overflowing power and tonal quality. It adds three stages of amplification, is furnished for dry cell or storage battery use...and cuts operating costs! With its colorful tubes aglow, it is as beautiful to behold as it is unusual in operation. Only one connection, made in a moment, and it transforms any set into a modern, efficient unit! The heart of the season is still before you. You owe it to yourself to investigate the possibilities of this Amplifier and Sonatron's 25 distinct types of tubes, which include the latest power tubes. Write for the Sonatron proposition today.

For Storage Battery Sets
MU-20
MU-30
MU-4

For Dry Cell Sets
MU-29
MU-9

Type 171-A—Power Amplifier with Adapter Base
This popular Sonatron tube is used in any storage battery receiving set in the last stage of audio frequency. Its adapter base automatically changes the hook-up on the set so that it works with this tube without rewiring. One of Sonatron's 25 distinct tube types.

Type 200-A Power Detector
This is the tube which is making so deep an impression on the power tube market. It is used in any storage battery set in the detector socket only, and is a revelation in volume and distance. No extra batteries or rewiring necessary. One of Sonatron's 25 distinct tube types.

Nationally Advertised
Standard Quality

SONATRON TUBE COMPANY
108 West Lake Street, Chicago 320 Lafayette Building, Detroit, Michigan 16 Hudson Street, New York
Newark, N. J. Windsor, Ontario, Canada
Radio Exposition at Boston a Feature of the Month in the New England Trade

Radio Show Was Largest Ever Held in This City—Drayton-Erisman, Inc., Formed—Gramophone Society Meets—Many New Columbia Agencies Granted—Report Shortage of Sonora Products

Boston, Mass., October 7.—The tide has really turned in the trade, speaking locally, and it is to be presumed that the Boston and New England situation is duplicated at other points over the country; at least one hopes so. The dealers everywhere are stocking up with goods and The World representative has seen several batches of big orders which it is going to be hard to fill. Dealers already are clamoring for more goods and the manufacturers may find it difficult before many weeks to supply the need.

Drayton-Erisman, Inc., Formed

A new concern, created since the last issue of The World, is Drayton-Erisman, Inc., located at 34 Avery street, which in a way is a successor of the A. C. Erisman Co., so long located at this same address. The other partner is P. Otis Drayton, formerly manager of the radio department of the Chandler & Farquhar Co., and he will be in immediate charge of the Boston end, as Arthur Erisman, so long and favorably known in the local trade, will spend most of his time in New York, where he has an association with the Aeolian Co. The new Boston concern plans to carry a complete line of talking machine and radio outfits and supplies. Associated with the Drayton-Erisman, Inc., outfit are John O'Hara and J. J. Holohan, who were long faithful employes of the Erisman Co.; Wesley M. Boynton and Herbert Libby.

Gramophone Society Meets

The opening meeting of the season of the Boston Gramophone Society, which was formed a while ago but is only now getting on its feet, was held Friday evening, October 1, in one of the rooms of the Oliver Ditson Co., which was generously placed at the disposal of the promoters. The meeting was opened by a word of welcome from William ("Bill") S. Parks, manager of the New England branch of the Columbia Phonograph Co., and he subsequently gave an interesting talk on the "Past, Present and Future of the Phonograph Industry," studying the situation from the musical angle.

James A. Frye, of the Victor forces, gave an informing insight into the progress that is being made in the recording of music. The officers elected were the following: President, Albert Gugen, of Boston; vice-president, Mr. Ziegler, of Boston; secretary, Robert D. Darrell, of Watertown; treasurer, Frank B. Forrest, of Medford.

Then followed a concert in which the Brunswick, Columbia, Victor and Odeon recordings figured. One of the numbers used was the Schubert "Unfinished Symphony," a description of which was given by Storey Smith, the musical critic of the Boston Post.

The Boston Gramophone Society has for its immediate purpose the bringing together of persons interested in the better grade of music, as represented by phonographic recordings.

Boston Radio Show a Success

The week in Boston ending Saturday, October 2, has been radio show week, this the sixth show to be held in this city. As was to be expected, it was quite the largest of any yet held and far more manufacturers, jobbers and dealers co-operated to make it a success. Among the large list of exhibitors at Mechanics Building were the Atwater Kent Co., which has two stores here, Boylston street quarters, who was frequently busy explaining the Kolster line of receivers. Frank Baldelli also was frequently at the show, doing his share to spread the propaganda work.

The Sonora exhibit included a console model de luxe, a console standard and a table model and models of the Prelude and the Symphony, which are the newest types of instruments put out by the Sonora, and of course there was a large line of such accessories as are carried by J. H. Burke & Co., who are featuring the Sonora line here.

Drayton-Erisman, Inc., had a creditable showing, its booth being in a very accessible location. The Q R S made a specialty of its Redtop tubes.

Shortage of Sonora Instruments

What is troubling Joe Burke, of the J. H. Burke Co., at 219 Columbus avenue, just now is how to get sufficient goods to supply the demand for Sonora instruments and radio outfits and to bear out his complaint he showed The World representative a big batch of orders, one actually for $15,000 worth of goods, that can only be filled in small part. Among the latest connections the Burke Co. has become the distributor for the RCA tubes, which are selling rapidly. E. D. Coots, Sonora divisional superintendent, in in town and making his headquarters at the Burke company's offices. He will be here another week, conferring with Sonora dealers.

Many New Columbia Agencies

Manager Billy Parks, of the New England Columbia headquarters, is quite jubilant over the business that is being done out of his place and he is looking forward to a big business from now on to the end of the year. Some of the new concerns that have taken on the Columbia line are the F. C. Henderson Co., at its two stores here, Boylston street and Tremont street; the R. H. White Co., the Shepard Stores, Meeham, Packard & Wheat, in Springfield, England Bros., Pittsfield; R. A. McWhirr, Fall River; all these Henderson concerns; Mr. Austin & Wakefield, at Holyoke; Barrogh & Sanborn, at Lynn; the New Bedford Dry Goods

(Continued on page 108)
Radio Exposition at Boston a Feature of the Month in the New England Trade

Boston, Mass., October 4.—Fully seventy-five members of the trade handling the Brunswick instrument assembled at the Kingston street headquarters of the Brunswick Co. to receive a reception conference with one of the officials from Chicago, another from New York. These were C. D. MacKinnon, manager of record sales, and Howard Williams, of the Business Training Corporation of New York, an organization that has done a great deal by way of stimulating the sales departments of various business enterprises. Both of these gentlemen were here for two days and a great deal was accomplished by way of enlightening the dealers as to the right business methods to be pursued in interesting prospective purchasers. Mr. MacKinnon extended a hearty welcome to the dealers on behalf of the directors and executives of the Brunswick Co., and he remarked at the outset that another Fall and Winter season is started with a line of instruments that never has been equalled in the history of the phonograph business. With our present array of Panatropes and improved mechanical instruments supported by ‘light ray’ electrically recorded records we confidently believe that this present year will be one of the best, if not the best year, that our company ever has had.

“We can all help to hasten the public interest in our new developments by demonstrating these new instruments and Brunswick ‘light ray’ recordings at every opportunity. Those who are buying Panatropes and new phonographs are from the few who have had an opportunity to hear them. The record buyers of today are those who have heard ‘light ray’ recordings, have marveled at the results obtained from them and have accordingly purchased these records. Their numbers are growing every month, and your willingness to bring the performance of our products before the public at every opportunity will hasten the day when everyone will be aware of the marvelous musical results to be obtained from ‘light ray’ recordings and the Brunswick’s new reproducing instruments.”

Mr. Williams in his talk said in part: “There are two forces to-day, the centralizing and the decentralizing forces, and these forces have been working on the American home for the last ten or fifteen years. By the decentralized forces I mean those things that have been developing in the last ten years that pull people out of their homes, like the movies, the automobile, etc., those things that draw the father, the mother and even the children out of the homes. However, there are certain centralizing forces, and among them the phonograph, which is a centralizing force in the home. This has a tendency to bring the family together the same as does the radio. To-day it is a battle between the centralizing and the decentralizing forces as to which is going to win the victory. The centralizing is going to win. You people who are selling Panatropes are in a struggle where you will win an ultimate victory. You are engaged in selling people something which is constructive, because it helps the centralizing interest of the family in the home.

“Another thing I want to point out to you is the attitude taken by the average American adult. He does little constructive reading or thinking after he leaves school. His mental field consists largely of watching the radio or evening papers and the current magazines. We are getting to the point where we realize that we must train our men in the factories after they have left college. We must train them in industrial salesmanship. Everything has to be sold, whether it is an idea or a commodity. People seldom voluntarily go out and purchase anything; it is sold to them. There is nothing that cannot be sold by the right kind of salesman. When you come to an instrument like the Panatrope or any other high-grade instrument you can sell it if you are the right kind of salesman. If you have something worth selling you ought to be able to dispose of it. The question often arises, why is the average salesman unsuccessful, and then learn the best possible way of presenting that product, next the best way of closing a sale.”

Seventy-five New England Brunswick Dealers Attend Two-Day Convention

C. D. MacKinnon, Manager of Record Sales of Brunswick Co., and Howard Williams, of Business Training Corp., gave interesting addresses to dealers and explain new line.
Northwest Radio Show at Minneapolis
Feature of Month in the Twin Cities


**Northwest Radio Show at Minneapolis**

The Radio Show occupied the center of the Northwest. It was held at the Minneapolis Armory. H. C. Cory, executive secretary, states that it was by far the biggest show ever held in the Northwest. The attendance was about 10,000 people during all three days that the show was held. There were 200 radio exhibitors and many booths of accessories and related exhibits. The entertainment features were provided in two large separate rooms and were in the nature of a three-ring circus with something going on continuously. A complete musical show was put on by the MacPhail School of Music and the Minneapolis Orpheum. Various other organizations and persons had shows that were well attended.

**Van-Ashe Increases Capital**

St. Louis, Mo., October 5—Announcement was made following the annual stockholders' meeting of the Van-Ashe Co. that the capital stock of the company had been increased to $30,000 fully paid in. The volume of business accomplished during the past year together with the promising outlook for the future influenced the increase for additional working capital. The following officers were elected: W. W. Van Sickle, president; C. W. Van Sickle, secretary and treasurer; Dan P. Buckley, assistant treasurer; and H. W. Menges, sales manager. The lines carried by the Van-Ashe Co. include the Bremer-Tully Counterp besie, the February and the Bosworth sets.

**Sterling Radio Care-takers and Inspectors**

There is not enough profit in radio, or any business, to include your own free service-time with the sale of the product. Yet, service is vital to successful merchandising. Sell that service with the set or, separately, as an added source of profit!

**THE STERLING MFG. CO. Cleveland, Ohio**

**Sterling Combination A and B Charger—Bulb Type**

For 6-volt Radio A and up to 96-volt B storage batteries. Here is a new combination charger that is so easy to hook up and to operate that any inexperienced person can use it. Operates from 120-volt A.C., 50-60 cycle (regular house lighting current), and is absolutely noiseless. None of the wires that connect the battery to receiver need be disturbed while charging. A or B Charger and battery can be left permanently hooked up. Charger automatically adjusts itself instantly day or night to A or B charging. Sterling sounder shows the A charging rate and indicates the B charging. Manual on the charger describes the operation in detail. The bulbs, 12 volts, 15 cycles maximum, 1/4 to 1/10 ampere, depending on wattage of lamp used. A and B bulbs. For 6-volt Radio A and up to 96-volt B storage batteries. Here is a new combination charger that is so easy to hook up and to operate that any inexperienced person can use it. Operates from 120-volt A.C., 50-60 cycle (regular house lighting current), and is absolutely noiseless. None of the wires that connect the battery to receiver need be disturbed while charging. A or B Charger and battery can be left permanently hooked up. Charger automatically adjusts itself instantly day or night to A or B charging. Sterling sounder shows the A charging rate and indicates the B charging. Manual on the charger describes the operation in detail. The bulbs, 12 volts, 15 cycles maximum, 1/4 to 1/10 ampere, depending on wattage of lamp used. A and B bulbs.

**Sterling "A" Battery Trickle Charger**

The Only Receiver With Horn and Cone Speaker Combination

An Exclusive Thorola Feature

Here's the outstanding new radio achievement—a new combination that spells extraordinary musical reproduction. An exclusive Thorola achievement—found only in Thorola Radio—it is what the great majority of people want.

Entirely different! Beyond competition!

Power operated if desired—but provides ample space for batteries and charger.

We feature this double advantage in our publicity, thus assuring to Thorola Dealers large additional profits on equipment sales and installations.

Finished in Antique High-Lighted Walnut—quite the vogue in furniture styles.

Millions of people are hearing about Thorola every month through forceful national advertising in all the leading publications.

Thorola is the most profitable medium-priced QUALITY line in radio today.

Opens up a broad and lucrative field for Thorola Dealers.

Good territories are going fast. Act quickly.

Write or wire at once for detailed information.

REICHMANN COMPANY, Manufacturers
1725 West 74th Street
Chicago, U. S. A.

Model 57
Thorola Table Model $60.00

Model 58
Thorola Console Built-in No. 4 Speaker $125.00

Model 9
Thorola Cone Speaker $20.00

Model 4
Thorola Speaker Controlled Mica Diaphragm $25.00

Model 12
Thorola Junior Speaker $15.00

Model 7
Table Cone Speaker $60.00

Prices Slightly Higher West of Rockies
Trade in the Middle Western Territory
Enjoys Midseason Rush of Business

The Early Start of the Fall Buying Season Has Had Its Effect in Lowering the Stocks of Leading Distributors—Shortages in Many Lines Feared Before Season Is Really Started

CHICAGO, ILL., October 7.—October first found the talking machine and radio trade of the Middle West traveling in top form, with an exceedingly heavy and early demand for merchandise. As was stated in this column in last month’s issue, the Fall buying season, which usually opens September fifteen, started during the last two weeks of August, with the result that dealers and distributors in some cases now have depleted stocks with no immediate hope of securing merchandise from the manufacturers. This is especially true of radio receiving apparatus, with the prospect of a shortage in phonographs looming up in the near future.

The entire trade in this territory is exceedingly well satisfied with present business conditions and it is estimated that business on October 1 was, in many cases, from 25 to 30 per cent ahead of the same date last year. Record sales, due to the stimulated demand for phonographs, are far ahead of last year’s figures, and machine sales are, of course, greatly in excess of the same period of 1925.

The demand for talking machines seems to be principally for the larger machine, with the radio-phonograph combination staging a comeback in popularity. The improvement in talking machine mechanism and cabinet design has influenced the last-named demand to an immeasurable degree, for those buyers who desire to combine the two reproducing instruments.

Many dealers are securing added profits through the sale of console radio cabinets to old customers who purchased, last year or in 1924, table sets, and who now wish to include all of their radio receiving equipment in one piece of furniture. According to many jobbers, the radio parts business has shown a decrease this Fall, because of the attractive and popularly priced complete receiver, while radio accessory sales, especially power supplies, have soared to unexpected heights.

The radio season was marked by one trade exposition during the last days of September and by the time The World reaches the trade this week, the public will be in full sway, giving the buying public an opportunity to inspect the latest products in the field.

Panatrope Supplies Music in Strike

When the musicians of Chicago went on strike some time ago and left the pits of all the movie houses dark and quiet, Andrew Karsas, who owns and operates the Aragon and Trianon Ballrooms, which were also left without music, through the decision of the Musicians’ Union, solved his difficulty easily through the use of Brunswick Panatropes in both of these elaborately beautiful dance palaces. The sheiks and shebas of the Windy City were not asked to forsake their nightly gyrations, thanks to Brunswick’s capable instrument, and they were unanimous in their praise and claimed that as far as they were concerned the orchestras could stay on strike forever, for the voice of the Panatrope could be heard clearly throughout the spacious ballrooms and was entirely adequate for their uses.

The enormous crowds which throng these two places suffered no diminishing and in truth the novelty of reproduced music used under these circumstances added a certain attraction. Mr. Karsas expressed his unqualified approval of the Panatrope, and the strike was something of a “break” for Chicago dealers in that the publicity attendant upon the stunt served to impress most effectively upon the public just to what extent the Panatrope is capable of going. Front-page publicity and editorial comment kept the new Brunswick instrument before the public eye during the entire course of the strike.

New Catalog of Illinois Electric Co.

The Illinois Electric Co., prominent radio distributor of Chicago, mailed to the trade on October 1 an attractive twenty-four-page catalog. In the booklet are described and illustrated the products of Radio Corp. of America, Farrand Mfg. Co., All-American Radio Corp.

(Continued on page 112)
Announce New Orthorian Line

Answering the demand for a loud speaker that combines beauty and depth of tone with handsome cabinet work, Richard T. Davis, Inc., Chicago, maker of Vogue radio products, recently announced its new Orthorian line. The various Orthorian models are fine examples of the cabinet maker's art, and their rich walnut finish blends harmoniously with furniture of any period.

Orthorian models 28 and 30 contain a wooden horn having a tone travel of over seven feet and embrace several absolutely new features in radio acoustics. The principle of metallic kick-off is used to clear enunciation and the tonal reflex adds beauty and depth to all bass notes. The arrangement of these models is such that ample space is provided for all batteries or eliminator equipment. Models 28 and 30 differ slightly in cabinet design, but are approximately the same size, being 48 inches high, 14 inches deep and 22 inches wide.

Orthorian Model 32 is a special instrument in the same cabinet as Model 30 and is designed to provide great volume, while still maintaining rich, pure, rounded notes. In the upper flax linen padded compartment behind the grille is a special double point cone, operated by a motor-driven 0.2 horse power motor. The amplifier uses two 6L-6 tubes and the super power audio tube UX-210 or CX-310. The plug is designed for taking the pledges thus facilitated. During the broadcast pledges were received from every State in the United States, ranging from 10 cents to $1,000. Artists of WBBM and other stations gave not only money but their time as well.

Important Announcement by W. S. Perry

Announcement was recently made by Ward S. Perry, president of the Vesta Battery Corp., Chicago, that station WFKB will be known as "The Vesta Battery Corp. Station WFKB, Chicago," beginning with the broadcasting of the opening program, Saturday, September 25, 1926.

W. S. Perry

WFKB has been operating for over a year on 217.3 meters, as an experimental station, though having been off the air temporarily during the Summer. The station, as now acquired by Vesta, is equipped with the very latest transmitting apparatus and was opened on 1,000 watts. The personnel of WFKB are operators who have grown up with broadcasting in this station, and with the Vesta Battery Corp. resources behind the station, programs of a high order of excellence are assured.

"More than as so many radio listeners are users of Vesta products in their radio or automobile," said Mr. Perry, "the Vesta Battery Corp. will do its share of broadcasting the kind of entertainment that will appeal to this particular class of audience." Vesta station WFKB is on the air every weekday evening except Monday, from 7 to 10 Chicago time (Central Standard), and Sundays 2:30 to 4 p.m.

Wonderful Reception With Isofarad Receiver

Consistent 6,000 and 7,000 mile reception from Japan and California has recently been reported by a New Zealand radio fan using a standard six-tube Isofarad receiver, made by the Walbert Mfg. Co., Chicago. The receiver was operated by W. A. Waters, a resident of Palmerston, North Island.

"On the second night after it had arrived," writes Mr. Waters, "I had KGO (Oakland, Cal.) full strength on the loud speaker several times. This is a station of about 355 meters and often comes in very good. Last night I had KNX (Los Angeles) and the jazz orchestra and male songs were very fine. The complete radio handbook recently issued by the E. N. Taylor, radio editor of the Chicago Tribune, is finished in brown crackle, one-half inches wide. It is finished in brown crackle, one-half inches wide. It

Our Feature: Automatic Stop

The personnel of WFKB are operators who have grown up with broadcasting in this station, and with the Vesta Battery Corp. resources behind the station, programs of a high order of excellence are assured. WFKB is on the air every weekday evening except Monday, from 7 to 10 Chicago time (Central Standard), and Sundays 2:30 to 4 p.m. Wonderful Reception With Isofarad Receiver. Consistent 6,000 and 7,000 mile reception from Japan and California has recently been reported by a New Zealand radio fan using a standard six-tube Isofarad receiver, made by the Walbert Mfg. Co., Chicago. The receiver was operated by W. A. Waters, a resident of Palmerston, North Island.\n
"On the second night after it had arrived," writes Mr. Waters, "I had KGO (Oakland, Cal.) full strength on the loud speaker several times. This is a station of about 355 meters and often comes in very good. Last night I had KNX (Los Angeles) and the jazz orchestra and male songs were very fine. The complete radio handbook recently issued by the E. N. Taylor, radio editor of the Chicago Tribune, is finished in brown crackle, one-half inches wide. It is finished in brown crackle, one-half inches wide. It

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The Jewel Rexophone Brass Tone Arm and Reproducer

Standard Length 10"; made in 9 or 9 1/2" lengths only on special quantity orders.

Positively the highest grade, up-to-date Brass Tone Arm on the market, embodying every feature to make it mechanically perfect, as well as the proper proportions to produce pure quality of tone with full volume. Manufacturers who appreciate quality products and do not put price first will be pleased with the result of our efforts to give the trade the highest quality tone arm and reproducer—The Rexophone. It is even more than the name implies. The Rexophone is the only brass phonograph tone arm on the market now having a perfect band instrument taper. This taper is known to all band instrument manufacturers and has been used for some two hundred years.

The Rexophone Reproducer

The diaphragm of the Rexophone reproducer is made of specially treated aluminum and is highly sensitive so that all overtones and minor details in the record are brought out with remarkable clearness. Because of the patented stylus bar and large diaphragm the vibrations are longer, the tone more natural and life-like, and surface friction or scratch is reduced to a minimum. Diaphragm and stylus bar fully protected by a grille of German silver which gives the reproducer a very pleasing appearance. Especially fine tone quality when playing the new electrically recorded records. Number One Rexophone Reproducer will fit the old style Victrola.

Remember we also manufacture attachments for the Edison and Victor machines, also complete white brass tone arms for the old style phonographs, automatic stops, Jewel Saffo Points. Attention Radio Cabinet Manufacturers: We have radio loud speaker tubes. Write for prices.

JEWEL PHONOPARTS CO.

154-160 Whiting Street Chicago, Ill.
feet of wire as an aerial and brought in Brisbane (Australia), 1,500 miles away, quite ade-
ably on the loud speaker. Palmerston is Lat. 40.10 S., Long. 175.38 E., and must be 7,000
miles to Oakland and 6,000 land miles to Japan." The Walbert executives point out that
while various sets designed especially for dis-
tance have made records comparable to Mr. Water's, such performance with stock receivers is an encouraging prediction for the future.

The Showrooms of F. A. D. Andrea, Inc.

Automobile Row in Chicago is fast becoming Radio Row as well. In the heart of this sec-
ction, along the Windy City's famed boulevard, Michigan avenue, are located the beautiful show-
rooms of F. A. D. Andrea, Inc. This picture gives a fair impression of the panorama of the

New Andrea Showrooms

Fada display. Note in the background the handsome wrought-iron railing which was espe-
cially designed to enclose the executive section, a portion of which is visible in this photograph. In the foreground are two of the Fada art furniture models.

New Line of Gemco Truetone Speakers

After considerable experimenting and many scientific investigations the Gemco Mfg. Co., Milwaukee, has developed and placed on the market a new line of radio loud speakers unique in design and construction. In these new Gemco Truetone speakers the manufac-
turers have endeavored to produce a product in which the undesirable features of loud speaker reproduction have been eliminated. The tones are said to be low pitched, round and natural, regardless of the amount of vol-
ume, each instrument or voice being fully heard and understood.

Attractive in appearance, the Gemco repro-
ducers are designed to harmonize with the

Repair Parts

For All and Every Motor That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.
Best Sellers

**Popular**

40654—Bye-Bye, Blackbird—Fox Trot, Raderman's Radio Orchestra
Why Do You Want to Know Why?—Fox Trot, Raderman's Radio Orchestra
40652—What Are You Saying, We Get Together?—Vocal, Okeh-Kut-Ups
And Then I Forget—Vocal, Okeh-Kut-Ups
40655—Loves for Me—Fox Trot, Cookie's Gingersnaps At Long As I Have You—Fox Trot, Arthur Combs
40651—When the Red, Red Robin Comes Bob, Bob, Bobbin' Along—Contralto, Eva Taylor
There's a Blue Ridge in My Heart—Contralto, Eva Taylor
40653—Sleepy Head—Contralto, Alma Rotter
I wish You Were Jealous of Me—Contralto, Alma Rotter
40652—Ting-a-Ling—Waltz, The Yellow Jackets
Falling in Love With You—Waltz, The Yellow Jackets

**Race**

8350—In That Day—Spiritual, Arizona Dranes
Cruciflaion—Spiritual, Arizona Dranes
8351—It's All Right Now—Spiritual, Arizona Dranes
Sweet Heaven Is My Home—Spiritual, Arizona Dranes
8352—John Say He Saw A Number—Spiritual, Virginia Spivey
My Soul Is A Witness For The Lord—Spiritual, Arizona Dranes
8353—Black Snake Blues—Contralto, Victoria Spivey
No More Jelly Bean Blues—Victoria Spivey
8313—Georgia Grind—Fox Trot, Louis Armstrong and His Hot Five
Come Back, Sweet Papa—Fox Trot, Louis Armstrong and His Hot Five
8300—Blues Ramble—Fox Trot, Louis Armstrong and His Hot Five
Sweet Little Papa—Fox Trot, Louis Armstrong and His Hot Five
8319—Big Fat Ma and Skinny Pa—Fox Trot, Louis Armstrong and His Hot Five

WILL you allow us to show you the way to sell Records better and with more profit in your neighborhood?

