

The TALKING MACHINE WORLD

For dealers
wholesalers
& manufacturers
of phonograph
& radio products

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



For volume sales
all summer long
Demonstrate the

Brunswick Panatrope

Brunswick



NEW SONORA PORTABLE... two new colors... nut brown... tan... striking fabrikoid cover... smartly pebbled and embossed... new tone arm... volume... sturdy... carries 20 selections... 14½ pounds light. \$30.

Sonora
CLEAR AS A BELL 

THE SONORA DISTRIBUTOR FOR YOUR TERRITORY IS LISTED-ON PAGE 23

The Talking Machine World

Vol. 22. No. 7

New York, July 15, 1926

Price Twenty-five Cents

Hazeltine Corp. Wins Federal Court Decision

Federal Judge Thacher Hands Down Decision
Stating the Hazeltine Patents Are Valid and
Infringed by Elec. Service Eng. Corp.

Professor L. A. Hazeltine was the first to invent a radio receiver without "squeals," according to a decision handed down recently by Judge Thomas D. Thacher in the Southern District Federal Court. The decision declares that this invention had "an astounding effect upon the entire industry."

The award was rendered in an action brought by the Hazeltine Corp., owner of the Hazeltine Neutrodyne patents, and its licensees, against the Electric Service Engineering Corp. for alleged infringement of the Hazeltine inventions. Judge Thacher holds that the Hazeltine inventions are valid and infringed. This ruling follows closely the decision rendered two days previously by Federal Judge Robert A. Inch in the Eastern District Court of Brooklyn, who held that the Hazeltine inventions do not in any way infringe certain patents held by the Radio Corp. of America and its associated companies.

The defendant in the case before Judge Thacher set up every possible patent in the prior art that could be brought against the Hazeltine inventions as justification for its acts of alleged infringement. Judge Thacher in his decision sweeps these aside and in referring to the patent issued to Chester D. Rice, owned by the General Electric Co., the one most nearly involved, states:

"This permanent and complete neutralization of the Neutrodyne receiving sets before sale to the consumer explains the commercial success of these instruments, which is so strongly persuasive of invention. Rice employed a fixed ratio of equal capacities and equal turns and arranged his coils with loose coupling. Hazeltine provided close coupling between the coils and unequal turns, with capacities in the ratio stated, and attained permanent neutralization for all frequencies, a result never attained before and one which had, as the evidence discloses, an astounding effect upon the entire industry."

After citing authorities, Judge Thacher then continues: "Here, the difference between Hazeltine and those who preceded him is much the same, and is of the most essential importance from a functional standpoint and of extraordinary commercial value. Rice and Hazeltine were not very far apart, but the difference between them is the difference between success and failure."

With respect to other patents cited against the Hazeltine inventions by the defendant, Judge Thacher says "the visible and tangible means for neutralizing capacity coupling disclosed by Hazeltine was his invention, not that of Alexanderson, Rice or of Goldsmith and Weinberger."

In reviewing the case in his decision, Judge Thacher points out the following: "after the Plaintiff had rested its case in rebuttal, and its expert had been excused and could not be recalled, the defendant offered in evidence an additional prior art patent, R. V. L. Hartley, May 23, 1916, No. 1183875. To have received the patent in evidence at that time, to the prejudice of the plaintiff, would have been unfair, because the proofs on both sides with regard to the prior art had been closed and the plaintiff's witness had left jurisdiction. However, I have considered the Hartley patent and find no anticipation of Hazeltine therein or any disclosure which deprives his invention of novelty. In this view I am confirmed by the decision of Judge Inch in 'the Radio Corp. of America v. Twentieth Century Radio Corp.' decided in the Eastern District June 30, 1926."

During the trial of the case, the Defendant set up as part of his defense that neither Professor Hazeltine nor the Hazeltine Corp. were the rightful owners of the Hazeltine Neutrodyne inventions and that Hazeltine had dedicated his invention to the Government and public. This plea was based on the alleged ground that Professor Hazeltine was in the employ of the Government as consulting engineer at the time the invention was made and, consequently, the invention was the property of the people of the United States.

After reviewing the evidence submitted in support of this contention, Judge Thacher dismisses it by stating, "The defendant acquired no rights under the Act of March 3, 1883, because the patent was not issued under that Act." Judge Thacher further states, "Nor is there any merit in the claim that Hazeltine's Assignee is not

entitled to sue. Whatever rights the United States Government may have in the invention growing out of the inventor's employment, the patent was issued in his name and his assignees hold full legal title, which must be recognized in a Court of Equity until superior equities are asserted."

"A decree in favor of the plaintiff's for appropriate relief in accordance with this opinion may be presented upon the usual notice."

New Edison Advertising Attracts Wide Attention

Recent Magazine and Newspaper Ads on Dance
Reproducer the Forerunners of an Extensive
Campaign Planned for the Fall

The recent public announcement of the new Edison Dance Reproducer, which not only adds volume to the reproduction of Edison records, but likewise increases the tonal range and improves the quality, has attracted wide attention throughout the country, the announcement having appeared in the Saturday Evening Post and over 150 daily newspapers in the leading cities from coast to coast.

It was stated at the Edison headquarters in Orange, where great activity prevails at the present time, that this announcement is but the forerunner to an extensive magazine and newspaper campaign to be launched early in the Fall and which promises to carry messages of much general interest, the details of which will be available in the near future.

Edison dealers report that the first advertisements proved distinctly productive of results, as indicated by the demand for the new dance reproducers from phonograph owners.

Important Concerns Become Jobbers of A. H. Grebe & Co.

The Grebe Synchrophase Receiving Sets to Be
Handled in Important Territories

A. H. Grebe & Co., New York City, manufacturers of Grebe Synchrophase receiving sets, announced recently the appointment of a number of well-known jobbers in important territories and all of these jobbers have placed substantial orders for immediate delivery in recognition of the popularity of Grebe sets. Among the new jobbers are the Universal Radio Co., 359 East One Hundred and Forty-ninth street, New York, who will distribute Grebe products in Manhattan, Bronx, Westchester, Orange and Putnam Counties; Trilling & Montague, Philadelphia, Pa.; Clyde Washburn, Memphis, Tenn.; H. P. Alderman & Co., Buffalo, N. Y.; Cooper-Louisville Co., Louisville, Ky.; Holley-Mason Hardware Co., Spokane, Wash., and the Braid Electric Co., Knoxville, Tenn. The Grebe merchandising policy provides for the granting of exclusive territorial privileges to its distributors and under this plan Grebe jobbers have ample opportunities to develop to profitable advantage the sales possibilities in their territories.

Okeh Record by Victoria Spivey in Public Favor

While in St. Louis, Mo., a short time ago, a recording expedition sponsored by the General Phonograph Corp., manufacturer of Okeh records, arranged to make a number of special recordings, including a record by Victoria Spivey, featuring "Black Snake Blues" and another popular number. The record was released recently and has met with the most enthusiastic reception by race record purchasers throughout the country.

Blackman Co. Distributing the Ultraphonic Sound Box

Prominent New York Wholesaler Appointed to
Distribute Device Made by the Audak Co. in
Greater New York and Connecticut

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York City, one of the leading wholesalers in the United States, announced this week that his company had been appointed a distributor for the Ultraphonic sound box made by the Audak Co., of New York, of which Maximilian Weil is president. In making this important announcement Mr. Blackman said: "We feel sure that the trade we serve will be gratified to learn that we have been appointed exclusive distributor for the Ultraphonic sound box in a very important territory, including all of Greater New York and Connecticut, together with the cities in the Hudson River Valley, northern New Jersey and Long Island. In making arrangements to distribute this sound box, we had in mind only one idea, namely, to give our dealers a product that could be merchandised profitably and satisfactorily. We carefully tested every make of sound box submitted for our inspection, and as a result of these tests proved to our complete satisfaction that the Ultraphonic sound box represents the best reproducer of its type now on the market. We are planning an aggressive sales campaign in behalf of this product and the members of our sales staff are keenly enthusiastic regarding the constructional qualities of the reproducer as well as its sales possibilities."

"In offering this new sound box to our dealers we are fully cognizant of the fact that the most satisfactory results in the reproduction of present-day records can only be secured through a combination of three vital factors, namely, the new electrical recordings plus the new and improved type of sound box and the improved type of tone chamber. While this is the ideal combination it does not provide for the suitable and adequate use of the millions of talking machines which were placed in the homes before the development and perfection of the new type of instrument. It is, of course, to the distinct advantage of the dealers to have at their disposal any means which will provide for the increased use of the talking machines in the home, and a corresponding revival of record business."

"The first step, therefore, is to provide the dealer with a product that he can offer to his customers with the assurance that by using it they will derive pleasure and satisfaction from their records, thereby giving them an opportunity to use their talking machines frequently instead of periodically. In offering our dealers the Ultraphonic sound box we are giving them the means for increased record sales in addition to the profit derived from the sale of the reproducer itself. The possibilities for developing a market for this sound box are unlimited, and we are fully convinced as to the value of this merchandising plan for our dealers."

Appointed Magnavox Jobber

OAKLAND, CAL., July 8.—The Magnavox Co., manufacturer of the Magnavox line of radio equipment, recently announced the appointment of R. S. Williams & Sons, Ltd., Toronto, Canada, as exclusive distributor for the Dominion of Canada, including British Columbia. The R. S. Williams organization has a record of thirty years of consistent increase in prestige in the industry.

Analysis of Trade-in Allowance Problem

New Models Add Complications to Trade-in Situation—Retailers Must Evolve Equitable Policies—Important Points to Consider

One of the most vital problems that the retail talking machine dealer is called upon to solve at the present time is the question of trade-ins. Shall the dealer consider taking an old talking machine or radio in trade, making an allowance to apply as part of the first payment on the new model? Shall he adopt an uncompromising attitude and resolutely refuse to entertain a proposition of this nature? Last, but not least, what allowance should he make on an old talking machine or radio set?

There are many angles to this question of trade-ins that require careful study and consideration. While there are few dealers who would refuse to consider a trade-in on the purchase of a new talking machine, insofar as radio is concerned there are many merchants who have adopted a policy of refusing to make an allowance on an old radio set. Other dealers, while they do not emphasize their willingness to take in the old radio, will do so if the prospective customer forces the issue.

The trade-in problem, as far as it concerns the talking machine, has developed new complications, due to the number of immeasurably superior new instruments that have been or are about to be placed on the market. Many of the old instruments were sold at ridiculously low prices during the house-cleaning process in preparation for the new models. In this connection the dealer must make up his mind to two things; viz, the allowance for the old instrument and its marketability. On whether the dealer will be able to dispose of the trade-in instrument within a reasonable time and get his money back is actually based his profit on the sale of the new instrument in which the trade-in was involved. Another point: The trade-in allowance must in no case be figured on the original price of the old instrument; the reduced price at which the machine finally sold should be the starting-point for the dealer's calculations. Over-valuation in eagerness to make a sale must be guarded against in order to preserve profits.

When it comes to the question of whether or not it is advisable to consider trade-ins the answer is that the talking machine dealer is in somewhat the same position as the automobile agent. New business would be considerably reduced or delayed if the dealer refused to make

an allowance on the old instrument. The new talking machines are so meritorious and represent such a tremendous improvement over the phonograph of the past that it would be a shortsighted merchant indeed who would voluntarily cut his market down to those people who do not already own talking machines. There are many thousands of people who now own the finest of

Each talking machine dealer must get right down to the business of evolving his own trade-in policy. The main points to consider are embodied in the accompanying article. Of special importance is the point that the dealer must protect himself through keeping trade-in allowances down to the lowest possible point.

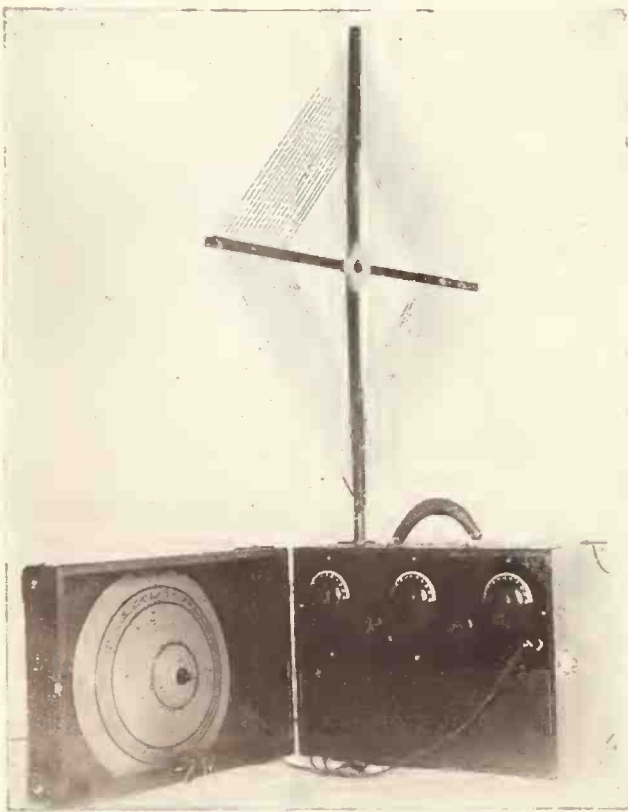
the old models and who can well afford to purchase the best and most expensive of the new ones, but they must be sold on the idea and after all the selling is done and the desire for the new product has been aroused the dealer must be prepared to take the old instrument off the potential customer's hands before he can finally close the deal. This applies in a more limited degree to radio.

The third question that comes up is the marketability of the trade-in. Experience of dealers proves that there is a very definite outlet for the old instruments. Just as there are thousands of people who can afford to buy the best of the newer products there are also thousands who for many reasons cannot afford to purchase a new instrument at the moment and who do not own a talking machine. These people are the prospects for the trade-ins and every sale of this type means a new record customer. One dealer has found that he can dispose of all the trade-ins without delay at an actual profit by loading them in a truck and canvassing the poorer districts. He gets turnover on his trade-ins and not only in this way makes the full profit on the sales of his new instru-

ments, but he makes a profit on the trade-in. That is good business and it is not an exaggeration to state that most dealers can do the same. Another dealer figures that it is not worth while to make any effort to sell the trade-ins. He simply makes the sale if a customer who wants a real bargain comes into the store. Occasionally he inserts a classified ad in the daily newspapers. This particular dealer has a cellarful of trade-ins, representing real money. He is located in a section of the city where it is easy to dispose of stock of this character and he is losing money because of his inactivity. The point is that there is more to the trade-in problem than merely making an allowance on the old instrument and then forgetting about the deal. The important part of the whole transaction is in disposing of the trade-in without loss of time or sacrifice of money.

The attitude of dealers on this important subject varies greatly. One dealer stated that with him the customer was the deciding feature as to whether or not he would accept a machine in trade. He pointed out that he conducted a general music store, selling in addition to talking machines, radios, pianos of all grades and musical merchandise. As he was situated in a neighborhood composed entirely of residences where it was necessary to retain the good will of his customers and keep them coming to him for new instruments of all sorts, he found that in the long run it would be more profitable to accept an old instrument from a customer of long standing, who had perhaps purchased three or four instruments and was continually buying rolls and records, rather than to take a decided stand and run the risk of making an offended customer. It was, however, only with this type of customer that the dealer in question would be inclined to make more elastic than usual the values placed on the old-type instruments.

His attitude could be taken as typical of the dealer situated in a purely residential section where for over a space of many years the store had served the same people and had made them friends and satisfied customers. It is on the basis of good will that the store survives and a too decided stand would in many cases injure this asset. Stores serving a transient trade can and should for their own profit treat the trade-in problem from a purely business standpoint.



Tuned Loop Aerial (Directional)

List Price
\$65⁰⁰
Without
Tubes and
Batteries

**NYACCO
PORT**

Complete
With Accessories
Weighs Only
26 Lbs.

A Portable Radio

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

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

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

New York Album & Card Co., Inc.

23-25 Lispenard Street, New York

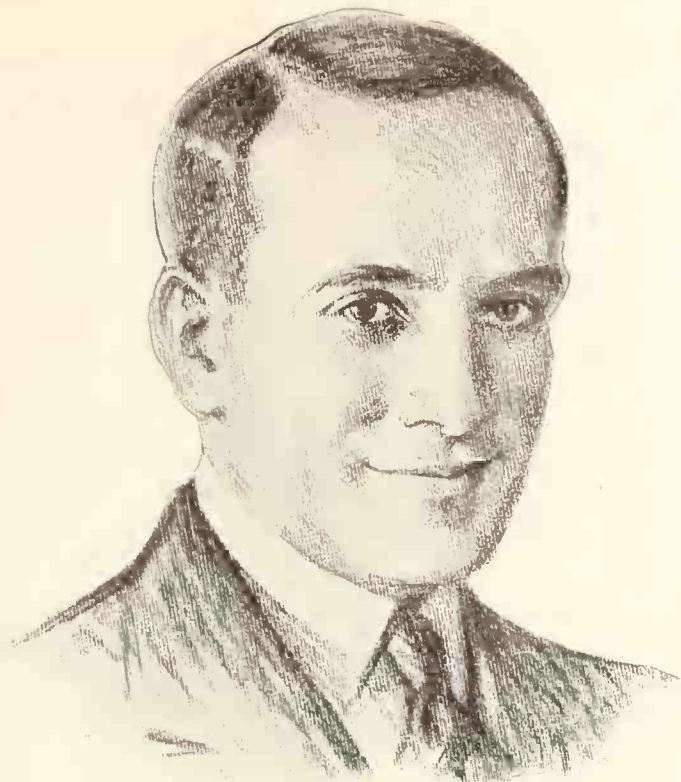
(Established 1907)



NICK LUCAS

"The Crooning Troubadour"

"Adorable"
"Bye Bye Blackbird"—
Voice and guitar with piano } 3184



AL JOLSON

World's Greatest Entertainer

"At Peace With the World"
"Tonight's My Night With Baby"—
Accompanied by Carl Fenton's Orchestra } 3196



ABE LYMAN

and his orchestra

"Do You Believe in
Dreams?" "Mary Lou"— Fox
trots with vocal choruses } 3135
by Charles Kaley

Business always good when you have records like these!



WENDELL HALL

"The Red-headed Music Maker"

"I'm Gonna Let The Bumble
Bee Be"
"Lulu Lou" } 3144

THE art of Jolson, Lopez and these other Brunswick favorites knows no season. There is plenty of record business for the dealer who 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.



VINCENT LOPEZ

and his Casa Lopez Orchestra

"Honeybunch"
"Adorable"— } 3148
Fox trots with vocal choruses

Brunswick

PANATROPES RADIOLAS RECORDS

Brunswick Panatrophe Award as Prize in Choral Contest

Cecelia Society of Ridgewood, N. J., Wins Instrument in State Contest—Caldwell, N. J., Woman's Club Chorus to Record

The Cecelia Society, of Ridgewood, N. J., won a Brunswick Panatrophe as second prize in a State Chorus Contest, which was the feature of main interest in conjunction with the musical program of the General Federation of Woman's Clubs, which recently convened in Atlantic City.

The directors and members of the Cecelia Society are very much pleased with their prize and expressed their unqualified approval of the Panatrophe in no uncertain terms.

Geo. A. Lyons, of the Philadelphia Brunswick branch, and H. Emerson Yorke, of the Chicago headquarters of the company, officiated on behalf of the Brunswick Co. at the presentation. One very important reason for the keen rivalry in the contest was the fact that the winners were to record. W. A. Brophy, of the Brunswick recording laboratories, is making arrangements for a record by the Caldwell chorus of The Caldwell, N. J., Woman's Club, who were selected as best.

Victor Co. Announces New Record Exchange Plan

New Proposition Will Take Care of Surplus Stocks of All Mechanically Cut Records and of Many of Electrically Recorded Selections

The Victor Talking Machine Co. has announced as of July 1 and effective on that date a new record exchange proposition in two parts. The first part of the exchange applies to all black label mechanically recorded records listed in the 1925 edition of the domestic catalog and its supplements with the exception of 147 best selling and educational numbers, together with all blue label records listed in the same catalog with ninety-seven exceptions. This change is on the basis of one-half the list price value, the dealer to be credited with records sent in in exchange against new record purchases by his wholesaler.

Part two of the plan will start on January 1, 1927, and covers all domestic black labels and all blue label records excluded from part one of the exchange, together with all electrically recorded domestic black label and blue label records, now issued or to be issued, and which have been on the market for six months before they are returned. The second section of the exchange will be conducted on a full credit basis. Full details of the exchange and its operation have been sent to dealers by the factory.

Gulbransen Summer Sales Campaign Interests Trade

The Summer sales campaign conducted by the Gulbransen Co., Chicago, manufacturer of Gulbransen registering pianos, has become a nationally known business institution in this country. Recently "Printers' Ink," a publication devoted to advertising and merchandising, devoted several pages to an outline of the campaign plan and an account of its success, for the benefit of business men in all lines of endeavor. Manufacturers and dealers in varied lines, everywhere in the country, have written to the Gulbransen Co. for information regarding its hot weather campaign. In the 1926 campaign, now being conducted, two outstanding features will increase interest and bring results. Prizes will be given, three for each State, in the form of a beautiful gold coat-lapel button or watch charm, to the leading salesman in each of the three groups of cities. The campaign opens at a time when salesmen have the opportunity of introducing two new products, the small upright and the Colonial model register-

ing pianos. The campaign opened July 1 and closes August 31, and any Gulbransen salesman or dealer who does outside canvassing or selling is eligible. In addition, the pictures of the winners will appear in the Gulbransen Bulletin, a magazine published by the firm.

Swedish Royalty Guests of E. F. McDonald, Jr.

Crown Prince and Princess of Sweden Enjoy Cruise on the Yacht "Zenith"

Chicago played host to Crown Prince Gustaf Adolph and Crown Princess Louise of Sweden, during the latter part of June when the royal party spent several days in the city. One of the



Crown Prince and Princess on Yacht "Zenith" most pleasant events during the Prince's stay was a trip on the yacht "Zenith" as the guest of E. F. McDonald, Jr., president of the Zenith Radio Corp., Chicago. On the afternoon of June 25, 'mid the dipping of flags and screeching of

downtown harbor whistles and sirens, the royal party boarded the "Zenith" with Mr. McDonald and cruised to the Great Lakes Naval Training Station, where Captain Hines, the officer in charge, had his embryo sailors demonstrate their ability in maneuvering ships, after a twenty-one-gun salute and full military reception had been accorded the visitors. Swedish military and naval pennants flew from the staff of the Chicago Yacht Club, from which the party "shoved off," and from the halyards of the "Zenith" the personal flag of the Crown Prince was flung to the breeze. Chicago papers carried editorial accounts and reproduced photographs taken on board the yacht. The Prince is a lover of the sailing sport and thoroughly enjoyed the trip.

Introduce the New Emerson Euphonic Talking Machines

The Wasmuth-Goodrich Co., Peru, Ind., manufacturer of the new Emerson Euphonic talking machine, has prepared for the use of its dealers a folder showing the complete line of phonograph products manufactured by the firm. The Emerson Euphonic Italian consolette, Model 333, the first model to be introduced this Spring, is small and low, requiring less space than a console and is finished in Italian style in duo-tone mahogany with figured panels on the doors. The new Emerson sealed sound chamber, throw back tone arm and flexible diaphragm sound box, are features of the new product.

The firm has also introduced the "Mozart" period console finished in either duo-tone mahogany or walnut, the Verdi, an Italian period console, and the Wagner, both finished in burl walnut or figured mahogany. All three consoles contain a space which provides for the installation of a radio receiver and a special compartment is set aside for batteries and other accessories.

Radio Simplicity!

Why 2 Controls for a Radio Receiver!

The trade recognizes the demand for "Two controls, for two-handed people." Retain the desirable features of three controls with our two dial sets.

CASE 6 TUBE RECEIVER

METER CALIBRATED ~ TWO VERNIER CONTROLS.

Model 60A Dial control \$75.00

Model 61A Vernier control \$85.00

This six-tube powerful long distance receiver is a spectacular performer. Tremendous Volume—Great Selectivity and its striking simplicity of operation make immediate sales.

Strongly built and mounted in a substantial and beautifully finished ¾-inch, hand-rubbed, solid mahogany cabinet. The entire set built complete in our plant.

CASE RADIO RECEIVERS

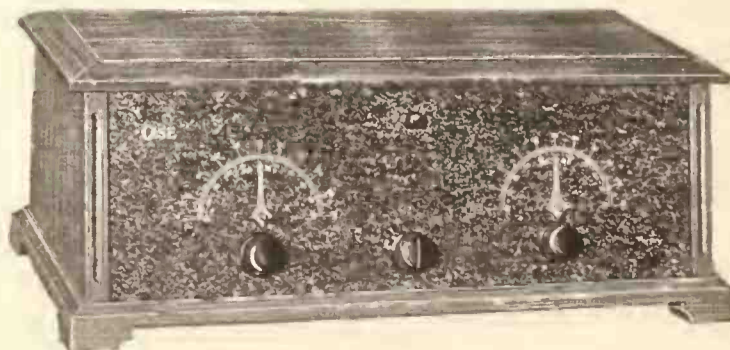
Designed—Engineered—Manufactured and Merchandised

NOT MERELY
ASSEMBLED and SOLD

3 sets—3 cabinets make 9 models.

A full line lowers your sales resistance.

Write for complete information and circulars.



INDIANA MFG. & ELECTRIC CO.

550 CASE BLOCK,
MARION, INDIANA



Brunswick Panatrope
Model P10

Demonstration sells the Brunswick Panatrope!

MAKE a calendar of events in your community at which you can present the Panatrope. Every demonstration creates an interest which grows until the desires to own this wonderful instrument become so strong that sales result.

Brunswick Dealers are finding that the following occasions lend themselves to successful Panatrope demonstrations:

Afternoon Teas

Bridge Parties

Lawn Parties

Country Clubs

Church Affairs

Fraternal Gatherings

Week-end Parties

Noon-day Club Luncheons

Summer Resort Activities

County and State Fairs

Twilight musicales in small parks

Brunswick

PANATROPES · RADIOLAS · RECORDS

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

Indiana Radio Dealers Organize an Association

Herbert C. Wall Elected President of Indiana Radio Trades Association—H. H. Cory Delivers an Optimistic Talk on Outlook

FT. WAYNE, IND., July 3.—An increase of 100 per cent in the total volume of radio business in the United States during 1926 was predicted by H. H. Cory, of Minneapolis, secretary of the Federated Radio Trades Association, a national organization of radio dealers, at the banquet and get-together organization meeting of the Indiana Radio Trades Association at the Shrine Clubhouse here, recently.

Herbert C. Wall was elected president of the new Association; Howard Cranfill, vice-president; Chester W. Keen, secretary, and Bert J. Duesler was named on the board of directors.

J. E. Ferguson, general sales manager of the Neutrowound Radio Corp., Chicago, spoke on "Selling Radio Apparatus."

About 150 dealers from northern Indiana attended the meeting. Officials of the Association said that the gathering presaged the successful organization of the dealers throughout the State. Work of affiliating dealers in the central and southern part of the State with the group is now under way.

Four Years of Radio Exports Are Valued at \$22,281,000

The domestic rise of radio products was accompanied by their rise in importance as an export item in United States foreign trade, as is revealed by figures made public by the Department of Commerce. During the four years, 1922 to 1925 inclusive, total exports of radio materials from this country were valued at approximately \$22,281,000.

Canada took \$7,709,000 worth of these radio exports, or 35 per cent. Markets in the South-

ern Hemisphere took approximately 25 per cent, the principal purchasers being: Argentina, 11 per cent; Australia, 8 per cent; Brazil, 3 per cent, and New Zealand, Chile and British South Africa, each 1 per cent.

Unofficial estimates place the total value of radio materials made in the United States during 1925 at about \$100,000,000.

S. W. Lukas With Wholesale Radio Equipment Co.

S. W. Lukas, well known in the metropolitan music trade, having represented the Columbia Phonograph Co. and many other talking machine concerns, recently joined the staff of the Wholesale Radio Equipment Co., New York. He will cover the New York City trade and his wide experience in the field is certain to prove of value in his new connection and to the dealers with whom he comes in contact.

W. H. Haile in Important National Carbon Co. Post

W. H. Haile has been appointed manager of the railway sales division of the National Carbon Co., Inc., with headquarters in Cleveland, according to announcement just made at the New York offices of the company. Recently Mr. Haile was district manager of the National Carbon Co. in Pittsburgh. Prior to that he was district manager of the Union Carbide Sales Co., with headquarters in Chicago.

Gulbransen Prosperity

The Gulbransen Piano Co., of Chicago, Ill., paid on June 25 a dividend on its common stock of 2 per cent to stockholders of record. This is the second common stock dividend of the year. The company reports orders thus far in 1926 to be far in excess of the same period of 1925.

Magnavox Co. Plans Big Advertising Drive Soon

Full Pages in Saturday Evening Post and Other National Magazines Are to Be Used to Push the New Magnavox Cone Speaker

OAKLAND, CAL., July 5.—The Magnavox Co., manufacturer of Magnavox radio receivers and other equipment, is preparing an intensive advertising campaign to push the new Magnavox cone speaker that was recently introduced to the trade. Part of this program is a heavy concentrated advertising campaign in the Saturday Evening Post and other leading national magazines, using full pages. Dealer helps in profusion will also be supplied.

In a recent letter to its dealers the Magnavox Co. gave as its reason for its belief that the coming year would surpass in speaker sales the average of 100,000 per year which it has maintained the fact that with the new cone speaker many replacement sales will be made. The 1926-27 season, it is predicted, will be prosperous.

Three New Artists Heard on Late Columbia Releases

The special releases of Columbia records issued on July 10 contained recordings by three new artists. Edith Clifford, of vaudeville and musical comedy fame, makes her initial bow to Columbia record fans with "Learning How to Love" and "Oh, Girls! What a Boy"; the Buffalonians, dance orchestra, are heard in "Deep Henderson" and "Here Comes Emaline" and Joe Jordan's Ten Sharps and Flats, a red-hot aggregation, play "Morocco Blues" and "Senegalese Stomp." This list also contains a record, both sides of which were recorded in England, "Land of Hope and Glory," a baritone solo by Harold Williams, with vocal chorus, coupled with the Hallelujah Chorus from Handel's Messiah, sung by the Sheffield Choir.

PEERLESS ART MISSION ALBUMS

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

Peerless Record Carrying Case

Now in Two Sizes

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



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

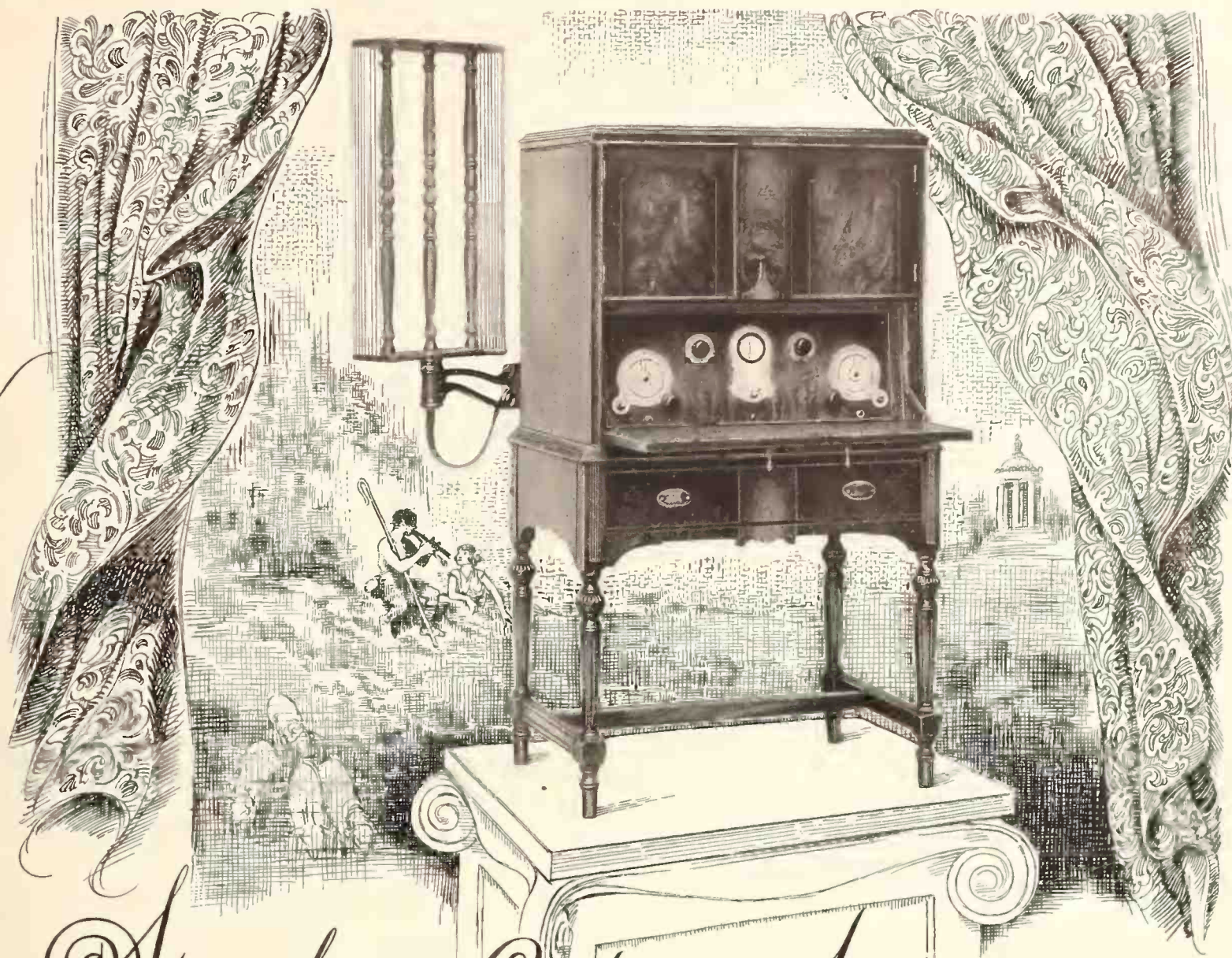
PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

636-638 BROADWAY, NEW YORK

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

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



Stromberg-Carlson Announces "Universal" Models in 6-tube Receivers

The Rochester laboratories of the Stromberg-Carlson Company again triumph. This time in the production of a receiver so "universal" that a dealer is now enabled to offer his customer:

1. *Choice of power supply*—batteries or socket connection for filament and plate current.
2. *Choice of audio amplification*—UX-112 tube or UX-171 tube or external amplifier.
3. *Choice of pickup*—loop or antenna.

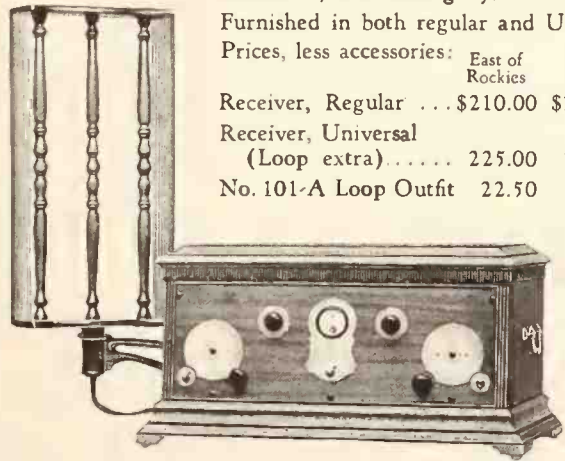
No. 601 Receiver, treasure chest type, 6-tube; totally shielded; dual control; equipped with voltmeter; solid mahogany.

Furnished in both regular and Universal models.

Prices, less accessories:	East of Rockies	Pacific Coast	Canada
Receiver, Regular . . .	\$210.00	\$225.00	\$290.00
Receiver, Universal (Loop extra)	225.00	240.00	315.00
No. 101-A Loop Outfit	22.50	25.00	31.50

No. 602 Art Console (above) American walnut; space for all operating equipment. 6-tube totally shielded; dual control; Equipped with voltmeter. Furnished in both regular and Universal models.

Prices, less accessories:	East of Rockies	Pacific Coast	Canada
Receiver, Regular (built-in cone speaker) . . .	\$340.00	\$360.00	\$470.00
Receiver, Universal—with external cone speaker (Loop extra) .	365.00	385.00	510.00



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

No. 5-A Cone Speaker	East of Rockies	Pacific Coast	Canada
	\$35.00	\$40.00	\$45.00

Stromberg-Carlson

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



(Registered in the U. S. Patent Office)

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NEW YORK, JULY 15, 1926

Record Sales the Backbone of the Business

RECORD sales are not merely supplementary to the talking machine business as a whole, but are really the basis of a successful business, for the reason that they should, and in fact must, be of sufficient volume to supply the cash necessary to carry on the establishment and to finance most of the business.

With the introduction of new types of reproducing instruments, certain dealers in their enthusiasm have concentrated so strongly on the sales of the instruments themselves or on securing orders for future delivery that they have neglected to put the proper energy back of the record department, with the result that they are facing, or promise shortly to face, financial problems that prove embarrassing but not exactly disastrous.

Were the great volume of machine business done on a cash basis the average dealer would find the going rather smooth, but with from 75 to 80 per cent of instrument sales handled on a time basis, all too frequently with initial payments that are distinctly low, the dealer finds at the end of a given period that while his gross sales records are large, his cash reserve is limited. More than one retailer is in a serious plight right now simply because he has done too much business in turning over for instalment paper, running for a year or so, merchandise for which he has paid hard cash.

Dealers in the higher class of records find competition more or less severe, but that is all the more reason for concentrating on building up record business through carefully worked out publicity and demonstration campaigns. Practically 100 per cent of the record business is for cash, the individual amounts being comparatively small, but, nevertheless, in the aggregate totaling a very substantial sum. It will take many transactions in records to equal one sale of the popular new machines, but those numerous transactions provide the sinews of the business in the form of cash, while the one machine sale may represent a collection problem for a year to come.

More than one dealer who has been approached by his wholesaler regarding a falling off in his record orders has referred probably to the fact that he has sold a generous quantity of the

popular types of machines and that his total business thus far this year has surpassed that for corresponding periods during previous years, when records sold more freely. The difference is that instead of having cash on hand with which to meet his merchandise bills promptly, that dealer is more than likely running on the ragged edge with a safe full of instalment paper and under the necessity of giving his wholesaler notes instead of cash.

Placing paper with finance companies helps to solve the problem, if the method is followed intelligently, but under any circumstances a financing charge cuts into profits as only the cream of the paper will be taken by the large companies and there still remains the necessity for watching collections. Finance companies want the cash when it is due. They are not placated by note renewals and promises. They can be depended upon to furnish part of the cash with which to keep the business running, but it is up to the dealer to keep a substantial part of his own assets in liquid shape for the same purpose. Closer attention to record sales provides the means to this end.

A great many dealers are showing an inclination to order records on a hand-to-mouth basis, fearing that any inclination to plunge will result in the building up of a record inventory of topheavy proportions. In this respect the dealers are right because it is not the liberal ordering but the *hard selling* of records that means cash in hand, and a heavy record inventory, particularly of popular numbers, is even less desirable than a safe full of customers' contracts.

Every new instrument sold means ostensibly the creation of a new record customer, but experience has shown that unless the customers, both old and new, are followed up closely and persistently, their record purchases are not going to be of a calibre to bring large profits to the retailer. For the dealer with sufficient capital to carry a large quantity of paper for a year without disturbing his business, heavy instrument sales without a corresponding record turnover may be highly desirable, but for the average dealer who has not sufficient surplus capital to have any of it in a frozen state, close attention to cash record sales is essential. The attention that is being given to the stimulation of record business in many quarters indicates in itself the importance of the situation.

Substantial Foundation of Radio Trade

THE solid financial structure upon which the radio business, both wholesale and retail, rests at the present time is well set forth on another page of The World this month by Fred Baer, who, through his close contact with the industry in various directions, is well qualified to speak with authority. Mr. Baer presents facts and figures that should be given wide publicity by members of the trade itself, in order to offset rumors circulated in banking circles and elsewhere to the effect that the industry as a whole has met with heavy losses.

Mr. Baer points out that although close to one hundred million dollars were lost in radio securities, those losses were practically all on paper and represented a falling off in stock values with the change in market conditions. In many cases the figures represent a certain amount of deflation, but only an apparently small amount can be charged off to losses sustained in tangible merchandise.

Particularly significant is the fact that there is an estimated investment right now of approximately \$400,000,000 in the radio industry, including the manufacturing, wholesaling and retailing divisions, and it is conservatively estimated that such an investment will bring a gross profit during the coming year of close to \$150,000,000. Inasmuch as the industry has become well stabilized, there is reason to believe that optimistic opinion regarding its profit possibilities has an excellent chance of being realized.

Banking interests who have taken occasion to make a close investigation of the industry have shown renewed confidence in the business and its possibilities because of the character of the concerns now engaged in the field and particularly from the fact that the bulk of the capital involved represents private investment and not public money.

Necessity of Intelligent Demonstration Work

DEMONSTRATIONS, more demonstrations, and still more demonstrations, is the secret of building up large sales volume in the new types of reproducing instruments that have been and are

being put on the market, and which for the most part embody entirely new and highly improved developments in sound reproduction, including both the records and the instrument itself.

Advertising, of course, has its premier place in calling public attention to the new products, for in this way interest is aroused, but used alone it will not enable the dealer to take full advantage of the opportunity that is before him. It is only by demonstration—by allowing the prospect to judge for himself the increase in tonal range and the improved reproducing qualities of the new instrument and records—that the dealer can convince him that there is really available a distinct and worth-while innovation in sound-reproducing media. It may take a little more time and a little effort to reach a fair proportion of the population by this means, but it is the surest way to get results.

It is significant that those dealers who on their own initiative or in co-operation with wholesalers have given demonstrations before various groups, including business organizations, clubs, societies, etc., have been the ones who have apparently made the greatest progress in moving stocks of new instruments as they were available. The same also applies to the records, for the improved method of electrical recording means nothing to the average talking machine owner or prospective buyer, unless he can hear for himself the excellent quality of music that is thus made available.

The dealer's salesman can talk all he wants to about what the new products will do and can describe them in the highest terms, but the great bulk of the prospects are only going to show real interest when they can hear what has really been accomplished in the laboratories of the industry. In short, it is the prospect's ears, and not his eyes, that will convince him—a fact that must be realized if business volume is to be secured.

Stopping Leaks in Radio Merchandising

THE value of associations among retailers of radio apparatus, as such, regardless of what other lines of products they may be interested in selling, has been so adequately proved in a number of instances that we may expect to see within the next few months the formation of numerous associations of this character in various sections of the country, primarily as a means for protecting the interests of the dealers against the demands of the public and particularly against competitive methods that do injury to all hands without producing real benefit to any single individual.

It is to be admitted that the merchandising of radio receivers in the early days of the industry was not all it should have been, for the field was new, the public had to be shown, and there was so much confusion that all too many dealers did not stop to check up accurately on their selling methods and costs. With the stabilization of the industry, however, it has been realized that if permanence is to be assured sales methods must be adopted that will produce results while at the same time protecting the profit.

Particularly in the matter of demonstration and service have many retailers found much grief. They realize that in all too many cases the requests for demonstrations are based on curiosity and that the demands for service are oftentimes unreasonable. The fly in the ointment is that competitors often throw caution and good

sense to the winds in an effort to build up business volume and forced undue liberality upon even the most conservative in an effort to keep pace.

Fortunately, the radio retail trade associations have shown the proper spirit in moving first to check these various leaks. The Northwest Radio Trade Association, with headquarters in the Twin Cities, has been most active in this particular, as has been the Wisconsin Association. In Akron a new organization of radio retailers has set about reforming abuses, and in New York an association committee is now working on a Code of Practices for the protection of its members.

In practically every case promiscuous demonstration has been checked by providing that no home demonstration will be made unless the prospect leaves a modest deposit to cover the cost of installing the set, which deposit represents a service charge if no purchase is made, or applies to the price of the instrument if the deal goes through.

This checks one very serious leak, and then there comes the question of service after the sale and installation which, under certain conditions, has helped to wipe out profits for more than one retailer. After a set has been installed and been shown to work properly, it is only just that the customer pay for all further service, whether it be the replacement of tubes or batteries, the changing of an antenna, or any other work made necessary by use of the set or for any reason beyond a mechanical fault. In modern sets these mechanical difficulties are so few as to be negligible.

The main point is that through associated action retailers can control a situation that is practically beyond them as individuals. Working under definite service agreements that are fair to both customers and themselves they obviate the problem of having the prospect play one dealer against the other on the service and demonstration question. It means that the retailing of radio will be put on a sound, stable basis, and yield the profits to which the dealer is justly entitled.

Displaying the Portable in Native Heath

THERE is nothing like a show window or store demonstration to convince the public of the desirability of portables, whether talking machines or radio receivers. It is quite all right to advertise these portables liberally, to illustrate them, and to give figures showing their compact character and light weight, but the really convincing stuff is to show the public just how these outfits may be utilized in the bungalow, in camp, in a canoe, or elsewhere as the vacation urge dictates.

Those retailers who have had the good sense and courage to spend a little money in arranging attractive vacation scenes in their show windows for the purpose of providing a suitable environment for the portable instruments have found the investment productive of direct sales.

It requires ingenuity and a certain amount of trouble and expense to arrange a window display that will stand out from its neighbors and impress its message on the minds of the passers-by but the results, as a general rule, are well worth while. It is the answer to the problem of getting to those prospects whose motto is "seeing is believing."

NATIONAL RECORD ALBUMS SET THE STANDARD



*Strength, Beauty, Value are
the Outstanding Features*

Furnished in cloth or beautiful brown mission binding

Valuable Phonograph Records Are Safely Kept in National Albums

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

How Live Retailers Take Advantage of Their Locations to Increase Business

Some Examples of Dealer Enterprise in Turning Apparent Disadvantages of Location Into Assets—Study of the Local Sales Field Worth the Effort—Sales Plans That Fit the Territory

There are a number of accepted methods of merchandising the products of a music store, notably advertising, attractive window displays, direct-mail campaigns, house-to-house canvasses, a well-lighted and attractive store outlay to bring in the casual passer-by and it is the use of these methods or a combination of some of them which goes toward the building of a successful business. Sometimes, however, it happens that a store is so located that its trade can be stimulated by some means which would not benefit a competitor situated a block away. Take for instance a store located at the entrance of a railroad station. Such an establishment was described in the March issue of *The World* when it was told that the Terminal Radio & Music Shop, adjacent to the Pennsylvania station, New York, during the year of 1925, did a cash business of approximately \$120,000. Practically all this business comes from commuters, who live on Long Island and find it handy to make their purchases just before boarding a homeward-bound train.

H. Brodwin & Co., talking machine and piano dealers in the Bronx, New York, are located next a Public Market, where food-stuffs and merchandise of all sorts are sold. A door leads from the music store to the mart. Harry Brodwin placed a phonograph next this door and it played continually with the result that the shoppers were attracted to the store and the record sales volume was materially increased. So, too, with countless others who take advantage of the peculiar location of their stores to increase sales.

In a recent visit to the Thirty-fourth street, New York, warerooms of the Wissner Piano Co., the writer was told by John Bayer, the

manager, of a stunt that proved a decided factor in boosting record sales. This store is opposite the Vanderbilt Hotel, and some months ago Mr. Bayer got in touch with the bell-hops of the hotel and presented them each with several records, building up good will. As it is the bell-hops who do most of the buying of odds and ends for the guests at the hotel the idea was a good one and has resulted in record sales of from twenty to thirty dollars a day or an average of about \$150 each week. From the same source other profits have come, notably that of renting portable phonographs to groups of men who are in the city for convention pur-

Feature Stromberg-Carlson Receiver in Window Display

Treasure Chest Model Receiver Presented in Extremely Effective Setting Contrasting Set With Treasure Chests of Old

GRAND RAPIDS, MICH., July 8.—The Steteket Radio Shop, of this city, authorized Stromberg-Carlson dealer, recently presented the Stromberg-Carlson receiver to the public through the medium of an attractive window display. The window capitalized the name of the "Treasure Chest" model receiver in an effective manner. To one side of the window the Stromberg-Carlson receiver reposed on a platform covered with a velvet drapery and on the opposite side an antique carved chest overflowed with jewels and silks and fabrics of all descriptions. The floor was covered with white sand and scattered about were sea shells with a skeleton of a skull to the rear.

poses and who do not wish to purchase an instrument but desire one during their stay to provide music for parties, etc. The store rents the portable for five or six dollars a day and in a very short time makes more than the price of the instrument, at the same time providing an outlet for records, as almost invariably the rental of a portable means ten dollars or more of record sales.

Dealers located in theatrical sections are all in a position to cash in on their location and a check-up on the attractions to appear, if they are of a musical nature, or of the artists, to see what recordings have been made, will more than repay for the efforts expended if the recordings are properly featured through displays and direct-mail literature. The live dealer employing foresight after a study of his market will find sales through a number of such avenues which are seldom taken complete advantage of by retail merchants.

To the rear of the window a placard proclaimed, under the well-known sign of the skull and bones: "Treasure chests of old are hard to find but anyone may find a world of treasures at the turn of a dial with the Stromberg-Carlson Treasure Chest receiving set."

The comparison of the Treasure Chest model receiver with the treasure chest of pirate days had an appeal that was decidedly effective and stopped many passers-by.

A. L. MacFarland Now Head of Radioart Corp.

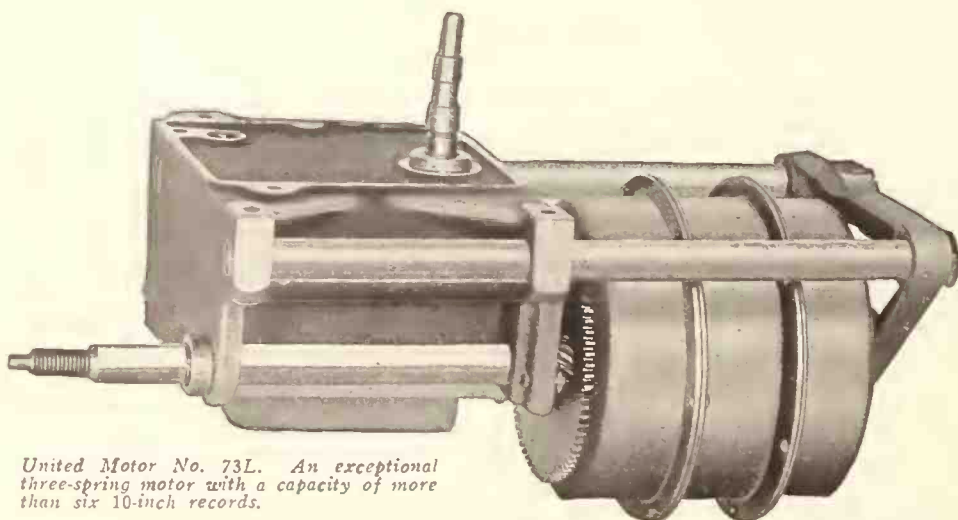
SAN FRANCISCO, CAL., July 6.—James B. Threlkeld, Jr., organizer of the Radioart Studio and president of the Radioart Corp., of this city, recently announced that he has disposed of his interest in that corporation to Andrew L. MacFarland, who succeeds him as president and principal stockholder. Mr. MacFarland has been sales manager of the Radioart Corp. for a year.

The "LONG LIFE" Motor

Two Features Make It So

The operating mechanism of each United Motor is completely encased by a cast-iron housing. This keeps out dust, dirt, slivers, sawdust, needles, etc.—protects in assembling, shipping, demonstration and use. United Motors are always in alignment and always noticeably silent in running.

Each United Motor is lubricated automatically, being equipped with a wick oiling feature which insures correct lubrication for years without any attention from the operator. Oil never drips, yet the working parts are supplied constantly with the necessary lubrication.



United Motor No. 73L. An exceptional three-spring motor with a capacity of more than six 10-inch records.

WRITE US FOR CATALOG AND PRICES
ON THE QUANTITY YOU NEED.



Phonograph Motors

are easy winding, silent in operation, quick in pick-up and produce true and even tone pitch throughout the record.

Made in sizes to meet every requirement from the most compact portable outfit to the largest cabinet and console types.

United Manufacturing & Distributing Co.

9702 Cottage Grove Avenue
CHICAGO, ILL.



Honest Quaker

Main Springs Repair Materials

A Manifold Organization

WE do not believe that there exists in the phonograph industry to-day a business which has the multiplicity of sales and handles the volume of small sales as this organization.

We are equipped to fill the requirements of every phonograph dealer in the World and our entire success rests primarily on the degree of Service that we perform.

When you consider the fact that during the many past years this organization has given real honest-to-goodness Service to thousands and thousands of phonograph dealers in every part of the world—and that our line has been so expanded to warrant distribution by recognized well-known wholesale distributors in various parts of the United States, Canada and other Foreign Countries—you will visualize the stupendous task we have assumed—and so far always fulfilled.

Our business has been founded on twenty-four hour Service. Our organization is trained and our system so arranged to continue this practice at all times.

We are distinctly a Service Institution — and in our New Practical Catalogue you will see but a very small portion of the many replacement parts listed which we can furnish you. It is well to remember that we can furnish practically every phonograph part that has ever been in use—within twenty-four hours—or give you a good reason why.

“A Complete Service Institution”

Everybody's

810 ARCH STREET
PHILADELPHIA

TALKING MACHINE CO., INC., PHILA., PA.



Black Specializes and Moves Merchandise

Akron Dealer Merchandises Hard-to-Get Records in an Unusual Manner and He Has Built Big Sales Volume by Specialization

This is the day of the specialist—in business as well as in the professions—and this applies with force to the talking machine and record business, according to Sterling K. Black, proprietor of Black's Record Store, Akron, O., who points to his substantial business as concrete proof of the truth of this maxim. Black's Record Store is busy selling records to groups of customers when other dealers in the vicinity find sales few, and, he points out, he has become so well known that his sales are not confined only to his own city, but he sends records to many parts of the country. Sales slips show shipments of records as far West as the Pacific Coast, to many of the Southern States and the States bordering Ohio.

Success in Four Years

Mr. Black started in business only four years ago, on a shoestring, so to speak. In fact, his first "store" was one-half of a ten-foot-square room. His first month's business totaled \$25. After five months he found it necessary to secure larger quarters. His business was growing rapidly. Specialization was beginning to pay dividends. His second store was a nine by thirty foot room on the second floor. His methods soon increased sales to such an extent that he found it necessary to move again—occupying his present quarters. That was three years ago and the business is still growing. Mr. Black, himself, is authority for the statement that each month since he has been in business he has registered an increase in volume from 30 per cent to 110 per cent over the same month of the previous year. This, briefly, is the history of Black's Music Store. Of perhaps wider interest and value are the methods that made this rapid success possible, so here goes.

Easy Display Builds Sales

Of first importance in the scheme of record merchandising, according to Mr. Black, is easy display. This applies both to the store and window. Look at the accompanying illustration and you will see that this enterprising dealer practices what he preaches. There are no booths in the store, lack of space prohibiting, but there are five good talking machines for record demonstrating purposes. Customers select their own records—from the tables, shelves or wall racks. The records are easy to find, because of the method of grouping and classifying. For example: Band and accordion records are grouped together on the shelves, violin and stringed instrument records are grouped by themselves and the same holds true of Gospel numbers, vocal records, dance numbers, foreign language records, etc. Here is an important point: Slow-selling records are included in the various groups and they sell without any other special effort. Mr. Black's stock is practically clean of slow-sellers.

Stock What Patrons Want to Buy

The second point in the policy of Mr. Black is that it pays to have in stock what the customers are anxious to get. That is why the record

stock of this dealer is one of the most complete in the State, covering everything from the classics to the latest jazz. There are Blues numbers for those who like this type of music; there are records in all foreign languages; there is jazz of all kinds; there are old records that most dealers do not handle at all, etc. Here is an example of how Mr. Black specializes: He discovered that there was not a single store



Unique Interior Arrangement of Black's Record Store

in the community that handled what are called Gospel records. He analyzed the potential sales field and found that if properly exploited these records would be quick sellers. Accordingly, he installed what is probably one of the most complete stocks of Gospel records in the country. Direct mail, which Mr. Black uses regularly to keep his customers in touch with record developments, broadcast the message among people who were most likely to be interested. The demand was considerable from the start, and the fame of the department has spread until now orders for Gospel records are received from other cities as well. The popularity of these records in that community is indicated by the fact that in a section of the city, four blocks square, over 200 of one record selection were sold. The Gospel record stock at Black's numbers in the neighborhood of 800 discs. The complete record stock totals over 10,000.

Features German Records

An analysis of his community convinced Mr. Black that it would pay to feature German records. He installed a carefully selected stock. Then he secured the names of persons belonging to local German churches and other organizations. With this excellent mailing list in hand the rest was easy. Special letters and lists of records went out in a steady stream and the orders came into the store with equal consistency.

As soon as Mr. Black discovered that there were many Southerners in Akron he stocked records that would appeal to these people.

Using the same publicity tactics brought in the Southern trade and profits jumped.

Build Up the Mailing List

Mr. Black specializes in direct mail promotion of sales of records and because of this he emphasizes the need of securing the names of people who come into the store. Every individual who enters Black's is asked for his or her name and address for the mailing list. The

result is that by this and other means a mailing list on which appear the names of over 9,000 people has been built up. In the rear of the store on a little balcony Mr. Black has a miniature printing plant and here he turns out all his very original and effective mail matter. Ninety out of a hundred customers who buy at this store order from the record lists mailed regularly.

A plan that is most effective in getting direct mail read has

been evolved by Mr. Black. Briefly, it is as follows: On each envelope, using brightly colored ink, is printed a slogan that catches the eye of the recipient and arouses curiosity as to the contents of the envelope. Here are a few of the slogans that have proved especially effective:

"Even if you were the daughter of a seventh daughter born of the veil you couldn't tell what was in this letter unless you opened it."

"If you put this in the waste basket put the waste basket in the safe."

"Don't overlook offer No. 6."

"Don't let the elephant and the donkey worry you." (Used just before election.)

"If it's on a record and you can't get it elsewhere you can get it at Black's."

Portables Prove Easy Sellers

In conclusion, it is interesting to note that while this dealer does not handle talking machines of the larger type he does have a stock of portable instruments. These are displayed in the store and in an occasional window devoted especially to portables. The result in the past year was the sale of eighty-five of these small instruments—a strong argument in favor of proper displays and the salability of portables.

At a meeting of the leading families of Cortland, N. Y., to raise funds for a Y. W. C. A., the Brunswick Panatropes, supplied by Hyde's Music Store, furnished the entertainment. The music store benefited by securing a list of likely prospects.

STARR PIANOS STARR PHONOGRAPHS

GENNETT RECORDS

Represent the Highest Attainment in Musical Worth

The STARR PIANO COMPANY

Established 1872

Richmond, Indiana



Are You Selling the Whole Family?

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

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

This "something" is a line of band instruments.

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

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

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

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

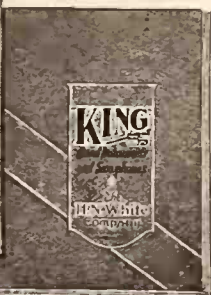
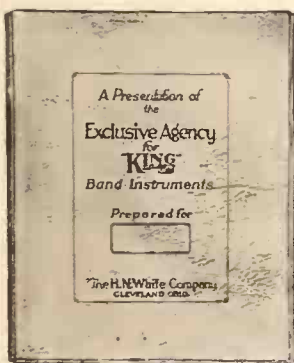
The King Agency offers you a complete line of nationally advertised first quality band instruments and saxophones, a protected exclusive agency, a financing service for releasing capital tied up in payment sales. The booklet explains all this in detail—may we send you a copy together with our catalog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

THE H. N. WHITE CO.

5217-77 Superior Ave. Cleveland, Ohio

Manufacturers of

KING
BAND INSTRUMENTS



THE H. N. WHITE CO., Makers of King Band Instruments
5217-77 Superior Ave., Cleveland, Ohio

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

Also send information about your Plan for Financing payment sales.

Name of Firm.....

Individual.....

Address.....

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

Mayers Adapts Methods to Meet Conditions

Successful Retailer Operates Three Stores Catering to Different Classes of People—Merchandising Programs to Fit the Trade Win

Analyze your territory, find out definitely the kind of people with whom you must do business and then apply the merchandising methods that will most effectively sell those people on you, your store and the merchandise you handle. This is the unspoken principle in back of the successful business built up by Adolph H. Mayers, talking machine and radio dealer, who operates three stores in New York City.

A Humble Start

Eighteen years ago Adolph H. Mayers established a music store in the lower East Side of New York. It was a small store, a humble beginning, but the entire stock of merchandise was of standard products. The growth of the business was steady and sure and, after eight months at the original location, A. H. Mayers moved to the upper West Side, locating on Ninth avenue in the lower Fifties. Within three years a second store was opened and during the past year the third store of the chain was established.

Diversity of Merchandising Methods

Each of the A. H. Mayers stores is situated in a neighborhood where the trade is of a different class of people and the sales promotion plan in each store has been adapted to meet conditions. In the store on Ninth avenue the vast majority of people served are of the working class, people in moderate circumstances; in the Broadway and Sixty-eighth street store the clientele is composed of theatrical and semi-professional people, and in the newly opened branch a high-class residential population are the customers of the Mayers store. It follows naturally that the type of merchandise sold in each store, while being of standard make is, to a large degree, of different prices. In store No. 1 the inexpensive type of talking machine and radio composes the bulk of sales and the record sales are of the popular variety, with a goodly percentage of foreign language records; in store No. 2, which in addition to serving the neighborhood trade has by virtue of its location a large transient trade, the sales are of all types with a large proportion of talking machine sales being

of the portable type for use in small apartments, and as many of the neighborhood's residents are of the theatrical world, always on the jump from city to city, this type of instrument is very popular. In the new store the better class and more expensive instruments are the best sellers.

An apt illustration of the manner in which

A study of the territory in which the dealer operates will often expose faulty merchandising methods that are responsible for lack of progress. A. H. Mayers realized this and acted accordingly, the soundness of this policy now being reflected in his three retail establishments, all of which are doing a successful talking machine and record business in their particular locations.

the methods applied in each store differ is shown in the following up of prospects. With the high-class residential trade the telephone is used as a medium to reach the prospect and the salesman seeks through the phone conversation to make an appointment at the store. In store No. 2 a personal interview has been found to be the method which best succeeds in turning a prospect into a customer. Neither one of these methods, however, has succeeded in store No. 1. In this store the salesmen write personal letters to prospects, employing longhand rather than the typewriter, so that the personal touch is assured.

Prospects Secured Through Customers

The great majority of prospects secured by the A. H. Mayers stores are given by satisfied customers, who are rewarded by the organization for every sale that materializes from a

recommendation. This method of making every customer a salesman or saleswoman has proved most successful and special stationery has been printed for the purpose of keeping the customer's interest. After every purchase of an instrument the customer receives the following letter:

One good turn deserves another—doesn't it?

You gave us an opportunity to make money, now we return this opportunity to you.

In appreciation of your purchases at our stores we are going to let you share in our profits. All you need to do is to distribute the enclosed introduction cards to your friends whom you think are interested in buying a radio, a piano or a Victrola. Fill out the spaces provided for the introduction—and we do the rest.

As soon as your friend purchases one or more of these instruments from us (with an introduction card from you) we immediately mail to you a valuable money profit-sharing coupon that you may apply towards the purchase of any article in our stores.