If you would know about Okeh Records and why they have such big sales—write to us.

THE LICENSED OKEH RECORD DEALER PLAN MAKES IT POSSIBLE TO SECURE BETTER BUSINESS—MORE PROFITS

Consolidated Talking Machine Co.
227 W. Washington St.
Chicago, Illinois

Branches: 2957 Gratiot Ave., Detroit, Mich.  1424 Washington Ave, Minneapolis, Minn.
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 114)

Thomas A. Edison, which plays forty minutes. Flashing pictures of the Edison plants, including the phonograph division, were shown and plans were also outlined for the coming Fall campaign introducing the latest Edison products.

Growing Demand for Minerva Sets
With a demand at least 25 per cent greater than on the same date in 1925, the Minerva Radio Co., Chicago, has found a fine response for its radio receivers from both consumers and dealers. E. J. Schultz, president of the Minerva Radio Co., stated a few days ago that at the radio show held in Chicago late in September he had found that the dealers were meeting with exceptional success in the sale of Minerva receivers, especially the Chinese Renaissance model.

C. H. Jockmus to Attend Radio Show
Charles H. Jockmus, president of the Ansonia Mfg. Co., Ansonia, Conn., arrived in Chicago on October 6 to attend the Chicago Radio Show at the Coliseum and to visit the Mohawk Corp. of Illinois general offices. The firm, of which Mr. Jockmus is the head, manufactures the heart of the Mohawk One Dial, six-tube, shielded receiver, namely, the Mohawk modified straight-line frequency triple gang condenser, acknowledged to be one of the finest condensers on the market.

H. Curtiss Abbott Now Vice-President
H. Curtiss Abbott, prominent in the musical and radio field, was recently made vice-president of Auchitz-Lee-Harvey advertising agency, Chicago. Mr. Abbott is recognized as one of the foremost merchandisers in the musical and radio field and formerly held the position of merchandising counselor for Lyon & Healy, prominent Chicago music house. He was more recently associated with the Sampson Electric Co., Chicago, Awater Kent distributor, where he held the position of sales manager.

Windsor Co. Cone Speaker Console Announced
The Windsor Co. Cone Speaker Console is the latest product to be introduced to the radio music trade by the Windsor Furniture Co., of Chicago. The Windsor cone is 22 inches wide, with a spruce soundboard, which is said to reproduce the softest lullaby or the full-throated march music of a band with fidelity. The console table of which it is a part is finished in an attractive design in either mahogany or walnut. The new product, known as Model 200, lists for $29. The Windsor Furniture Co. has long been prominent in the phonograph and radio field, and among its other products is No. 128 loudspeaker console, listing at $40, which will accommodate practically any set and has ample space for storage batteries and a line of phonographs. A feature of the talking machine line is a large Italian Renaissance model, hand carved, and built of solid mahogany.

Introducing Our “Sweethearts”
Will outsell any instrument in your stock. Made by Richter Mfg. Co.—a guarantee of quality. Concert size body, finished in gunmetal black, bound with white celluloid, patent pegs. The name ‘SWEETHEART’ in attractive, three-color design on each instrument.

Packed in an individual box with instruction book and felt pick WRITE FOR SAMPLES NOW

Our October issue of ‘Items of Interest’ has many interesting items

TARG & DINNER MUSIC CO.
"The Wholesale Music Center"
229 WEST RANDOLPH ST.
CHICAGO, ILL.
The most notable radio advancement of the year

The
ERLA SEXTET
[RFL] RECEIVER

The crowning achievement in radio for 1926 is the new Erla (RFL) Sextet—a six-tube completely shielded receiver with true one-dial control. Reproducing units perfected to the highest limit which deliver broadcast entertainments so faithfully that all former standards of reception have been revised. Surpasses any new type phonograph in quality of reproduction and volume. To appreciate how far advanced this new receiver is over other types, we invite you to compare the Erla Sextet with any other receiver or phonograph.

ERLA DEALERS CAN OFFER ADVANTAGES THAT ARE YEARS AHEAD

Here is your chance to "scoop" your competitors and "cash in" on this new receiver; a chance to get in on the ground floor and take out the big profits while others are getting ready to follow your lead.

The Sextet will operate on an antennae from one foot to 100 feet in length, or on a loop. In its ability to bring in distant stations, it eclipses any receiver ever made. It is super-sensitive yet simple to tune, and squeals and howls are banished forever. It is not critical. The RFL circuit has been perfected to its highest efficiency by Erla engineers and this new receiver is so easy to tune that a child can get distant stations with greatest ease.

In the reproducing elements the Erla engineers have outdistanced the entire radio field. The new Erla Omnitonic unit reproduces all tones of the musical scale. The Erla Concert Grand Audios are the most costly instruments of their kind ever used in any receiver. These in combination with a 92" air column horn will reproduce any instrument, note or harmonic that the human ear has ever heard and reproduce them with volume and faithfulness.

Here is the simplified radio that thousands have been waiting for; as easy to tune as winding a watch—a receiver that makes the novice an expert in getting distant stations. Here is a rare opportunity—a receiver that is so outstandingly superior that it makes others obsolete and opens new fields for sales development—an opportunity that will put you a year ahead of competition if you take advantage of it now.

Sign and mail the coupon and let us tell you about the most valuable sales franchise in radio. But don’t put it off. The established Erla policy is to give dealers restricted territories. Only one dealer in each community will have this opportunity; so if you are interested in making more money, sign and mail the coupon for full particulars today.

YOUR OPPORTUNITY

ELECTRICAL RESEARCH LABORATORIES

25th St. and Cottage Grove Ave., Chicago

Gentlemen: Please send me complete literature and details on your new 6-tube Monodic Receiver with True single dial control.

Name

Firm Name

Address

(I understand this does not obligate me in any way)
FROM OUR CHICAGO HEADQUARTERS (Continued from page 116)

A banjo and a banjo ukulele, known as the "Sweethearts," were recently introduced by the Targ & Dinner Music Co. of Chicago. Both of the "Sweethearts" are finished in gun-metal black, bound with white celluloid and equipped with patent pegs. The name "Sweetheart" is shown in an attractive three-color design on each instrument. The "Sweethearts" were made by the Richter Mfg. Co., Chicago, exclusively for the Targ & Dinner Music Co., and Max Targ, a member of the firm, told The World reporter that the new product was given a hearty welcome at the recent conventions of the Illinois State Music Merchants Association, Decatur, Ill., and Music Merchants Association of Columbus, Ohio, where they were shown. Each "Sweetheart" is packed in an individual box with an instruction book and a felt pick.

A. J. Heath, manager of the Chicago Columbia office, spent the last two weeks of September as a well-earned vacation period, returning to Chicago on September 28th. He visited the Columbia factory at Bridgeport, Conn., and spent several days in his old haunts at Philadelphia, where he visited the Columbia office and friends in the territory.

Upon his return to Chicago he was gratified to note the progress which had been made by the local Columbia organization during his absence and told The World reporter that the business increase had continued in the same gratifying ratio as the previous month. Mr. Heath further stated that the Sesqui-Centennial Exposition in Philadelphia is successful regard- less of press reports, but he refused to com- ment upon the Dempsey-Tunney battle, although a fight coupon was found in his pocket upon his return to Chicago.

Charley Straight and Panatrope Go Over Big Chicago night life experienced its first thrill of the season when Charley Straight and his Brunswick recording orchestra made their debut at the Frolics Cafe, one of Chicago's most popular supper clubs on the Near South Side. Celebrities of the world of jazz and syncopated rhythm turned out en masse for the event. Among the elite were Gus Kahn and Walter Donaldson, prominent song writers; Paul Ash, The Rajah of Jazz, acting as master of ceremonies; Sophie Tucker, who is creating all the chuckles in "LeMaire's Affair" and who obliged with a few songs; the Williams Sisters and Frank Sylvano, Brunswick artists, did their bits and Ted Lewis, "The High Hatted Tragedian," was also announced.

The affair turned out to be very much of a Brunswick night. Paul Ash in announcing the different artists expressed gratification that Straight was chosen to record his song, "That's Why I Love You," and at that moment the rec- ord began playing on a Panatrope, which oc- cupied a prominent place on the stage. As the record neared its end the volume was gradually reduced to the minimum and the orchestra itself finished the tune. That particular stunt was one of the real big hits of the evening.

A giant Brunswick record had a very con- spicuous position in the lobby and another permanent sign reading "The Brunswick Pan-atrope" stood near the Panatrope on the stage. Catalogs displaying the Panatrope and The New Musical Instrument were passed out at the door, and an autographed Brunswick record of Straight's Orchestra was presented to every lady in attendance.

All in all the evening definitely established Charley Straight's Orchestra as a permanent fixture at the Frolics and it created a great interest in the Panatrope, which is to be featured continually at the club. Actual reports of the first week disclose the fact that five very much alive prospects have been uncovered by Mack Howard.

Record Artists Draw Crowds to Store

On September 30 and October 1 and 2, the Davis Co., one of the leading department stores in Chicago, sponsored its Fall opening with a number of Columbia record artists as the draw- ing cards. In the music department the event took the form of the introduction of the Colum- bia Viva-tonal phonograph and at stated times each day several Columbia artists appeared, and were introduced by the Columbia representa- tives, Mr. Kirschbaum, with arranged and per- sonally supervised the program, while the artists sang with the new Viva-tonal, stopped singing while the phonograph continued, and then started the air again, finishing with the phono- graph.

Paul Ash, Milton Watson, and Art Linick, KYW radio broadcasting station artist, appeared on the first day. Ruth Etting, Al Handler and his Hotel Alamo Cafe Orchestra, and Art Linick were the artists on the second day, while Art Kahn and his orchestra, who are appearing on the Linderer & Trins recording picture circuit, and Art Linick furnished the entertainment on October 2. It is estimated that 1,500 people were present in the phonograph department on the first day when Paul Ash appeared, and two hundred records by Ash and Milton Watson were sold in fifteen minutes, as quickly as the artists could autograph them and hand them over the counter.

D. M. Guthrie, to whom credit is due for ar- rangings so successful a sales promotion scheme, called the particular attention of the audience to the natural tone of the Viva-tonal phonograph after it had been in direct comparison with the artists.

Enjoy Big Record Demand

L. S. Donaldson's Carryola phonograph department store in Minneapolis, has been enjoying a tremendous demand for Columbia records, ac- cording to Murray S. Kirschbaum, manager of the department, who reported to the Chicago manager of the Colum- bia branch office, A. J. Heath, that the heavy record business was undoubtedly due to an ad- vertising campaign now appearing in Minneap- olis newspapers.

Phil Grabuski a Visitor

Phil Grabuski, president of Everybody's Talking Machine Co., Philadelphia, spent two days in Chicago during the latter part of September, making his headquarters at the Targ & Dinner Music Co., distributor of Honest Quaker prod- ucts, manufactured by his firm. While in the city Mr. Grabuski was entertained at the home of S. Dinner, one of the members of the Targ & Dinner Music Co., and during his short stay Mr. Grabuski formulated plans with the Targ & Dinner executives regarding the Fall season.

W. C. Fuhr a Visitor

W. C. Fuhr, vice-president and general man-ager of the Columbia Phonograph Co., Inc., New York, spent several days about the middle of September visiting the Chicago trade and A. J. Heath, Chicago Columbia branch office manager. He then departed for St. Louis, Detroit, Toronto, and the home office in New York.

Mrs. Helen Beggs in Town

Mrs. Helen Beggs, in charge of the Columbia Minneapolis branch office, spent two weeks in Chicago during the latter part of September. While in the city she made her headquarters at the Chicago office of the Columbia Phonograph Co., securing suggestions for the betterment of record service for dealers in Minnesota.

Visitors to Carryola Plant

Frank Witman, of the Frank Witman Supply Co., Putnam, Conn., New England Carryola distributor, recently visited the Milwaukee plant of the Carryola Co. of America. Mr. Witman, a well-known figure in the talking machine field for many years, visited the Carryola plant with his friend, M. M. Cole, president of the Illinois Musical Supply Co., of Chicago, also a Carryola distributor. Another visitor was Al LeMaitre, who operates the Aluminum Specialty Co., Dallas, Tex., and who made his first visit through the Carryola Co. of America plant recently. He was greatly impressed by the size of the factory and the care with which each Carryola portable is manufactured.

We are distributors of the famous
Farrand
Speaker
Day-Fan Chicago Co.
217 N. Desplains St.
Chicago, Ill.
Exclusive Distributor of Day-Fan Radio Receivers for Northern Illinois

MORE Farrand Speakers were sold last season than all other licensed cone speakers combined!
The "Military Oro-Phone" Brings the Band to the Home!

At last—a reproducer and tone arm combination to meet the demands of people who desire extra-loud reproduction!

The crash of cymbals, the blare of trumpets, or the silvery notes of the cornet are all reproduced without unpleasant screeching or harshness. All the stirring brilliance and sparkle of military music are reproduced with absolute fidelity.

For louder and stronger music of any kind, the No. 90 Military Oro-Phone, in combination with either the E-1 or C-1 curved arms, produces the very best results. However, this reproducer will also be supplied as a single unit (without tone arm) and with proper connections to fit all phonographs.

The No. 90 Military Oro-Phone with Oro-Alloy metal diaphragm is a new companion to the original Oro-Phone reproducer, and provides excellent sales possibilities for manufacturers, jobbers and dealers.

No. E-1 Compo Arm 8½ or 10 inch length
List $5.00 nickel, $7.50 gold

No. 90 New Military Oro-Phone Reproducer
List $7.50 nickel, $10.00 gold

Further details regarding the Military Oro-Phone will be sent immediately upon request.

The Standard Oro-Phone Reproducer with the Oro-Tone C-1 All Brass Tone Arm

The original No. 0-76 Oro-Phone reproducer, when used as a single unit or with the C-1 or E-1 curved arms, is still the best combination for the true music lover who prefers delicacy and beautiful modulation in reproduced music.

Both C-1 and E-1 curved arms are of air-tight gradual taper design and are guaranteed unreservedly. The Oro-Tone and Oro-Phone combinations are ideally meeting the demands for vastly improved reproduction by owners of ordinary type phonographs.

Cash in on this big demand by learning about our splendid proposition.

No. C-1 Brass Arm 10½ inch length only
List $7.50 nickel, $10.00 gold

No. 0-76 Oro-Phone Reproducer
List $7.50 nickel, $10.00 gold
National Radio Exposition in Chicago Attracted Large, Interested Attendance

Consumers' and Dealers' Interest in the Latest Products of Radio Engineers and Cabinet Makers
Crowded Hotel Sherman in Chicago During the Week of the Exposition

CHICAGO, I11., October 5.—Consumers and dealers interested in the purchase of the latest products of radio engineers and cabinet makers were in large attendance at the National Radio Exposition, held at the Hotel Sherman, September 27 to October 2. According to the exhibitors the show was a distinct success, with dealers registering from distant points and in large numbers from the surrounding Middle West territory. A number of exhibitors maintained demonstration rooms on the upper floors of the hotel, where the dealers might test the various sets, speakers and accessories with no annoyance. The main section of the exhibition itself presented an orderly appearance with a minimum of noise and interference to detract attention from the products on display.

On the opening day of the exposition one half of the admission receipts were given to the Red Cross by the show management, for the benefit of the Florida hurricane sufferers, the Red Cross officiala themselves operating the ticket offices. During the first two days of the show, Milo E. Westbrooks, manager, stated that 3,500 dealers had registered, and he predicted that at the closing hour on October 2 well over 6,000 dealers would have inspected the products displayed. Among the retailers were radio dealers from such distant States as California, Pennsylvania, Louisiana and Arkansas. Five thousand dealers wrote to the show management for tickets as the result of an advertising campaign sponsored during the past few months.

As the dealers registered they were asked to state their opinion as to the best time of year for a showing of radio merchandise, so that the show management and exhibitors might obtain a consensus of opinion as to when an exhibition of this sort would best suit the dealers' convenience and needs. All retailers attending the exposition were extended an invitation by the Electric Club of Chicago to be guests of that organization while in the city.

The National Radio Exposition contained few new departures in set building, most of the innovations being in period style cabinets and beautiful woodwork. Spinet desks containing a receiver proved popular with the buyers, as did many of the large hand-carved cabinets. Small compact sets of certain types attracted much attention, one exhibitor, who showed a three-tube portable with the appearance and size of a woman's vanity case, secured a large number of orders.

At one end of the mezzanine floor a broadcasting studio attracted many dealers and consumers, who wished to see their favorite microphone stars in person. Thousands of names and addresses were secured on a "strike" petition which will be sent to radio stations operating on the wave length of another. The petition notifies the station that the signers have pledged themselves to refuse to listen in on the programs of any of the offending stations. This petition was sponsored by the Broadcast-Listeners Association, which in Chicago secured Monday night as "silent" night last year by the same method.

A list of the exhibitors at the National Radio Exposition, together with the products displayed and the individuals in charge, follows:

Roberson Davis Co., Chicago.—Mello-Heald circuit eleven-tube receiver, coil winder and Meloformer transformer installed in sets and on display separately. Geo. W. Roberson, president, and J. P. Davis in charge.

Stewart Battery Corp., Chicago.—Stewart Deluxe Unit A-Power "A" batteries in ten different sizes. Lynn Stewart, Chicago representative, P. N. Bushnell, sales promotion manager, in charge.

H. G. Sall Co., Chicago.—Pedestal, console and horn-type loud speakers. H. C. Role, sales staff, in charge.


Radio Cabinet Co., Indianapolis, Ind.—Orchestrators speakers, all wood horn, cabinet and pedestal types. A. M. Keeley, State representative, in charge.

Windsor Furniture Co., Chicago.—Windsor cone loud speaker console, loud speaker console in solid mahogany, radio and phonograph combinations. A. C. Siewers, Everett Miller, J. L. Joyce, sales department, in charge.

Mathiesen-Sandberg Co., Chicago.—1,000 aerials. M. Mathiesen, William Sandberg, in charge.


Resonata Corp. of America, New York City.—Resonata speakers. David H. Lipsey in charge.


Inland Electric Co., Chicago, distributor.—Rola cone speakers, Timmons loud speakers and Luxe Unit A—Power "A" batteries in ten different sizes. Lynn Stewart, Chicago representative, P. N. Bushnell, sales promotion manager, in charge.

Ask about Burns "B" Eliminator


Leonard Lynn Radio Co., Inc., Chicago, distributor.—Ferguson radio receivers, Philco storage batteries and supply units. General radio supply units.

Beckley Ralston Co., Chicago.—Products of Radio Corp. of America, Rauland radio receivers manufactured by the All-American Radio Corp. Chicago, and Beckley Ralston sets. T. P. Waideck, sales department, in charge.

Zinke Co., Chicago.—Oriole radio receivers, Red-Mast aerial, Grayline radio batteries, Borkman Velvet speakers, Studyo radio tubes. Carl Smeltzer, sales department, in charge.


Charles Freshman Co., New York.—Exhibiting in conjunction with W. D. A. P. Radio Shop, Chicago. The complete line of Freshman...
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 120)

Chicago Brunswick Dealers at Get-Together Meeting

Harry B. Bibb, District Manager of the Chicago Brunswick Branch, Presided Over Luncheon Meeting—Outline Sales Promotion Plans

At noon on Friday, September 24, Harry B. Bibb, district manager of the Chicago Brunswick branch, presided over a get-together luncheon and vote of confidence in twenty-one Brunswick dealers from Chicago and vicinity.

When the food had been thoroughly stowed away and amid the contented smoke of one hundred cigars, Mr. Bibb, after a few opening remarks pertaining to Brunswick and its products, introduced Paul S. Ellison, Brunswick's new advertising manager, who briefly outlined the company's extensive advertising program.

seven-tube receivers, the Bosch Ambotone speaker and the Thalyscope projection camera, and Horn Western advertising. H. E. Richardson, general manager, in charge.


which is reaching an aggregate of over twenty-two million people through elaborate coverage of the press and metropolitan newspapers on a record and instrument copy. Mr. Ellison addressed the importance of this national copy, pointing out that such advertising, though creative of consumer appeal and acceptance, nevertheless required active dealer participation to achieve the desired results.

C. T. McKelvey, sales promotion manager, the next speaker, spoke at length on the importance of trained salesmen, pointing out that if the dealer hoped to be successful in present-day merchandising his success was dependent upon the ability of his salesmen to intelligently present and demonstrate the merchandise coordinating this demonstration program with a constructive sales program. "The dollar is turning on the outside, gentlemen," said Mr. McKelvey, "and it's up to you to go out and get your share." He illustrated that it cost the Brunswick Co. $1.00 to train each Brunswick dealer in the important aspects of the sales job, and that this training could be utilized to advantage in present-day merchandising.

Mr. Bibb then presented several new models in the Brunswick line that created an immediate and favorable impression with the dealers present—the PR-148C, the PR-6-C and the P-1 and the Navare. Frank Sylvano, Brunswick artist, sang several selections.

To Advance Radio Show Date

A meeting was held on October 1 at the National Radio Show to discuss ways and means of promoting a better type of radio show than has been held in the past and to make the annual exhibitions trade shows in every sense of the word, with less attention given to the public's participation in the event. Fifty-five manufacturers, jobbers and dealers attended the meeting which voted the National Radio Show one of the best ever held from the standpoint of business.

The main points brought out at the meeting were: a desire to have shows at which the manufacturer can sell the jobbers and dealers in a satisfactory way and take care of the public secondarily; that the jobbers form an association to be backed by the manufacturers and dealers who will have control of the future shows; that the shows be held at an earlier date than at present so that the new models can be in the stores at the opening of the season; that dealers can be in the stores to take care of increasing business rather than attending radio shows.

These points were discussed with enthusiasm by those present, and it was voted unanimously to back a jobbers' organization which would stage next year's radio show, which show is to take place not later than August 15.

The Two Things That Count Most

Salability and a good profit are the outstanding features of MINERVA RADIO. Of course, it goes without saying that each Minerva receiver is built right, and built to cause as little "grief" as possible. Hundreds of dealers have learned this and are making money out of Minerva for this reason. Minerva Radio is encased in eight beautiful cabinets, to suit every purse and every taste. Minerva Receivers are resistance coupled six-tube sets and only one dial to tune.

Jobbers and dealers should write at once for the complete Minerva proposition, as it means more sales and greater profits.

Minerva Radio Company

154 East Erie Street at Michigan Blvd.
Chicago, Illinois

Minerva Phonograph Company is illustrated, with built-in horn and battery compartments. $165

Minerva Console Radio is illustrated, with built-in horn and battery compartments. $110
First Eight Months of Year Show a Profit of $1,200,000 for Brunswick Co.

B. E. Bensinger, President of the Company, in a Statement Declared That Sales for the Year Are Estimated at $27,000,000 and That the Outlook Is Bright

The Brunswick-Balke-Collender Co. profits for the month of August, after depreciation and other charges, but before taxes, were $535,000, and in the first eight months of 1926 profits amount to $1,200,000 before taxes. This an-

Day-Fan Official Predicts Greatest Radio Season Ever

Charles T. Lawson, Vice-President of Day-Fan Electric Co., States That Manufacturing and Retail Conditions Are Improved

DAYTON, O., October 6.—Charles T. Lawson, vice-president of the Day-Fan Electric Co., after visiting the radio shows in New York, Boston and Cleveland and just before leaving to attend the show at the Chicago Coliseum, said:

"This season will easily be the greatest radio has known since popular broadcast put it in the big business class. With probably less than half the number of manufacturers it had a year ago, its volume will be much greater and there is no question but that the general quality will be much finer. "The 'riff-raff' element has been largely eliminated. Most of the 'fly-by-nights' are out. The few who are left are teetering on the edge. I do not believe they will last out the season. The same clean-up that economic conditions have forced in radio manufacturing circles have also reached into distributing and retail circles. All this is good, not only for the industry itself, but mighty good for the public.

Henceforth they can buy with reasonable assurance of getting value for what they pay. By the time the Fall and Winter seasons are fairly advanced I think that assurance will be nearly absolute."

Mr. Lawson said that in the near future there will be little talk of "stabilizing" the radio business. It is practically stabilized now, he said.

The Autumn show has been opened up and new jobbers will be selected. The Autumn show has been opened up and new jobbers will be selected. The autumn show has been opened up and new jobbers will be selected.

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"Henceforth they can buy with reasonable assurance of getting value for what they pay. By the time the Fall and Winter seasons are fairly advanced I think that assurance will be nearly absolute."

He expects this condition to continue until after the new year.

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 Cabinets on Your Sales Floor You Cannot Serve Your Good Customers. For Every Purpose—Three Complete Lines

THE PIERSON COMPANY, 836 Cedar Street, ROCKFORD, ILL.
Hear the—

Utah
Made in Salt Lake City

Trade Mark Registered

$16  $16

Utah Superflex
Reg. U. S. Patent Office
$10.00

14" bell
The Speaker with the Golden Throat

$22.50
Utah Standard

$19.00
Utah Book

Looks like an open book.
Finest reproduction. Size 17 1/2" x 13 1/2"

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.

Utah Junior
$12.50
11-inch bell

Utah Radio Products Co.
1421 S. Michigan Ave., Chicago
We are manufacturers—not assemblers

“I WANT TO HEAR A UTAH”
Wholesale and Retail Trade Optimistic Over Fall Business in Milwaukee Field


MILWAUKEE, Wis., October 7.—Local jobbers and wholesalers are enthusiastic in their reports of Fall business in talking machines and radios. Orders are coming in at a very good rate and dealers are finding their greatest difficulty in getting shipments.

Radio Exposition a Success

The Fourth Wisconsin Radio Exposition which was put on by the Wisconsin Radio Trade Association September 25 to 28, has attracted much interest in radios to a great extent. Special entertainment was featured at this year's exposition in a Radio Revue produced and staged under the direction of the Orpheum circuit. Dancing and music played the important parts in this entertainment. Everything in the radio field was shown in the exhibits at the show. The most conspicuous displays were those of the wholesalers who aroused great interest by explaining new receiving sets and other items. A large Stewart-Warner exhibit gave a splendid showing of various cabinet housings which would add to the furnishings of a home. The Interstate Sales Co. gave a very complete showing of the Freed-Eisenman line, as well as a very complete line of tubes. The Stromberg-Carlson Co. had a very attractive exhibit. The Kellogg Switchboard & Supply Co., which made a reputation as manufacturer of dependable radio parts, exhibited a receiving set of outstanding circuit. Every exhibit at the exposition was featured at this year's show. The most conspicuous displays were those of the Wisconsin Radio field was shown in the Vicor line, in selling, and the achievement of its technicians.

Radiophone Co., Madison, displayed the Magnavox line, and the Great Lakes Radio Corp. presented the Oriole console. Harry Goldsmith, secretary of the Badger Auto Supply Co., had a very attractive exhibit. The Tisch Auto Supply Co. presented the Oriole receiver and its products in an exhibit which was placed close to the stage. The Taylor Electric Co., Madison, displayed the Magnavox line, and the Great Lakes Radio Corp. presented the Priess receiver. E. A. Quarterut gave a showing of the new products of the Day-Fay laboratories and the Shadbolt-Boyd Co., which introduced the popular Apex receiver to Wisconsin a year ago, displayed new sets of the same name together with the Fada. The Super-Ball antenna featured by Yahr & Lange in their exhibit attracted great interest. The new Super-Ground clamp, recently perfected by this company, was displayed as was also the Ray-O-Vac batteries.

Sonora Dealers View New Products

Sonora dealers from all over Wisconsin attended an exhibit of the new Sonora line of radio receivers, loud speaking units and phonographs, held in the Wisconsin Hotel by Yahr-Lange, Inc., local distributor. The new shielded six Sonora radio receiver was introduced with three models represented—the table model, the de luxe console model, and the standard console. Representatives of Yahr-Lange state that dealers through their sections are very well pleased with the new line and expect to put a large number of sets into homes during this season.

Fred E. Yahr, of Yahr-Lange, states that they are having wonderful results with their Super-Ball antenna. Orders are being received from all over the world, and the company is making many carload shipments.

Badger T. M. Co. Busy

Harry Goldsmith, secretary of the Badger Talking Machine Co., jobber of the Victor line, states that his firm is doing a wonderful business.

"We couldn't be selling any better," Mr. Goldsmith said, "and still there is a greater outlook for the season. We are very much interested in all the musical affairs which are coming to Milwaukee this Winter, especially the grand operas which will be put on by the Chicago Civic Opera Company. It is bound to develop a keen aspiration in the public for good music, and we are loaded to the gunwales with good music. The new electrically recorded records have stimulated the record-buying campaign, and we are prepared to help them in the good work."

New Stores Opened

Herbert W. Miller, owner of the Kilbourn Motor Co., has opened a store at 1594 Teutonia avenue, under the name of Mueller's Radio Shoppe. He will handle radio receivers and accessories.

The formal opening of the Sandee Music Shop at 82 South Main street, Fond du Lac, took place during the month. James A. Sandee, owner, will feature the new Victor phonograph records. He will carry a complete list of Atwater Kent radios, Baldwin-Years, and Holton band instruments.

An efficient service department is featured. A full service record department is one of the attractions of the shop. All records are kept on file in a special cabinet centrally located in the shop.

The Hi-mount Radio Co. has been formed in Milwaukee to deal in wholesale and retail radio apparatus, equipment, parts and supplies, etc. Paul O. Pankonen, Ernest C. Engel, and John H. Schinzler are the incorporators, with a capital of $10,000.

Reports Good Brunswick Sales

"Business is exceptionally good, and there is no question that there will be a tremendous Fall business," stated Carl Lovejoy, Milwaukee representative for the Brunswick. "Dealers are not only buying, but they are selling, which is, after all, the most important thing. The Brunswick Panatrope is moving very well, but we are handicapped for shipments. There is no difficulty in selling, and I am looking for a very big year in Brunswicks."

Panatrope Prominent at the Omaha Radio Show

OMAHA, Neb., October 6.—25,000 people attended the Omaha Radio Trades Exposition, recently held in Omaha, and the publicity attendant upon the show covered the front pages of every newspaper in the vicinity. One of the most pronounced features in the display section of the show was a group of five booths featuring the Brunswick Panatrope and Panatrope with Radiola. One of the displays handled by the Omaha Brunswick branch and booth by the Omaha Brunswick dealers of that town easily monopolized the attention of the vast number of visitors. The Brunswick booths were the centers of attentive crowds during the entire show, and the dealers were not a bit reticent to passing out a great deal of Panatrope literature and building up prospects.

The show itself had as its feature attraction—a HOG Calling Contest—just what this is and how it is handled we do not know, but evidently it is quite an art to call hogs, for the newspapers carried reports of the progress of the contest in large space, and announced the winner in deadline type. This contest drew thousands of people, who of course investigated the rest of the show and were among those to see and hear the Panatrope.

O. G. White, Brunswick Omaha district manager, co-operated with the dealers in every possible way, in arranging their ads, demonstrating at the show and helping to take charge of their great numbers of prospects.

L. Halperin Visitor to the Carryola Co.'s Plant

L. Halperin, of Halperin Bros., Carryola distributors, New York City, recently visited the plant of the Carryola Co. of America, Milwaukee, Wis. He inspected the large new plant where the portables are manufactured, and saw the new line of Carryola Masters especially embossed and airbrushed, which are now being delivered to the trade.
SANDAR—the new cone type Speaker—riding along on the crest of a wave of popularity that is sweeping all before it! There are plenty of reasons why—an uncanny ability to bring in the most elusive sounds along the whole range of the set, an attractive design that embellishes and adorns a set rather than simply filling up space, AND a sensational retail price—$27.50—which is lower than that of any other licensed speaker of its size on the market. No wonder it has registered so emphatically! There is still time for you to sail along with SANDAR. Write for name of nearest distributor.

SANDAR CORPORATION
Crescent Plaza Building, Long Island City, New York

$27.50

Licensed under Lektophone Patents
Happenings in the Dominion of Canada

Canadian National Exposition Held in Toronto Was Greatest Success in History

Talking Machines and Radio Exhibited—Dates for Third Annual Toronto Radio Show Fixed for October 25 to 30—Columbia Viva-tonal Phonographs Create Trade Interest

TORONTO, ONT., October 7.—A new high record for attendance at the recent Canadian National Exhibition during its two weeks of operation has been made this year, 1,573,000 people having passed through the turnstiles.

Under the auspices of the Canadian Radio Trades Association, the dates of the third annual Toronto Radio Show have been fixed for October 23 to 30. This year's exhibition will be held in the amphitheatre of the Coliseum at the Exhibition Grounds.

The Gray Music Co., recently opened up in London, Ont., has taken on the representation of the McGillan phonographs and Fada receiving sets.

Conrad Lafleur, for ten years with the phonograph department of Ome, Ltd., Ottawa, has been appointed manager of the phonograph department of L. G. Fournier, Ltd.

A. Cross Co., Toronto, has been appointed Canadian distributor for the Bosch radio line.

Canadian Brands, Ltd., Toronto, has sent out announcements of its new Fall line of radio accessories, which include the new Cabinet Cone speaker and fifteen-inch adjustable table cone with resonating chamber.

Two new Amplion models of loud speakers have been announced by the Amplion Corp. of Canada, Ltd., Toronto, and these new types were shown to the public and trade at the recent Toronto Canadian National Exhibition.

Splitdorf Electrical Co., Ltd., Toronto, has made the appointment of a large number of distributors for the line of Splitdorf radio receivers, loud speakers, etc.

John F. Maclellan, local agent for Brunswick phonographs and records, in Dawson City (Yukon Territory), which is said to be Canada's farthest north city enjoying the service of a music dealer, recently introduced to the residents of that city and territory the Brunswick Panatrope, a shipment of which he received on the steamer "Whitehorse." A program was presented in the commodious A. B. Hall when Mr. Maclellan made an announcement explaining at length the many improvements embodied in the new invention and what it would mean to Dawson music lovers.

The new Columbia Viva-tonal phonograph being introduced to the Canadian trade by the Columbia Phonograph Co., Ltd., Toronto, is being shown in five models ranging in price from $125 to $350. Dealers all over the Dominion are very much enthused over the sales possibilities of the new Viva-tonal and are planning to feature the line.

Cooler Weather Stimulates Sales in the Montreal Territory, Reports Indicate

Trade Preparing for Third Annual Radio Show—Retailers and Wholesalers Report Stimulations of Business—Brunswick Popularity Continues to Grow—Trade Activities of the Month

MONTREAL, CAN., October 8.—With the arrival of that chill in the temperature which marks the approach of the Fall there has been a revival of interest in matters relating to radio reception and from all directions the desire for radio sets is reported a big increase in business.

June's reputation as a bridal month has been passed through the turnstiles. 1,573,000 people having attended the Nova Scotia Provincial Exhibition at Amherst, 1926, which is said to be Canada's farthest north city enjoying the service of a music dealer, recently introduced to the residents of that city and territory the Brunswick Panatrope, a shipment of which he received on the steamer "Whitehorse." A program was presented in the commodious A. B. Hall when Mr. Maclellan made an announcement explaining at length the many improvements embodied in the new invention and what it would mean to Dawson music lovers.

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WINNIPEG, MAN., October 5.—Winnipeg's second annual radio show, held recently, did a lot to stimulate local trade in equipment and accessories of all types. Scores of interesting exhibits showing the newest and best in the radio world attracted hundreds of people to the show every night, and dealers expressed themselves as being well pleased with the results of the show. Many direct sales were made through the show and hundreds of others will be made indirectly.

The Manitoba-Halliburton Piano Co., Edmonton, Alta., has recently taken on the representation of Brunswick and McGillan phonographs.

THE RENE MANUFACTURING CO.

MONTVALE, NEW JERSEY
Quaker City Retailers Placing Heavy Orders to Meet Rapidly Growing Demand

Manufacturers and Distributors Swamped With Orders as Fall Business Goes Ahead With a Rush—Brisk Record Demand Is Feature of Sales—Entire Trade Is Optimistic

PHILADELPHIA, PA., October 8.—Glowing accounts of the early Fall demand for talking machines, records and accessories foretell the turn in the tide of the industry to more prosperous times. All the local manufacturers, branch offices, distributors and dealers have been swamped with orders for the nationally known types of the newest instruments that have revolutionized the business within recent times. Orders are accumulating in such quantities that distributors cannot meet the immediate needs of the dealers owing to the congested factory and plant extensions making plant and soon production will be developed in line with the improved business situation, so that orders may be taken care of with dispatch.

Successful Sales Promotion

Two helpful business promotion stunts were staged by the Philadelphia Victor Distributors during the month which resulted in increased profits for the dealers. When the Philadelphia Rapid Transit Co. gave a free admission program at the Sesqui-Centennial Exposition on its own special day it tied in with the Victor through the firm by arranging for a special recording of the P. R. T. Co-operative Band of 110 pieces, and directed by John Philip Sousa, at the request of the transit company, on the occasion, playing "March of the Mitten Men" and "Thunder Men," both Sousa compositions, arranged especially for the Transit Band. Special posters were made by the Philadelphia Victor Distributors for the dealers. The P. R. T. placed 3,600 announcement cards in as many busses and trolleys controlled by it. They further posted announcements of the records on 200 bulletin boards in offices and waiting rooms and repair shops. The P. R. T. Band played in the Auditorium to 15,000 people under Sousa's direction and announced the program of the two selections on Victor records from large streamers across the spacious entrance to the Auditorium, supplementing this with statements in 2,000,000 copies of Service Talks, its official publication, left in all public conveyances under its control.

Owing to the popularity of the Harry MacDonald Orchestra, playing in this city at the King Joy Restaurant, the Philadelphia Victor Distributors arranged for special records of "My Pal Jerry" and "Who Could Be More Wonderful Than You," by that organization, and aided in promoting sales among the dealers. Harry MacDonald, its leader, had posters made of "My Pal Jerry" and an originally designed poster was gotten up by the distributors, while streamer form announcements were put out by the publishers, Ted Browne Co., Chicago, tying up on "My Pal Jerry." These three display forms were widely distributed throughout.

(Continued on page 128)
We are distributors of the famous Farrand Speaker

Trilling & Montague
49 N. Seventh St., Philadelphia, Pa.

"Sow With Us"
the list of those who will carry it in the future through the campaign continued during Sept-
ember days. Among the most prominent of
stores to add the Brunswick the past month was
Lit Bros. department store, which featured it in
its annual fashion show. Manager Alex Munchweiler, of the Lit store, tied up with the
Fasion Show by making it more lively with
concert programs on the Orthophonic, Brus-
vick and Sonora. The novel tie-up was most
effective as a sales builder for both machines
and records and Lit Bros. talking machine de-
martment was materially benefited by the con-
cert accommodation to the showing of gowns
as the models strolled down the aisles to tunes
played on the various phonographs handled by
the company. The machines were displayed on
the platform where the fashion models made
their bow to the crowds which gathered for
the occasion, many of the purchasers remaining
after the show to place their orders for records
and machines.
A very effective sales appeal for the Bruns-
vick was that given by the Weirley Music
House, of North Fourth street, Allentown, Pa.,
during the month, when with the co-operation
of the Brunswick Band, under direction of A. L.
Meyer, a concert public was given in the West
Park with the Brunswick playing as part of the
program. The band, which was organized back
in 1858, staged its concert September 16 with
the Brunswick Panatrope featuring Edith Ma-
son's recording of "Good Bye," while the band
accompanied the singer. Other Brunswick rec-
cords were brought in as encores. Frank Espey,
of the Brunswick sales organization, operated
the Panatrope. The program was also broad-
cast over WFAA.

Millersburg Firm Remodeling
Under the remodeling plans the W. L. Done-
hower store, at Millersburg, Pa., will be trans-
formed into one of the most attractive of town
emporiums for the sale of talking machines.
Six booths have been added, hardwood floors
laid and comfortable as well as artistic combi-
nations in furnishings installed to harmonize
with the decorative scheme. Larger space, too,
has been made available by the remodeling, so
that business extension may be cared for.

Stages Effective Fall Opening
When Carlisle Taylor held his Fall Opening in
the Music Room, State College, Pa., he sent
out invitations to all students at the College
and townfolk with a full representation in at-
tendance in response from the list of those in-
vited to hear the demonstration of the Ortho-
phonics, the program of the occasion. In addi-
tion the R.B. Wiederhorn Band joined in with
a few concert selections while luncheon was be-
ing served to the guests.

An Enterprising Retailer
Enterprise was shown by the Hopkins Piano
Co., of Chester, Pa., when during the month the
company sent out leaflets with information
on how the newest of dance steps, the Valencia,
could be achieved. With the instructions for
dancing the Valencia there were suggestions on
Victor records that could be used to accompany
the dance which came back in profits through
purchases of the mentioned recordings.

Co-operate in Ad Drive
Largely through the combined efforts of the
Philadelphia Victor Distributors and H. A.
Weymann & Son, Inc., Victor jobber, and
thirty-four local Victor dealers the stock of old
models during which a large number of orders
which were available in records. A list of prominent artists whose recordings were available in the bargain
offerings was given, together with a list of dealers' stores at which the records could be
purchased. Both jobbers and dealers report
that the campaign was highly successful.

Hepple Stages Exhibition
With wide advertising to exploit the special
October display and exhibition of models of
the Brunswick Panatrope and Orthophonic talking
machines, C. J. Hepple & Son Co. has been
featuring a campaign of its own for these
models during which a large number of orders

OPPORTUNITY in the Victor
business is greater today than
ever before.

Victor dealers in our territory
should make the most of this op-
portunity by availing themselves of our
service likewise greater today than
ever before.

Victor Wholesalers

H. A. WEYMANN & SON, INC.

It's A Beauty
Our Christmas design, VELVETOID RECORD CLEANER. Fin-
ished in a brilliant color, with the dealer's Holiday greeting neatly
gold lined. The cost will be no more than a good greeting card and the
Patent application only protects the claims that have been made.

Have them ready to you can either present them personally or
mail them to the buyer at Holiday time.

The dealer can order in small quantities (one hundred) as he
wants them, either direct or thru his jobber.

He will find the Christmas Velvetoil Record Cleaner a splendid
investment, as the models are complete with labels and a three
year guarantee for all parts.

PHILADELPHIA BADGE CO.
942 Market Street
Philadelphia, U. S. A.

Trilling & Montague House
Organ Enters Third Year

"Radio Talks," Published by Trilling & Mon-
tague, Has Become Very Popular With Trade
—Contains Much Interesting Information

PHILADELPHIA, PA., October 6—Trilling & Mon-
tague Radio Talks, published by Trilling & Mon-
tague, of this city, is now entering its third
successful year as the house organ of this en-
terprising radio distributing house. J. Lobel,
sales and publicity manager of the company, is
invited to hear the demonstration of the Ortho-
phonics, the program of the occasion.

OCTOBER 15, 1926
We are distributors of the famous
Farrand Speaker
LOCKWOOD RADIO CO.
637 Market St., Philadelphia

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

We deliver quality products to Sonora Jobbers and Dealers—W. A. Thomas is appointed Engineer in Charge of Research.

Believing that Sonora distributors and dealers would be in a better position to render greater service to their clients if they had assistance from headquarters in the technical end of radio, the Sonora Phonograph Co. has appointed Charles C. Henry to the position of radio sales engineer under Frank V. Goodman, general sales manager, where he will deliver a series of lectures on radio to Sonora distributors and dealers throughout the country. Hereafter he will devote most of his time to effecting a closer co-operation between the manufacturing department of the Sonora Phonograph Co. and its distribution connections.

W. A. Thomas has been appointed radio engineer in charge of radio research and engineering work for the company, under the direction of Joseph Wolff, first vice-president. Mr. Thomas will be in charge of the radio production and will carry on the same high-grade principles of manufacturing which are characteristic of all Sonora products.

The trade in Philadelphia and locality—(Continued from page 129)

in that handsome building. The window of that city, to employ the only store window attractive display of Victors through the ar-

The Whitman Hotel, has become the center of an Wheatly Music Store, in Easton, Pa.

have branched out into other lines in the way "Miracle," which is the big feature in the the-
der Manager Wuertle, combined a concert on

ing, but as Mr. DuBreuil says—"money is made

able to take care of all orders that are forthcom-
ing made more freely than they were, due to

behind on deliveries, though deliveries are be-
ing made more freely than they were, due to

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vational Phonograph Popular

The Columbia Stores Co. reported business as

strudel, retailing at $95.00, and the Symphony, re-
tailing at $275.00, seem to be the outstanding

features of the line from the dealers' approval

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he increasing ability of the factories to make

mand is so heavy that practically everyone is

in the way of instruments and records, too. The
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Charles Edison Introduces the New Long Playing Phonographs and Records to Trade

In Tour of the Country With Arthur L. Walsh, Vice-President and General Manager of Phonograph Division, President of Thomas A. Edison, Inc., Brings Important Messages to Dealers

The last two weeks in September were momentous ones for the Edison dealers of the country because of the fact that through meetings held in ten of the leading cities of the East, Middle West and Southwest, Charles Edison, recently elected president and chief executive of Thomas A. Edison, Inc., and Arthur L. Walsh, vice-president and general manager of the phonograph division of the Edison interests, came in direct contact with close to 4,000 retail Edison representatives, gave them first-hand knowledge of the great things that Thomas A. Edison is doing in the phonograph field and demonstrated for their benefit the new forty-minute records and four new models of Edison long-playing phonographs.

The tour started with a dinner in Cleveland, on September 13, where some 200 dealers were present, and Messrs. Edison and Walsh in turn held dinner meetings in Chicago, on September 14; St. Louis, on the 16th; Kansas City, 17th; Dallas, 20th; New Orleans, 22nd; Atlanta, 24th; Pittsburgh, 28th; New York, 29th, and Boston, September 30. The executives were accompanied on their tour by the well-known vaudeville team of Sherman & Ryan and by Miss Ethel Stanley, the talented singer and dancer. Alfred Hand and A. Barton, of the laboratory staff, also accompanied the party, to arrange the details of the meetings, which so far as possible were held under the auspices of the local Edison jobbing houses.

In his talk to the dealers Mr. Edison emphasized the permanence of the phonograph, and why the Edison Co., while apparently in a difficult situation, had waited until the recent upset conditions in the industry, had waited until the psychological moment to introduce to the public of the country the new forty-minute record and the long-playing phonograph to accompany it, emphasizing the fact that the new phonograph will also play all the Edison records that have been put on the market since the disc phonograph was introduced. He explained that by giving forty minutes of music for $2.50 the new record cuts the cost of phonograph music practically in half.

Mr. Walsh addressed the dealers from the merchandising angle and outlined the possibilities of the new long-playing phonographs and records made such a strong impression that a flood of orders was placed immediately for the new models.

The distinguishing feature of the new long-playing record, the first of which bears two complete programs of dance music by the Hotel Commodore Orchestra. The record can also be used for recording a full selection of Herbert melodies, popular Gilbert & Sullivan airs or selections from the operas, and can provide a complete musical accompaniment for the dinner without changing discs.

At the appropriate moment the new long-playing phonograph, which had been carefully curtained off, was disclosed to view and began the playing of the forty-minute record for the edification of the dealers, and the dramatic presentation had an immediate effect. The new instruments are produced in a new finish, known as "Trafalgar" brown. They are of the console type and the accompanying illustrations give some idea of their appearance.

Not the least successful feature of the Edison tour was the amount of attention it received from the newspapers in each city where a meeting was held. The long-playing record made a strong appeal to the news writers, with the result that in most cases the story of the meeting and the demonstration made the first page of the dailies and in several instances quotations by Mr. Edison were sent out by the Associated Press service.

In order to give dealers some idea of the activities at present prevailing at the Edison plant in Orange a motion picture was run at each meeting showing the various departments of the phonograph plant in operation.

On his return from the tour Mr. Walsh stated that the new long-playing phonographs and records made such a strong impression that a flood of orders was placed immediately for the new products, which will be officially released to the trade about October 15.

When you heard that wonderful Atwater Kent concert last Sunday did you feel completely satisfied that you were receiving it at its best? Many a radio enthusiast has found a marked improvement in his set by installing the mellow tone of the Music Master Horn Speaker.

Music Master Horn Speaker stands out as the acknowledged amplifying musical instrument of radio. The distinguishing feature is the amplifying bell—made of selected, seasoned wood, it insures the rich, mellow sweetness conceived by the old violin makers.

Do Not Accept a Substitute

Music Master Corporation
David S. Ludlam, Trustee
Benzwood, Pa.
Port Kennedy P. O.

Music lovers who appreciate the artistry of Atwater Kent's delightful concerts will miss a lot these coming Sunday evenings if they do not own a Music Master Horn Speaker.

For the Better Merchant
High-grade Dry Cell CERTIFIED B. & C. Batteries and Dry Cell B. & C. Success Batteries Manufactured by SUCCESS BATTERY MANUFACTURERS
35 Broadway
Brooklyn, N. Y.

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35 Broadway
Brooklyn, N. Y.
Leo Potter Re-enters Radio Industry With New and Improved Thermiodyne Receiver

Well-Known Executive, Formerly President of Thermiodyne Radio Corp., Has Acquired Trade Name and Control of Algonquin Electric Co.—New Receiver Has Many Outstanding Features

Leo Potter, formerly president of the Thermiodyne Radio Corp. and one of the best-known executives in the radio industry, has announced his re-entry into the radio manufacturing field. Having acquired the trade name Thermiodyne, as well as control of the Algonquin Electric Co., Poughkeepsie, N. Y., Mr. Potter is now preparing a forceful merchandising campaign on a new and improved Thermiodyne receiver, which is a seven-tube master control set, consisting of three stages of tuned radio frequency, detector and three stages of audio frequency, all shielded in a metal cabinet finished in popular shades.

Some of the outstanding features which Mr. Potter claims to be improvements over the old Thermiodyne are a new master control device which is so constructed that it cannot get out of order, operating a bank of new condensers with a 160-degree sweep, instead of 180 degrees, of the condensers, thus insuring more delicacy in tuning. The new Thermiodyne is entirely shielded and designed to bring in stations within two or three hundred miles with an indoor aerial, according to Mr. Potter, who states that local stations may be received without any aerials and distant stations with an outdoor aerial to a far greater extent than the original Thermiodyne.