Isn't that a fair way of doing business? All you do is:

Give the introduction card to a friend; fill it out properly; your friend presents it when buying; we mail you immediately a money profit-sharing coupon; then you redeem it at Mayers' Shop.

Get started now and see how many of these cards you can give out. See how much money you can make.

Very truly yours,

A. H. MAYERS.

P. S.—More Introduction Cards supplied on request.

The introduction cards referred to in this letter read as follows:

My Dear Mr. A. H. Mayers: This will introduce Mr.
His address
I recommend him as a friend of mine who wishes to buy a good Victrola.
My name
My address

KINDLY GIVE HIM YOUR "SUPERIOR SERVICE"

Direct Mail a Sales Builder

In an experience of many years the A. H. Mayers organization has tried a number of plans of exploitation and sales promotion but, according to William Mayers, general manager, direct mail campaigns have proved to be the best method of stimulating sales. The polling lists of the districts served by the three stores are procured and circulars and advertising literature supplied by the manufacturers are placed in the hands of mailing concerns, who attend to all details. In this manner upwards of 20,000 families are circularized regularly and successfully. In announcing new records, instead of sending out the regular release lists, two or three special numbers are selected for exploitation and post-cards featuring these numbers are sent to those on the mailing list.

Civic Activity Pays

Another form of promotion work which has been most effective in making the Mayers stores the music centers of their sections has been the co-operating with local civic, social and educational institutions and organizations in making their gatherings and social events successful. Talking machines and radio receivers are demonstrated at amateur plays and similar events whenever a request is made and in return acknowledgment is made to the Mayers store for its courtesy in prominently placed lettered cards and by mention in the programs. This form of co-operation has boosted sales.

Centralized Collection Department

Naturally, as practically all sales of instruments are on the instalment basis, the collection and credit end of the business is an important one. This department is located at the main store on Ninth avenue and is under the direction of William Mayers. It handles the collections for all three stores. There are more than 4,000 accounts on the books and through the system in use more than 85 per cent of the accounts are brought or sent in by customers. How the collection system works and how the remaining 15 per cent is secured will be explained in detail in an early issue of The World.

Super-Ball
ANTENNA

Super-Ball
Sells Best of All

Here's a business builder that's winning a welcome everywhere—the Super-Ball Antenna receives all wave lengths, increases selectivity, clarifies tone, improves summer reception—has thousands of satisfied users.

Get your share of the quick sales on this money-maker—easy to install, cannot corrode, lasts a lifetime, is approved under the National Electric Code. Some excellent territory still open—write today for terms and full details.

Ten inches in diameter.
Price \$10

National and International Distributors
YAHR-LANGE, INC.
207-215 East Water Street
Milwaukee, Wis.



Now

A New Brandes Cone

Retailing for \$12.50

The latest Brandes achievement, now being announced to the public. Unusual performance at half the usual price. Wonderful tonal qualities—all the low tones. When your customers hear this remarkable cone, they will be surprised at its very low price. Let them hear it—they will be delighted.

Beautiful in appearance, too. Antique bronze finish. Adjustable. Fifteen inches in diameter. Its extensive advertising will make it the season's sensation.

Acoustics by
Brandes
means the ultimate in reproduction

Sonora Eastern and Western Distributors View New Lines at Two Sales Meetings

Sales Meetings at Hotel Roosevelt, New York, and Hotel Drake, Chicago, Held to Discuss Plans for Coming Season and to Demonstrate New Phonograph and Radio Lines

The new Sonora line for 1926-27 was presented to Sonora distributors in two rapid-fire sales meetings—the Eastern distributors at the Hotel Roosevelt, New York, and the Western distributors at the Drake Hotel, Chicago. The



Sales Meeting of Eastern Sonora Distributors
opening address at both meetings was made by S. O. Martin, president of the Sonora Phonograph Co., who gave a brief résumé of the year's business, the fundamental reason for the success of the company, its distributors and dealers, and outlined the new and larger plan for 1926-27.

Mr. Martin was followed by Joseph Wolff, first vice-president in charge of manufacturing, who presented the new line. The new reproducing Sonora phonograph was shown in four distinctive styles, the Symphony at \$275, the Lyric at \$175, the Concert at \$125 and the Prelude at \$95. In the larger models the new multi-cell tone chamber is used—an outstanding achievement, the credit for which is due solely to the Sonora acoustic laboratories. Through this unique and decidedly distinctive tone chamber tremendous volume is achieved and while the bass rolls out in full depth, the high frequency of the treble is retained through the extra wood horn. The cabinets, too, are very distinctive in design.

The new 1926-27 Sonora radio receiver was presented. It will be known as the Model D. This new set is a completely shielded, six-tube, Hull "Balanced Bridge" circuit. This circuit was invented by Drs. Hull and Ballentine and

is considered by many experts to be one of the greatest advances in radio art in the last few years. All the radio frequency transformers are shielded in copper cans and the rugged variable condensers are effectively protected from damage and dirt by shielding with metal. In operation this receiver is simplicity itself. Twin unit control can be tuned effectively with one finger, yet the two separate dials give opportunity for fine tuning and high selectivity. This set seems to have unlimited power and promises to even outdo the Model C in distance.

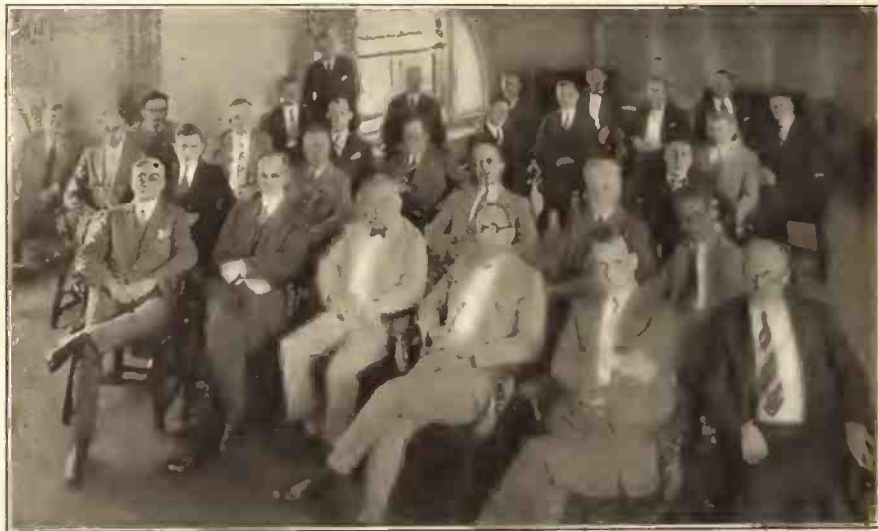
In addition to the new radio line Mr. Wolff announced that because of the popularity of the Model C set and the Model C radio highboy they would be continued in the line. New list prices, however, were set—\$80 for the Model C set and \$165 for the highboy. New prices were also announced for the de Luxe speaker at \$22.50, the Standard speaker at \$15 and the Console at \$50. Mr. Wolff intimated that Sonora may shortly present a cone speaker at \$30. Mr. Wolff was followed by Messrs. Thomas and Henry, Sonora radio engineers, who explained the technical details of the new Hull circuit.

The afternoon session was opened by F. W. Schnirring, advertising manager, who described the national Sonora magazine advertising cam-

paign and the newspaper advertising campaign that Sonora would release in various cities throughout the country. He also stated that because of the intelligent use by retail dealers of the Sonora co-operative advertising plan this particular form of advertising would be continued and that all the new contracts for co-operative advertising would be dated to April 1, 1927.

The meeting was brought to a close by Frowls V. Goodman, sales manager, who pointed out how eminently satisfactory the method of distribution has been during the past season and that more than ever the company was convinced of its fundamental soundness and that there would be practically no change in its present method of distribution. He did point out, however, that for the company to be able to supply Sonora dealers with merchandise it would be necessary for distributors to make immediate reservations for their requirements. The response was gratifying. Mr. Goodman stated that the orders which immediately followed were the largest that Sonora distributors had placed with the company in several years.

Those present at the New York meeting were: R. M. Keator and Henry A. Deimel, of McPhilben-Keator, New York; J. H. Burke, T. Burke, R. Burke, of the J. H. Burke Co., Boston; Maurice Landay, Byron Forster and Arthur Morris, of the Greater City Phonograph Co., New York; J. L. DuBreuil, C. H. Baker and



Western Sonora Distributors at Meeting in Chicago

L. E. Hilduzer, of the Pennsylvania Phonograph Distributing Co.; C. A. Richards and Mr. Velasco, of C. A. Richards, Inc.; C. J. Rey, of James K. Polk, Inc., Richmond; A. H. Trotter, Gibson-Snow Co., Syracuse, N. Y.; Wm. Heinekamp and J. Zamoiski, of the Baltimore Phonograph Distributing Co., Baltimore, Md.; E. D. Coots and H. B. Haring, Sonora field representatives; S. O. Martin, J. Wolff, F. V. Goodman, W. J. Keyes, C. C. Henry, W. A. Thomas, F. W. Schnirring, L. O. Coulter and L. Bieringer, of the Sonora organization; S. L. Mims and B. Ashby, of the J. Walter Thompson Co.

Those present at Chicago were: O. Rothlin, of the Kohler Distributing Co.; M. Roberts and J. B. Nicholson, of the Barker Wholesale Co.; H. Bird, of Moore-Bird & Co.; J. K. Beach, of the Hassler-Texas Co.; N. L. McMein, of the Reliance Battery Products Co.; J. E. Date, of Doerr-Andrews & Doerr; M. R. Miller and J. E. Maunder, of the C. D. Smith Co.; H. Schiele, of the Artophone Corp.; F. E. Yahr, H. C. Schultz and W. H. Oaten, of Yahr-Lange, Inc.; C. S. Tay and B. A. Marquis, of the Tay Sales Co.; O. Maurer, of the Kiefer-Stewart Co.; S. O. Martin, J. Wolff, J. Herzog, F. V. Goodman, C. C. Henry, F. W. Schnirring, L. O. Coulter, H. E. Gardiner, A. B. Creal, F. E. Roediger and Ray Reilly, of the Sonora organization.

The Argus Radio Corp., maker of the Argus power radio receiver, is now occupying its new factory at 257 West Seventeenth street, New York. New machinery has been installed and it is believed the increased facilities will be adequate to cope with the Fall demands for the new Argus set.

Have you heard the new "MASTERCRAFT"

Model 25?



Made with long Masterphonic horn, special tone arm and reproducer, which gives increased volume and mellow tone — offering unsurpassed possibilities to dealers. Wholesale Distributors in every locality can supply "MASTERCRAFT" Phonographs and Radio Cabinets

Manufactured by

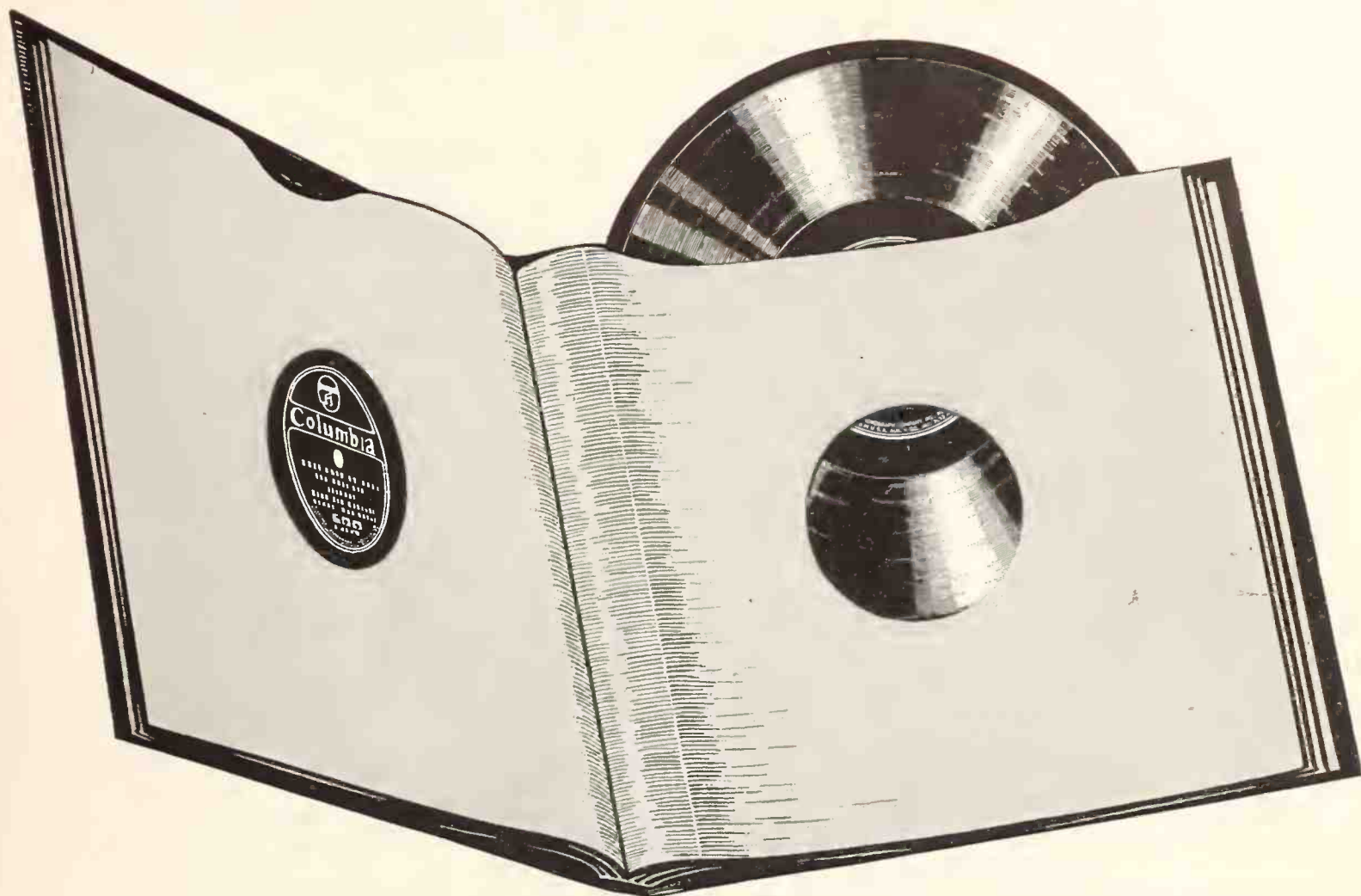
The Wolf Manufacturing Industries

New York Office: 17 West 42d St.

QUINCY, ILL.

FINE ART SERIES OF MUSICAL MASTERWORKS

Columbia



The greatest Symphonies and Chamber Music Works of world-famous composers, as recorded by Columbia, comprise a remarkable program for those of true musical taste. For any dealer who desires to build prestige and at the same time reap added profit, we recommend the active stimulation of sales of the Columbia Recordings of these Symphonies, Orchestral Suites, Concertos, Sonatas and Chamber Music Works.

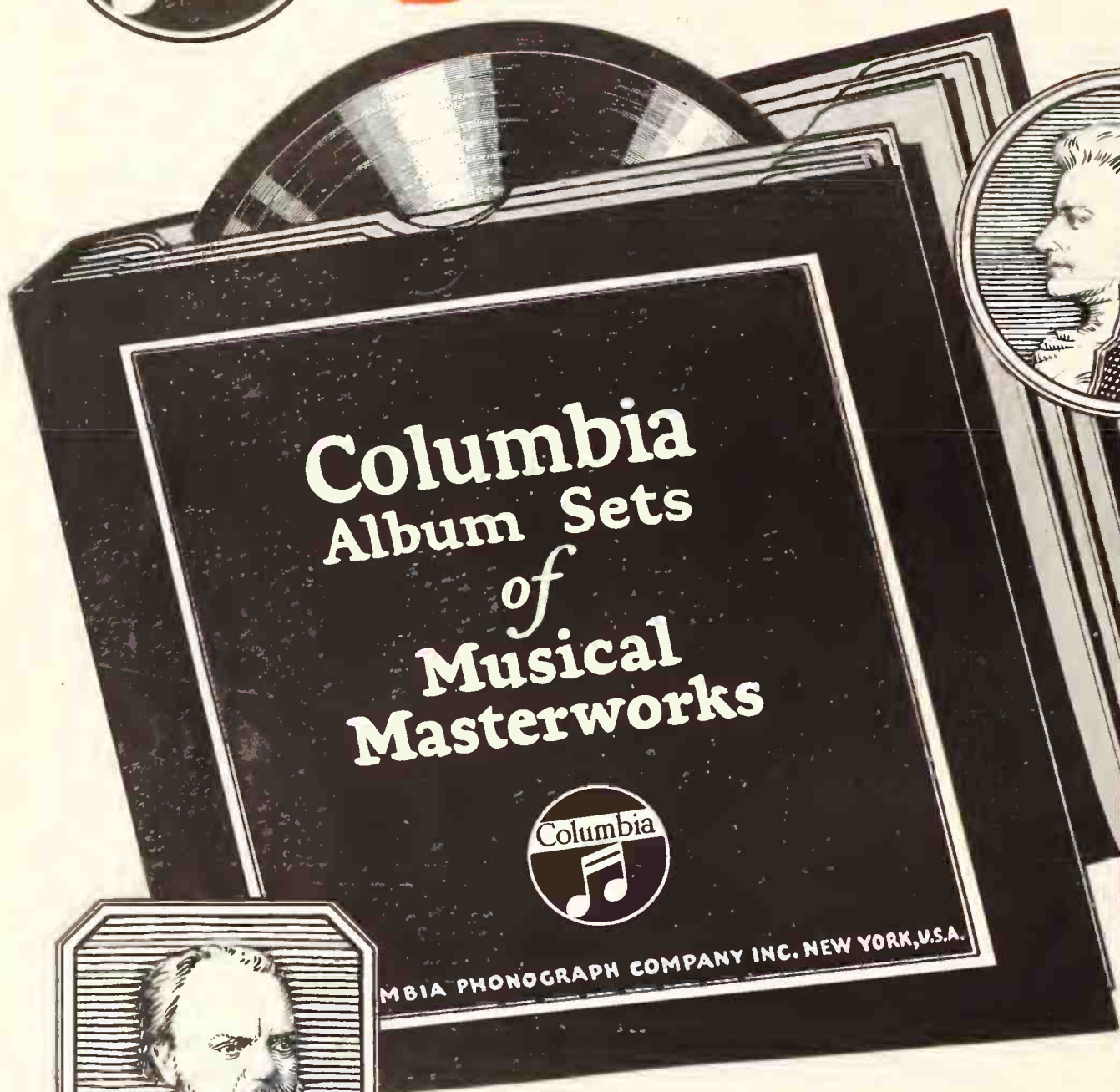


Columbia



COLUMBIA PHONOGRAPH COMPANY
1819 Broadway New York

Columbia *of Musical*



MOZART



HAYDN



DVORAK

Columbia Album Sets of Musical Masterworks have proved that they sell readily and without resistance to a certain, wide group of musical enthusiasts. They are captivating in their brilliance and tone-quality. The hearer is frequently surprised and delighted to know that such remarkable recordings are available.

Columbia



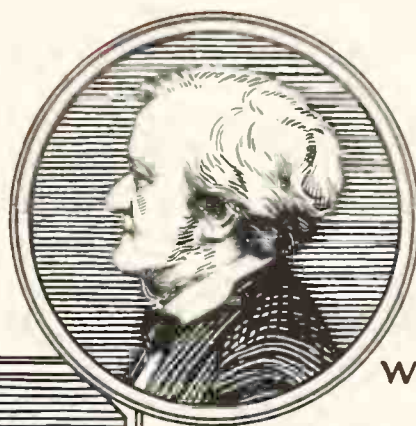
Album Sets Masterworks



BRAHMS



RICHARD STRAUSS



WAGNER



CÉSAR FRANCK



BACH



TSCHAIKOWSKY



BEETHOVEN



BERLIOZ



SCHUBERT

The opportunity to locate and stimulate this vastly important and remunerative market awaits every alert dealer. The desire for such music as may be had with these exquisite record-sets already exists. With but slight cultivation, this desire can be effectively capitalized without *interference with, or substitution for* the usual market for other types of records. Let the Columbia Salesman give you full details.

Records



COLUMBIA

MUSICAL MASTERWORKS ALBUM SETS NOW INCLUDE

1. BEETHOVEN: SYMPHONY No. 7, in A Major, Opus 92
2. BEETHOVEN: SYMPHONY No. 8, in F, Opus 93
3. DVORAK: SYMPHONY FROM THE NEW WORLD
4. MOZART: SYMPHONY No. 39, in E Flat, Opus 543
5. TSCHAIKOWSKY: SYMPHONY No. 6 (PATHETIQUE)
6. BEETHOVEN: QUARTET in C Sharp Minor, Opus 131
7. HAYDN: QUARTET in D Major, Opus 76, No. 5
8. MOZART: QUARTET in C Major, Opus 465
9. BRAHMS: SYMPHONY No. 1, in C Minor, Opus 68
10. CESAR FRANCK: SYMPHONY in D Minor
11. MOZART: CONCERTO in A Major, for Violin and Orch., Op. 219
12. BEETHOVEN: SYMPHONY No. 5, in C Minor, Opus 67
13. BACH: CONCERTO in D Minor for Two Violins; SUITE in B Minor for Flute and Strings; CHACONNE for Viola
14. LALO: SYMPHONIE ESPAGNOLE, for Violin and Orchestra
15. RICHARD STRAUSS: TOD UND VERKLAERUNG, Opus 24
16. RICHARD STRAUSS: LE BOURGEOIS GENTILHOMME
17. SAINT-SAENS: LE CARNAVAL DES ANIMAUX
18. SCHUBERT: QUINTET in A Major (Forellen), Opus 114
19. BRAHMS: TRIO in A Minor, Opus 114
20. MOZART: QUINTET in G Minor, Opus 516
21. MOZART: QUARTET in B Flat Major, Opus 458
22. HAYDN: QUARTET in C Major, Opus 76, No. 3 (Emperor)
24. BRAHMS: SONATA in D Minor, Opus 108
25. MOZART: SONATA in A, for Pianoforte and Violin
26. BEETHOVEN: QUARTET in E Flat, Opus 74 (Harp Quartet)
27. BEETHOVEN: QUARTET in A Minor, Opus 132
28. HAYDN: SYMPHONY No. 6, in G Major (Surprise Symphony)
29. GUSTAV HOLST: THE PLANETS
30. BRUCH: CONCERTO in G Minor (No. 1) for Violin and Orchestra, Opus 26
31. GRIEG: SONATA in G (No. 2), Opus 13, for Violin and Piano
32. CHOPIN: SONATA in B Minor, for Pianoforte, Opus 58
33. CESAR FRANCK: SONATA in A Major, for Piano and Violin
34. BERLIOZ: SYMPHONIE FANTASTIQUE, Opus 14
35. BRAHMS: QUARTET in A Minor, Opus 51, No. 2
36. BRAHMS: SONATA in A Major, Opus 100, for Violin and Piano
39. BEETHOVEN: SYMPHONY No. 9 (Choral)

The above works are listed and reviewed in detail in Columbia 1926 Record Catalogue, pages 6 to 43, inclusive, and in Columbia Masterworks Supplement No. 4

Both Gladly Sent on Request. Address

COLUMBIA PHONOGRAPH COMPANY
1819 Broadway New York



Wiley B. Allen Co. Has Fine Panatrope Display

Brunswick Panatrope Presented in an Artistic Setting of Silver Cloth Drapes and Red Roses—Extremely Effective Exploitation

SAN FRANCISCO, CAL., July 8.—The Wiley B. Allen Co., this city, has received countless compliments on the beautiful window setting in which it recently displayed the Brunswick Panatrope to the residents of this city. Mounted on a platform, the Panatrope stood out prominently in contrast to a background of silver metallic material draped in half-circle fashion to center the entire attention of passersby on the Panatrope. Large bouquets of red roses in wrought-iron stands on each side of the instrument



An Artistic Panatrope Display

blended harmoniously with the satin platform covering and the drapes on the floor.

In the front center of the display an attractive window card told the story of the Panatrope briefly, but effectively. During the night a red spotlight made the display one of unusual beauty. The accompanying photograph does scant justice to the window, as the color combinations are impossible to reproduce.

Globe Technolian Corp. Formed as Merger Result

Globe Phone Mfg. Co., of Reading, Mass., and the Technolian Corp., of Boston, Merge Interests—Headquarters in Reading

READING, MASS., July 6.—A merger of general interest to the talking machine trade was accomplished last month. The Globe Phone Mfg. Co., of this city, and the Technolian Corp., of Boston, have combined. The Globe Phone Mfg. Co. for nearly twenty years has been recognized as a firm of acoustical experts and more recently well known as the manufacturer of Globe radio head sets and loud speakers. The Technolian Corp. is the outgrowth of the Irving W. Kimball Laboratory, of Boston, and brings to the Globe Co. a line of reproducing speakers and the Technolian combination radio phonograph, with its special inbuilt speaker.

The merged companies will be known as the Globe Technolian Corp., with headquarters in this city, and will announce a new and complete line at a very early date.

Gennett Realty Co. Chartered

INDIANAPOLIS, IND., July 7.—The Gennett Realty Co., holding company for the Starr Piano Co., manufacturer of Gennett records, has filed papers of incorporation showing a capital stock of \$750,000, of which \$500,000 is preferred and the balance common stock. The corporation has for its purpose the acquiring of real estate in Richmond, Ind. The incorporators are Alice L. Gennett, Clarence Gennett and Fred Gennett.

The Fisk-Pursell Piano Co., Lima, O., which recently opened a phonograph department, stimulated trade to a great degree by giving to every purchaser within a specified time a beautiful picture of "The Gleaners," by Millet, a gift that built good will.

Okeh Recording Artists Play at Store Concert

Arcadian Serenaders Attract Large Crowd at Appearance in Jesse French & Sons Piano Co. Store—Autographed Records Sold

MOBILE, ALA., July 6.—The Jesse French & Sons Piano Co. received considerable publicity and Okeh records were given a decided sales stimulus through the appearance in the local French

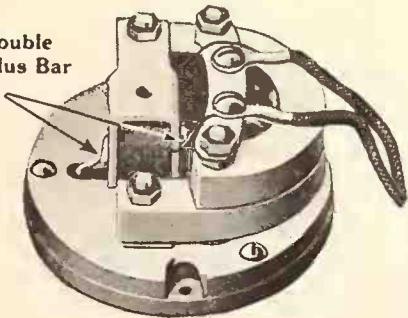


Crowd Attracted by Arcadian Serenaders

store of the Arcadian Serenaders, who gave a concert on a Saturday afternoon from four to six o'clock. It was estimated that during the concert more than 3,000 people visited the store and as the Arcadian Serenaders autographed each record sold there was a constant sale of their recordings. The selections played were those which had been recorded by the aggregation for the Okeh catalog.

A concert by the Brunswick Panatrope was a feature of a recent meeting of the Engineers' Club, Little Rock, Ark. The demonstration was given by George F. Standke, of the Hollenberg Music Co., that city.

Double Stylus Bar



Dealers!

Watch next month for the complete Velvet Radio Speaker line—rarely beautiful models—perfect acoustic engineering.

The Velvet Speaker Unit —bringing new radio satisfaction!

The Borkman Velvet Unit is the first unit to be developed that reproduces naturally the articulation of clear speech and yet yields both high and low overtones of the whole range of musical instruments. Not merely "low pitch", for Velvet Speakers retain the higher tones unimpaired.

The double stylus bar construction is patented. The wonderfully balanced diaphragm of unusual thinness, specially formed, is extremely sensitive—yet won't blast and won't distort on the heaviest power amplification.

Tone qualities like velvet! Smooth, clear, delightful! Radio reception as you have dreamed it!

Sales Department
The ZINKE COMPANY
1323 So. Michigan Ave.
Chicago, Illinois

Manufacturers
The BORKMAN RADIO CORPORATION
Salt Lake City, Utah

Protection

Because —

Absolute maintenance of price ←

No unloading ←

No over-production ←

Limited dealer appointments ←

Custom-built—not assembled ←

Greatly increased advertising campaign ←

Exclusive features ←

Binocular Coils

S-L-F Condensers

Colortone

Low-Wave Extension Circuits

Flexible Unit Control

Protective Fuse

A. H. Grebe & Co., Inc., 109 West 57th St., New York

Western Branch: 443 So. San Pedro St., Los Angeles, Cal.

Factory: Richmond Hill, New York

This company owns and operates stations WAHG and WBOQ



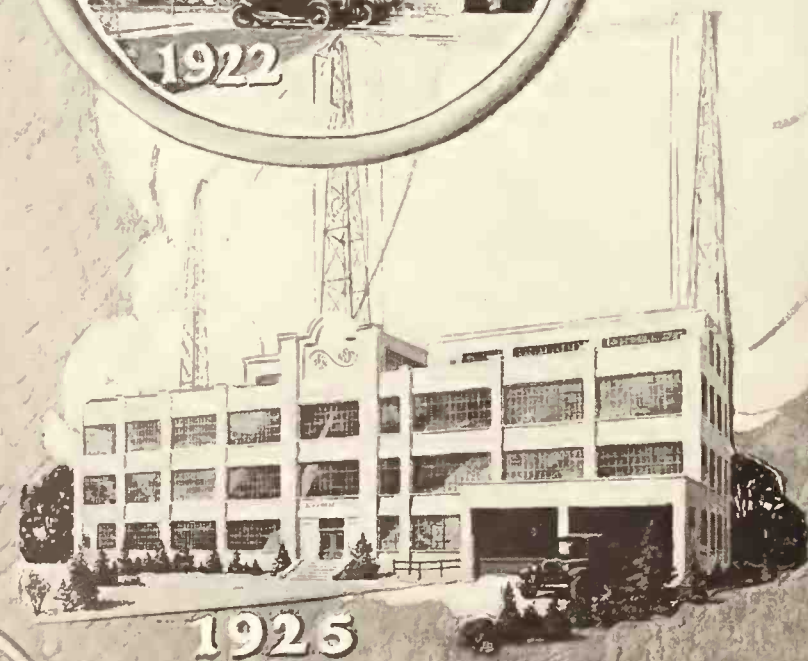
1909



1920



1922



1925

THE GREBE

Profits

Because —

- Full return on investment
- Protects your stock
- No over-stocking
- Unfair competition eliminated
- Minimum service
- Liberal cooperative newspaper allowance
- Quicker sales

A protective policy, a satisfactory discount, a superior set backed by a stable company specializing exclusively in receiving sets for seventeen years—what better "set up" on which to do a profitable business?

Write for full details

A. H. Grebe & Co., Inc., 109 West 57th St., New York
Western Branch: 443 So. San Pedro St., Los Angeles, Cal.
Factory: Richmond Hill, New York



All Grebe apparatus is covered by patents granted and pending.

SYNCHROPHASE

TRADE MARK REG. U.S. PAT. OFF.

The Synchrophase is also supplied with battery base

Radio Industry Is in a Healthy Condition

Concrete Evidence That Industry Has Reached a Stabilized Condition—Huge Profits in the Past—Big Expectations for the Year

By Fred Baer

[EDITOR'S NOTE: Fred Baer, who has written the article which follows, at the request of The Talking Machine World, owns and directs a publicity service which has had considerable contact with the radio industry. His knowledge of editorial opinion as well as radio trade facts makes his remarks of more than average interest.]

Less than a year ago, the general opinion in the radio industry itself was that at least two years would be needed to bring about a condition that truly could be called stabilized. Financial interests, in but not of the industry, thought it would take even longer.

To the surprise of everyone, the stabilized condition, which was counted on as a hope for the future, is actually here.

The fact has developed so suddenly that, even yet, it is hardly realizable, but it is nevertheless a fact. A talk with almost any reputable manufacturer or distributor will show which way the wind is blowing; talk with enough of them and the stabilized condition will be emphatically demonstrated by the unanimity of opinion.

Distributors are placing orders for a longer period ahead than they ever have done before; and in greater volume, too. Almost every manufacturer who demonstrated a profitable line last year can already show orders for the forthcoming year that will warrant a decided increase in production, ranging from 20 per cent to 50 per cent.

Very few manufacturers and practically no distributors are carrying a left-over inventory. On the contrary, the manufacturers are taking steps to accumulate an inventory of their new lines for Autumn and early Winter shipments. On every hand there is anticipated an increasing volume of business.

Not since the beginning of radio broadcasting has there been such a situation as will obtain in the forthcoming new season; a practically complete absence of a holdover surplus stock of receivers and parts.

It is important to the radio industry to have this pointed out, because a large part of the public has been under the impression that the radio industry was completely in the dumps. This impression was not founded on fact but on a half-truth. The normal inactivity of the Summer season, plus the wide dissemination of a story about radio security losses, was responsible for the idea that the radio industry was on the down grade.

It is true that the mathematics of the widely circulated story that about \$100,000,000 have been lost in radio securities were correct. These were, however, paper and not actual losses. They were arrived at by subtracting the lowest market quotations at the most inactive season

from the peak market quotations last Winter. The resulting figure took no account of inflation and what is more important took no account of the great majority of radio manufacturers who have never gone to the public to borrow money.

It is undoubtedly true that many speculators in radio securities lost money last year, but

The rapid progress made by the radio industry from the almost inconceivable chaos of only a year or so ago to the firmness of the entire industry from manufacturer to dealer is outlined in the accompanying article, which contains much food for thought and many reasons for optimism on the part of the trade over the outlook for profits during the forthcoming year. . . .

their losses by no means pictured the actual condition of the radio industry. As a business, radio made a great deal of money.

It has been estimated that the retailers' gross profit was in excess of \$45,000,000; that the distributors profited to the extent of approximately \$36,000,000 and the manufacturers made a gross profit of about \$33,000,000.

There were losses on the part of some firms in all three branches of the industry, but the successes as against the losses are indicated by the figures given above. Such figures give a true picture of the state of the radio industry; more than one hundred millions of dollars in profit; not paper losses of almost the same amount.

Expectations for the forthcoming year are for \$150,000,000 in profits for all three divisions of the radio industry. There is every reason to expect for a great many years a continually expanding volume of business. The ultimate market is nowhere nearly satisfied. The largest calculation of initial installations of radio sets places the number at 6,000,000 homes. Many of these are already prospects for replacements and there remains, of course, the immense number of homes who never have had a set of any type. Contrast these six million with the seventeen million phonographs in use, almost that many

automobiles of the pleasure type, and again as many telephones. The homes that can afford any of these are almost certain future purchasers of radio receiving sets and all the accessories that go with the set.

The confidence of the workers who compose the radio structure is demonstrated by the money they have put into it. The sound capital investment in radio reaches stupendous figures. Upwards of forty thousand retailers have invested an average of \$3,000 each—a total of \$120,000,000. Five thousand distributors have invested again as much and even this large aggregate sum does not give the whole picture of the money behind their investment.

Many of these distributors are old and tried merchants; in some instances half-million dollar concerns with probably \$30,000 invested in their radio department. The manufacturing investment reaches about \$150,000,000—the three divisions show a grand total of very nearly four hundred million dollars. Most of this great sum comes from private investment, it does not represent so-called public money.

It will react to the advantage of the industry in general if every individual in it takes the time and trouble to point out to everyone possible these solid facts about the business. The circulation of that misleading calculation which made it appear that \$100,000,000 had been lost in radio when the very reverse was true, made a good news story but it caused considerable harm. It frightened the banking minds to such an extent that they practically withdrew their support from the industry in a manner almost unprecedented and which probably no other industry ever experienced. If the industry had not been strong, it could not have held so firm after such withdrawal of support. Happily, confidence has been gradually restored until it is practically back to normal. The bankers found out for themselves the facts stated in this article and their renewed confidence followed as a matter of course. If ever again such an attack, unwitting and unmalicious as it probably was, should come, the men in the industry should be quick to refute it when they have such favorable facts with which to do it as they had in this instance.

Announcement of the engagement of Dorothy Klaidman, manager of the Klaidman Music Shop, Brooklyn, N. Y., to Aron H. Chanin, of the Chanin Construction Co., prominent building concern, was made last month. Miss Klaidman has a host of friends in the trade.

What's the Answer?

When a set meets with universal demand... and receives the heartiest endorsement of radio engineers, deal-

ers and fans alike... it must be good! That's what Shamrock has done. Accredited dealers of responsible standing are invited to write for our protective sales plan.

SHAMROCK

RADIO SETS

Makers of Famous STANDARD SHAMROCK PARTS

196 Waverly Ave.

Newark, New Jersey



SHAMROCK CONSOLE
GRAND
(One dial control)
Built in loud speaker. Space
for A & B batteries. Price
(without accessories) \$160
Other models as low as \$95

**MICA
DIAPHRAGMS**

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

INTERNATIONAL MICA CO.

Phone
Barling 838 PHILADELPHIA, PA. Cable
Filasoo, Phila.

WorkRite Mfg. Co. Announces Plans for Season

V. H. Meyer, President of Company, Predicts Early Buying and Busy Days Ahead—Number of Radio Models Reduced to Three

CLEVELAND, O., July 6.—The WorkRite Mfg. Co., of this city, manufacturer of neodyne receivers and well known throughout the in-



Tuning in on WorkRite Model 36

dustry, has just announced its plans for the coming season. V. H. Meyer, president of the company, stated recently that his organization believes that there will be early buying on the part of the jobbers and dealers this year, with an excellent business for all standard recognized manufacturers. The WorkRite Mfg. Co. has been identified with various successful manufacturing activities for seventeen years, and for the past five years has been manufacturing radio products. In announcing the company's plans Mr. Meyer stated that the line of WorkRite models had been reduced to three with a price range of \$80 to \$210. The adoption of a six-tube circuit for all models and the reduction of models in the line have simplified the company's production problems materially.

The WorkRite Model 16 is a table receiver with two controls and no verniers being necessary. The cabinet is of walnut with panel and dial to match, gold trimmed. Special design, straight-line broadcast condensers are used in this and other WorkRite models. The Model 16 lists at \$80. The WorkRite Model 26 has the same chassis as Model 16, but is mounted in a small floor console with high-grade speaker enclosed. This set retails at \$145.

The WorkRite Model 36, shown in the accompanying illustration, is a handsome console model with a walnut cabinet having a special built-in cone speaker with a diaphragm twenty-five inches wide. Space is provided for all batteries or power units and the three-way switch "off, soft and loud" gives excellent tone control. The operating panel is very simple, the

COTTON FLOCKS

Air floated, all injurious foreign matter eliminated for

Record and Radio Manufacturing

THE PECKHAM MFG. CO. 238 South Street
Newark, N. J.

new two-in-one control operating all three condensers from one dial. This model, which retails at \$210, has been wired by the WorkRite engineers to make it possible to use efficiently the various types of new power units.

Famous Boy Scouts Band Makes Brunswick Records

SPRINGFIELD, Mo., July 3.—Thanks to the interest of Lester E. Cox, secretary and manager of the Martin Bros. Piano Co., this city, arrangements have been concluded whereby the Springfield Boy Scouts' Band has made six recordings for the Brunswick-Balke-Collender Co. Six marches which the band played will appear on three double-faced records. It is understood that the royalties from these records will be divided between the National Boy Scouts' organization and the Springfield Boy Scouts' Concert Band. The C. G. Conn Band Instrument Co. is going to use this organization as one of the features of a motion picture production, which will be fathered by that company at an early date, showing how music is making true Americans of the boys of the United States.

To Sue Infringers of Patent Controlled by Mohawk Corp.

The Mohawk Corp. of Illinois, with headquarters in Chicago, recently received an important patent grant on its gang condenser, relating to the assembly of a condenser, under date of February 16, U. S. Patent No. 1,573,374. The application was filed July 2, 1924, and Paul A. Chamberlain, chief engineer for the Mohawk organization, who joined the firm two years ago, was the original inventor. The patent is said to be of extreme importance and the Mohawk Corp. intends to sue several concerns who are said to be infringing. Since the patent covers several features in the building of a radio receiver the Mohawk officials have employed special attorneys to prosecute infringers.

Advertise Portables in Resort and Travel Guide

INDIANAPOLIS, IND., July 2.—The Indianapolis Star recently issued its annual Vacation and Travel Guide, which is devoted entirely to editorial and advertising the resort and play spots in the State. Aside from the resort advertisements, stores which supply the necessities for camp and vacation used this resort guide as an advertising medium. Prominent among the advertisers were the Pearson Piano Co., the Peoples Outfitting Co. and the Fuller-Ryde Music Co., who advertised portable talking machines, ukuleles and similar articles of musical merchandise.

Ted Lewis Featured at Strand

Ted Lewis and His Jazzical Clowns, exclusive Columbia recording orchestra, recently were featured at the Strand Theatre, New York, where they received an ovation from capacity audiences for their renditions of the latest in dance music. During the program Mr. Lewis apprised the audience of the fact that several of the numbers had been recorded for the Columbia catalog.

Music for Model Homes

UTICA, N. Y., July 7.—The Home Beautiful demonstration consisting of five completely furnished homes, which is being conducted by the Utica Daily Press in conjunction with the leading furniture, music and department stores, was held last month and was a complete success. Buckingham & Moak furnished a combination talking machine and Radiola and the S. & S. Music Co. furnished a Brunswick Panatropé.

Distributors of



New Reproducing Sonora Phonographs . . . Model C Radio Receiving Set . . . Highboys . . . and Speakers

The Artophone Corporation,
1622 Pine Street,
St. Louis, Mo.

Baltimore Phono. Dist. Co.,
422 N. Howard Street,
Baltimore, Md.

Barker Wholesale Company,
Barker Building,
Los Angeles, Calif.

J. H. Burke Company,
221 Columbus Avenue,
Boston, Mass.

Doerr, Andrews & Doerr,
Minneapolis, Minn.

Gibson-Snow Co., Inc.,
Syracuse, N. Y.

Greater City Phono. Co., Inc.,
76 Fifth Avenue,
New York, N. Y.

Hassler Texas Co.,
1101 Young Street,
Dallas, Texas.
612 Broadway,
San Antonio, Texas.
1715 Main Street,
Houston, Texas.

Kiefer-Stewart Company,
Indianapolis, Ind.

Kohler Distributing Co.,
63 Minna Street,
San Francisco, Cal.

McPhilben-Keator, Inc.,
68 Thirty-fourth Street,
Brooklyn, N. Y.

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

Pennsylvania Phono. Dist. Co.,
1015 Chestnut Street,
Philadelphia, Pa.
917 Wabash Building,
Pittsburgh, Pa.
1747 Chester Avenue,
Cleveland, Ohio.

James K. Polk, Inc.,
181 Whitehall Street,
Atlanta, Ga.
811 W. Broad Street,
Richmond, Va.

Reliance Battery Products Co.,
2211 So. Eighth Street,
Council Bluffs, Iowa.

C. A. Richards, Inc.,
100 E. 45th Street, New York, N. Y.
Canadian & Export Distributors.

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

Strevell-Paterson Hardware Co.,
Salt Lake City, Utah.

The Tay Sales Company,
231 N. Wells Street,
Chicago, Ill.

Yahr-Lange, Inc.,
Milwaukee, Wis.
442 E. Lafayette Avenue,
Detroit, Mich.

Profit Winning Sales Wrinkles

Increasing Sales Through the Co-operation of Bell Boys at the Local Hotels—Plan That Protects the Dealer in Making an Allowance on Old Instrument—The "Whirly-Gag" That Created Interest in Records—Clever Tie-ups—Other Stunts That Pay

Here is an idea for the talking machine dealer who is located not too great a distance from the local hotel, especially in the fair-sized city. Get in touch with the bellboys and present to them the proposition that very often guests, who are stopping in the hostelry for a week or two, would enjoy the entertainment of a talking machine. Offer to either rent a used instrument for the period, the delivery charges being paid by the transient, of course, or make arrangements to sell a portable. Give the bell-boy a commission on all transactions, according to the amount of money involved. It can be done and is being done by a talking machine dealer in uptown New York, who during the past year has succeeded in deriving a fair amount of revenue from renting used instruments, thus making them pay a return between the time they are brought into the store and their final disposition through sales. In addition this enterprising dealer has sold quite a few portable instruments to hotel guests, to say nothing of records. Little kinks like these often in the aggregate bring in considerable profit during a period of a year.

Profiting by Trade-ins

Herewith is described a method of making an allowance on a trade-in which does not emphasize to the customer the smallness of the amount, no matter how fair the allowance may be, given for the old instrument. L. Dreazen, one of the leading talking machine dealers in New York City, instead of making the allowance on the old instrument, deducts a percentage from the price of the new products the customer desires to purchase. For example: If the new model retails for, say, \$300 and the customer has an old machine to trade in, Mr. Dreazen in most cases makes a flat deduction of 10 per cent of the price of the new machine, bringing the cost down to \$270. Then the usual down payment of about \$25 or \$30 is collected before delivery of the instrument. Of course, in cases where the customer has a very old machine to trade in or a very cheap instrument Mr. Dreazen, instead of allowing the usual 10

per cent, makes a flat price on the machine. This system has been found very satisfactory, both to the dealer and to his customers.

A Unique Record Ad

We present an illustration of an animated device that whirls its way into the memory of thousands residing in Jacksonville, Fla. William C. Gillespie, proprietor of the Radio



Close-up View of the "Whirly-Gag"

Phonograph Shop, that city, recently placed on the front of his car what he calls his "Whirly Gag." He writes that 1,000 people are daily reading it—record sales are being increased by it. He admits it is the best two-dollar-and-fifty-cent ad. that has ever been used. The words "Okeh" and "Record of Quality" remain stationary, while the background, colored black with bright orange stripes, revolves according to the speed of the car or breeze blowing. Its perpetual motion startles dogs into barking; pedestrians invariably attract their companions' attention by pointing to it; passing motorists

crane their heads to read it. This is a very good illustration of how well display advertising pays. Mr. Gillespie states his profits are in Okeh records and his "Whirly Gag" is the salesman that is helping to make them bigger.

Study Your Customers

An example of the benefits to be derived from a close study of a dealer's market and type of clientele may be gained from citing the experience of J. B. Myers, manager of the music department of the A. I. Namm department store, of Brooklyn, N. Y. With the coming of the Summer season Mr. Myers began to push the small, inexpensive musical instruments, but found that because of the location on the fifth floor he was losing trade that, should the department be more advantageously located, he would secure. He then began to study the different types of customers and found that on different days different types came to shop and purchase their necessities. On Mondays, for instance, he found that the type of buyers were mostly those wanting bargains of merchandise really essential. After close study during several weeks Mr. Myers found that it was on Saturdays that the younger crowd did its shopping, and following his conclusions he installed a special counter of small goods on the main floor of the store and found that sales increased to a gratifying extent. Each Saturday proved the worth of this practice and the Saturday counter of ukuleles and similar small goods is now a permanent and very profitable feature for the Summer months.

Tie-up Sold Records

In the past there have appeared in the columns of The World articles giving instances of dealers co-operating with the local appearances of record artists to feature the various recordings of the artist, or, in the case of a musical show, to feature the numbers of the show that have been recorded. One of the best recent illustrations of dealer tie-up with a Broadway production was that of the Landay Bros. chain of music stores in Greater New York, which featured the song hit "Valencia" in their window posters of June releases. This song, which was, and is, the song hit of European centers, is the feature number of "The Great Temptations" at the Century Theatre. In the display window of each Landay store, on the top of the record poster, was affixed a picture of one of the beauties from "The Great Temptations" and they attracted considerable attention from passers-by.

Cashing in on Artists

The appearance in the Mark Strand Theatre, Brooklyn, of the Record Boys, Brunswick recording artists and radio and vaudeville theatre entertainers, was the occasion of a successful tie-up by the talking machine and radio department of the Brooklyn branch of the Aeolian Co. A program of the theatre was attached to the window with the names of the Record Boys underlined. On each side of the program were ribbons, one leading to a Radiola, the other to a Brunswick Panatrophe. An attractive sign read: "Here are Three Ways of Hearing the Record Boys." An attractive poster with pictures of the artists was on an easel on the floor of the window, supplied by the theatrical management gratis. As this store is but a short distance from the theatre the tie-up was particularly effective and a substantial increase in sales of records of these artists was noted.

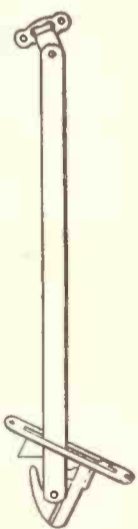
Incorporated

The Indianapolis Music Shoppe, Indianapolis, Ind., was recently incorporated with a capital stock of 100 shares of no par value, to deal in musical instruments. The incorporators are John C. O'Brien, William Gage Hoag and I. E. Sollenzerger.

The Brunswick Co.'s line of new phonographs was recently featured at the Wilson Music Co., Baton Rouge, La.

FULL LINE of HARDWARE

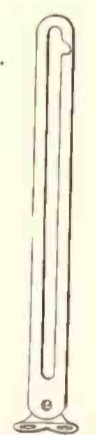
For Radios and Phonographs



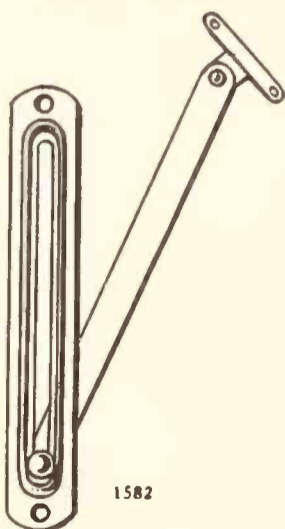
1400



1557



626-4 1/2"
624-6"



1582



1566

Portable
Needle Cup



Piano Hinge—any length

Invisible Hinge



H. A. GUDEN CO., Inc.

87 WALKER STREET

NEW YORK, N. Y.



- let Majestic brush away your summer cob webs!

Summer business is all right! All you need is an article that sells—one the radio public is looking for.

And that's just the merchandise you get in Majestic "B" Current Supply Units. Majestic Units sell because they answer a need that has existed ever since radio first started. They give **dependable, constant, economical** "B" power direct from the light socket—a pure direct current.

Their low prices—\$32.50 for the Standard and \$39.50 for the Super, makes them easily within the reach of all.

Unique Plan Assures Sales

You can sell a Majestic "B" Current Supply Unit to one of your customers; give him seven days trial. Then, if he is not fully convinced that it improves his reception—that it is the biggest "B" Eliminator value he can buy anywhere today, give him his money back. Your money will be returned and we will see that you are protected.

But we are sure that your customers will be more than pleased with the Majestic "B" Current Supply. We are sure it will bring you new profits and customers. Every conceivable test and trial has proved this. Give us a chance to prove our convictions to you. Write us, today, and we'll send you full details of our plan to put "real pep" into your summer business.



New York Show—Booth No. 10, Section "DD"

Chicago Show—Booth No. 8, Section "K"

GRIGSBY " GRUNOW " HINDS " CO.

4558 Armitage Avenue



CHICAGO, ILL.

The Window as a "Salesman" of Portables

A Number of Displays Featuring Portable Talking Machines in Outdoors Atmosphere That Have Created a Demand for Portables

By Ernest A. Dench

"Your actions are very suspicious to me," announced the town's one and only arm of the law, as I stood beside a lamp-post, pencil and paper in hand. It was 10:30 p. m., with the folks streaming out of the local "opery house," and many giving the store window displays the last once-over. I continued to put dots down on paper before I answered the curious policeman, who had given me several quizzical looks that day as he found me in the same position.

"I'm through," I announced. "Come with me to Edgar Bridge's store and I'll give you a good account of myself."

"Well, how did you make out?" inquired Bridge, as he opened the door of his apartment above the music store.

Checking Up on Passers-by

"Pretty good," I responded. "28 per cent of stoppers. But before I go any further, will you kindly satisfy the officer that my actions are honorable?"

Bridge disposed of the police force by explaining that he had installed a vacation display of portable phonographs that morning, and I had been on the job at ten minute intervals to check up the number of folks stopping before the window.

Sometime back Bridge and I had had a heated argument as to whether the vacation atmosphere pays in a portable phonograph trim. He felt that displaying the models was sufficient publicity, but my contention was that this method fails to sell people on the idea of taking music with them on their vacations in camp and at the seashore. I agreed to put it to the test. The day before, when his display held a neat array of instruments, he parked himself across the street for ten minutes at a stretch at the following times. (1) The going to work crowd. (2) Mid-morning, at 10:30; (3) The lunch hour. (4) Mid-afternoon, at 3:30. (5) The returning from work crowd. (6) The after theatre throngs. He had a pad, with the top sheet penciled with a line down the middle. These two places had penciled dots on them, according to the number of passersby who

"Stopped" or "Did Not Stop." Said stopping place was Bridge's show window. His percentage under "Stopped" was 7 per cent.

The test proved my line of reasoning was right, for Bridge couldn't deny that a "Stopped" increase of 21 per cent was satisfactory. Besides, he had made two sales of portables that

The Summer season is now at its height and dealers can cash in on the natural demand for portable talking machines. The window display is a most effective medium for bringing the merits of the various portables to the attention of the public at this time. Where special attention is paid to portables there will be no "Summer slump," as these instruments are in big demand throughout the year.

day—a promising sign—and the following days the portables began to slowly move, whereas before he was lucky to sell three portables a week.

Here are some examples of effective portable window displays:

Fine Display at Ditson's

In Boston, Mass., the Oliver Ditson Co. had a most effective display. Beach sand, mixed up with beach stones, served as the floor covering. A grass edge around this stretch of beach was achieved with finely chipped green paper. The suitability of portables (there were several placed about the trim) for outdoor occasions was subtly suggested by such "props" as a baseball bat with mitts and a tennis racket held together at one end, with golf clubs and a fishing rod at the other end. Both the side and rear

panels were adorned with dark green crepe paper, bordered with a sage green stripe, with a top decoration or scalloped frieze of sage green crepe paper.

Camping at the Seashore

Another house to make a Summer showing with beach sand was the Lewis Music Store, Rochester, N. Y. A few loose green leaves were scattered over the sand, with a "pup" tent staked ready for occupancy, at the left end. On guard here was the well-known phonograph dog, on a rope leash tied to the tent. A portable was set atop its carrying case near the tent. A few records to be played were on the ground beside the instrument. At the right end a camp table was set up and cooking utensils placed on it for "atmosphere." Also about the trim were several camp stools, with either a ukulele or banjo placed on the same. One showcard employed ran as follows: "Camp instruments—durable and easy to carry."

The companion card indicated that: "Music will make your vacation more enjoyable. A complete stock of portable phonographs, ukes, banjos, records, etc."

A Restful Display

The Crowley Milner Co., Detroit, Mich., took care of the background with a porch shade hung on rollers, with cretonne for the rear side hangings. Large palms in green tubs were stationed at each rear end. The central position was monopolized, as it should be, by a portable model on a rustic garden chair. Other models were noticeable on stands and about the artificial grass floor.

"Take music with you on your vacation. Select your portable from our complete stock," suggested a framed card at the front centre.

Portables in Two Kindred Lines

Cincinnati, O., is one of the best cities in the country in the all-important matter of Summer display presentation of portables. Wurlitzer's combined portable phonographs and radios in a timely setting, which was floored with imitation grass, with a genuine tree log thrown across the ground at the rear. Back of the logs were ferns, the pots of which were hidden from view by the log. In front of the log, at the left end, was a red and white striped canvas chair, leaning against the back of which was the showcard we quote: "No picnic is complete without a Portable Phonograph or Radio Set." At the opposite end of the log, in front of it, was a camp stool, open, and occupied by a radio receiving set. Also propped up against the same log were several tennis rackets, a fishing rod and a guitar. A picnic on the grass was conveyed by spreading the middle of the floor with a white luncheon cloth, set for four. To the left of this cloth, but off of it, was a low-tree stump that was moss covered, and "housing" a portable phonograph. A record rested against the tree stump, with a banjo-uke on the ground nearby.

A portable instrument in its open carrying case was set on the ground to the right of the picnic spread.

Camp Realism

The camp atmosphere predominated in the display devised by Baldwin's, also of Cincinnati, O. The cream-paneled background—a permanent feature of this show window—was left intact, same being adorned at the middle with a pictorial showcard, with a camp scene in colors at the upper part of the card, and the message below it: "Going to camp for an outing? Take a portable phonograph with you. You must have music." Room was found at the left end

(Continued on page 28)

-it's in the TUBE

NO receiving set can be better than its tubes. CeCo Tubes give maximum results in clarity of tone, rich volume and long life.

Our charted tests (results confirmed by laboratories of national reputation) PROVE CE CO TUBES' SUPERIORITY—as detectors, as amplifiers.

You can safely recommend CeCo Tubes whether one tube or eight are required.

Now ready! CeCo Tubes with new type Long PRONG BASES. Also, power amplifier tubes, E (Dry Cell Type), F (Storage Battery), for last stage of Audio Frequency.

Write for Catalog and Prices

C. E. MFG. CO., INC.

702 Eddy Street Providence, R. I.

CE CO
TUBES

A TUBE FOR EVERY RADIO NEED

	"A"	"B"	"C"
Filament Volts	5.0	3.0	3.0
Filament Current	0.25	.06	.06
Plate Voltage	20 to 120	20 to 80	20 to 80

And five other Types



MEMBER
RMA

Valley Forge

REG. U. S. PAT. OFF.



MAIN SPRINGS REPLACEMENT MATERIALS



VALLEY FORGE MAIN SPRINGS BIG 3 FEATURES

- NON-JUMP (Prevents Jumping and Slipping)
- MOCOLENE (Dustless Packing)
- LUBRILL (Prevents Rust)



IS your repair department keeping abreast with the front of your store? Are you using the same kind of spring *now* as you did when you sold the old style horn machines—or are you using Valley Forge—the modern method which eliminates jumping, rust, corrosion and the many elements to which most springs are subject?

There's as much difference between Valley Forge Springs and the old method of making them, as there is with the old Horn machines and the new models now on the market.

**Equip Your Shop the
Valley Forge Way**



REG. U. S. PAT. OFF.

730 MARKET STREET
PHILADELPHIA, U.S.A.

Emphasizes Importance of Radio Lightning Arrester

L. S. Brach Mfg. Co., Points Out How This Equipment Adds to the Efficiency of Radio Reception by Eliminating Trouble

At a recent gathering of radio men the question of the use of lightning arresters by radio set owners brought forth some very pertinent facts. Among these was the mistaken impression that the arresters were only used to guard against the effects of lightning striking an antenna wire. It is interesting to note that many members of the music trade realize that lightning arresters are required for a far more frequent service, that of protecting against lightning induction affecting the efficient operation of the radio set.

In order to substantiate this latter contention a representative of The World requested information along these lines from the L. S. Brach Manufacturing Co., engineers, who not only agreed that the scope of the use of the lightning arrester did serve other purposes than the generally acknowledged use but stated that thousands of radio sets to-day are working under the handicap of having some part of their equipment broken down by lightning induction and the sets are operating either noisily or much less efficiently than when they were new. It is said that in each lightning flash during a storm there is a wide area of electrification. Every radio aerial picks up by induction an abnormal current which, in seeking ground, very frequently punctures the insulation of coils, condensers, grid leaks or other parts of the radio set, leaving a permanent damage to the set. This damage may not prevent the operation of the set, but it certainly will affect the tone quality, quietness and the reception in general. Such damage is very difficult to locate and sometimes almost impossible to find.

Atwater Kent Studied Nation's Market Before Appearance of Season's New Line

Barton, Durstine & Osborne, Advertising Agents for Atwater Kent Mfg. Co., Made Nation-Wide Survey, Interviewing Owners, Non-Owners, Dealers and Jobbers

PHILADELPHIA, PA., July 3.—The importance of modern or scientific merchandising is clearly recognized by the Atwater Kent Mfg. Co., maker of Atwater Kent Radio receiving sets and radio speakers. The hit or miss element is entirely eliminated. Prior to the beginning of the new season and the appearance of the Fall advertising Barton, Durstine & Osborne, of New York City, advertising agents for the Atwater Kent Mfg. Co., conducted a survey which was wide in scope and at the same time thorough in detail. It is probably the most comprehensive radio survey ever undertaken. Eighty-six reporters were used to travel 42,758 miles and interviewed 3,672 owners and non-owners of radio sets, 1,083 retailers and 37 distributors. The survey covered most of the United States as well as part of Canada.

It is said that the dealer and consumer ques-

tionnaires fill thirteen bound volumes in addition to summaries. All this was done to get the facts about radio to guide the Atwater Kent Mfg. Co. in its manufacturing, sales and advertising policies.

Some of the high lights from the survey are particularly interesting. There seems to be a general reduction on the part of the dealers of the number of lines handled. For instance, a New York department store which carried seventeen makes last Fall now carries seven. The survey showed the great popularity of the Atwater Kent receiving set both in the minds of the dealer, distributor and by the public, and also proved that Mr. Kent is probably the best known of radio manufacturers. Other interesting facts of vital importance in planning the Fall campaign along most effective lines were also unearthed.

Vitaphone Corp. Secures Metropolitan Opera Artists

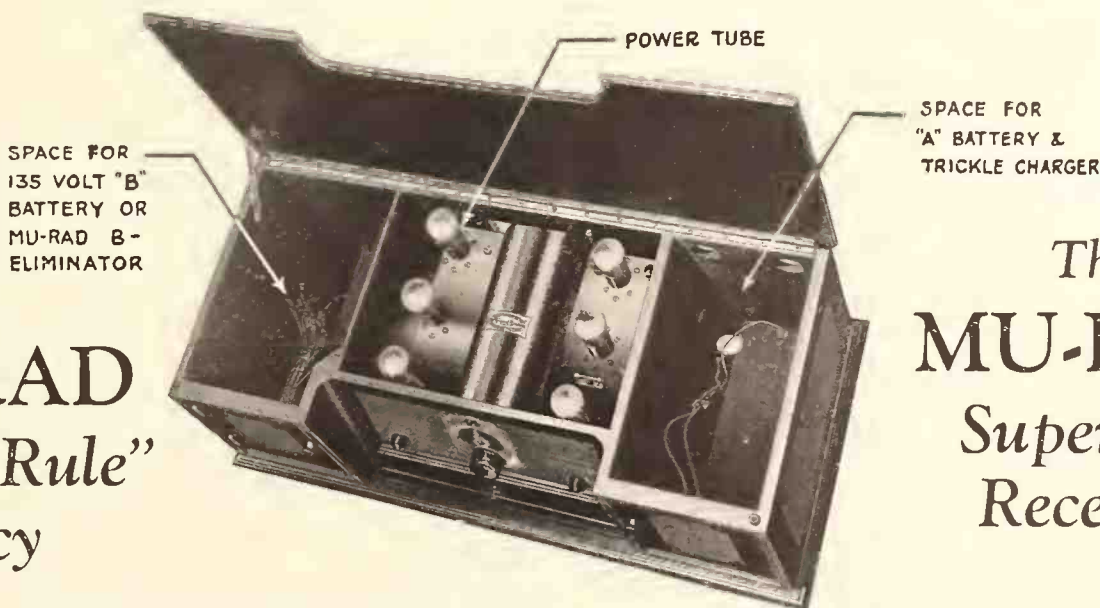
It is announced that the Vitaphone Corp., maker of a device to synchronize motion picture music to the human voice, has signed a contract with the Metropolitan Opera Co., by which it obtains the right to engage Metropolitan artists to take part in its productions. In this connection the Manhattan Opera House has been secured for one year by the Vitaphone Corp. for the presentation of its productions as well as for a studio and a production plant. The Vitaphone is an instrument recently put out by Warner Bros. and perfected by that company, the Western Electric Co., the Ameri-

can Telephone & Telegraph Co., and the Bell Laboratories. With this device, which "photographs" sound upon the film, theatres all over the country, it is said, will be able to offer not only "movie grand opera," but a synchronized musical accompaniment for all other types of film, which will make it possible for even the smallest theatre to have a sixty-piece orchestra providing the music.