In housing the new Thermiodyne in a metal cabinet, Mr. Potter stated that the purpose of this innovation was, first, to attain better reception, due to the additional shielding; second, to cut the cost of shipment to the dealer by approximately 50 per cent; third, to eliminate breakage and damage through handling and shipping, and fourth, to manufacture the metal cabinet in the Algonquin plant. The Algonquin Electric Co. is entirely independent of all outside sources of supply except that of raw materials. Mr. Potter, who has manufactured mechanical and electrical devices over a period of twenty years, states that in his opinion the Algonquin plant is one of the best equipped in the United States for the manufacture of radio receivers, as well as other electrical appliances which the company will produce in the near future.

Associated with Mr. Potter in the new venture are many of his former assistants who helped to make Thermiodyne a success during his term in office as president of Thermiodyne Radio Corp. W. E. Steinback, former president of Eisemann Magneto Co. and Algonquin Electric Co., will have charge of manufacturing; Robert J. Mompere, former chief engineer who assisted in creating the Master Control Thermiodyne, will be chief engineer of the new organization; Frank G. Jarabin, former assistant to Mr. Potter, will continue in the same capacity, and the rest of the organization will be composed of former leaders in the old Thermiodyne company.

Mr. Potter also proposes to put on the market a new loud speaker, which is said to incorporate features not to be found in any other speaker on the market. The new Thermiodyne set and speaker will shortly be ready for demonstration to the trade and deliveries will start soon thereafter.

Mr. Potter founded the old Thermiodyne Radio Corp. in November, 1924, and resigned as president of that manufacturing organization in November, 1925.

Majestic Music Shop Has a Fifth Birthday Party

Visitors to Store on Day of Anniversary Partake of Birthday Cake—Special Drive Builds Sales to Break Record

MINNEAPOLIS, Minn., October 4—The Majestic Music Shop, featuring the Columbia and Brunswick line of phonographs and radio receivers

"Birthday" Window of Majestic Shop and other musical instruments, recently celebrated its fifth anniversary with fitting ceremonies. A birthday party was given and every one visiting the store was invited to partake of a piece of the huge five-layer birthday cake. By a clever plan the names, addresses and telephone numbers of all those entering the store were secured for addition to the store's mailing list.

In addition to celebrating the day as an anniversary, a record volume of sales was reached because there were a number of special offers, in all of which the figure "five" was prominent. For instance, five packages of needles were offered, as were five records, five dollars down on a phonograph sale were accepted and ukuleles were offered at five dollars. The accompanying photograph shows the manner in which the window was attractively decorated to celebrate the fifth birthday.

Columbia Releases Complete "1812" Overture Recording

Featured on a recent Columbia release was Tschaikovsky's renowned composition, "1812" Overture Soulenelle, commemorative of Napoleon's Russian campaign and retreat from Moscow. Recorded in five parts on three Columbia New Process records by Sir Henry J. Wood, it marks the first time that this remarkable musical work has ever been recorded in its entirety.

No Napoleonic picture in the famous gallery in Versailles, in which is depicted the history of France, from its beginning down through the centuries, is more realistic than this sound picture of the debacle that changed the course of French history. There are tonal effects in the recording which, before the advent of the electrical process, it would have been impossible to obtain. Particularly is this true of the terrific finale. The bells peal forth and reverberate with a life-like power and sonority that are almost beyond belief.
Eckharmonic
Radio

For
you dealers who know
musical reproduction
and your customers
demand for the new
depth of tone, the new

Eckophonic
Resonator is built in

Our private showing in New York during Radio Show
week proved a sensation to Radio and Acoustic Engineers
and Trade Journal Editors who acclaimed

Eckharmonic
the foremost new development in Radio. Six tubes—
totally shielded—simplified control.

"A Radio That You Can Play"
Attractively set in a brown mahogany period cabinet with built in

Eckophonic  Resonator
No other Radio has this distinctive feature—a loud speaker of an
entirely different principle—

—  The Musical Instrument of Radio  —

ECKHARDT CORPORATION
WALTER L. ECKHARDT, President
213 So. Broad Street

Cincinnati Branch of Brunswick Co.

Moves to Larger and Better Quarters

Panatrope Course in Salesmanship Aiding Dealers—Approach of Cool Weather Has Effect of Increasing Sales—Columbia Viva-tonal Line Displayed at Convention

Cincinnati, O., October 8.—A splendid increase in the demand for talking machines, combinations and records came the last week of September, together with the arrival of a cold wave which caused people to forsake open-air amusements and seek entertainment in their homes. In other words, the sales of talking machines and records went up to a high point the minute the mercury went down to a low point. The only drawback is the fact that even with their increased production the manufacturers cannot supply the demand, and therefore there is still some shortage of instruments.

Brunswick Branch in New Home

The Brunswick Co. has moved its Cincinnati branch from 701-3 Main street to 708-10 Broadway, where it has larger and better quarters than before. "The Brunswick Panatrope and what we still call the 'New Brunswick Instrument' are being snapped up just as fast as the factory can turn them out," explained E. A. Wegert, an executive in the sales department. "The coming of the Panatrope increased the amount of the average sale of the dealer, and for this reason our sales-total would be larger if we were only making the same number of sales as before. However, we are now able to place the improved talking machines in homes where we could not place the old ones, and thus our field is broadened and the number of sales has increased as well as the amount. Radio, too, is moving well."

Successful Columbia Exhibit

Miss Rose Helberg, local manager of the Cincinnati Phonograph Co., is much elated at the success of their exhibit at the Columbus convention of the Ohio Music Merchants' Association, at which the Cincinnati office was represented by her and C. E. Kraner. "It was a wonderful convention, and we did a lot of business there," explained Miss Helberg. "Our sales have increased to a high point and we will be sure to break previous records this Fall and Winter."

Steinway & Sons in New Home

The store of Steinway & Sons is now in its fine new home at 28 East Fourth street, where it occupies four large floors. In the future firm will pay much more attention to talking machines, and in view of this the new store has been provided with several booths for demonstrations.

Featuring the Sonora Line

Frank's Music House, an uptown store, is showing some handsome new designs of the Sonora. It is also carrying a line of interest of banjos and other small goods, as well as having put in an increased stock of records.

Geo. P. Gross Co. Adds to Staff

Two new department heads have been appointed by George Gross, head of the Geo. P. Gross Co., these being two charming young ladies, Miss Mary Bushman, in charge of the music department, and Miss Marie Fullilove, in charge of the radio section.

J. O. Adams Co. Prepares an Attractive Billboard

Advertising, in its admitted importance to the music dealer, is a problem. A well-studied and well-planned campaign will pay substantial dividends.

Attractive Brunswick Billboard

merchandise to the public. Novelty is the keynote to successful advertising, and it is the new thing that carries the biggest punch, yet some of the old and tried mediums which have served long years of proved value are not to be overlooked. One of these is the billboard. Even in the old horse and buggy era billboards were accepted as an effective means of promoting a product, but since the automobile made the open road a playground for everyone they are far more valuable.

An exceptionally attractive bit of billboard advertising is that of the J. O. Adams Co., Brunswick dealer of Wichita, Kan., in which it features Brunswick's new musical instrument and "light ray" method of recording. The tersely worded message literally compels the attention of passers-by, and even though the board has been completed but a short time Mr. Adams has already noticed an increase in his store and the product he is exploiting.

Hear the new electrically recorded light ray Brunswick records at the J. O. Adams Music Co.," is a half picture of a Brunswick record and a large picture of the Cortez model of the new musical instrument on which the Brunswick Co. is running its $5,000 name and slogan contest, with appropriate quarter-inch disk, in a story so attractively presented that it can be read in one glance. This billboard was chosen as "The Month's Best Display" by the Brunswick Pace-Maker, the official house organ of this company.

A. W. Harris Goes Abroad

A. W. Harris, chief engineer of the Ampilon Corp. of America, manufacturer of Ampilon loud speaker products, sailed recently on the steamship "Princess of Canada" of the Canadian Pacific Line, for a visit to the factories abroad. Mr. Harris will confer with the factory executives regarding various plans for the coming year and will probably return to his desk the end of the month.
What every woman wants in a speaker—

Women cast the deciding vote in 85% of radio equipment purchases. They want decorative as well as technical quality.

Stevens speakers capture their interest on both counts—obvious beauty and adaptability to interior decoration, and superior reproduction quality that is equally apparent. Just show them the line.

Stevens models. Demonstrate their performance in comparison with any others—and the sale is yours.

And there are no comebacks or returns—Stevens Speakers make good from the start. That is why Stevens sales have increased by leaps and bounds. Share in the success of this fast selling line.

MODEL “B” 14½ inches
Similar to Model “A” but smaller. Has Burtex diaphragm, resonant wood sounding board, and powerful balanced armature unit, giving remarkable volume with highest tone quality. Ideal for a small room. Finished in rich, mahogany shades to match many of the standard sets.

Price $16.50
West of the Rockies and in Canada slightly higher

Stevens Speakers
Made by the Pioneers in Cone Speakers

Stevens & Company, Inc.
46-48 E. Houston St., New York City
Trade Activities in Los Angeles Field

Abe Lyman and His Orchestra, Brunswick Artists, and Paul Whiteman's Orchestra Stimulate Sales of Their Recordings

LOS ANGELES, CAL., October 4.—Two great orchestras are now back in Los Angeles, the city of their origin. Abe Lyman and His Orchestra have returned to the Coconut Grove, Ambassador Hotel, while Paul Whiteman's Orchestra is performing every day at Grauman's Million Dollar Theatre. Big advertisements in the daily papers were made by the leading music stores and Brunswick and Victor record departments, respectively, have received increased business and sales for Brunswick and Victor recordings.

Sherman, Clay & Co. Give Notable Banquet

A most enjoyable and successful banquet was given by Sherman, Clay & Co. to Victor dealers of southern California and to the members of their staffs and sales departments. Griffith P. Ellis was host and chairman and during the evening he announced that over two hundred guests were present from forty-seven different dealers. Otto May, Pacific Coast representative of the Victor Co., was a special guest and later addressed the assembled guests on the latest plans and developments of the Victor Co. The banquet was held in the dining rooms of the Mary Louise in the Barker Bros.' Building, and through the courtesy of J. W. Booth, manager of the music department of Barker Bros., the guests adjourned, after dinner, to Barker's Auditorium, where they were entertained by several members of Paul Whiteman's Orchestra and by Mr. Whiteman himself. Mr. Ellis' demonstration of the new Electroa, "Tuscany," was received with tumultuous applause from the audience.

Harold Jackson Resigns

Harold Jackson, manager of the phonograph and radio departments of the Wiley B. Allen Co., Los Angeles, resigned from his position on October 1. He is one of the most popular members of the music trade in southern California and has been for many years identified with the phonograph business. He is now busily engaged in selling attractive lots in San Marino, a beautiful suburb of Los Angeles. Irving Andrews, formerly partner in the Andrews Talking Machine Co., has been appointed manager of the phonograph and radio department of the Wiley B. Allen Co. by E. Palmer Tucker, Los Angeles general manager, and will prove a worthy successor to Harold Jackson.

Miss Brown Returns to Los Angeles

Mrs. Alice Brown, who is known throughout southern California phonograph land as "Miss Brown," has returned to Los Angeles after spending several months in Albuquerque, New Mexico, where she went with her son for the benefit of the latter's health. Miss Brown has been for a number of years in the phonograph record business, first in the wholesale—where she became known to numerous phonograph dealers throughout the territory—and latterly in the retail department of the Southern California Music Co., where she was in charge of the record department when she left for Albuquerque. She has a host of friends among the general public, who buy from her with implicit confidence, and she has the affectionate regard of all in the trade. Upon her return, Irving Westphal, in charge of the phonograph department of the Southern California Music Co., with the fullest endorsement of all, from President Uhl to the basement stockroom staff, reinstated her to her former position. Finally, it might be mentioned for the information of those who have not been fortunate enough to meet Miss Brown, that her name should be Mrs. O'Brien.

September Freshman Net Sales Total Over a Million

Net Sales of Chas. Freshman Co. for Month of September Were $1,007,575.07, According to Statement Sent Stockholders

Net sales of Chas. Freshman Co., Inc., New York, for the month of September were $1,007,575.07, according to a report which has just been mailed to stockholders by Chas. Freshman, president of the organization. It is pointed out that these figures show an increase of 49 per cent in the net sales of the company as compared with September, 1925, which were $676,442.69. Total sales for the first nine months of 1926 show an increase of 30 per cent over the same period in 1925. Commenting on this showing, Mr. Freshman recalls that the net profits of the company before taxes for the entire year of 1925 were $1,607,879.99.

"It is estimated that our net profits for this year are running on about the same percentage as in 1925," said Mr. Freshman. "Therefore, our net profits for this entire year should show an increase in approximate proportions to each increase in sales. Unfilled orders on hand from our authorized dealers are far in excess of any volume that we have heretofore enjoyed. It is apparent that our sales for the month of October and the remainder of the year will show a substantial increase over the corresponding months of 1925."

Fred Kling a Proud Daddy

Fred Kling, of C. Bruno & Son, Inc., New York City, wholesaler and importer of musical merchandise, is receiving congratulations upon the advent of Frederick Perry Kling.

For Talking Machines

Not the least of the reasons behind the popularity of the felts made by the American Felt Company for talking machine purposes is the service rendered.

Years of experience in advising talking machine manufacturers what grade of felt to use for this or that purpose—experience in answering scores of felt questions—these things count when felt purchases are to be made.

Specify American Felts—made by an organization of felt specialists.

AMERICAN FELT COMPANY

211 Congress St., Boston  114 E. 13th St., New York City

325 So. Market Street, Chicago
Florida Dealers Report Large Hurricane Losses

Reports Show That Many Music Houses in Stricken Section Are Heavy Losers—Attitude of Dealers Is One of Optimism and Courage

The calamity which overtook the Eastern coast of Florida last month and roused the world at the terrific loss of life and capital took its toll of music establishments, which in some cases lost many thousands of dollars' worth of property and merchandise, yet, from the dozens of letters which have been received by The World from dealers who were located in districts that were in the path of the hurricane, the outstanding characteristic attitude of the dealers is that of thankfulness for having escaped with life and an optimistic spirit toward a quick recovery.

The situation is simply this: Everyone is rebuilding; there will be fifty-nine millions or more in insurance money sent into the hurricane district and rehabilitation work by the Red Cross will put everybody to work who is able to work, and will make business better than it has ever been. It will give Florida that sympathetic assistance she needs, and as the climate is the same as it always has been, the greatest in the world, the spirit of the people and the rebuilding will make it so that the effects of the storm could not be seen unless seen at the present moment.

Among the establishments which suffered heavy damages were S. Ernest Philpitt & Son, whose St. Petersburg store sustained a loss of over $10,000, and suffered a loss of $100,000 at the Miami Beach store, and a further loss at the Philpitt store in Miami proper; the Biscayne Music Co., whose Miami store was entirely wrecked but was fortunate in having the Coral Gables establishment intact so that business is being conducted there as usual; the C. J. McIntosh Music Co., Fort Lauderdale, was a heavy sufferer, Mr. McIntosh estimating his personal losses at about $15,000 and indirect losses at about $50,000, and the Paula Music Shop, of Coconut Grove, which was wrecked entirely, together with the factory in which Paula phonographs were made.

In addition to the losses stated all of the dealers indicate that they will suffer heavily from losses sustained on musical instruments sold on instalments and which were in homes that were badly damaged or totally destroyed. In every case, however, the dealers announce their intentions of immediately clearing away the effects of the calamity and resuming business as usual with high hopes that a bigger and better business will arise.

New York Firm Chartered

The Cantor Cabinet Co., New York, was recently incorporated at Albany to manufacture radio apparatus with a capital stock of $5,000. H. H. Romanoff, S. V. Hirsh and H. Epstein are named.

The Masterpiece of Masterpieces

New and Improved FRESHMAN MASTERPIECE

It is the most perfect radio that has ever been designed. It is massive—it is beautiful. It is just what is wanted for the home. For no matter how exquisite the furnishings are, this artistic genuine mahogany upright console will lend additional beauty.

—the thing that makes it wonderful is its tone quality. The large cone speaker has been designed to exactly match Freshman's new QUALITY radio receiver. This special cone speaker easily handles the full power that this new set delivers.

Shielded—All Metal Front and Sub-Panel

Genuine RCA Radiotrons are recommended for use with Freshman Masterpiece Receivers

A special package containing 1 UX 112 power tube, 1 UX 200A detector tube and 3 UX 201A amplifying tubes—matched and tested for the set in which they are shipped, is sold by Authorized Freshman Dealers.

Sold to Authorized Freshman Dealers Only

CHAS. FRESHMAN CO., INC.
Freshman Building, New York
2626 W. Washington Blvd., Chicago

The Most Perfectly Toned Radio Ever Produced

$119.50

Model C-F-11
Denton, Cottier & Daniels Take on the Columbia Viva-tonal Line and Records

E. L. Wallace Reports Strong Demand for New Columbia Product—Brunswick Panatropes and Records in Big Demand—Freed-Eisemann Dealers Hold Brief Convention—Other Trade Chat

BUFFALO, N. Y., October 6.—Preparations for the most active talking machine business in this territory of Buffalo are being made by dealers here. Jobbers in all the leading lines are rushed with orders for early delivery, and indications point to a phenomenal instrument and record season. Radio also is playing a big part in the early Fall prosperity of music dealers in this district. Interest throughout the entire Niagara frontier and the Chautauqua section has been stimulated through radio shows in the various localities.

Big Brunswick Demand

Brunswick mechanical instruments are leading the distributing offices for dealers throughout the territory as rapidly as they arrive, according to George M. Jensen, who predicts a shortage in the popular models. The Panatropie P-1 model, made particularly popular here through its ability to operate on a twenty-five-cycle electric current, the prevailing current in residences of the city, is a leader in volume of sales, but many dealers are oversold.

There has never been such a demand for Brunswick records as that of the past month, according to Mr. Jensen. Vocalion records also are in very good demand. Appearance of Carl Penton and His Orchestra stimulated sales in his Brunswick records recently.

The volume of sales in Brunswick records in the Jamestown district has never before been equaled. The records are expelled weekly from station WOCL during Brunswick dinner hour, from that station, under auspices of the Stranburg & Swanson music house of that city.

Distributors Are Optimistic

Curtis N. Andrews said business has never been better during the month of September, nor has the Fall and Winter outlook been brighter in this territory. Fada radio business has been very encouraging. Dealers are quite enthusiastic over the new Fada models, Mr. Andrews reports, and are greatly pleased over their reception by the public.

Record sales during the past two months have been phenomenal, according to M. O. Grinnell, of the Buffalo Talking Machine Co. Dealers are accepting the new albums and October records with much enthusiasm and anticipate an unprecedented demand in the new records. The Buffalo Talking Machine Co. has added its line, in addition to the Victor products and Federal radio, the Pathex motion picture camera.

The company has exclusive distribution rights in western New York and northern Pennsylvania.

Important New Columbia Account

Opening of the Columbia account with Denton, Cottier & Daniels, by E. L. Wallace, caps all other achievements of this new manager of the local distributing offices for Columbia. This old and conservative music house has taken on the complete Viva-tonal line, together with a complete stock of Columbia records.

Mr. Wallace reports acceptance of the Viva-tonal by the public in general as astounding in its spontaneousness. Dealers who have placed the Columbia line in the past couple of months are doing a lively business. Records also are moving in good volume.

Freed-Eisemann Dealers Meet

The Wholesale Radio & Equipment Co., distributor in this section for Freed-Eisemann radio sets, entertained 150 dealers from western New York and northern Pennsylvania at a half-day convention in the Lafayette recently. Thos. A. White, manager, presided at the convention. Alexander Eisemann, of Brooklyn, treasurer of the Freed-Eisemann Co., was the principal speaker. He predicted the present year would be the biggest year in the history of his company, or in radio in general. He said by October 15 the daily output of his factory would be 3,000 receiving sets. N. D. Pitt, factory representative, said that more than 60,000 sets, which are now in use, are being marketed in America homes. Edwin Davenport urged closer co-operation between manufacturer, jobber and dealer in the company’s advertising campaign.

Iroquois Sales Corp. Oversold

“We are oversold in practically all models of phonographs," F. C. Clare, of the Iroquois Sales Co., said. "The Panatrope P-1 model is phonically is exceptionally popular. We are also getting good results in the Berg line, which was recently added to our stock. The Vintecines are proving a very good line, and offers an attractive dealer proposition." In records, Mr. Clare said, the Polish Okeh records are leading all others in demand. All foreign records are selling well. Columbia is keeping up its proverbial popularity here.

A Bold Raid

One of the boldest raids yet reported in the radio industry was perpetrated recently in the offices of the Federal Radio Corporation, this city, when K. L. Henderson, of the research laboratories, and H. E. Anderson, head of the order department, were kidnaped in broad daylight by a band of men. The kidnapers carried the victims were carried off by automobile to the Frontier Inn, at Lewiston, and there subjected to hours of amateur entertainment. The motive of the abduction seems to have been the fact that both men are soon to be married. Just before the kidnapping each received a letter of solemn warning, but it was then too late for escape. These letters offer the only clue to the ringleaders. The signatures are said to include the names of President L. E. Forbes, Vice-President L. C. F. Horle, and others as well known in the plant, and quite prominent in the radio industry.

Both victims were permitted to return unharmed to their homes. They maintain their original attitude, and are said to be making preparations to carry out their earlier plans to make the "I do" vow.

Brief But Interesting

J. J. McGivern, former Victor factory representative in the Buffalo district, has resigned, and returned to New York City.

C. J. Fischer is manager of the music store of the J. N. Adam Co., succeeding H. R. Russell. R. C. Locher has joined the sales staff of the Buffalo Talking Machine Co.

The Master Music Co., 263 Portage Road, Niagara Falls, was recently opened by J. N. Smith & Son, who moved their music store from Mt. Morris to Dansville, N. Y.

Whinhin Brothers, Sam and Paul, have opened an attractive music store at 740 Elmwood avenue.

The music trade of this vicinity was shocked to learn of the death of Charles Kurtzmann, member of the well-known family of phonograph manufacturers, which occurred recently. Mr. Kurtzmann, after serving many years in the piano manufacturing plant bearing that name, founded by his father, Christian Kurtzmann, opened a retail music store on Main street. It was operated up to the time of his death. He was seventy-four years old. The widow survives.

Edward Funk has opened a branch radio store at 3017 Delaware avenue. He is head of the Bison Radio & Specialty Co., 1509 Fillmore avenue.

For the Better Merchant

High-grade Dry Cell CERTIFIED B. & C. Bat-

Or Better Battery Makers

[Address information]

For the Better Merchant

High-grade Dry Cell CERTIFIED B. & C. Bat-

Or Better Battery Makers

[Address information]
For quick turnover, assured profits and satisfied customers, stock and push the entire Tungar line. It is now complete. There is a Tungar for every radio battery charging requirement—every one a quality product made by General Electric. And the 2 and 5 ampere sizes will charge auto batteries, too.

Ask your Tungar distributor today to ship you some of each. They will sell quickly and profitably.

Tungar
REG. U.S. PAT. OFF.
BATTERY CHARGER
Tungar—a registered trademark—is found only on the genuine. Look for it on the name plate.

GENERAL ELECTRIC
GENERAL ELECTRIC COMPANY MERCHANDISE DEPARTMENT BRIDGEPORT, CONNECTICUT
Annual Pacific Northwest Radio Show Is Feature of Month in Portland Trade

Exposition Attracts Crowds Exceeding 15,000—Practically All Manufacturers Are Represented by Exhibits—Wiley B. Allen Co. Discontinues Portland Branch—Other News

PORTLAND, Ore., October 6.—The second annual Pacific Northwest Radio Exposition, held at the public auditorium September 21 to 25, inclusive, drew over 15,000 persons. The show was a complete success from every standpoint, the 100 booths exhibiting the finest and best from practically every important radio manufacturer in the country, while the entertainment features were of the highest standard.