Leases New Quarters

Henry S. Brown, phonograph and radio dealer of Fitchburg, Mass., has leased the store in the Y. M. C. A. Building and will occupy the quarters after renovations. Mr. Brown also operates stores in Gardner and Lynn.

IDEAS make SALES



The MU-RAD "Golden Rule" Policy

The MU-RAD Super-Six Receiver

is a new idea in radio merchandising. It is a unique plan that embodies protective territory, small commitments, assignment of territorial sales quotas, bonuses in proportion to sales, and a fixed plan for exchanging old for new models to consumers—

An advanced idea in broadcast receivers. Single tuning control—enormous volume controllable to a whisper. Power tube in last stage.—faithful reproduction—a receiver beyond competition among fine sets.

And get the idea of solidity. This is the sixth year of broadcasting. It is MU-RAD'S sixth year also. Stability is important.

MU-RAD RADIO CORPORATION

Dept. W.

ASBURY PARK, N. J.

Summer Radio Business Is What You Make It, Says Well-Known Radio Executive

S. S. Sondles, Manager of the Advertising Department of the Magnavox Co., Emphasizes Need of Going After Radio Business During the Summer Months—Practical Selling Hints

"You can count on the aggressive radio dealer not giving in to the old bugaboo about lack of interest in radio during the Spring and Summer months," reads an interesting statement over the name of S. S. Sondles, manager of the advertising department of the Magnavox Co., radio manufacturer, Oakland, Cal. The message, which has been sent to Magnavox distributors and dealers, emphasizes the need of going after business during the Summer months and outlines several practical methods of increasing sales volume, and for that reason it is reproduced in part herewith:

Your Summer radio business is going to be pretty much as you make it. If you resign yourself to wait for it to walk into your store you may not realize it, but Mr. Alert Dealer is stealing a march on you by going out after business.

There are hundreds of methods of stimulating business. One of the most profitable adjuncts to any store is a properly managed mailing list (a mailing list of 1,000 and up can well support an automatic addressing system with card record and addressing plate combined in one). If you haven't a mailing list you are missing something. Here are some of the ways you can compile a worth-while prospect and "service" list.

Mail a letter to a selected list of professional and business men. The letter should refer to the entertainment and educational value of radio and the desirability of owning a Magnavox perfected single-dial radio. And ask for the opportunity to make a demonstration. The letter might be supplemented with a self-embodied or separate coupon requesting pertinent data such as the following suggestions:

Do you own a radio and, if so, what make?
Is speaker built-in or external and what make?
What make of tubes do you use and how many?
Do you use dry or wet "B" batteries or power unit?
Do you have a battery charger and, if so, what make?
Are you satisfied with the tone quality, selectivity, method of operation and distance performance of your set?

A higher percentage of returns will be assured if you enclose a stamped, self-addressed envelope.

A similar mailing as the above with a duplex post-card.

Use coupons in your local newspaper advertising.

Get names of prospects from friends and customers of the store.

Get names at fairs, exhibits of various kinds, demonstrations, etc.

Form a Boys' Radio Club, paying them for names, not to be duplicated, of prospects who are willing to listen to a demonstration. The interest in this scheme is intensified if a good inexpensive radio set is offered as a prize to the one getting the greatest number of names within a certain time.

Pay school children to make a "radio census." Inexpensive novelties, if popular, sometimes serve as well as money.

If you sell phonographs or records you will have a valuable list of radio prospects.

The Window Display as a "Salesman" of Portable Talking Machines in Summer

(Continued from page 26)

of the trim for a tent of the wigwam type, back of which was a clump of large evergreen branches. Beside the tent opening a portable phonograph was set on the ground, which was sprinkled with dirt, gravel and fine sand. Even more attention was given to the right end of the trim, where a clump of branches indicated a woodland nook. Beneath the overhanging branches was a lake, formed by a large square mirror embedded in the floor, and surrounded by white sand. There were two miniature canoes—one on the lake, the other partly resting against the shore. The center attraction proved to be a fire, apparently built of dried branches, and burning away, thanks to an electric light bulb under some red crepe paper hidden among the branches. A kettle over the fire was suspended by stout branches.

The Summer Outdoors in England

All of last June I spent in England, which country was favored with exceptionally warm weather instead of lots of rain and chilly days, as is often the case during this month. The stores selling portables responded splendidly to the chance to enjoy the lure of outdoors.

The above suggestions have merit, but they must be built up to meet individual circumstances, and don't forget that the radio "replacement" and "service" business like the sale of records in the phonograph business is just so much velvet if gone after and handled in the right manner. Batteries deteriorate or have to be recharged, maybe a new charger is needed, tubes have to be replaced, the antenna system should be inspected annually, speakers and sets are constantly being improved and only if you keep in close contact with this "service" business and capitalize on its opportunities will you profit thereby.

Don't be afraid to demonstrate Magnavox. Automobiles, washing machines, and vacuum cleaners are mostly sold through demonstration. Demonstrate in the home. Metropolitan dealers vary this practice to fit conditions. Many dealers report that from six to seven sales result out of every ten demonstrations. Rural communities are an especially fertile field for demonstration sales. The day is past when radio was bought. From now on it will be sold.

Keith, Prowse & Co., Ltd., London, England, introduced a painted background of a country road with a car parked along the same. A verdant meadow running from the road was carried right into a trim by flooring same with artificial grass mats, at the middle of which was a portable phonograph. Kneeling before the instrument was a little girl cut-out. Her young parents, represented by life-size cut-outs near the back, were also listening intently to the record being played.

Two showcards were in the following vein:

1. "Wherever you pull up the Portable Gramophone renders your favorite music in an instant of a minute."
2. "Whatever the age or taste, the Portable Gramophone fills the bill."

Lady's Handbag Comparison

Hickie & Hickie, Ltd., Reading, England, screened the background and sides with cool Summer cretonne drapes in a restful floral design. A sign at the rear centre, executed in cream script on a blue background, announced that "Summer Time is Music Time." A cabinet model reposed at the rear right, with a piano at the middle, and topped with a banjo and ukulele. Among the several portables down in front was this appropriate announcement: "The Portable—As easy to carry as a lady's handbag."

Easy for a Child to Carry

The cynosure of all eyes in the window of Scotcher & Sons, Birmingham, England, was a colored cardboard cut-out of a little girl, who carried a portable in its carrying case with great ease. The caption painted on the feet of the girl pointed out that—"A Portable Gramophone will provide music and entertainment wherever you may go. A child can carry one. Always ready for use."

Lily Pond Atmosphere

A lily pond was realistically conveyed in the trim arranged by the Gramophone Shop, Birmingham, England. The front half of the floor was laid with a silvered mirror, on which at each side was a very shallow art pottery bowl in dull green tones, with water lilies "growing" in the same, as on a body of water. The rear half of the display was cared for with an imitation grass mat, about which portables were in evidence. "Portable Gramophones—Take one with you on your holidays," ran a large window streamer.

The Resonator, Ltd., is the name of a company organized in Sydney, Australia, to manufacture and sell a new contrivance for phonographs which, it is claimed, dispenses with the tone reproducer and sound box. It is in the shape of a cone made of the lightest Queensland maple and applies the needle directly and very lightly to the disc.

Ask for **"IRON HORSE"** Insist on

PADDED PROTECTION COVERS

OLIVE DRAB DENIM



For the New Victor Line

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

The new line of covers for the Victor Electrola and Orthophonic instruments is now ready.

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

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

Our line embraces all the models of the leading manufacturers, including: Victor, Brunswick, Columbia, Sonora, Radio Corp. of America, Stromberg-Carlson, Etc., Etc.

Reliable Manufacturing Standard Always Maintained

A. L. REACH TEXTILE CO., Inc.

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

Manufacturers
CANVAS SPECIALTIES
NEW YORK, N. Y.



“The profits are sure”

IN GRAND ISLAND, NEB., the Jones Music Co. handles leading lines in musical instruments and radio merchandise—including Eveready Radio Batteries. “About September 1, 1925,” Mr. Ed. A. Jones writes, “we decided to discontinue buying hit or miss batteries and settle down to Eveready ‘A’ and ‘B’ Batteries. We began advertising Eveready products with our other advertising and we soon found our customers as a whole had

every confidence in Eveready Batteries. Our battery business has grown until today it is one of the most profitable departments in the store. We know that the profits on Eveready Batteries are sure, and the service expense very small.” The Eveready line is a logical

one for every music establishment. Order Eveready Radio Batteries from your jobber.

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

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

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

EVEREADY
Radio Batteries
—they last longer

He turns his piano stock 13 times yearly

*How Grant Hazel has applied the principle of concentration
to build a remarkable volume of business*

GRANT HAZEL'S MUSIC STORE has a 16-foot frontage on East Kirkwood Avenue, Bloomington, Indiana.

Everyone in Bloomington and the farming country around knows Grant Hazel's neat, attractive place of business. Years of consistent advertising and canvassing have made it familiar to farmers and townspeople alike.

Bloomington is an average American town of 15,000 located in a diversified farming section, and having no particular industry of importance. It is the seat of the University of Indiana, a fact which adds considerable life to the community but is not a factor of importance in the piano business.

It was in this town—just such a typical community as hundreds of other Gulbransen dealers do business in—that Grant Hazel last year sold 106 Gulbransen Registering Pianos with an average stock of only eight! In attaining this remarkable volume of business, he turned his stock 13 times.

Why he succeeds

"By concentrating on the Gulbransen Registering Piano and pushing it alone," says Grant Hazel, "I find that I get farther. Customers know that when they buy a Gulbransen Registering Piano they are getting their money's worth. That's what counts. My best leads come from satisfied customers.

"We have never catered to the



© Charles Gilbert Shaw
Bloomington, Indiana

*University of
Indiana Campus*



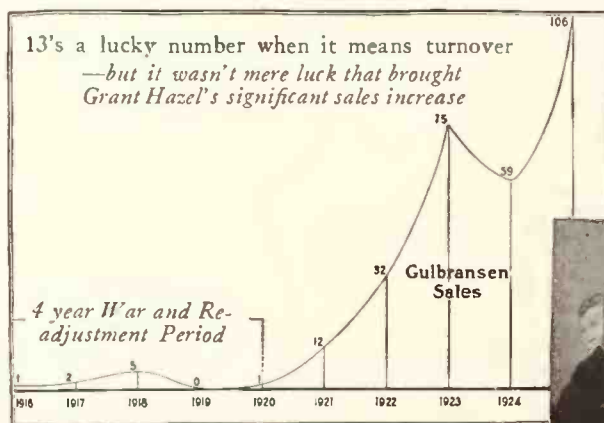
"We want people to feel at home here." This is the attitude that father and son have carried out in a practical fashion. An attractive store, and every square foot of display space at work

idea that we ought to sell a cheap piano. Quality throughout, not just a fine case, is what tells in the long run. One woman in this town has a Gulbransen that has been in her home for 10 years. It's just as good as the day she bought it. It is still just as true to the slogan, 'Easy to Play', and even more mellow in tone."

His way of doing business

Grant Hazel finds that the Gulbransen nationally-priced system makes for confidence all around. He points out to his customers the price appearing in all national advertising and branded on the back of every instrument.

"That's a fair and square plan and it forestalls any bargaining to bring down the price at the expense of the dealer's legitimate profit. Gulbransen makes a quality instrument—a piano which, because of its patented, exclusive Registering feature, offers possibilities for musical enjoyment no other piano can give. And people know that the price is right."



How aggressive sales effort made Grant Hazel's sales grow. Note the steady climb to the present figure of 106 sales in 1925



He points out to his customers the price appearing in all national advertising and branded on the back of each instrument



Not a large store, but a neat and attractive one, and every square foot devoted to SELLING

How you can make more money selling pianos

Grant Hazel is but one successful Gulbransen dealer. There are hundreds of others from coast to coast.

Without exception these successful Gulbransen dealers employ the Grant Hazel method of doing business. They take full advantage of the co-operation which the Gulbransen Company offers its dealers. They use newspaper advertising, window advertising, outdoor advertising, store advertising. And they canvass systematically and consistently.

The Gulbransen Company has worked out the most complete and successful plan for building business ever offered to the retail piano trade. It is a plan which, if followed

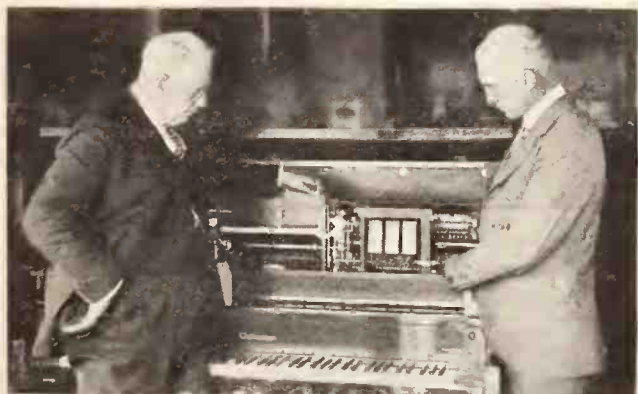
Grant Hazel says:

Any merchant who will concentrate on the Gulbransen Registering Piano and do two things can be sure of success. The two things are:

1. Take full advantage of the Gulbransen advertising and selling helps.
2. Go out after business—use the outside selling plan and material prepared by the Gulbransen Company for its dealers.

This is a prescription which is good for any ailing piano business, no matter how large or small the store or where it is located.

Grant Hazel, who used to go out and tune pianos himself, has seen many brands come and go. Ten years ago he picked the Gulbransen Registering Piano as a winner. His success has substantiated his good judgment



Grant Hazel and his son, Fred, are typical Gulbransen dealers, men who have built a fine piano business on a basis of square dealing and aggressive selling

out methodically, has never failed to produce results.

If you are not availing yourself of this plan, you are missing one of the biggest opportunities for making money in the piano field.

If your business is not all that it should be, if you are not getting the success you feel you deserve, we invite you to write for complete details. Without the least obligation to you, we shall be glad to send you full information.

GULBRANSEN COMPANY
3232 W. CHICAGO AVE., CHICAGO, ILL.

How Wanamaker Makes Radio Service Pay

Elimination of Needless Service Demands Through Clear Understanding With Customers and Reasonable Charge Solved Problem

The service angle of radio merchandising at retail constitutes one of the most vital problems with which the talking machine and radio dealer is faced. Various plans have been worked out by dealers, many of which have considerable merit, and others which seem to lack the most important consideration—economy.

The cost of radio service is what makes this phase of the business so troublesome. It is easy enough to promise all kinds of things in the way of service, but when the dealer is called upon again and again by the same individual to make good his promise the cost jumps to such an extent that any profit there might have been in the deal is not only killed, but the retailer finds himself out of pocket.

Various plans of service have been described in *The Talking Machine World* in the past. Each of these plans had the merit of being effective and economical, giving the dealer the opportunity of rendering adequate service without endangering profit. Most of these systems have been those in use by exclusive retail dealers.

Here is another service plan that is in use by the radio department of one of the largest department stores in the world—John Wanamaker's, New York. When it is realized that the Wanamaker store moves thousands of radio sets to hundreds sold by the average dealer, it will easily be seen that service here is of paramount importance.

Service Staff of Six Experts

It was not so long ago that the Wanamaker store had well over fifty service men on the job day after day. What this means in the matter of organization and expense any dealer will realize. The point is that there are now only six men actually doing service work in the field for the Wanamaker store, according to the statement of T. L. Jennings, assistant manager of the service department. These six men cover a territory within a radius of about fifty miles of the New York store. Two automobiles are in constant use for covering the outlying districts where time would be lost through traveling by train. In addition to reducing the num-

ber of service men to such a tremendous extent costs have also been cut to a minimum so that now the department actually pays for itself. Radio service does not eat into profit. The radio department now is a profit producer; that is the difference between costly service and intelligent service, and that is what every retail

Radio Work Ticket No. 3333
Date.....

Name

Address

Telephone No..... Apt. No.....

Call Date..... A.M.....
P.M.....

Type

Money Collected

Instructions

Man to Call..... Letter Written.....

This Machine now operates to my satisfaction

Customer's Signature

Date

Radio Work Ticket

talking machine dealer who handles radio can do if he gets right down to business and discards a lot of the foolish ideas that are allowed to undermine his business. The time has come for plain speaking and as far as radio service is concerned the matter rests distinctly with the dealer. He can learn a lesson from the automobile agent who gives service to a reasonable extent, and then makes a charge for repairs, etc., and the point is that with all this the automobile dealer has lost nothing by his firmness.

Personal Contact in Service Department

At the Wanamaker store the service department occupies two offices adjoining the radio department, making it easily reached by customers who desire to visit the store personally to air their grievances. This personal contact is invaluable; it straightens out a lot of little misunderstandings that might mean lost business. It creates a friendship that reacts to the benefit of the Wanamaker store; it means a busier radio department.

Routing the Service Men

In one part of the service office is a long desk on which are four telephones in charge

of four clerks. The sole duty of these individuals is to receive complaints over the phone. Having received the complaint a so-called radio work ticket, reproduced herewith, is filled out and passed back to the main office of the service department. Here in the afternoon these radio work tickets are separated into districts. This is necessary because of the large territory covered by the Wanamaker store. As much as possible the six radio service men cover the same territories daily in their work. This is an important point for the reason that the men are familiar with reception conditions in the territories in which they operate, and thus they are enabled to give more intelligent attention to their clients. The purpose of the radio work ticket, as will be seen on examination, is evident and therefore needs no further elucidation.

On the back of the Radio Work Ticket the service man gives a detailed account of the results of his inspection along the following lines: Condition of machine found; A battery reading; B battery reading; Condition of tubes; Tuning of machine; Stations tuned in; Time; Materials used; Remarks; Total time to complete job; Fare; Expenses; Total; Mechanic.

The Wanamaker Warranty

Another important point in the Wanamaker merchandising policy which has been found to materially curtail the necessity for service has been by having a clear understanding with the customer at the time of the sale. To assure this attention each radio set bears a tag especially designed at the Wanamaker store. The warranty on this tag is as follows:

John Wanamaker, New York, warrants each new radio receiver, phonograph or musical instrument to be free from defects in material or workmanship under normal use and service. Our obligations under the warranty are limited to providing you any part or parts thereof which shall, within ninety days after delivery, be returned to us for examination and which our examinations shall disclose to our satisfaction to be defective.

This warranty shall not apply to any instrument which shall have been repaired or altered by anyone excepting our authorized representative, so as in our judgment to affect its stability and reliability, nor which has been subject to misuse, negligence or accident.

This warranty applies only to the bare instrument itself and does not apply to radio tubes, radio batteries or radio accessories, phonograph records or musical instrument accessories, of any kind whatsoever. Accessories cannot be warranted but a thorough inspection of all accessories before shipping assures the delivery of perfect merchandise to our patrons.

In the event a radio or phonograph service man is required for a call at the home a nominal charge for labor will be made. For service, call Stuyvesant 4700 and ask for radio service or phonograph service.

An Important Point

It is interesting to note that while the warranty covers ninety days on the replacement of defective parts without charge to the customer actually free service is only given for the period of thirty days, after which a charge of \$1.50 per hour is made when the customer lives within a radius of twenty miles of the store. Patrons living further away are charged accordingly. Very often service men are compelled to bring sets into the store for repair. On the eleventh floor of the establishment is a large repair shop where experts go over the sets carefully and put them in condition. Radio sets are called for only when they have been in the hands of the customer for some time, and where the service man fails to locate the source of the trouble during his examination at the home of the customer.

Complete Records

The service department also has a record of every radio set sold in the New York store. Every transaction between the store and the customer in which the radio set is involved is filed, thus the service department can tell in a moment just what has been rendered to the customer in the way of service.



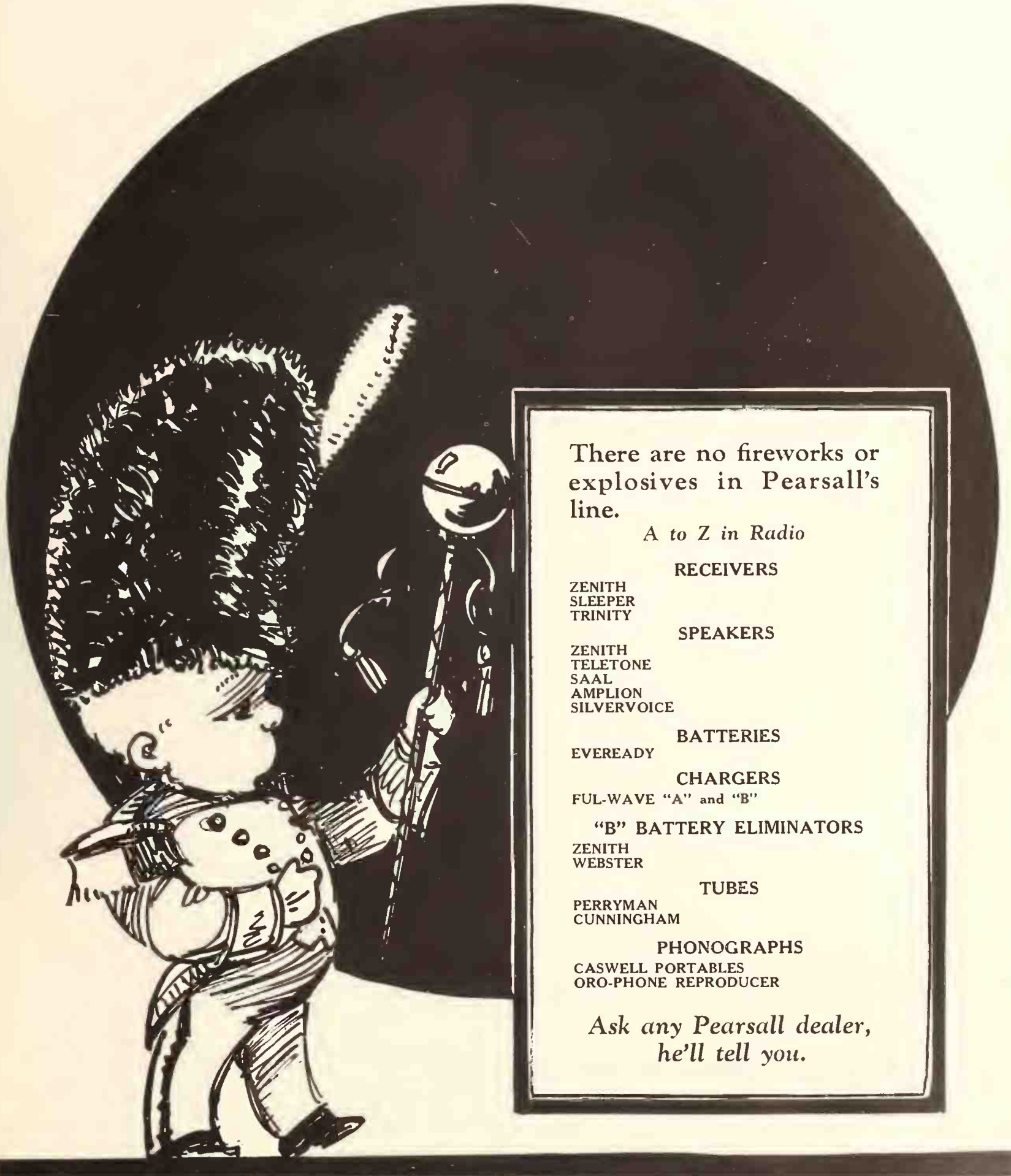
More than just sales profits

WHEN you sell a Weston Model 489 Radio Table Voltmeter—you sell radio service to your customer and a lower dealer servicing overhead to yourself. This instrument gives exact knowledge of voltage conditions, enables the operator to use his set at the proper filament voltage, enables him to prolong the life of tubes, test batteries and get satisfactory radio reception. ¶ This is just one of the Weston quality radio instrument line which has been profitable to many dealers. ¶ For complete information request Circular J.

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



Safe and Sane



There are no fireworks or explosives in Pearsall's line.

A to Z in Radio

RECEIVERS

ZENITH
SLEEPER
TRINITY

SPEAKERS

ZENITH
TELEPHONE
SAAL
AMPLION
SILVERVOICE

BATTERIES

EVEREADY

CHARGERS

FUL-WAVE "A" and "B"

"B" BATTERY ELIMINATORS

ZENITH
WEBSTER

TUBES

PERRYMAN
CUNNINGHAM

PHONOGRAPHS

CASWELL PORTABLES
ORO-PHONE REPRODUCER

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

"Desire to Serve,



Plus Ability"

SILAS E. PEARSALL COMPANY

10 EAST 39th STREET

WHOLESALE

INC. DISTRIBUTORS

ONLY

NEW YORK CITY

You can depend upon it!

An Atlas Plywood Packing Case can always be relied upon to take a phonograph or a radio to its destination in first-class shape.

If you use an Atlas you can be sure of a low first cost, a labor-saving in assembling, greater protection to your machines and a saving in freight charges on every shipment.

That's why the leading phonograph manufacturers have used Atlas Cases for so many years. They know what to expect of them—and are never disappointed.



PARK SQUARE BUILDING, BOSTON, MASS.

New York Office
90 West Broadway

Chicago Office
649 McCormick Building



9310

The New Sparton Receivers Make Favorable Impression

The Sparks-Withington Co. Receives Many Compliments From Trade on the Merits of Its Fine Line of Radio Products

The Sparks-Withington Co., Jackson, Mich., has received many letters of commendation from dealers throughout the country in connec-



Sparton Model 5-26

tion with the new Sparton receivers, which were recently introduced to the trade. Attractive cabinet designs of the receivers as well as their constructional qualities have made a very favorable impression upon the trade, and jobbers and dealers are preparing to feature the instruments.

The Sparton receiver Model 5-15 is a compact instrument, including many original features of design and performance. The five-tube tuned radio frequency circuit is balanced by an exclusive patented method which the company states permits of the absolute elimination of all self-made squeals, but will retain full efficiency in receiving station broadcasting on the longer wave lengths. Virtually the whole receiver is



Sparton Model 5-15

built in the Sparks-Withington plants, the cabinets being in black walnut with steel panels; the model listing at \$63.

The Sparton receiver Model 5-26 is proving remarkably successful everywhere. An exclusive and patented method of balancing Sparton-built twin cylinder radio transformers and highly modern methods in coupling combine to give this receiver a high degree of selectivity, even in congested centers of broadcasting. The Sparton-built cabinet is of black walnut with handsomely grained steel panel and includes compartment for "B" batteries. Micrometer dials are standard equipment on this instrument, the list price of which is \$83.

Atwater Kent Honored by Worcester Polytechnic

Famous Institution Bestows Honorary Degree of Doctor of Engineering on Prominent Manufacturer of Radio Receivers

WORCESTER, MASS., July 1.—Formal acknowledgment of the public service rendered by A. Atwater Kent, president of the Atwater Kent Mfg. Co., Philadelphia, Pa., in developing radio and broadcasting concerts by world-famous artists was made officially by the Worcester Polytechnic Institute of this city on June 16, when the institute conferred on Mr. Kent the honorary degree of Doctor of Engineering. It is the first time that this famous old school of engineering has given this honorary degree.

In conferring this honor on Mr. Kent it was stated that consideration had been given to his musical programs, his development and marketing of a high-grade, medium-priced radio receiving set as well as his invention of an ignition system of starting and lighting automobiles. Mr. Kent is a former student of Worcester "Tech" and referring to the importance of a technical education in this present age stated: "There never was a time when the graduate of the technical school had the opportunity he has to-day. Nor was there ever so wide a field for his knowledge, nor so great a chance for him to make good. In the field of radio alone, the development is so rapid that the most highly skilled engineers are required to keep pace with them. Radio is the young man's field. It appeals to his imagination and demands his highest technical skill. Not even we who are in the closest touch with the radio field can tell exactly what baffling mysteries of the air yet remain to be solved"

Phonograph for Medical Use

BOSTON, MASS., July 6.—Dr. Richard C. Cabot, professor at the Massachusetts General Hospital, in his post-graduate teaching is using the phonograph and records perfected by the Columbia Phonograph Co., in conjunction with the Bell Telephone Co., and the Western Electric Co., which transmit the sounds of the healthy or diseased chest organs. These recordings are proving invaluable to medical students in their studies of heart and lung diseases.

I. S. Phonograph Co., Brooklyn, N. Y., has been granted a charter of incorporation at Albany, with a capital stock of \$10,000. The incorporators of the new concern are I. and J. Stein and A. Shakt.

Goldsmith Music Shop Gets Profits From Small Items

R C A Dealer Gives Attention to Small Articles as Well as Higher-Priced Merchandise—Displays Radiotrons Prominently

There are some talking machine and radio dealers who make the mistake of pushing only the larger items of merchandise carried in stock, but not the Goldsmith Music Shop, of Brooklyn, N. Y., authorized R C A dealer, which follows



How Goldsmith Displays the Small Items

the policy of merchandising every article carried in stock, whether a package of phonograph needles or a piano. This store makes a big profit and has a rapid turnover in Radiotrons and Rectrons and the accompanying photograph shows the prominent position these items are given in the window display. The salesforce has a thorough knowledge of the products and every prospective customer is given an explanation of how the detector or amplifier will work in his particular set.

Naturally, a store which follows this policy of giving the attention to the small items follows the same policy in its general practices and its store is attractively laid out so that all merchandise is given proper display. This progressive dealer has succeeded in building up a substantial clientele by rounding out his sales promotion methods.

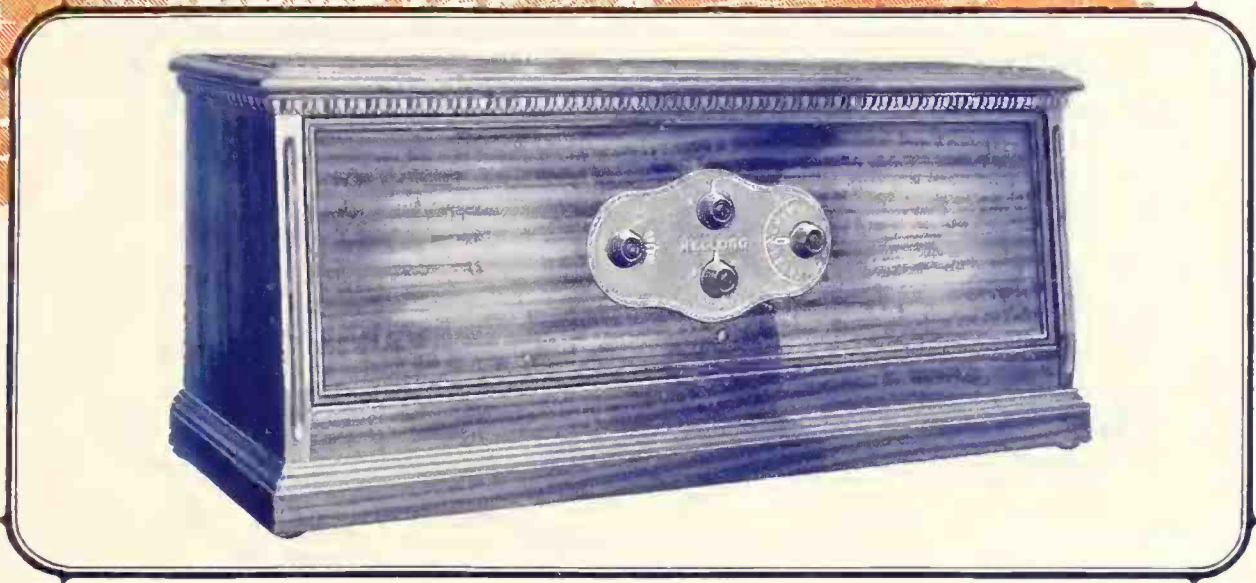
Features Records

Anthony Annunziata, music dealer of 235 Wooster street, New Haven, Conn., recently secured the agency featuring the Victor foreign-language catalog of records. Mr. Annunziata also carries the Starr and Sonora lines of phonographs and Gennett and Okeh records and his consistent sales promotion methods have made him a successful dealer.

KELLOGG

Flawless Reproduction.

Radio



Licensed under application for letters patent of Radio Frequency Laboratories Inc. (R. F. L.)

Backed by 29 Years' Telephone Experience



Model 508 includes the apparatus of the table model and the famous Kellogg speaker with new and longer air column. Ample space for all batteries or power supply units.

THE music dealer who has built up a sound, substantial business should make radio connections equally sound. Leave the "fly-by-night" set to the "fly-by-night" type of dealer. Tie up to radio merchandise that has the backing of real financial strength and business integrity—such a backing as the Kellogg Switchboard & Supply Company does place behind the goods it manufactures.

Flawless, faultless radio reproduction such as Kellogg has attained can come from experience alone. In radio set building, nothing—absolutely nothing—matches experience.

Model 507 receiver is the finished result of our 29 years' experience in voice transmission—a set that cannot squeal or howl—that brings them in with a "punch" to delight the most critical radio fan. Heavy shielding around and between the coils prevents interference, and three stages of radio frequency give maximum range and selectivity.

Write for Our Franchise Plan

Mail this Coupon NOW for our plans to give Kellogg dealers PROPER support—for a copy of the fairest franchise ever offered you—for full details of the new Kellogg 507 receiver with the refinements and improvements possible only from experience such as has been Kellogg's

JOBBER INQUIRIES INVITED

Kellogg Switchboard & Supply Co.

1066 West Adams St., Dept. 21-G, Chicago

Mail This Coupon Today

Dept. 21-G

Kellogg Switchboard & Supply Co.
1066 West Adams St.
Chicago, Illinois

We shall be glad to receive full details of the new Kellogg line of receivers and of your plans for dealer support.

Name _____

Address _____

The Greatest Line of Ever Offered to

KOMPACT
\$12.50

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



Regal
\$15.00

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



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

The BIG season for portables is here!

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

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

SEND IN YOUR ORDER NOW

PLAZA MUSIC COMPANY

Portable Phonographs the Music Dealer



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

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

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

Be sure to write in for your displays NOW!



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

Do not hesitate to ask us for these

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

Selling on Quality



Model "A"
17½ inch

Ideal for the home, combining superior tone, and volume with decorative elegance. Mahogany sounding board gives rich resonance and power to the tone. Can be used on console, or hung on wall. Complete with easel base and silk hanging cord.

\$25



Model "B"
14½ inch

Similar to Model "A" but smaller. Ornamental and highly efficient. An exclusive device gives all directional effect if desired—

ADJUSTABLE
by tilting top as illustrated.
Complete \$16.50



SUPERIOR performance and superior decorative qualities have put Stevens Speakers into the lead. Their selling points make instant appeal—they sell on sight.

Made by the pioneers in this field, with years of experience, exhaustive scientific research and successful production behind them, Stevens Speakers are notably superior to other so-called "cone-type" speakers. They embody many exclusive features which provide ideal radio reproduction combined with exceptional decorative qualities.

"Miles ahead of them all"

Note the unique "Conoidal" diaphragm made possible by the new material, Burtex—absolutely moisture proof. Only one-piece, seamless diaphragm—practically unbreakable. Combined with the Stevens "non-freezable", balanced armature unit, a greater range of musical tones and overtones is made possible than with any similar speaker on the market.

Dealers all over the country report an astonishing demand for these quality products—made right and sold right.

Stevens Speakers



CONOIDAL
"CONTINUOUSLY CURVED"
The scientific curve of perfect sound reproduction

Stevens dealers are absolutely protected at all points and backed up by a square deal policy with real cooperation that makes quick turnover and substantial profits.

Send for detailed description and dealer plan. If not obtainable from your jobber, write us direct.

STEVENS & COMPANY, Inc.
46-48 EAST HOUSTON STREET NEW YORK CITY

Made by the Pioneers in Cone Speakers

Knocking Other Lines Is Certain to Arouse Interest of the Public in Them

Ray Reilly, Chicago District Sales Manager, Sonora Phonograph Co., Inc., Drives Home Some Pertinent Facts in the Interest of Better Merchandising—Evils of Knocking Other Lines

A professor in one of our well-known universities once had a grievance against a particular secret order. He issued the strictest of orders to his class, comprised of forty pupils, to the effect that anyone who joined the order would be expelled. Result: The next day the entire class joined the order.

Why? Because he had KNOCKED.

Does this not go to prove that adverse criticism, strongly covered by personal prejudice, is the surest way of making people think the things you don't want them to think and do the things you don't want them to do? It is a quality of the human mind as old as human nature itself.

It is true in business and in social life, in both it causes trouble and mistakes. Therefore the talking machine or radio salesman who aspires to a knowledge of the finer points of his profession should apply the moral and its teachings to his business.

He must not knock.

Isn't it a difficult thing to understand why so many talking machine and radio salesmen resort to this most unproductive of methods in making sales? This same question was asked by the musical merchandise buyer of one of the largest merchandising institutions in the country. The question is hard to answer, unless it lies in the trait of human nature which leads an unresourceful person to defend his lack of intelligence by casting reflections upon those who are more intelligent. At any rate, it is a definite, decided thing that the surest way of offending an intelligent customer is by knocking the other fellow.

Results are not, have not, and never will be obtained by this procedure. Quite the contrary is true: Indeed, it is generally the one being hit with the hammer who profits most. In other words, knocking is a boomerang which comes back to its originator as surely as a stone thrown into the air returns to the ground. By knocking is not meant constructive criticism. The talking machine and radio salesman should have an extensive knowledge of his own product and of other lines as well, in order that he may better explain the various features of the different makes and bring out the good points of his own. In this connection it will be well to remark that the salesman first of all must be sold on his own product, if, after he has gone over and studied the various talking points of various machines, he cannot discover superiority in his own product, he can never make much of a success or be of much value to the house he is employed by. He must be sold first, before he can sell others, and in order to be sold himself he must necessarily have familiarized himself with competitive products.

There is a difference between knocking and constructive criticism, namely, an intelligent appreciation of the fact that other machines have good qualities and along with the knowledge and ability to show his own product's superiority.

The executives, the men higher up, who have arrived at some position in life, know this, and the men working for them, the salesmen who are sent out to sell the product, are not instructed to attempt sales by knocking. In fact they are warned against it, for the men who have succeeded know that when a representative of theirs spends a lot of time talking with a prospect about the product of another concern, the customer is quite apt to figure out that there must be something good about the product being talked of by the person who is trying to sell another. Perhaps the customer has never heard about the line which the salesman has started to knock, perhaps the salesman simply assumes that the customer knows

about the competitive line. At any rate it has happened more than once that the salesman's unusual interest in a competitor has sold that very competitor to the customer.

There is nothing so wonderful or so cruel as



Ray Reilly

words—nothing so helpful if used rightly, nothing so harmful if used wrongfully.

Remember: The devil lived in heaven, until he started knocking—now look where he is.

Caruso Heirs in Litigation

Gloria Caruso, six-year-old daughter of the famous tenor, through her guardian, is bringing suit in an effort to prevent the sons and brother of Enrico Caruso from sharing in the royalties paid on the sales of Victor records. It is alleged that the sum involved is in the neighborhood of \$1,000,000. Despite the fact

that Caruso left a testamentary document designating his two sons, his brother and his wife as heirs, Martin V. Bergen, guardian for Gloria Caruso, contends that the sum belongs to her, subject to her mother's dower right in it, stating that the royalty agreement entered into some years ago had no standing under the Italian law.

Northwest Radio Trade Tour Will Start August 1

Reservations are coming in rapidly to the office of the Northwest Radio Trade Association for the the second annual Northwest Radio Trade Tour. The tourists will leave Minneapolis, Sunday night, August 1, and spend one day each in the following cities: Grand Forks, N. D.; Fargo, N. D.; Aberdeen, S. D.; Sioux Falls, S. D.; Mankato, Minn.

A very elaborate program is being provided for the big banquet to be held in each city and a program committee for the tour is providing a number of good speakers on various merchandising and selling problems. The tour, in effect, will be a series of Mid-Summer radio conferences participated in by the dealer and jobber members of the Northwest Radio Trade Association at the various points. From two to three hundred radio dealers are expected to attend the meetings at each of the above-named cities this year. This estimate is based on the dealers in attendance at last year's meetings. About seventy-five jobbers and manufacturers of the Northwest Radio Trade Association will make the 1,500 mile tour of the territory.

Practically all of the jobber and manufacturer members making the tour will carry with them latest models of radio sets and accessories which they represent in the territory, and at each point an exhibition of this equipment will be set up for the benefit of the visiting dealers and jobbers. This will constitute, in effect, a preliminary closed trade show. Last year an immense amount of business was written up by the members making the tour and many new customers and friends were made as a result.

Wholesalers of the Victor Talking Machine Co. products will hold a general conference on July 12 and 13 at the factory of the company in Camden, N. J., for the purpose of discussing business conditions and plans for the future.

When You Sell Needles

Consider Your Customer's Satisfaction

If You Choose to Sell

Okeh and Truetone Needles

YOU ARE SELLING THE FINEST QUALITY NEEDLE MADE; WITH A PROFIT FOR YOUR BUSINESS.

GENERAL PHONOGRAPH CORPORATION

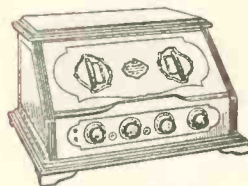
25 West 45th Street

OTTO HEINEMAN, President

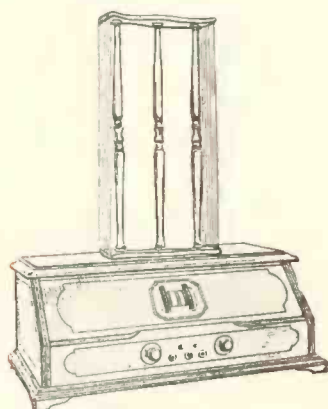
New York City



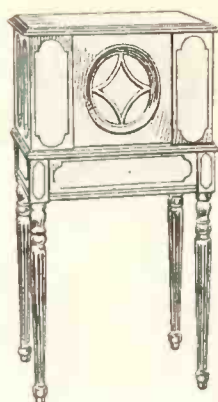
RCA LOUDSPEAKER 100



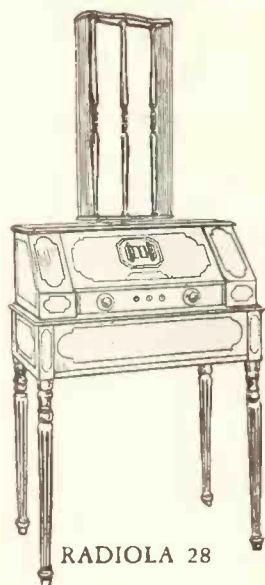
RADIOLA 20



RADIOLA 25



RCA LOUDSPEAKER 104



RADIOLA 28

PRICES GUARANTEED

Again RCA gives the dealer a price guarantee on all the new 1926 Radiolas, right up to December 31, 1926. If prices go down, an RCA Authorized Dealer will not lose! Last year, RCA gave its dealers over four million dollars in credit on lowered prices.

MODELS GUARANTEED

Every RCA Authorized Dealer can order now with confidence, for the dealers know and the public knows that the present models of Radiolas will not be superseded this year.

HEAVY ADVERTISING

Circulation numbers cannot tell the whole story of RCA advertising. It will reach practically every good prospect—some of them many times. The important national magazines—the radio, farm and boys' magazines—and more than a hundred newspapers.

and a BIG CAMPAIGN to advertise the dealer

To make the public choose its dealers as carefully as it chooses its sets, RCA is running a special \$30,000 campaign in The Saturday Evening Post to talk about its *dealers*, and to make the RCA Authorized Dealer sign one of the best known trademarks in the country.

Put in your fall order NOW



Aug. 1926

Nov. 1926

Apr. 1926



RCA Radiola

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

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

Summer's steadiest sales *builders*



RADIOTRON
UX-199
.....
RADIOTRON
UX-120

MORE dry battery sets sold than ever before. More need for Radiotron UX-199 and the power tube, Radiotron UX-120. Are you getting all you should of this business?

Portable sets. Summer home sets. Farm sets. And city sets. All run on dry batteries. Needing new 199's to keep them in trim. Needing 120's to give them new power. And don't forget this: needing at least one spare if they are going out of town!

Radiotron sales are all-year sales—Radiotrons are the stablest item in your stock. They have no summer resistance, and they repay heavy summer selling effort. Sell Radiotrons NOW! Sell at least one spare to every customer who comes in to your store.



RADIO CORPORATION OF AMERICA
NEW YORK CHICAGO SAN FRANCISCO

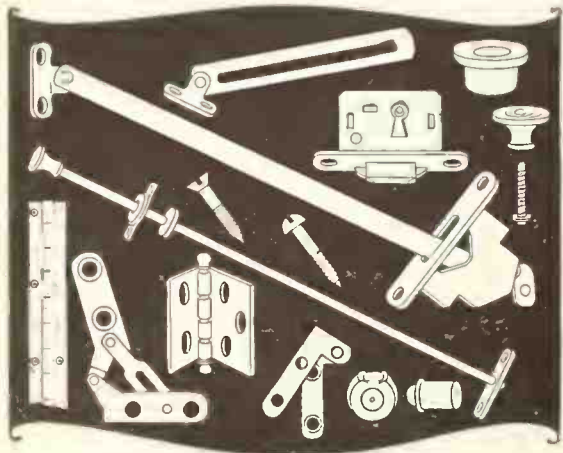
RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA

Big Field for Sales Among Music Lovers

Now More Than Ever Before the Talking Machine Dealer Has the Opportunity of Cashing in on Reproducing Qualities of His Line

It cannot too often be emphasized that the talking machine business has become a musical business in practice as well as in theory. True, it was always so theoretically, but just as the cheap piano for a long time hid the true inwardness of the piano industry by hiding from the dealers the fact that a musical instrument can have no permanent excuse for existence save a musical excuse, so also the enormous popularity of the dance record and its allies for a long time concealed the truth about the talking machine business. This was, and is, a very simple truth. Put into the plainest



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.,
Rockford, Ill.**

U. S. A.

Cable Address—Natlock

Branch Sales Offices:

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



language, it merely means that hereafter the talking machine has to fight for its place in the sun in competition with other sources of music, and precisely as one of such sources it will have to justify its existence by appeal to its own musical merits. Just in so far as it has such merits can it survive. This is the truth which it is absolutely necessary for salesmen and dealers alike to understand to-day.

This is the truth which lies at the foundation of successful salesmanship in the talking machine business. Let us examine it a little more at length. Like most other truths of the kind, it is likely to meet with a good deal of vociferous objection on the part of those who are unable or unwilling to think beyond the immediate circle of their interests. Yet, so far as I can see, unless and until this truth has become generally apprehended, and, still more, put into practical use, the talking machine business will not return maximum profits.

Sarcasm, but Not Lies

It has often been said, perhaps sarcastically but certainly not wholly without truth, that one of the signs whereby one knows a music dealer is dislike for music. It is sad that such a gibe should ever have gained currency, nor shall I deny that like most gibes it is more picturesque than accurate. Nevertheless, also like most gibes, there is a substratum of truth beneath it. The music dealer has typically been a man who has regarded the music business just as another man might regard the dry goods, or needles and pins, business; namely, as one way of making a living by taking advantage of the difference between the cost of things bought in quantities and what one can get for them when one sells them one piece at a time. Now, profit is the life blood of business, and if the merchant cannot make profits he cannot stay in business. Please let no one think that I overlook this elementary truth. What, however, I also do not overlook is what most critics of the materialistic, who imagine themselves very practical and realistic, usually do overlook, namely, that there is no such thing as automatic demand, save in respect of absolute necessities of life, like sugar and bread. And even with these it is a commonplace of advertising practice that the public will buy only a minimum quantity if left to themselves; in fact, will get along with actually less than civilized people ought to consume. There is no such thing as an automatic demand.

Therefore when the talking machine dealer talks about "Giving the people what the people want" he is usually only repeating without thinking about it what some one else has said. The people do not know what they want, save in respect of necessities, and even with the most obvious of these the public do not know how much of them they want. When it comes to a thing of the mind, of the feelings, of the faculties of pleasure, like music of whatever kind, there is no telling from day to day what the unaided and unguided public taste may do. What is popular one day is unpopular the next. And the experience of every music dealer backs up this statement.

Fruits of Neglect

But the fact just stated is undoubtedly overlooked by those same dealers in whose experience it nevertheless bulks so large. For the generality of the dealers have been, for years, going on the supposition that the demand for the talking machine, which some twelve years ago became pretty firmly founded upon the dance record which came in with the Great War, was a demand which would go on forever. Firm in this belief, the generality of the dealers utterly neglected the musical side of the

business, forgot to push the high-class record, and, what was worse, permitted the manufacturers to fall into the same condition of apathy.

Well, we all went through the dark days; and then out of despair came light. The manufacturers took things into their own hands, cleared their decks and produced new and wonderful machines, new and wonderful records based upon a new and wonderful system, and announced that they were through with the old policy of sitting still to count the profits. Hereafter, said they, our policy is a policy of selling, not waiting for the buyer to come in. And the business has been coming back ever since as fast as it can.

What does all this signify? Simply that during all these years we have had, waiting for us, a public ready and willing to take the talking machine as a musical instrument pure and simple, ready for all we could hand them in the way of fine music, ready for the new orchestral records by the Philadelphia orchestra and by Sir Henry Wood's London players, records which sound orchestral and the subject matter of which is good solid stuff into which the artistic teeth can be well sunk. It means just this, that to-day we have such a public all ready, but a public and a demand much smaller than they would have been if only we had been wise enough to look into the future and realize that it is always well to prepare for those emergencies which may be neither expected nor even calculable, but the coming of which is always possible, if not probable.

Shall We Profit by the Lesson?

We have had our lesson and it remains to be seen whether we shall take good advantage of it. If we are wise enough to profit by experiences which have been salutary, if severe, we shall also be wise enough to improve upon experience and make it serve our future purposes. This means work, it means going out deliberately after the intelligent element in the community and getting it on the band wagon. That is what it means. And that in turn means a new turning of the mind, a literal repentance from past sins and a determination to follow the light, e'en though the task of following be less easy than the old, but now excessively dead, method of sitting back and letting blind chance rule.

Public Must Be Sold

The talking machine business must henceforth be conducted as a music business. The public has once more to be sold, this time to an understanding of what the talking machine is and how far superior to all its rivals. The task is after all not so difficult, for the public is half sold already. But it is a task which calls for some determination and brains. Given these, the retail merchant may look forward to prosperity surpassing his best expectations.

Ellensohn Gives Outdoor Panatrope Demonstrations

FRENCH LICK, IND., July 9.—Substituting the Brunswick Panatrope, with the music of the masters of classical and popular music available at all times, for the efforts of an amateur band in this town's evening band concerts has resulted in many sales for the Ellensohn Music Co., Brunswick dealer. The evening band concert was a well established feature of the town, but the sincere but ineffective efforts of the amateurs were not always up to scratch. The Panatrope, however, with its variety of music by famous artists, has caught the popular fancy and the outdoor demonstrations have won many friends for the instrument.

A Line for the Jobber

MADE BY

CASWELL-RUNYAN

~ Cabinet-Makers of Experience ~



Model No. 99

Mr. Jobber Write for Information

THE CASWELL-RUNYAN COMPANY

HUNTINGTON, INDIANA

SPARTON

Sparton Radio is built by the manufacturers of the world-famous Sparton horns for motor cars. Its production is a logical development of the Company's quarter-century of precision manufacture of electrical equipment.



"The pathfinder of the air"



Model 5-26

THE SPARKS-WITHINGTON COMPANY (Established 1900) JACKSON, MICHIGAN

RADIO

WHICH to Buy and WHY?

"Volume—Selectivity—Distance—Clarity"
—jump at you from every printed page—
but how can you choose from so many?

The thinking buyer will look for the reputation behind the product. Only here can you find your answer, and the assurance that your Radio dollars will bring you full realization.

Twenty-five years ago The Sparks-Withington Company started building goodwill and fine electrical equipment, and has long been known as the leader of its field. Our quarter-century reputation is your guarantee of the ultimate in radio reception.

The Sparton is a perfectly balanced five tube Tuned Radio Frequency circuit of remarkable and proven performance. Cabinets are in rich two-toned walnut at prices of \$63 and upward.

Illustrated models:

Sparton Model 5-15, \$63.00 Sparton Model 5-26, \$83.00
Western and Canadian prices slightly more



*Model
5-15*

THE SPARKS-WITHINGTON COMPANY (Established 1900) JACKSON, MICHIGAN

Prizes Awarded to Atwater Kent Dealers for Unusually Eye-Arresting Windows

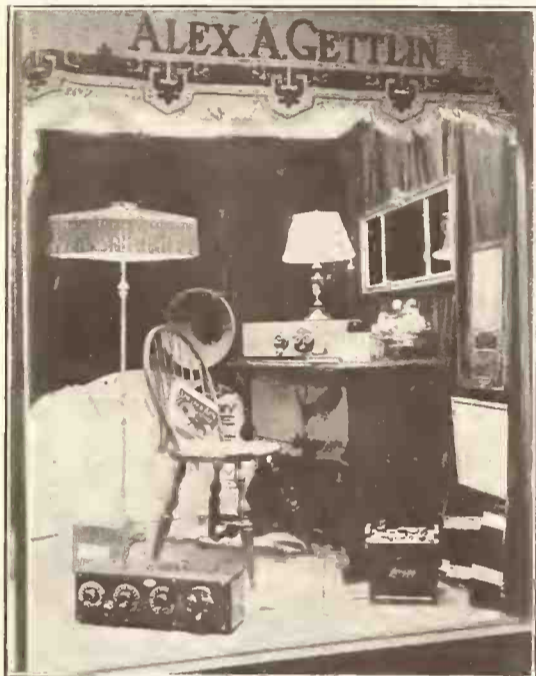
Sixty-three Dealers Tied Up With Atwater Kent Convention in Philadelphia by Arranging Window Displays That Drew the Attention of Thousands of People to This Line of Radio Products

During the recent convention of Atwater Kent distributors in Philadelphia the local distributors, the Louis Buehn Co. and the M. P. Radio Co., suggested that Philadelphia dealers dress their windows appropriately for the occasion. Sixty-three dealers acting on the suggestion gave considerable care to the dressing of their windows. An inspection disclosed that no two had dressed their windows alike and, therefore, there were to be found sixty-three varied forms of radio window display, each one of which was an excellent example of its kind.

In recognition of the efforts of the dealers the Atwater Kent Mfg. Co. presented silver trophy cups to the first and second-best win-

a particularly pleasing setting for the display of the Atwater Kent radio set, and a tie-up with the great national consumer advertising campaign, which is now being conducted by this prominent manufacturer.

The window of Walter Stainthorpe, at 2073



Alex A. Gettlin—First Prize

dows, and the Pooley Co., maker of Pooley cabinets, also presented silver cups to the third and fourth. The Louis Buehn Co. and the M. P. Radio Co., local distributors, decided to award ten cups to the owners of the next ten windows.

Alex A. Gettlin, of 5630 North Fifth street, was awarded first prize. Mr. Gettlin reproduced in his window a home scene recently used in the Atwater Kent advertising. The result was



Walter Stainthorpe—Second Prize

East Cheltenham avenue, which was awarded second-prize, had an entirely different appeal. Mr. Stainthorpe ingeniously featured the Atwater Kent set and speaker as the "beacon that lights the uncharted seas of radio." This window, with its lighthouse and flashing light, its sea with ships upon it and its simulated blue sky, was unusual and attracted considerable attention on the part of the public.

The Blue Bird Music Shop, 6020 Lansdowne avenue, in addition to a sumptuously dressed window in colors, which the accompanying photograph cannot do justice, portrayed not only Atwater Kent sets and speakers, but the Pooley cabinet equipped with Atwater Kent radio. This company introduced an element of novelty in the skeleton Atwater Kent cone speaker, which was attached to the plate glass front. A sign invited the passerby to "place your ear firmly against the window and listen." Upon doing so it was found possible to listen to the reception of one of the sets in the window transmitted by the loud speaker unit, which was attached to the glass.

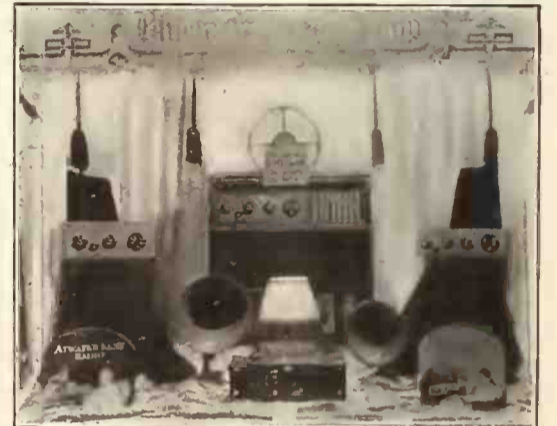
F. B. Chambers & Co., Sixty-first and Market

streets, displayed the Pooley cabinet with Atwater Kent radio in a comfortable and inviting home scene. It will be seen that this Chambers window with its attractive furnishings simply provided a jewel setting for the display of one



F. B. Chambers & Co.—Fourth Prize Pooley cabinet with Atwater Kent radio and one Atwater Kent speaker.

The aftermath of this display is particularly interesting. A number of dealers reported to



Blue Bird Music Shop—Third Prize the Atwater Kent Mfg. Co. that they have traced many sales directly to the window displays they arranged during the convention.

Brunswick Annual Outing

About two hundred members of the office and executive staff of the New York division of the Brunswick-Balke-Collender Co., Seventh avenue and Fifty-second street, participated in the company's annual outing on Saturday, June 19. Two large busses were engaged to transport a big share of the crowd and left the Brunswick building at 11 a. m. for the Old Point Comfort Hotel on the Boston Post road above Mt. Vernon. Many made the trip in their own automobiles in time to participate in the luncheon about 1.30 o'clock. The afternoon was given over to sports, principally a baseball game between the factory team and the wareroom team, which the former won. The outing is an annual function of the Brunswick-Balke-Collender Co. and those attending it considered it the best ever.

Murdock Music Store Grows

IRONTON, O., July 3.—The Earl Murdock Music Store was formally opened in its new location in the Princess Armory Building at 213 South Third street recently with a program by the All-Star Entertainers. Mr. Murdock was forced to vacate his old quarters as the site is being cleared for the erection of a new building. The new Murdock store affords about three times the former floor space, and a complete line of pianos and phonographs is carried.

Staats Sails for Europe

W. J. Staats, director of the foreign trade activities of the Victor Talking Machine Co. and treasurer and member of the board of directors of the company, sailed for Europe last month to make a study of European trade conditions and to visit Continental branches and connections of the Victor Co. and the Gramophone Co., Ltd. He will be away for two months.

Announcing—
Priess
TRADE MARK
STRAIGHT NINE
It's loop operated!

A Super-Selective Receiver Designed for Metropolitan Areas or Other Congested Districts

ITS FEATURES

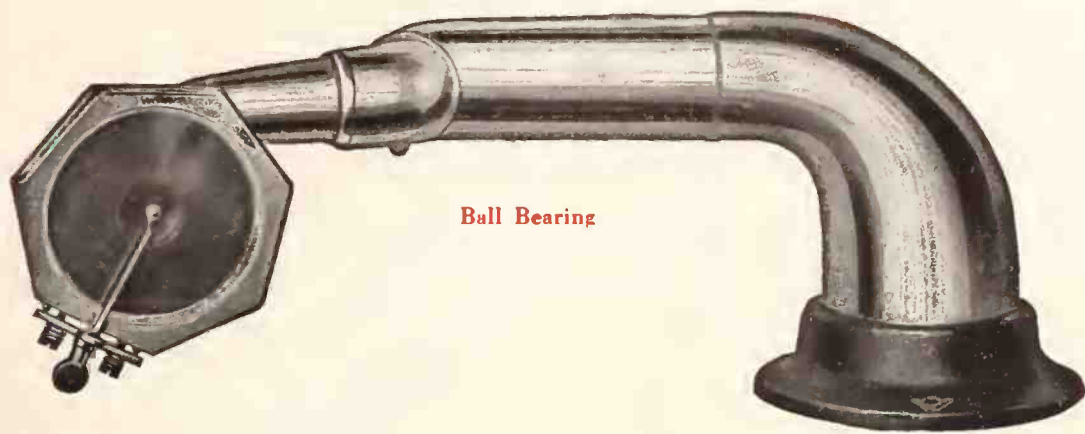
nine tubes—single tuning control—loop operation—6 stages of radio frequency amplification, detector and 2 audio stages—exceptional tone quality—unparalleled distance range.

Table model with loop\$195.00

Due to popular demand, we will continue to manufacture the "STRAIGHT EIGHT," the ideal 8-tube loop receiver for rural and suburban markets\$175.00

PRIESS RADIO CORPORATION
695 BROADWAY NEW YORK, N.Y.

Empire Universal Tone Arms and Reproducers



Excel in Every Important Feature

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

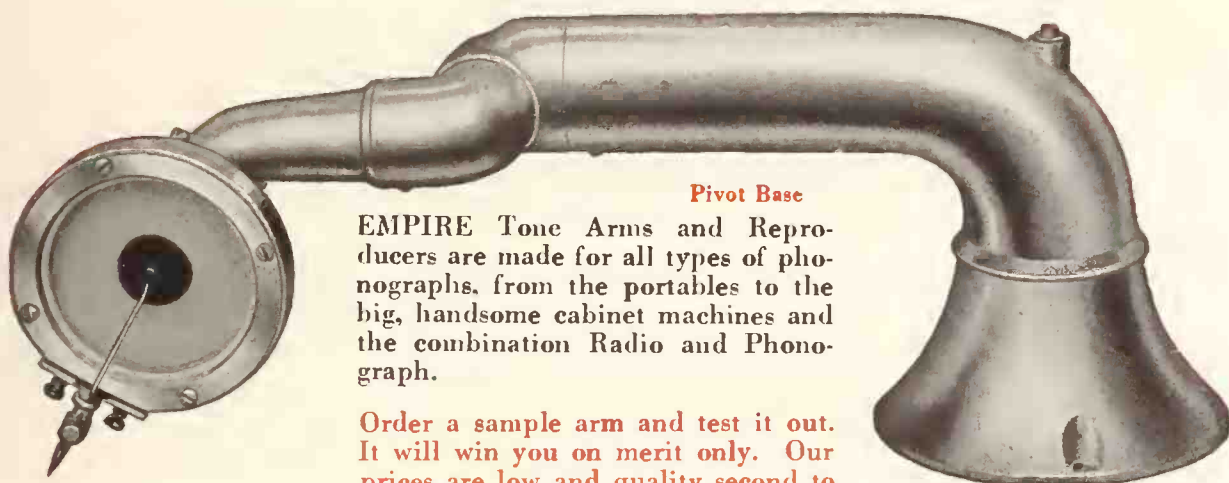
With no other equipment can you bring out the clearness and sweetness of tone that EMPIRE will accomplish. And it is tone quality and excellence of reproduction that make one phonograph better than another, and make it sell in greater volume.

Empire Tone Arms Used by Carryola

The CARRYOLA COMPANY of AMERICA, the world's largest maker of portable phonographs exclusively, uses EMPIRE TONE ARMS. Superior quality, excellent workmanship and attractive design are the reasons why.