The Oregon association was host to out-of-town radio men, on opening night, holding a banquet at the Hotel Portland in their honor, all attending the opening of the show in a body. Among the exhibitors were: Western Auto Supply Co., Air patrol receiving sets; Stewart-Warner Speedometer Corp., Stewart-Warner sets, speakers and tubes; Sherman, Clay & Co., Gillilan receiving sets; Stubbs Electric Co., Kolster, Grebe receiving sets, Cunningham tubes and Eveready batteries; H. A. Killam-A. S. Lindstrom Co., Apex receiving sets, Balkite trickle chargers and power units, Duddo wire and small parts; C. E. Gay, Ferguson and Thorola and Utah loud speakers, Silver-Marshall, Marco and other parts, Storad eliminators; Kellogg Switchboard & Supply Co., Kellogg receiving sets and speakers; Lipman, Wolfe & Co., Stromberg-Carlson, Freshman; Freeman's Radio Shop, Kellogg receiving sets and speakers; Vera L. Wengel Music Co., Kolster and Radiola receiving sets and loud speakers; Howard Radio Distributing Co., Howard receiving sets; Velvotone Radio Corp., Velvotone; National Carbon Co., Eveready batteries; P. J. Cronin Co., King receiving sets, Peerless and Utah loud speakers. Majestic "B" eliminators; Gould Battery Co. Multiman "A" and "B" batteries; Synchronon receiving sets, Thorola loud speakers; J. F. Morrell Co., Vesta batteries and accessories; Q R Music Co., Red Top tubes; Radio Headquarters, Atwater Kent, Fada, Howard and Radiola receiving sets; Portland Music Co., Radiola receiving sets and loud speakers; Marshall-Wells Co., Crosley and Freed-Eisemann receiving sets and loud speakers; Sunset Electric, Atwater Kent receiving sets and loud speakers, USL wet batteries, Eveready batteries; Cunningham tubes; Electric Corp., Federal, Magnavox and Stromberg-Carlson receiving sets and loud speakers; Northwest Auto Equipment Co., Crosley receiving sets, Utah loud speakers, parts; Meier & Frank Co., Atwater Kent, Radiola, Grebe and other receivers; Oregon Institute of Technology Y. M. C. A. radio school; Portland Broadcast Listeners Association; Hallock & Watson Radio Corp., Halowat receiving sets; Bob Smith Antenna service; Brown's Radio Shop, Federal, Radiola, Croyler, Stromberg-Carlson receiving sets; Precision Electric Manufacturing Co., battery chargers, eliminators and parts; L. C. Warner Co., Fada receiving sets, Fada and Farrand loud speakers, Majestic "B" eliminators; Willard Storage Battery Co., batteries and battery eliminators; Lockwood-Morrison Co., Globe, Shamrock and Splodofor receiving sets; Splodifor and Western Electric loud speakers; Western Electric power units; Lectro Manufacturing & Sales Co., Magnavox, Kolster and Thorola receiving sets; Detch & Co., Wadsworth loud speakers, Stirling meters, etc.; Langhorne Manufacturing Co., Custom built Infradynre receiving sets; Philbin Manufacturing Co., Philbin tronite chargers and "A" and "B" battery chargers; Stalling and National batteries; E. L. Knight Electric Co., electric radio supplies; Grand Electric Co., Atwater Kent receiving sets and loud speakers; Pacific States Electric Co. and Radio Corporation of America, Radiola receiving sets, loud speakers and tubes.

After doing business in Portland for fifty-three years the Wiley B. Allen Co. announces that it will close out its local store at 148 Fifth street and retire from the Pacific Northwest field. For the accommodation of former customers the firm will maintain an administration and service office in Portland.

Arthur Bergh, of New York, musical supervisor of the Columbia Phonograph Co., paid Portland a visit for the purpose of recording Cole McElroy's Spanish Ballroom Orchestra for the Columbia Co. This is said to be the first time that a recording expedition has been made to the Pacific Northwest. This expedition went out of New York City, made records last week in Seattle, before coming to Portland. Jackie Souders Orchestra, of the Olympic Hotel, and Douglas Richardson radio singing star were recorded there. Cole McElroy's orchestra was put under an exclusive Columbia contract for a period.

"When one stops to think that Paul White- man, George Olsen, Art Hickman and Paul Ash were Pacific Coast hits before they made their bows to the East, one realizes why we are out here making records of the outstanding orchestras," Mr. Bergh said. "We are using Pacific Coast compositions almost exclusively in these West Coast recordings, to give the records an additional Western tang. We are establishing a record-making plant at Oakland, so as to get the discs to dealers a good deal in advance of present practice." Assisting Mr. Bergh in the recording here were R. T. Pries, electrical engineer, and John Gietriner, recording technician, both of New York; W. H. Lawton, of Seattle, Northwest sales manager, and Randall Bargelt, sales representative of Portland.

L. D. Heather, prominent distributor of phonographs, Okeh and Odeon records, radio and musical merchandise, announces having taken over the distribution of the Ultra-Phonic reproducer, made by the Audak Co, and reports splendid success with this little accessory, of which the first shipment is completely sold out, with advance orders already taking care of the second shipment. George K. Brown, formerly assistant manager of the Columbia Phonograph Co., of Los Angeles, has been appointed by Mr. Heather to look after his southern California interests.

L. landsford, formerly of Willis Music Store, of Salem, Ore., and who opened a Portland store in North and Salmon streets, is now the manager of the Portland Music Co., placing it under the management of B. H. Barber, who has gone into business for himself in Salem and established an attractive and well-stocked store in that city at 335 North High street.

T. K. Fyn, formerly with the Bush & Lane Piano Co., of Seattle, has been appointed field superintendent of the Spools Lead Battery Co. and the Brunswick Co., according to an announcement by A. R. McKinley, Pacific Northwest district manager of the company.
Latest Freshman Product
Has Outstanding Features

Freshman "Masterpiece of Masterpieces" is
Equipped With Cone Speaker—Can Be
Operated From Electric Light Socket

The latest product of Chas. Freshman Co.,
Inc., the "Masterpiece of Masterpieces," is built
in a richly grained mahogany cabinet of soft
finish and equipped with a cone speaker. This
model, known as 6-F-11, is illustrated herewith.
It employs a circuit using tuned radio fre-
quency, with which no extra compensating or
adjusting controls are necessary. This is said
to eliminate noises and tuning is made easier
and selectivity increased.

Among the outstanding features of this re-
ceiver is the neatness and symmetry of the
parts and layout. The 6-F-11 is designed for
the use of power tubes and has an all-metal
shielded front and sub-panel. In conjunction
with the ABC power supply unit, which the
Freshman Co. manufactures, the console can be
operated directly from the light socket.

Announces Improvement to
Saxophonic Reproducer

The Mutual Phono Parts Mfg. Corp., New
York City, has announced a important
improvement in the Saxophonic reproducer which
this company manufactures. This reproducer is
now made with a patented hand spun metal
diaphragm. A. P. Frangipane, secretary and
sales manager of the company, reports that the
trade has shown much interest in this new
diaphragm and that heavy orders are being re-
ceived. Among the outstanding features of this
reproducer is the neatness and symmetry of the
parts and layout. The 6-F-11 is designed for
the use of power tubes and has an all-metal
shielded front and sub-panel. In conjunction
with the ABC power supply unit, which the
Freshman Co. manufactures, the console can be
operated directly from the light socket.

E. J. Craine to Devote
Time to Literary Work

Miss E. J. Craine, who has been publicity
director for a number of leading radio set man-
ufacturers, and who for the past two years has
been associated with the Eagle Radio Co., New-
ark, N. J., has severed connections with that
company in order to devote all of her time to
literary work.

Miss Craine is the author of several books,
and recently contracted to write a series of
stories for one of the larger magazines. During
her association with radio set manufacturers Miss
Craine succeeded in interesting many peo-
ple of prominence in her firm’s product. In
variably she was able to get photographs of
these persons operating radio sets and these
photographs later gained wide circulation.

Mr. Hunting will represent Pooley interests in New York City and Mr. Phillips to cover from Rochester to Minnesota—Both Well Known

PHILADELPHIA, Pa., October 1.—The staff of the Pooley Co., Inc., maker of Pooley cabinets, has been augmented by the addition of two men well known in both talking machine and radio circles.

Russell Hunting, formerly with the Music Master Corp., has been appointed Pooley representative in charge of New York and surrounding metropolitan territory, New Jersey and Philadelphia. Mr. Hunting needs no introduction to the trade. Through the many years he was connected with the industry he formed a wide circle of acquaintances.

T. D. Phillips will represent the Pooley Co. west of Rochester to Minnesota. Mr. Phillips was formerly connected with the Crowley Milner Co., of Detroit. Mr. Phillips is a high caliber sales representative with wide acquaintance and an intimate knowledge of the industry.

John Wanamaker Adds Complete Columbia Line

Announcement was made during the past week that the New York store of John Wanamaker, Inc., New York, had taken on the complete line of Columbia Viva-tonal phonographs and Columbia New Process recordings and a vigorous campaign is planned to acquaint the buying public of the metropolis with the complete line of Columbia Viva-tonal phonographs and Columbia New Process recordings.

H. H. Reinhardt, president of the firm, acted as chairman of the meeting. I. Auspitz, of Auspitz-Lee Harvey, Chicago, advertising counsel for Reinhardt Bros., outlined the extensive advertising campaign sponsored by his client, starting October 2 in thirty newspapers. H. H. Humphrey, of the Pooley Co., Philadelphia; Ward Perry, president of the Vestal Battery Corp., Chicago, and representatives of E. T. Cunningham, Inc., French Battery Co., Bankers Commercial Security Co., New York, and the Minneapolis Journal were also present. The meeting was climaxed by a dinner and dance held at the Nizollet Hotel.

Minnesota Atwater Kent Dealers Attend Meeting

Reinhardt Bros., Minneapolis, Minn., Atwater Kent distributors, held a meeting on September 29 at the Nizollet Hotel, with an attendance of 450 retailers from Minnesota, Northern Wisconsin, North and South Dakota. H. H. Reinhardt, president of the firm, acted as chairman of the meeting. I. Auspitz, of Auspitz-Lee Harvey, Chicago, advertising counsel for Reinhardt Bros., outlined the extensive advertising campaign sponsored by his client, starting October 2 in thirty newspapers. H. H. Humphrey, of the Pooley Co., Philadelphia; Ward Perry, president of the Vestal Battery Corp., Chicago, and representatives of E. T. Cunningham, Inc., French Battery Co., Bankers Commercial Security Co., New York, and the Minneapolis Journal were also present. The meeting was climaxed by a dinner and dance held at the Nizollet Hotel.

Progressive M. I. Co. Is Jobbing Ware Receivers

The Progressive Musical Instrument Co., 319 Sixth avenue, New York City, distributor of radio and musical instruments products, was selected by the receiver for the Ware Radio Corp. as the exclusive distributor for the Ware seven-tube sets in all territories exclusive of New York and Philadelphia.

This seven-tube Ware instrument originally was made to retail at $350, but due to the fact that the company got into difficulty the court and receiver decided to liquidate. Thus this product is now being sold at reduced prices.

Channel-Swimming Mother Given R. F. I. Speaker

Mrs. Mille Gade Corson Presented With an R. F. I. Balanced Oval Cone Speaker Made by Radio Foundation, Inc.—An Artistic Product

Mrs. Mille Corson, who recently conquered the English Channel, was presented during the week of the Radio World's Fair in New York City with an R. F. I. balanced oval cone speaker made by Radio Foundation, Inc. Mrs. Corson, after a careful test, heartily endorsed the product. Radio Foundation, Inc., has produced this R. F. I. balanced oval cone speaker as a scientifically constructed cone which will convey both the high and low notes in music. The model, which is shown with Mrs. Corson in the accompanying photograph, was designed by A. Kimball & Sons from pure Renaissance sources and is made in old gold or statuary bronze.

A new music store was recently opened at 140 West Merrick road, Amityville, L. I., N. Y. by Granville M. Fisher and Victor E. Olson
Manufacturers of Musical Instruments and Accessories Meet in Buffalo, N.Y.

Many Important Matters Come Up for Discussion—Standardization of Ukuleles and Sales Promotion Plans Receive Attention—Raising Funds for Special Promotion Work

The most enthusiastic and successful meeting of the National Association of Musical Instrument & Accessories Manufacturers yet held took place at the Buffalo Athletic Club in Buffalo, on Friday and Saturday, October 1 and 2.

While a number of important matters were under discussion, chief attention was given to the standardization of ukuleles and the promotion of sales of fretted instruments and other products made by members of the association.

Under the action taken by the association, all members will submit for inspection all models of ukuleles now being made, as well as any new models which may be put on the market in the future. These instruments will be inspected by a committee consisting of H. C. Lomb, chairman; Waverly Musical Products Co.; H. L. Hunt, Charles H. Ditson & Co., and W. E. Kirk, Lyon & Healy, Inc. These men are all very favorably known in the industry and command the confidence of the entire association. They are, moreover, especially competent to decide whether or not a ukulele conforms to the standard which has already been adopted by the association. All instruments which are passed by the committee as standard will be so certified, according to the plan.

Instruction Sheets

William F. Ludwig, who with Walter Grover has been working since last March on a form of instruction sheet for playing ukuleles, as well as devising a trade-mark to be used on standard ukuleles, submitted copies of the instruction sheet and of a sticker reproducing the trade-mark. These were both approved by the association. Electrotype will be made of the instruction sheets and they will be printed in lots of several hundred thousand and sold to members at actual cost of printing. A large supply of the stickers has already been prepared. Both the instruction sheet and the stickers will be copyrighted by the association, which will allow them to be used only by members in conjunction with ukuleles which have been passed as standard.

The standard ukuleles will all have a trade-mark sticker glued on the inside where it can be seen by the customer and an instruction sheet will be packed with each instrument. The instruction sheet not only provides simple directions for learning the rudiments of ukulele playing, but also urges the public to buy only ukuleles which have met the standards of the association.

Saturday morning was devoted largely to a discussion of co-operative work to promote the demand for fretted instruments and drums. Individually, all members present reported a remarkable increase in the demand for mandolins, and particularly for guitars. The discussion centered chiefly around methods of promoting the sales of ukuleles. Tentative plans for utilization of the radio were discussed, as well as a campaign of education with the music dealer to inform him of the possibilities of sales of fretted instruments and the proper methods to use.

A committee, consisting of William F. Ludwig, Walter Grover and D. L. Day, was appointed to formulate definite plans to promote the sale of musical instruments.

To Raise Funds

A special appropriation was adopted which it is estimated will raise about $6,000 per year for two years for the purpose of financing the special promotional work. The assessment will be based upon sales, and will amount to approximately one-eighth of 1 per cent of annual sales. In order that the assessment may be pro rata, and at the same time prevent revealing the volume of business of any member, a classified system has been adopted. There are nine classes. The smallest is for those with sales under $50,000 annually and has an assessment of $62.50; and the largest consists of those with sales of $1,000,000 or over annually, and has an assessment of $1,250. The intervening classes have proportionate assessments.

Address of Walter M. Gotsch

The meeting opened Friday morning with a short address by Walter M. Gotsch, who said:

"This is the first meeting of the current association year and I understand it's customary for the president to render a report of the achievements.

Making a confession usually relieves a fellow and I must admit I have accomplished nothing of importance and this very minute I feel just like the Governor visiting Charles Schwab at his country estate. After being shown around the grounds, Mr. Schwab asked the Governor if he would like to walk up to the house for a little drink, and the Governor's reply was, 'Walk, hell, let's run.'"

"The poet Burns tells us of the great advantage which accrues to us if we could see ourselves as others see us, if in my enthusiasm to furnish a report of this marvelous industry a letter or remark should seem like magic, please say so and I'll remove it."

"With this nucleus we have to work for a little drink, and the Governor's reply was, 'Walk, hell, let's run.'"

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"With this nucleus we have to work for a little drink, and the Governor's reply was, 'Walk, hell, let's run.'"
Are you turning your prospects away or turning them into customers?

Write us for our "Big Business Builders." They will help you.

M. HOHNER, Inc. 114-116 East 16th Street New York City

HONNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915

Bacon Banjo Co. Reports

Demand for Quality Banjos

Many Orders for Special High-Priced Instruments Received During Summer—Fred J. Bacon Returns From Tour of Mid-West

GROTON, CONN, October 4.—A quality market is noted by the Bacon Banjo Co., of this city, maker of B & D Silver Bell and B & D Super banjos. David L. Day, general manager of the company, reports that the factory has turned out a number of special high-priced instruments during the past Summer. He points to this marked demand for the highest grade instruments as an aid to putting the banjo business on a higher plane than ever before.

Frederick J. Bacon, president of the company, and banjo artist, has just returned to headquarters from a trip throughout the Middle West, during which he broadcast banjo music from various stations. Upon his return he found the following communication from W. C. Stoess, studio director of station WLW, Cincinnati, operated by the Crosley Radio Corp.: “We wish to take this opportunity of thanking you for the pleasure you afforded the large audience of WLW on the occasion of your recent radio appearance from this station, and we hope to have the pleasure of again presenting you.” Mr. Bacon broadcast from station WLW through the courtesy of the Rudolph Wurlitzer Co., of that city.

Orders King Instruments

CLEVELAND, O., October 5.—A large order for King trombones and French horns was recently placed with the Robert L. White Co., local representative of the H. N. White Co., manufacturer of King band instruments, by the East Cleveland Board of Education. These instruments will be used by the Shaw High School band, one of the crack bands of this section. A basoon and oboe of Koechel make were also ordered by the Board for the school orchestra.

Band Instrument Sales

WASHINGTON, D. C., October 6.—The United States Department of Commerce reports that during five months of this year, from March to July, inclusive, the sales of band instruments in the United States totaled $1,832,553. Of these, $942,590 were saxophones, $31,200 were saxophone parts, $4,750 were bassoon and oboe parts, and $1,300 were woodwind instruments.

Joseph Consentino Moves to New and Larger Store

Bacon Banjo Dealer Plans to Display New Products

LAWRENCE, Mass., October 5.—Joseph Consentino, of this city, has opened a new and larger studio. During the past year Mr. Consentino, who sells Bacon B & D banjos, made by the Bacon Banjo Co., of Groton, Conn., sold a large number of gold and silver Silver Bell banjos, among them being several of the styles 4 and 6. It is his plan in the new studio to specialize upon the higher priced banjos. As he is a banjo artist himself he recently ordered a style 8 special deluxe B & D Silver Bell banjo which was made to order for him at a cost of $600. He was enthusiastic over the instrument and wrote a highly complimentary letter in regard to it to David L. Day, of the Bacon Banjo Co.

Gaetz Music House Displays Handsome King Saxophone

COLUMBUS, O., October 7.—The Gaetz Music House, of this city, recently displayed a beautifully engraved King saxophone, which was one of the features of the H. N. White Co. exhibit at the annual convention of the Ohio Music Merchants’ Association, held in this city last month. The instrument is said to be the only one so elaborately engraved and it attracted a great deal of attention from musicians.

Ties Up With Sousa Band

BOSTON, Mass., October 7.—John Philip Sousa and his famous band played to a capacity audience at a concert at Symphony Hall here recently. Mr. Sousa was given an ovation as he stepped to the platform to render the first selection. A comprehensive program of well-known band music was given, with march pieces occupying a prominent position. The Conn Boston Co. tied up with the appearance of the band, which is Conn-equipped, through a beautiful Sousa window which attracted thousands for days before the concert.

In Band Contest

The Slager Post Band and the Doud Post Fife and Drum Corps, American Legion musical organizations of Rochester, N. Y., have combined to enter the band contest being held at the American Legion convention in Philadelphia, October 11 to 16.
Samuel Buegeleisen Discusses Better Methods of Promoting Sales of Violins

President of Buegeleisen & Jacobson, well-known Musical Merchandise Wholesale House, gives some merchandising pointers that should prove of vital interest to the trade.

The proper merchandising of musical instruments always has been the strong point of Samuel Buegeleisen, head of the wholesale musical merchandise house of Buegeleisen & Jacobson, which is vitally interested. In referring to the opening of the Fall season and the attendant increasing popularity of the violin, Mr. Buegeleisen stated:

"When people think of learning to play a musical instrument, 90 per cent or more think of the violin. After considering the musical education of their children, the first thing that enters their mind, especially if it is their boy, is the violin. And justly so, for the violin is the king of all instruments. The violin touches the heartstrings of every parent with the hope that their son will some day perform. But it is surprising to note the psychological effect which large, well-chosen, well-displayed goods well known. In fact, he had worked up quite a nice business in old violins. I suggested that he take a corner in the rear of his establishment, about eight or ten square feet, and put in everything pertaining to the violin into this one little room, where a prospective customer could try violins without being interfered with. The business which he worked up in the violin field was surprising. The store became the center of the musical activity of this town." This little extra effort more than doubled his sales at once.

The proper merchandising of musical instruments is not limited to the violin. The whole scene is here and people's minds will be turned to music. The merchant who does not get his 90 per cent share of this business has no one to blame but himself.

"Violin sales cannot be made over the counter the same as a 10-cent article. The whole scheme of selling must fit. The slightest incident can spoil a sure sale. This brings to mind the time I was visiting one of the dealers in a Middle Western city. A gentleman walked into the store and asked to see a violin for his boy. The dealer had a fair selection of violins and should have made the sale. The father of the boy, who had some knowledge of violin playing, began to try the violin's tone. As he was playing, as by accident, a customer happened to play the violin, as it happens, the player-piano and phonograph were also being demonstrated to prospective customers. The result was bad for the violin player and buyer. The unhappy customer said: 'that he would come another day when it would be more quiet. That was a perfectly sure sale lost because of there being no provision made for demonstrating the tone of instruments.'

"In most cases where phonographs are sold in connection with other musical merchandise the dealer is very particular to see that the rooms are soundproof in which he plays the various records, so that they will not interfere with each other. Does he give any such thought to his musical merchandise? The result of some of these booths would be a fine place to set aside for demonstrating the tone of instruments."

"In larger cities the music dealer usually has a separate room where he displays violins, bows, cases, in fact everything pertaining to the violin. This dealer sells good violins because they are properly displayed. Even though a prospective customer comes into the store with a fixed idea as to what to pay for the instrument, when better ones are properly displayed and tried he is invariably induced to buy the one with the better tone. This can only be done when the scenery is set properly. A room of this nature will increase the violin sales of every store. It lends an entirely different atmosphere. Every farsighted dealer should set aside a portion of his store for his violins. With good violins, bows and accessories, a place of quietness and refinement, this part of his store will eventually become his best-paying division."

"A specific case of what was actually accomplished brings me back some years ago when I called on a very fine house in San Diego, Calif. At that time San Diego was not what it is to-day, but was growing rapidly. Our important dealer was making no particular effort on the violin line, but was doing fairly well because his line was complete and the violin outfit assortments have on a prospective customer and the public in general. Herefore it was the custom to offer violins, bows and cases separately. Any dealer can imagine how much easier it is to sell a complete outfit as one item. The hand-to-mouth buying that has been going on in almost every line of business up to the present time is good enough for the dull months. But now, going on to the Fall season, is the time for the dealer to 'get out of his own way'; to get things started. The dealer who will make a proper display and go after the violin business will get it."

Buescher Saxes Sell Big

Salt Lake City, Utah, October 6—The band instrument trade has been stimulated by the reopening of the school season, the band instrument and musical merchandise department of the Daynes-Beebe Music Co., Buescher representative, reports.

Voice of Vega

Why is the VEGAPHONE "The Artist's Choice?"

TONE—the most essential quality of any banjo. The characteristic rich resonant tone of the Vegaphone has made thousands of admirers, and renowned artists everywhere have chosen this banjo for that reason. Its carrying power has amazed artists of repute, retaining the rich resonant and true Vegaphone tone quality.

STYLE—the rich, flashy and artistic presentation places the Vegaphone as the leader of banjo style. The figured curly maple finished in high, durable lustre, engraving, inlays and nickel or gold trimmings place the Vegaphone as a subject of art.

POPULARITY—on every continent and in every state in the Union there is a Vegaphone. Orchestramen, soloist and vaudeville presentations have made this banjo their ideal. The Vegaphone has become internationally known as "The Artist's Choice." Its popularity is unequalled.

CONSTRUCTION—choice materials, durability and superb workmanship are factors which have given the Vegaphone a reputation of withstanding every climatic condition and endless abuse.

A—The famous Tubaphone Tone Tube, a patented feature found only on the Vegaphone, rests on the laminated rim under the head, giving the Vegaphone that characteristic rich tone quality.

B—The patented Resonator Flanges give adequate resistance within the resonator. Fitted into a groove they strengthen the support of the resonator and emphasize the beauty of the Vegaphone.

C—The seven lap, Laminated Rim construction assures safety, from warping and, is the basis for Vega phone durable qualities. It is not marred by screws or bolts, but leaves a perfectly smooth inside rim.

D—The Bracket Band unit is fitted tightly on the laminated rim and the counter-sunk bracket screw is therefore hidden from view, and does not mar the wooden rim, as shown in illustration D.

E—The Resonator Resonator is a five lamination for strength and durability, and is finished in eight sectional designs of curly maple. The finish has a rich color and luster that will not crack or check, but retain its smooth, polished surface.

F—The Resonator Resonator also has five laminations so as to strengthen the support of the flanges and maintain its shape regardless of climatic conditions or abuse.

Write for catalogs and prices.

The Vega Co.

Write for free copy of "Voice of Vega," a review on leading banjos.

161-73 Columbus Ave., Boston
Importance of High Caliber Men Shown by Success of H. A. Weymann & Son, Inc.

Success of Prominent Philadelphia Concern in a Large Measure is Due to the Fact That the Sales Organization Is Composed of the Best Men Obtainable for the Work

PHILADELPHIA, PA., October 6—H. A. Weymann & Son, Inc., of this city, makers of Weymann orchestra banjos, Weymann Keystone State string instruments, Buescher saxophone and band instruments, other nationally advertised musical merchandise lines and distributors of Victor products, are one of the better known houses in the music industry and enjoy an excellent reputation in the fields which they cover. H. W. Weymann, head of the organization, in a recent conversation with The World gave generous credit for the success of the Weymann organization to their traveling sales staff. Realizing that the traveling staff is the visible contact between the house itself and its many dealers, H. A. Weymann & Son have given careful attention to the selection of the proper caliber men for this important work.

Mr. Weymann stated, in part: "Each representative is responsible for his own territory. A Weymann representative must not only be qualified to sell our own products and the products we distribute, but he must also be able to work with and co-operate with the dealer in his problems. Service has been the keynote of the Weymann organization, and although our service department and executive staff are behind the individual salesman, the salesman himself must be fitted to effectively serve the dealer."

The quartet whose pictures appear herewith represent the present traveling sales staff of the Weymann organization. They are William H. Doerr, Ed. J. McCormick, Larry J. Urban and Roland Burrows. Mr. Doerr has been connected with the Weymann organization for the past thirty years. While the word quartet was used to indicate the number it is also representative of the close harmony that exists among the Weymann sales staff.

Officials of the Weymann organization and the members of the sales staff are unanimous in predicting that the coming season will be one of the best ever experienced.
The Weymann Orchestra Banjo

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, Mandolins, 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.

Ludwig Drum Scene Series

CHICAGO, ILL., October 5—Ludwig & Ludwig, drum makers, recently announced a new series of Ludwig hand-painted and colored drum scenes for mounting on Ludwig bass drums only. Ludwig & Ludwig have developed a new process for hand-painting and hand-coloring figure scenes so as to flash brilliantly with blinker lights. The subjects of the new series are

“Spanish Dancers,” “Nude Silhouette,” “Pirouette and Clown,” “Jazz Pirates,” “Charleston Dancer” and “Bathing Girl.”

H. N. White Co. Announces the New King French Horn

CLEVELAND, O., October 6.—The H. N. White Co., manufacturer of King band instruments, announces an addition to the line in the form of the new King French Horn, which has a number of outstanding features and which is expected to prove one of the most popular instruments of the entire line. The rotary valves of this instrument have a piston of hardened bronze, ground into the case with a clearance of only one-tenth-thousandth of an inch—the fit so close that oil will stop free action. The metal in the bell of the French horn is of uniform thickness with not over one-thousandth of an inch variation at any point. Another feature is that the guards which come in contact with the hands are of sterling silver, so that they will last indefinitely and will not discolor the hands.

Four Orchestras to Give Massed Concert in Austin

AUSTIN, TEX., October 5.—The success of the massed orchestral concert presented last year has influenced the J. R. Reed Music Co., of this city, to arrange a similar concert this year. The event will take place some time next month at the Majestic Theatre and four local orchestras will combine for a joint program. According to plans, each orchestra will play several selections. Solos, novelties and other specialties will be given between the orchestral numbers and the concert will end with the four orchestras playing en masse.

“HYGRADE” Musical Instrument Cases

We are now making a new combination Sax Case to fit any Alto or C Mel. Soprano Clarinet and Music Stand; also for Alto or C Mel. and Soprano. Our Sax Cases fit Alto or C Mel.

Send for our new price list

HYGRADE CASE CO., Inc.
Manufacturers of “Hygrade” Musical Instrument Cases
Sold by All Leading Jobbers
345-347 South 6th St.
Newark, N. J.

Brook Johns Orders Deluxe Vega Banjo Made to Order

Instrument Has Pearl Fingerboard and Neck and Gold-Plated Rim Studded With Brilliant—Appeals to Eye as Well as Ear

BOSTON, MASS., October 5.—In addition to its regular line of Vega and Vegaphone banjos, the Vega Co., of this city, is very often called upon by prominent banjoists to produce special models to order. Brook Johns, well-known banjoist, who has been a Vega enthusiast for many years, recently placed an order with the Vega Co. for a banjo deluxe, which has been aptly termed a $1,000 banjo. A pearl fingerboard and neck and gold-plated rim studded with brilliants and synthetic stones makes the banjo an instrument of beauty, not only to the ear but to the eye as well.
H. Emerson Yorke Heads
New Brunswick Department

General Publicity Department is Established by Brunswick Co.—Will Have Wide Range of Activities—Manager Well Fitted for Post

CHICAGO, ILL., October 11.—A new department has been created by the Phonograph Division of the Brunswick Co. to the end that the name Brunswick be kept constantly before the eyes of the public. This department will be known as the publicity department and its activities will cover a wide range, including the exploitation of artists through newspapers, publicity on instruments, records and artists in trade papers, radio, orchestra and theatrical publications, and the preparation of promotional broadsides on Brunswick products, together with the issuing of the new Brunswick magazine, Brunswick Topics, which is a picturized topical periodical of current events relating to Brunswick's national activities.

H. Emerson Yorke has been appointed head of the new department and his wide and varied experience fits him admirably for the position. For three years Mr. Yorke has been a member of the Brunswick organization in the posts of manager of the record department of the New York branch and in charge of sales promotion work for the Eastern Division of the company. More recently he has been engaged in the special demonstration program which is introducing the Panatrope to the country.

Before joining the Brunswick forces Mr. Yorke was for five years manager of the mechanical department of M. Witmark & Sons Co., during which period he formed innumerable friendships in the music trades, the theatre and associate businesses, which experience will undoubtedly stand him in good stead in his new capacity.

Record for Columbia Catalog

SEATTLE, WASH., October 5.—A recording expedition of the Columbia Phonograph Co. recently visited this city and made recordings of outstanding local orchestras and vocalists, including Jackie Souders' Orchestra. The Columbia recording crew was headed by Arthur Bergh, musical director of the company.

An auditorium model Victrola was an entertainment feature at the Oklahoma State Fair.

**OPERETTA**

**Drum Loud Speaker**

**Victor's Newest Model**

The Operetta is a beautiful instrument—well designed according to the most efficient principles and affords an excellence of reproduction far superior to any cone speaker. Literature describing the Operetta will be sent free upon request.

**Height 13" Diameter 12"**

**List Price $20**

**Operetta Unit**

**Write for discounts. Literature sent free upon request.**

**List Price $8.00**

**VICTOR RADIO CORPORATION**

4321 N. Western Ave. CHICAGO

**Mastro-Ortholian Receiver**

Is Comprised of Two Units

CHICAGO, ILL., October 7.—A new development in radio receivers was introduced when the new Mastro-Ortholian receiver was placed on the market by Richard T. Davis, Inc., of this city. The Mastro-Ortholian is comprised of two units—a moveable master control cabinet and a full volume electrically operated reproducer.

The control cabinet, which weighs about fifteen pounds, is covered with Fabrikoid and trimmed with bronze metal castings. It can be placed anywhere in the room to suit the user's convenience. The radio frequency amplification and detector are located in the control cabinet which receives its power supply through a small cable running to the speaker cabinet. The speaker cabinet contains all the audio and power amplification, together with special power reproducer and power supply operating on the house lighting circuit.

The Wurlitzer Piano Co. had an interesting exhibit at the Dayton, Ohio, radio show featuring the Tel-O-Air receivers.

**Panatrope Attractively Shown in Window Display**

North Carolina Brunswick Dealer Prepares Display That Attracts Much Attention

The C. H. Stephenson Music Company, of Raleigh, N. C., recently prepared the most intelligently arranged window display which has come to our attention for quite some time. Essentially a Summer display, its brilliant and many-hued sunshades and hangings literally compelled the attention of everyone in the vicinity. The Brunswick Panatrope occupied the most prominent location in the window and was backed up with especially prepared hangings to identify the instrument readily. Although the window primarily featured the Panatrope, the record appeal was cleverly introduced through several of the most attractive posters of the Brunswick Window Display Service and four records displayed on easels close to the front windows.

At night many lights transformed the window into a veritable blaze of glory and Mr. Stephenson was complimented throughout the town for his achievement. The window was decorated by Mr. Stephenson, Jr., and is a part of a series of unusually effective Panatrope displays he has designed to use for the next few months.

Walter Damrosch, directing the New York Symphony Orchestra, will begin his series of recitals on Saturday night, October 23, through a network of radio stations, comprising WEAF, WEEI, WGA, WPI, WCAE, WWJ, WSUL, WTM, WGN, KID, WCDO and WADP. This marks a new era in the broadcasting of high-class music which will be appreciated by owner of radios throughout the nation. It is an important move.
A BIG SALES LEADER
Model 125
OF
THE NEW
Pathephonic
LINE

This popular model of the new Pathephonic line although the lowest priced model has all the refinements and the Pathephonic equipment to be found in the higher priced models. It is the only low-priced instrument on the market embodying the modern reproducing principle. It enables the dealer to offer the greatest value to be had in the new type of talking machine.

The new Pathephonic line has gone over big. The demand has already exceeded our expectations. Pathe dealers everywhere are finding that the Pathephonic line only needs to be demonstrated to be sold. "Only your ear will ever explain this instrument to you."

There are three other models at equally attractive prices

Model No. 175 . . . . $175
Model No. 225 . . . . $225
Model No. 275 . . . . $275

Write to-day for full information

PATHE PHONOGRAPH and RADIO CORP.
20 Grand Avenue
Brooklyn, N. Y.

Chicago Sales Office: 533 So. Wabash Ave., Chicago, Ill.
Zenith Co. Announces Two Handsome New Models

The Electrically Operated Super-Zenith and Zenith De Luxe Models Contain Distinct New Features That Will Make a Wide Appeal

CHICAGO, ILL., October 8.—The Zenith Radio Corp., of this city, is making its first trade jour-

nal announcement of the year of two of its new products at the present time, namely, the electrically operated Super-Zenith and the Zenith De Luxe model, which operates without aerial or loop. The electric model secures both "A" and "B" power supply from the electric light socket through easily removable "A" and "B" power units, which completely rectify and filter the current, making a practical and dependable battery eliminator. The set uses no trickle charger, no storage batteries and no acids. The electrically operated six-tube Super-Zenith uses three stages of audio amplification, costs less than one cent an hour to operate, and is manufactured in three different models.

The Zenith ten-tube De Luxe model, one of them, the Spanish model, being shown here-with, contains the Zenith patented ten-tube circuit having five radio frequency tubes and five audio amplification tubes. All the De Luxe models operate from self-contained receiving plates, thereby eliminating the aerial and loop. Dual loud speakers faithfully reproduce all of the tones in the musical scale and every model has single control, electrically lighted dials and receives on wave lengths of 105 to 550 meters. Zenith De Luxe models were created by a famous designer of period art cabinets and are masterpieces of craftsmanship.

Fada Australia, Ltd., Is Capitalized at $250,000

The organization of Fada Australia, Ltd., a new company capitalized at $250,000, which will act as sole distributor for Fada radio products in the Commonwealth of Australia and in Tasmania, has been announced by F. A. D. Andrea, Inc., New York. Headquarters of the new company are in Adelaide, South Australia, and branches are being located at important distributing centers such as Melbourne, Victoria; Sydney, New South Wales; Brisbane, Queensland; Perth, West Australia, and Hobart, Tasmania. Outstanding figures in the broadcasting world in the Australian territory are included in the directorate of the concern. This Australian sales outlet is the latest link in a world-wide chain, which includes Fada Radio, Ltd., of London and Fada Radio, Ltd., of Toronto, Canada. The initial order from the Australian distributing firm was said to be for 1,000 receivers and 1,000 Fada cones, including all models. The first shipment is on its way.

Announces Improvement in Carryola Master Portable

Instruments Now Being Delivered Are Attractively Finished in Striking Colors—Particularly Appropriate for Featuring in Holiday Season

MILWAUKEE, Wis., October 7.—The Carryola Co. of America, a leading manufacturer of portables "The Master" Carryola Open with headquarters in this city, has just announced to the trade, through its jobbers, an important improvement in "The Master." Masters, now being delivered, are attractively em-

Clemetsen Phonographs

SIZE:
12½" high
38" wide
22" deep

Tone — Design — Workmanship — Quality

ANTON CLEMETSEN CO.
Cabinet Makers Since 1885
4223 W. LAKE STREET
CHICAGO, ILLINOIS

For the Better Merchant
High-grade Dry Cell CERTIFIED B. & C. Batteries and Dry Cell B. & C. Success Batteries Manufactured by
SUCCESS BATTERY MANUFACTURERS
36 Broadway
Brooklyn, N. Y.

New York Firm Chartered

The Electrophone Record Corp., New York, was recently incorporated at Albany with a capital stock of $50,000. The incorporators are H. J. Sondheim, H. A. Cone and S. Builmer.

COTTON FLOCKS
Air floated, all injurious foreign matter eliminated for
Record and Radio Manufacturing
THE PECKHAM MFG. CO.
328 South Street
Newark, N. J.
THE MOST TALKED OF SETS IN NEW YORK and CHICAGO SHOWS

To proven superiority in fundamentals of tone quality, simplicity of control, fine selectivity, and long range power, Sleeper now adds semi-electric operation and many other latest developments in radio engineering.

1. Wired for electric power devices
2. Wired for 171 power tube with output transformer
3. Wired for new 200-A detectors
4. Five tubes with super-power transformers
5. Cushioned detector socket
6. Simple two-control tuning
7. Calibrated wave length scales
8. Reduction vernier condenser drives
9. Hinged panel for easy access
10. Amplion adjustable unit for Serenader tone chamber
11. Duo style two-toned brown mahogany cabinet finish
12. Compartments for 90 volts of B battery and 45 volts of "C"
13. Non-microphonic
14. Non-oscillating
15. Brilliant distance performers
16. Six months' guarantee.

Sleeper engineering has been distinctive and original since the earliest days of radio, but never has Sleeper offered more downright values and exceptional performance than this year.

Consider appearance: The panel is of extraordinary richness and beauty, made by a process new to radio, destined to establish a new trend in panel design just as surely as Sleeper led the way in 1924 to the use of etched metal panels.

Look at the fine proportions of both models. Note the simplicity of two controls, gold pointers controlled by reduction drives operating over scales calibrated in wave lengths. One battery switch for all current. One rheostat and one vernier for the dual condenser.

Open the panel—the entire chassis tips outward revealing an engineering layout that is a delight to the eye and a clinching sales argument.

Look at the super-power audio transformers made by Sleeper to give equal amplification of every tone from 100 to 5,000 cycles. They have made Sleeper sets famous for quality of reception.

The Serenader with its Racon 40-inch air column and adjustable Amplion unit has no competition at $125.00 nor has the Scout at $100.00.

Prompt delivery to authorized dealers

Sleeper Radio & Mfg. Corporation
GORDON C. SLEEPER, President
6th and Washington Aves.
Long Island City, N. Y.
Mohawk One-Dial Set Popularity Keeping Factory Busy in Order to Supply Demand

Aggressive Manufacturing and Merchandising Campaign and Policy of Exclusive Distributorship Bearing Fruit in Steadily Growing Popularity and Demand for Line

CHICAGO, ILL., October 6—The Mohawk Corp. of Illinois, manufacturers of the Mohawk one-dial receiver, is enjoying an exceptional demand for its entire line, and the factory is now working to capacity to keep pace with the orders received from distributors and dealers. The company is particularly gratified at the fact that every model in the Mohawk line is sharing in this popularity and letters have been received from the company’s representatives everywhere stating that the receivers are being accorded a most enthusiastic reception by the buying public.

The company some time ago decided upon an aggressive manufacturing and merchandising campaign in behalf of its product and is using as its slogan “The Pioneer and Originator of One-Dial Sets.” Apparently the campaign is meeting with success in every part of the country, for well-known and responsible distributors have signed exclusive franchises taking care of important territories and providing for the capacity output of the Mohawk factory.

Otto N. Frankfort, general sales manager of the company, who is widely known in radio circles, is in charge of all phases of the merchandising plan, and is also directing the Mohawk publicity campaign. The company is operating on a policy of exclusive distributorship, thereby permitting the jobber to work intensively in his specific territory and co-operate with the dealers to the best possible advantage, a factor that means much in aiding dealers secure sales volume.

Peerless Album Co. Adds New Portable to Its Line

New Instrument of High Quality Covered With Genuine Leather in Colors and Is Equipped With Double Spring Motor—Other Features

The Peerless Album Co., 638 Broadway, New York City, the well-known manufacturer of albums, which recently introduced to the trade a popular-priced portable talking machine, has now supplemented its line of portable instruments with a higher quality product. This new Peerless portable is covered with genuine leather in attractive colors and is equipped with a Heineman double-spring motor, a quality tone arm and sound box and several added features which should assist substantially in developing sales.

Phil Ravis, head of the Peerless Album Co., in speaking of this latest product, recently said: “Our popular-priced portable won such quick success that we decided to extend our activities in this line. Due to this early experience we believe that there is a market for a high quality product at not too high a price, and one built with exceptional care with an aim to add considerably to the refinements. Although our album business has been steadily growing, the fact that we have taken on the manufacture of portables will in no wise limit our activities on albums and allied products. The dressing of a publicity campaign. The company is operating on a policy of exclusive distributorship, thereby permitting the jobber to work intensively in his specific territory and co-operate with the dealers to the best possible advantage, a factor that means much in aiding dealers secure sales volume.

Major White President of Cheltenham Cabinet Makers

J. Andrew White, well-known broadcaster, has been elected president of the Cheltenham Cabinet Makers, Inc., New York City. This company has absorbed the Associated Radio Cabinet Manufacturers and taken over all the assets, designs, patterns and contracts of that company. Headquarters have been established at 36 West Forty-fourth street, where Major White will also direct the sales of the Andrew White "B" power supply.

Euphonic Phonograph Is Awarded High Trade Praise

Wasmuth-Goodrich Co. Receives Many Favorable Comments from Trade Throughout Country—Product Has Outstanding Features

PENX, Iwa., October 5—The recent introduction by the Wasmuth-Goodrich Co. of the Euphonic phonograph has been commented upon very favorably by dealers throughout the country, for this company, which has been identified with the phonograph and cabinet industries for many years, has gained an enviable reputation that is well deserved. The Wasmuth-Goodrich organization has always held a prominent position in manufacturing circles and its latest product emphasizes the experience of the company in producing standard phonographs and the soundness of its manufacturing and merchandising policies.

The company’s plant at Peru, Ind., covers over 140,000 square feet of space and is one of the most modern and up-to-date plants in the Central West. Every facility for the production of a quality product is provided, and the factory employees are given ideal working facilities.

Through its long experience in the phonograph manufacturing field, the Wasmuth-Goodrich Co. has been able to conduct extensive experiments in search for the most advanced methods of sound reproduction. This year’s instrument, the Euphonic phonograph, includes a newly designed tone chamber which utilizes distinctive scientific principles and which, according to the company’s dealers, gives splendid results.

The latest type reproducer is also included in the equipment, and the executives of the factory have received many letters from Euphonic dealers referring to the quality of the reproduction and the lack of mechanical noises in the new Euphonic. Brown mahogany and walnut woods are being used extensively.

The Wasmuth-Goodrich Co. has always endeavored to render a complete merchandising service to the dealer. Every possible co-operation is given to aid the retailer to make the Euphonic line increasingly popular and profitable, and an advertising program is a part of the campaign to create consumer demand.

Among the radio exhibitions in the metropolitan territory which are scheduled to take place during the coming month is the annual exposition at Brooklyn, N. Y., which is scheduled for the week of October 12 and 13. This year’s product with the adaptation of an antique finish that gives unusual beauty to the instruments, in its sales policies the Wasmuth-Goodrich Co. has always endeavored to render a complete merchandising service to the dealer. Every possible co-operation is given to aid the retailer to make the Euphonic line increasingly popular and profitable, and an advertising program is a part of the campaign to create consumer demand.

PHONOGRAPH CASES
RADIO CASES
Reinforced 3-ply Veneer

The Standard Case for Talking Machines and Radio Sets

MADE BY PLYWOOD CORPORATION, Goldsboro, N. C.
Mills in Va., N. C. and S. C.

PHONOGRAPH CASES
RADIO CASES
Reinforced 3-ply Veneer

The Standard Case for Talking Machines and Radio Sets

MADE BY PLYWOOD CORPORATION, Goldsboro, N. C.
Mills in Va., N. C. and S. C.

Complete equipment for musical merchandise dealers. Write for details and catalogues.

VAN VEE & COMPANY, Inc.,
313-315 East 31st Street, New York City
Phone Lexington 9566-2163
McMILLAN
TEL-O-AIR

Table Cabinet
Genuine American Black Walnut. A real decoration for any room. Price, $100.00

DeLuxe Highboy
Beautiful in design—it is made of genuine Walnut, with Curly Maple decoration. Built-in speaker with Utah Unit. Price, $175.00

The Incomparable McMillan Five

McMillan No. 1
Table Cabinet in two-tone Mahogany. Price, $500.00
Also made in very beautiful Walnut, at $65.00

McMillan No. 2
Console Type of genuine Mahogany. The greatest value in radio. Built-in speaker. Price, $71.00

McMillan No. 3
Highboy Model. Two-tone Walnut of Colonial design. Built-in speaker. A big seller at $99.50

The McMillan Tel-o-Air combines everything you want in a Radio Receiver. A one-dial set—it is simple to operate. A patented compensator on the antennae condenser makes fine tuning a reality. Impedance coupling gives it beautiful tone quality—equal to any set at any price. It is a 6-tube Receiver—equipped to use a power tube and has a very low "B" battery consumption. Distant stations come in easily and with wonderful volume. Cabinets of beautiful design and exquisite workmanship. In no other receiver can you get the same quality of reception—combined with beauty of design at near the same price. A demonstration will convince your customers.
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, again payable, and it will be inserted free. Region will also be forwarded without cost. Additional space will be at the rate of 25c per line. If holdfast type is desired the cost will be 25c per line. Rates for all other classes of advertising apply.

POSITION WANTED—Talking machine and radio executive, twenty years' experience in both manufacturing and wholesaling, is open for a position where his thorough knowledge of the industry and sales managing ability can be used to the best advantage. Address "Box 1580," care The Talking Machine World, 383 Madison Avenue, New York City.

WANTED—Phonograph salesmen to represent Chicago manufacturer in Chicago and adjacent territory, calling on wholesale trade only. Address "Box 1581," care The Talking Machine World, 383 Madison Avenue, New York City.

FOR SALE


LATEST SUMMARY OF EXPORTS AND IMPORTS OF THE COMMERCE

WASHINGTON, D.C., October 7.—In the summary of exports and imports of the commerce of the United States for the month of August, 1926, showed imports valued at $2,051,451, as against 49,524 talking machines, valued at $2,051,451, as against 1925.

Talking machines to the number of 8,328, valued at $249,502, were exported in August, 1926, as compared with 8,776 talking machines, valued at $234,291, sent abroad in the same period of 1925.

The eight months' total ended August, 1926, showed imports valued at $364,741, in the same period of 1925, $287,096.

Talking machines to the number of 8,328, valued at $249,502, were exported in August, 1926, as compared with 8,776 talking machines, valued at $234,291, sent abroad in the same period of 1925.

The eight months' total showed that we exported 67,766 talking machines, valued at $2,651,431, as against 9,524 talking machines, valued at $1,447,105, in 1925.

The total exports of records and supplies for August, 1926, were valued at $180,894, as compared with $147,103 in June, 1925. The eight months ending August, 1926, showed records and supplies exported at $1,104,935 in 1925.

The eight months' total showed that we exported 67,766 talking machines, valued at $2,651,431, as against 9,524 talking machines, valued at $1,447,105, in 1925.

The countries to which these instruments were sent during August, 1926, and their values were as follows: United Kingdom, $844; other Europe, $6,544; Canada, $11,825; Central America, $7,802; Mexico, $26,827; Cuba, $25,966; Argentina, $9,011; Chile, $9,691; Columbia, $233,537; Peru, $9,922; other South America, $33,537; China, $2,265; Japan, $936; Philippine Islands, $13,141; Australia, $18,590; New Zealand, $13,434; other countries, $24,324.

FOR SALE

Equipment to demonstrate phonograph records

TEN AUDAK COUNTERS

With fixtures, including motors, discs, earphones complete.

FOR SALE

VICTOR

Full equipment to manufacture commercial and non-breakable records. Purchaser can supply us with all we can use. It is completely a self-contained plant, and has been operated in our plant for three months. Address "Box 1579," care The Talking Machine World, 383 Madison Avenue, New York City.

FOR SALE

Full equipment to manufacture commercial and non-breakable records. Purchaser can supply us with all we can use. It is completely a self-contained plant, and has been operated in our plant for three months. Address "Box 1579," care The Talking Machine World, 383 Madison Avenue, New York City.

FOR SALE

Fifty Gabel Entertainers, preferably to one party or company of any quantity. Address "Box 1582," care The Talking Machine World, 383 Madison Avenue, New York City.

RECORDS WANTED

Will purchase any complete stock of Victor or Brunswick records. Write stating your lowest cash offer. Address "Box 1581," care The Talking Machine World, 383 Madison Avenue, New York City.

WANT TO BUY

Submit your lowest possible cash price on any quantity of discontinued Victor or Brunswick Console model phonographs to Kahn & Levy, Galveston, Texas.

FOR SALE

The Columbia Co., Atlanta, has been devoted to the new Columbia line of presentations in the leading advertising mediums and through the Columbia race records.

Crosley Radio Corp., Cincinnati, 0.

An Exclusive Franchise

With Four Hour Delivery Service

Will Be Granted to Reliable Radio Dealer in

To Handle High-Grade Nationally Advertised Radio Products

This is your opportunity to get into radio business on a sound financial basis. If you own a first-class store, and have the ability to do the kind of business that demand has been created to make possible, we believe we can interest you in the Crosley Radio Line.


Wholesale Distributor in High-Grade Nationally Advertised Radio Products

Distinctive Publicity for Columbia Race Recordings

Records for The Race Given Same Widespread Publicity as Any Other Event—Striking Example of Race Newspaper Ad

The Columbia Phonograph Co., New York, has been a subject of high praise throughout the industry and trade for the manner in which it is keeping the public informed of the merits of the phonograph and new recordings through a series of full-page newspaper advertisements and advertisements in national magazines. These presentations in the leading advertising media have been devoted to the new Columbia line of Vitaphone phonographs and the New Process Record.
HARMO-SONIC

is not merely a name—it is an amplification principle that opens a whole new field of radio enjoyment. It is a revelation in sound reproduction—rich, clear, full tones—high notes and low notes—so real, so natural, as if the broadcaster were in the same room with you. It is the latest triumph of Amplex engineers, backed by scientific production methods which have brought the price down to an amazingly low level.