Empire Throwback Universal No. 10 Tone Arm and Reproducer



Pivot Base

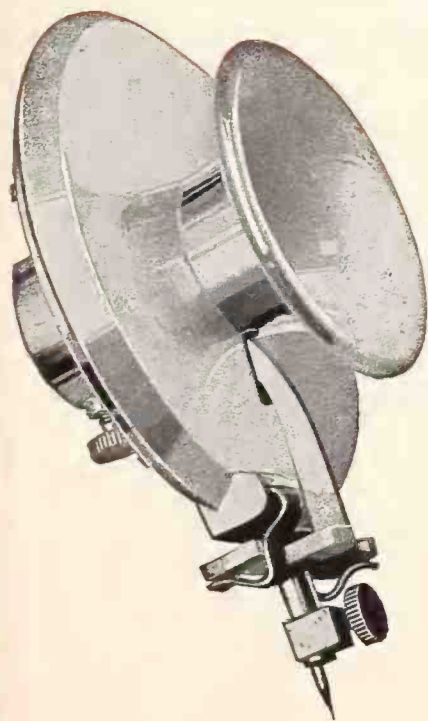
EMPIRE Tone Arms and Reproducers are made for all types of phonographs, from the portables to the big, handsome cabinet machines and the combination Radio and Phonograph.

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

Empire Phono Parts Co.

10316 Madison Ave.
Cleveland, O.

Established in 1914
W. J. McNAMARA, President



Patent-Protected

ADD-A-TONE

REGISTERED U. S. PATENT OFFICE

Millions of people have marvelled at the *tone quality* of **ADD-A-TONE** Reproducers. For this reason, **ADD-A-TONE** has been selected by the Carryola Company of America, the world's largest manufacturers of portables exclusively. **ADD-A-TONE** Reproducers are part of all Carryola Portables.

Imitation can never compromise with quality. Nothing can even approximate **ADD-A-TONE** in patent-protected features of workmanship, design, and true tone reproduction.

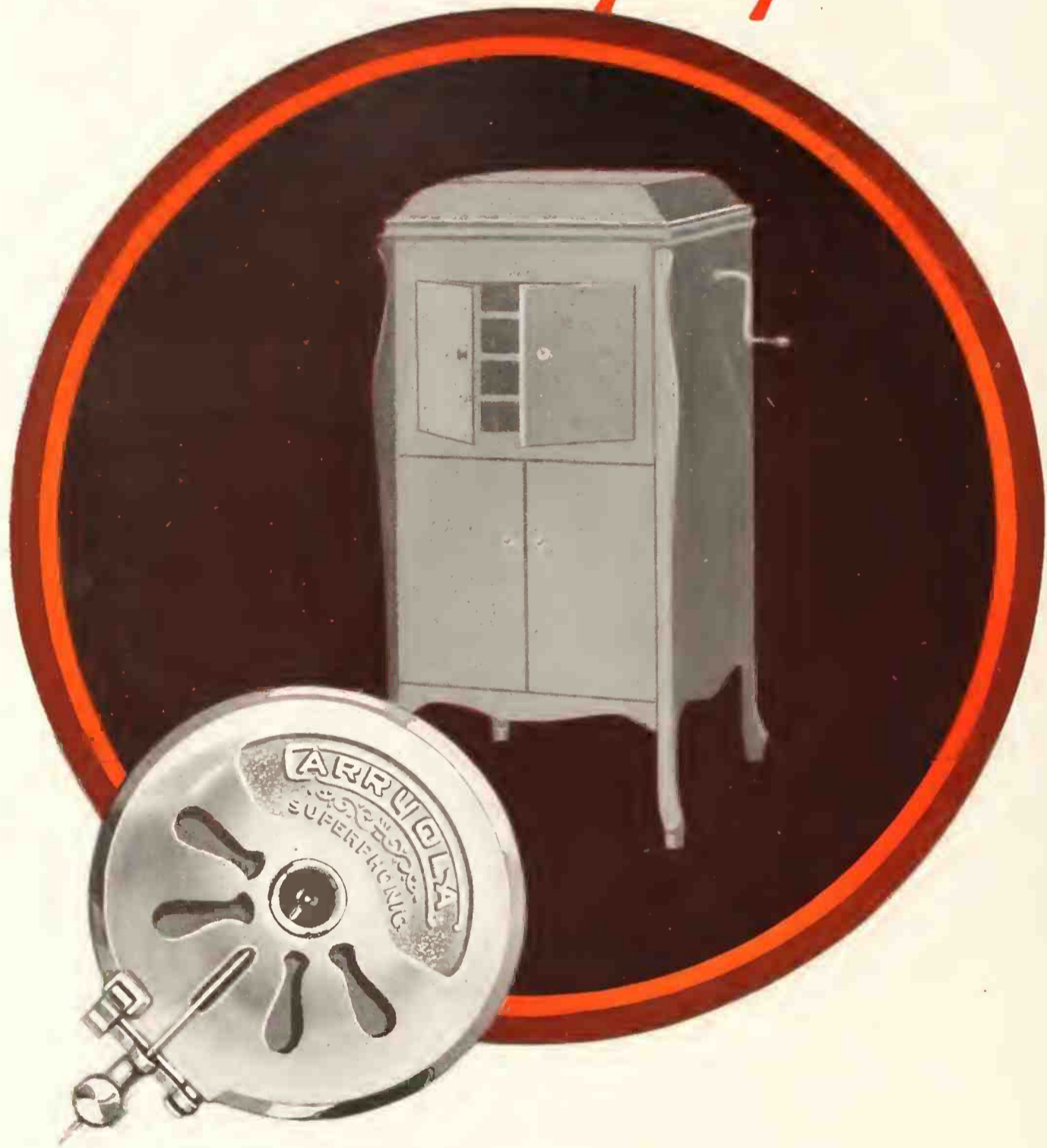
ADD-A-TONE contracts are open only to manufacturers of console and upright phonographs. Wire for samples today.

UNIQUE REPRODUCTION CO.

32 Union Square

New York

~ Carryola Superphonic



THOUSANDS of owners of old style phonographs will be interested in this New Carryola Superphonic Reproducer. Attached easily to the regular tone arm, it gives the new, full, deep tone—at nominal expense.

The market is broad, desirous, and uncultivated. It consists of all those who want the new tone quality but cannot afford to buy expensive furniture to get it.

Keen-visioned dealers will perceive the new sales outlet thus opened up. For details write to—

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

~ matched units !



SUCCESSFUL reproduction from portable phonographs comes only from **matched units**. Reproducer, tone-arm, sound chamber—all must be in perfect harmony.

The supremacy of Carryola rendition is due to its perfectly **matched units**. The best reproducer ever designed for portables (Add-A-Tone) is supreme on Carryola tone-arms—and is further enhanced by the scientifically correct Carryola sound chamber.

Dealers will find that it pays to get acquainted. Write to—

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



\$19

\$19

The **UTAH BOOK**

Masterpiece of Loud Speakers

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 presents the speaker sensation of the season—the new Utah Book. An exclusive feature with Utah—fully protected by patents. Only Utah can offer you a Book Speaker.

Made of parchment—it looks just like an opened book—beautifully illustrated on the two open pages.

The parchment slightly slack, giving an added sensitiveness to delicate sound waves.

The tones are clear and well rounded—perfect reproduction of instrument or voice.

This speaker at \$19.00 is sure to bring you a large volume of business. It is new, ornamental and a speaker which appeals to the eye of the home lover as well as the ear of the radio fan.



Utah Standard

14 inch Horn

\$2250

Utah Junior

11 inch Horn

\$1250

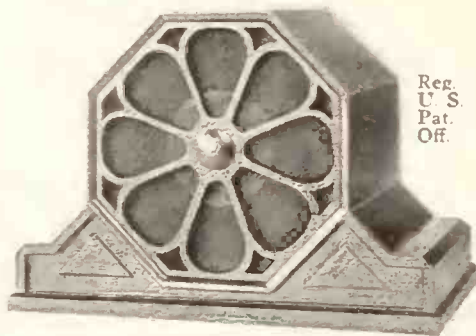
Reg. U. S. Pat. Off.



UTAH SUPERFLEX

\$1000

Reg. U. S. Pat. Off.



UTAH SUPREME

\$2500

UTAH Phonospeaker with stand, \$10.00
 without stand, \$9.50

We are Manufacturers. not Assemblers.

UTAH
 Made in Salt Lake City

Trade Mark Registered
 Utah Radio Products Company
 1421 So. Michigan Ave.
 Chicago

A. M. Baehr Devotes All Activities to Clark & Baehr

Following Resignation of W. K. Fleming, A. M. Baehr Drops Outside Interests to Devote Time to Jobbing Concern

CLEVELAND, O., July 6.—As announced in a recent issue of The World, the new firm name of Clark, Fleming & Baehr, of this city, will be Clark & Baehr, W. K. Fleming having resigned from the firm to become general manager of the Storad Mfg. Co., of this city, manufacturer of radio products. A. M. Baehr, who formerly held this position, will devote all of his activities to the firm of Clark & Baehr. Mr. Baehr is a graduate of Case School of Applied Science, Cleveland, and with his engineering and manufacturing experience is attaining considerable success in sales work. Clark & Baehr will continue to represent in their territory the radio products made by the Perryman Electric Co., Stevens & Co., Tobe-Deutschmann Co. and the American Mechanical Laboratories, Inc., as well as several other products not identified with the radio industry.

General Phono. Corp.'s Employes Hold Outing

The annual outing of the employes of the General Phonograph Corp. was held on June 26 at North Asbury Park, N. J., and, notwithstanding the uncertainties of the weather, the affair was a decided success. The members of the party included the employes at the executive offices, recording laboratories and the New York Distributing Division. Allan W. Fritzsche, vice-president of the company, was an active figure in the day's festivities, ably assisted by David Goldman, auditor; Charles Hibbard, chief of the recording laboratories, and Harry Fox, manager of the New York Distributing Division. Water sports, dancing and other amusements contributed to the day's fun.

Atwater Kent Programs Continue to Please Public

The appreciation of high quality broadcast programs during the Summer months is confirmed by the continued influx of commendatory letters at the headquarters of the Atwater Kent Mfg. Co., in Philadelphia, Pa.

Allen McQuhae's programs in conjunction with the Atwater Kent radio orchestra during the Atwater Kent radio hour on Sunday evenings are proving very popular. These programs are now being augmented by assisting soloists.

On June 13 William Simmons, baritone, appeared in several solo numbers, as well as in duet with Mr. McQuhae. On June 20 John Corigliano, violinist, assisted in both solo and obbligato numbers, and on June 27 Betsy Lane Shepherd, soprano, shared the program with Mr. McQuhae.

New Wholesalers Announced by Federal Radio Corp.

BUFFALO, N. Y., July 7.—The Federal Radio Corp. has announced the appointment of two new wholesalers, who have taken their places in Federal's scheme of national distribution. The Geo. C. Beckwith Co., of Minneapolis, now is carrying on the splendid record made last year by Federal in Minnesota, North Dakota and western Wisconsin.

In St. Louis and adjacent territory, Orthosonic receivers will be sold by Melville B. Hall Co., Inc., of that city.

The Rowin Florescent Lights, New York, were recently incorporated at Albany to make radio equipment, with a capital stock of \$20,000. The incorporators are O. A. and K. Roensch and W. A. Winter.

Rosen's Music Store Now Located in New Quarters

New Store Opened With Appropriate Festivities —Okeh Recording Artists Give Store Concert —Many of the Trade in Attendance

PHILADELPHIA, PA., July 7.—Appropriate festivities marked the opening of the new quarters of Rosen's Music Shop at 1131 Poplar street, this city, the early part of last month. This store, which was established in 1920, has grown to such proportions that the building in which the new premises are located was purchased. One of the features of the opening day was the entertainment furnished by a group of Okeh recording artists consisting of Clarence Williams, Clarence Todd and Margaret Williams. The crowds attracted to the store despite the rain were at times so large that it was found necessary to call the police to keep them in order. For some time before the event some 5,000 circulars were distributed throughout the vicinity advising prospective clients of the entertainment which would take place.

The lines carried by the Rosen establishment include: Columbia phonographs and records, Okeh records, Perfect, Victor and Harmony records, Keentone and Guarantee portable talking machines and the full line of Honest Quaker repair parts.

Among the trade representatives at the opening were: Paul Green, Samuel Fingrudt and Frank Fingrudt, of Everybody's Talking Machine Co.; J. J. Dougherty, W. J. Lawrence, J. D. Westervelt and Ella McCaully, of the Columbia Phonograph Co.; Jacob Keen and E. Bauer, of the Guarantee Talking Machine Co.; John Neldine, of the U. S. Music Co., and Joseph Wexler, of the Pathe Phono. & Radio Co. Floral greetings from the trade made the store a literal floral bower.

New Italian Operetta Features Columbia Records

"Mademoiselle Ultra" Recently Produced in Turin, Italy, Has First Act Laid in Phonograph Shop—"Mr. Columbia" Plays Part

Columbia records were given a prominent part in "Mademoiselle Ultra" a new operetta recently produced in Turin, Italy. The composer of this work, which registered an immediate success, set the first act in a phonograph and



Columbia Scene in Italian Operetta "Mademoiselle Ultra"

record shop amid decorations of which Columbia records are outstanding. The proprietor of the establishment is called "Mr. Columbia" and he appears throughout the entire performance. In the accompanying photograph "Mr. Columbia" is seen in the center of the stage amid a profusion of Columbia records which revolve during the performance.

Firm Chartered

The Indianapolis Music Shoppe, Inc., of Indianapolis, Ind. has been granted a charter to deal in musical instruments with 100 shares, no par value. The directors of the company are John C. O'Brien, William Gage Hoag and I. E. Sollenberger.



The
EAGLE
All That is Best in Radio

See Our New 1927 Lines

The Eagle line is one of the very few whose reputation has not been tarnished in the past season of manufacturing and merchandising excesses.

It is placed under a Registered Dealer agreement which will satisfy the requirements of the largest and best stores.

EAGLE RADIO CO., 16 Boyden Place, Newark, N. J.





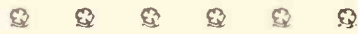
STEWART

Matched ~

INSTRUMENT plus TUBES plus

Here's where your real Radio Profits lie—

- [1] In selling a Radio line made by a big, nationally-known, universally-accepted manufacturer.
- [2] In selling Radio of unquestioned *quality*, outstanding *value* and completely satisfactory *performance*.
- [3] In holding an exclusive Franchise that gives you 100% protection against price-cutting, unloading, the "yearly model" evil and all other unfair or questionable trade practices.



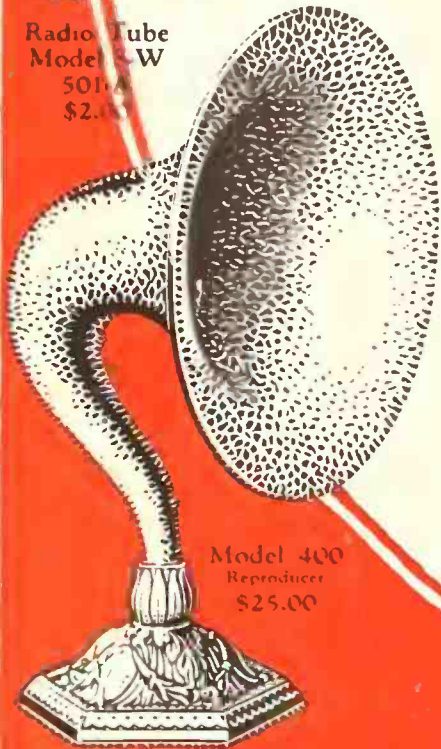
Stewart-Warner dealers have an open road to permanent success, because the Stewart-Warner Matched-Unit Radio line fulfills all three of the above requirements.

We are in the Radio business to stay—and to succeed in a big way. Our product is right and our sales plan is right. And the entire reputation and resources of the great Stewart-Warner organization are behind our radio products.

Stewart-Warner has already made radio history. It will make more.



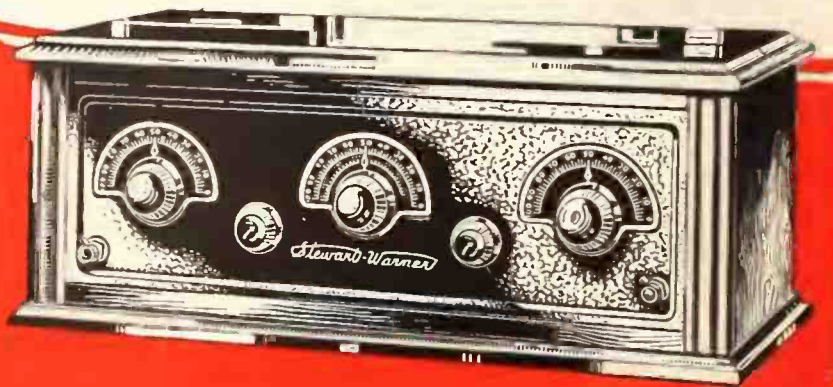
Radio Tube
Model W
501
\$2.00



Model 400
Reproducer
\$25.00



Model 300
\$65.00



Model 325
\$75.00

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

WARNER

Unit Radio

REPRODUCER *plus* ACCESSORIES

It has weathered every storm thus far, and will remain in its position of leadership long after many another manufacturer of less stability, experience and resources has failed and been forgotten.

Already over 3000 progressive dealers have seized the opportunity to succeed with Stewart-Warner. They have been granted the exclusive Stewart-Warner Franchise which assures them of profits, protection, permanence and prestige.

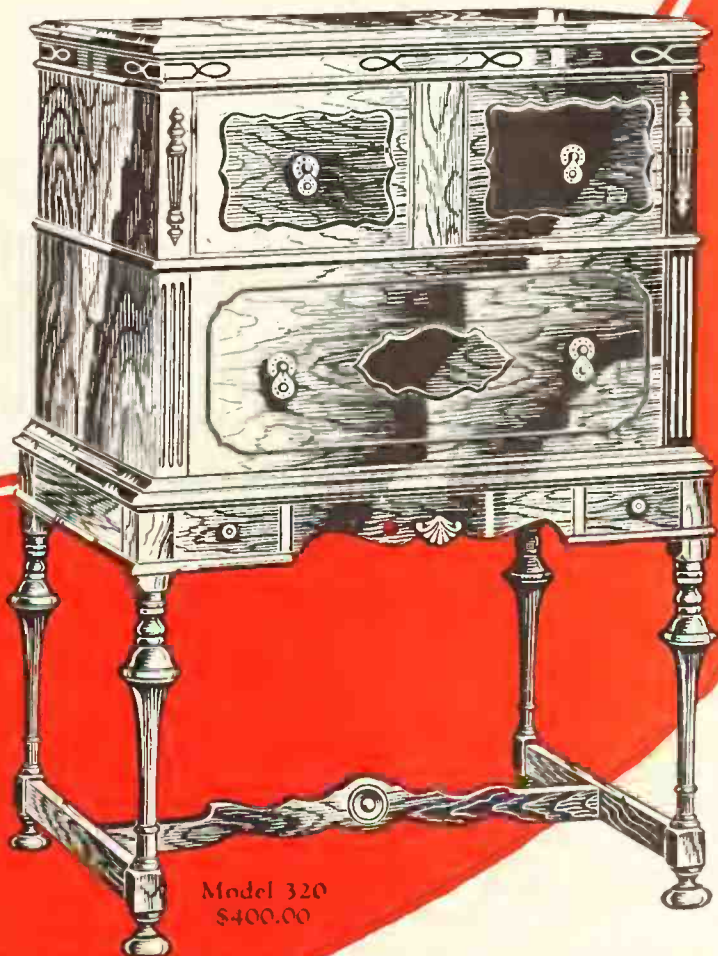
Not every dealer can qualify for the Stewart-Warner Franchise. To do so requires meeting certain rigid standards of character and business reputation.

A limited number of exclusive Franchises are still available—possibly there is an opening in your own locality. If you think you can qualify, write or wire us today.

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



Model 310
\$175.00



Model 320
\$400.00

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

Beethoven's Ninth Symphony Issued by the Columbia Co.

Famous Choral Symphony Reproduced on
Eight Double-Faced Twelve Inch Records—
New Masterworks Set No. 39 of Series

The Columbia Phonograph Co. announces the greatest of its famous Masterworks Series, a complete recording of Beethoven's celebrated Ninth Symphony, the Choral Symphony, the crowning glory of Beethoven's creative genius, recognized as the world's musical masterpiece.

Of the recording in all of its details of interpretation and reproduction, it is sufficient to state that it is, in the most complete fashion, worthy of the stupendous work itself, and is by Felix Weingartner, the London Symphony Orchestra, and a distinguished ensemble of soloists and chorus.

This new Masterworks Set is No. 39 in the Masterworks Series. It is in sixteen parts, on eight double-disc 12-inch records and is offered

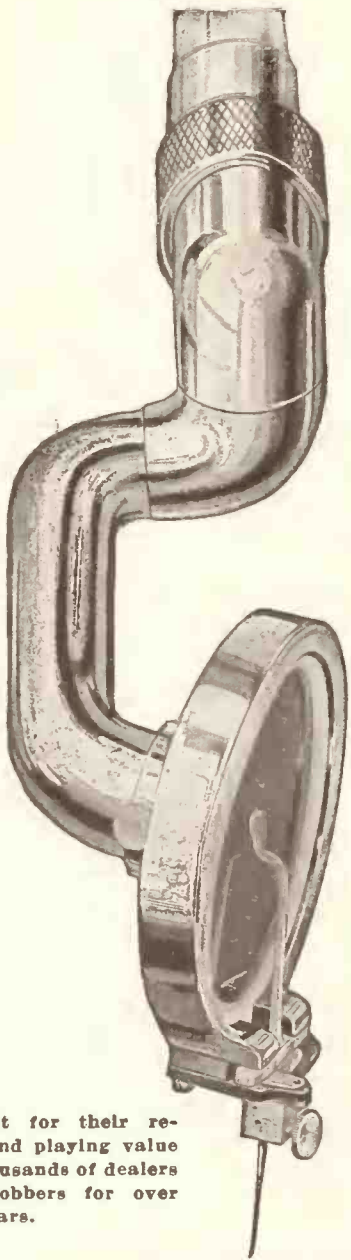
Mr. Edison Man:—

Never Say

"KAN'T," say "KENT"

The KENT No. 1

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



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

Write for catalog of complete line



Reg. U. S. Pat. Off.

F. C. KENT CO.

Irvington, N. J.

as a complete set in a beautifully executed leather album, in keeping with the work it holds. The Columbia Phonograph Co. issues a special supplement (Masterworks Supplement No. 4) in conjunction with this symphony.

Death of Alfred Graham Causes Universal Regret

A cable was received recently by the Amplion Corp. of America, 280 Madison avenue, New York, announcing the death of Edward Alfred Graham, proprietor of Alfred Graham & Co., London, England. Mr. Graham had been known throughout the world as one of the outstanding acoustic and electrical engineers and as the inventor of important naval telephone and loud speaking devices and radio loud speakers. Thirty-nine years ago Edward Alfred Graham's father, Alfred Graham, invented and put into practical use the first naval telephone, and Graham naval telephones and loud speaking devices have been used by the British Admiralty and other nations of the world, both on naval vessels and merchant marine, since that date. Edward Alfred Graham, after the retirement of his father, became the sole proprietor of the "House of Graham" and in that capacity developed many loud-speaking devices and invented countless features now embodied in the most efficient and best-known naval telephone work.

The Amplion loud speaker for radio use was the result of Mr. Edward Alfred Graham's personal work and the world-wide repute of the Amplion loud speaker has been due to Mr. Graham's engineering ability and technical experience. In every country where radio broadcasting exists the notice of Mr. Graham's death will be received with sincere regret, as he was recognized in those countries as an outstanding leader in the field of radio reproduction by loud-speaking devices.

The various Amplion companies throughout the world in association with Alfred Graham & Co., London, England, will continue to carry on Mr. Graham's work and will endeavor to continue as leaders in the production and merchandising of naval telephones, loud-speaking devices and Amplion loud speakers.

Van Veen & Co. to Remodel Paradiso Music Co. Store

PASSAIC, N. J., July 6.—Van Veen & Co., Inc., New York City, manufacturer of talking machine wareroom equipment has been awarded the contract for the remodeling and necessary alterations in the warerooms of the Paradiso Music Co., of this city. The headquarters of this enterprising music house were recently seriously damaged by fire. Van Veen & Co. will completely redecorate and remodel these warerooms and state that upon completion of the work the Paradiso Music Co. will be one of the most attractive retail stores in the city.

Live Stock for Atwater Kent

TORRINGTON, Wyo., July 6.—Many salesmen can tell interesting stories of keeping after a prospect until his name is signed on the dotted line, but one of the best of recent days is the experience of Clyde Smith, Atwater Kent dealer of this city, who sold an Atwater Kent Model 20 compact, receiving in payment "three gentle cows." Mr. Smith tells the story thus:

"After one hour of trying to sell, the farmer finally said he would take the set if he could sell some cows. That gave me the idea and I went out and looked at the cows and traded him a Model 20 compact for three of them. I am not only an Atwater Kent dealer but am also in the cow business, at least until I can dispose of my herd. Incidentally, I believe the transaction gave me more good advertising than anything else I have done this season."

AMPLION

Product of nearly 40 years' Experience

New Amplion Juniors

with larger, more powerful units are announced. The Amplion's world wide supremacy in better radio reproduction is established even more firmly by this latest improvement at no increase in price.

Demonstrate with Amplions to sell more sets. Amplions are nationally advertised.

New Junior models with cords and plugs: AR-111, metal flare, \$24. De Luxe, mahogany flare, \$27.50.

THE AMPLION CORPORATION OF AMERICA

Suite C, 280 Madison Avenue, New York
Chicago Branch: 27-29 North Morgan St.
Amplion Corporation of Canada, Ltd., Toronto

Electric Supply Co. Has Fleet of Delivery Trucks

San Francisco Federal Ortho-sonic Radio Distributor Facilitates Dealer Sales and Service Through Use of Dodge Trucks

SAN FRANCISCO, CAL., July 7.—The Electric Supply Co., distributor in this territory for the Federal Ortho-sonic radio receiving sets, prides itself on the speedy delivery service which it



One of Federal Distributor's Trucks maintains for the dealers it serves. The accompanying photograph of one of the company's fleet of Dodge trucks shows the manner in which this company facilitates sales and service.

Reports Sonora Demand

DALLAS, TEX., July 6.—J. D. Harvey, sales manager of the Hassler-Texas Co., this city, distributor of Sonora radios and phonographs, recently completed a trip throughout the entire State of Texas and found dealers in all localities enthusiastic over the Sonora concert model. Dealers from all over the State and particularly in the western part report good sales of this instrument. Mr. Harvey reports that business as a whole is very good and will be even better as soon as the grain crop is garnered by the farmers.

Record Firm Chartered

The Consolidated Record Corp., of Newark, N. J., was recently incorporated at Trenton, N. J., to make phonograph records, with a capital stock of 100 shares of no par value. The incorporators are Charles C. Hasin, John A. Lawrence and Louis D. Rosenfeld.

Profiting by Securing Collection Turnover

The Daily Cash Summary—How to Figure the Conditional Sale, to Make Monthly Analysis of the Collection Turnover, Etc.

By J. K. Novins

The talking machine dealer should know at all times what percentage of his balances he collects each month. Many retailers keep a record of collection percentages day by day. These records often are cumulative, that is, the retailer figures the collection percentage for the year up to the day the record is consulted. Such records, when properly kept and analyzed, make

to make these analyses. These should be kept separate for thirty-day and instalment accounts. Furthermore, in computing collection percentages you should figure only payments on accounts, and not cash payments, or you will defeat the very purpose for which percentages are computed and analyzed.

Knights-Campbell Co.'s Plan

The Knight-Campbell Music Co., of Denver, Colo., makes monthly analyses of collection turnover. In addition a daily record is used. For this purpose T. P. Foote, the credit manager, has devised two forms: "Cash Receipt Summary" and "Monthly Report Collection Department." These two forms are illustrated with this article.

Daily Cash Receipt Summary

On the "Cash Receipt Summary" Mr. Foote enters all cash received on cash, charge account and instalment sales. These entries are compared on this sheet with similar receipts "To Date This Month," "To Date Last Month" and "To Date Last Year." In this way the credit manager not only has a daily record, but a record showing comparisons with receipts of definite periods of time.

The first four items—"L. N. Denver, L. N. Colorado Springs, L. N. Pueblo and L. N. Cheyenne"—indicate the receipts on lien note accounts in the company's four stores located in Denver, Colorado Springs, Pueblo and Cheyenne. The next item covers interest payments on instalment accounts. "C. A. R. Denver" means payments on charge accounts at the Denver store. The item of "Suspense" covers receipts of sums which have not yet been en-

planation. These sums represent sales on which one or more payments had been made by the customer, but which are considered wise to hold in abeyance until several more payments have been made, when they can be definitely recorded as sales. The conditional sale is not figured in the collection turnover computation for the reason stated above.

Monthly Collection Report

In the monthly collection department report entries are made for "This Month," "Last Month" and the corresponding month "Last Year."

This report covers four items: Lien notes, or contract sales collections; repossessions; C. A. R., or charge accounts, and Victor wholesale accounts.

Now note the lien note or contract sales items. By dividing the balance as of the first of the month into the collections that month you have the per cent collections to balance. This is the standard practice of figuring collection turnover. Needless to add, the collection figures here are those that apply only to lien notes, or contract sales. Do not figure in this connection money received on cash sales for these have no connection with sales made on an instalment basis.

Important Comparisons

When this collection percentage is compared to those of the other two months, as recorded on this statement, then you have a pretty fair idea as to the state of your collections. But still this does not give you the complete picture. You must also have a definite idea of the average monthly collection percentages for the year up to this date, so as to have a definite idea how collections are progressing. Therefore you enter the average balance to date, you then enter the total collections to date. The last item is divided by the number of months so as to obtain the average monthly collections. Thus, if the record is for the month of September, the total collections to date will be divided by nine months to obtain the average monthly collections. The average balance to date is obtained in the same way. You then

(Continued on page 50)

CASH RECEIPT SUMMARY

Item	Date		
	To-day	This Month	Last Month
L. N. Denver	To Date	To Date	To Date
L. N. Colorado Springs			
L. N. Pueblo			
L. N. Cheyenne			
Interest			
C. A. R. Denver			
Suspense			
Customers' Insurance			
C. A. R. Rents			
Cash Sales, Player Roll			
Cash Sales, S. M. & Victor			
Cash Sales, Shop			
Cash Sales, Colorado Springs			
Cash Sales, Pueblo			
Cash Sales, Cheyenne			
Stockholders and Employes			
Borrowed Money			
C. D. C.			
Cash Over			
Transfers from Wholesale			
Miscellaneous			
TOTAL CASH COLLECTED			
Total Receipts by Transfer			
GRAND TOTAL			
BANK BALANCE			

it possible to make collection forecasts for future months. It is just as important to forecast collections as it is to forecast sales possibilities. The credit manager of one retail store makes it a practice to analyze the state of his collections every month to determine what proportions of the accounts are one, two and three months overdue.

"The fact that we have so much money outstanding," he said, "does not matter so much as a knowledge of how fast we are realizing on this outstanding."

Need for Records

There is, therefore, need for definite records

MONTHLY REPORT COLLECTION DEPARTMENT

Report Computed by	Date		
	Month of	Last Month	Last Year
Balance of L. N. as of 1st	192..		
Cash Collections			
Per Cent Collections to Balance			
Average Balance to Date			
Total Collections to Date			
Per Cent Average Month Collections to Balance			
REPOSSESSIONS			
Total Charge Off Month			
Per Cent Charge Off to Balance			
Loss on Repossessions			
Per Cent Loss to Charge Off			
Per Cent Loss to Balance			
Repossessions to Date			
Average Month Repossessions to Balance			
C. A. R. ACCOUNTS			
Balance Outstanding			
Cash Collections			
Per Cent Collections to Balance			
Collections to Date			
Per Cent Average Month Collections to Charge			
Average Balance			
Charge Off			
Per Cent Charge Off to C. A. R.			
VICTOR WHOLESALE			
Balance Outstanding			
Cash Collections			
Per Cent Collections to Balance			
Per Cent Average Collections to Balance			
Charge Off			
Per Cent Charge Off to Balance			

tered on the books to the credit of the respective account classifications. "Customers' Insurance" indicates amounts collected from customers to cover insurance on merchandise while they are making instalment payments. "C. A. R. Rents" is the record of receipts on rentals of musical instruments. The cash sales receipts are figured separately for player, roll and Victor talking machines, as well as for the company's stores. "Stockholders and Employes" indicates receipts from shares of stock sold to employes and others. "C. D. C." means receipts on conditional sales. This record is totaled and compared with the bank balance.

The conditional sales item merits further ex-

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.

Exclusive Metropolitan Distributors

for

Bosch

Radio

Equipment

Weber-Rance Corporation

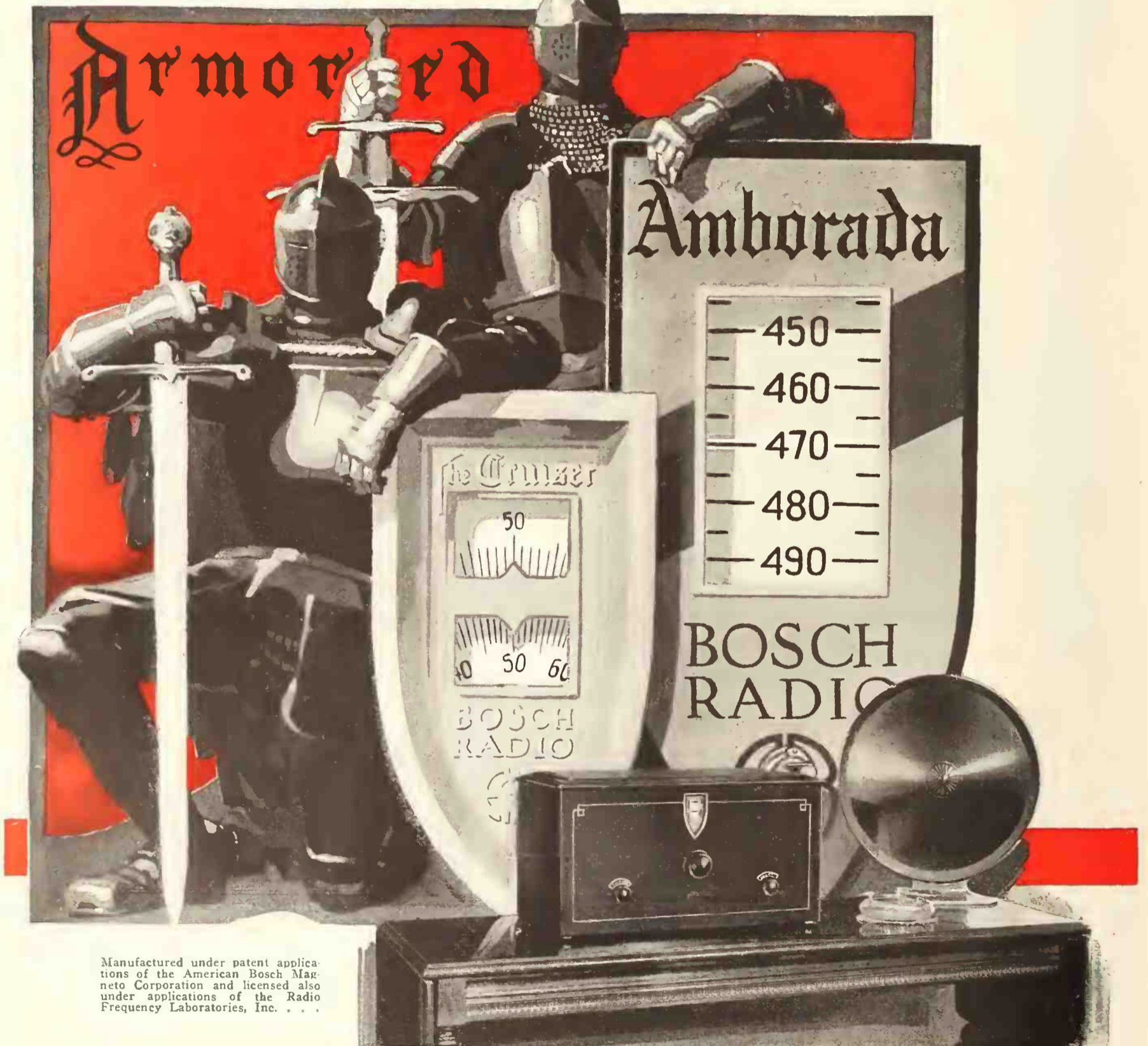
In Manhattan
225 W. 57 St.

In Brooklyn
1271 Bedford Ave.

Phones: Circle 7610-1-2

BOSCH

Announcing the New



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

The Cruiser 5 tubes—\$100.

AMERICAN BOSCH

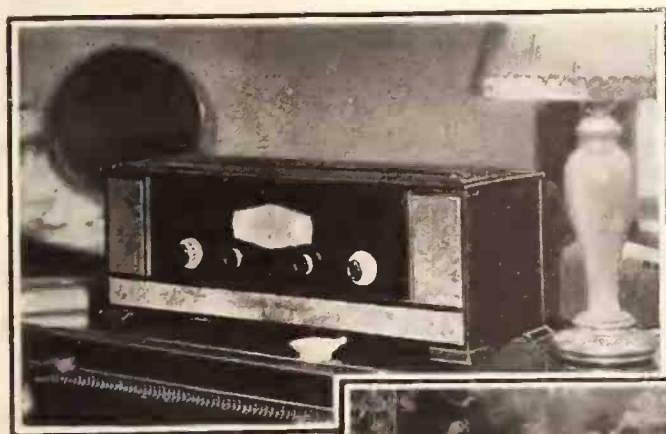
BRANCHES: NEW YORK CHICAGO DETROIT SAN FRANCISCO

RADIO

ARMORED LINE

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

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



The Famous Model 16 at \$150.



The Amborada 7 tubes—\$310.



The Bosch Radio Line is complete—three receivers, five, six and seven tubes in a popular price range. Two cone type reproducers—the famous Bosch NoBattray and other items, completing a most desirable radio franchise for you. Are You the Man to Sell Bosch Radio? Regardless of the radio you now carry, investigate the Bosch line. Tell us in confidence about yourself, your business, your experience and financial strength. We will tell you the direct benefits to you, of the new Bosch Radio plans.

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

MAGNETO CORPORATION

MAIN OFFICE AND WORKS:

SPRINGFIELD, MASSACHUSETTS

When you hear
TELETONE

Radio Speaker

you hear

RADIO

—right!



TELETONE CORPORATION
of AMERICA

449-453 West 42nd Street,
New York City



Big Columbia Expansion in the Pacific Northwest

Retailers in Portland and Seattle Hook Up
Most Effectively With the National and News-
paper Advertising of Columbia Co.

SEATTLE, WASH., June 30.—W. H. Lawton, manager of the Seattle branch of the Columbia Phonograph Co., has reported some wonderful advertising tie-ups that he is securing in conjunction with the Columbia Phonograph Co.'s national advertising campaign. In addition to the Columbia's full-page advertisements in the Portland and Seattle newspapers, the Starck Piano Co., of Bellingham; Williams & Van Horn Radio Co., of Mt. Vernon; Everett Department Store, of Everett; Rhodes Department Store, of Tacoma; Van Ausdler-Hoffman Music Co., of Spokane, and Emenaker Piano Co., of Aberdeen, each ran a similar full-page advertisement in their respective local papers. In addition to this sixteen other accounts carried quarter-page advertisements as tie-ups. The Seattle and Portland dealers combined on a full-page tie-up with the company's full-page advertisement to bring home to the buying public of the Pacific Northwest Columbia's appeal. The excellent results from the previous campaigns have proved their value in the large increase in the sale of Columbia products.

The following music dealers have recently taken on the Columbia franchise: Williams & Van Horn, Mt. Vernon, Wash.; Van Ausdler-Hoffman, Spokane, Wash.; E. S. Burgan & Son, Spokane, Wash.; R. L. Jones, Sandpoint, Idaho; Potter Drug Co., Portland, Ore.; Seiberling-Lucas Music Co., Portland, Ore.; Rhodes Department Store, Tacoma, Wash.; Ketchikan Music House, Ketchikan, Alaska; Irvington Pharmacy, Portland, Ore.; Record Exchange Stores, Portland, Ore.; Rose City Music Shop, Portland, Ore. These accounts report splendid progress in the sale of records and their initial business has been most gratifying.

L. D. Marsh has been appointed the company's representative for the eastern Washington territory working out of Spokane; T. L. Borland has been appointed representative for the city of Seattle and surrounding territory; H. M. Cunningham has been appointed assistant manager to Mr. Lawton.

Profiting by Securing a Collection Turnover

(Continued from page 47)

divide the average monthly collection by the average monthly balance and you have the percent average monthly collections to balance.

In this manner you can ascertain whether the collection percentages for September size up well with the average collection percentages for the preceding eight months. And you make similar comparisons for the last month, and the same month the preceding year.

Loss on Repossessions

The loss on repossessions is compared to the total charge-off for the month. But first you must figure your total charge-off for the month and the relation it bears to the balance. This is done by dividing the balance into the amount charged off at the end of the month. The loss on repossessions is figured after deducting the payments already made by the customer, to which is added the amount that you can realize on the merchandise in its present condition. The loss on the repossession is compared to the charge-off and then to the monthly balance. After totaling the repossession to date you arrive at an average monthly loss on repossession and then you compare the monthly repossession losses to the average monthly balances, which gives you the "Average monthly repossession to balance."

As for the "C. A. R. Accounts" your computations are similar to those for the contract sales, but here you do not figure repossessions.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good. Is prepared in the proper consistency, will not run out, dry up or become sticky or rancid. Remains in its original form indefinitely.

Put up in 1, 5, 10, 25 and 50-pound cans for dealers. This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers

ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

Likewise, the "Victor wholesale" percentages are computed on the same basis.

Repossession and Charge-off

It is very important to compare the repossession loss to charge-off. Many times you will hear a credit man boast of the fact that his charge-off is only one-quarter or one-half of 1 per cent, but he omits to mention the loss on repossessions. The loss on repossessions very often far exceeds the charge-off. Thus, one big instalment house charges off at the end of the year one-half of 1 per cent, while the total loss, figuring also the repossessions—more often known as "pulls"—amounts to 3 per cent. So, you see, the repossession loss will be almost six times the charge off.

It is not easy to ascertain in advance the exact loss on a repossession. At most a fair estimate of the loss will do for record keeping. In many stores repossessions are placed on sale as second-hand merchandise, even if only two weeks old, and their present value figured on that basis. In another store a minimum price is set on the repossessed goods, usually at about 25 per cent of its original value, and the loss figured on that basis.

Concrete Examples

In one store the repossessed merchandise is usually auctioned off to its own employes, because the concern does not relish the idea of holding sales of second-hand merchandise to its trade. More recently two stores in the same city got together and arranged auction sales for employes of both stores. According to this arrangement, employes of each store intervisit and purchase anything in the way of repossessed merchandise in either store.

At the Knight-Campbell Music Co.'s store it is the practice to deduct from each salesman's commissions a small amount, which goes into a special fund. When merchandise is repossessed the loss is figured, and a part of this loss is re-apportioned to the salesman who earned commission on that sale and that amount taken from the special fund. This has been found satisfactory to the salesman and manager.

(All Rights Reserved.)

Victor Hugo Emerson Dead

Victor Hugo Emerson, former president of the Emerson Phonograph Co., New York, died in California the latter part of last month from a heart attack. Mr. Emerson became interested in the phonograph when the industry was in its infancy and first organized the United States Phonograph Co., which exploited slot machines for use in public places. Following this he became recording supervisor for the Columbia Phonograph Co., which position he held until 1915, when he organized the Emerson Phonograph Co. In 1922 Mr. Emerson resigned from this company and with his son organized the Kodisk Manufacturing Co., producing metal disks. He disposed of his interest in this concern because of ill health and a year ago retired to California.

In Bankruptcy

A petition in bankruptcy was recently filed by Clarence W. Hill, talking machine dealer of Boston, Mass. He listed liabilities of \$6,878 and assets of \$2,386.

Round out Summer sales by making a special drive on all your lines.

A loop operated set that METROPOLITAN DEALERS can sell with assurance of complete customer satisfaction—

the New

Priess

TRADE MARK

STRAIGHT 9 NINE

It's loop operated!



Inside View of Straight "9" Nine
This illustration of the inside of the Straight "9" Nine chassis clearly shows the tube arrangement and rear shield.

—a nine tube loop operated receiver, designed for Metropolitan areas, congested districts and places where interference causes dissatisfaction with the ordinary set.

The new Priess Straight "9" Nine is the crowning achievement of many years' specializing in the design of loop receivers. Made in both table and console models.

The set contains three tuned radio, three untuned radio, detector and two audio in all nine tubes. If desired, power tube can be used in the last audio stage and the new 200-A tube for the detector.

The set has a single dial control, direct reading wave length, illuminated dial and a range from 203 to 555 meters.

Straight-line, wave length condenser with exaggerated spacing on shortest wave lengths.

Great sensitivity and distance on loop alone.

Selectivity of three-tuned circuits.

Shock mounted last radio tube and detector tube.

Shell shielded.

No-play vernier drive on main tuning.

All primary parts of set designed and built at Priess plant.

For 1926-27 we shall also continue making the famous Priess Straight "8" Eight.

The past year has conclusively demonstrated the astonishing success of the Priess Straight "8" Eight—particularly in non-congested territories and in rural districts. Acceding to popular demand, we shall continue to make the Straight "8" Eight for the coming season with improved circuit to adapt system to resist destructive effects of Southern climate.

List Price, \$175.00

Write or wire us for dealer reservation subject to demonstration. We are limiting our dealer franchises according to size of trading area. A PRIESS dealer franchise gives complete protection against price cutting and dumping. Act NOW to secure your territory.

PRIESS RADIO CORPORATION
695 BROADWAY  NEW YORK, N.Y.

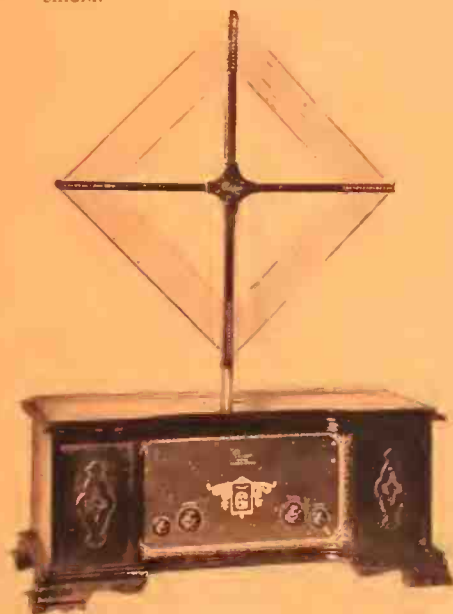


Table Model Priess Straight "9" Nine
Set in handsome, figured mahogany cabinet of simple and graceful design. Top mounted collapsible bakelite loop.

List price\$195.00

Console Model Priess Straight "9" Nine

A two-tone, figured walnut console cabinet, splendidly proportioned; loop inclosed, front operated; switching mechanism and plug system for A.C. equipment; built-in cone speaker; ample space for batteries; full enclosure of all mechanism when not being operated, giving very charming appearance to cabinet. Complete magnetic shield between A.C. accessories compartment and set. No inter-action between loop and set.

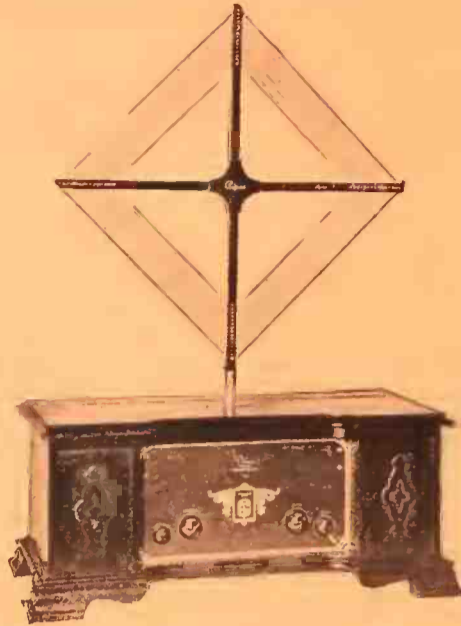
List price, without accessories.....\$335.00

By comparative tests, the Priess Straight 9 stands in a class by itself. Write for full particulars about the Priess dealer franchise.

Priess
TRADE MARK
STRAIGHT 9 NINE
It's loop operated!

Table Model—Two-tone, inlaid mahogany cabinet, with battery compartment equipped with collapsible, top mounted, bakelite loop. One tuning control graduated in wave length meters.

List price\$195.00
Console Model\$335.00



Priess
TRADE MARK
STRAIGHT 8 EIGHT
It's loop operated!

Table Model—Same cabinet and loop as with "Straight 9" and same tuning control, but with eight tubes.

List Price\$175.00

A nine tube, super-selective loop receiver with exceptional distance range in congested districts

NINE TUBES SPECIAL LOOP ONE TUNING CONTROL
TUNING DIAL GRADUATED IN WAVE LENGTH METERS
GREAT DISTANCE RANGE WONDERFUL TONE QUALITY

DEALERS: Write or wire for dealer reservation and demonstration

EXCLUSIVE DISTRIBUTORS for MICHIGAN and NORTHERN OHIO
Republic Radio Corporation, 523 E. Jefferson Ave., Detroit, Mich.

We Are Distributors
for the

Priess
TRADE MARK
STRAIGHT 9 NINE
It's loop operated!

in Western New York,
counties of

NIAGARA
ERIE
CHAUTAUQUA
CATTARAUGUS
ALLEGANY
WYOMING
GENESEE
ORLEANS
MONROE
LIVINGSTON
STEBEN
YATES
ONTARIO
WAYNE
SENECA
SCHUYLER

in Northern Pennsylvania,
counties of

ERIE
CRAWFORD
WARREN
McKEAN
POTTER
TIOGA

Dealers in this territory
write for demonstration and
reservation of territory.



List Price
\$195.00

Table Model

H. B. ALDERMAN, INC.

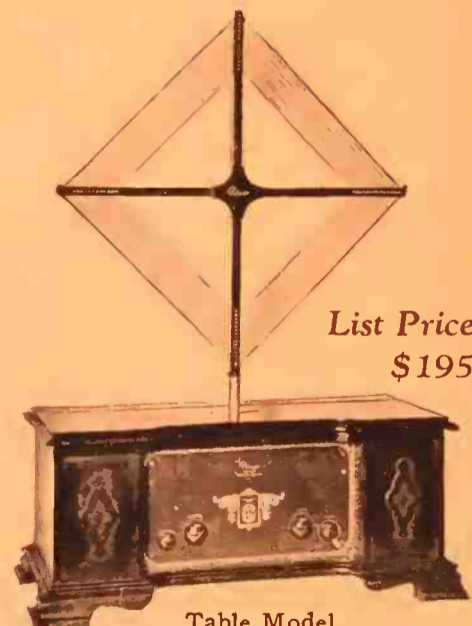
Wholesalers of Radio

69-71 W. Mohawk St.

Buffalo, N. Y.

Distributors Central New York
for

Priess
TRADE MARK
STRAIGHT 9 NINE
It's loop operated!



List Price
\$195

Table Model

The New Priess Straight "9" Nine will without question be the outstanding sensation in loop receivers this season.

Its super-sensitivity and ultra selectivity make it the ideal receiver for crowded metropolitan areas.

We urge all dealers in the territory to write or wire for dealer reservations and arrange for a demonstration.

F. C. HOWARD PIANO COMPANY

618 So. Salina Ave.

Syracuse, N. Y.

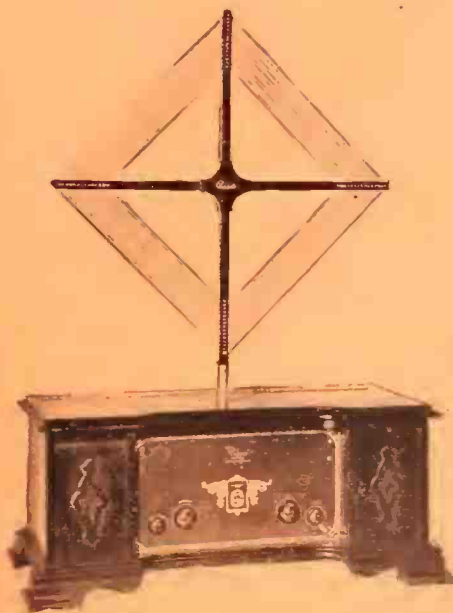
Exclusive State Distributors for the

New

Priess
TRADE MARK

STRAIGHT 9 NINE

It's loop operated!



List Price \$195

TABLE MODEL—Two-tone inlaid mahogany cabinet with battery compartment equipped with patented collapsible, all bakelite, low loss loop. One tuning control graduated in wave length meters.

List price\$195.00
Console Model\$335.00

A nine-tube loop-operated receiver designed for metropolitan areas and congested districts, its features are:

- loop-operated
- nine tubes—ultra selective
- six stages of radio frequency before the detector
- one tuning control with visible wave length indicator graduated in meters
- Tunes in station at one point—no harmonics
- sensitivity control
- volume control
- exceptional distance range
- wonderful tone quality

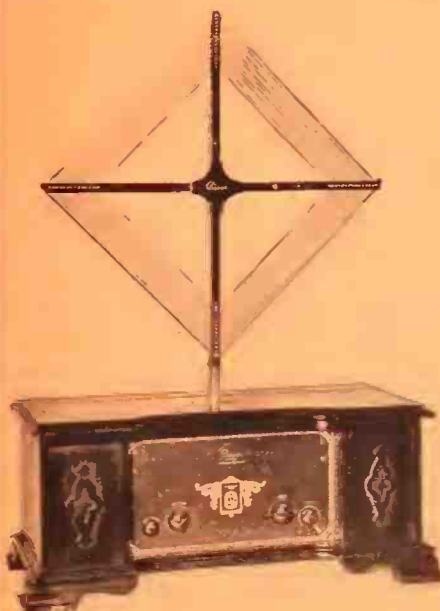
A new standard for comparison has been made with the Priess Straight "9" Nine.

Dealers—Write for exceptional dealer franchise and demonstration

GREAT LAKES RADIO CORPORATION

157—16th Street, Milwaukee, Wis.

Exclusive New England Distributors
for



Priess "Straight 9" List Price \$195.00

Priess
TRADE MARK
STRAIGHT 9 NINE

It's loop operated!
and

Priess
TRADE MARK
STRAIGHT 8 EIGHT
It's loop operated!

In the Priess Straight "8" Eight and Straight "9" Nine, the dealer has an ideal combination—the "8" for rural and

uncongested districts and the "9" for metropolitan areas and other congested places where great selectivity is an absolute essential.

The Priess is sold only by authorized dealers whom we protect in every way and who receive all the advantages of our unusual dealer service.

Your territory may still be open. Write us today for details about the profitable Priess franchise.

NORTHEASTERN RADIO, Inc.

Distributors of
Guaranteed Radio Sets, Parts and Accessories

269-285 Columbus Avenue
Boston, Massachusetts

DISTRIBUTORS

for

Priess **Priess**
TRADE MARK TRADE MARK
STRAIGHT 9 NINE AND STRAIGHT 8 EIGHT
It's loop operated! *It's loop operated!*

In Eastern Pennsylvania and New Jersey

The New Priess Straight "9" Nine will, without question, be the outstanding success of the season.

It was designed primarily for crowded, congested districts and metropolitan areas where knife-like selectivity is necessary.

Its six radio frequency stages produce tremendous radio energy amplification which means great distance-getting ability—what the public wants.

By comparative tests, the Priess Straight "9" Nine stands in a class by itself.

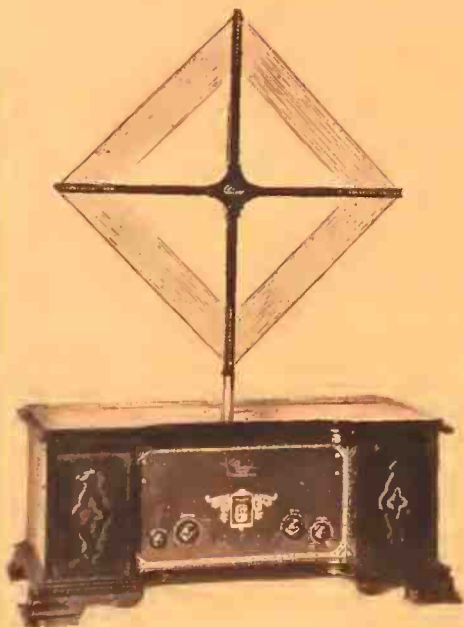
Write for full particulars about the Priess dealer franchise.



List Price
\$195.00

SUPPLEE-BIDDLE HARDWARE CO.
511 Commerce St. Philadelphia, Pa.

Priess
TRADE MARK
STRAIGHT **9** NINE
It's loop operated!



for highly congested locations and Metropolitan areas.

Great sensitivity and selectivity on loop.

Nine tubes — three tuned and three untuned radio, detector and two audio; single control with wave length indicator.

Write for details

LIST PRICE \$195

Distributors for Counties in Indiana, Kentucky and Ohio

TOVAN ELECTRIC CO.
Cincinnati, Ohio

Distributors for Counties in Indiana and Kentucky

SWANSON ELECTRIC CO.
Evansville, Ind.

We Are Distributors in
Southern Texas
for

Priess
TRADE MARK
STRAIGHT **9** NINE
It's loop operated!

Dealers write for demonstration

BERING-CORTES HARDWARE CO.
Houston, Texas

Distributors for
District of Columbia, Maryland,
Virginia and Delaware

Priess
TRADE MARK
STRAIGHT **9** NINE
It's loop operated!

Dealers write for protective franchise particulars

COLUMBIA WHOLESALERS, INC.
Baltimore, Md.

Distributors in Counties of
Texas, Oklahoma, Arkansas
and Louisiana

Priess
TRADE MARK
STRAIGHT **9** NINE
It's loop operated!

Write for attractive dealer proposition

THOMAS OGILVIE CO.
Shreveport, La.

Distributors in Central
New York State

Priess
TRADE MARK
STRAIGHT **9** NINE
It's loop operated!

Attractive dealer franchise

H. A. McRAE & CO., INC.
Troy, N. Y.

Connecticut Distributors for

Priess
TRADE MARK
STRAIGHT **9** NINE
It's loop operated!

Make your dealer reservation
subject to demonstration

PLYMOUTH ELECTRIC CO.
New Haven, Conn.

Missouri and Southern Illinois
Distributors for

Priess
TRADE MARK
STRAIGHT **9** NINE
It's loop operated!

Write for dealer reservation

MAYER & CO., INC.
St. Louis, Mo.

Pooley Co. Issues Broadside on New Cabinet Line

Prominent Radio Cabinet Manufacturer Retains Popular Models of Old Line and Makes Notable Additions—Described in Booklet

PHILADELPHIA, PA., July 6.—The Pooley Co., Inc., maker of Pooley radio cabinets, has mailed to the trade its first broadside on the new 1926-27 line of Pooley cabinets. The new Pooley line had its initial display at the Bellevue-Stratford Hotel in May in conjunction with the Third Annual Atwater Kent Distributors Convention. The broadside that has just been mailed is the first literature on the new line that has been produced by the Pooley Co. Models 1600 R-2, 1200 R-2, 1700 R-2, 1900 R-2, 1300 R-2-D, 1100 R-2, 2030 R-2, 1400 R-1, 2100 and 2200, which were described in last month's issue of *The World*, are shown. As was announced last month, the most popular models of the line have been retained and there has been added model 2030 R-2, familiarly known as the armchair model, and models 2100 and 2200, both of which are speaker tables upon which the set is to be placed, and in the models that have been retained from last season various improvements and refinements have been made.

The built-in Pooley floating amplifying horn is also the subject of a special article which describes and illustrates this exclusive feature of the Pooley cabinets. It is pointed out that if the Pooley amplifying horn were built in a straight line, rather than in its compact construction, it would be thirty-four inches long, a valuable acoustic property.

An article entitled "The Deep Foundations of Pooley Prestige" describes the organization and one page is devoted in itself to Edward F. Pooley, president of the organization, who with B. R. Stauffer, treasurer and general manager, has guided the company to its present success.

Supertron Mfg. Co. Distributes New Sales Manual

Tube Situation Reviewed and Selling Ideas for Supertron Tube Dealers Contained in Booklet Prepared by H. S. Bobker

A sales manual, full of selling ideas for Supertron tubes, is being furnished by the Supertron Mfg. Co., of Hoboken, N. J., to dealers and jobbers for distribution to their salesmen. The booklet was prepared by H. S. Bobker, sales manager of the Supertron Co., and discusses in exhaustive fashion the tube situation in general and Supertrons in particular.

An attractive line of dealer sales helps, including window and counter displays, booklets, etc., is also ready for distribution to dealers and jobbers of Supertrons. Mr. Bobker states that in his opinion the 1925 radio season will be very successful.

H. C. Cox, Columbia Co. President, Now in Europe

Mr. and Mrs. H. C. Cox sailed on June 24 from New York on the "Majestic" of the White Star Line. Mr. Cox, who is president of the Columbia Phonograph Co., Inc., expects to be gone about seven weeks. He will join Louis Sterling, chairman of the board of directors, in London, and will accompany him on a business trip to Paris, Berlin, and Holland, visiting the affiliated European companies and making a general survey of conditions abroad.

Texas House to Open Branch

BROWNSVILLE, TEX., July 3.—The R. R. Records Music House, of Houston, Tex., has made arrangements for opening a branch store in this city, handling a full stock of musical instru-

ments. The lines carried will be the same as those in the Houston store, including Lyon & Healy and Washburn pianos, Columbia and Kimball phonographs and a complete assortment of band instruments. The store will be opened about July 1.

Radio Corp. Distributes Handbook of Sales Aids

An attractive booklet, entitled "Handbook of RCA Selling Helps," is being distributed by the Radio Corp. of America to all RCA authorized dealers. The booklet outlines in detail the wealth of material which the Radio Corp. has prepared to help the authorized dealer in his campaign to place Radiolas and Radiotrons in the home. The material available includes dealer signs, data sheets on both Radiolas and Radiotrons, booklets in wide variety, the Nickel-a-Day Art Display Service, reprints of magazine and billboard advertisements, electrotype and matrix service, motion picture slides, etc.

Greater City Demonstrates Symphony Model Sonora

New Sonora Phonograph Displayed to the Trade and Trade Press at Offices of Well-known Metropolitan Distributing Firm

The Greater City Phonograph Co., well-known distributor of Sonora and Freed-Eisemann products, recently displayed the laboratory model of the new Sonora Symphony phonograph at its new offices at 76 Fifth avenue, New York. Invitations were issued to dealers and the trade press to inspect and hear the new model, with its double reflecting tone chamber and new sound box in a burl walnut case.

Byron Forster, sales manager of the Greater City Phonograph Co., announced that seven men had been added to the sales staff in the New York territory and that they were looking forward to a very successful phonograph and radio season.



Console Style R-23
Bench Style 24

THE latest perfected style of wall console with tone chamber above the receiver space. The tone chamber is constructed of seasoned wood with metal throat. The design is such that pure, undistorted tone of full volume is assured.

The receiver compartment is equipped with adjustable panels so as to accommodate any set, the panel of which does not exceed 10½ x 32 inches in size. The battery compartment below the receiver space will easily accommodate charger, B batteries and A battery. The A battery sets on a leaf which pulls forward for easy filling or testing.

Dimensions—37 inches wide, 16 inches deep, 45 inches high.



Sketch showing how console opens so as to afford easy accessibility to all parts. The cabinet work and the cabinet hardware controlling the movement of doors, top and drop leaf are of the highest quality.

Made of American Walnut with five-ply walnut veneer top and panels. Door panels of matched butt walnut. Finished in two-tone walnut, piano finish.

Write for Catalog showing complete line of Consoles, Cabinets and Tables. Sent free on request.

Distributors and dealers—attractive territory still open. Write for interesting proposition.

EXCELLO

RADIO CONSOLES

Manufactured by

EXCELLO PRODUCTS CORPORATION
4824 W. 16th Street
Cicero, Illinois

Farrand Announces

New!

Farrand Power SPEAKER

with 36-inch Cone

A DE LUXE size Farrand Speaker capable of volume reproduction never before achieved, attaining power and fidelity which actually competes with an orchestra, itself. Brings in tones, especially bass, that are unobtainable with a smaller cone. Can be used with or without Power Amplifier. Beautifully finished with typical Farrand nicety of design and detail. Two models—illustrated.

for DANCE FLOORS
RESTAURANTS
LARGE ROOMS



Pedestal
Model
\$79.50

With Wall
Bracket for
hanging
\$65.00

Prices slightly
higher West
of Rockies

MADE BY THE MAKERS OF

3 New Radio Products!

HERE are three additional reasons why you should obtain a Farrand Franchise this season — three, fast-moving, quality products that bid fair to compete with the Farrand Speaker, itself, as profitable retail money-makers. You know the leadership of the Farrand Speaker, the quality prestige of the Farrand trademark, the price and territorial protection of the Farrand sales policy. You know that folks everywhere have been waiting for new radio developments such as these — especially for a *real*, practical, fool-proof “B” Eliminator. Here’s one they’ll accept on its face value—“made by the makers of the Farrand Speaker” will prove immediate *buy-words*. Make your store Headquarters for Farrand Products and the sales will take care of themselves. Don’t wait. Get in touch with your distributor NOW!

FARRAND MFG. CO., Inc. Long Island City, N. Y.

Farrand B Eliminator

(Operates on 60 cycles A. C.)



A HEAVY-DUTY “B” Battery Eliminator which marks as decided an advance in Eliminators as did the Farrand Speaker in reproducers. Does away with bothersome, continual adjustment. Nothing to wear out. Requires no acid or water; uses only one rectifying tube. Provides new high-voltage capacity with an output of 75 milli-amperes. Will operate a multiple-tube set, giving the following voltage:

15 to 70 volts on detector tube. 60 to 100 volts to radio frequency tubes.

135 to 200 volts on last audio stage—equivalent to one stage of power amplification.

Finished in bronzed steel; neat, trim, distinctive in appearance.

\$48.50 without tube
Uses one UX 213 or CX 313 Tube

Farrand POWER B AMPLIFIER Eliminator



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

\$62.50 without tubes

Prices slightly higher West of Rockies

THE FAMOUS FARRAND SPEAKER

500 Crosley Jobbers View New Models at Successful Convention in Cincinnati

Jobbers and Their Representatives Enthusiastic Over Latest Products of the Crosley Radio Corp.—Constructive Addresses and Discussions on Sales Plans Featured the Event

CINCINNATI, O., July 2.—Approximately 500 jobbers and jobbers' representatives of the Crosley line of radio equipment, made by the Crosley Radio Corp., gathered at the company's plant

and the Musicone range, in the four models from \$12.50 to \$32.

Powel Crosley, Jr., president of the Crosley Radio Corp., spoke in detail on each of the re-



Delegates to the Crosley Convention Held at last month and had demonstrated to them the new line of Crosley merchandise, and discussed sales and promotion plans for the coming season. Plans were outlined to make the total of Crosley business for the year approximate \$25,000,000, which will tax the increased production facilities of the factories to the full output of 10,000 receivers and speakers a day.

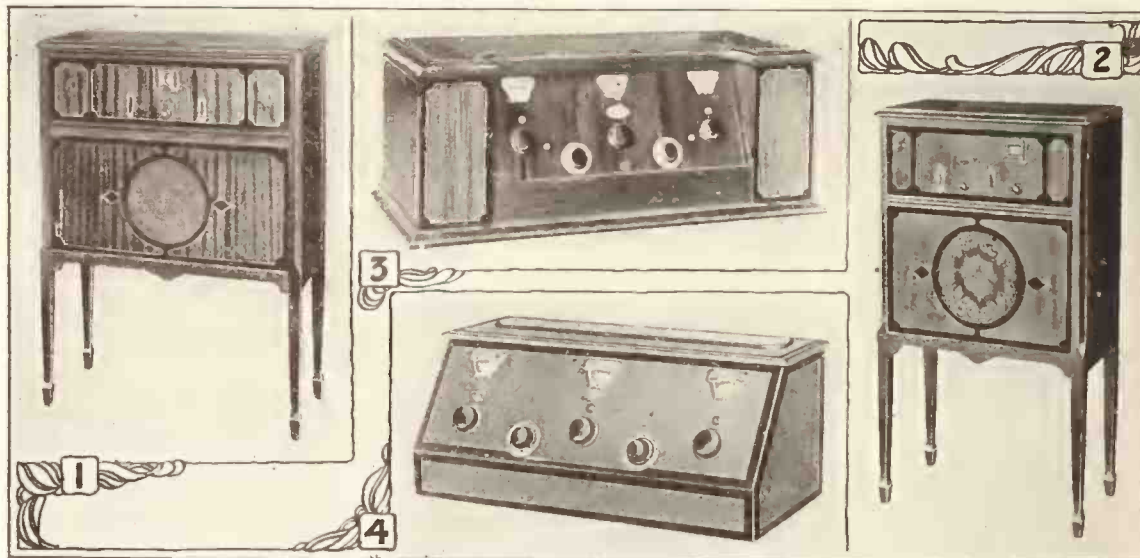
Complete Radio Line Exhibited

The opening of the two-day convention was impressive. On a beautifully decorated stage, banked with floral pieces and illuminated with high-power lights, the full line of Crosley receivers and Musicones was shown. Among the models which attracted the greatest attention were the Musiconsole and the Crosley portable Model 4-29, both of which were described and illustrated in the June issue of *The World*, and the R. F. L. 90 five-tube receiver with Musicone, a new addition to the line to meet the demand for furniture type apparatus. This model has ample space for batteries and the built-in Musicone adds to the appearance of the set. The set has been improved with the addition of the graphic drum type selectors and two Acuminators for adjustment. Another new model which was a "hit" with the jobbers was Model 5-75, a five-tube drum graphic selector set with built-in Musicone encased in cabinet with ample space for batteries. Other outstanding models of the display were the R. F. L.-75, a five-tube receiver which has been improved through the supplying of a heavy mahogany panel with windows through which it is possible to see the markings on the condenser dials, and which has been reduced in price, and the 5-38 five-tube receiver, which has been improved through the addition of "windows" so that the operator can see the markings on the dials. The Crosley line of receivers, numbering eight, including the one-tube "Pup" and the portable, has a price range of from \$9.75 to \$90,

Crosley Radio Corp.'s Plant in Cincinnati, O. ceivers and Musicones, pointing out the outstanding features of each of the models and the selling points which each possesses.

Discuss Sales Policies

In the afternoon a discussion of sales policies was indulged in and an address on advertising was given by Joseph H. Neebe, of the Camp-



New Crosley Radio Models: No. 1—R. F. L. 90; No. 2—5-75; No. 3—R. F. L. 75; No. 4—5-38 bell-Ewald Advertising Co. Mr. Neebe stressed the value of advertising by the jobber and dealer, and outlined in a general way the advertising plans of the Crosley Radio Corp. for the Fall and Winter. In the evening the delegates attended a dinner on the roof garden of the Hotel Gibson and were entertained by artists of WLW, the Crosley station.

An inspection of the Crosley plant started the second day of the convention and this was followed by a two-hour discussion of the plans of the sales department. This discussion was led by Walter B. Fulghum, general sales manager, who explained in detail the plans he has

in mind for expanding the authorized dealership system.

Crosley Executives Introduced

Later Mr. Crosley introduced various department heads, including Lewis M. Crosley, vice-president, who explained the company's plans for expansion, stating that the new addition started several weeks ago would add 96,000 square feet and will be completed in September; John J. Hope, credit manager; Stewart F. Thomas, factory superintendent; Richard Goheen, inspection superintendent; John L. Lines, who was recently appointed assistant sales manager; Charles Kilgour, chief engineer; Robert F. Stayman, advertising manager, and Alvin R. Plough, publicity director. After luncheon another discussion of Crosley merchandising was held, led by Powel Crosley, Jr., who made a very interesting talk.

Leon C. Samuels Enters Business for Himself

Well-known Talking Machine Executive, Formerly Connected With Vitanola Talking Machine Co., Located at Furniture Mart

CHICAGO, ILL., July 7.—Leon C. Samuels, a well-known figure in the talking machine industry, resigned his position as vice-president of the Vitanola Talking Machine Co. on July 1, and entered business for himself, establishing offices and a display room in space 215 on the second floor of the American Furniture Mart, 666 Lake Shore drive, Chicago. Mr. Samuels is displaying at the Summer furniture market a complete line of improved talking machines, comprising seven models in various finishes in both console and upright styles. The feature of the line will be a large machine housed in a handsome cabinet and equipped with an improved metal diaphragm reproducer. Mr. Samuels has been en-

gaged actively in the talking machine field for the past fifteen years, and will continue to spend a large part of his time visiting dealers throughout the country. W. A. Ferguson, formerly associated with Mr. Samuels for many years, will be permanently stationed at the Furniture Mart office.

Music Shop Incorporated

The Music Shop, Wilmington, Del., was recently incorporated at Dover, Del., with a capital stock of \$100,000.

VAN VEEN SOUNDPROOF BOOTHS

are more necessary than ever before. You cannot demonstrate the wonderful volume and beauty of tone of the improved talking machine and records without booths. The new instrument has unlimited possibilities. Meet it half way by adequate demonstration.

Complete equipment for musical merchandise dealers. Write for details and catalogue.

VAN VEEN & COMPANY, Inc.,

313-315 East 31st Street, New York City
PHONE LEXINGTON 9956-2163

Another Step Forward

Precedent sometimes endangers progress - - To follow the leader in progress is

YOUR OPPORTUNITY as well as OURS

We are proud to announce that we are now in a position to offer the *Product of the Most Progressive Manufacturer of Phonograph Main Springs and Repair Parts, the*



Why —

QUALITY — Not only the finest steel, BUT also a new coiling process positively preventing a main spring from "Jumping".

PRICE — The lowest-priced quality spring in the U. S. A.

SALABILITY — Retail price on box. Positively rust proof (sprayed with "Lubrill")— wrapped in "Mocolene", both exclusive features.

PROFITS — Best margin yet. The low hundred lot price applied on small orders.

The Ideal Phono Parts Co., Inc.

(The House That Can Give You Efficient and Speedy Service)

Main Offices: PITTSBURGH, PA.

614-616-618 Fifth Avenue

MAGNAVOX

SINGLE DIAL

Radio



24D13 ©

A rose in a tumbler keeps just as well as a rose in a Cloisonné vase. But offer a woman both articles at the same price and see which one she takes!

From this day on Slightly Radio!

THE first radio sets were engineers' jobs — and they had an engineering, mechanical look. They were not built for esthetic appeal — radio was wonderful enough without it in those days. Then came set makers, many of whom, ever since, have unconsciously followed these early sets in general appearance and design.

Numerous dials, switches, plugs, protruding tubes, drab panels and awkward

shapes can no longer find refuge in novelty. For radio is no longer novel. Such sets cannot gain, or long retain, public favor.

The history of merchandising proves this. Compare today's telephone with yesterday's — or take automobiles, or furnaces, or sewing machines. Refinement of appearance everywhere. Dealers who first sensed this trend reaped their harvest.

The Magnavox Company has long an-



*New Magnavox
Cone Speaker,
Cornell Model,
list \$22.50*

15th Anniversary of Magnavox progress in Radio

anticipated this change. *Magnavox* cabinets are the products of skilled furniture designers. Single dial control permits a simplified and beautiful dial panel. Mahogany is used (two-toned in some models.) Knobs are in subdued finishes. Artistry, symmetry and simplicity predominate. Character and expression are present with magnetic appeal.

Magnavox is the proved and perfected single dial set — the set without sustained service-demands. Only thirty-seven sets of

our entire production last year were returned to the factory as defective.

Magnavox Cone Speakers are the new sensation — the most worthy successor to the original loud speaker which was created by *Magnavox*. Four hundred thousand *Magnavox* speakers are now in use — a powerful selling asset to you. Write at once for the *Magnavox* proposition.

The *Magnavox* Company, Gen. office & factory, Oakland, California / Chicago sales office, 1315 S. Michigan Ave.

Elaborate Preparations for Radio World's Fair to Be Held in Gotham in September

New Madison Square Garden Selected as Exhibition Headquarters for the Only Radio Show to Be Held in New York the Coming Fall—Statement by U. J. Hermann, Managing Director of Show

Following the announcement by the Radio Exhibition Corp. through George A. Scoville, chairman of the Board of Directors, that the proposed radio exhibition in Grand Central Palace has been canceled, elaborate preparations are under way by the management of the Radio World's Fair to take care of the large number of exhibits that will be housed in New Madison Square Garden, New York City, September 13 to 18, which is the only radio show that will be held in New York next Fall. G. Clayton Irwin, Jr., general manager of the Radio World's Fair, states that his organization will provide space for all the exhibits originally planned for Grand Central Palace, which are not duplications of the exhibits also proposed

by the industry for the Radio World's Fair.

"We are working night and day planning for the programs that will make this Radio World's Fair a memorable event for the broadcast public and the opening wedge in the biggest radio year in history," said Mr. Irwin.

U. J. Hermann, managing director of the Radio World's Fair, said, "The radio public and the radio industry are to be congratulated on the decision of the radio manufacturers to concentrate their exhibits of new receivers, parts and accessories under a single roof. It is a pleasure for us to co-operate with the radio manufacturers of the country, and we pledge to them and to the public our sincere and earnest efforts to make New York, during the week of September 13, the world center of radio activity." The consolidation of the two shows means a saving of hundreds of thousands of dollars to the industry and the public, and eliminates the inconvenience imposed upon the trade and the public in attending two exhibitions held simultaneously in distant halls.

The official announcement by George A. Scoville, chairman of the Radio Exhibition Corp., regarding the closing of the Grand Central Palace show, is as follows:

"It has been decided by the Board of Directors of the Radio Exhibition Corporation that the proposed radio exposition to be held in Grand Central Palace, September 10-17, will be canceled. It is believed that this action will be to the interest of both the public and the entire radio industry. The directors are recommending to all exhibitors that they exhibit at the Radio World's Fair to be held in New Madison Square Garden, September 13-18, under the auspices of the Radio Manufacturers' Association."

An international set-building contest among amateurs will be a feature of the Radio World's Fair. Tests to determine prize-winning sets to be sent to New York for exhibition are already on in England, France, Belgium, Spain, Italy and Australia. They will be shown side by side with the best of American receivers. A gold medal will be awarded as first prize in the international contest.

Talking Machine Men Start Drive for Dealer Members

The June meeting of the Talking Machine and Radio Men, Inc., New York, was held at the Cafe Boulevard on Wednesday, June 16. The feature of the gathering was a demonstration of the Malone-Lemmon radio receivers and a brief talk on Summer sales possibilities by Walter S. Lemmon, of the Malone-Lemmon Products Co. Mr. Lemmon stated that his company, in an attempt to manufacture merchandise which would overcome the Summer sales resistance, had placed on the market a marine model receiver for use on yachts and motor boats and a portable set for use on trips and in resort cottages. Both of these sets were displayed and the portable instrument was demonstrated.

During the meeting Irwin Kurtz, president of the Association, read an extract from the June issue of The World telling of the formation of a radio trade association in Akron and giving the set of rules by which the members of the newly formed organization agree to abide in order to standardize the cost of servicing sets and other trade practices. Similar agreements on the part of members of the Northwest Radio Trade Association were also read and both were referred to the local committee, which is working on a similar set of standards under the direction of L. J. Rooney,

able radio vice-president of the Association.

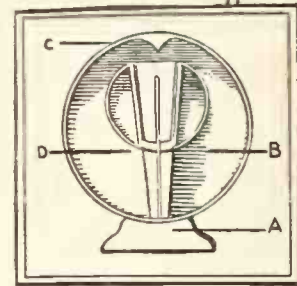
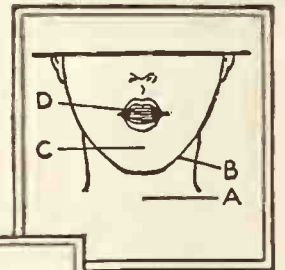
An urgent plea for new dealer members was made by President Kurtz, who asked that every manufacturer, jobber and dealer exert every possible effort to secure new members in order that the powers of the Association be increased.

There will be no meeting of the Association in July, the next gathering being scheduled for August 4, at the Cafe Boulevard.

Teletone Corp. of America Plans Sales-Ad. Campaign

Radio Speaker Manufacturer Forwards Outline of Its Sales and Advertising Campaigns to Teletone Distributors and Dealers

The Teletone Corp. of America, manufacturer of the Teletone radio speaker, involving some very unique but simple principles of amplification, recently forwarded to its distributors and



Note that a sound-wave coming from the sound producing unit "A" (the human vocal cords) is amplified through the orifice "B" (the human larynx) until it reaches the conducting area "C" (the back of the throat), whence it is again conducted to the point of greatest amplification "D" (the correctly formed and opened mouth of the singer.)

dealers an outline of its sales, exploitation and advertising plans for the 1926 season. These involve practically every form of advertising publicity, including consumer journals, car cards, direct mail, posters, hangers, cut-outs and similar material.

One of the most important features in the advertising and sales program of the Teletone Corp. is the preparation of dealer helps. Not only does the Teletone Corp. intend to create a demand with consumers for its product, but it plans to lend every aid to the dealer in developing such sales. The extent of its program in this direction is wide in scope and should do much to further dealer interests.

In addition to all the publicity sales helps the Teletone Corp. is carrying on an educational campaign with retailers and their salesmen, presenting the sales features and the exclusive ideas of the Teletone principle of sound amplification. Among these are the fact that the design of the speaker is the application of violin wood in the speaker's construction. Another point the company makes, which is both interesting and constructive, is "the conduction and amplification of the sound is similar to the age-old method—the human throat."

The same resonances and tone beauty of the violin are said to be built into this new Teletone speaker—the construction being of seasoned spruce, the wood used in violin workmanship.

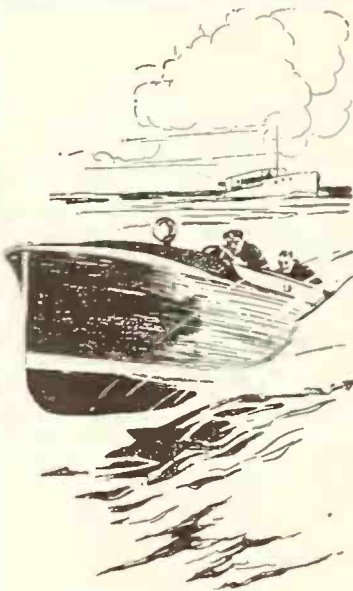
New Argus Power Radio Line to Be Marketed Soon

Dr. Marcel Wallace, vice-president and chief engineer of the Argus Radio Corp., of New York City, had two important announcements to make during the past month. One was that the finishing touches had been put on the new models of the Argus Power radio set for the coming Fall season.

The other announcement was the arrival, on June 9, of Harold Marcel Wallace, infant son, of whom it is predicted that he will follow the inventive genius of his father.

Record Breakers

Tie Up With GOLD SEAL Success



Miss America III

G. A. Wood, owner, on September 3, 1921, established a new world record of 80.56 miles per hour.

YOU want profits — and rightly! That's the only reason why you should become a Gold Seal dealer. It means more profits for you.

Gold Seal success has been so striking—all records broken—that you are sure of a permanently profitable line. It is the result of superior products, plus a merchandising policy that gives the dealer real co-operation and cuts selling costs. Prompt service, unflinching courtesy, price protection, dealer help, and a real replacement guarantee—these are things that count!

GOLD SEAL RADIO TUBES

All Standard Types. MATCHED for perfect uniformity—superior in tone and volume—double the life of ordinary tubes—Gold Seal tubes have set a new standard of perfection. JUST TRY THEM!

It's to your advantage!

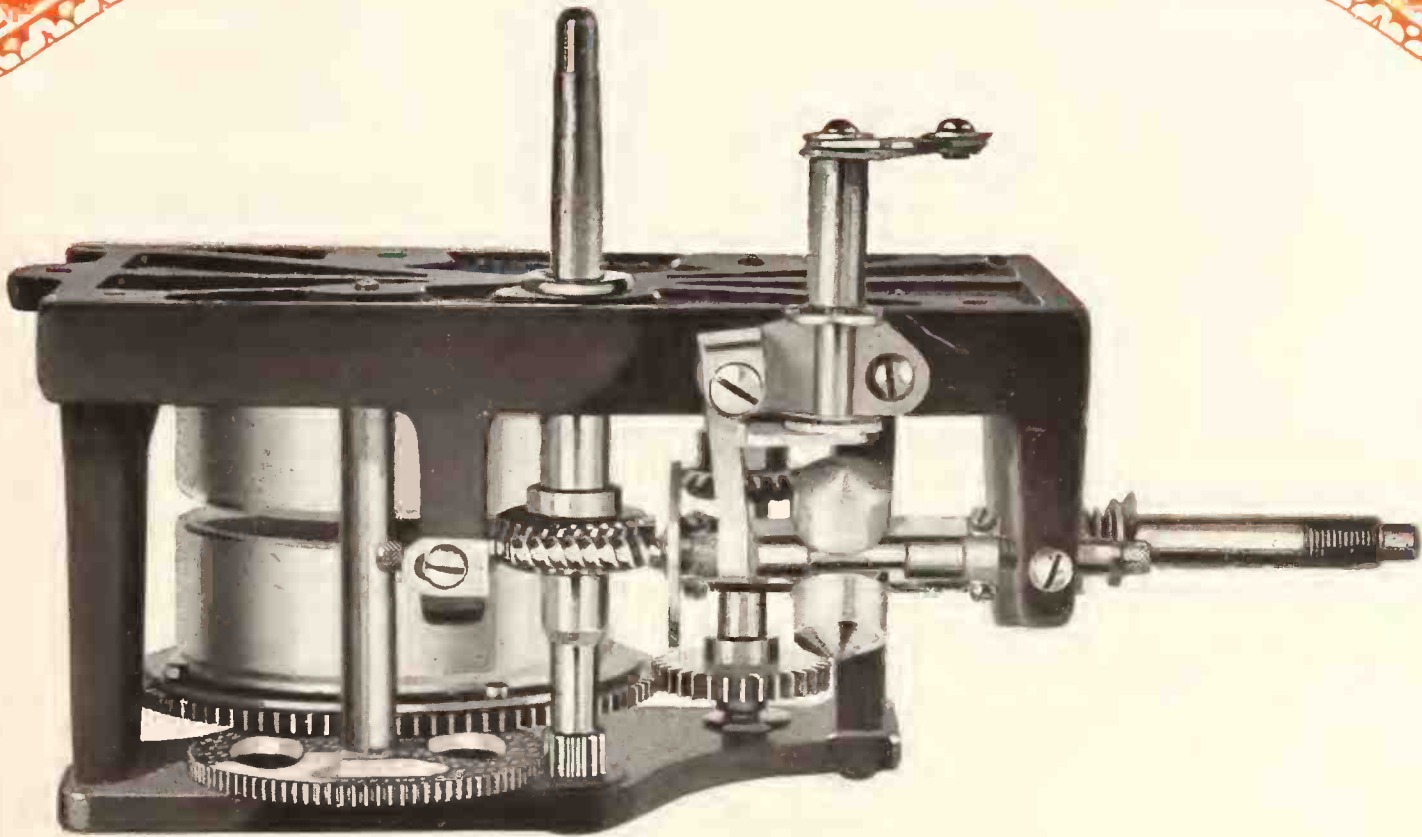
Write now for full details of the Gold Seal line and of our unusual merchandising plan—of importance to every jobber, distributor and dealer. Don't put it off—Write TODAY!

GOLD SEAL PRODUCTS CO., Inc. 250 Park Avenue New York



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

Gold Seal Radio Tubes



HEINEMAN MOTOR No. 77

THE
STANDARD MOTOR
OF THE
Phonograph Industry

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, Pres.

25 West 45th Street

New York, N. Y.

Remarkable Development of Mutual Phono Parts Co. Indicates Big "Talker" Sales

Manufacturer of Mutual Tone Arms and the Saxophonic Reproducer Forced to Move Into New and Larger Quarters to Meet Constantly Growing Demand for Its Products—Modern Plant

At the beginning of this year, those who know designated 1926 as a talking machine year. The accuracy of this prediction has since been brought out by the experience and sales records of many of the leading houses connected with the industry. An outstanding example of the

table to the point where it is wrapped for shipment. Within easy access of these assembly tables is an ideally appointed stockroom, where necessary supplies are easily obtainable when needed.

The machine department is another impres-



Interior Views of the New Mutual Phono Parts Co.'s Plant

1. Machine Department. 2. Shipping Room. 3. Plating and Finishing. 4. Assembling. 5. Executive Office. Andrew P. Frangipane, secretary and general manager; N. Garfinkel, treasurer, and Evelyn Garfinkel, secretary to the treasurer

volume of business being done in the talking machine industry this year is found in the growth of the Mutual Phono Parts Co., New York City, maker of Mutual tone arms and sound boxes, and the new Saxophonic reproducer.

The quality of its products, together with the fair business dealings of the firm, soon gained for this house and its product wide recognition throughout the trade with an attendant steady increase of business. As this business grew, more and more space was added, until larger headquarters were imperative.

During the early part of the year the Mutual Phono Parts Co. moved from its quarters on Lafayette street and took possession of its present headquarters at 610-14 Broadway, which provided greatly increased and improved manufacturing facilities. The Mutual Phono Parts Co. is now in full possession of these quarters with new machinery installed, and fortunately so, for the subsequent volume of orders showed the move well warranted.

A tour through the plant is particularly interesting. One is strongly impressed with the fact that the entire facilities of a large manufacturing plant such as this are devoted entirely to the production of tone arms and sound boxes. On the Broadway side of the building is a suite of rooms, comprising the general offices of the company, including the executive offices of N. Garfinkel, treasurer, and A. P. Frangipane, secretary and general manager. On the open floor space are the long assembling tables, at which are seated a number of girls, each one with her specifically appointed task in the assemblage of Mutual sound boxes and tone arms. Efficiency to a marked degree is to be found in the arrangement of these tables and the orderly process through which the work is started at one end, and progresses down the length of the

sive department to visit. The business of the Mutual Phono Parts Co. warrants the installation of this department, wherein are made necessary dies and tools for production work as well as the machine work necessary on the products. The Mutual Phono Parts Co. also

has its own plating department. A large battery of electric baths has been installed, as well as burnishing and polishing machines, and this department constitutes a complete plant in itself. In the new quarters special attention is also given to the shipping department, which plays a very important part in maintaining prompt service.

The new headquarters are among the finest devoted to the production of tone arms and sound boxes, and although when they were secured adequate space was taken to provide for the future growth of the business, it is interesting to note that the popularity of the new Saxophonic reproducer has already necessitated the use of the entire facilities of the plant and the introduction of night work as well.

Distributors Appointed for Pathex, Inc., Products

Several Well-known Talking Machine Houses Included Among Concerns Who Will Wholesale Motion Picture Cameras and Projectors

Henry C. Brown, general manager of Pathex, Inc., New York, has recently announced the appointment of a number of jobbers for the Pathex motion picture cameras and projectors in various sections of the country, several of them in the talking machine business. Following the decision of the company to substitute selling through jobbers in the place of direct distribution, various prominent houses have been quick to secure the wholesaling rights in their territories.

Among those who have already signed up as Pathex jobbers are included the Blackman Talking Machine Co., New York, well known as a wholesaler of Victor and radio products; the Penn Phonograph Co., Philadelphia, also well known in the phonograph field; Columbia Wholesalers, Inc., Baltimore, Md.; Carolina Auto Supply Co., Charlotte, N. C.; Carter Electric Co., Atlanta, Ga.; Tower Binford Electric & Mfg. Co., Richmond, Va.; Tampa Hardware Co., Tampa, Fla.; Florida Radio Supply Co., Jacksonville, Fla.; McGraw Co., Omaha, Neb.; McGraw Co., St. Louis, Mo.; Monarch Film Co., Waterloo, Ia.; Western Radio Co., Kansas City, Mo.; Quincy Radio Laboratories, Quincy, Ill.; Young, Lavisch & Richardson, Chicago, Ill.; and the Taylor Electric Co., Madison, Wis. Other appointments will be announced shortly.



The Imperial Phonogrand

is a leader for quality, volume and appearance

This model is equipped with a special type of tone-chamber and reproducer. It plays the new electrically recorded records with volume and clearness that will satisfy the most critical customer. Designed to permit the installation of Radio Panel and equipment.

Send for Descriptive Literature

Foreign Trade
Advantageous selling rights may be secured in foreign countries.

Fuehr & Stemmer Piano Co.

1934 Wentworth Ave. Chicago

Musical Instrument Makers for 25 years

List Price \$150

Robert W. Porter New Sales Director for Splitdorf Co.

Prominent Sales Executive Joins Staff of Radio Manufacturer—Changes Splitdorf Electric Co. Distribution Methods—Staff Additions

Robert W. Porter, one of the best-known and most successful sales directors in the music and radio fields, recently joined the staff of the Splitdorf Electrical Co., assuming the post of director of sales. He will make his headquar-



Robert W. Porter

ters in the executive offices of the company in Newark, N. J.

Mr. Porter has had long experience in directing sales campaigns and has a thorough knowledge of distributor and dealer requirements, with a wide acquaintance in these channels in every section of the country. For a number of years he was associated with the sales division of the Columbia Phonograph Co. and more recently was vice-president and director of sales for the R. E. Thompson Mfg. Co., where he achieved a marked success.

The Splitdorf Electrical Co. operates large and modern manufacturing plants in Newark,

Toronto, Bethlehem and Chicago. In point of years of service it rates among the leading American electrical manufacturing organizations. For the past two years they have been supplying some of the needs of the radio industry, including the manufacture and distribution of a number of Splitdorf radio receivers. In its own plants it manufactures every device that goes into its products, and its large plant makes possible volume scale of production with the resultant economies.

The Splitdorf Electrical Co. is seventy years old and its management is in the hands of well-known figures in their respective fields. This, together with the wide manufacturing experience, plus its knowledge of dealer merchandise requirements, makes an unusually happy combination.

The company plans to market a series of radio receiving sets, cone speakers and goose-neck reproducers for the coming season and has mapped out an intensive campaign of exploitation for these products. In conjunction it has arranged an entirely new plan of distribution. This will be direct from factory to distributor rather than through the Splitdorf branches as heretofore. Its products contain some exclusive features and these will be presented through intensive advertising campaigns, together with a plan of constructive dealer cooperation which should assure it of a prominent place in radio activities during the coming season. T. Norman Mason, formerly associated with the Columbia Phonograph Co., and with the Arthur Erisman Co., has been appointed executive representative in New England territory for the Splitdorf Co. A. A. Sinclair, formerly Pacific Coast representative for the Columbia Phonograph Co. and the R. E. Thompson Mfg. Co., will be the executive sales representative in New York City and the metropolitan territory. W. J. Dooley, a well-known automobile distributor who has a wide acquaintance in Southern territory, has been appointed executive representative in Southeastern territory with headquarters in Atlanta.

Open New York Labs.

Grey Gull Records, Inc., of Boston, have opened recording laboratories in New York City at 20 East Forty-second street under the supervision of Paul Bolognese, well known in record recording circles.

J. M. Caswell Appointed Asst. Mgr. of J. K. Polk

P. C. Brockman Announces Appointment of Asst. General Mgr.—James K. Polk, Inc., Jobs Sonora, Okeh, Caswell and Other Products

ATLANTA, GA., July 7.—P. C. Brockman, secretary and director of sales of James K. Polk, Inc., prominent distributor of phonograph products, announced recently the appointment of J. M. Caswell as assistant general manager of the



J. M. Caswell

company. Mr. Caswell is a newcomer to the phonograph industry, having devoted his former business career to an entirely different line, but he has made a close study of the phonograph industry and is keenly enthusiastic regarding the possibilities of the future for the James K. Polk organization.

James K. Polk, Inc., has attained phenomenal success as a distributor of Sonora phonographs, Okeh and Odeon records, Caswell portables, Honest Quaker parts and other phonograph products. Mr. Brockman, as director of sales, has been an important factor in the growth of the company's business and he numbers among his close friends all of the successful dealers throughout the entire Southern territory.

Northern New Jersey Radio Dealers Hold Annual Outing

Approximately 100 radio dealers and jobbers of Northern New Jersey held their annual outing the latter part of last month, motoring to Lake Hopatcong, N. J., where dinner was served at Shafer's Hotel and field and water sports were indulged in. The jobbers beat the dealers in a baseball game to the tune of 13 to 8. At the dinner addresses were made by Pat Collins, of the Radio Distributing Co.; Fred Wilson, of E. M. Wilson & Son; C. F. Maschmeyer, of the Garod Corp.; Ed Scher, of the Federal Radio Corp.; Bernard Richman, of the North Ward Radio Corp.; A. F. Gruninger, of the Beller Electric Co., and A. B. Ayers, of the Eagle Radio Co. A suggestion that the dealers and jobbers of Northern New Jersey be organized into an association was made by M. Salzman, of the Wholesale Radio Equipment Co., and a committee was appointed to make the preliminary steps toward the formation of such an organization.

The J. J. Kelleher Radio Parlor, New York, recently filed a petition in bankruptcy, listing liabilities of \$22,789 and assets of \$5,624.

Safety

 demands
the BRACH ARRESTER

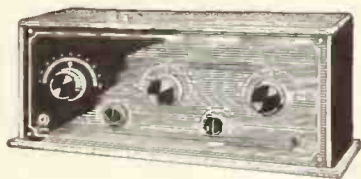
Each flash of lightning subjects radio sets to damage unless highly sensitive lightning arresters are used. This accentuates the importance of radio dealers supplying their customers with the best lightning protection obtainable.

Noted engineers have insisted on Brach Arresters for over twenty years for protecting railway signal systems and radio instruments because they have found them to be the most sensitive, the most reliable arresters procurable.

To-day every Brach Arrester that you sell is backed by us with a \$100 guarantee.

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

This "Hook-Up" Makes Money For You



Model VII. This compact little 5-tube set is the wonder of all who see it and hear it. Simple, plain cabinet, that looks well anywhere. Full 5-tube reception that brings the programs in, as well or better than many higher priced sets. Here's a quality set at the lowest price you can expect. Use it for a leader. You'll not be disappointed. List \$70 without accessories.

There is real money in a radio store or department when properly conducted. This is the story of a "hook-up" that gives you real material to work—a common sense plan that gets results and is easy to follow.

A COMPLETE line of radio sets; designed right, built right, priced right and supported by a clean cut guarantee that means just what it says. . . . That's the beginning.

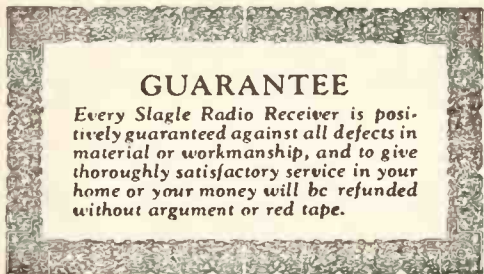
We support our trade with a powerful, hard-selling advertising campaign. It's aimed at your prospects. Through leading farm journals and newspapers it is working up business for you all the time. That's not all.

Our dealers get an attractive assortment of window streamers and easel cards for window and counter. That's not all, either.

We help you go after your prospects by mail with letters and interesting literature. We help you make sales, and we keep in touch with owners afterwards, boosting your game all the time.

The Slagle line is sold through recognized channels of distribution with liberal margins of profit. Let us tell you more of this "hook-up", what it will do for you and where you can connect with it.

SLAGLE RADIO COMPANY
Fort Wayne, Indiana




GUARANTEE

Every Slagle Radio Receiver is positively guaranteed against all defects in material or workmanship, and to give thoroughly satisfactory service in your home or your money will be refunded without argument or red tape.



Model V. Free of noises for which sets are often responsible. Low battery consumption; extreme sensitiveness to signals; sharp, clean tuning; plenty of volume; simple and complete control; full, rich tone values; and beautiful appearance are some of the points that make this set sell. It's real value. List \$150 without accessories.

A set is no better than its accessories — Sell good ones

Slagle  Radio

Blackman Co. to Feature Products of Pathex, Inc.

Prominent Distributor of the Metropolitan Territory Plans to Install a Pathex Camera and Projector Department

C. L. Johnston, vice-president and general manager of the Blackman Talking Machine Co., New York, announced this week that the company had been appointed a distributor for the products of Pathex, Inc., 35 West Forty-fifth street, New York. This company makes a complete line of motion picture cameras and projectors and is under the executive management of H. C. Brown, many years identified with the talking machine industry and one of the most capable sales and publicity executives in the country.

In making his announcement Mr. Johnston stated that the Blackman Talking Machine Co. had arranged to install a special Pathex department which would devote itself exclusively to the interests of Pathex products. This department will comprise ten men who will concentrate their efforts in developing Pathex business in the territory for which the Blackman Talking Machine Co. has been appointed exclusive distributor. This territory comprises all of Greater New York and Connecticut, as well as the cities in the Hudson River Valley, northern New Jersey and Long Island. This is one of the most important territories in the country, but the Blackman Talking Machine Co. is particularly well organized to give Pathex products splendid representation, and the special Pathex department is under the direct charge of Mr. Johnston, assisted by E. S. Palmer and A. M. Blackman. The campaign is already under way, and the early results indicate that the Pathex line is going to be an active factor in Fall business in the territory served by the Blackman organization.

J. A. Poppler Places Orders for Columbia Viva-Tonal

J. A. Poppler, president of the Poppler Piano Co., Grand Forks, N. D., attended the National Convention of the Music Industries in New York City in June and while in the East he was privileged to hear and see the new Viva-Tonal Columbia phonograph. Mr. Poppler placed his order immediately and will be one of

the first to present the Columbia products to the public in that section of the country. The Poppler Piano Co. has been unusually successful in its sale of Columbia and Harmony records, and instead of the usual drop in business during the Summer months the demand for records is steadily increasing. North Dakota crop prospects for this Fall are very bright, and from all appearances business in that section of the country will show a fine increase this Fall.

Freed-Eisemann Making New Phonograph Sound Box

Radio Manufacturer Creates Industrial Products Division to Make Products Other Than Radio—Washing Machine a New Product

The Freed-Eisemann Radio Corp., manufacturer of radio receivers, has begun large-scale production of a new phonograph sound box, which is reported to be meeting with a good reception throughout the trade. It is announced that the company has created an Industrial Products Division, and that production activities will continue the year round in its new factory on Junius street and Liberty avenue, Brooklyn. The Freed-Eisemann Radio Corp. has also taken over the business of the Turbax Corp., manufacturer of washing machines, and announces that the Industrial Products Division will market an electric clothes washer with a new device.

Commenting on this new move, Alex Eisemann, treasurer and director of merchandising, stated that the facilities of the new factory make it possible for the Freed-Eisemann Corp. to extend its activities to lines outside of radio, even though the production of radio receivers in 1926 will be greatly in excess of the 1925 production. Mr. Eisemann stated that the Freed-Eisemann policy provides for year-round manufacturing activities.

The new phonograph sound box, it is announced, is particularly designed to give the new electrical record disc the utmost in musical expression, as well as to improve the tone qualities of old-type records, which are still being widely sold.

Charles T. Wilkins, for two years in charge of the music department of the Allen-Thede Co., Tulsa, Okla., is now connected with the Adams Music Co., Forth Worth, Tex.

Valley Forge Governor Ball Assortment Ready

Over One Hundred Governor Balls and Springs Boxed in Convenient Hardwood Cabinet, Offered by J. A. Fischer Co.

PHILADELPHIA, PA., July 6.—Another valuable aid for the repair department has been presented by the J. A. Fischer Co., of this city. This newest addition to the company's line is known as the Valley Forge governor ball assortment No. 3836, consisting of over one hundred governor balls and springs, contained in a useful cabinet fifteen inches long and seven inches wide, and with sixteen separate compartments. The cabinet is made of a selected dried wood and comes complete with a lid. It has a capacity of three hundred governor balls and springs, but can also be very conveniently used for screws or parts if desired.

It is announced by the J. A. Fischer Co. that this assortment is assembled in accordance with the dealers' choice if so desired and that with each assortment of one hundred governor balls ordered there will be shipped one cabinet. An attractive four-page folder on this new Valley Forge product has been prepared, on the back of which is the Valley Forge governor ball chart. This chart is similar to the alphabetical chart of Valley Forge main springs and is arranged according to the name of the motor or machine.

On the inside pages are featured other Valley Forge products, including the new No. 35 Valley Forge tone arm outfit and the new Bridgeport reproducer as well as the new Neu-phonic attachment for Edison machines. This latter is a tone arm and sound box set employing the Neu-phonic sound box, whereby the owner of an Edison machine is enabled to play lateral cut records. The Neu-phonic attachment is individually boxed in an attractive container with hinged cover.

Los Angeles Paper Issues Broadside on Brunswick Co.

Story of One Double-page Advertisement Which Created \$13,000 Panatropo Sales Told in Attractive Broadside—10,000 Distributed

LOS ANGELES, CAL., July 6.—Some months ago the branch office of the Brunswick-Balke-Clender Co., in this city, in co-operation with local dealers, ran a double-page advertisement in the Los Angeles Examiner, featuring the Brunswick Panatropo Radiola. The results from this advertisement were so gratifying to Howard L. Brown, district manager, that he wrote the newspaper publishers congratulating them on the pulling power of their paper. Briefly told, the results were these: From the single advertisement presenting a product which averaged \$850 in price more than \$13,000 worth of business was accomplished. H. D. Leopold, advertising manager of the Brunswick Co., added his words of congratulation to the Los Angeles Examiner, and this publication used the two letters as the basis of a broadside which has been distributed to 10,000 local merchants, jobbers, advertising men and executives in various lines. In addition to this the Examiner ran a full-page advertisement relating the facts.

George Fuhri Comes East

George Fuhri, son of W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., arrived in New York the early part of July to spend his Summer vacation in the East. Mr. Fuhri, who is connected with the St. Louis branch of the Columbia Co., accompanied his father on a trip to Boston, Mass., where the new Columbia Viva-Tonal phonographs were demonstrated to an enthusiastic audience of New England Columbia dealers.

To the Licensed Dealer

go all our records; the latest touches and flourishes of jazz—unexcelled European orchestrals—songs in all foreign languages—and the greatest race records made.

Our service is your asset—Become one of our licensed Okeh Dealers and we'll prove it.

General Phonograph Corporation

New York Distributing Division

15-17 West 18th Street

New York City

the reward of the pioneer

THE pioneer travels no easy road. Going it alone, breaking trail for the less courageous to follow, he fairly earns whatever his reward may be . . . For three years MOHAWK pioneered one-dial radio, blazing a trail into which other feet are turning, for it ends in leadership and profit. Now we claim the reward of the pioneer. And we'll get it in the 1926-1927 season. With a three-year start in knowledge, hard won through countless experiments, MOHAWK has first claim to the profits sure to result from public acceptance of one-dial control as radio's greatest recent achievement. We have designed a better set, established a better price . . . MOHAWK for 1926-1927 is a 6-tube set of amazing compactness and technical excellence (see description at left); it is a shielded set at considerably less than the cost of most other high quality shielded 6-tube sets. And full control of our cabinet facilities enables startling values in original and exclusive cabinet and console designs . . . Complete public announcement of MOHAWK Radio for 1926-1927 will be made shortly—but don't wait for it—write today for advance information.

Six Tubes Shielded
 Tuning Circuit: Triple Gang, Modified Straight Line Frequency Variable Condenser controlled with one dial. Three matched Solenoid type Radio Frequency Transformers completely shielded in especially designed copper compartment case. Selector Dial engraved 0 to 100 on upper scale, 200 to 600 meters on lower. Rotates behind gold plated control panel carrying Filament Control Switch Knob, Selector Knob and Volume Control Knob. Filament Supply controlled by self adjusting current ballast. No rheostats. Volume controlled by especially designed Variable High Resistance of 500,000 ohms. Tube Sockets integral part of Bakelite sub-panel. Socket Springs specially designed double full side wiping contact.

Mohawk Corporation of Illinois

Established 1920

Independently Organized in 1924

2220 Diversey, at Logan Boulevard, Chicago



Maria Kurenko, Russian Soprano, Columbia Artist

World-famous Coloratura Soprano to Record Exclusively for Columbia Catalog—Artist Has Won Wide Following From Concert Tour

Mme. Maria Kurenko, famous Russian coloratura soprano, recently contracted to record exclusively for the Columbia Phonograph Co., New York. Mme. Kurenko recently made a



Maria Kurenko

country-wide American tour from New York to San Francisco and from Texas to Toronto. In all her appearances she sang to capacity audiences and received high praise from both the press and public. Her second American tour starts in October of this year.

Mme. Kurenko's debut to Columbia record fans is made through the coupling of two beautiful selections "Il Bacio," a waltz song by Arditi, and "Voyons, Manon, plus de chimeres," from the opera "Manon," by Massenet.

Pacific Radio Exposition to Be Held August 21-28

SAN FRANCISCO, CAL., July 6—Leading national radio manufacturers will exhibit their lines for 1927 at the third annual Pacific Radio Exposit-

tion to be held in the exposition auditorium here during the period of August 21 to 28. This exposition, which is being held under the auspices of the Pacific Radio Trade Association, is attracting considerable attention due to the fact that it is the first radio show of the season and because of its endorsement by the Radio Manufacturers Association.

Despite the fact that the exposition is still more than a month off, all of the main area has been sold and the side halls are rapidly filling up. It is predicted that the show will be the most complete and successful ever seen west of Chicago.

North American Radio Corp. Exhibits King Line

Pre-season Exhibition and Demonstration to Metropolitan Dealers Proves Interesting Event—King Officials Present

The North American Radio Corp., wholesaler of radio, New York City, gave a pre-season exhibition and demonstration to metropolitan dealers of the new King radio receivers for the season of 1926-1927. David F. Goldman and his staff, of the North American Radio Corp., established headquarters at the Pennsylvania Hotel from June 21 to June 26, inclusive, where they greeted their many guests and explained the advantages of the new King line. Officials and representatives of the King Mfg. Co., of Buffalo, N. Y., were also present.

Radiola in Balloon Races

A portable Radiola receiver accompanied William T. Van Orman, pilot of the Goodyear IV in the recent International Balloon Races at Antwerp, Belgium. After his successful flight Mr. Van Orman sent a radiogram to David Sarnoff, vice-president and general manager of the Radio Corp. of America, at New York, expressing his delight and appreciation of the performance of the Radiola portable.

Radio Firm Chartered

Radio Sundries, New York, have been incorporated at Albany, with a capital stock of \$20,000. The incorporators are O. Lipinski, F. C. Miller and A. Schleyer.

Amplion Corp. of America Announces New Discounts

Increasing Sales of Amplion Speakers and Units and Fact of Manufacturing in This Country Allows of Higher Discounts

A new scale of discounts, effective immediately, has been announced by the Amplion Corp. of America, manufacturer of Amplion loud speakers and units. The company states that a trade discount of 40 per cent, with a proportionately greater discount for wholesalers, has been made possible by the constantly increasing sales of the Amplion products and by the fact that they are now manufacturing in the United States under the Graham patents. In making this announcement, S. B. Trainer, president of the Amplion Corp., stated that this is the first move in the development of a comprehensive sales policy now in process of formation, complete details of which will be announced in the near future.

Symphonic Counter Display That Interests the Trade

The Symphonic Sales Corp., New York, manufacturer of Symphonic reproducers, is now furnishing its dealers through Symphonic dis-



New Symphonic Sales Help contributors with a counter display which is both effective and ingenious. Attractively lithographed in orange and blue, and with an easel mounting, the new counter display furnishes room for six actual reproducers, so that the customer may see exactly what the reproducers look like instead of depending upon illustrations. Through an ingenious die-cutting process the reproducers can be locked into the display, thereby guarding them from loss or accidental injury from casual handling. The displays are shipped flat and can be assembled and mounted on the counter, ready to receive the reproducers by merely pushing in two die-cut pieces. This attractive display is being furnished to Symphonic reproducer dealers without cost.

Special Atwater Kent Outfit for Latest Arctic Expedition

Much interest is manifested by the 17,000 members of the American Radio Relay League in the latest Arctic expedition of the American Museum of Natural History of New York which left last month, and which will go to within 700 miles of the North Pole. To assist in the scientific work of this expedition, A. Atwater Kent, president of the Atwater Kent Mfg. Co., Philadelphia, Pa., has financed the construction of a special short-wave broadcasting outfit, with which the expedition expects to keep in touch with stations in the United States and Canada throughout the entire trip. This is another contribution on the part of Mr. Kent to the advancement of radio.

THE TUBE WITH THE SENSIBLE GUARANTEE

Are you looking for bargains?

We haven't any—

We offer you a clean merchandising proposition backed up by national advertising, abundant sales helps and a product that will give a pleasure and a profit.

Supertron is the most costly tube to manufacture—the base and the new interior construction are made of Isolantite. It's better but costs you no more. Yes, a complete line

Full details on request.

SUPERTRON MFG. CO., INC.—HOBOKEN, N. J.
Chicago Office, 30 N. Dearborn St.
Export Dept., 220 Broadway, N. Y. C.

SUPERTRON

A SERIAL NUMBER GUARANTEE

The Foremost Independent Tube In America

Vibrationless Uniform and Good

PERSONALLY ENDORSED H. Bobker ASK THE MAN WHO KNOWS

ATWATER KENT RADIO

It's the Radio people want
—and it stays sold

These are FACTS. Check them with your own observation.



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



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



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



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



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



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

- 1 Three out of four people who ask for Radio by name ask for Atwater Kent.
- 2 More people who expect to buy Radio this year have their minds fixed on Atwater Kent than on any other make.
- 3 Atwater Kent is the Radio every other make is compared with.
- 4 Atwater Kent is the easiest Radio to sell. People like best what they know best.
- 5 Atwater Kent Radio stays sold. Care in manufacture (every set is tested 159 times) assures uniformity in the product and insures your customer and you against disappointment.
- 6 The dealer who handles Atwater Kent Radio is the dealer who is getting ahead in today's competitive market.
- 7 Atwater Kent ONE DIAL operation, reducing Radio to its simplest terms, has instantly created a great NEW market.
- 8 Atwater Kent is the Radio most dealers want to sell.

Its profits never melt away in service costs. It makes money for you—it is fairly priced—it sells easily and it STAYS sold.

Gentlemen, the day of bargains and orphans is waning. Atwater Kent Radio is permanent. It is nationally advertised and backed by a manufacturer who is in the radio business to STAY.

ATWATER KENT MANUFACTURING CO.
A. Atwater Kent, President
4725 WISSAHICKON AVENUE PHILADELPHIA, PENNSYLVANIA

All Atwater Kent Speakers are equipped with nine feet of flexible cord and are designed to take the volume and current of the new power tubes using 135 to 180 volts on the plate.

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

WEAF . . . New York	wcco	} M.P.s. -
WEET . . . Boston		
WSAI . . . Cincinnati	WGN . . .	Chicago
WCAP . . . Washington	WGR . . .	Buffalo
KSD . . . St. Louis	WWJ . . .	Detroit

Prices slightly higher from the Rockies west and in Canada

Continued Good Business in Cincinnati Creates Optimism Throughout the Trade

Portable Demand a Feature of Summer Business—Recording Expedition of Starr Co. Busy Making Records of Hopi Indians—Brunswick Branch Holds Sales Meeting—Other Trade Activities

CINCINNATI, O., July 9.—Dealers in talking machines and records report that in the past month the demand has been better than fair. Sales were considerably larger than in the same period of the previous year. One thing that is keeping up the warm-weather sales is the increased popularity of the portable. This has become quite a fad for use at Summer camps and on automobile tours, as well as for use on screened-in porches at home. Another thing that is sustaining sales is the fact that the new instruments have opened up a large sales field

Portable Sales Volume Continues

Bert Lawrence has been operating for five years a popular store on upper Vine street, near Thirteenth, known as Bert's Record Exchange. "The business has paid very well, it has grown each year and it is still growing," stated Mr. Lawrence. "In this section of the city the cheaper records are the most popular, but we have considerable demand for those that sell at a higher price. So far this Summer the demand for records has been much better than it was at this time last year. Undoubtedly the increased popularity of portable talking machines is helping to increase our sales of records."

Recording Music of Hopi Indians

E. C. Mecklenberg, of the Starr Piano Co., has gone to the Far West to make records of the dance music and war songs of the Hopi Indians. This work is being done under the auspices of the Smithsonian Institution, for historical purposes, not as a commercial enterprise. Mr. Mecklenberg has written to the Starr Co. here that he now is in Grand Canyon and the Indians are doing their part with great enthusiasm. At the retail store of the Starr Co. it was reported that the demand for talking machines and records is better than fair.

Ohio T. M. Co. Busy

According to C. H. North, of the Ohio Talking Machine Co., the new Electrola, although it is an extremely expensive instrument, is selling as fast as they can get machines for delivery, for which reason they cannot accumulate any surplus stock.

Brisk Columbia Demand Continues

Miss Rose Helberg, manager of the Cincinnati branch of the Columbia Phonograph Co., is very enthusiastic about new models which have just been received from headquarters. As soon as the new line is complete, consisting of six

models, the instruments will be released to dealers and the public. "Business is holding up well, being much better than it was at this time last year," said Miss Helberg, "and the demand for records is especially good."

"We feel that the new Columbia machines are superior to any that have been released up to this time, and we expect them to remain in the lead," predicted Miss Helberg. "The three-spring motor is a great advantage, and the tone is splendid and perfectly round. The cabinets are of wonderfully attractive design, too, and fit in with other artistic furnishings." Columbia salesmen, it was stated, find business in their territory much better than it was last Summer and look for a big Fall trade.

Brunswick Sales Meeting

The local branch of the Brunswick Co. held its Summer sales meeting here the third week of June, during which plans were made for future activities. "The meeting was a most enthusiastic one," stated J. E. Henderson, branch manager, "and all of our men felt that a big season was

ahead of them. Business is very good at present. Orders for our new models are coming to us in a gratifying volume and we are having a large number of repeat orders for the Panatrophe."

Ely Steinberg Optimistic

"We have been more than pleased with our Electrola sales," said Ely Steinberg, of the Chubb-Steinberg Music Shop. "Business is now very good and the indications are that there will be better than a fair demand through the remainder of the Summer."

Ahaus Displays Build Sales

The public finds it very interesting to follow the display window of the Brunswick Shop, of which Louis H. Ahaus is proprietor. A recent display was an attractive and comfortable camp, and in its own language it told the passer-by that no camp is complete without a Brunswick and a supply of records, and perhaps a radio outfit.

Enjoying Fair Summer Business

"Our talking machine business continues to be good, and it does not seem that there will be much drop the remainder of the Summer, if there is any at all," said George P. Gross, head of the big uptown company that bears his name. "There is a good demand for records, too, and portables are selling better than ever before."

Plans for Cleveland Radio Show Are Maturing Rapidly

Second Annual Radio Exposition to Be Held September 20 to 26—Main Floor to House Manufacturers' Exhibits—Dealers to Meet

CLEVELAND, O., July 8.—This city's second annual radio exposition, which will be held at the public auditorium during the period of September 20 to 26, gives all indications of being more than a local affair, as the co-operation being given by manufacturers makes it assume the proportions of a national event. Two floors of the auditorium will be used and Manager G. B. Bodenhoff has already sent out the prospectus and floor plans. As far as possible the main floor will be reserved for direct factory representation, with jobbers and dealers occupying the lower floor. Arrangements have been made for the convening of radio jobbers and dealers of the State of Ohio and adjacent States so that factory representatives can get in touch with them. Papers relating to different phases of the radio industry and trade will be read by leaders in the industry and trade and this feature of the radio men's convention promises to

be of outstanding interest to those present and well worth while.

A. T. Haugh, general manager of the King Mfg. Co., Buffalo, who is president of the Radio Manufacturers' Association, has accepted the honorary chairmanship of the manufacturers' committee of the Cleveland show. L. C. Baldwin, radio sales manager of the Willard Storage Battery Co., of Cleveland, who is secretary of the R. M. A., is the show's general manager.

Others well known in the trade who are members of the manufacturers' committee are: J. F. Bichl, sales manager of the Kodel Radio Corp., Cincinnati; V. M. Collamore, sales manager, the Atwater Kent Mfg. Co., of Philadelphia; W. W. Dowdell, sales manager of the Sterling Mfg. Co., of Cleveland; H. H. Eby, president of the H. H. Eby Mfg. Co., Philadelphia; E. S. Germain, Cleveland representative of the Brunswick-Balke-Collender Co.; V. H. Meyer, president of the Work Rite Co., Cleveland; J. F. Quinn, of Electrical Research Laboratories, Chicago; C. F. Saenger, of Fansteel Products Co., Chicago; H. F. Sauer, Cleveland manager of the Electric Storage Battery Co.; F. J. Wisinger, of the Twin Dry Cell Battery Co., of Cleveland, and R. H. Woodford, of the Stewart-Warner Corp., Chicago.



Phonographs and Radio Cabinets

STYLE 21
Genuine Mahogany or Walnut only.



STYLE 17
Genuine Mahogany or Walnut Phonograph only



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



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



STYLE 1
Gum Mahogany, Golden or Fumed Oak.



STYLE 2
Gum Mahogany, Golden or Fumed Oak.



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

These instruments are produced in all the popular finishes and styles, including Uprights, Consoles and Wall Cabinets, and our facilities enable us to make prompt deliveries and most attractive trade prices. *Catalog and price list mailed on request.*

Excel Phonograph Manufacturing Company

402-414 West Erie St., Chicago, Illinois

The Player-Tone

IT'S SIMPLY GREAT

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.



Model 75
Saxophonic Console
36 in. High, 20 in. Wide, 21 in. Deep



Model 85
Saxophonic Console
36 in. High, 21 in. Wide, 21 in. Deep



Model 90
Saxophonic Console
41 in. High, 21 in. Wide, 21 in. Deep



Model 100
Saxophonic
42 in. High, 20 in. Wide, 20 in. Deep



Model 75
Saxophonic
44 in. High, 20 in. Wide, 20 in. Deep



Model 150
34 in. High, 34 in. Wide, 20 in. Deep



Model 125
34 in. High, 35 in. Wide, 22 in. Deep



Model 110
34 in. High, 35 in. Wide, 22 in. Deep



Model 100
34 in. High, 34 in. Wide, 21 in. Deep



Model 14
48 1/2 in. High, 23 in. Wide,
24 in. Deep



MODEL 175
Console Grand
42 1/2" HIGH 30" WIDE 21" DEEP

A Phonograph of Artistic Beauty. Jacobean Period with Burl Walnut Front and Birdseye Maple Panels with Rose Decorations.



MODEL 200
The Sonnet
43" HIGH 30" WIDE 21" DEEP

An Instrument of Distinction, featuring full length amplifying tone chamber with the improved Saxophonic Equipments, makes this the Phonograph with the Magic Voice.

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.

—for the good of the industry—
“FRAUD” is reproduced in
response to telegraphic
request from dealers
all over the
country

FRAUD!

MILLIONS have been spent to perfect and introduce the sensational new talking machines. ONE of the essential secrets of their tonal quality is in the REPRODUCER itself.

It was to be expected that a flood of reproducers would follow, many claiming that their addition to old type machines would make them equal or surpass the new models. Such claims made by makers of inferior reproducers (faulty in principle and lacking in scientific construction) are nothing short of FRAUD!

The plain fact is that the finest reproducer ever made cannot make the old type talking machine equal the new. Take the ULTRA-phonic, which is recognized as the finest reproducer made

- built on scientific acoustic principles.
- designed by a well-known engineer, especially for the new electrically cut records.
- made of the scientifically proportioned aluminum alloy—the thickness of a hair.

Even this CLOSEST approach to the new talking machines is not equal to the NEW reproducer PLUS the new tone chamber. But ULTRA-phonic will improve the old type machines to such an extent that it will bring out all that is in the new electrically cut records, and revive interest in recorded entertainment.



THE ULTRA-phonic opens a wonderful new tone which renews to you. It gives to the machine that is being neglected. Until your customer is re-energized, you can no longer profit from every sale of AN ULTRA-phonic. Let your record market be higher.

The AUDAK COMPANY, Inc., 565 Fifth

The AUDAK



...ion
...le of
...nes to
...nt, to sell the best—there—
...R, L-phonic.
New York, N. Y.

A Sheepskin Cover Does Not Make a Sheep of a Wolf!

Nor does the reproducer that hides under the reputation of scientific achievements by duplicating outward appearances create a product of genuine merit - - - - -

The ULTRA-phonic reproducer attains its amazing reproducing quality, because it is the crowning achievement of an internationally known Acoustic Engineer whose products are based on genuine research and accomplishment.

The ULTRA-phonic Diaphragm is made of the scientifically proportioned Aluminum Alloy—the thickness of a human hair

... and Dealers
...ive to always
...the very best—
...e see and hear

...RA-phonic
...ils at \$8.50

PANY, Inc., 565 Fifth Ave., New York

Presentation of New Columbia Viva-tonal Phonographs Creates Unusual Interest

Exhibit Held Under the Personal Supervision of W. C. Fuhri, Vice-president and General Sales Manager of the Columbia Phonograph Co., Was a Feature of the Music Trades Convention

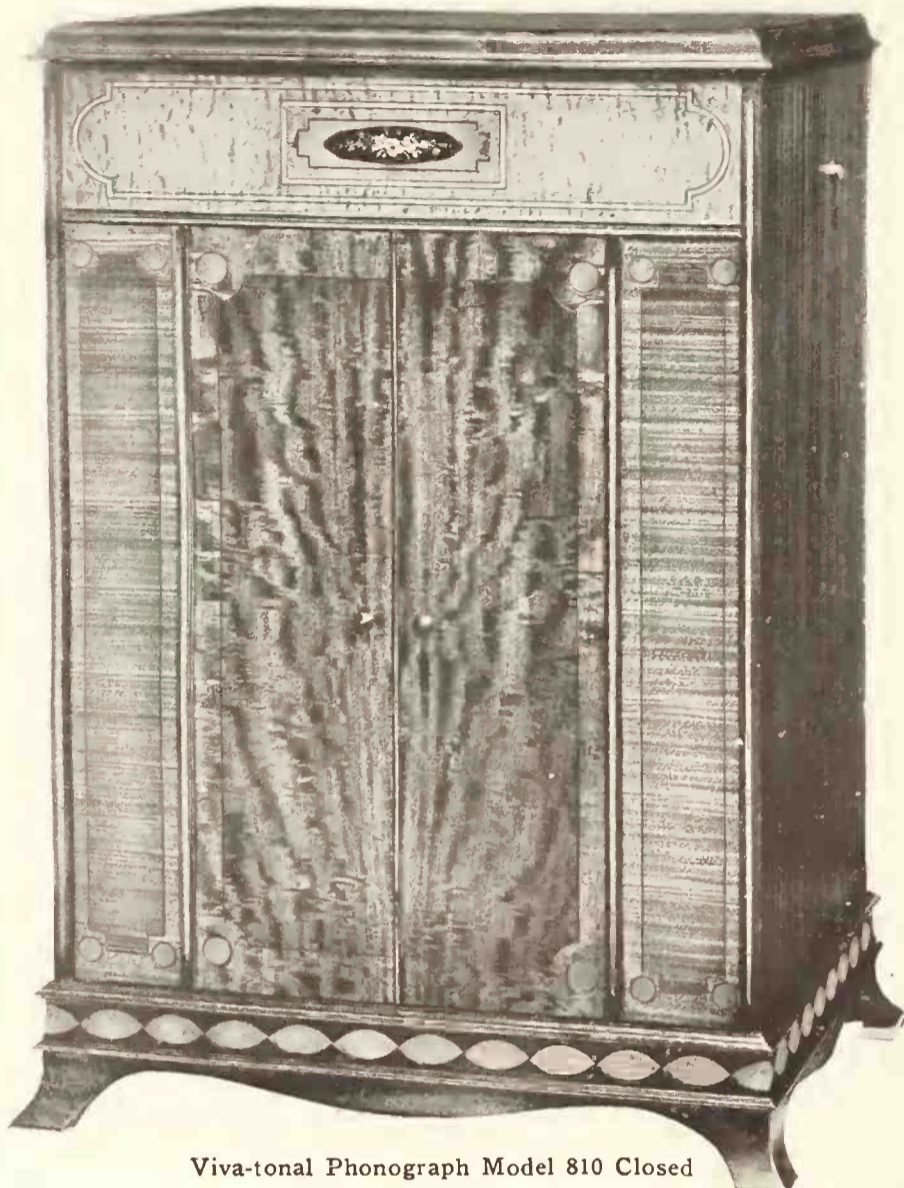
One of the outstanding features of the recent Music Trades Convention at the Hotel Commodore in New York was the first presentation of the new Columbia Viva-tonal phono-

The World is privileged to show these instruments to its readers for the first time.