* A type of amplification that synchronizes the over tones and the middle tones as well as the rich, sonorous beauty of the basso profundo.

Model No. 49 . . $49.50
Model No. 49 the biggest and fastest seller. The Amplex Harmo-Sonic Chassis with vernier dials and in an attractive sloping front, ornamented, walnut finish cabinet. Sturdily and "fool proofly" designed.

Model No. 39 . . $39.50
Model No. 39 the efficient Harmo-Sonic six-tube, two-dial control Chassis in a sloping front cabinet. Easy to tune yet giving such tone quality, selectivity and DX that can only be secured with the most expensive radio receivers.

Some exclusive territories still open—write.

AMPLEX INSTRUMENT LABORATORIES
88 West Broadway Dept. W-10 New York City
This invention relates to mechanical coupling devices, and particularly relates to driving devices for acoustic vibrating systems such as telephone transmitters, receivers, phonograph reproducers and the like. An object of this invention is to provide a non-rigid elastic and dissipating coupling arrangement between a driving member and a driven member whereby the moving system will transmit mechanical vibratory energy without appreciable resonance effects. Another object is to provide an improved mounting for phonograph reproducers and the like.

Figure 1 represents an embodiment in a telephone transmitter. Fig. 2 is a modification of this invention in which the foil sheets have openings of different sizes. Fig. 4 is a modification in which the packing composes disc-shaped diameters. Fig. 5 discloses a form of this invention in which the solid discs are alternated with annular rings to form the packing arrangement. Figs. 6 and 7 represent this invention as applied to piezo-electric crystals. Figs. 8 and 9 show an alternative arrangement for employing this invention with piezo-electric crystals. Figs. 10 and 11 illustrate this invention in a phonograph reproducer. Fig. 12 illustrates a push-pull phonograph reproducer employing this invention.


This invention relates to a loudspeaker horn for radio telephones or for phonograph reproducers, and an object of the invention is to produce a very effective horn without unduly increasing its size.

Another object of the invention is to so arrange the horn as to make use of the resonant qualities of the wood of which both sides of the initial part of the horn is made to improve the effect of the tones produced.

Another object of the invention is to provide a casing for the horn which will have an improved appearance over many such casings, and to provide the space within which the radio apparatus may be installed, or inside of which the driving mechanism of the phonograph may be installed if the horn is used on a phonograph.

Another object of the invention is to provide means whereby the entire area of the bottom of the case may be used to improve the tone effect of the sounds passed therethrough, and since the inner and the outer boxes are both made of thin wood, they act as extensive sounding boards to prevent the common metallic sounds of such apparatus.

Another object is to provide means whereby the power of the horn may be regulated, holes with an adjustable damper being used to vary the horn effects.

Still another object is to provide a wooden tongue in the small part of the horn which will be connected to the diaphragm or to the phonograph reproducer box diaphragm to damp the vibrations and thereby reduce the metallic sounds produced.

Another object is to provide a casing for the apparatus which can be easily removed when necessary to examine the apparatus mounted on the base. Figure 1 is front elevation of apparatus with portions shown in section for purposes of illustration. Fig. 2 is a top view of the complete apparatus.


The present invention has reference to a mounting for the stylus bar of the sound box for phonograph or similar talking machines. An object is to produce a stylus bar from a single piece of suitable metal connected to the diaphragm of the sound box of a talking machine in such manner as to prevent rattling or pressure on the diaphragm either up, down or sideways.

Fig. 3 is a view showing the improvement applied. Fig. 2 is a sectional view approximately on the line 2-2 of Fig. 1. Fig. 7 is a sectional view approximately of the line 3-3 of Fig. 1. Fig. 5 is a perspective view of the stylus bar.


This invention relates in general to phonograph cabinets, and more particularly to the projection and amplification of sound reproduced therein, one object of the invention being to provide an improved construction for projecting the sound upwardly and outwardly above the motor and tone arm supporting board or partition of the cabinet, and improve the projecting and amplifying of the sound and the efficiency of the apparatus.

Another object of the invention is to provide a cabinet having a horn-like recess above the motor supporting partition, a portion of the walls of said recess being formed by said motor supporting partition and the remainder of said walls being formed by a structure having a configuration similar to a half horn formed by dividing a horn on its longitudinal axis mounted on or forming a continuation of said motor board, means being provided for admitting the sound from the tone arm of the instrument into the inner end of said recess, whereby the said horn-like recess amplifies and projects the sound outwardly above said motor board.

Figure 1 is a fragmentary vertical sectional view through the upper portion of a phonograph cabinet constructed in accordance with the invention showing the cover in closed position. Fig. 2 is a similar view showing the cover in an open position for access to the reproducing mechanism, and for projecting and amplifying the sound. Fig. 3 is a horizontal sectional view taken on the line 3-3 of Fig. 2. Fig. 4 is a front elevation on a reduced scale of the invention shown in Fig. 1–3 showing the cover in a closed position, as shown in Fig. 1. Fig. 5 is a view similar to Fig. 4 showing the cover in an open position, as shown in Fig. 2 being secured with relation to the cabinet and an additional movable cover similar to that shown in Fig. 1 being utilized for enclosing the reproducing mechanism. Fig. 6 is a view similar to Fig. 1 showing a modified form of the invention in which the sound is projected both above and below the motor board, the former portion as shown in Fig. 2 being secured with relation to the cabinet and an additional movable cover similar to that shown in Fig. 1 being utilized for enclosing the reproducing mechanism. Fig. 9 is a transverse sectional view taken on the line 9–9 of Fig. 8. Fig. 10 is a view similar to Fig. 2 showing another modified form of the invention.

Unique Stationery

Putting novelty into the stationery of a retail establishment oftimes has the effect of impressing the store and its products on the mind of the recipient of a letter or some other form of mail matter. Marx & Marx, Sacramento, Cal., phonograph record dealers, recently issued a unique letterhead in which the entire left side of the page was given over to "A Modern Dictionary of Some Musical Terms." Twenty-eight humorous definitions are given, a few of which are: Sharp.—One who writes music that sells; Double Sharp.—The publisher who is selling the music written by sharp; Largo.—Slow motion of a musician on the way to pay a bill; Presto.—Lively gait of some musician on route to collect money.

A Winning Sales Plan

A talking machine dealer in the Middle West who entered the field a little more than a year ago has outstripped in sales volume many of his competitors who have been in business for years. This dealer, who is the owner of his store, determined to make his establishment the music center of the section of the city in which he was located. He encouraged the young people to visit his establishment and listen to the music.

When artists visited the city he made it a point to be on the committee of welcome and he had visiting artists play in his store.
Richard T. Davis Introduces

Mastro-Ortholian

Movable Master Control with Power Reproducer

The Mastro-Ortholian has been pronounced "the only really new development in this year's radio." Remote or Master Control gives the greatest utility of any system yet devised because the small control cabinet can be placed at your finger tips—alongside your favorite lounging place. No more jumping up to go over and tune your set.

The control cabinet contains only the radio frequency, station selector and volume control. The station selector is of the new localized drum type and there are two volume controls, one of which automatically controls the complete power supply. Perfect shielding—metal cabinet and complete separation from all audio. Power is received from Reproducer Cabinet through a small cable.

Power Unit Also Has Exclusive Features

The Mastro-Ortholian has a depth and fidelity of tone that is maintained at any stage of amplification. A double point cone is mounted in a specially designed resonance chamber which gives a superior reproduction of speech. Separating the audio and radio amplification in two cabinets eliminates any chance of howls from audio feedback.

The Reproducer Cabinet contains all audio and power amplification (using tube CX-310) with special reproducer and power supply operating on 110 volt, 60 cycle A. C., also trickle charger and space for storage battery. List price Mastro-Ortholian (two units) less tubes and storage A-battery, $345.00.

New Vogue Speakers

Modernize any Receiving Set


Model 30—ORTHOLIAN REPRODUCER—the same cabinet described in connection with the Mastro-Ortholian—contains new specially designed wood horn having tonal travel of over seven feet. Employs principle of metallic kick-off, essential to clear enunciation. Tonal reflex adds beauty and depth to base notes. List price $85.00.

Model 32—LIGHT CIRCUIT POWER REPRODUCER—described in connection with Mastro-Ortholian, which can be used on any set. List price (less tubes) $175.00.

Write for Dealer Proposition

RICHARD T. DAVIS
INCORPORATED
MANUFACTURERS OF
Vogue Radio Products
Davis Building, 5252 Broadway, Chicago, U. S. A.
Buffalo Victor Dealers Have Interesting Meeting

More Than 200 Dealers Gather at Meeting and Banquet Held Under Auspices of Buffalo Talking Machine Co. and Curtis N. Andrews

BUFFALO, N. Y., October 6.—More than two hundred Victor dealers attended a very interesting and successful meeting and banquet held on September 30 at the Hotel Statler in this city, under the auspices of the two Victor jobbers in Buffalo, Curtis N. Andrews and the Buffalo Talking Machine Co. In addition to Victor dealers there were also present at the meeting factory representatives of the Victor Talking Machine Co., with Roy A. Forbes, manager of sales and merchandise for the Victor Co., as the principal speaker.

The toastmasters at the dinner were O. L. Neal, president of the Buffalo Talking Machine Co., and Curtis N. Andrews, whose introduction of the various speakers gave the dealers an adequate idea of the purpose and aims of this interesting meeting. The new Tuscany Electro, the latest product of the Victor Talking Machine Co., was demonstrated at the dinner and was the subject of enthusiastic applause. In presenting Mr. Forbes to the dealers, Mr. Andrews paid a deserved tribute to the present status of Victor activities, stating that every factor of the Victor industry was looking forward to permanent prosperity. He also related briefly some of Mr. Forbes’ past activities in the Victor industry, pointing out that his many years’ association with the retail sale of Victor merchandise had qualified him admirably to discuss dealer problems effectively.

Mr. Forbes in his address gave the dealers an intimate idea of the aims and desires of the Victor Co. so far as dealer co-operation was concerned, and he also pointed out that the four fundamentals for the successful merchandising of Victor products are openmindedness and study, clean stocks, quality, and sustained effort. Using these four fundamentals as the basis for his talk, Mr. Forbes offered an inspiring and most interesting address which was received with keen appreciation by the dealers.

Among the other speakers on the program were the two Victor jobbers in Buffalo, R. S. Cron, Victor district sales manager in the New York division, and W. D. Andrews, well-known Victor jobber in Syracuse, who was an invited guest at the meeting.

E. T. Cunningham Urges Tie-up With Football Games

TUBE MANUFACTURER ISSUES ATTRACTION LEAFLET ADVISING THE BUYING OF NEW TUBES TO ASSURE RECEIPTION OF FOOTBALL GAMES BROADCAST

A timely piece of sales promotion literature, based on the wisdom of buying fresh radio tubes for reception of the football games now being broadcast, has been prepared for dealers by E. T. Cunningham, Inc., New York. This leaflet contains a complete schedule of the leading college football games this Fall and is for distribution by the dealer to the public.

A snappy sales argument on Cunningham radio tubes is based on the thought that a radio set can no better than its tubes, and Cunningham tubes in a receiving set tend to remind the radio listener of a perfectly organized team on the gridiron, each tube being manufactured to do brilliant individual and team work.

R. K. Smith Visited Gotham

R. K. Smith, radio sales manager of the Kellogg Switchboard & Supply Co., Chicago, Ill., was a recent visitor to New York, making his headquarters at the offices of the Bolivar-Oliver Co., Eastern representatives for Kellogg products. Mr. Smith was on his way to Chicago after a very successful trip which included a visit to the Pacific Coast, where he appointed the well-known house of Sherman, Clay & Co. as a Kellogg dealer. He also called on the trade at Philadelphia, Indianapolis, Kansas City and Boston, returning to Chicago in time for the opening of the Radio Show in that city.

In a chat with The World, Mr. Smith stated that business conditions throughout the country were excellent, the majority of the dealers reporting an increase of approximately 20 per cent in their radio sales as compared with last year. He found the new Kellogg sets enjoying marked popularity wherever he visited.

A Correction!

In the advertisement of the Utah Radio Products Co. in The World of September, the height of the new Utah "Cone" speaker was given as 131/4 inches. This should read 171/4 inches. In passing it might be noted that this "Cone" speaker, which is the latest addition to the Utah line, has proved exceedingly popular with the trade and orders have been pouring into the factory in a most satisfactory fashion. Other Utah speakers include the "Book" model, the "Standard," the "Junior," "Superflex" the "Supreme" and the Utah "Phonospeaker." The line has won the widespread approval of dealers and public, the many distinctive features of the products being responsible for their popularity.

We are distributors of the famous Farrand Speaker

Also the new Farrand "B" Eliminator and "B" Eliminator combined with Power Amplifier

North Ward Radio Corp.

367 Plane St.
Newark, N. J.

Anncounve Vita-Phonic Brass Tone Arm and Reproducer

Joseph E. Rudell Places New Products on Market—Both Tone Arm and Reproducer Are Being Sold Direct to Dealer

The Rudell Vita-Phonic brass tone arm and the Vita-Phonic reproducer are two new products which have just been introduced to the trade by Joseph E. Rudell, New York. They are not being sold through jobbers, but direct to the dealer, and Mr. Rudell states that both new products are enjoying a splendid volume of sales.

The Rudell Vita-Phonic tone arm is made of brass, with a continual taper from the reproducer to the base, similar to that of band instruments. This outstanding feature provides perfect sound waves from the reproducer to the amplifier. The base is constructed to give the tone arm a ball-bearing action, thus eliminating unnecessary friction. The finish of the base is in ebony black.

The Vita-Phonic reproducer is equipped with a highly sensitive diaphragm, which is said to give faithful reproduction to all high and low notes in the phonograph record. Mr. Rudell states that surface noise is reduced to a minimum, the large diaphragm permitting longer vibration, which produces lifelike tone.
Attractive Window Displays of Sheet Music Have Proven Their High Value

A Well-arranged Window Not Only Serves to Attract the Attention of the Public to the New Publication but Can Be Developed to Encourage Self-service Within the Store

In recent years the sheet music industry has been fortunate in having a number of window display contests for retailers. Aside from the prizes for the winners there is considerable value in the interest that is aroused in the value of such displays which demonstrate the importance of the store front.

Publishers and other appropriate funds for window contests because they realize the value of such displays. Naturally it is not advisable to have such contests too often for some of the interest would thus be dissipated. The window, however, and all other store-front space are valuable and important in the weeks when there are no contests. One of the big features of the contest is the educational value connected with these special showings.

A demonstration of the value of the window has been given in recent years by many new modern designs for retail store fronts. The trend is to enlarge the window space and arrange the whole store front so that not only does the window attract passers-by through the space that is flush with the street, but also through tricky entrances which give much window space.

Some of the more modern stores have available for the perusal of persons interested in particular type of offerings a grouping of such material in binders. Thus the customer is able to inspect the material in a leisurely manner and to some extent be a self-salesman.

Any method that can be designed to encourage customers to serve themselves adds considerably to the yearly volume of sales. Such activities do not, of course, dispense with the need for specialized salesmen. A stock of standard sheet music particularly covers so many progressive dealer. Popular sheet music does lend itself for display purposes. So do music books of all kinds. It is the standard material, teaching pieces and music issued for particular groups that are more difficult to show in the attractive manner.

The store fronts are valuable of the shop and lures a greater number of people to the counters.

Popular publishers, like other producers of goods, are naturally enthusiastic over the sales possibilities of their products. They must be optimists because they are dealing in goods of uncertain quantities, for there is no way for them to tell, other than through public response, just how large a sale particular offerings will have.

The jobber of popular music is, because of his position, the best judge of the sales situation as it affects the entire industry. While none of the larger publishers is given to exaggeration it is quite possible during specific periods that one specific house would be operating along more successful lines than would some of its contemporaries.

To have, then, every jobber in the industry state that the September sales of this year are far exceeding the sales of 1925 is good evidence that there is distinct revival in sales of popular music. This renewed activity in sales was felt in the late Summer months and, continuing over into the early Fall with a normal season ahead, is a most encouraging situation.

The increase is so large that with the usual allowance for sale fluctuations the gain will still be tremendous.

The Edward B. Marks Music Co. announces that William Wiemann, formerly associated with the theatrical field, has joined its organization.
Many Interesting Publications in Feist Catalog for Fall Promotion

Comedy Songs, Ballads and Production Numbers All Represented in the Catalog Developed by Leo Feist, Inc., has just issued a comedy song by Gus Kahn and Ted Fiorito called "My Girl Has Eye Trouble." This number was recently tried out in vaudeville and the response was so enthusiastic that the professional department of the Feist organization immediately arranged a campaign to further its interests.

Other Feist numbers that are being used in opening up the Fall campaign for that house include "Just a Bird's-eye View" (Of My Old Kentucky Home), another number by Gus Kahn and music by Walter Donaldson. This is the type of song that has achieved fame for Donaldson and it bears all the earmarks of duplicating the popularity of some of his earlier successes. Donaldson is also responsible for "It Made You Happy When You Made Me Cry." In this case the composer has contributed both the words and music.

A dramatic waltz ballad called "I've Lost All My Love For You" is also among the early Fall offerings. This number is by Lewis and Young. Harry Akst and Al Planteadosi, all sure-fire writers. Lewis and Young, together with Michael Wayne, are also responsible for "In a Little Spanish Town" (On a Night Like This).

A popular standard ballad by John Golden and Raymond Hubbell called "Your Heart Looked Into Mine" also is in the Feist new list. This song will not only be heard in vaudeville, but from present plans it will be heard frequently as an encore number in concert programs. Two other numbers are on the Feist schedule for exploitation. One is a new mother song of original type entitled "Calling Me Home" and the other is entitled "Beside a Garden Wall," a melodious fox-trot song.

The above activities on new issues in the Feist catalog, following the close of the Summer season by that house which established a new record in sales, assures unusual activity to the professional and sales department of the organization.

It might be pointed out also that besides having one of the feature songs, "Adorable," in this season's "Vanities," and with the musical show "Castles in the Air" playing both New York and Chicago, and several productions on the road for which Feist published the music, the company's activities are to be added to through the early opening on Broadway of several other musical comedies which give every promise of scoring a success.

Musical Comedies Again Coming Into Their Own

Announcements of Four New Productions Indicate a Revival of Interest in Operettas and Better Classes of Musical Shows

A critic in one of the New York Sunday papers recently remarked that of the opening of the new Fall productions the musical shows were of a better standard than the dramatic productions. Viewing the musical successes of last year and those already open and scheduled for early presentation, it can be readily seen that there is a new era for the musical comedy in America. It is true that some of these are of the operetta type with foreign background, but modernized sufficiently to meet American tastes. There is some sign of the passing of the musical revues which were in a measure only glorified vaudeville and elaborate girl shows. This is not to say that there is no further room for this type of offering. There are several productions in this category that are American institutions and doubtless these can be continued but hardly with many profitable additions to the ranks.

The success of the operetta type of show brings back to the musical comedy two distinct values. First, a libretto which leaves something that can be remembered and, secondly, some outstanding vocal gems. The first has an educational value, appeals to the mentality and makes for an evening well spent, or at least not a total loss, and the second would indicate that we have reached a period of higher musical taste, the public demanding something more than a current topical song as its musical food. As far as the music publisher is concerned and the trade in general the new type of musical comedy brings the larger returns. The songs last much longer, making possible wider interest and larger gross sales. The productions themselves have a longer life, as witness the continuance of "Blossom Time," which has been a huge money-maker for all concerned. This show really was the cause of the renewed interest in the operetta, as its unusual success aroused the interest of other producers and justified investments in this type of offering.

Weymann Features "Dawn" in Special Window Display

Philadelphia Concern Makes an Effective Tie-up With Presentation of Successful Pallma Number by Benjamin Franklin Orchestra

Philadelphia, Pa., October 4—H. A. Weymann & Son, Inc., of this city, recently featured "Dawn" in a special window display, and tied up with the presentation of the num
Constant Supplies of Fresh Music Will Help Keep Instruments in Use

The Part That the Sheet Music Dealer Can Play in Supplying Professional and Amateur Musicians With the Necessary Music and Keeping Their Interest as Musicians Alive

Late reports from the Middle West, where orchestras have been on strike in the photo-play and other theatres, show that despite the fact that the exhibitors and other theatre owners lowered their admission prices, a large part of their clientele refused to be lured into the theatres. This again demonstrates the fact that music plays a far larger part in the life of the country than the average person admits. Some years ago several prominent motion picture exhibitors admitted that music was 40 per cent of the attraction. Inasmuch as at the time this statement was made there was a dispute between a music publishers’ organization and an exhibitors’ association the figures certainly could not be considered an overestimation of the value of music.

S. L. Rothafel, known as “Roxy” and who is building a $7,000,000 theatre in New York, said to be the largest such playhouse in the world, has in his tentatively arranged programs made music about 90 per cent of the attraction. As Roxy is considered a genius and is noted for not going very far wrong, his figures bear unusual weight. Music plays a far larger part in the life of the country than the average person admits. We are prone to think of the United States as a nation that if not un Musical is only going through its primary period of education in this direction. On the other hand, there are figures to show that we have advanced much further than is generally acknowledged. Some time ago it was estimated by an authority in the “Musical Observer” that over 30,000,000 people in the United States played musical instruments. That means that over 25 per cent of the entire population are some sort of musicians. These figures are based upon the amount of musical instruments that have been sold through legitimate music dealers and cannot be described as an overestimation.

Now the majority of musical instruments must have music in order for the owner to get the most good out of such property. If the music dealer can sell millions of instruments to musicians and the musically inclined, he is the one that is most fitted to keep up the interest and arouse the enthusiasm in a continuance of the instrument’s use. This can best be accomplished by playing such instruments and seeing that the instrument owner has new music. All too many instruments have been sold in recent years without any record being kept of the purchaser’s name and address. Some of this failure to keep such records has been due to carelessness on the part of the sales force. Another weakness has been the fact that many instruments were sold through dealers who had no sheet music department, therefore were not always particularly interested in how much enthusiasm was shown later for the cause of music by purchasers.

All dealers handling educational material should find a list of the owners of musical instruments most valuable in creating sales for musical publications. As a co-operative move many dealers who do not handle music publications of any type should compile a record of the owners of such instruments and see that the same is placed in the hands of a retailer who is able to serve such owners with further wants in sheet music, books, etc. This has an important bearing on the future interest in music by present-day purchasers of instruments. Many sales are made to the young and it is only by having a record of such purchasers and seeing that the interest in the instruments is kept at a healthy pitch that the market for future musical instrument sales can be enlarged.

When it is said that there are over thirty million owners of musical instruments in the United States that does not necessarily mean that there is a continuance of interest in the instruments purchased. It might be well to take a census of these sales and see what became of the instruments or just how much present-day interest is shown in music by past purchasers. Having thirty million owners of musical instruments and thirty million people playing such instruments are, of course, two different propositions. It will probably be found that too large a percentage of this great total of musical instruments is lying idle. Here, however, is a large market for much sheet music, books and educational material, but is a fertile field also for the sale of other musical instruments after owners have thoroughly mastered their past purchases.

Such sales certainly denoted a first interest in music, and having that early interest it is up to the industry itself, through its manufacturers, publishers, distributors and retailers, to find a means of arousing secondary and continued interest.

The Xlnt Music Publishing Co., formerly of Hinsdale, Mass., has opened a professional office in the Columbia Theatre Building, New York City. The company is introducing through vaudeville performers two songs, “Sweetest Girl” and “Love Me As I Love You.”
New Feist Song by Gus Kahn and Joe Burke

"While the Years Go Drifting By" Likely to Be Hit Number—Publisher Enthusiastic Over Its Retail Sales Possibilities

The new Feist song, "While the Years Go Drifting By," is an offering by Gus Kahn and Joe Burke. These two writers have been responsible for many hit songs of the past, and Gus Kahn is more recently remembered for his American lyrics to the European success, "Barcelona."

It is said that Leo Feist, Inc., had this song for the past several months but was awaiting the opening of the Fall season before presenting it. The professional department of the Feist organization is enthusiastic over the possibilities of this new contribution and, considering the fact that the personnel believes sincerely in the Feist slogan, "You can't go wrong with any Feist song," the extra emphasis they place upon "While the Years Go Drifting By" should add to the immediate interest on the part of the dealer.

The song is said to be an unusual combination of lyric and melody. It is most easy to play and a type that should be welcome in every home.

Milton Weil Music Co.

Increases Capitalization

The Milton Weil Music Co., Inc., the popular Chicago publishing house, recently increased its capitalization from $25,000 to $50,000. The company plans to extend its activities and the enlargement of its capital stock is to care for expansion.

This company has had unusual success during recent years and at present is exploiting several popular numbers which are having a wide sale. These include "Looking at the World Through Rose Colored Glasses," "Stars" (Are the Windows of Heaven), "Talking to the Moon," "I'd Love To Call You My Sweetheart," "Sorry and Blue" and others.

Irving Berlin, Inc., Has Large Catalog for Season

"How Many Times" Proving Particularly Successful, but Several Other Numbers Are Setting Interesting Popularity Records

Irving Berlin's fox-trot, "How Many Times," is one of the most popular numbers of the season, in both song and dance form, and its sales have been steadily increasing. Despite the fact that "How Many Times" is only one of the many numbers in the Irving Berlin, Inc., catalog that are helping sales, it would appear from present indications to be one of the company's outstanding numbers this Fall.