Model 810, listing at \$300, is an exceptionally handsome instrument, forty-seven inches high,

and the equipment includes the Viva-tonal tone arm, Viva-tonal No. 15 reproducer, and a three-spring type-W motor. All the important exposed parts are nickel-plated, except the crank handle and escutcheon, which are gun-metal. There are two twelve-inch cloth albums.

Model 600, listing at \$90, is the same as Model 610, except that the cabinet is of two-tone brown mahogany without the decorative art finish, and albums are not included as standard equipment. There is record space, however, to accommodate two twelve-inch albums.



Viva-tonal Phonograph Model 810 Closed



Viva-tonal Phonograph Model 810 Open

graphs. This exhibit, which was held under the supervision of W. C. Fuhri, vice-president and general sales manager of the company, was crowded day and night throughout the course of the exhibition and dealers were keenly enthusiastic in their praises of the new product. Mr. Fuhri expects to make a formal announcement regarding the company's new phonographic line in the very near future, and in the meantime

thirty-three inches wide, twenty-seven and seven-eighths inches deep, finished in brown mahogany with a handsome decorative art finish. In front of the tone amplifying section are two vertical doors arranged on rollers to slide out of sight on each side. The equipment includes the new Viva-tonal tone arm, new Viva-tonal No. 15 reproducer and three-spring type-W motor. There are four twelve-inch brown cloth albums. All the important exposed parts except the crank handle and escutcheon are gold-plated and even the hinges and screws, which become visible when the top is raised, are so treated.

Model 800, listing at \$275, is the same as Model 810, except that the cabinet is two-tone walnut instead of brown mahogany.

Model 710, listing at \$175, is thirty-six and one-half inches high, thirty-two and three-quarters inches wide, and twenty-two inches deep. The cabinet is of brown mahogany, tastefully decorated with an art finish and attractive flower design above the sliding drop door. There are hinged doors in front of the album compartments which contain four twelve-inch cloth albums. Model 710 has the new Viva-tonal tone arm and the new No. 15 reproducer. All the important exposed parts except the gun-metal crank handle and escutcheon are nickel-plated.

Model 700, listing at \$160, is the same as Model 710, except that the cabinet is of two-tone walnut instead of brown mahogany and is without a decorative art finish.

Model 610, listing at \$115, is thirty-six and one-half inches high, twenty-one and three-quarter inches wide and twenty and seven-eighths inches deep. It has a sliding drop door

Dealers in many of the large cities have had an opportunity to see these new instruments, for during the past few months Mr. Fuhri has visited a number of the leading trade centers where the Viva-tonal phonographs were ex-



Viva-tonal Phonograph Model 610



Viva-tonal Phonograph Model 710

hibited to interested dealers by invitation. The enthusiasm of the dealers as to the sales possibilities of these phonographs has far exceeded all expectations of the Columbia executives, and judging from the comments of the trade this new line has won instantaneous favor.

Unexpected Demand for Radio Merchandise Features the Buffalo Retail Trade

Preparations for Early Fall Trade Occupying Both Radio Jobbers and Dealers—Vincent Lopez and Brunswick Recording Orchestra in Local Appearance—Portable Demand Increases

BUFFALO, N. Y., July 7.—Dealers and jobbers are turning their attention to the Fall trade, and looking forward with great anticipation to the public's acceptance of the various new models manufacturers are marketing.

The Federal Radio Mfg. Co.'s new seven-tube "C" model is meeting an eager Summer demand and the manufacturer and the local distributor, Buffalo Talking Machine Co., are greatly pleased with its acceptance by the public. This model, a departure from any previous Federal set, is expected to be a favorite this Fall.

F. D. Clare, manager of the Iroquois Sales Corp., said dealers are showing unusual interest in radio for this time of year. They are looking forward to the new Crosley sets, although there has been a healthy demand in all Crosley outfits this Summer. Present indications are, according to Mr. Clare, that the coming Fall season will be the greatest radio season the trade has ever known.

Talking machines are holding their share of interest, however; the new mechanical Brunswick and other lines keeping local jobbers unusually busy for this season of the year.

Perhaps the most effective and unique program of exploitation for any mechanical musical instrument was that conducted by local Victor agents at Shea's Buffalo Theatre, featuring the \$1,000 Borgia and the Marion Talley film and record. Victor dealers and jobbers here conducted during the week of the demonstration a co-operative advertising campaign, featuring Miss Talley and her records.

Appearance during the month of June, at the Hippodrome, of Vincent Lopez and His Brunswick Recording Orchestra, likewise ma-

terially helped the sale of Brunswick records in general and boosted the sale of the Casa Lopez records to a volume even greater than the local distributing offices' fondest anticipations.

The two Lopez releases, "Could I" and "Honeybunch," sold in a volume unequaled heretofore, insofar as the work of any one artist is concerned, according to George M. Jensen, manager of the Brunswick distributing offices here. Mr. Jensen said record sales during the month of June were practically double the May volume.

Deliveries on Borgia II, and also the Borgia I, are still rather slow, although the jobbers are catching up on orders in fairly good shape. "The demand for the two Borgia models is greater than the supply," M. O. Grinnell, sales manager, Buffalo Talking Machine Co., said.

Ben E. Neal, of Neal, Clark & Neal, told of selling three Borgia I's to one customer. These were to be placed in the town and country homes of this customer, and in the home of one of his sons.

F. D. Clare, manager of the Iroquois Sales Corp., said that general business for the past six months shows an increase of 10 per cent over the same period a year ago. Foreign and race Okeh records are in good demand. Radio sales are showing improvement and the Carryola portable phonograph is showing increasing popularity. Mr. Clare said, however, that American records are not in as great demand as they were last month.

Jobbers for the Federal Radio Mfg. Corp. will hold their convention in the Hotel Statler here, August 2 and 3.

The Victrola Dealers' Association held a re-

ception for Marion Talley in the Georgian Room of the Hotel Statler on the afternoon of her appearance at the Elmwood Music Hall.

O. L. Neal, manager of the Buffalo Talking Machine Co., is spending his vacation at the Neal homestead in Nichols, N. Y.

F. D. Clare, manager of the Iroquois Sales Corp., spent several days recently at the plant of the Crosley Radio Corp. in Cincinnati.

Atwater Kent Co. Suggests Dealer Financing Plan

Four-page Pamphlet Explains Plan for Financing Instalment Sales—Window Display Folder Also Distributed to Trade

PHILADELPHIA, Pa., July 6.—Among recent literature emanating from the headquarters of the Atwater Kent Co. is a four-page announcement of a plan for dealers for financing instalment sales of Atwater Kent radio sets. The plan is interestingly presented in full detail with various suggestions made by the Atwater Kent Co.

There was also mailed during the past week a twelve-page folder upon window displays. Photographs of the various windows of Philadelphia Atwater Kent dealers are shown. These windows were trimmed upon the occasion of the Atwater Kent convention week, an account of which appears elsewhere in this issue. In the literature sent out twenty-one windows are illustrated, with instructive comment on each.

H. & W. Shop Opened

The H. & W. Phonograph Service Shop, Independence, Mo., was opened in the Carl Building recently. Repair work on talking machines and radio sets is done. A department to care for radio installations will be added soon.

The Haven Music Co., William S. Raiford, manager, has been opened at Winterhaven, Fla.



Jewell Radio service set No. 117

Send for Circular No. 700 which fully describes the service test set. IT MEANS PROFIT TO YOU.

Service

The greatest problem facing the radio dealer today is the proper servicing of his customers' sets. When you sell a set you want a satisfied user who will enthusiastically recommend you and your service to his friends. Set owners appreciate service.

Guess work is eliminated from radio servicing with a Jewell No. 117 portable test set. In the hands of a reliable service man sources of trouble are quickly detected, satisfied customers are created, service overhead costs are cut down and you build for a substantial and successful business.

The set in two separable sections has a top part containing a high resistance, four scale voltmeter (0-7-70-140-280 volts), a three scale ammeter (0-7 amperes, 0-14-70 milliamperes) and a universal type tube socket and filament control rheostat interconnected with the instruments forming a high grade tube

tester. A drawer in the upper section directly beneath the instrument panel provides room for small tools, wire, spare tubes, etc.

The lower section of the set is a compartment 6 x 11 x 8 inches deep, ample in size to accommodate a set of standard A, B and C batteries.

JEWELL ELECTRICAL INSTRUMENT CO.

1650 Walnut St., Chicago

26 Years Making Good Instruments



THE SYMPHONY
TWO HUNDRED SEVENTY FIVE DOLLARS

The New
Reproducing
Sonora
CLEAR AS A BELL 



THE SYMPHONY
TWO HUNDRED SEVENTY FIVE DOLLARS

The New
Reproducing
Sonora
CLEAR AS A BELL 

Columbia Dealer Display for June Based on Ships

Current Vogue of Ships for Decorative Purposes Utilized in Striking Dealer Window Display Featuring the Latest Records

During the past six months or so a new note in home decoration has come into vogue and it is steadily growing in popularity. This is the use of ships for decorative purposes. The June dealer window display of the Columbia Co. was



Columbia June Window Display

in harmony with this current vogue, as the accompanying illustration shows. This display, lithographed in six striking colors, was most attractive. A full-sailed rover of the Spanish Main, riding high on the wash of a mountainous wave and standing clear-cut against a background of gathering storm clouds, forms the arresting picture in the large center panel. The six small window or counter cards, equally effective in design and color, stir the imagination with their picturesque depiction of other ships that typify the romance and lure of the sea. They are: The "Santa Maria," the "Half-Moon," a Roman galley, a Viking ship, a Chinese junk and a full-rigged American schooner.

The window streamer is also an attention-getter, with its scene of a modern ocean queen pushing her prow through a beautiful blue-green sea. The selections featured in this display are all of the latest variety of hits.

Super-Panatrope Plays Big Part in "No Foolin'"

Instrument Made Especially for Ziegfeld by Brunswick Co. and Radio Corp. Is 100 Times More Powerful Than Regular Panatrope

As the first act of "No Foolin'," the latest Ziegfeld musical production, which has made such a pronounced hit on Broadway, draws to a close and the principals and chorus assemble for the finale, a chorus of voices floods the theatre with music, although those on the stage are silent. The voices are those of the cast of the production, but they are reproduced at each performance through the medium of a Brunswick Light-Ray record played on a super-Panatrope made especially for the Ziegfeld show by the Brunswick Co. and the Radio Corp. of America.

The super-Panatrope is a giant replica of the Panatrope made by the Brunswick Co. for home use. Before it was completed, however, several problems had to be met and overcome. The first of these was the necessity of increased volume, necessary because of the sound absorption of scenery, upholstery, carpets and even the audience, together with the high noise level which exists during a theatrical performance. Furthermore, the rendition had to be on a par with the orchestra to take its proper place in the presentation. To effect this the super-Panatrope was made 100 times more powerful than the ordinary Panatrope, resulting in tone volume in excess of any possible demand. The equipment employed for theatrical purposes makes use of a 250-watt tube for the high-power amplifier.

The requirement of reliability was met by providing the equipment in duplicate throughout. Duplicate records, set at the same point with relation to the pick-up, revolve in absolute step so that both pick-ups are at the same musical note at the same time.

At the pressing of a button by the orchestra

leader the magnetic pick-up is thrown into operation, flooding the theatre with the desired music in any volume. So accurate is the control that with the downward stroke of his baton the leader presses the button and starts the pick-up so that with the next upward stroke the super-Panatrope follows him in perfect time.

Florenz Ziegfeld, who conceived the idea of using a Panatrope for theatrical purposes, recently stated: "It is my belief that this marvelous device has untold possibilities as an accessory to the other scientific aids in the hands of the modern producer. It affords me the greatest pleasure to introduce this new device to the theatrical fraternity as well as to the public at large."

General Electric Company Marketing New Charger

Tungar Trickle Charger for Radio "A" Storage Battery Now Being Marketed by World-Famous Manufacturing Organization

BRIDGEPORT, CONN., July 5.—The General Electric Co., of this city and Schenectady, N. Y., has placed on the market a Tungar trickle charger for radio "A" storage battery, applying the



New Tungar Trickle Charger

trickle charge principle, which has been used successfully for many years in connection with railway signal batteries. In a statement issued by the General Electric Co. in reference to the Tungar trickle charger it states:

"This charger supplies just enough current into a radio battery to replace the energy taken by the radio set. The power consumed is less than that taken by a 25-watt Mazda lamp, and amounts to only a few cents for a full day's operation. This charger will keep a battery charged sufficiently to provide power for a six or eight-tube set, operating on the average of not over four hours a day, while smaller sets may be operated for a longer period. The Tungar trickle charger can be used twenty-four hours a day as it does not disturb reception except on very sensitive sets. However, if the owner wishes to disconnect the charger during reception, it is only necessary to pull out the plug which connects the device with the house lighting circuit.

"Most storage battery manufacturers now offer small low-capacity batteries particularly designed for trickle charging. These usually do not exceed a capacity of sixty ampere-hours. Their design permits operation over long periods of time without the addition of water and provides exceptionally long life. The battery and charger together are small enough to fit into the "A" battery compartment of many of the larger self-contained radio sets. The convenience of such an arrangement is combined with the advantage of a fully charged battery at all times.

"The Tungar trickle charger has four taps, which provide three different low rates and a one-half-ampere boosting rate, making it possible to obtain the exact rate required for any particular set."

Standke's Music Shop, Kansas City, Mo., has moved to larger quarters at 1303 Main street and has established a new wholesale sales department for the new Symphonic phonograph reproducer.



Spring Lubricant

- entirely eliminates spring breakage due to faulty lubrication,
- prevents jumping and sticking,
- maintains its constancy under widely varying temperatures.

Realizing the vital importance of steady uniform power from a phonograph motor, Krasco has made an exhaustive study of spring lubrication.

Our search has been rewarded with several amazing discoveries. The universal experience of phonograph owners has been that after a year or two of service, motor springs stick and jump. This condition is at first barely noticeable, but soon causes sounds which are so audible as to interfere with the music.

The phonograph expert is well familiar with this condition. After a time the ordinary lubricant becomes gummy, causing the

spring to stick. As the pressure upon it increases it releases suddenly with a disagreeable sound.

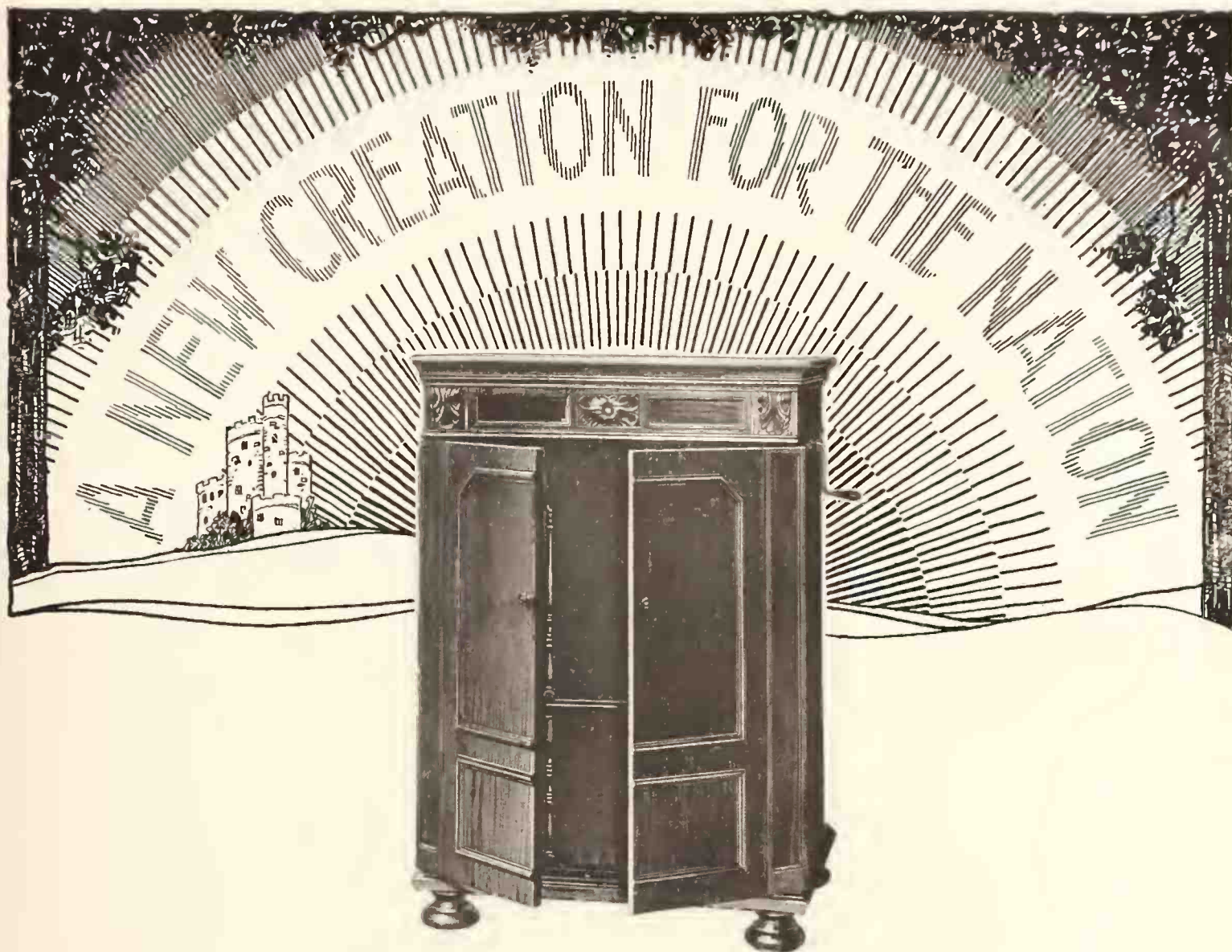
Aside from the musical interference, this places great strain upon the spring. In time it weakens and breaks.

Krasco spring lubricant completely corrects this condition.

It is a Krasco product which is offered to the trade with an iron-clad guarantee.

Krasco spring lubricant is supplied in convenient sized containers. It is very reasonably priced. A necessity for every phonograph dealer and repair man.

KRASCO PHONOGRAPH MOTOR COMPANY
ELKHART, INDIANA



\$85.00 And Up!

Every man and woman in the United States with \$85.00 or more to invest is a "red hot" prospect for a Victor Orthophonic Talking Machine.

How many such are there in this country? Millions, you answer. Well, that's exactly your field of endeavor, Mr. Victor Dealer. It's worth going after.

Think it over.



C. BRUNO & SON, Inc.

351-353 Fourth Avenue

New York

"Victor Distributors to the Dealer Only"

Echoes of Eucharistic Congress in Brunswick Record of 30,000 Voices

Chorus of 30,000 School Children Makes Recording of Parts of the Mass of the Angels for the Brunswick Catalog—Official Male Chorus of Congress Also Heard on Brunswick

One of the most impressive ceremonies of the XXVIII International Eucharistic Congress recently held in Chicago, and which attracted over a million people from all over the world, was the singing of the Mass of the Angels by 62,000 Catholic school children on that memorable Monday morning before a vast audience that was estimated at approximately 500,000.

Realizing the importance of this event long before it really occurred, the Brunswick-Balke-Collender Co. made arrangements to endeavor to record a portion of this enormous choir when 30,000 of them rehearsed at the Cubs Ball Park some two weeks before the big event. Fully aware that it was a daring attempt, the Brunswick Co. made careful preparations and with complete confidence in the newly perfected Light Ray method of recording set up the recording instrument in the playing field of the park.

Everything ready, there was a moment of hushed silence as Professor Otto Singerberger, the lone director, raised his baton. At its first movement the 30,000 voices in absolute unity rang through the park in the mighty crescendo of the Gregorian "Kyrie," which became a living thing in the sincerity of these little ones. The entire number was finished without difficulty, and the "Gloria," "Sanctus" and "Benedictus" followed closely.

Brunswick record No. 3225 is the answer to this faith in the new recording process. Played on the Panatrope or the new improved Brunswick phonograph it becomes more than a record—it is a heavenly prayer.

A human touch to the record, which is attracting much attention and is responsible for a certain amount of interest, is that in the

momentary pauses one can hear most distinctly the noise of the wind, of a train passing by, and several other things which in no way interfere with the singing itself.

The Brunswick Co. is justly proud of this recording achievement, particularly as it is the first time that anywhere near this vast number of voices has been successfully recorded. An enormous quantity of these records were sold

New Atwater Kent Line Featured at Luncheon

Dealers of Philadelphia Territory Guests of Atwater Kent Co. at Luncheon—Interesting Address Marked Event—Cups for Displays

PHILADELPHIA, PA., July 3.—About two hundred and fifty Atwater Kent dealers of the Philadelphia territory were guests of the Atwater Kent Mfg. Co., at a luncheon given at the Penn Athletic Club on Tuesday, June 15. The occasion was the featuring of the new Atwater Kent line of radio sets and speakers for the coming season which were displayed in appropriate settings on the stage.

Following the serving of the luncheon, C. W. Geiser, manager of Sales District No. 4, of the Atwater Kent Mfg. Co., and who was chairman, opened what proved to be a spirited business meeting. He described in an interesting manner the various sets and speakers to the dealers present, and outlined the special sales appeal of each model.

B. R. Stauffer, treasurer and general manager of the Pooley Co., Inc., introduced J. S. Dagny, of the Pooley organization, who pre-

during the time of the Congress and since then it has taken its place as one of the best sellers in the entire catalog.

Several other records that met with great success during the time of the Congress are those of the St. Mary of the Lake Seminary Choir under the direction of Mr. Singerberger, which was the official choir of the Congress. It sang "Jubilate Deo" and "Jesu Dulcis Memoria," "Oremus Pro Pontifice Nostro Pio" and "O Salutaris." A better trained group of male voices has never been recorded.

The Eucharistic Congress was a huge success insofar as the Brunswick Co. is concerned, for it has three records of which it can be proud and which have great historical value.

sented the new Pooley cabinets and interestingly spoke on Pooley construction, illustrating his talk with a Pooley cabinet which had been sawed directly through the middle.

The dealer is naturally interested in the advertising co-operation and backing extended by the manufacturer, and therefore the interesting talk given by D. M. Bauer, manager of the Atwater Kent Mfg. Co., was listened to attentively.

The Silver Cups for the most attractively dressed windows during the recent annual convention of the Atwater Kent distributors in the city, which was reported last month in *The Talking Machine World*, were presented.

P. A. Ware, of the Atwater Kent sales staff, made the presentation speech and in the course of his remarks reviewed the Atwater Kent dealer situation as reflected in a recent survey over which he had personal supervision. This review was interesting in that it showed a 50 per cent increase in exclusive Atwater Kent dealers and a corresponding increase in dealers carrying Atwater Kent radio and only one other line.

During the course of the meeting the plans of the newly organized Pennsylvania Music Merchants Association were outlined by David Jacobs, of the Knabe Warerooms of this city.

The executive and sales staffs of the Louis Buehn Co. and the M. P. Radio Co., local Atwater Kent distributors, were present and cooperated in greeting the Philadelphia dealers. The luncheon arrangements were in the capable hands of T. Wayne MacDowell, convention manager of the Atwater Kent Mfg Co.

Carnomatic Plays Fourteen Records Without Stopping

Invention of W. T. Carnes Makes Possible Two-hour Program of Music Without the Trouble of Changing Records

KANSAS CITY, Mo., July 6.—A new instrument, the Carnomatic, an electrically controlled phonograph, was recently announced by William T. Carnes, the inventor. This instrument will play a two-hour program of fourteen double-faced records without stopping, and without any attention being given it by the listeners. The records which are to be played are selected and placed in a felt-covered rack, built on the same principle as a caterpillar wheel. During the playing of one piece the records are held in place on the rack, but as soon as a new record is needed the entire series is moved along until the record next in order is picked up by the mechanical arm.

A short lapse of time between the playing of each record takes place so as to avoid the running together of the pieces and to allow the same interval between successive records as is usually taken when the change is made by hand. Either ten or twelve-inch records can be played.

The furniture fixtures and stock of the Evans Music Co., Sixth and Mesa street, San Pedro, Cal., have been acquired by the Rudolph Wurlitzer Co., which will continue at the same location. M. G. McKinney has been appointed manager.

Money in UDELL Radio Cabinets



You can make friends and money by stocking and selling this line now! Also UDELL Player Roll Cabinets and Console Talking Machines. Our complete lines are on permanent display at BOTH the American Furniture Mart (space 1021), Chicago; and the Furniture Exchange (space 314), 206 Lexington Ave., New York. It will pay you well to see them there!



No. 742 Radio Cabinet, shown at left, is a splendid piece of furniture, small and compact, especially adapted to use in apartments or limited space. Ample space for receiving set and batteries. Horn attached to top with metal arm. Attractive grille. Shipped in beautiful antique, high-lighted mahogany. Will take any receiving set with panel up to 7"x23".

Write for Catalog No. 141

The UDELL WORKS, Inc
28th St. at Barnes Ave.,
INDIANAPOLIS, IND.

No. 742. Radio Cabinet



The REXOPHONE Brass Tone Arm

Equipped with the REXOPHONE Reproducer

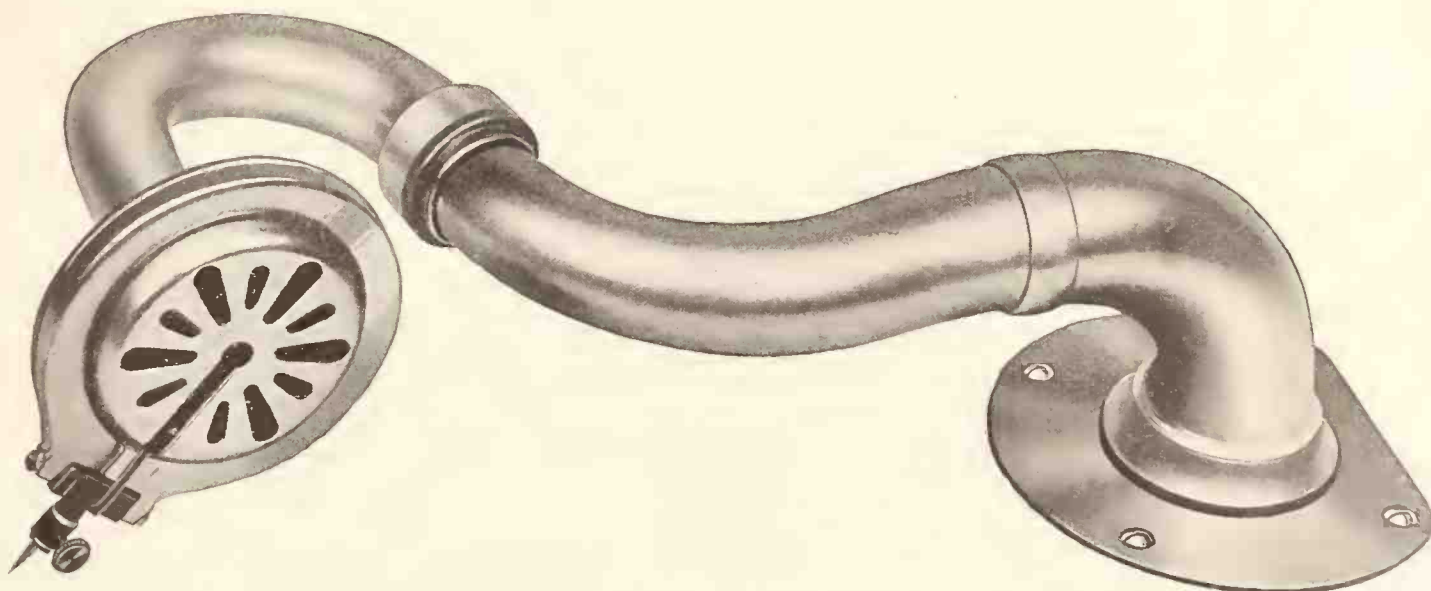


TOP VIEW—NOTE PERFECT ALIGNMENT

*A Jewel
Quality Product*

Standard Length 10". Furnished in nickel or gold finish. Samples ready for delivery about August 1st. Price \$15.00. Send in your order now. Quantity prices on application.

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



SIDE VIEW

Patent No. 1419913
Other Patents Pending

JEWEL PHONOPARTS CO.

150-160 Whiting Street

Chicago, Ill.

Okeh
and
Odeon
Records

A
Complete List
of

Okeh
TRUE-TONE

Distributors

WALTER S. GRAY COMPANY
926 Midway Place, Los Angeles, Calif.

WALTER S. GRAY COMPANY
1054 Mission St., San Francisco, Calif.

PHONOLA CO., LTD., OF CANADA
Elmira, Ont., Canada

JAMES K. POLK, INC.
181 Whitehall St., Atlanta, Ga.

CONSOLIDATED TALKING MA-
CHINE COMPANY
227 W. Washington St., Chicago, Ill.

JUNIUS HART PIANO HOUSE, LTD.
123 Carondelet St., New Orleans, La.

FRANK R. WITMAN PHONOGRAPH
SUPPLY COMPANY
Putnam, Conn.

CONSOLIDATED TALKING MA-
CHINE COMPANY
2957 Gratiot Ave., Detroit, Mich.

CONSOLIDATED TALKING MA-
CHINE COMPANY
1121 Nicollet Ave., Minneapolis, Minn.

THE ARTOPHONE CORPORATION
1103 Olive St., St. Louis, Mo.

IROQUOIS SALES CORPORATION
210 Franklin St., Buffalo, N. Y.

GENERAL PHONOGRAPH CORP.,
(New York Distributing Division)
15 W. 18th St., New York City

STERLING ROLL AND RECORD
COMPANY
137 W. 4th St., Cincinnati, Ohio

BUEL-LYONS COMPANY
1231 Superior Ave., Cleveland, Ohio

L. D. HEATER
469½ Washington St., Portland, Ore.

EVERYBODY'S TALKING MACHINE
COMPANY
810 Arch St., Philadelphia, Pa.

JAMES K. POLK, INC.
1315 Young St., Dallas, Texas

JAMES K. POLK, INC.,
811 West Broad St., Richmond, Va.

Okeh
and
Odeon
Records

Portable Radio Receiver Has Big Outdoors Appeal

Interesting Article On the Added Attraction of
Radio Reception Out of Doors, on Vacation
and Camping Trips Should Aid Dealers

The charm and desirability of the portable radio receiver was the basis of an interesting article which appeared recently in the columns of the Brooklyn Daily Eagle under the caption "Portable Radio Only Practical Solution to Entertainment on the Road and Camp." The value of the portable because of its compactness and the fact that it is always available was described and then the writer tells of the delight of radio reception in the open, saying:

"How different that radio music sounds! Out in the open the radio entertainment takes on new charm. Without the confining walls of indoors, radio becomes more mellow, still more realistic, and more enjoyable. The background of parasitic noises is lost. There is nothing to suggest electrical reproduction; the music, in fact, becomes quite detached from the radio receiver and loud speaker.

"Then, too, there is the soothing effect of the setting. Even the most blasé radio listener will get a brand new 'kick' out of radio music in an outdoor setting, especially amid new scenery, out in the open spaces, beneath the Summer sky. Yet radio music, while enjoying the outdoor repast, is but one of the many uses of portable radio. It takes no great stretch of the imagination to find ways and means of enjoying radio programs wherever automobile touring may lead.

"For one thing, the automobile party need never crave for a dance. Any evening, any place, after 10 o'clock, there is bound to be at least one dance program available, and as likely as not there will be others throughout the evening. An impromptu dance can be held anywhere when a portable radio receiver is at hand, and no one need sacrifice himself so that others may enjoy themselves.

"In camp, the portable radio furnishes constant entertainment. Not only that, but the radio brings very much needed news regarding the outside world. Stock reports, news, business talks and other features of the more serious side of broadcasting may often be of far greater value to the motorist, especially if he be the notorious tired business man, than dance and musical programs.

"The quiet evening in the little wayside cottage, with its 'Tourists Accommodated' sign outside, may be enlivened with the portable radio receiver. The canoe ride may be made far more enjoyable by the portable radio, which takes up little room in the bow. The visit to the Summer bungalow of friends may be turned into a surprise party if that extra piece of luggage on the running board proves to be a portable radio."

There is a thought for the dealer in this article. If in his sales letters he would paint word pictures describing what a portable radio receiver will add to the vacation and holiday trips he would find the interest in the product considerably increased. An appeal to the imagination in many cases would bring better results than a semi-technical description of tubes, loops, etc., with the price appeal stressed.

Paul Green on Trade Trip

PHILADELPHIA, PA., July 3.—Paul Green, sales representative of Everybody's Talking Machine Co., Inc., maker of Honest Quaker main springs and repair materials, also distributor of the General Phono. Corp., is making an extensive trip through western Pennsylvania, particularly in the interest of Okeh-Odeon records.

Judging from the first orders received, the trip is auspicious and will probably help break another sales record for Everybody's Talking Machine Co., Inc.

Stromberg-Carlson Dealer Installs Radio in Hospital

Stone Electric Supply Co. Installs Receiver in
Hospital and Wires Set So That 100 Headsets
Can Be Attached to Instrument

LOS ANGELES, CAL., July 7.—An avenue of sales which has been followed by but few radio dealers is that of interesting schools, hospitals, orphanages, hotels and other similar institutions in radio receivers and demonstrating how one receiver can be used with a multiplicity of loud speaker and head set connections to bring the broadcast programs to all sections of the institution. This field should prove a productive one for dealers, for not only will the sale result in the purchase of a set, but many loud



Stromberg-Carlson Equipped Hospital
speakers and head sets will be included and, should the institution sold be one of importance, the publicity accruing will help build the prestige of the dealer and the reputation of the set he handles.

The Stone Electric Supply Co., of this city, an authorized Stromberg-Carlson dealer, recently made such an installation in the California Lutheran Hospital, where a Stromberg-Carlson 601 six-tube receiver was placed in the lobby of the hospital and the private rooms and wards were wired so that head sets or loud speakers could be plugged in. One hundred Stromberg-Carlson head sets have already been supplied and the wiring is so designed that an additional 160 head sets and five loud speakers may be added as the need arises. This installation is one of the finest and most modern in the country. The accompanying photograph shows the imposing structure of the California Lutheran Hospital.

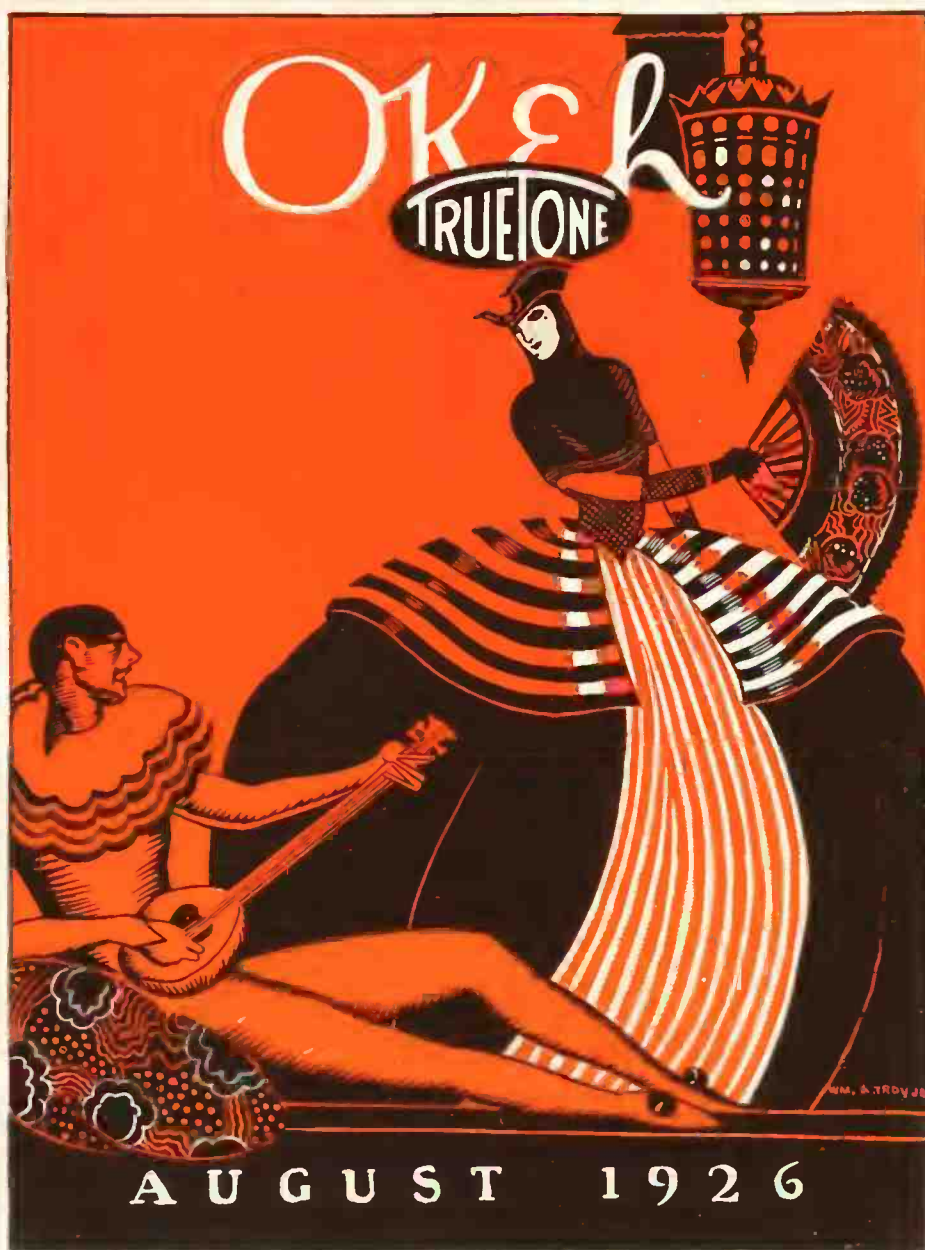
Aeolian Co. Installs Panatrope on Yacht

Also Supplies a Radiola 28 With Loud Speaker
Equipment and Generator for New Vessel
Being Built for Earle P. Charlton

A recent installation by the Aeolian Co. is that of a Brunswick Panatrope, together with a Radiola 28, a loud speaker and a motor generator, on the new 100-foot cabin cruiser now being completed at Neponset, Mass., for Earle P. Charlton, vice-president of the F. W. Woolworth Co., whose home is in Fall River. The vessel, which is handsomely finished and equipped, will be known as the "Edamena IV." A novel feature of the installation is the placing of the generator in the engine room with a double control, so that it may be operated either from the radio receiver in the cabin or from the engineroom itself.

J. H. Sunier a Live Wire

John H. Sunier, of Iowa City, Ia., is a wide-awake Columbia dealer who apparently overlooks no opportunity to place Columbia products before the public. He broadcasts quite frequently through the radio station in Iowa City and is an accomplished artist on both the autoharp and harmonica.



It Is Best

WHATEVER your customer desires in music this catalogue of latest records will best satisfy.

Latest hits, quality recording and feature artists; such merit in our August Release will bring you the confidence of your customers and increased profits - - this is what every dealer wants.

Now is the time to become a Licensed Okeh Record Dealer. Then will come your opportunity for greater business and happiness in sales that show a bigger profit.

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street

New York, N. Y.

All Factors of the Pittsburgh Trade Active in Promoting Summer Campaigns

Effect of Drive Manifest—Dealers Enjoying Excellent Business—C. R. Parsons Plans Trip to Pacific Coast—Dealer Stages Annual Outing—Other Trade Activities of the Month

PITTSBURGH, PA., July 7.—Plans for Summer activity have been started here on behalf of the Brunswick dealers by the Pittsburgh district offices of the Brunswick Co., C. W. Markham, district manager, in charge. The week of June 28 was one of the busiest ever known in the history of the local Brunswick organization. Every day and evening of the week was given over to some kind of business promotion plan that had for its object larger sales and better service to the Brunswick dealers of the Pittsburgh district. One of the active figures, probably the most active, was C. T. McKelvy, manager of sales promotion, from the general offices of the company at Chicago. Mr. McKelvy was equally at home in discussing the Brunswick line to sales persons or to actual dealers and demonstrated to his hearers just what was really essential in correctly making a sale of a Brunswick phonograph.

During the mornings Mr. McKelvy had small groups of sales persons from the various Brunswick shops, to whom he expounded the "Gospel of Real Salesmanship." The evenings were given over to meetings with groups of dealers at which Mr. McKelvy and Mr. Markham spoke and emphasized the vital points leading to greater business and better service.

Brunswick dealers from points in western Pennsylvania, West Virginia and eastern Ohio attended the meetings. The opening meeting was held in the William Penn Hotel on the night of June 28 and proved a highly profitable and enjoyable event.

Brunswick Line Displayed

Displayed in the showrooms of the local Brunswick headquarters were the Brunswick Panatrope, the styles P-1, P-9 and P-10, as well

as three new mechanical phonograph models, the Seville, the Madrid and the Cortez.

Plans to Dissolve Business

Application for the dissolution of the corporation known as the Menzer Talking Machine Shop, for years one of the leading Victor dealers, with a finely equipped Victor shop at 1312 Fifth avenue, Pittsburgh, has been made to the Common Pleas Court of Allegheny County. Mr. Menzer intends to retire after being engaged in the business for more than twenty years. He did a large and lucrative business and had a finely equipped shop.

C. R. Parsons to Go West

C. R. Parsons will leave on July 15 for San Francisco to attend the International Convention of Lions Clubs. He will be accompanied by Mrs. Parsons. He is manager of the talking machine department of the Rosenbaum Co., one of the largest and most complete in the city.

The Faller Co., of Donora, on July 6 observed the twenty-fifth anniversary of the founding of the business—furniture, household furnishings and talking machines. The business was started by M. E. Faller, who is president and general manager of the firm and continues to have an active interest in it.

Enjoying Brisk Sales

John Henk, manager of the Columbia Music Co., Columbia, Edison and Brunswick dealer, reports a very satisfactory demand for talking machines during the past month. He stated that sales of popular records were also brisk, while the demand for foreign records was quite satisfactory. The Columbia Music Co. has one of the largest assortments of foreign records outside of New York. Mr. Henk said that not only are foreign records sold by personal con-

tact but that mail order business is quite extensive. Records are shipped to points as far away as 200 miles and more from Pittsburgh.

Early Closing in Effect

With the advent of July the Summer closing hours for the months of July and August have gone into effect in the various talking machine shops of the Steel City. There is an earlier closing hour, 5 o'clock during the week and at 1 p. m. on Saturdays.

Holds Annual Outing

The Schroeder Music Co., Columbia, Edison and Brunswick dealer, on June 26 held its annual outing at the country home of George Schroeder, the president, who was host to all of the sales force and office employes of the firm. An enjoyable day was spent and an elaborate dinner was served, followed by music and dancing. Motor cars conveyed the guests to and from the outing.

Satisfactory Columbia Sales

S. H. Nichols, the well-known manager of the Pittsburgh offices of the Columbia Phonograph Co., reports a very satisfactory business (for the Summer) of the Columbia line. He stated that the Columbia New Process records are meeting with popular favor and that there was a decided upward turn in the sales of these records. Considerable interest is being manifested by the local Columbia dealers in the announcement of the new Columbia phonograph, the Viva-Tonal Columbia.

News Gleanings

J. H. Short, of the Dawson Bros. Music Co., Starr phonograph dealer, is spending some time in Florida on a combined pleasure and business trip.

Waring's Pennsylvanians, another aggregation of record artists, appeared at Loew's Alhambra Theatre and delighted huge crowds with their playing.

Application for a decree of dissolution has been made by the Buehn Phonograph Co., of Pittsburgh. A hearing on the same will be held in the Court of Common Pleas of Pittsburgh on July 28.



The New
**EMERSON
EUPHONIC**
"Living Music"

A Remarkable New Emerson at a Trade-Winning Price

Emerson phonetic experts have achieved a great triumph in the new *Emerson Euphonic*. They have developed a new sound box, tone arm and sound chamber that increase the volume amazingly, yet with a sweetness and naturalness of tone that is unsurpassed.

Sound chamber is sealed, so that there can be no interference with the special arrangements that insure the greatly increased volume. The sound box was designed to meet the special requirements of the new system of electrical recording. These new records must be heard on the *Emerson Euphonic* to be fully appreciated.

And—the new *Emerson Euphonic* is popularly priced. You can offer your customers the very latest in phonographs at a price that will bring you profitable business. Mail the coupon now!

Four Models—The new Italian Console No. 233, pictured here, and three Console Models. Console style has space for radio set and batteries, if desired. Send coupon for folder giving full details.

Wasmuth-Goodrich Co.

Manufacturers Phonograph and Radio Cabinets

Peru, Indiana

Wasmuth-Goodrich Co.
Peru, Ind.
Gentlemen: Please send me descriptive folder of
the new Emerson Euphonic and full particu-
lars of your attractive dealer's proposition.
Name
Address
City
State

Radio and Phonograph Not Competitive But Complementary—Ideal for the Dealer

Herbert E. Metcalf, of the Magnavox Co., Gives Reasons Why the Music Dealer Should Benefit From Selling Radio—Shows That Radio and Phonograph Are, or Should Be, Inseparable

There is no need for argument about the influence of radio on the music dealer. Though it may first have threatened to cripple the phonograph industry, recent adjustments have shown that the radio trade and phonograph business go hand in hand, the one complementary to the other, and both mutually beneficial. Many music dealers have come into the radio business and doubtless many of them still feel a little uncomfortable about the new line of business which seems to involve them in the complicated technicalities of radio.

No music dealer ever sold many player-pianos or phonographs on the basis of the mechanism of the instrument. Customers did not inquire as to whether the player had rubber tubing for its air ducts or composition tubing. Nor was there very much discussion as to the inside of the phonograph. Both instruments were sold for their values as musical instruments, as ornaments of the home and assets to family life.

Sell Pleasure of Radio

The same is precisely true of radio, though the fact has been obscured by the initial phases through which the radio trade passed. Radio at first attracted the public as a mechanical curiosity. The pleasures of set-building and distance-getting over-shadowed the importance of radio as an asset to the home. Naturally the first to be attracted were men and boys of a mechanical turn of mind. Their mothers, wives and sisters had nothing to say about it.

Within the past year the condition has obviously changed, but the mechanical side of radio is still so much discussed that many music dealers attach more importance to it than they need. They feel as though their salesmen should be "radio experts," though they well know that, in any merchandising, the expert can never beat the salesman at his own game of selling. At the same time, music dealers often overlook their own assets, scarcely realizing the enormous advantages they possess in having a business already organized to make the most of radio as a home-adjunct.

Where the Trade Comes in

Music dealers accustomed to handling phono-

graph trade have, to begin with, ideal stores equipped with listening booths. Radio is now almost a "fifty-fifty proposition" attracting customers of both sexes, and music dealers are already versed in the care of feminine trade. They know how to sell the idea, sell the goods, close the sale and get the money—things the "radio expert" may know nothing about.

Music dealers also have an advantage in that they are accustomed to selling on terms. They know about house-to-house canvassing, creating new prospects, following up sales, and giving service. They are accustomed to using advertising and dealers' helps, getting business by mail or telephone. And best of all their phonograph business has brought them in touch with innumerable customers who are only waiting to be sold radio sets of the right kind, as will be now shown as briefly as possible.

No Conflict Between Lines

First let us recall some of the peculiar advantages of the phonograph in pre-radio days. It was a fool-proof machine. It could be used for years and gave no trouble. It was a handsome piece of furniture. And above all it supplied music for all purposes, for all occasions, day or night. It had no static and never faded during a party. These advantages it had, and still possesses. They are still best assets, together with the fact that they keep bringing customers back to the store for more records.

Radio has taken nothing away from the phonograph, but has added much peculiar to itself. Added to music it brings religious services, radio drama, fun-nights, news, household hints, an adventurous contact with the world outside the home that bids fair to change our whole social structure since it has, for one thing, robbed the lonely farm of its terrors of isolation. Also it brings the customers back for tubes, batteries, and other necessary accessories.

Radio and Phonograph Allies

Obviously the radio and the phonograph are Siamese twins that are, or ought to be, inseparable. It remained only to combine them into a single piece of furniture.

In the early days of radio this seemed hardly

possible, owing to technical complications. Music dealers wisely hesitated to enter into so difficult a business. They were waiting until the radio-set, like the phonograph, was a fool-proof mechanism that could be trusted to perform under all conditions, and to go on performing over a period of years.

To meet this condition the Magnavox Co. devoted itself with peculiar industry. The single dial control by which a child can bring in stations at the single turn of a knob is one outcome of this activity. The next step was to standardize the receiver so that it would fit into any of the standardized phonograph cabinets, and this also has been done.

An Outlet for Radios

In thousands of homes to-day there are phonograph cabinets fairly yawning to receive radio sets of appropriate design ready to swallow them, batteries and all. Thousands of people owning phonographs in small sized apartments are wondering just where they could put the radio if they had one.

Phonograph dealers of established reputation already have access to these homes, into which they have been selling records for years. They already have the customer's confidence and good will; there is nothing to do but to go after the business.

Equipped to Cash In

And for this they are already equipped and have little to learn. They have the store, the sales force, the merchandising methods, the credit system and the service. The sales talk emphasizing the value of the phonograph in the home will also sell the radio set for the phonograph. The very little benefit that could be added by employing a radio expert is almost negligible compared to the advantages already possessed. And in any case the expert's place is in the service-department not on the sales-force.

There are large numbers of good sets which can be depended upon to deliver the proper results on the market to-day and these can be sold by any good salesman after a short careful study of their operation. I have found, after carefully analyzing the sales methods of a number of retailers, that the business is going to those who are selling radio on its merits as a home-asset, on its simplicity of operation—not on the terminology of its "insides."

Dr. A. N. Goldsmith Sees Successful Radio Summer

Chief Broadcast Engineer of Radio Corp. of America Points Out That Radio Has Become an All-Year-Round Necessity

This will be a successful radio Summer, in the opinion of Dr. Alfred N. Goldsmith, chief broadcast engineer of the Radio Corp. of America. Pointing out that radio has become a necessary feature of every-day American life, and that the public must have its radio program just as it must have its daily newspapers in Summer as well as in Winter, Dr. Goldsmith states that the excellence of broadcasting programs will continue uninterruptedly from the beginning to the end of the year.

"There has been a vast increase in broadcasting power," Dr. Goldsmith said, "and marked improvements have been scored in radio receiving sets, making for better selectivity, greater sensitivity and vastly improved tonal qualities."

Makes the Polly Portable

SYRACUSE, N. Y., July 6.—The Thorn Machine Products Co. here recently started production of the Polly portable talking machine, a new instrument which sells at a very low price and which is made entirely of metal. The dimensions of the instrument are 10¾ x 10 x 2½ inches and it is boxed with provision for carrying six ten-inch records.



Yes, there is a Difference in Talking Machine Felts

HOW shall a talking machine manufacturer, who seeks the utmost quality in turntable felts, make the right choice?

"Felt is felt," you say. Not so! Turntable felt of different makes may look alike, but there is a wide variance in quality.

It is easy to skimp in the quality of wool. And it is easier still to skimp in the felting process. The life and strength of the wool will be lost if the work be handled by any but the most skilled experts.

How, then, shall you know. This is the safe and sure way:

Try "AMERICAN"—it's the standard

Durability is inbred in American Felt Company's felts. In quality of raw material and quality of workmanship they are unequalled. And to insure longer service, all our felts are now protected against ravages of moths. This is done during the process of manufacture—not after.

The constantly growing preference of talking machine manufacturers for these good felts is the best proof of their worth!

Write our nearest office for quotations. Experienced felt men there are ready and eager to serve you.

AMERICAN FELT COMPANY

213 Congress St., Boston

114 E. 13th Street, New York City

325 So. Market Street, Chicago

CROSLLEY



On June 8 and 9, the fourth Annual Convention of the Crosley Distributors was held in Cincinnati.

Powel Crosley, Jr., announced the most startling line of radio receiving sets in the history of the industry.

Every radio dealer is urged to get the story from his nearest Crosley distributor immediately.

RADIO

Better - Costs Less

Announcing

two new

CONSOLE

\$85—Nickel Finish

\$95—Gilt Finish



The Console

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

U. S. Patents Pending

Sensible Prices!

In collaboration with the Dupont Laboratories the Berg factory has produced these Artone models in a modernized art scheme that sounds a new note in home decoration—combined with Joseph Berg's latest invention—a tone chamber of extraordinary merit for natural reproduction.

Concentration on two models only and twenty years manufacturing experience—makes possible this combination of tone and beauty—at sensible prices.

Artone Products!

CONSOLETTA

\$65—Nickel Finish

\$75—Gilt Finish



The Consolette

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 Tone Arm and Improved Reproducer, Heine-mann Double Spring Motor, 12" Turntable and Ample Record Space

U. S. Patents Pending

Are You Acquainted With Artone Portables?



A complete line of high-class portables—comprising six models—ranging in price from \$15 to \$30—is available through a jobber in your territory. Write us for his name.

Berg A T & S Co., Inc.
 Long Island City
 New York

Satisfactory Sales Activity Is Noted Throughout the Baltimore Trade Field

New Brunswick Products in Wide Favor—Radio Sales Show Large Gain Over Same Period a Year Ago—Leading Retailers Take on the Columbia Line—Trade Activities of the Month

BALTIMORE, MD., July 6.—The Brunswick Panatropes, the new Brunswick "Light Ray" records and the new improved mechanical phonograph are all selling very well here.

The Brunswick Panatropes has won great favor, according to Charles F. Shaw, head of the local Brunswick branch. "The new instrument was featured with Frederic Fradkin, violinist, at the Century Theatre here recently," Mr. Shaw said. The Brager department store also displayed one in its lobby for a week and store heads claim that it drew a great deal of attention. We have a new representative covering Baltimore, Maryland, and Eastern Shore, W. D. Lord, formerly with the Mauck Radio Corp. of Richmond, Va.

We received an interesting bulletin from Spigel Bros. of New Port, Va., stating that they had sold a P-2 Panatropes to Captain Atchinson, to be used on the S. S. Wentworth, which sails from Liverpool, England. Captain Atchinson purchased a Panatropes for his home and was so pleased with its performance that he decided to have one placed on the boat.

The new improved mechanical phonograph is being oversold and it is difficult to keep them in stock. Business generally is much better this year than last, but especially so in records. Piano and organ solo records are active and our new "Light Ray" longer playing records have a tremendous demand.

Wm. F. Roberts, of E. F. Droop & Sons, Victor dealers here, said: "This June has been better than the June of 1925 in every respect. The call for Orthophonic machines is very heavy and we are unable to get enough of them.

"There is no complaint to make about business, but our firm is a little downhearted over the death of one of our employes. Fred Henkell, 29 years old, who was in our record department for the past twelve years, died of heart trouble. He came to us when he was no more than a boy and grew right up with the firm. He was very competent and is missed by all who had connections with him."

During the month of June every foreign paper in Baltimore carried advertisements featuring

late hits from overseas, and the Columbia Co. was the only firm which advertised foreign recordings here. The Italian list is particularly active.

Columbia record business for June has been exceedingly good. Dealers are purchasing all types of recordings and business shows an increase of 145 per cent over last year, which is a very astonishing increase. Machine sales, although good, are less than in June, 1925, due to almost complete lack of machine stock in the way of old style Columbias and the failure of new models to arrive for distribution this month.

"Radio sales for the month show an increase of 61 per cent over last June," says W. H. Swartz, of the Columbia Wholesalers, "which is extremely gratifying. Sales of Pathex cameras and equipment are growing. Greater and greater enthusiasm for the new type Columbia phonograph is being evidenced daily by dealers in both the large and small stores. Many of

"Tri-Flex Chamber" Name of Latest Oro-Tone Product

A Distinctly New Idea in the Tone Chamber Construction of Phonographs Worthy of the Consideration of the Trade

The Oro-Tone Co., Chicago, manufacturer of the Oro-Phone reproducer and other phonograph equipment, recently developed a new type tone chamber for phonographs, which is known as the Tri-Flex chamber. The new product is a three-way construction with one movable part operated instantly by a small pointer or dial, making it possible to produce either a deep or brilliant tone. The Tri-Flex is considered a distinctly new idea in tone chamber construction, since its versatility will bring forth several different ranges of tone from deep bass to the notes of higher pitch, sometimes termed as brilliant. It is the intention of the Oro-Tone Co. to license a few manufacturers to build the tone chamber, which is to be used in connection with

the dealers are placing orders for samples of the new types and there are some who are putting in initial orders without even asking for samples. Several of the dealers here went all the way to New York in order to inspect the display held recently at the Hotel Commodore, and the general discussion between fellow dealers indicates that heavy machine business lies just ahead. Columbia dealers in this territory are doing a tremendous volume of business on the Columbia Fine Arts Series of Musical Master Works. These album recordings are now being sold not only by the large city dealers, but also by the small country dealers who are enjoying an increasingly satisfactory sales volume on these products."

Columbia franchises have been secured by the following dealers: Halls Music Shop, Meadow Bridge, W. Va.; Kiel-Patrick Furniture Co., Elberton, N. C.; Jackson Fleet Co., Transwell, Va.; Weaver Bros., Grassy Creek, N. C., and Attington Jewelry Co., of Apalation, Va.

The Braiterman-Fedder Co., of this city, distributor of Valley Forge main springs and talking machine repair materials, made by the J. A. Fischer Co., of Philadelphia, Pa., has extended its distributing organization to include music rolls. This company has recently sent out interesting literature on the Mel-o-art word rolls which it distributes.

the Oro-Phone reproducer and Oro-Tone No. 16 automatic tone arm. The licenses will be granted under an agreement which also specifies that the Tri-Flex tone chamber must not be incorporated in phonographs listing under one hundred dollars.

The Oro-Tone Co. has invited the trade to visit its plant and hear demonstrations and comparisons of the new tone chamber. Leigh Hunt, treasurer and general manager, spent a few days during the latter part of last month in Toronto, Can., in the interest of the new tone chamber and also visited Cincinnati on June 30 and July 1. A number of manufacturers have already made arrangements to build the Tri-Flex chamber, and among them are several Canadian manufacturers, the negotiations being conducted through W. H. Banfield & Sons, Ltd., Toronto, distributors of Oro-Tone products and manufacturers operating under Oro-Tone Canadian patents.

Executives of Reichmann Co. Having Busy Time on Road

Carl D. Boyd, director of sales promotion of the Reichmann Co., Chicago, manufacturer of Thorola receiving sets and loud speakers, left Chicago on Monday, June 28, for Buffalo, N. Y., where he attended a meeting of the directors of the Radio Manufacturers' Association on the following day. He spent several days in New York City visiting the Reichmann headquarters and distributors and returned to the Chicago office on July 6.

Together with E. S. Riedel, sales manager, Mr. Boyd left for St. Louis on the evening of the sixth, and on July 8 the two Reichmann executives arrived in Oklahoma City. The Southern representative of the Reichmann Co., Harry Merrithew, had arranged a meeting and display of Reichmann products for distributors and dealers at the Lee-Huckins Hotel, in Oklahoma City, where the entire line of new receiving sets and speakers was shown during the balance of the week and the sales program was outlined by the Reichmann executives to the visiting jobbers and dealers.

Samuel Steinfield a Daddy

Samuel Steinfield, of the Claremont Waste Mfg. Co., Claremont, N. H., manufacturer of cotton flocks, is receiving the congratulations of his many friends in the trade upon the arrival of Robert Joel Steinfield, who became a member of the Steinfield household on June 17.



One Sale Makes Many

Record purchasers are telling each other about the remarkable qualities of the Columbia New Process Record — its astonishing volume, remarkable clearness, transcending brilliancy, and abso-

lute faithfulness of tone. Stock and display Columbia New Process Records. They enable you to give your customers the hit they want when they want it.



Columbia Wholesalers, Inc.

L. L. Andrews — Wm. H. Swartz
Exclusively Wholesale
205 W. Camden St., Baltimore, Md.



*Unipower is attractively housed in a hard rubber composition case.
It fits snugly into most radio cabinets.*

Unipower—one solution to your summer sales problem

A BIG problem confronts radio owners in warm weather. Static spoils long distance reception and even hampers local results. Consequently, there isn't a large market for complete sets in the summer. But the fans who already own sets are not going to lay them away. They keep right on buying tubes, batteries, and other accessories throughout the summer.

The solution to the dealer's problem, then, is to interest them to better in some way their summer reception. Dealers everywhere have found that solution in Unipower.

More than merely the pioneer "A" power unit, Unipower is a basic improvement in radio. It improves tone quality. It furnishes unfailing power. It is the only unit employing the trickle charge principle that also provides for rapid charging. It gives fool-proof, automatic control of both set and power supply, regardless of the type of "B" power used.

All your customers who bought sets will be coming in for "A" dry cells, or for an "A" storage battery

recharge. Sell them Unipower. Have it hooked up ready to demonstrate. Keep a lot of literature about it on your counters. Unipower sells easily—the important thing is to let your prospect see it in action. Your profit on each sale is large, too.

Unipower is supplied in two models for use with 110-125 volt A. C. Standard models are for 60 cycle. (Special models, 25-50 cycle, are available at slightly higher prices.) All are equipped with special Balkite rectifying element. The 4-volt model is for 199 tubes or equivalent and retails for \$35; the 6-volt for 201-A tubes or equivalent, retails for \$40. (West of the Rockies, prices are \$37 and \$43.)

THE GOULD STORAGE BATTERY CO., Inc.
250 Park Avenue, New York

A post card or letter will bring you a brand new booklet, "Radio's best off-season seller". In it are twelve constructive ideas to help you boost your summer sales.



Unipower

TRADE MARK

Off when it's on—On when it's off

The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

New England Dealers and Jobbers Report Excellent June Talking Machine Business

Sales Volumes for Month Show Increase Over Same Period of Last Year—Columbia Record Sales Excellent—Additions to Brunswick Branch Sales Staff—Sonora Sales Please Dealers

BOSTON, MASS., July 8.—Despite almost mid-Summer, business in the talking machine line has made a very good showing and it is a fact, a happy one, that June with almost every jobber and dealer was a much better month than the trade had experienced in some time. Just what July and August will produce is a question, but there is a pronounced feeling that with the advent of September, say Labor Day, which sort of formally brings the Summer season to a close, business will make marked headway. This month and that to follow will see many of the trade away on vacations so that nearly all places will be short-handed for a time.

Bright Columbia Outlook

Manager William S. Parks, of the New England department of the Columbia Co., who is daily improving since his serious operation several weeks ago when he was for some time a patient in a hospital, is greatly encouraged over the present Columbia business and he remarks that as soon as the new machines come along, for which dealers are eagerly clamoring, business will pick up most perceptibly. Especially well is the record business holding up and the month of June made a surprising gain over May and April. The visit of the Swedish crown prince and his wife in Boston ten days ago served as a great stimulus for Swedish music, with the result that there was a rush for these Columbia records, especially those of the Swedish Royal band, which are the New Process records.

Recent out-of-town visitors to the Columbia quarters were H. S. Brown, of Fitchburg, who has just moved into a new store; Louis Feldman, of Fall River; H. J. Magriout, A. Weirograd and Mr. Asselin, of New Bedford, and Charles Rice, of Bangor.

Brunswick Activities

H. Emerson Yorke, Chicago representative of the Brunswick Co., is again in town, making his headquarters at Harry Spencer's place on Kingston street. Mr. Yorke is a busy boy

when in town, coming in touch with the dealers and giving them expert instruction in handling the new Panatrope. The local Brunswick headquarters found June a remarkably good month and it made a much better showing than June of a year ago. Demonstrations of the new instrument are constantly going on in a more or less public way.

Two new men have been added to the personnel of Harry Spencer's Brunswick staff. Daniel J. Simon will do outside work, principally in the Maine territory; and Atherton A. Morse will devote his attention to the record end of the business.

Enjoy Good Sonora Sales

June made a much better showing for the Sonora in this territory than any month in some time and stood out in marked contrast to June of a year ago. Dealers hereabouts are showing much interest in the new Symphony phonograph put out by the Sonora, and which Boston Manager Joe Burke is demonstrating for the benefit of dealers. Dealers are anxious to get hold of this machine, believing that there is a good sale ahead for it.

Joe Burke and his co-members in the local Sonora organization went over to New York the end of June for a conference with the Metropolitan Sonora officials. Later Joe Burke, accompanied by his mother, went over to Atlantic City for a few days.

Eastern T. M. Co. Busy

The June business at the Eastern Talking Machine Co.'s wholesale quarters, according to Manager Shoemaker, is making a most commendable showing and this genial executive is most optimistic over the business for the ensuing months.

Bill McKenna Opens New Store

A new talking machine shop has been opened in the Coolidge Corner section of Brookline to be operated by Bill McKenna, who is carrying the Brunswick exclusively. Incidentally, radio outfits and other electric goods are in stock.

McKenna had a store on Harvard avenue, but his business has grown so that he felt the necessity of opening a place nearer the heart of the business section.

News Gleanings

Lefavour's, one of the best-known music stores in New England and which has long enjoyed a special prestige in Salem, announces a removal to a new location at 186 Essex street, opposite Central street, where it has a three-story building.

A. M. Hume, head of the A. M. Hume Music Co., is planning an automobile trip into the White Mountains about the first of July. He will be accompanied by Mrs. Hume.

E. A. Cressey, of the C. C. Harvey Co., will spend his Summer's vacation at Belgrade Lakes, Me. Winthrop A. Harvey, of the same company, recently got back from a cruise along the northern coast.

The Oliver Ditson Co., 179 Tremont street, which handles the Victor line, closed up shop all day Saturday, June 26, and gave its many employes an outing at one of the shore resorts. The affair was under the immediate auspices of the Get-Together Club, which promotes numerous social functions for the employes of this big house.

Blake Irving, manager of M. Steinert & Sons' Lowell store, lost no time after the disastrous fire of several weeks ago in finding a new location. Now the store is located at 17 Market street, where Mr. Irving has fitted up a most attractive place with admirable show window facilities.

E. G. Evans, of Bruno Staff, Visits Up-State Dealers

Edward G. Evans, popular member of the Victor sales staff of C. Bruno & Son, Inc., Victor wholesalers, New York City, left recently on a trip in the interest of Fall Victor business throughout New York State. Mr. Evans visited Albany, Utica and other big up-State cities. He reported that dealers were already estimating their Fall requirements in Victor merchandise and placing their orders so that they might be assured of sufficient Victor merchandise for their needs. The volume of orders being placed would indicate exceptional Fall business ahead.

Capitalizing Opportunities

Never before have Victor dealers faced a period of such rich promise. The public demand for the New Victor product has been amply evident and now the stocks are coming through in increasing quantities to meet that existent demand.

The dealers who are prepared are the dealers who will profit.

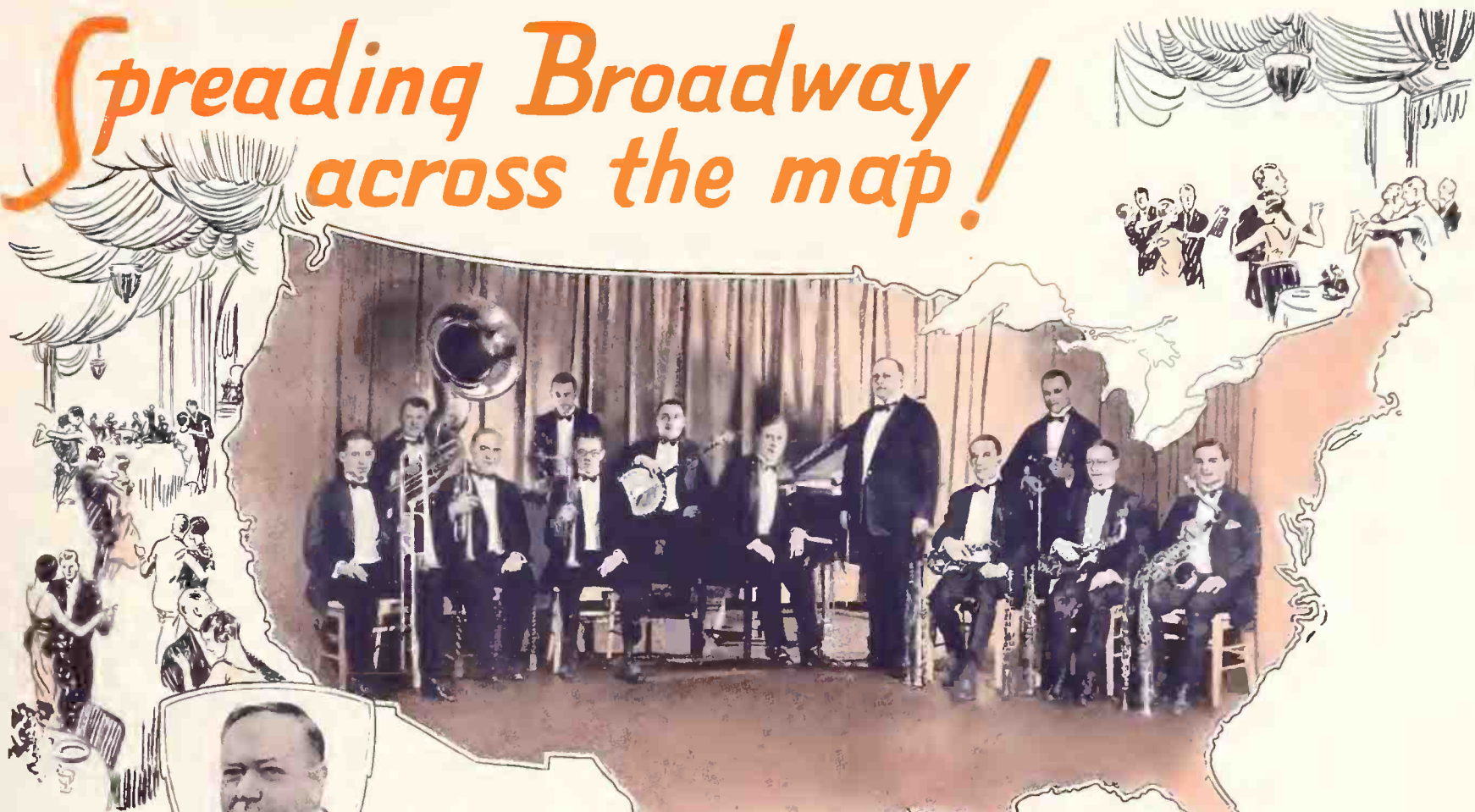
Victor Exclusively

Oliver Ditson Co.
BOSTON

Chas. H. Ditson & Co.
NEW YORK



Spreading Broadway across the map!



B. A. ROLFE
World-famous
Trumpet Virtuoso

NEW EDISON

Exclusive Recordings

B. A. ROLFE'S Palais d'Or Orchestra

A SENSATION on Broadway, a sensation on the New Edison. Broadway steppers are stepping out to the lilting jazz of this Broadway music wizard. Where Broadway lights are brightest, where the crowd that knows, assembles, there—at the scintillating Palais d'Or—the music hungry gather to hear the famous trumpet virtuoso, B. A. Rolfe, and his ensemble of dance specialists.

No one has ever played the trumpet as Rolfe plays it—complete selections in a register an entire

octave above “high C” with impeccable technique. These super-upper register solos by Rolfe make his arrangements distinctive and superbly beautiful.

These new releases will tickle the ears and sway the feet of a nation, as the originals have dominated Broadway, for B. A. Rolfe and his incomparable orchestra are exclusive Edison Artists. The living Rolfe on Broadway or the Re-Created Rolfe in your home—the musical results are the same.



The
NEW EDISON
Dance Attachment—
the latest
achievement of

A SIMPLE, inexpensive attachment that doubles the volume of any New Edison for all dance music, as easily as changing a record. Practically gives Edison owners a new phonograph at the price of an accessory.

Hear these Edison Records by Rolfe

- 51750 Reaching for the Moon—Fox Trot
What Good is “Good Morning”?—Fox Trot
- 51761 Blue Bonnet—You Make Me Feel Blue—Fox Trot
Give Me Today (And You Can Have Tomorrow)—Fox Trot

51772 Roses Remind Me of You—Fox Trot
(Published by Irving Berlin, Inc., New York City)

Weston Elec. Inst. Corp. Announces New Product

"Pin Jack Voltmeter and High Range Stand"
Used for Measurement of Both Filament and
Battery Voltages in Radio Servicing

The Weston Electrical Instrument Corp., Newark, N. J., among its new products has a "pin jack voltmeter and high range stand" (Weston Model 506). It is a portable instrument for the measurement of both filament and



Weston Pin Jack Voltmeter

battery voltages, especially designed for radio service. It has some very unique and exclusive features.

As there was a wide need for such a "pin jack voltmeter and high range stand" it encouraged the engineers of the Weston Electrical Instrument Corp. to produce this product. In conjunction with its introduction to the trade the advertising department of the Weston Electrical Instrument Corp. has issued considerable literature which should aid the trade in arousing interest and creating sales of this product.

Two views are here-with shown of the "pin jack voltmeter and high range stand." With this instrument it is possible to measure battery voltages up to 160 volts. As a "pin jack voltmeter" it measures accurately the filament voltage. Removed and placed in "high range stand" it is then capable of taking accurately the higher voltages.

The music dealer is particularly interested in the Weston "pin jack voltmeter" inasmuch as the Victor, Brunswick and RCA products already mount pin jacks on their superheterodynes to receive these instruments and some other manufacturers are following along these lines.

Among the new Victor accounts opened in New York City during the past month are the Walthal Electric Co. and Francis Rogers Sons, both of which had previously been engaged in the merchandising of radio.

Two New Victor Agencies Granted in New York City

The Walthal Electric Co. is prominently located at 61 Cortlandt street. Francis Rogers Sons conduct a department store at Fordham road and Webster avenue. The new Victor department has been placed under the management of J. E. Kline, who has conducted a retail radio store at 114th street and Broadway.

Panatrope Helps Stimulate Movie Actors' Emotions

Music as an aid to motion picture actors and actresses in helping them register their emotions has long been accepted as a studio necessity. Small orchestras have in the past been used for this purpose, but with the coming of the Brunswick Panatrope motion picture studio officials recognized how eminently suited the instrument was for use in this work and with a vast library of records to choose from a much wider field was available. Several motion picture studios are now using Panatropes as part

of the regular equipment and from the enthusiastic expressions of approval received by the Brunswick Co. it would not be surprising if the Panatrope becomes a part of every studio's equipment.

H. C. Forster of Utah Radio Fame Is Visiting the Trade

Henry C. Forster, treasurer and general manager of Utah Radio Products Co., Chicago and Salt Lake City, manufacturer of Utah loud speakers and units, left Chicago the middle of last month for an extended trip throughout the West. He stopped at Omaha to visit Leonard C. Kohn, Utah representative in the Nebraska territory, and then went on to the Utah factory at Salt Lake City. After spending several days at the plant he departed for Los Angeles, where he called on C. W. Smith, California representative of the firm. He then returned to the Salt Lake City headquarters for the annual meeting, which took place on July 10. On his return trip he stopped at Denver and Kansas City, spending some time with C. M. McIntosh, Colorado representative, and William S. Reid, Utah ambassador at Kansas City, reaching the Chicago office on July 15.

Senate Passes Dill Bill

The Dill bill, for the regulation of radio communication, passed the Senate at Washington recently without a roll-call. It provides for an independent commission of five members, each to be chosen from a different zone. The measure, after passage by the Senate, was sent to the House of Representatives, which has adjourned; therefore it will not come up for consideration until the next session of Congress.

Recent appearances of Vincent Lopez and His Brunswick Recording Orchestra in Akron and Toledo, O., stimulated record sales.

Unique Bus Equipped With Zenith Radio, Talker, Piano

W. F. Frederick Co., of Pittsburgh, Is the
Owner of This Remarkably Fitted Bus

The first completely equipped radio and music demonstration bus is claimed by the W. F. Frederick Piano Co., Pittsburgh, Pa. The bus covers a great deal of territory in a short space of time and is now on an extensive tour cover-



W. F. Frederick Co.'s Radio Equipped Bus

ing several States. It carries Zenith radio receiving apparatus, which the firm distributes, talking machines and pianos. The radio sets are operated from the bus batteries and a permanent antenna is installed on the top of the car, and with the Zenith receivers connected affords excellent long-distance reception. The inside bus measurements are seven and one-half feet wide and twenty-four feet long, providing ample room for the entertaining of prospects and demonstrations. This innovation in musical instrument demonstration has drawn crowds wherever it has stopped and in most communities its arrival is the signal for an overwhelming ovation.

The Martin Bechtold Music Co., Denver, Col., is conducting a big closing-out sale prior to moving to new and larger quarters.



You Will Wonder

Krasco No. 33

After you use Krasco Motors you will wonder why you have been content with motors of smaller playing capacity, with motors that are not quiet, with motors that are not smooth-running, with motors that have innumerable complicated parts continually getting out of order.

You will wonder at the steady silent smoothness of Krasco Motors which makes possible such faultless and perfect reproduction.

You will wonder at the long playing when you use Krasco Motors (e. g. No. 33 plays at least 10 records with one winding—the equivalent of 35-40 minutes).

You will wonder at the durability of Krasco Motors—the dependable service they give under the most trying conditions.

You will wonder how so much value in motor mechanism can be obtained at such low cost.

There is a type of Krasco Motor to fit every playing requirement. Send for details and prices.



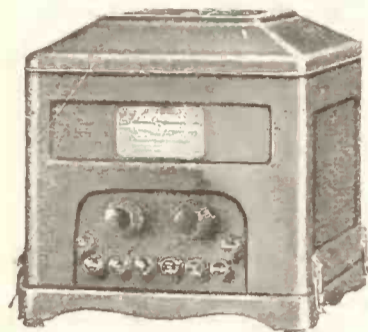
KRASCO PHONOGRAPH MOTOR COMPANY

ELKHART, INDIANA

Farrand Co. Announces Three New Radio Products

Farrand "Deluxe" Power Speakers, "B" Eliminator and "B" Eliminator With Power Amplifier Included in Next Season's Line

The Farrand Mfg. Co., Thompson avenue at Court street, Long Island City, N. Y., pioneer manufacturer of the cone type speaker, which has won national success in the last two years, announces for the coming season several new products, including the Farrand power speaker. This is a "deluxe" size Farrand speaker capable of volume reproduction of such size as to actually compete with the orchestra in tonal



Farrand B Eliminator With Power Amplifier

power and fidelity. It particularly brings in the bass notes that are not ordinarily obtainable. This new deluxe size Farrand cone can be used with or without the power amplifier. It is a beautifully finished product of the usual high standard Farrand design which, besides its musical value, makes it a welcome piece of furniture in the home. This enlarged speaker is particularly adapted for large rooms, restaurants, fraternal gatherings and dance floors. It comes either in pedestal or wall models. The latter can be hung in appropriate positions in the rooms.

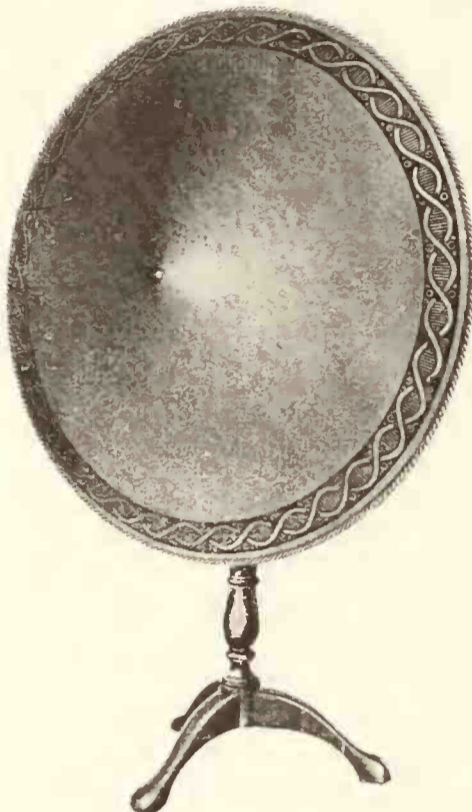


Farrand B Eliminator

Two other products are announced by the Farrand Co., a "B" Eliminator and Farrand "B" Eliminator with power amplifier. The "B" Eliminator is a heavy duty battery eliminator which, the Farrand organization states, marks an advance in such products. It operates on sixty-cycle alternating current and is made for multiple tube sets. One of its main features is the fact that it is free from hum, even with

the use of ear phones. There is nothing to wear out, requires no adjustments, acids or water, and uses one rectifying standard tube. It gives the highest voltage necessary for the operation of large sets.

The Farrand "B" Eliminator with power amplifier in combination uses two rectifying tubes and one amplifying tube. It delivers 400 volts of "B" power. Used in connection with the power cone speaker it is said to exactly repro-



Farrand Deluxe Power Speaker

duce the full volume of an orchestra completely free of distortion. This latter product is at a slightly higher price than the separate "B" eliminator. All of the above products are produced in the plant of the Farrand factory, which was recently enlarged by taking over another entire floor in its present building. They are the creations of C. L. Farrand, who developed the Farrand cone speaker and who is one of the outstanding radio engineers of the country.

The sales department of the Farrand Co. will market these new products through the Farrand jobbers, who have served the Farrand interests during the past season and who will continue to function in behalf of the company as distributors, with a few exceptions.

A very extensive sales drive and advertising

campaign will shortly be inaugurated, creating a market for these new products, and with the Farrand sales departments, its distributors and the high-class dealers who have in the past handled the Farrand cone type speakers, the sales possibilities are indeed large.

Showers Radio Receiver Introduced to the Trade

Showers Bros. Co., Bloomington, Ind., Leading Furniture Manufacturer, Enters Radio Field With Six-tube, One-dial Receiving Set

Since radio has crossed the path of furniture manufacture, allied itself so closely, and with the modern receiver a practical, artistically designed piece of household furniture, the entrance of Showers Bros. Co., Bloomington, Ind., one of the world's largest furniture manufacturers, into the radio field is of interest to all factors of the trade.

Showers Bros. Co., for fifty-eight years a leading figure in the furniture industry, realizing the demand for a popularly priced radio unit that can take its place with the best furnishings of a home, is introducing to the trade the six-tube one-dial Showers receiver, with built-in spruce horn speaker equipped with the latest type Utah unit. The horn is a recent invention of Dr. A. L. Foley, head of the department of physics, Indiana University. The new product is known as the Showers Consola, the same chassis being furnished in two different console cabinets, one in mahogany and the other finished in high-lighted walnut. The front panel is of bronze, with bronze control knobs. The set has a one-dial control, with a split knob which gives ten degrees of compensation on the aerial for further selectivity.

The firm is headed by W. Edward Showers, president, and Charles A. Sears, vice-president and general superintendent. The radio division is under the supervision of D. F. Fessler and H. T. Roberts, managing directors, who maintain headquarters in the Tribune Tower, Chicago. Mr. Fessler is the original owner, president and general manager of the Bassick Mfg. Co., Chicago, manufacturer of the well-known Alemite system of automobile lubrication, and has had many years' experience in the field of manufacturing and merchandising. Mr. Roberts has been engaged in the sales and merchandising field for the past eighteen years, and has brought to the firm and its appointed dealers a wealth of radio knowledge.

The Showers organization has become one of the largest furniture manufacturers in the world, with factories in Bloomington and Bloomfield, Ind., and Burlington, Ia. The plants cover 130 acres, employ over 1,500 furniture craftsmen and use enormous quantities of raw material. By the firm's policy, which is direct to dealer, one retailer is appointed in every city, regardless of size, and it protects that dealer by giving him exclusive territorial rights. A number of prominent department and music stores have already added the Showers line and the receivers themselves have been tested before the retail trade in practically every important trade center in the East and Middle West under varying atmospheric and local conditions.

Panatrope Provides Music for Children's May Dance

OMAHA, NEB., July 6.—The children from six of the public schools of this city conducted their annual May Pole dance to the accompaniment of two Brunswick Panatropes and the wonder of the Panatrope was brought to thousands of homes in Omaha when the many children who participated discussed the happy day which they had spent. The instruments were loaned by the Omaha Brunswick branch and the use of them on this occasion fitted in admirably with the Brunswick national advertising.



Philadelphia Factory

BURT-BUILT Radio Cabinets

LET OUR CABINETS SELL YOUR RADIO

All cabinets are finished in lacquer and furnished with a built-in or cone speaker, with ample room for all accessories.

Write for our new catalog. Twelve new numbers with many unique features.

Fifty years of furniture building.

A few desirable territories open for salesmen and jobbers.

BURT BROS., Inc.

2000 S. 9th STREET

PHILADELPHIA, PA.

Truck delivery to New York



No. 221



The Swanson King

P O R T A B L E

has the *appearance* of a royally fine machine—and has the quality to back it up.

In window, on your counter, or in the hands of purchasers, the great *eye value* of The Swanson King Portable helps you sell it with least effort!

WRITE TO YOUR DISTRIBUTOR—EARLY!

A Big Season Is Breaking.

- | | |
|---|--|
| ATLANTA.....James K. Polk, Inc., 181 Whitehall St. | NEW ORLEANS.....Junius Hart Piano House,
123 Carondelet St. |
| CHICAGO..Lyon & Healy, Wabash Ave. and Jackson
Blvd.; Consolidated Talking Machine
Co., 227-229 W. Washington St.; New
England Mills Co., 849 W. Washington
Blvd. | NEW YORK CITY.....General Phonograph Corp.,
15 W. 18th St. |
| CINCINNATI.....Sterling Roll & Record Co.,
137 W. 4th St. | PHILADELPHIA..Everybody's Talking Machine Co.,
810 Arch St. |
| CLEVELAND..Buel-Lyons Co., 1231 Superior Ave., E. | PORTLAND, ORE.L. D. Heater,
469½ Washington St. |
| DETROIT.....Consolidated Talking Machine Co.,
2945-2949 Gratiot Ave. | PUTNAM, CONN.....Frank R. Witman Phonograph
Supply Co. |
| MIAMI, FLA.....Kurt Heineman, 136 N. E. 9th St. | RICHMOND, VA.....Richmond Hardware Co.,
101 S. 14th St. |
| MINNEAPOLIS..Consolidated Talking Machine Co.,
1424 Washington Ave., South. | SAN FRANCISCO...L. D. Heater Co., 1609 Polk St. |
| | ST. LOUIS.....Silverstone, Inc., 412 N. 12th St. |

Consolidated Talking Machine Co.

227-229 West Washington Street

CHICAGO

Growing Popularity of Radio in South America

A. G. Linsig, Manager of Export Department of Zenith Radio Corp., Gives Interesting Outline of Conditions in South America

The progress of radio sales and radio broadcasting in South America is a matter of increasing importance to every factor in the industry and the two accompanying photographs, together with the incidents related, are of in-



A. G. Linsig Broadcasting

terest to all concerned with the future of radio on that continent.

A. G. Linsig, manager of the export department of the Zenith Radio Corp., Chicago, with offices at 1225 Broadway, New York, recently forwarded the accompanying photographs, the group picture showing Mr. Linsig broadcasting from the studio of station LOW, Buenos Aires. He is pictured standing before the microphone as he delivered his address. The other illustration shows a Super-Zenith receiving set displayed at a special art exposition in Rio de



Super-Zenith Display in Rio

Janeiro, and Mr. Linsig is the gentleman at the extreme right.

South American broadcasting stations, according to Mr. Linsig, have adopted the policy of sending special courtesy programs to neighboring countries at certain given dates and these programs consist of national music and in many cases laudatory speeches in favor of the country to which the program is being directed. The hours selected are in the early morning when the best results in reception are secured. Station LOW, of Buenos Aires, during the first weeks of its broadcasting directed programs of one week each to Argentina, the home nation, station OAX and Peru, CMAI, and Chile, and the fourth week was dedicated to WJAZ, Zenith station located in the Straus Building, Chicago. Mr. Linsig was recently appointed special representative in the United States and Canada of stations LOW, Buenos Aires, and MCAI of Valparaiso. This type of broadcasting on our neighboring continent is certain to be productive of good results both in the promotion of friendly feeling between the various

nations, and in the increase in the sales of receiving apparatus.

It is an interesting fact to report that the Zenith Radio Corp. obtained first prize with Gold Medal, also an official honorary mention by Dr. Bernardes, President of Brazil, at the first Brazilian Auto and Radio Show in Rio de Janeiro, August 1925," stated Mr. Linsig. "Other exhibitors at that show presented the products of RCA, Atwater Kent and Stromberg-Carlson. The Zenith exhibit was arranged for by Messrs. Herm, Stoltz & Co., of Rio and Sao Paulo, exclusive Zenith distributors for Brazil. Following this show there developed a considerable increase in interest in radio with the public and prompted a number of additional semi-public Zenith showings in the editorial quarters of the greatest Brazilian dailies, as 'O Comercio,' 'O Coreio da Manha,' 'O Paiz,' 'O Jornal,' 'O Jornal do Comercio,' 'Fon-Fon,' 'Jornal da Noite,' and others. Messrs. Herm, Stoltz & Co. reported sales following the Radio Show in such super-tropical cities as Manaus, Pernambuco, Sao Luiz, Ceara with gratifying reports about results."

L. Zabriskie Now With the Silas E. Pearsall Co.

Sales Representative Well Known to Music Trade in the Metropolitan Territory Joins Staff of Prominent Distributor

Mrs. L. M. Green, president of the Silas E. Pearsall Co., New York, well-known distributor of radio and phonograph products, announced this week the appointment of L. Zabriskie as a member of the company's sales staff. Mr. Zabriskie was formerly identified with the Brunswick-Balke-Collender Co. and is well known in the metropolitan trade. The Pearsall sales staff is getting ready for an active season and is co-operating with the dealers to splendid advantage in developing their campaigns for the standard radio products distributed by this company.

W. L. Stensgaard Elected President of Association

Manager of Display Division of Stewart-Warner Speedometer Corp. Now Heads International Association of Display Men

W. L. Stensgaard, manager of the display division of the Stewart-Warner Speedometer Corp., manufacturer of receiving apparatus, was recently elected president of the International Association of Display Men at their twenty-ninth annual convention held in Chicago, June 14 to 17. Mr. Stensgaard's election comes as no great surprise to those who know of his career, for he was first vice-president of the I.A.D.M. in 1925-26 and now holds offices in many State and local display associations, including the presidency of the Chicago Display Men's Club. "The Children's Hour," a recent Stewart-Warner window display used by many dealers throughout the country, was awarded second place in the Musical Instrument Display class in a contest wherein more than two thousand photographs were entered. Mr. Stensgaard also won second prize in the Grand Sweepstakes class in which each contestant entered twelve displays of various types of merchandise.

Radio Sells Year 'Round —Proof in Big Shipment

Six Carloads of Stromberg-Carlson Radio Sets Received by Gross-Brennan, Inc., New York Distributor, to Meet Demand

While many of the larger radio manufacturers have been preaching year-round radio, actual evidence of it is apparent in the delivery of six carloads of one of the popular makes of receivers to Gross-Brennan, Inc., Stromberg-



A Big Stromberg-Carlson Shipment

Showing Carloads of Radio Shipped to Gross-Brennan, Inc. —Receiving the Shipment Via Motor Trucks
Carlson distributor in New York, for the metropolitan district dealers during the last week of May to meet public demand. The illustrations show the cars loaded with sets and later as they appeared loaded on trucks for transportation to the Gross-Brennan warehouse.

A mistaken impression crept into the radio industry some time ago that people closed up their radio sets when the warm Summer days came along and took to their automobiles, fishing rods and golf sticks, instead. However, nowadays the radio receiver is doing work the year round and is entertaining in the home every month of the year. Improved broadcasting methods, higher quality programs, special events and better construction of receivers, have brought about the condition where radio reception is good always.

The Stromberg-Carlson Tel. Mfg. Co. claims that another reason why its products are in consistent demand throughout the year is the fact that prices are guaranteed not to be reduced. The public have learned that radio satisfaction beyond reception lies also in knowing that they cannot buy their receiver for half of what they paid for it yesterday. Furthermore, the time has arrived when radical improvements in radio sets do not occur any more than they do in the present-day automobile. Improvements nowadays are of a minor type and do not obsolete any of the well-developed and better-known make of receivers.

New Freed-Eisemann Line Will Be Announced Soon

The Freed-Eisemann Radio Corp. reports that an official announcement of its new line of radio products for 1926 will be made shortly. It is understood that the new Freed-Eisemann sets will vary considerably in price and meet all needs and pocketbooks.

"We have labored many months in our laboratory to determine the types of sets which we will offer with the new line," said Joseph D. R. Freed, president and chief engineer of the corporation. "We have sought not only technical improvements and developments, but have studied the problem of outward appearance in all its phases to the end that we might appeal not only to the average radio fan but to the woman who is looking for a receiver that will adorn her drawing room. I anticipate being able to make a statement regarding the new Freed-Eisemann sets within a very short time."

CONSTANTLY INCREASING SALES

are testifying to the superior quality of our

COTTON FLOCKS FOR PHONOGRAPH RECORDS

STEP INTO LINE WITH THE BUYERS OF "QUALITY"

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

NOW!

Pathex

for

Blackman

We announce our appointment as
Exclusive Eastern Distributors of

PATHEX MOTION
PICTURE
Cameras and Projectors

The day of "STILL PICTURES" is
limited. The demand now is for

YOUR OWN MOVING PICTURES

PATHEX, INC., is a subsidiary of the world-famous PATHE EX-
CHANGE, INC., who for many years have been identified with the
moving picture industry. Their years of experience enable them to
manufacture a complete moving picture outfit at the price of a good
camera.

We unhesitatingly recommend PATHEX to all
our old friends and to the host of new ones we
are making daily with this latest addition to our
line of **DEPENDABLE PRODUCTS**.

TERRITORIES ARE NOW OPEN
WRITE US FOR INFORMATION

*Our representative will gladly call
and demonstrate the complete line.*



Blackman
TALKING MACHINE Co.
28-30 W. 23RD ST. NEW YORK N.Y.
VICTOR WHOLESALE DISTRIBUTORS

The Trade in PHILADELPHIA and LOCALITY

Wholesalers in Quaker City Report Early Ordering by Dealers for Fall Demand

First Half of the Present Year Closed With Most Dealers and Other Factors of the Trade in a Prosperous Condition—Outlook Is Excellent—Trade Activities of the Month

PHILADELPHIA, PA., July 8.—A summary of the first half of the year's records discloses the fact that the talking machine industry has been in a prosperous state throughout the entire six months. From the early months of the year down to the winding up of the semi-annual accounts in the inventory of the late June days the demand for talking machines has been most gratifying, and as the July month develops orders have been increasing, so that a bright outlook is assured for the mid-Summer.

This early 1926 boom in the industry of course is centered around the new talking machine devices and records that have been developed to accompany the new inventions and which have much to do with the revival of sales for the improved types of machines. Most of the incoming demand at this time is for the portable types of machines used for vacationing purposes or for the seashore or resort diversions. Sales of these types of portable machines have been far in excess of last year and with the advent of many new makes on the market a wide range of selection is at the disposal of the dealers.

Ordering for Fall Demands

Wholesalers report heavy advance Fall orders. Dealers have, in the past, been sufferers from lack of preparedness and are profiting by their experiences by early buying for the Fall business. The leading distributors are much gratified with this advance business and believe it is to be continued throughout the Summer months, growing in volume as the Summer season closes. The distributors have been sending out letters and circulars to the dealers advising preparedness and placing their orders now so that the manufacturers may be able to meet all orders when the rush season is on. A generous response resulted and so the promo-

tion of early buying and the stimulation of interest in the Fall supplies now is shown in the large number of advance orders coming into the Philadelphia distributing houses.

Record Sales Continue Good

Records have been holding very well, especially among the popular renditions in dance and song numbers adapted for the lighter Summer pastimes. Inventory of stocks on hand shows the racks fairly well depleted and it is anticipated that as soon as the recording of stocks on hand is completed vigorous buying will set in in line with the policy of preparing for the renewal of the Fall business in these as well as the machines.

H. A. Weymann & Son Get Advance Orders

Manager Charles W. Bahl, of H. A. Weymann & Son, wholesale Victor department, has been advising the trade that traveling representatives are being greeted with a generous advance booking of orders for Fall deliveries of the various types of Orthophonic Victrolas, Electrolas and Victrola-Radiola combinations. There also has been a heavy demand for the portables. The Weymann Co. is advising the trade of the advantages of financing lease sales of Victrolas through the Bankers-Commercial Security Co., Inc., and furnishing the necessary funds to discount monthly purchases. It is particularly beneficial to the dealers in stimulation of sales volume of Victrolas of the more expensive types, and results in correspondingly increased profits.

Victor dealers visiting the store and warehouses of the Weymann Co. have expressed keen interest in the demonstration of the Electrola connected up with several Victor reproducing units located in different sections of the building. A selection played may be relayed through one or up to ten Victor loud speakers, according to the Electrola and master control

switch, and used advantageously as a novelty feature in movie theatres or auditoriums, schools, hotels, cafes or large residences, as a selection may be played on all the units at one time and then on one at a time in different sections, where the reproducing units are located. Another use which the Weymann Co. is advocating for the utilization of the loud speaker is the means of popularizing Victor records, as they answer the purpose of ten hearing booths, the master control switch enabling the dealer to connect and disconnect with any one or all reproducing units at will. The Weymann Co. is especially interested in aiding the dealers to provide for the exploitation of the Electrola and the Victor reproducing unit by this means and has sent special invitations to its patrons to visit the store and inspect the arrangements it has made in its own headquarters at 1108 Chestnut street.

Louis Buehn Visited Dealers

President Louis Buehn, accompanied by Vice-President Harry A. Ellis, of the Philadelphia Victor Distributors, Inc., toured the up-State section, calling on the various dealers, in the closing week of June. They found the trade very optimistic as to the future and with a well maintained early Summer demand for talking machines and records.

Electrola Replaces Orchestra

The Orthophonic Electrola was the substitute for an orchestra at the exhibition of original drawings featured by N. W. Ayer & Son, in the Art Galleries of that nationally known advertising concern at headquarters here, 308 Chestnut street, in conjunction with the Associated Advertising Clubs of the World international convention in mid-June. Throughout the entire week of the exhibit daily concerts were played on the Electrola. Not only was the Victor featured in the concerts but also in the excellent displays of notable art masterpieces by prominent masters of international fame, who throughout the past have contributed to original drawings and oils used in reproductions for the Ayer ads.

Management Changes at Lit Bros.

With the promotion of Bernard Munchweiler, former manager of the talking machine department of Lit Bros' department store to the management of the radio section, his brother, Alexander Munchweiler, takes over the reins of the talking machine division. Bernard Munchweiler will give his attention exclusively to the buying of radios, while Alexander will concentrate on the purchasing of talking machines for the Lit store.

Miss M. Popper, who has been in charge of the foreign record department of the Lit Bros. store, is now connected with the Hopkins Piano Co., of Chester, Pa.

Brown's Radio Shop Buys Victor Agency

Fred A. Brown, of 203 West Allegheny avenue, this city, recently purchased the stock, fixtures and Victor agency of the Greniger Victrola store at 6014 Haverford avenue, West Philadelphia, and has moved the merchandise to the Allegheny avenue store. Brown's Radio Store now carries a complete line of talking machines and radio receivers, including the Atwater Kent line.

Ira Wright Convalescent

Philadelphia associates of Ira Wright, who conducts his own music shop at Seaford, Del., were pleased to learn of his recovery from a serious illness, resulting from an operation for appendicitis. While Mr. Wright still is confined to the hospital at Seaford he is slowly recovering.

An Effective Record Window

As the president of the Philadelphia Rotary Club, J. Ralph Wilson, head of the chain of

WE take pleasure in announcing our appointment as exclusive distributors in the following territory for

Pennsylvania Counties

Philadelphia
Chester
Delaware
Bucks
Montgomery
Luzerne
Lackawanna
Monroe
Northampton
Pike
Sullivan
Susquehanna
Wayne
Wyoming
Carbon (Mauch Chunk, E. Mauch Chunk, Weatherly and points north)

The **GREBE**

SYNCHROPHASE
TRADE MARK REG. U.S. PAT. OFF.

New Jersey Counties

Camden
Burlington
Gloucester
Cape May
Cumberland
Salem
Atlantic



To our friends in these counties whom we may serve with Grebe Radio, we extend an invitation to obtain full particulars at once regarding the many advantages of this well-known line in which we find the elements that will help us grow and our friends to

"GROW WITH US"

TRILLING & MONTAGUE

WHOLESALE RADIO MERCHANDISERS

49 North Seventh Street "Grow With Us"

Philadelphia, Pa.

Victor stores bearing his name, represented the local fraternity at the annual convention of the Rotary Clubs held in Denver, Col., in June. The Wilson store at 1710 Chestnut street featured a very attractive and outstanding window on the Volga Boatman record in conjunction with the appearance of that drama in the screen version at the Stanley Theatre in the closing week of June. It showed Russian rivermen in miniature and with photo reproductions from the moving picture, while selections were played on the Electrola. Miss Marian Mills, head of the record department, trimmed the window.

Sells "Talkers" to Seven Hotels

Seven hotels in the Delaware Water Gap were equipped with the Electrolas of the Victor line by the Christine Music Store, of Bangor, Pa., who made a drive among the hotels for the substitution of the Electrola for orchestras during the Summer season. In two cases the Electrola supplants the orchestra, while in the other five hotels they will supplement the concerts of a jazz orchestra.

Werners Expands Department

The entire first and second floors of the store of Werners, in Moncton, Pa., will be given over to the talking machine department. The stock on these floors of the department store have been removed to other quarters to make way for the expansion of the department.

Honest Quaker Exports Grow

Exportation of the Honest Quaker main springs and repair parts and the other talking machine products made by the Everybody's Talking Machine Co., 810 Arch street, has shown a remarkable increase under the direction of A. Regen, a recent graduate of the Wharton School of Finance of the University of Pennsylvania, who has been made manager of the exporting department. There has been an especially heavy demand for the Honest Quaker repair parts to Australian and New Zealand points and, combined with the international distribution to Europe and Latin America, the ex-



GUARANTEE PORTABLE
RETAILS FOR \$25.00

Furnished in

COBRA GRAIN BLACK
CROCODILE BLACK
CROCODILE BROWN
SPANISH GREEN
AMERICAN GRAY

SPECIFICATIONS:

1. Textene Leather Case.
2. Standard Heineman Motor.
3. Plays Two 10" Records.
4. Standard Taper Tone Arm.
5. Specially Loud Reproducer.
6. Device for Carrying Records.
7. Machine Will Play 12" Records.
8. Patented "Non-Spill" Needle Cup.
9. Size 14½" x 11½" x 7¾".
10. Weighs 13½ lbs.



Costs you \$10.50

GUARANTEE TALKING MACHINE SUPPLY CO.
109 N. Tenth Street **PHILADELPHIA**

—Write for our latest Main Spring Chart—

porting has been the heaviest in the history of the business. P. E. Grabuski, president of the company, who just has returned from a 15,000-mile tour of the United States, reports the nation's demand for talking machines and parts as vastly increased over last year and with every indication of continued prosperity in the industry. He made the trip entirely by automobile, going directly across the continent to Port-

land and then working downward to other Pacific Coast points and then swinging through the interior States, the South and homeward. Other talking machines distributed through Everybody's and now enjoying a heavy demand are the portables in the Caswell, Gypsy, Pal and Regal. The Ultraphonic sound box, made by the Audak Co., of New York, too, has been

(Continued on page 90)

Still Going Strong

BIG VICTOR BUSINESS for the **DEALER** willing to **WORK**. Warm weather is no bar to making sales.

Your opportunity is presented in the sale of the mechanically recorded 10-inch and 12-inch black and blue label records.

Will you grasp it and Cash in?

Philadelphia Victor Distributors, Inc.
835 Arch Street, Philadelphia

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 89)

a big selling feature in the territory of Pennsylvania. Okeh and Odeon records have been briskly moving among the Summer merchandise specialties.

New Brunswick Coming Through

The Brunswick Co., through the Philadelphia branch, under the management of George A. Lyons, is now showing the new lines of Spanish-type cabinets of Brunswick talking machines, with the very latest of improved mechanical units and acoustical properties. There are four models which have just been placed on display, the Seville, the Madrid, Valencia and two types of Cortez. The Seville models have been placed in stock ready for immediate shipments, but the other models, for the present, are shipped from factory direct to the dealers. The new Panatropé No. 10 has been a particular favorite for the June order list and sales have been rapidly increasing for the Fall stocking on this model. June sales of the Brunswick were far in advance of those of 1925.

Russell W. Reif, proprietor of The Music Shop, Scranton, Pa., has opened a talking machine department, the first to be installed in his music store. He has installed the complete line of the Brunswick.

International Retail Business

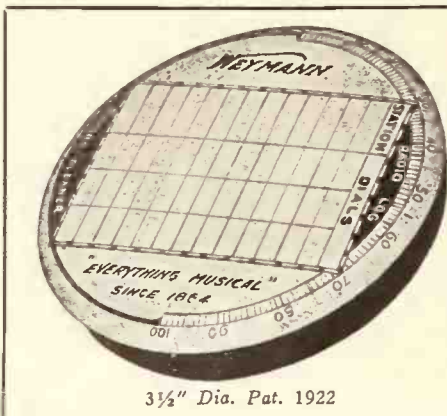
The store of A. Passallo is one of the main music shops patronized by the young students attending the exclusive schools and colleges in Bryn Mawr and among them is an international group of young women from the Orient, Europe, Latin America and other parts of the world. They are permanently enrolled on the parcel post list of the proprietor and whenever a Columbia record or other products of that manufacturer are needed they communicate with him and the desired merchandise is shipped by mail.

Brief but Interesting

After a prolonged Spring vacation Harry Seebold, proprietor of the Seebold Music Shop, of Sunbury, Pa., is back at his desk again in the home town. He spent much of his time in Winter Haven. The Seebold store specializes in the Columbia.

Extensive alterations are being made to the store of J. W. Maus, of Shamokin, Pa. The interior and exterior are being redecorated and brought up-to-date. Attractive windows are being built in the store front for the display of the Columbia line.

Plans for the Summer vacation of Henry



3 1/2" Dia. Pat. 1922

THREE FOR ONE

- 1—A Radio Log that has space to distinctly record dial readings of thirteen different stations.
 - 2—A Record Cleaner that is known and in constant use the world over.
 - 3—An Advertising Medium that really benefits the dealer. Stations logged with either pen or pencil. Best grade of plush cleaning surface for all records. The dealer's advertising neatly printed on the top in desired colors. Here is an attractive useful accessory for combination sets that will help materially to stimulate fall business.
- THE PRICE? Same as our famous Velvaloid Record Cleaner. Write for sample and complete details at once, then order early direct or through your jobber.

PHILADELPHIA BADGE CO.

Manufacturers

942 Market Street

Philadelphia, U. S. A.

Hensinger, head of the Hensinger Music Co., of Bethlehem, Pa., called for a cottage at Saybolds Lake, where the family will remain throughout the hot weather months.

Philadelphia headquarters of the Columbia were the stopping place of Misses Emma and Katherine Lamm, daughters of Charles Lamm, head of the Lamm Music House, Allentown, Pa., when they journeyed here in June.

President Florence J. Heppe, of C. J. Heppe & Son, 1115 Chestnut street, left in late June for a Summer vacation sojourn at Poland Springs, Me.

Ben Witlin on Trade Tour

President Ben Witlin, of the Witlin Musical Instrument Co., 904 Walnut street, is now in the Southern field in the vicinity of Washington and Baltimore, making the round of the dealers featuring the Starr Phonograph and the Genett records made by the Starr Piano Co., of Richmond, Ind. Previous to touring the South he called on the trade in eastern Pennsylvania, where a very gratifying advance Fall demand was forthcoming for the Starr products in the coal regions.

Outing of Philadelphia Victor Dealers

The Philadelphia Victor Dealers' Association recently held its annual outing at the Old Mochican Clubhouse at Morris-on-the-Delaware and from all reports a thoroughly good time was had by all those attending. Athletic games featured the get-together of the dealers with a baseball game as the headline attraction. The teams were called the "Victor" and the "Dogs" and when the smoke and dust of battle had cleared away the score was 16 to 11 in favor of Victor. Joe Heim was the official referee, but he had ample and unsolicited assistance from the players on the field and on the bench

and from the spectators enjoying the game.

Quoit games, peanut and men's races, and other track sports added to the gaiety of the day and Howard Davis, president of the Association, made the presentation of the prizes with appropriate remarks. Earl Dare, of the Penn Phonograph Co., filmed the most interesting happenings, using a Pathex camera, which is distributed by his firm.

Appointed Pathex Distributor

The Penn Phonograph Co., of this city, well-known radio distributor, and formerly in the talking machine field, has taken on the Pathex line made by Pathex Inc., New York City.

The Penn Phonograph Co. serves many of the leading talking machine dealers in the Philadelphia territory and it is expected that the Pathex moving picture camera and projection machine will prove popular with these dealers. In order to take care of this new line the Penn Phonograph Co. has remodeled its headquarters to provide a Pathex department, including store-room and demonstration room.

Fischer Visits Valley Forge Dealers

Among recent visitors to the headquarters of the J. A. Fischer Co., of this city, maker of Valley Forge main springs and repair materials, was William Braiterman of the Braiterman-Fedder Co., of Baltimore, who is distributor of Valley Forge products and has built up a substantial business with that line. J. A. Fischer, head of the organization which bears his name, recently made a short trip to greet many of the Valley Forge distributors and dealers and was impressed not only with the optimism expressed regarding general business conditions, but with the great enthusiasm shown over the Valley Forge line.

W. H. Posner Buys Out Partner

William H. Posner, formerly co-partner with Jacob H. Keen in the conduct of the business of the Guarantee Talking Machine Supply Co., of this city, has announced that he has bought out the interest of Mr. Keen in the company. The Guarantee Talking Machine Supply Co. makes the Guarantee portable talking machine, and the Guarantee line of talking machine repair materials.

Mr. Posner announced that he will continue the business alone, along the same principles as heretofore. Mr. Keen has not as yet announced his future plans. The Guarantee Co. reports that the demand for the Guarantee portable continues particularly strong and that the Fall season seems very promising.

Sail for Europe to Make Survey

Milne J. and Walter L. Eckhardt, 2nd, sons of Walter L. Eckhardt, of this city, prominent figure in talking machine and radio circles, sailed on Wednesday, June 16, on the Aquitania for a six weeks' trip to Europe. They were accompanied to New York, from which port they sailed, by their father. Both sons are actively working with their father in the various new projects he is undertaking and the purpose of the present trip is to make a general survey of conditions abroad and to investigate materials for importation for use in the new products. Mr. Eckhardt, when interviewed at his headquarters at 213 South Broad street, this city, announced that there is being developed under his

(Continued on page 91)



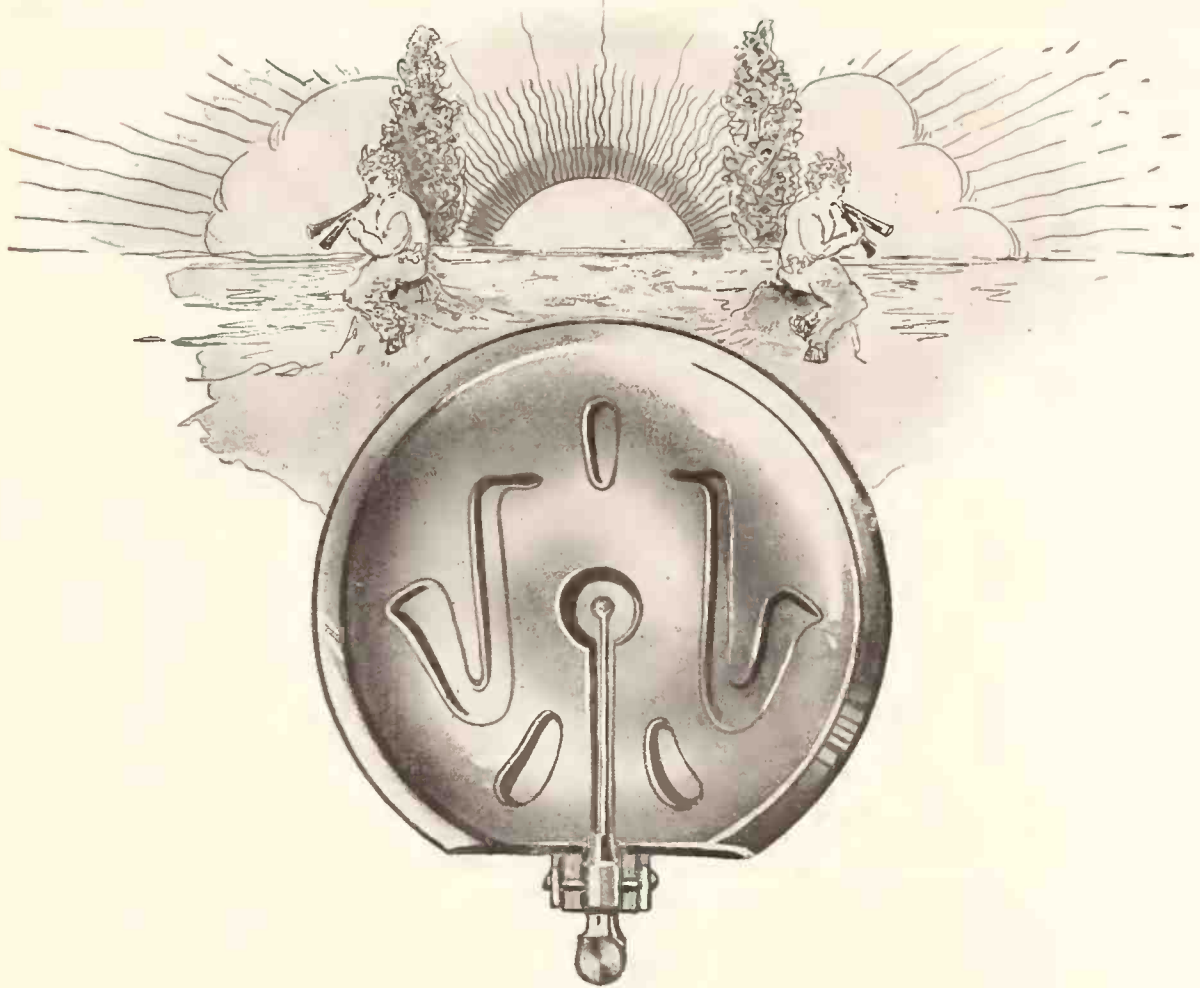
OPPORTUNITY in the Victor business is greater today than ever before.

Victor dealers in our territory should make the most of this opportunity by availing themselves of our service likewise greater today than ever before.

Victor Wholesalers

H. A. WEYMANN & SON, INC.
1108 Chestnut Street - Philadelphia, Pa.

The Mutual SAXOPHONIC



Pat. Pending

The Latest Revelation in Phonograph Reproduction

WHY THE NEW SAXOPHONIC LEADS

1. A reproducer that will not blast.
2. Special diaphragm unaffected by atmospheric conditions.
3. Newest and finest suspension—devised by our engineers after years of research.
4. Improves with use due to wonderful suspension embodying automatic adjustment.
5. Eliminates practically all surface noise.
6. Readily attached to all types of machines and adjudged best by greatest critics in the music industry.

Write for Particulars

Mutual Phono Parts Mfg Corp.

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

610-614 Broadway,
(Cor. Houston Street)

New York City, N.Y.

Clement J. Cusack Adds to His Important Duties

Traffic Manager of Everybody's Talking Machine Co., Inc., Enlarges Activities to Include Home Management of Company

PHILADELPHIA, PA., July 6.—Clement J. Cusack, traffic manager of Everybody's Talking Machine Co., Inc., of this city, maker of Honest Quaker main springs, and a complete line of talking machine repair materials, has now added to his managerial capacities that of home management.

The wedding of Mr. Cusack to Miss Anna Marie Dittmar was consummated yesterday at nine o'clock in the morning at St. Edward's Catholic Church at Eighth and York streets, in this city. Following the ceremony the bride and groom left on an extended honeymoon.

Mr. Cusack is a much appreciated member of Everybody's organization. His duties in straightening out traffic tangles and in routing shipments so as to arrive at the dealers' warerooms with the least possible delay are important ones. The whole organization joined in well wishes for the newest Benedict of the company.

Trade News From the Philadelphia Territory

(Continued from page 90)

direction new products in both the talking machine and radio fields.

Completes Trade Survey

Louis Buehn, president of the Philadelphia Victor Distributors, Inc., recently completed a personal survey of conditions through the central part of the State. Mr. Buehn was accompanied on this trip by Harry A. Ellis, sales manager of the company. A total of twenty-one towns and cities were visited, including Lancaster, Harrisburg and York. Mr. Buehn found conditions good in the territory and was impressed by the future outlook for Victor sales.

The new line has proved very popular and it is expected that sales will be particularly heavy this Fall.

Mr. Buehn also reports that the conditions in the coal regions are increasingly satisfactory and that prosperous conditions will undoubtedly prevail in this section during the Fall.

Philadelphia Badge Co. Offers New Record Cleaner

Radio Log Record Cleaner Serves Two Unusual Purposes for Owners of the New Combination Radio-Phonograph Outfits

PHILADELPHIA, PA., July 3.—The Philadelphia Badge Co., of this city, maker of the Velvaloid record cleaner, has added a new product to the line which bids fair to vie with the Velvaloid cleaner in popularity and is known as the radio log record cleaner. The radio log record cleaner was evolved from the popularity of the combination radio phonograph. As the record cleaner is usually kept on the top of the phonograph close to the turntable, the Philadelphia Badge Co. conceived the idea of producing the top of this cleaner as a radio log, thus having it perform two useful purposes, one for the radio side of the machine and the other for the talking machine side. It is similar in appearance to, and has the qualities of, the popular Velvaloid record cleaner and is expected to prove very valuable both as a resale article or as a souvenir to stimulate Fall sales.

J. Abrahams and L. W. Evart, of the Philadelphia Badge Co., are optimistic over Fall business and the entire facilities of their plant are now engaged in filling orders. Mr. Evart pointed out that the demand for various business building novelties was visible indication of the strong intent upon the part of the trade to develop big business this Fall.

The Armstrong Furniture Co., Memphis, Tenn., recently secured the Victor agency.

Trilling & Montague Now Distribute Grebe Line

Prominent Philadelphia Radio Wholesale Firm Adds A. H. Grebe Co. Receivers, to Complete Well-known Lines Distributed by It

PHILADELPHIA, PA., July 3.—Trilling & Montague, wholesale distributors of radio, this city, have announced that they are now distributing the Grebe line in their territory. The A. H. Grebe Co. is one of the best-known manufacturers in the radio field and one of the pioneers in the industry. The Grebe Co. manufactured radio receiving sets long prior to the great commercial era. Their many years of experience in the production of receivers has resulted in a product that has won high recognition in radio circles.

Trilling & Montague thoroughly cover the territory and have taken on the Grebe line with their usual enthusiasm. The sales staff is already in the field on the Grebe products and it is expected that Grebe sales in the Philadelphia territory will reach a new figure during the coming season. J. Lobel, sales and advertising manager, is planning an extensive campaign to cover this season.

Trilling & Montague have also been appointed distributors for the Tab battery, made by the Dry Storage Battery Corp., also of this city.

Aristocrat Speaker at Sesqui

The Aristocrat "double-duty" cone loud speaker, the combination reading lamp and loud speaker manufactured by the Aristocrat Studios, New York, is attracting considerable attention from visitors to the Sesqui-centennial Exposition in Philadelphia, states Edward L. Brown, head of the Aristocrat Studios. The Aristocrat cone speaker is on view in the \$10,000 exposition building of the Fulper Pottery Co., maker of glazed pottery ware.

Synchronized Amplification

THE test of your ability to produce a high-class product will come this fall. If you have improved your talking machine to a point where it compares favorably with those of other progressive concerns you will obtain your share of the business resulting from the renewed interest in the talking machine.

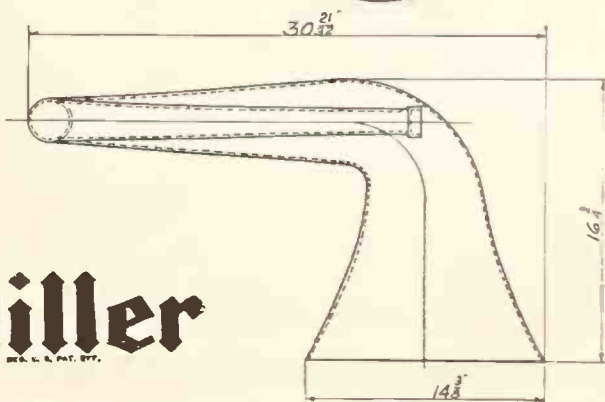
Your success depends upon your utilization of the latest advances in the science of acoustics in your machine—others have done this and you too must do so to maintain your sales and prestige.

Utilizing the Miller system of SYNCHRONIZED AMPLIFICATION will assist you materially in doing this. The two horns, one for the upright and one for the console type of machine, designed to fit the majority of cabinets, will improve your product by increasing its volume, adding to the richness and color of output, and bringing out the lower frequencies with much more clearness and definition.

Miller Audio-Engineers, backed by years of experience in the radio industry, are ready to assist you in solving your individual problems. A letter from you will place them at your service.

The Miller Rubber Co.
of N. Y.

Akron, Ohio, U. S. A.



Miller
MILLER RUBBER CO.

The Fitness of the Phonograph Distributor as a Wholesaler of Radio Lines

Columbia Wholesalers, Inc., Prominent Baltimore Distributing Organization, an Example of Progressive Type of Phonograph Distributors Now Handling Radio Products

BALTIMORE, Md., July 7.—Manufacturers and their representatives have long discussed the question of the ideal outlet for radio sets and accessories. A striking proof of the desirability of the phonograph distributor as a radio outlet is to be found in the success which Columbia Wholesalers, Inc., 205 West Camden street, of this city, have reported since their entry into the radio field.

This firm was incorporated in March, 1923,



Leroy L. Andrews

taking over the Baltimore branch of the old Columbia Graphophone Co., on a jobbing franchise. Leroy L. Andrews, president, was formerly foreign representative for the Ford Motor Co., while Wm. H. Swartz, vice-president, was assistant manager of the old Baltimore Columbia branch. Two salesmen comprised the sales force in 1923 and only sixteen employees were carried on the pay roll.

The addition of radio in March, 1924, combined with the wonderful increase in Columbia phonograph and record business, expanded the volume of Columbia Wholesalers, Inc., until in March, 1926, an inside organization of thirty-eight employees and an outside sales force of ten men was necessary to cover the territory, comprising Pennsylvania, Maryland, Virginia, Delaware, District of Columbia and North Carolina. A tremendous addition of new accounts increased the radio business by 250 per cent in 1925 over 1924, while total sales increased 105 per cent.

Columbia Wholesalers, Inc., is divided into two departments, Mr. Andrews handling the radio business and organization, while Mr. Swartz handles the entire musical end of the business with its almost separate organization. This specialization has contributed largely to the success of both departments.

Mr. Andrews, in commenting on the achievements of Columbia Wholesalers, stated that the policy of selecting the most stable lines of radio sets, and everlastingly sticking by them instead of jumping at every rosy proposition presented, has proved very beneficial. A very competent service and sales organization, which will be

greatly augmented in 1926, coupled with a spirit of "bending over backward" to serve the dealer in every conceivable way has also proved a very potent factor in Columbia Wholesalers' success. Service will be specially stressed in 1926 and the shop will be equipped with every device, including motor generator outfit, test oscillator, etc., for the quick testing and repair of all sets and accessories. Mr. Andrews also



Wm. H. Swartz

considered that the handling of only the strongest lines of batteries, tubes, eliminators, etc., known to be the finest quality obtainable, has enormously increased the prestige of the sets they handle. Mr. Andrews predicts a large increase in radio business for the Southern States next year and is laying plans now to cover the territory much more intensively by the addition of more salesmen, a quick direct by mail follow-up system, greatly increased advertising and improved facilities for quick handling of dealers' orders.

Mr. Swartz, speaking of the effect of a combination of radio with the phonograph business, stated that not only had Columbia Wholesalers' pre-eminent position in the local phonograph jobbing field helped the corporation become quickly established in the radio business but conversely the astonishing growth of radio sales had considerably benefited the phonograph end of the business. Within a short space of time, several thousand radio accounts were placed on the books, of which a certain number proved to be desirable outlets for Columbia products and were subsequently qualified as agents, while many other radio stores proved large purchasers of Harmony Records and Harmony, Pal and Regal portables on which big sales are now being enjoyed. Also a more

widespread realization of Columbia's great activity in this territory was made quickly possible by the number of radio dealers visiting the office, and finding the shipping department piled high with thousands of outgoing records or the pavement stacked three or four high with machines, not only in front of Columbia Wholesalers, but in front of some eight or ten adjacent warehouses whose owners so kindly accommodated Columbia during this period.