Other popular numbers in the Berlin catalog which are having unusual activity are "When the Red, Red Robin Comes Bob, Bob, Bobbin' Along," "Trudy," "Tonight's My Night With Baby," "And Then I Forgot," "Old-fashioned Sail" and "Pretty Cinderella."

"Neapolitan Nights" Is Featured by Clark

Los Angeles Hotel Biltmore Orchestra Gives Special Interpretation to Popular Number

California has long been noted for its popular dance orchestras. Many of these have achieved national fame and not a few of them have arrived at such importance as to be given long contracts for public appearances in Chicago, New York and elsewhere. A mention of those orchestras which were original California combinations but which later were among the outstanding orchestras of the country would include many of the famous names.

At present in Los Angeles Don Clark and His Los Angeles Hotel Biltmore Orchestra are among the most popular on the Coast. The name of this combination is already familiar to the East and doubtless later will make appearances in the East and Middle West while on a tour.

One of the numbers the Don Clark Orchestra featured last week in the Hotel Biltmore ballroom is the waltz, "Neapolitan Nights." It gives a special interpretation to this number which has done much to add to the success of 'Neapolitan Nights' in Los Angeles.

New Publishing House

The State of New York has granted a certificate of incorporation to the Lewis Music Publishing Co. The incorporators are B. Rothenberg and L. Van Pelt.

Golden and Hubbell

Write Waltz Ballad

Well-known Theatrical Producer Co-author of "Your Heart Looked Into Mine."—Number Is Published by Leo Feist, Inc.

John Golden, who in recent years has made over a million dollars in the theatrical field as producer of "Lightning," "Seventh Heaven" and other dramas, was formerly a most successful writer of songs. In his earlier days he understood the public's taste in popular music and was able to write some unusual commercial successes. With this background and considering the fact that he no longer needs to make his livelihood through music, it can be taken for granted after leaving off song writing endeavors for so long a period that anything that he would produce would be through inspiration.

John Golden has returned, at least temporarily, to the writing field, as the firm of Leo Feist, Inc., announces a waltz ballad called "Your Heart Looked Into Mine," lyric by John Golden and music by Raymond Hubbell.

Past history must be delved into once more, for his collaborator in this instance, while long a director of the Hippodrome Orchestra, New York, City, has not written any songs in recent years. He will be remembered, however, over a decade ago as the writer of some musical shows and his name is indelibly marked in song-dom as the composer of the famous "Poor Butterfly."

The Feist staff believe "Your Heart Looked Into Mine" is a high-class ballad, which will have a wide popular appeal. Both lyrically and musically it will command attention and every one in the trade will doubtless eagerly wait to see the results attained by these writers in catering to modern taste.
General Distributor Gaining in Importance in the Standard Field

Music jobbers who up to recent years only carried the most needed publications of the standard type for distribution to dealers are developing this division of their business on a more elaborate scale. The plan is to be able to serve the dealer more efficiently and in cases wherever possible pick up what are termed in the trade “shorts” for quick delivery.

One distributor has been able to enlarge his activities in this direction considerably and doubtless with profit, although in many instances the orders require more than the usual labor and are often small in size. Many of the standard publishing houses have encouraged the legitimate jobber to carry full stocks of their catalogs, though this service is not always advantageous to the large buyer of standard music, who particularly wishes to take advantage of special stock offers, etc., from the original publishing source.

In the popular end of the sheet music business the publisher appreciates even more the activities carried on by the distributor. With the exception of large buyers of popular music the jobber is able to serve the dealer much more quickly and efficiently than the publisher. They produce figures to show that the situation as a post-war and deflation period situation.

There has arisen a new school of thought among some of the manufacturers and other well-known banking executives who deem this new method of buying as the most healthy one. They produce figures to show that the situation is working out to the advantage of the country and to all manufacturing and producing interests. If this is so, and there is considerable evidence to support this contention, the present method of buying by the merchant will likely remain a permanent feature of present-day business practices.

Such buying methods have been in effect in the popular sheet music industry for several years and there is very little likelihood of its changing in this particular channel unless distribution and buying methods change in other fields. This situation brings more and more into prominence the activities of the music distributor, who is generally located in large centers and who can in most instances make overnight deliveries. The jobber, therefore, from present indications will continue to enlarge his interests and add to his importance. He seems to be an ideal factor when considering present-day music distribution.

New Feist Number Being Played Widely by Orchestras and Selling Well From Counters

“Beside a Garden Wall,” one of the newest issues of Leo Feist, Inc., looks like a surprise success because it has been taken up by orchestra leaders everywhere and made a feature number. Recently Abe Lyman and His Orchestra playing in Chicago had to respond seven times when playing “Beside a Garden Wall,” which would indicate that, besides orchestra leaders, the general public has shown a decided preference for this new offering.

The song has been demonstrated in some Eastern stores with the result that it has been a magnet for music counters. This, of course, is welcome news to every sheet music dealer, as songs that will lure folks to music counters mean not only sales of the particular number being demonstrated but invariably result in additional sales as well.

A New Forster Hit

During the last week in September Jesse Crawford, organist and Victor record artist, introduced “Within the Prison of My Dreams,” a ballad fox-trot, at the Chicago Theatre. The number was written by Mrs. Jesse Crawford, who is also a featured artist at the Chicago Theatre, and was published by the Forster Music Publishers, Inc., Chicago.

The Youngstown Music Co., of Youngstown, O., successor to the McMahon Piano Co., announces a sheet music department will be installed soon on the main floor of the store located in the downtown district. G. C. Lydickson is general manager of this handsome establishment.

The MUSICAL SENSATION OF THIS GENERATION

James W. Elliott's

The Musical Sensation of This Generation

Glorious in the Sun

With

The Following Beautiful Songs

“Lantern of Love”

“Land of Romance”

“My Lips, My Love, My Soul”

“I Would Like To Fondle You”

Music by Percy Wenrich

The Most Beautiful Musical Play the World Has Ever Seen

“Books & Lyrics by Raymond W. Peck

You Can't Go Wrong With Any Feist Song"
Optimism Permeates British Industry
in Spite of Handicap of Coal Strike

Announcement by the Columbia Co. of the New Viva-tonal Phonograph Stimulates the Trade
Generally—New Edison Bell Shares—Applications for Space at British Fair Pouring in

LONDON, ENGLAND, October 3.—Despite the longcontinued coal dispute and the consequent paralyzing of industry generally throughout the country, but which, however, shows signs of an early collapse, there is more than mere optimism in talking machine circles. Fresh impetus to the wonderful activities of the leading companies and indeed of the trade generally has certainly been given by the tremendous publicity obtained by the Columbia Co. for its new "Viva-tonal" instrument. Last month's record issues, too, hold further examples of the great strides in recording art that the recording companies are making, and the influence for good on the recording companies and indeed of the trade generally has certainly been given by the tremendous publicity obtained by the Columbia Co. for its new "Viva-tonal" instrument. Last month's record issues, too, hold further examples of the great strides in recording art that the recording companies are making, and the influence for good on the talking machine circles. The Columbia "Viva-tonal" in England

The MICRO PEROPHONE
(British and Foreign Patents Applied for)

The new Cabinet Gramophone with many distinctive features

Besides the fullest compass possible from extreme Bass to Treble and the recognized increase in tone volume, the Micro Perophone possesses a solidity of tone equally distributed throughout its compass and a wonderful stereoscopic effect in all concerted records with a tonal analysis as clearly cut as a cameo.

The Micro Perophone is for the discriminating Dealer who requires a moderate price Gramophone for a new and valuable Clientele who desires the new Electrical records musically accurate and perfectly reproduced.

First issue, 2 Models only

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Catalogue in print. Delivery early October.

Large orders already placed. Can you make enquiries for early business?

PEROPHONE, LTD.
Sole Patented and Manufacturers
76 & 78 City Road London, E. C.
next day or two in prominent editorial space being devoted to the new instrument in all the leading journals of the country. Sir George Croydon-Marks, C.B.E., J.P., the chairman of the company, occupied the chair, and was supported in his introduction of the new instrument by Sir Henry Wood and Sir Henry Coward, after which a public demonstration of the machine was given in connection with new Columbia electrical records. Comparison was afforded with Grafonola introduced to the trade in 1923 in the same luncheon chamber, and the improvement was as marked over the 1923 model as the improvement of that machine was over previous models.

The Duophone Unbreakable Records

Within a day or two of mailing this letter, the first issue of the new Duophone Unbreakable records will be made. The list of artists to appear on the records has already been given and forms an imposing array. Supplies will be available early in October, and I understand that practically all the first year's supplies are already booked up. I have heard some of the first pressings and can say without hesitation that, if the subsequent issues are as good as these samples, the company should do an extremely fine business.

British Industries Fair

Despite the serious effects of the coal stoppage, applications for space in the London section of the British Industries Fair, to be held in February next from the 21st to March 4, are being received by the Department of Overseas Trade daily. I understand the total area applied for already amounts to over 90 per cent of the whole area occupied at the last fair. Among the names of Gramophone firms who have already booked space are: A. J. Balcombe, Ltd., G. A. Bryan, Ltd., The Cabinet Gramophone Co., The Crystallate Manufacturing Co., Ltd., The Garrard Engineering &Inglees aggression Co., Ltd., The Golden Melody Co., L. E. Jaccard, The Johnson Talking Machine Co., Ltd., The Peter Pan Gramophone Co., Ltd., Portable Gramophone Co., Ltd., The Quintessence Company, Ltd., The S. M. T. Gramophone Co., Ltd., J. Stead & Co., Ltd., The Vocalion Gramophone Co., Ltd.

Lectures in Gramophony

Evidence of the importance of the gramophone in the music trade scheme of things is reflected in the syllabus recently issued for the 1926-27 session of The Music Trades School. Hitherto, the subjects taught here had mainly to do with the pianoforte, string and brass instruments. For this session is also arranged a gramophone department, and pupils taking the full time daily classes will take gramaphony as part of the curriculum. The syllabus covers: Principles of sound production and amplification, reproducers, motors and regulation of mechanism, adjustments, replacements and maintenance. For evening students there is a general course in applied acoustics, pneumatics and gramophony divided as follows: 1. Principles of tone production, treated experimentally. 2. Function in the tonal music of sound and gramophone diaphragm. 3. Graphic treatment of resonance, peaks, etc. 4. The pneumatic principles involved in the player piano. 5. Commercial and general purpose wireless sets. A representative of the Columbia Graphophone Co. is to sit on an advisory committee of the school.

The Leipzig Fair

According to reports, the Autumn Leipzig Fair was poorly attended, and although still a pretentious exhibition, as far as the music industries are concerned, it is gradually assuming less importance. Although buyers from South America, Greece, Australia, China, Japan and the Baltic States placed occasional orders, the extent of business done was small. The report goes on to say that the gramophone and small goods sections of the industry were very thinly represented. A new gramophone, called the "Ulrophon," of which as yet I have been unable to obtain full details, was shown. It is in the shape of a tube, reminding one of a clumsily built iron stove, about a yard high, and built after the style of a gramophone, for use with ordinary gramophone records, but with two horns and two complete sets of reproducing heads. Brief Paragraphs of Interest

Scotland is holding its second Music Week as this issue of The World goes to press. The leading Gramophone companies are taking a big share in the activities. Both the Columbia and His Master's Voice companies are giving lectures and gramophone recitals all over the country, and the former company is issuing a special "Music Week" record, retailing at 6d. Messrs Periphone Ltd., of City Road, this city, announce a new cabinet gramophone, the "Little Periphone," with many distinctive features, and the trade waits its actual appearance with keen interest, for H. J. Cullum, the managing director, is one of the keenest as well as one of the most experienced gramophiles in the country, and has done a tremendous business with his well-known "Pixie Grippa," and "Grippa" models.

Louis Sterling, managing director of Columbia Graphophone Co., has been appointed to the editor of a prominent music trade paper here, to be distributed as prizes for the best window displays of gramophone goods reproduced in the first edition. The competition will start in November, and no restriction is placed on the display of any line of goods. Retailers can dress their own windows in their own fashion.


The position of Gramophone shares on the market as I write is as follows: Columbia Graphophone Co., 10s. 6d., Gramophone Company, £1 shares @ 65s, The Vocalion Gramophone Co., Ltd., 5s. 9d.

The "Gramatable," the name given to a new style of gramophone recently put on the market by the True-Note Gramophone Manufacturing Co., of 7, New Compton street, London, is a combination of table and instrument, made in three styles of dining tables. Queen Anne, Rectangular and Jacobean, four feet by three feet one inch, and which unfold the panels are out of the way, revealing a Phonograph attachment (of which I wrote in a recent issue).

Probably the most notable record issued during the past month was the world-famous French organist, playing on the Queen's Hall organ Cesar Franck's "Piec Heroique." It is certainly a remarkable organ record.

Quick Thinking Often Closes a Difficult Sale

It often takes quick thinking to make a sale, hold a sale, or keep the customer satisfied, and at times it does not come with the salesmen, in framing the answer that brings the desired results. Radio salesmen have what may be called a stock series of answers for those who want to know why their receivers are not doing well in distant stations regularly, but the price would seem to go to a snappy youth at the Radio Show. A determined-looking woman at the booth of a prominent manufacturing company and explained that she had met one of that particular make of receivers for something over a year, had succeeded in bringing Los Angeles in very clearly some months ago, but had been unable to duplicate this performance. Her idea was that the company should make good by exchanging her old set for a newer model. "Did Los Angeles come in loudly?" inquired the salesman. The answer was affirmative. "Did you increase the volume after picking up the station?" queried the salesman. "Oh, yes," said the customer, and it came in as loudly as WEAF." "That's your trouble right there," replied the salesman. "You straited the set by making it too loud on the distant station. After has rested a year you should be able to get Los Angeles in again, but be sure not to make it too loud or your set will be ruined." The woman expressed her sincere thanks for the information and passed on just in time to prevent salesmen and dealers in the booth from passing out from laughter.
The Rudell Vita-Phonic Brass Tone Arm

Equipped with the Vita-Phonic Reproducer

The Rudell Vita-Phonic tone arm is made of high grade brass with a continual taper from the reproducer to the base. It is similar to that of band instruments. This outstanding feature enables the full deliverance of perfect sound waves from the reproducer to the amplifier. The base is constructed to give the tone arm a ball bearing action, eliminating unnecessary friction. The finish of the base is in ebony black, which harmonizes beautifully with the nickel or gold tone arm.

The Vita-Phonic Reproducer

The Vita-Phonic Reproducer is equipped with a highly sensitive diaphragm that gives faithful reproduction to all the high and low notes in the record. The natural tone qualities are rendered with increased tonal quality and volume, while surface noise is reduced to a minimum. The large diaphragm permits longer vibrations which produce the life-like tone. The Vita-Phonic Reproducer is of rigid construction and made to give utmost satisfaction.

Dealers write for Special Proposition—Dept. D.

JOSEPH E. RUDELL
83 Greene Street New York, N. Y.

Distributor in Canada: Standard Phono Supply Co., Montreal, Canada
Are you sacrificing your player sales by your desire for long roll profits? Don't realize that players are bought for the sole purpose of playing rolls, that rolls are the life-blood of the player industry and the means to greater player profits?

Save money—give U. S. Rolls with new players.

"Your player sales can only be as great as you make your roll trade."

United States Music Company.

2934-2938 West Lake Street, Chicago
25 West 18th Street, New York

THE BEST PLAYER MUSIC ROLLS

Sell U. S. Rolls—You'll Sell More Players!

Regal Records

DANCE RECORDS

1120 I Wonder What's Become of You—Fox-trot, with Vocal Chorus by Sam Lanin.
1121 Who's the Girl That属 You—Fox-trot, with Vocal Chorus by Sam Lanin.
1122 Why Did I Dream of You—Tenor Solo, with Vocal Chorus by Al Lentz.
1123 The Flowers of Spring—Contralto Solo, with Vocal Chorus by Al Lentz.
1124 I Love You—Band Concert, with Vocal Chorus.
1125 What's Become of You—Band Concert, with Vocal Chorus.
1126 I Wonder What's Become of You—Band Concert, with Vocal Chorus.

VOCAL RECORDS

1157 The Night Before Christmas—Male Voice, with Vocal Chorus by Sam Lanin.
1158 I Wonder What's Become of You—Male Voice, with Vocal Chorus by Sam Lanin.
1159 How Do You Do—Male Voice, with Vocal Chorus by Sam Lanin.
1160 The Night Before Christmas—Male Voice, with Vocal Chorus by Sam Lanin.

Pipe Organ Records

1170 I Wonder What's Become of You—Pipe Organ, with Vocal Chorus by Sam Lanin.
1171 I Wonder What's Become of You—Pipe Organ, with Vocal Chorus by Sam Lanin.
1172 I Wonder What's Become of You—Pipe Organ, with Vocal Chorus by Sam Lanin.
1173 I Wonder What's Become of You—Pipe Organ, with Vocal Chorus by Sam Lanin.

Harmony Records

DANCE RECORDS

257 H Because I Love You—Waltz, with Vocal Chorus by Frank Beaumont.
258 Blame It on the Waltz—Waltz, with Vocal Chorus by Frank Beaumont.
259 I'm On My Way Home—Fox-trot, with Vocal Chorus by Frank Beaumont.
260 I Never Knew What the Moonlight Could Do—Fox-trot, with Vocal Chorus by Frank Beaumont.
261 Who Could Be More Wonderful Than You—Fox-trot, with Vocal Chorus by Frank Beaumont.
262 I Never Knew What the Moonlight Could Do—Waltz, with Vocal Chorus by Frank Beaumont.
263 Don't Be Angry With Me—Fox-trot, with Vocal Chorus by Frank Beaumont.
264 I Never Knew What the Moonlight Could Do—Waltz, with Vocal Chorus by Frank Beaumont.
265 I Never Knew What the Moonlight Could Do—Waltz, with Vocal Chorus by Frank Beaumont.
266 I Never Knew What the Moonlight Could Do—Waltz, with Vocal Chorus by Frank Beaumont.

ADVANCE RECORD BULLETINS FOR NOVEMBER—(Continued from page 166)
ADVANCE RECORD BULLETINS FOR NOVEMBER—Continued from page 167

Who Could Be More Wonderful Than You?—Because I Cross Your Heart

SomeoneIs For My Sweetheart—Tenor

Hi-Diddle-Diddle—Fox-trot

Looking Lay Me Down to When You Waltz With the One You Love

I Don't Mind Being All Alone—Fox-trot, with Vocal Chorus by Billy West, Lou Gold and His Orch.

I've Got the Girl—Fox-trot, with Novelty Accomp.

I Done What You Told Me To, in Carolina—Vocal Duet, with Vocal Refrain, by the Harmony Brothers.

I Wish I Had My Old Gal Back Again—Waltz, with Orch. Accomp.

I Never Know What the Moonlight Could Do—I'm Never Gonna Be The Same Again—Pipe Organ, with Vocal Refrain.

I'd Love to Call You My Sweetheart—Fox-trot—Lee Sims

I'm Gonna Hit the Road—Waltz—Lee Sims

In the World Through Rose-Colored Glasses—Piano Solo, with Vocal Refrain.

I Never Knew What the Moonlight Could Do—Piano Solo, with Vocal Refrain.

I Wish I Had My Old Gal Back Again—Waltz, with Orch. Accomp.

I'm Not a Teardrop—Waltz, with Novelty Accomp.

I'm Not a Teardrop—Waltz, with Novelty Accomp.

I'm Not a Teardrop—Waltz, with Novelty Accomp.

I'm Not a Teardrop—Waltz, with Novelty Accomp.

I'm Not a Teardrop—Waltz, with Novelty Accomp.

I'm Not a Teardrop—Waltz, with Novelty Accomp.

I'm Not a Teardrop—Waltz, with Novelty Accomp.

I'm Not a Teardrop—Waltz, with Novelty Accomp.

I'm Not a Teardrop—Waltz, with Novelty Accomp.

I'm Not a Teardrop—Waltz, with Novelty Accomp.

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I'm Not a Teardrop—Waltz, with Novelty Accomp.

I'm Not a Teardrop—Waltz, with Novelty Accomp.
Frederic Herrmann Thorens Visits L. H. Junod & Co.

Frederic Herrmann Thorens, of the well-known firm of Herrmann Thorens, Ste. Croix, Switzerland, manufacturer of the Thorens phonograph motor, arrived in New York recently. His visit at this time is due to the sudden death of L. H. Junod, former general advertising manager of Switzerland and head of the firm of L. H. Junod & Co., New York, and will here for several weeks studying conditions with a view to making new arrangements for the continued representation of his firm.

Frederic H. Thorens is making his headquarters in the offices of L. H. Junod & Co., 101 Fifth avenue, New York, and will be here for several weeks studying conditions with a view to making new arrangements for the continued representation of his firm. Mr. Thorens is making his headquarters in the offices of L. H. Junod & Co., 101 Fifth avenue, New York, and will be here for several weeks studying conditions with a view to making new arrangements for the continued representation of his firm.

Ingenious Folder Announced Viva-tonal Columbia Line

Beautifully Executed Piece of Sales Promotion Material Makes Direct Tie-up With Columbia Co. Double-page Advertisement

An original piece of Viva-tonal Columbia sales promotion material has made its appearance in the form of an unusually attractive, cleverly constructed folder that makes a direct tie-up with the Viva-tonal Columbia double spread, two-color advertisement which is to appear in the Saturday Evening Post issue of October 23.

Lithographed in six colors and gold, it is undoubtedly one of the most beautiful pieces of printed matter ever distributed by the Columbia Co. Its beauty is equalled only by the ingenious manner in which the product is presented. In this there is outstanding evidence of very careful, clever planning and artistic production.

For its Saturday Evening Post advertisement, Columbia has for its predominating point the fact that a hearing of the Viva-tonal Columbia reveals a heretofore unknown quality of music that is like "the opening of doors long closed." The tie-up to this "opening of doors long closed" is accomplished in the Columbia folder by a unique series of folds.

Opening the first fold, one is confronted with a beautifully colored reproduction of the front of a massive Gothic doors-closed; the heading predicts "The opening of doors long closed!" The two flap "doors" open at a touch and there revealed in the doorways are striking illustrations of characters, from the opera "Faust." In one door stands Mephistopheles, singing and representing the dearest of basset. In the other a beautiful Marguerite, also singing, represents the highest of sopranos.

Graphic illustrations of the scale and its highest and lowest notes lead to the respective headings, "All the sonority of the deepest bass" and "All the purity of the highest notes." Interesting copy, pertaining to the respective illustrations and headings, relates why, from now on, in the Viva-tonal Columbia, the music lover has available for his enjoyment the full range of music in all its forms. Open the final fold and there are portrayed in attractive colors the various Viva-tonal Columbia models with complete descriptions and prices.

Frederic H. Thorens

COLUMBUS Phonograph Co., Inc., Announces Record Return Privilege Covering 1926 Cut-out Columbus Phonographs

Stromberg-Carlson Inaugurates System of Registering Names of Set Purchasers

Radio Exposition at Boston a Feature of the Month in New England Trade

Trade in the Mid-West Territory Enjoys Mid-Season Rush

National Radio Exposition in Chicago Attracted Large Interested Audience

First Eight Months of the Year Show a Profit of $1,200,000 for Brunswick Co.

Quaker City Retailers Placing Heavy Towel Orders to Meet Rapidly Growing Demand

Charles Edison Introduces the New Long-Playing Phonographs and Records to the Trade

In the Musical Merchandise Field. 143-147 Manufacturers of Musical Instruments and Accoutrements Meet in Boston

Buffalo

Samuel Buegeleisen Discusses Better Methods of Promoting Sales of Vinis

Gleanings From the World of Music

Attractive Window Displays of Sheet Music Have Proved Their High Value

Popular Music Business on Upward Trend According to Publishers

Constant Supplies of Fresh Music Will Help Keep Institutions in Use

General Distributors Gaining in Importance in the Standard Field

News From Our European Head-quarters

Advance Lists of Talking Machine Records for November

CORRESPONDENCE FROM LEADING CITIES

The Starr Portable Phonograph or Gennett Portophone with Gennett Records

The Starr Portable or the Gennett Portophone with Gennett Records offers an unbeatable combination to launch forth on a big fall selling campaign.

The new Gennett releases with their timeliness, vivacity, smoothness and excellence of recording and the smart cleancut 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

BIRMINGHAM DETROIT

BOSTON INDIANAPOLIS CHICAGO KANSAS CITY

CINCINNATI CLEVELAND

LOS ANGELES NASHVILLE

SAN FRANCISCO

Factories: Richmond, Indiana

Branches in:

PORTLAND

NEW YORK
restores the phonograph
to popular favor

A NEW Type of Phonograph and Record

24 to 40 Minutes of Music on a Single Record!

New Long-Playing Phonographs that cost no more than old-fashioned, short-playing phonographs.

Symphonies, operas and complete recital programs—formerly requiring an album of records—may now be contained complete on a single Edison Record.

No jumping up every few minutes to change records.

Cuts the cost of phonograph music in half.

A revelation in cabinet design in the new fashionable shade—Trafalgar Brown.

Watch for further announcements!

THOS. A. EDISON, Inc.
Orange, N. J.