Actually the last eight months have witnessed by far the greatest business ever done by this active corporation. The great uprush of radio sales was fully equaled by phonograph and record sales and every month from September through April showed an average 100 per cent increase in sales of machines and records over the same months of the previous year. One month, November, showed an increase of nearly 250 per cent. Individual dealers bought machines in lots of as high as 150 machines at a time, the Schewel Furniture Co., Lynchburg, buying 157 Cabinet type models on one order. Columbia phonographs poured into Baltimore by the carload and often were shipped out the same day without even being taken into the warehouse. Record sales increased so fast that the packing and shipping forces had to work until late at night, four or five times a week to get orders out on time. Individual dealers often bought the New Process records in lots of 200 to 300 of a number at a time and shipments to dealers in Virginia or North Carolina often totaled 1,000, and sometimes over 2,000 records on one order. One dealer, the Addington Jewelry Co., located in Coeburn, Va., a town of only 185 families, bought at one time 500 of just one record, No. 15054-D. Applications for Columbia agencies flowed in rapidly, so that the number of Columbia dealers in this section has increased from 197, when this corporation was first formed in 1923, to over 400 at the present time, and nearly 100 applications now on file which cannot be qualified because of conflict with already established accounts. Best of all, according to Mr. Swartz, the outlook is for 1926 to considerably beat 1925, as total sales so far this year have already passed total sales through September of 1925. If this has been accom-



Organization of Columbia Wholesalers, Inc.

plished in the face of the unusually poor radio reception, and a complete exhaustion of console models in the phonograph line, it is easy to predict a phenomenal increase in total sales again this year, especially in view of the wonderful new model Columbia machines now being released (for which large orders are already on file) and also in view of the continuance of Columbia's heavy advertising campaign. It is little wonder that the stockholders of this corporation, assembled for their annual meeting, passed a special resolution enthusiastically approving not only the wisdom and foresight of the executives of the business, but also the wholehearted co-operation, loyalty and aggressive devotion of everyone of the employees.

W. D. A. Peaslee in New Post

W. D. A. Peaslee, former assistant to the president of the Daven Radio Corp., Newark, N. J., has been made general manager of that concern. Mr. Peaslee, an engineer of distinction in this country and in Europe, is also a director in the American Construction Co. and the Interurban Electric Co.



PHONOGRAPH CASES RADIO CASES

Reinforced 3-ply Veneer

The Standard Case for Talking
Machines and Radio Sets

Let us figure on your requirements

MADE BY
PLYWOOD CORPORATION, Goldsboro, N. C.

Mills in Va., N. C. and S. C.

SHOWERS

Decides to Enter the Radio Field



Here is one of our console models complete with 6-tube, ONE dial set, and speaker—to sell for less than \$100 retail.

Who Is Showers?

Showers Brothers Company is the largest manufacturer of furniture in the world. Showers has been in business since 1868.

Showers' gross sales on furniture run over ten million dollars a year. Showers has built this enormous business on outstanding commercial values and a fair sales policy to its dealers. There are over nine million dollars of manufacturing assets behind Showers Brothers radio set.

Sales Policy

All Showers radio products will be sold direct from the factory to the dealer on an exclusive selling franchise, one dealer to a city. We know how to manufacture complete console radios and build a profitable business for our exclusive dealers.

We want to hear from the leading radio merchandisers who will be interested in reading our outline and seeing our complete line of models and prices for this season.

Write us today. Applications acted upon in order received.

SHOWERS BROTHERS COMPANY, RADIO DIVISION
 1517 Tribune Tower Chicago, Illinois

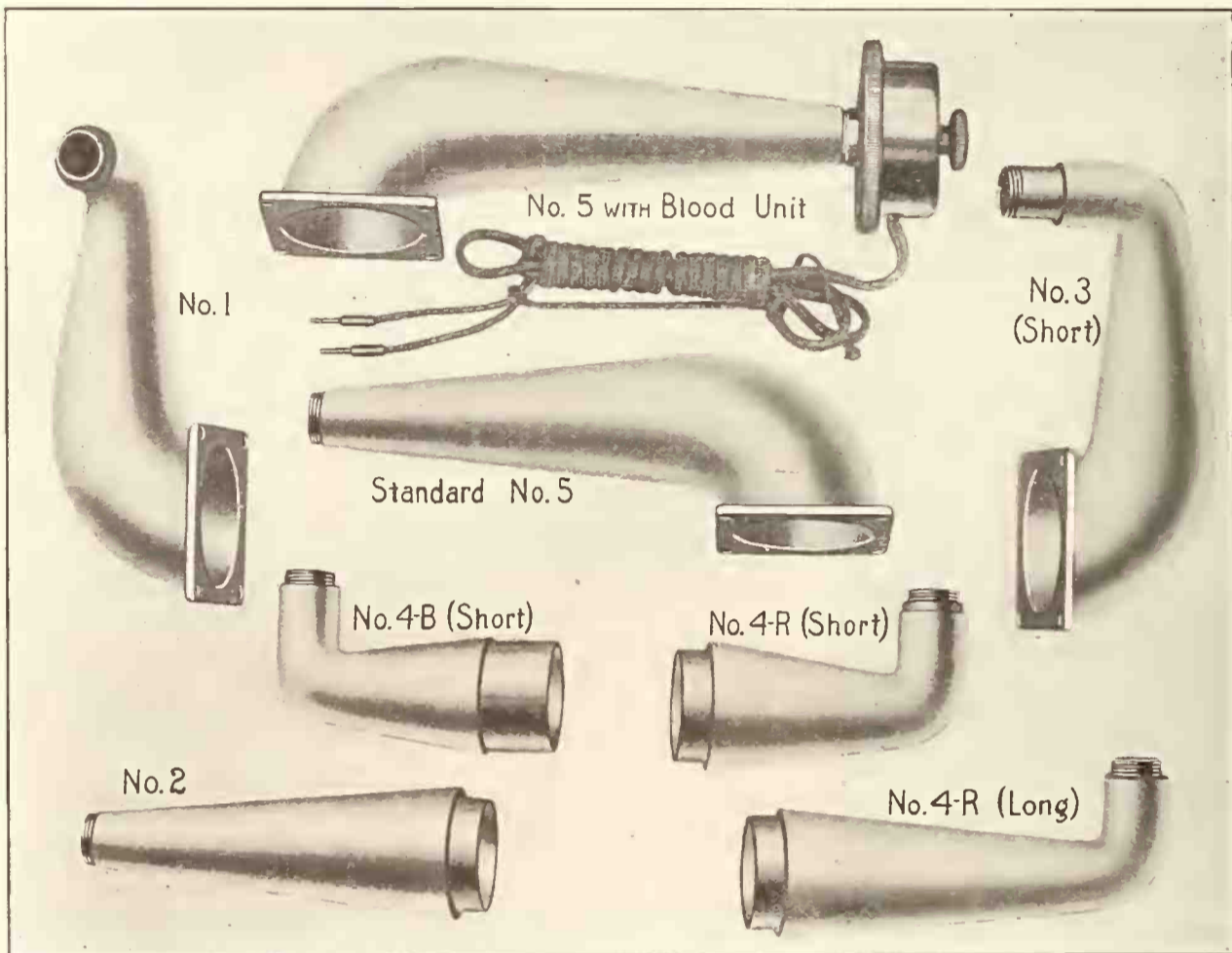


One of the four large Showers Brothers Factories—Established 1868.

BLOOD TONE ARM CO.

ORIGINATORS OF

Radio "SPEAKERTUBES"

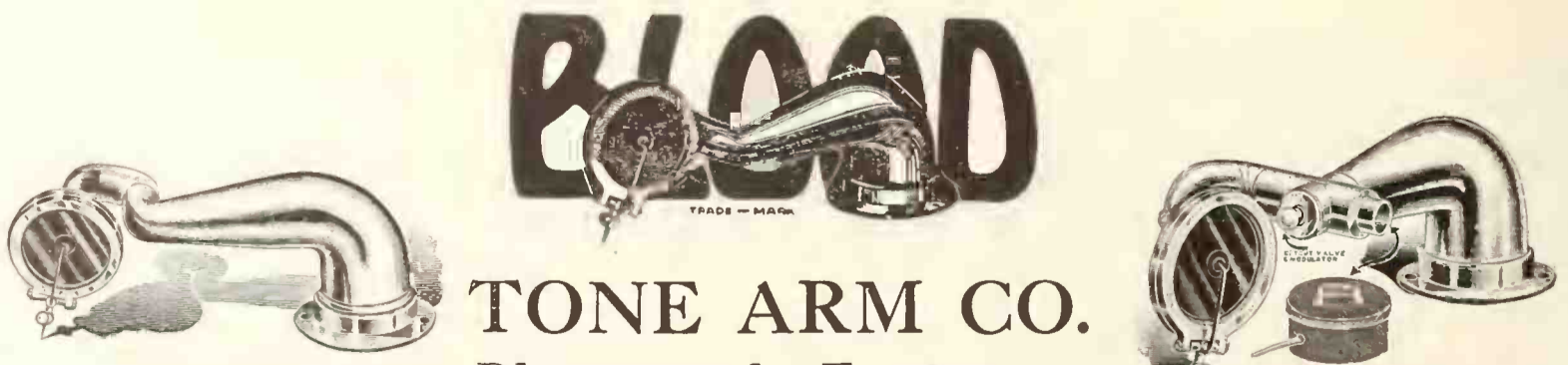


Maximum Amplification in Minimum Space

Our list of satisfied customers proves the worth of Speakertubes made in the right proportion. We work with our customers, helping them to solve their tone chamber and amplifying problems.

Let us help you—the price is only BLOOD Equipment which in itself *insures* a live market for your output, because the DEALER knows his success in sales is assured with BLOOD TONE ARM CO. products.

A written inquiry to us places you on record for information regarding the very latest speaker developments.



TONE ARM CO.
Phonograph Equipment

Radio Speakertubes and Loud Speaker Unit

Bay City, Mich.

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

LEONARD P. CANTY

Two Big Conventions in Chicago Bring Increased Sales to Mid-West Retailers

Introduction of New Styles and Other Factors Keep Sales Up to a Satisfactory Level for the Summer Season—Radio in a Healthy State—Brisk Portable Sales—News of the Trade

CHICAGO, ILL., July 8.—The past four weeks have found the talking machine and radio trade of the Middle West in good condition from the angle of retail sales, for, with the exception of a few widely scattered days, the weather has been cool and the public has had no chance to enter actively into outdoor sports or recreation. Two conventions, one of them drawing one million visitors, and the other a delegation running into the thousands, brought added revenue to the Chicago retail trade during the latter part of June and early days of July, and enterprising talking machine dealers throughout the city took advantage of the opportunity to advertise and display their wares to best advantage. Record sales jumped during this period, and up to the present time are well in advance of those of 1925.

The month has been marked by the introduction of a number of new style talking machines by various manufacturers, housed in attractive cabinets and designed to sell at a higher price than in the past. The trade has viewed the arrival on the market of these products with approval, for they will aid in bringing about a more healthy trade condition, and give the dealer and manufacturer a larger margin upon which to operate and conduct his business in a profitable manner. With the improved machines, records and sound boxes which the dealer now has to offer the public, the entire trade is looking forward to the Fall season as one in which sales will soar higher than for many years past.

The radio industry in the Middle West presents a healthier picture than ever before in its short but hectic history. The mortality of manufacturers has been lower in this section than in the East, but the number of retailers has been cut to a great extent. The music dealer is recognized as the fastest growing factor in radio retail distribution, and he will be found to occupy a prominent place when the total sales figures are computed at the end of the year. He stretches the season for radio apparatus farther than any other type of retailer, and, above all, it seems apparent that the average music dealer will handle no more than four different lines of sets. This deduction has been

reached through recent surveys, in which it was found that most retailers plan to stock three different lines, giving the consumer a complete range in price without confusing him with a multitude of products to the extent of losing the sale altogether.

Notwithstanding the tardiness of Summer, dealers report encouraging sales of portable phonographs to people departing for Northern lake resorts, and manufacturers and jobbers have enjoyed an increase of business from dealers located near popular watering places.

Harry Alter Co.'s Seventh Anniversary

June marked the seventh anniversary of the progressive jobbing house of The Harry Alter Co., Chicago, well-known not only in the Middle West trade, but throughout the United States. Starting in a very modest way in 1919, shortly after the close of the World War, The Harry Alter Co. has risen to a position of prominence in the electrical and radio fields.

This firm was one of the earliest distributing



Harry Alter at Work

houses to enter the radio field, and Harry Alter, president of the company, was one of the first to visualize the tremendous sales possibilities of radio. In 1921 lines of radio products were added, and since that time the firm has made rapid strides in dealer distribution and in the type of products distributed. Especial stress has been laid on music store distribution during the last two years and the results have been

very gratifying to the Alter Co.'s executives. The 1926 radio catalog issued by The Harry Alter Co. has been uniformly accepted as one of the most comprehensive books ever issued by any jobber.

Associated with Harry Alter are two of his



Irving C. Alter

brothers, Arthur S. Alter, treasurer, and Irving C. Alter, secretary, who direct their attention to the sales and merchandising phases of the business. The field organization was recently enlarged by the addition of four sales representatives and the firm is making preparations for its biggest radio season by inaugurating a vigorous campaign on receivers, accessories and parts.

The special seventh anniversary number of The Pocketbook, a monthly publication, issued during June, was of especial interest to dealers handling radio. The Harry Alter Co. distributes Freed-Eisemann radio receivers, Burgess batteries, Cunningham tubes, Balkite power units, Benjamin electric products and well-known electrical lines.

Announce New Diamond T Sets

Diamond T Radio Manufacturers, South Bend, Ind., recently announced their new line of radio receivers for this season, to be marketed through a direct-to-the-dealer policy. The Diamond T set is produced in four models, the Super Special, a five-tube receiver and three other six-tube models. This company claims

(Continued on page 96)

KIMBALL PHONOGRAPHS

Summer is a good time to get information about new styles and a most interesting Sales Plan

Write at once for Wholesale Prices and Terms

W. W. KIMBALL CO.

Established 1857

Kimball Hall, 306 S. Wabash Avenue

Chicago, Illinois

Manufacturers of Phonographs, Pianos, Player Pianos, Reproducing Pianos, Pipe Organs, Distributors of Columbia Records

KIMBALL PHONOGRAPHS PLAY ALL RECORDS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 95)

the distinction of being the first firm to build speakers in all models last season, and this year the company is featuring twin speakers in one model.

C. L. Smith, president, is also chief engineer of Tilman Radio Corp., of Largo, Ind. A. J. Tilman, vice-president, is also president of Tilman Radio Corp. B. H. Gerpheide, secretary and treasurer, is president and director in other old and well-financed institutions in South Bend.

Tay Sales Co. in New Offices

The Tay Sales Co., Chicago, well-known phonograph and radio jobbers, recently removed both its office and warehouse to new and more commodious quarters at 231 North Wells street.



C. S. Tay

Occupying the entire fourth floor of the building and covering several thousand square feet of space, the Tay executives feel that the new quarters will provide ample space for the extensive expansion of the jobbing business. The general offices are in the front of the building facing on Wacker Drive, a new boulevard which borders the Chicago River and connects Washington and Michigan boulevards, the two main traffic arteries leading to the Loop or business

district. The lower level of Wacker Drive provides special facilities for the handling of merchandise in volume and with the greatest possible dispatch. The new Tay offices are also adjacent to several railroad terminals, an added feature both for freight and passenger service.

An unusually attractive display room has been arranged for the display of Sonora phonographs and receiving sets, Crosley radio products, Majestic "B" eliminator and the other lines which the firm distributes. Located with the Tay Sales Co. is the mid-Western district office of the Sonora Phonograph Co. in charge of Ray Reilly, district manager. C. S. Tay, president of the firm, when interviewed in the new offices by The World representative, was greatly pleased with the congratulations and well wishes extended the Tay Sales Co. by its many friends in the trade. The firm is now in its fourth year as a radio jobber and in its second year as a distributor of Sonora products.

During the dealer meeting on July 1, the Sonora dealers in the Chicago territory made their headquarters at the new Tay Sales offices.

C. S. Tay, president, and G. W. Marquis, vice-president of the Tay Sales Co., attended the convention of distributors held in Cincinnati on June 9 and 10 by the Crosley Radio Co. Both Mr. Tay and Mr. Marquis were enthusiastic regarding the new Crosley radio products shown.

New Mohawk One Dial Console Set

The Mohawk Corp. of Illinois, maker of the Mohawk one-dial radio receiving set, is building a console model, and has made all preparations to take care of any trouble that might come up in the shipping or in the home, should defect arise, according to G. Frankel, president of the firm, who says:

"It has been a very difficult job in the past to ship a complete unit assembled in the console, because it is easily broken in transit and the average person does not know how to take a receiving set out of the cabinet. However, the new Mohawk drawer, which measures 12 inches by 10 inches, can be put under a person's arm and carried to the desired place or shipped separately. If one has trouble with his console, all he does is pull out the drawer and ship same back to jobber or wherever he wishes to have it repaired. On sets shipped last year, Mohawk returns were less than 3 per cent and this was due to defective assembly.

"The Mohawk drawer is one of the outstanding features. This drawer is very beautiful in

A Better Fibre Needle Cutter for Less Money
RETAIL PRICE \$1.00

The ALTO

Manufactured by
ALTO MFG. CO.
 1647-51 Wolfram St. CHICAGO, ILL.

design and is sold as a separate unit, listing at \$57.50. Other Mohawk models range in price from \$65.00 to \$300.00. This is a one-dial, six-tube shielded set.

"A short time ago a very important patent was granted the Mohawk Corp. of Illinois. This consisted of shielding plates between the condenser banks, also to compensate for the differences between capacities of the banks. Inter-



Mohawk One Dial Console Radio

capacity coupling is also eliminated by this plate. This is one of the latest and most valuable patents granted in radio by the United States Patent Office.

Visitors to Gulbransen Plant

F. E. Norwood, who owns and operates a music store bearing his name in Biloxi, Miss., recently motored to Chicago with his family. The party, consisting of Mr. and Mrs. Norwood and their two children, Lavern and Ronald, drove to the city by way of Memphis and St. Louis, taking the opportunity to enjoy fishing in the Ozark mountains.

While in Chicago the party spent a day at the plant of the Gulbransen Co., manufacturer of Gulbransen registering pianos. It was Mr. Norwood's first trip to the plant, and he stated that he was particularly interested in the efficiency of every manufacturing operation. He had expected that the plant was so large, but he stated that he did not anticipate finding the degree of efficiency through the entire plant that he found here. The Norwoods returned home by way of Cincinnati, Louisville, Nashville, Birmingham, Montgomery and Mobile.

Carl H., Clarence A. and Paul A. Haight, of the Pioneer Music House, of Burlington, Emporia, and Chanute, Kan., and Paul Moynihan and Clemon Hoffmans, spent the week of June 20 in Chicago to attend the Eucharistic Congress, and while in the city spent a half day at the plant of the Gulbransen Co., manufacturer of Gulbransen registering pianos. The men expressed their deep interest in what they saw and were astonished at the magnitude of the Gulbransen operations. They commented particularly on the thorough inspection system which they saw in operation at the factory.

Tilman Corp. in New Factory

The Tilman Radio Corp., of Wabash, Ind., manufacturer of Tilman receiving sets, is now moving into its new factory at Lagro, Ind. Lagro is on the banks of the Wabash River, and is also located on the Gene Stratton Porter highway, six miles east of Wabash, the original

(Continued on page 98)



Arrangements were completed a few weeks ago by the Phonograph Manufacturers' National Association for the distribution to the retail music trade throughout the entire country of an embossed sign, finished in three attractive colors, for use in the dealer's display window or on his counters or showcases. The sign, which is fifteen inches long and five inches wide, shows the slogan of the association, "When and What You Want" against a background of three talking machine records and a console phonograph.

This display card is not designed and distributed with the idea of promoting the sale of any particular manufacturer's product, but has been devised by the association to help the dealer draw the attention of the consumer to talking machines, and it stands as a contribution of the association in furthering the interests of the industry itself. It is the initial move of the organization in this direction and more dealer helps of this nature will be forwarded to the retail music merchants from time to time.

Direct by mail literature will be forwarded to dealers, describing the sign and giving them the privilege of addressing the secretary of the association to forward one, and the dealer will also be advised that he can secure mats of the slogan for use in newspaper advertisements, direct by mail literature and letterheads. Any dealer who does not receive such a notice may secure one of the signs by addressing

Phonograph Manufacturers National Association

HENRY A. OTIS, SECRETARY

500 DIVERSEY PARKWAY

CHICAGO, ILLINOIS

TELEPHONE LAKEVIEW 7680



SELL!

*The Best
Popular
Vocals*



SELL!

*The Best
Popular
Dances*

**This can only be done by becoming
Our Licensed Okeh Dealer**

*We all know them! Because they
are the greatest Race Artists*



Butterbeans and Susie



Clarence Williams



Louis Armstrong



Lonnie Johnson



Sara Martin

If you sell this Okeh group of records you will be doing the biggest Race Record business in your neighborhood!



Richard M. Jones and His Three Jazz Wizards

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

BRANCHES: 2957 Gratiot Ave., Detroit, Mich.

1121 Nicollet Ave., Minneapolis, Minn.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 96)

location of the Tilman factory. The new building furnishes exceptional facilities for manufacture with 31,100 square feet of floor space on one floor and it is estimated that production will reach 250 six-tube sets per day this season.

Electrical interference in Wabash made testing of receiving apparatus so difficult that the new location was selected, as there are no other factories or other means of interference in Lagro. A. J. Tilman, president, will remain in active charge of sales and the "direct to dealer" policy in territories where no jobber handles the Tilman line will be continued. The new plant faces the Pennsylvania railroad tracks and the name of the firm, printed in huge letters across the front of the building, will gain for it unmeasured publicity.

D. S. Ransdell in New Post

David S. Ransdell, formerly connected with the Philadelphia branch office of the Columbia Phonograph Co., was recently transferred to the Chicago office of the firm, where he is now in charge of record merchandising. Mr. Ransdell was associated with A. J. Heath, when the latter headed the Philadelphia office, and the two are again associated in Chicago, where Mr. Heath is manager. Mr. Ransdell's connection with the Columbia Phonograph Co. dates back many years, and he originally joined the firm in Chicago. He assumed his new duties on June 28, succeeding I. Spitzner, and will devote his experience toward increasing Columbia record service to dealers in this territory.

Brunswick Tie-Up With Eucharistic Congress

During the Eucharistic Congress, which attracted approximately a million visitors to the city of Chicago, from June 20 to 24, the Brunswick-Balke-Collender Co. maintained a display at the International Institutional Exhibition in the Hotel Sherman. Here the various records which were made especially for the Congress were reproduced on a Panatropé P-10. Brunswick dealers throughout the city used displays featuring the recordings and reported very large sales on "Jubilate Deo," "Oremus Pro Pontifice Nostro Pio," "Jesu Dulcis Memoria," and "O Salutaris," recorded by St. Mary of the Lake Seminary Choir, official choristers.

One of the records, "Kyrie" and "Sanctus Benedictus," from the "Mass of the Angels," which enjoyed a very large sale, was made by 30,000 school children grouped in the stands at the National League Baseball Park. The

recording apparatus was stationed in the pitcher's box, with the singers forming a very large half-circle about it.

Popularity of Burns "B" Eliminator

The American Electric Co., manufacturer of radio loud speakers, in this city, is offering to the trade at the present time the Burns "B" eliminator. The product is manufactured along



Burns "B" Eliminator

what is now an accepted design of eliminator construction, with the Raytheon rectifying tube. One feature which is particularly stressed by the manufacturer is the delivering of full voltage without a perceptible drop in amperage capacity. The Burns "B" eliminator is easily installed, the necessary taps having been made for the various voltages for radio and audio amplification, as well as for the higher voltage necessary for power tubes. It connects with the lighting current, is of attractive appearance and compact.

The eliminator measures seven by seven by five inches and has a list price of \$42.50. It is said to handle all the ranges of volume necessary, from that of the soft detector tube to that required by the new power tubes and has been tested satisfactorily with one to eight-tube sets.

R. H. Woodford Home From Woods

R. H. Woodford, sales manager of the radio division, Stewart-Warner Speedometer Corp., Chicago, returned to the headquarters of his firm July 1, after having spent two weeks in Chetek, Wis., enjoying the fishing and cool climate of the northern woods.

A. Thallmeyer a Visitor to Chicago

A. Thallmeyer, head of the foreign language record department of the Columbia Phonograph Co., New York, spent a few days around the middle of June at the Chicago Columbia branch office.

F. D. Williams Returns From New York

Fred D. Williams, sales manager of Grigsby-

Grunow-Hinds Co., Chicago, manufacturer of Majestic "B" eliminators and loud speakers, left Chicago about the middle of June for an extended stay in the East. He made his headquarters with Fred C. Oliver, district sales manager of the firm, with offices in New York City, and returned to Chicago early in July. Mr. Williams spent the Fourth of July holiday at his home in Wayne, Pa.

Macauley & Nevers a Busy Concern

G. W. Macauley, of Macauley & Nevers, 157 West Madison street, Chicago, reports that his firm is enjoying a very gratifying demand for Symphonic reproducers, together with the usual selling of his phonograph and radio lines. Macauley & Nevers handle Victor talking machines and records, Swanson portable phonographs, Telmaco portable radios, the products of RCA and the Crosley Radio Corp.

Big Record Demand During Eucharistic Week

The talking machine department of The Davis Co., Chicago, department store, in which the record and phonograph departments are on the first floor of the Wabash avenue Annex, on Chicago's music row, enjoyed a very good sale of records during the Eucharistic Congress. This department took care of a large number of out-of-town visitors during the four days of the Congress, who purchased records to take back with them as souvenirs of the greatest gathering of its kind ever held in this city. The records sold by this department included recordings on the Okeh and Columbia discs.

Targ & Dinner Enjoy Big Summer Trade

A brisk business on typical Summer musical instruments has been enjoyed by the Targ & Dinner Music Co., Chicago, wholesalers and manufacturers' representatives, of Chicago, during the past few weeks. According to Max Targ, a member of the firm, ukuleles and portable phonographs have been the biggest sellers, with the demand on the increase at the present time. The "Chickie" portable, equipped with the Saxophonic reproducer, is the model which seems to be mostly in demand, and the small machines seem to be exceedingly popular in the lake resort regions of Minnesota, Wisconsin, Michigan and northern Iowa.

Automobile Supply Co. Has Neutrowound Sets

The Automobile Supply Co., the second largest automotive wholesale house in Chicago, was recently named exclusive distributor of Neutrowound radio receiving sets in the Chicago territory. A vigorous selling campaign has already been launched under the direction of T. M. Brooks, president of the distributing company.

Brunswick Dividend Declared

The directors of the Brunswick-Balke-Collender Co. authorized a dividend of 1 3/4 per cent payable July 1, on the outstanding preferred stock of the company, as of record June 20, 1926.

How the Haverford Co. Builds Sales

The Haverford Co., 222 West Madison street, Chicago, which recently remodeled and extended its retail music store, has started an active campaign to inform its old customers as to the lines it now handles, how the firm plans to do business, as well as to make new friends and customers. The new store contains a branch of the Tom Brown Music Co., distributor of Buescher band instruments, handles Bissell-Weisert Chickering pianos, Victor talking machines and records, RCA and Atwater Kent radio receiving sets.

The methods of securing new customers are worthy of mention. Every Wednesday, between 12.00 and 1.00, a concert is given in the store. Blotters on which the announcement of the noonday concert artists appears are distributed to the office buildings in the vicinity of the store, thus reaching a large number of potential customers. Several of the concerts have been given by girl bands, among which were Elga and Her Band, and Harry Waiman and His Debutantes. Another Wednesday attraction included Sam & Henry, popular radio stars of station WGN,

We are Direct Factory Distributors

100% SATISFACTORY SERVICE!

A BUSINESS built on giving dealers what they want when they want it! Tremendous stocks always of nationally advertised products assure immediate deliveries... and efficient service that speeds those deliveries along. This business is strictly wholesale... offering adequate protection to our patrons.

Dealers—Send for our latest catalog! Please use your letterhead in writing

The Harry Alter Co.
Wholesale Radio

Ogden at Carroll Ave., Chicago, Ill.

Balkite
Premier Electric Company
Cumingham RADIO TUBES
DUBILIER Devices
REMLER
Howard Farrand
SHAMROCK MANUFACTURING COMPANY
WESTON
Brandes
The name to know in Radio
Primer Fully
ALL-AMERICAN
Cumingham RADIO TUBES

ERLA
Burns Eliminator
TIMMONS
BURGESS RADIO BATTERIES
RADION
ALBERT
Parts with a Purpose
THORDARSON
ALLEN-Bradley Co.
KARAS

Like Postage Stamps Used Everywhere
FROST RADIO

BENJAMIN
MADE IN U.S.A.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 98)

and one of the most recent noonday programs was furnished by the Buescher Radio Saxophone Sextet, composed of the faculty of the Tom Brown Music Co. School, which broadcasts regularly from station WBBM.

Miss M. J. Donihoo, in charge of the record department of the Haverford Co., who was formerly connected with Lyon & Healy for many years, has an unusually attractive record department in the front section of the store. She states that the noonday concerts, which attract a large group of people into the store, have been responsible for the sale of records to a fair number of the visitors. The Haverford Co. at the present time is building up a following for the Fall season, at which time it expects to do a large volume of business.

Paul Ash and His Orchestra Score Big

Paul Ash and His Orchestra, Columbia recording stars, are proving themselves the greatest moving picture attraction in America, according to local authorities. Mr. Ash recently moved from McVickers Theatre, after a ten months' run, to the new Balaban & Katz Oriental Theatre. He had played over one thousand performances at McVickers Theatre with an average gross of \$30,000 a week. Since the opening of the Oriental, Ash's success has been sensational and the opening week, including two extra days, brought a weekly gross of \$69,000, which is a record-breaking attendance for this city. During the week of the Eucharistic Congress in Chicago the estimated gross of the Oriental Theatre was \$55,000, in comparison with \$45,000 for the Chicago Theatre, the largest in the city. The Chicago Theatre seats 4,400 people, while the Oriental seating capacity is 3,200 at one performance.

The Columbia records made by Paul Ash and His Orchestra are proving tremendous sellers in Chicago and throughout the entire country. He is considered one of the world's greatest showmen, as well as an accomplished musician, and there are thousands of Windy City fans who never miss a week without seeing his act. He recently signed a contract with the Balaban & Katz Co., controllers of the Publix Circuit, which involved over a million dollars, and it is said that he is the highest-paid man in the show business to-day engaged in moving-picture house work.

H. L. Bodamer With Reichmann Co.

H. L. Bodamer, formerly of the sales department of the Zinke Co., Chicago, joined the staff of the Reichmann Co., maker of Thorola receiving sets and loud speakers, recently. Mr. Bodamer devotes his time and attention to the sales promotion program of the company and will work in conjunction with E. S. Riedel, sales manager, and Carl D. Boyd, director of sales promotion.

Sensational Seller in Paramount Records

Rudolph Fractman, president of the Rialto Music Shops, is now president of the Paramount Record Distributing Co., 330 South State street, Chicago, distributing Paramount records in Illinois and Indiana. Service is the motto of the new distributing organization and it guarantees same-day delivery in the Chicago field. The new sensational hit of Blind Lemon Jefferson, "Long Lonesome Blues," sung to his own guitar accompaniment, has proved so popular that it has been necessary for the new company to work overtime filling orders for the latest recording by this popular artist.

Panatrope Great Success at University

Mack Evans, music director of the University of Chicago, used a Brunswick Panatrope in a special course of Music Appreciation and the instrument was a huge success. Mr. Evans worded his appreciation of the capabilities of the instruments in a letter to the Brunswick office as follows:

Gentlemen: I want to express to you my appreciation of the superb qualities of the Brunswick Panatrope which I had the pleasure of using in a short course in Appreciation of Music here recently. I was impressed especially by the absence of distortion, the minute fidelity of the reproduction and of the extension of the effective range, particularly in the lower notes of the male voice. When

the machine was going students drifted into the room from down the hallway and from below stairs to see, as one of them told me, "who" was singing! I feel that your new conquest in the field of tone is going to convince us that we have heretofore only scratched the surface of the educational possibilities of the reproducing machine. Very truly yours,

The Ortholian Radio Reproducer

Richard T. Davis, Inc., Chicago, manufacturer of loop aerials, loud speakers and portable radio receivers, is now introducing to the trade its latest product, the "Ortholian" radio reproducer. The "Ortholian" is produced in three models, one with a power supply, retailing at \$225, another at \$85 and the third listing at \$60. The entire speaker line is equipped with seven-foot tone chambers, which reproduce both the deep bass and the high treble notes with fidelity and volume. The reproducers are housed in large attractive cabinets so arranged that the battery equipment for the set may be placed inside. John G. Sperling, sales manager of the firm, is at present appointing distributors throughout the country and demonstrating the new products to the trade. Among the distributors who have recently been added to the Richard T. Davis roster are the Republic Radio Corp., Lake State General Electric Supply Co., Arcade Hardware Co., all of Detroit, and Toledo Radio Co., Toledo, O.

Gulbransen Colonial Model Registering Piano

The Gulbransen Co., Chicago, manufacturer of Gulbransen registering pianos, recently introduced the Colonial model registering piano. shown for the first time at the Music Industries Convention in New York City, where it was favorably received by many Gulbransen dealers. The Colonial, which is nationally advertised and nationally priced at \$595, stands four feet five inches in height and is finished in mahogany or walnut, either satin or polished. While heavier in appearance than the other Gulbransen models it possesses symmetry and neatness of design. The Colonial model has genuine ivory keys, full iron plate, copper bass strings, first quality hammers, responsive piano action, natural hardwood back, patented Melody Indicator and a simple instruction roll included without extra charge.

Prize Winners Located West of Mississippi

The results of the May window displays held by the Stewart-Warner Speedometer Corp., Chicago, manufacturer of radio apparatus, were recently compiled and three prize winners are all located west of the Mississippi. The Weld County Music Co., Greeley, Col., won first

prize; the Robertson Furniture Co., Lincoln, Neb., second prize and Creston Hardware Co., Creston, Ia., took the third prize. The dealers awarded honorable mention were K. C. Doak, Burlington, Ia.; Hench-Olson Co., Minneapolis, Minn., and Chas. F. Baer Co., Salina, Kan. The photographs submitted showed originality of idea and careful workmanship, and in many cases it was apparent that the dealers spent considerable money and time in preparing their displays. The Stewart-Warner Speedometer Corp. conducts a monthly window display contest, awards monthly prizes and a grand prize. The winner of the latter will receive a Model 300 Stewart-Warner receiving set equipped with five tubes.

New Bremer Tully Representatives

The Bremer Tully Mfg. Co., Chicago, maker of Bremer Tully receiving sets, transformers, condensers and other radio products, recently appointed two additional firms to further distribution. The McClelland Felthouse Corp., Los Angeles, Cal., has been appointed sales representative for the State of California, effective July 1. A complete stock of parts, "B" power units and Counterphase models will be carried at Los Angeles, as well as at San Francisco, where another of the McClelland Felthouse offices is located.

The prominent wholesale electrical and hardware house of McLennan & McFeely, Vancouver, was also recently appointed exclusive distributor for the Bremer Tully products in the province of British Columbia.

Columbia Star Makes Records

Ruth Etting, popular Columbia record star, who has been vacationing at David City, Neb., returned to Chicago, on July 1, to record several selections on Columbia discs. She will also continue in her position as headliner on the Balaban & Katz moving picture circuit in Chicago.

Jack Kapp Searching for Talent

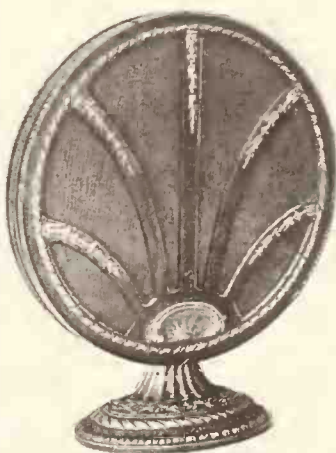
Jack Kapp, in charge of the race record department of the Brunswick-Balke-Collender Co., spent the third week of June in St. Louis locating talent in the Mound City. He made his headquarters at the Brunswick St. Louis branch with J. H. Bennett, manager.

Mohawk Corp. Distributing Radio Charts

The Mohawk Corp. of Illinois is now distributing among its dealers several thousand radio charts which contain a list of one thou-

(Continued on page 100)

All Tones True—No Pets THOROLA Cone Speaker



Model No. 9
List Price \$20

Prices slightly higher
west of Rockies.

Finished in rich walnut and old
gold to hold with finest modern
interiors.

Now a cone speaker that is true to all tones. The Thorola Cone Speaker plays no favorites—it does not pamper one tone range and slur all others. Its double surface diaphragm catches every sound unerringly and reproduces it with astonishing faithfulness and beauty. A brand new principle that is making this cone one of the season's fastest selling items.

The diaphragm of the Thorola Cone Speaker combines a flat outer surface which resonates the low tones and an inner cone which masters com-

pletely the troublesome high ranges. For the first time in radio history cone reception becomes beautifully clear and distinct, unmarred by jangling interruptions or sudden dead silences. The range of the Thorola Cone Speaker is as wide as the range of the human ear!

Here is the chance to gather in a big speaker business. Radio fans jump to the Thorola Cone the minute they hear it. Fill out the coupon below—it will prove the first of a quick series of reorders.

Address Dept. F

REICHMANN CO., 1725-39 W. 74th St., CHICAGO

REICHMANN COMPANY, Dept. F,
1725-39 W. 74th St., Chicago, Illinois.

Ship me Thorola Cone Speakers at regular dealer
discount price. List price \$20.

Name

Address

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 99)

sand broadcasting stations together with wave lengths and locations. Many inquiries have come to the firm's headquarters from dealers for these charts, and on request they are furnished to Mohawk retailers without cost. The charts have been found helpful in bringing customers to the dealers, and are sought by owners of radio sets.

Ted Lewis and His Band Score

Ted Lewis and His Band, Columbia record artists, opened in "Le Maire's Affairs" at the Woods Theatre on Sunday, July 11, for an extended stay. Lewis is featured in the revue, which, it is prophesied, will hold forth in Chicago for the balance of the Summer.

Equipping Airplanes With Radio

The inauguration of the Chicago-Twin Cities branch of the air mail service that resulted in the death of one of the veteran fliers, Elmer Partridge, when strong winds forced his plane down a short distance from Minneapolis on June 7, brings home the vital necessity of radio

as an aid to aerial navigation. Partridge's plane was not equipped with radio for receiving weather reports and the plane piloted by W. S. Brock, equipped with an All-American radio set, with which he was in constant communication with radio stations WCCO and WENR, Chicago, came through on schedule time, although meeting with the same storms that resulted in the death of his flying partner. It is intended to equip all of the mail planes on this route with radio apparatus as soon as possible, due to the successful operation of the radio-equipped plane piloted by W. S. Brock, which used a model "R" receiver, developed in the laboratory of the All-American Radio Corp., Chicago, for airplane use.

Columbia News Brieflets

W. A. Dobbs, an official from the Bridgeport, Conn., factory of the Columbia Phonograph Co., spent two days during the latter part of June at the Chicago branch office, where he assisted Manager A. J. Heath in devising ways

and means to better the Columbia record service to mid-West dealers.

Ed Blimke, Chicago representative, and Walter Pugh, Milwaukee district representative of the Columbia Phonograph Co., returned about the first of July from a vacation period, which they spent together at a northern Wisconsin lake.

Art Gillham, the "whispering pianist," Columbia record artist, recently spent a day in Chicago visiting his friends in the various broadcasting stations and calling at the Columbia branch office.

Survey Shows Greater Summer Radio Enthusiasm

Questionnaire Sent to Fans in Leading Cities by Stewart-Warner Corp. Shows Larger Percentage of Fans in Summer Than in Winter

A questionnaire recently sent to radio fans in fifty-five leading cities of the United States by the Stewart-Warner Speedometer Corp., Chicago, has indicated the interesting fact that this Summer's radio audience is from 6 to 9 per cent greater than that of last Winter. The "air analysis" was conducted by WBBM, the Stewart-Warner Air Theatre, and was made in an attempt to disprove the fallacy that people lose interest in radio in the Summertime.

The survey was made in the fifty-five cities where there are maintained distributing branches of the Stewart-Warner Speedometer Corp. and these included the larger centers of population in every section of the United States and Canada. It is interesting to note that the increase in listeners over last Winter was particularly high along the Gulf Coast, while the smallest percentage of increase came from the Southwestern States.

The Stewart-Warner Speedometer Corp. has been devoting a great amount of time and effort to radio listeners, seeking to find what type of program is most desired, and as a result WBBM has added new features and new artists to its broadcasting schedule and is presenting Summer programs which are superior to those of last Winter. The studio staff has been enlarged and affiliations were recently made with three dance orchestras.

An attempt was recently made through WBBM to determine whether artists who broadcast are handicapped in making themselves known to their audience. The broadcasting artist is apparently at a disadvantage when compared with the moving picture star, who may utilize the display of emotion on his face, or the stage star in the spoken drama may give vent to his feelings by using his vocal chords. On the air the entertainer must depend entirely upon the vibrations which make up sound to impress his listeners. In the test which was made the audience was asked to determine the name of a certain artist known as "Mr. X." The test continued for ten days and the results obtained amazed Charles Garland, broadcasting director of WBBM, and the members of his staff. "Mr. X." proved to be Lee Sims, pianist and a U. S. music roll artist of national reputation. Mr. Sims signed a year's contract with WBBM and his identity was concealed for ten days. Out of 2,037 replies received by wire, mail and telephone, 2,004 were correct. Mr. Sims has been "on the air" for approximately two years and is rated as one of the most popular air and music roll entertainers in the country.

The Noll Piano Co., which handles all kinds of musical instruments, including phonographs, radios and records, has filed articles of incorporation, listing capital stock of 1,000 shares at \$100 each. The firm has been doing business in Milwaukee for many years, having been conducted by H. W. Noll and M. K. Noll. These two men with Herbert J. Konen signed the articles of incorporation.

The Balkite year lasts twelve months Get your share of Balkite summer business

**Balkite
Trickle Charger**

Converts any 6-volt "A" battery of 30 ampere hours capacity or more into an automatic "A" power unit that furnishes "A" current from the light socket. With 4-volt and smaller 6-volt batteries may be used either as an intermittent or trickle charger. \$10. West of Rockies, \$10.50. In Canada, \$15.

**Balkite
Battery Charger**

The popular rapid charger for 6-volt "A" batteries. Noiseless. Can be used while the set is in operation. Special model for 25-40 cycles. \$19.50. West of Rockies, \$20. In Canada, \$27.50.

**Balkite "B"**

Eliminates "B" batteries and supplies plate current from the light socket. For sets of 6 tubes and less. \$35. In Canada, \$49.50.

**Balkite "B" II**

Supplies plate current from the light socket. Will serve any standard set. Especially adapted to sets of 6 tubes or more. \$55. In Canada, \$75.

Balkite has disproved the theory that summer radio business does not exist. It does exist for the radio dealer who goes after it methodically.

Every owner who has bought a radio set during the season is a Balkite prospect during the summer, because Balkite Radio Power Units simplify and improve radio reception.

The live radio dealer does not wait for summer business to come in. He makes a list of his radio set purchasers during the season and follows them up consistently, making demonstrations of Balkite Radio Power Units and other live accessories in the owner's home. It is surprising how much profitable summer business can be produced in this way. For Balkite is a year-round business.

Jobbers and dealers who operated on this plan last summer, who concentrated on live lines and followed up receiver sales, made money. Follow their experience this summer. A full page Balkite advertisement is now appearing each week in one of four of the most influential of all national magazines—The Saturday Evening Post, Collier's, The Literary Digest and Liberty. This Balkite summer advertising is producing business now. Get your share of it.

FAN STEEL Balkite Radio Power Units

Manufactured by FANSTEEL PRODUCTS COMPANY, Inc., North Chicago, Ill.

Sole Licensees in the United Kingdom: Messrs. Radio Accessories Ltd., 9-13 Hythe Rd., Willesden, London, N. W. 10

Oro-Tone announces the Tri-flex Tone Chamber

*- a new idea
in amplifying construction*

Now available to a few manufacturers

AFTER a long period of development this company now announces the perfection of the Tri-Flex Tone Chamber—a distinctly new idea in tone chamber construction possessing a marvelous capacity for volume and fidelity of every tone from the deep bass to the high, brilliant notes.

This new Tri-Flex Chamber cannot be described—it must be heard. A unique, three-way construction, which, in addition to supplying the deep rich heavy tones, also permits the amplification of the higher notes—all at the listeners' wish, simply by setting a dial.

A few manufacturers of the higher grade phonographs will be licensed to manufacture the Tri-Flex Tone Chamber for use in connection with Oro-Tone tone arms and reproducers.

This combination makes possible a tone quality unsurpassed in the industry.

You are invited to visit our factory and hear the new Tri-Flex in a comparison demonstration.

THE ORO-TONE CO.

1010 George St. Chicago, Illinois

Canadian Manufacturers refer to W. H. Banfield & Sons, Ltd., Toronto, Canada

Oro-Tone

Mid-West Dealers Gather in Chicago for Sonora Meeting Held by Tay Sales Co.

Drake Hotel Headquarters for One Hundred and Twenty-five Dealers at the Annual Convention Staged by Progressive Chicago Sonora Distributor—Addresses Feature Interesting Event

The annual Sonora dealer meeting was held by the Tay Sales Co., Chicago, distributor for the Sonora Phonograph Co., New York City, in this territory on July 1 at the Drake Hotel. The gathering, which was attended by

F. W. Schnerring, advertising manager; Joseph Wolff, vice-president, and L. O. Coulter, assistant sales manager, of the Sonora Phonograph Co., attended the meeting for a short time before leaving for New York City. On a dais

cess, stated that his firm, keeping this fact in mind, had appointed dealers in such a way as to give them "elbow room," and that such a policy of exclusive territorial privileges would be strictly adhered to in the future. He revealed the interesting fact that Sonora radio products, according to a survey made by a leading Chicago daily newspaper in January, 1926, had gained fourth place in distribution in this city. This fact was accomplished in only three months last Fall and stands as a tribute to the policy and aggressiveness of the Tay Sales Co.



Gathering of Sonora Dealers at Drake Hotel at Annual Meeting Held by Tay Sales Co., Sonora Distributor

over 125 dealers, opened with a luncheon in the grill room and was followed by the business session. At the speakers' table, placed on a raised platform at one end of the room, were C. S. Tay, president of the Tay Sales Co.; S. O. Martin, president; Frank Goodman, general sales manager; John Herzog, vice-president; C. J. Henry, radio engineer, and Ray Reilly, district manager, all of the Sonora organization; Fred E. Yahr, president, Yahr-Lange, Inc., Milwaukee, Sonora distributor; and George W. Marquis, vice-president of the Tay Sales Co.

directly behind the speakers' table, with soft lights thrown upon it, stood the new Symphony model Sonora phonograph, shown to the mid-West dealers for the first time and which furnished music during the meal.

The meeting was formally opened by Mr. Tay, acting as chairman and host, who thanked the dealers for their attendance and interest in learning of the new products and the sales and advertising program which will aid in their sale. He pointed out that dealer success is the basis of distributor and manufacturer suc-

S. O. Martin followed with a short address in which he expressed gratification at the large increase in the number of Sonora dealers in this territory, and stated that the entire roster of dealers had increased 50 per cent in one year. He dwelt upon the history of the Sonora Co. from its beginning some years ago, through its phonograph history, its entrance into the radio field, and its success in that branch of the music industry.

Lauding the Tay Sales Co. and thanking the dealers for their confidence in the Sonora organization and its products, Frank Goodman expressed the hope that such a feeling will continue to exist among the retailers. Ray Reilly in his address pointed out that his position in this territory is to aid the dealer in his sales work and promised the retailers that his firm would be in a position to supply them with merchandise during the busy season in the same manner as during the last two months of 1925, when no shortage occurred, regardless of the boom in business and subsequent rush of orders. John Herzog followed Mr. Reilly and explained the various details of cabinet manufacture entailed in the production of Sonora products. C. J. Henry, engineer, discussed the construction of the Sonora receiving set, the character of its circuit and necessary equipment.

Back of the platform was displayed the full line of Sonora phonograph and radio products, including the Symphony, Lyric, Concert and Prelude model phonographs, Model D De Luxe console, Model D Standard console and Model D receiver, a table model, Model C Highboy and Model C receiver, also a table model, and the Sonora line of loud speakers, including the Standard, De Luxe and Console.

After the addresses the meeting was thrown open for an informal discussion which was entered into by the dealers, executives of the Tay Sales Co., and Sonora Phonograph Co. The officials of the Tay Sales Co. were pleased with the success of the gathering and the number of dealers present and the meeting stands as proof of the progress which the firm has made.



Repair Parts

For All and Every Motor That Was Ever Manufactured



We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micras, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

Manufacturers of

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.



TRADE MARK
"CONSOLA"
CABLE ADDRESS
"CONSOLA"

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Arelino Co.

227-229 W. WASHINGTON ST. CHICAGO ILL.

Branches: 2957 Gratiot Ave., Detroit, Mich. 1121 Nicollet Ave., Minneapolis, Minn.

You can make business during the summer months with

The Toman Reproducer

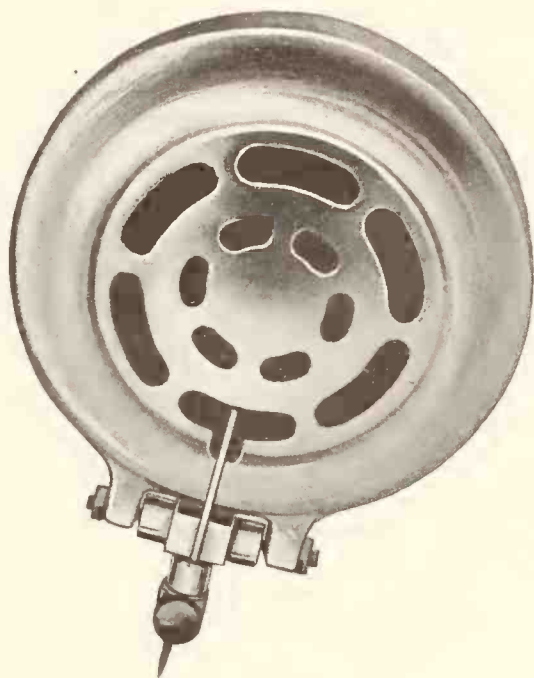
(Patent applied for)

Metal diaphragm. Practically indestructible. Warranted for two years.

Wonderful, deep, rich, mellow and powerful tone.

Surpassed by none.

Will sell itself on quality and volume of tone. We challenge comparison.



Changes an old style talking machine to the new type—deep, rich, mellow and powerful tone.

A marvelous invention.

Send for sample NOW!

On approval (5 days) to any responsible dealer.

- Style V—to fit old style Victor.
- Style O—to fit Orthophonic Victor.
- Style C—to fit Columbia.
- Style P—to fit Heineman, Vitanola and Blood tone arms.

Retail Prices	
Nickel Plated	\$7.50
Gold Plated	\$10.00

Write for dealers' and jobbers' discounts

We claim that this is absolutely the best reproducer made, and will appreciate having YOUR OPINION, after trying it.



Retail Prices		
Style 10	Nickel Plated	Gold Plated
Tone Arm Set Complete \$12 \$15		

Manufactured by
E. TOMAN & CO.
2621 West 21st Place
Chicago, Ill.

Sales Distributor
WONDERTONE PHONOGRAPH CO.
216 No. Michigan Ave., Chicago, Ill.
Cable Address—"Wondertone Chicago."
Cable Codes—Western Union—A.B.C. (5th Edition).

Real Summer Weather Brings a Marked Increase in Portable Sales in Detroit

Fourth of July Holiday Stimulates Sales of Small Instruments and Records—General Prosperity Has Favorable Influence on Trade—Dupraw Music House in New Home—Other News

DETROIT, MICH., July 6.—The week prior to July 4 had at least one redeeming feature and that was stimulating the sale of portables for those who planned to go away to some resort place, cottage or boat trip. This year it seemed particularly so, probably because of the fact that the Fourth fell on Sunday, giving everybody two to three days' vacation. The writer happened to be in a retail store on Saturday morning and portables were selling almost as fast as umbrellas on a rainy day. Aside from portables, record business was quite good the last week in June and this we can also attribute to the holiday coming on Sunday and so many people going away.

We are not quite versed on general business conditions in other cities, but we do know that as far as Detroit is concerned prosperity was never more evident—more people were never employed and there is activity in all lines of trade. A statement made this week by an official of one of the public utility companies was to the effect that Detroit now had a population of 1,350,000, exclusive of Highland Park and Hamtramck—were these two suburbs counted in Detroit's population would easily run over one and a half millions. Work has started on a new office building that will be the highest in the world—over eighty stories—with the largest amount of floor space. This is only of indirect interest to World readers, but we mention it because it indicates how Detroit is growing—and it is only natural that the live-wire talking machine dealers should grow with the city.

The Dupraw Music House has moved from its location on Broadway to East Grand River avenue, occupying one-half of the space formerly used by the Brunswick Shop. Roy Dupraw, proprietor, is concentrating more than ever on combination phonograph and radio instruments.

Talking machine dealers in large numbers will come to Detroit in August for the first annual convention of the music merchants of Michigan. All sessions will be held at the Book-Cadillac Hotel, and there will be a varied entertainment.

Alva Hunn, Grand River avenue jeweler, near Fourteenth street, Detroit, has taken a lease on

the adjoining store to the West, and is putting in a complete line of Starr phonographs and records, as well as Starr pianos. Mr. Hunn has been in business in this particular section for many years, and has the confidence of the people living there.

All Victor dealers in Detroit are enjoying excellent business on the new Victor Orthophonic instruments, and it looks like a big Summer for them.

Wholesalers all report that business for the first six months is ahead of last year and they can't see anything but a grand finish even though sales may slump during July and August. Among the wholesalers are: Grinnell

Bros., Victor talking machines; The Brunswick Co., on East Jefferson; The Columbia Graphophone Co., 439 East Fort street; Yahr-Lange, Inc., Sonora products, 439 East Fort; S. E. Lind Co., Adler-Royal line; Consolidated Talking Machine Co., 2953 Gratiot avenue, featuring Okeh records; The Phonograph Co. of Detroit, 1540 Woodward avenue, handling Edison phonographs; Starr Piano Co., 1500 Broadway, handling Starr phonographs and records; and a number of others.

R. B. Alling, manager of The Edison Shop, which also handles the Brunswick line, has added a well-known electric refrigerator—one that is nationally advertised—and reports quite a few sales in the past few weeks.

In various stores handling the Columbia line we notice that dealers are making good use of the new line of Columbia window display cut-outs. With the personal appearance this week of Ted Lewis in a new show, Columbia dealers are reaping the benefit through the sale of his records.

Satisfactory Sales Continue to Feature Business in the Twin Cities Territory

Phonograph Business Better in Last Three Months Than at Any Time in Past Three Years, Declares Leading Distributor—Sustained Interest in New Models—News of the Month

ST. PAUL AND MINNEAPOLIS, MINN., July 7.—The thermometer is sky-rocketing here in Minnesota, which is good for the corn, and so far has done nothing to slow up the sales tempo of Twin City talking machine men. While there is a difference in the degree of enthusiasm expressed all of the dealers are on the sunny side of the ledger.

Quite the most significant report is that of "Doc" O'Neill, manager of the phonograph division of Brunswick Co., who declared: "The phonograph business has revived more in the last ninety days than at any time during three years. The Panatropes has been largely responsible along with the prospect of new mechanical models. The biggest thing, however—bigger than everything new—has been the change in the public viewpoint. No longer do the buyers consider the phonograph as belonging to a past era and as a mere quick convenience for dancing—to be silenced when the radio starts. They have seemingly come to the conclusion that the phonograph is the permanent book of music. If the merchants handling phonographs sense this changed public attitude and cast aside

their apologetic state of mind and go after the business like real shock troops, this will be a tremendous Fall season. It will beat any year of the past four years and will do it with more units of sale and bigger units of sale. Phonographs will sell when most of us selling them are chiefly remembered by epitaphs on our tombstones."

Of much interest is the announcement from the George C. Beckwith Co., Victor distributor, that Charles C. Hicks takes up his duties as sales manager on July first. He succeeds Charles K. Bennett, who recently resigned to enter the retail field in Des Moines, Ia. Mr. Hicks was formerly factory representative for the Victor Co. and for the past two years has been factory representative out of St. Louis.

Ray Crandall, in charge of the record department of the Columbia branch, is on his honeymoon. He was married June sixteenth to Miss Laura Shanks, of Minneapolis.

E. R. Dyer, president of the Metropolitan Co., says that the June business shows considerable increase over last year, which, he believes, is an indication of the growing appreciation of the public for high-grade and reliable merchandise—a desire for quality and permanence rather than price.

W. T. Brinkerhoff, of the Chicago company of that name, spent a few days as guest of R. O. Foster at his home at Lake Minnetonka.

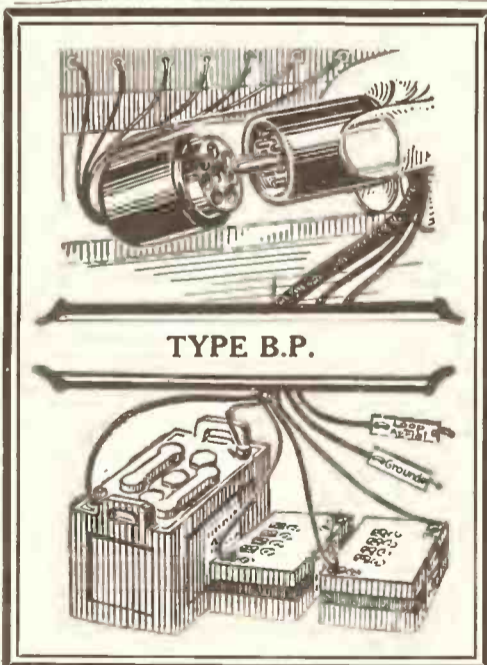
Floyd Masters, of the Knabe Piano Co., is in the Twin Cities at present.

Business at Columbia headquarters, where tremendous activity prevails following the demonstration of the new Columbia Viva-tonal phonographs, is good. These new products were introduced to the local trade—practically every music house in the Twin Cities being represented—at the Radison Hotel, Minneapolis, Minn., by W. C. Fuhri, vice-president and general sales manager of the Columbia Co., and A. J. Heath, Chicago branch manager.

The new Columbia is no less a treat to the eye than to the ear; the cabinet-work is beautiful. There are two finishes—a two-tone brown mahogany, and a three-tone mahogany, decorated in subdued polychrome colors. Both the old and new types of records were equally full and clear on the new instruments. A great many substantial orders were placed by the dealers.

Fred B. Stevens, factory representative of the Magnavox Corp., was recently in the Twin Cities demonstrating the new type cone speaker.

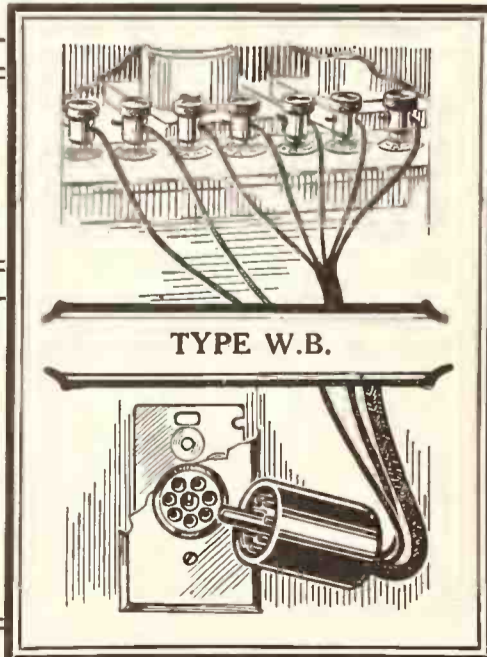
W. F. Warren, of Sprague-Warren Co., was in Duluth and reports a very fair business in Symphonic reproducers and Artone portables, which the company distributes.



TYPE B.P.

Adaptable to Any Set

Illustrated are two types of Jones MULTI-PLUGS ready for use on any radio set. The W.B. type brings to radio something brand new—the radio wall plug—which means the radio fan can connect his set through a wall plug and have the unsightly batteries either in the basement, closet or an adjoining room.



TYPE W.B.

Write today for full information regarding the Jones MULTI-PLUG proposition

**Jones
MULTI-PLUG**
THE STANDARD SET CONNECTOR

HOWARD B. JONES

618 S. Canal St.

Chicago, Ill.

Five things you want

1. The deliveries, the quality, the service, that come out of a new two-million-dollar plant with 37 years' electrical experience behind it.
2. The kind of franchise you would write yourself—maintaining prices, protecting territories, allowing good profits—a franchise proved right with 3000 dealers, and lived up to in the past.
3. The exclusive handling of a radio receiver that has spread into every state in the Union in three years; is now one of the six leaders; was the first practical single dial control set; is still the only set accompanied by its own Air Telephone Directory.
4. Twenty-two full page advertisements in four months in the Saturday Evening Post, the Literary Digest, Liberty, bringing buyers to you.
5. A line from \$89 to \$250.00—five, six, and seven tube—the lowest prices on the market for sets of such tone quality, beauty, selectivity, and volume.

What radio manufacturer can give you all of them for 1926-7?

THE Day-Fan business is now twelve times as big as it was five years ago. Day-Fan has just expanded into a new two-million-dollar plant, trebling its production facilities.

Day-Fan's success is based not only on turning out a remarkable radio receiver, but also on being one of the first radio manufacturers to stabilize the dealer's business with a franchise that meant more than words. These are not vague promises. They are things which

are proved by our past experience.

We invite correspondence from all high class radio dealers, and are prepared to show you the reason why you should handle Day-Fan.

If you take on Day-Fan this coming season you will be taking the first step in the building of a solid, substantial and profitable business. Send the coupon.



Day-Fan

RADIO RECEIVERS

DAY-FAN ELECTRIC COMPANY
Formerly The Dayton Fan & Motor Company
DAYTON, OHIO

For More Than 37 Years Manufacturers of High Grade Electrical Apparatus

DAY-FAN ELECTRIC COMPANY DEPT. C
DAYTON, OHIO

You may send me particulars regarding Franchise for Distributors Dealers.

NAME _____
ADDRESS _____
TOWN _____ STATE _____

Aggressive Activities of Toledo Trade Result in Continued Brisk Business

Usual Summer Lethargy Not Evident—Strong Sales Promotion Campaigns Staged by Live Merchants Have Done Much to Stimulate Activity—How Dealers Are Putting Over Sales

TOLEDO, O., July 7.—Most talking machine and radio dealers here in reviewing and comparing the first half of the current year with the corresponding period of last year report a gratifying increase in sales volume. Merchants discovered some time ago that aggressive work on the outside is a sure cure for trade stagnation. Retailers are optimistic and look for a steady run of trade for the remainder of the year. The so-called Summer slump is being turned into a warm weather run of trade through aggressive merchandising of portables, records, radio accessories and ukuleles.

The Lion Store Music Rooms are carrying on what Manager Lawson S. Talbert terms a canvassing sales campaign. That is, outside salesmen are out to sell machines to get immediate business and not to see how many prospects they can card. He cited the results of the first day's work as an example of what is being accomplished. In three squares on National avenue two Credenzas and two Grenadas were sold. Fourth of July week was designated as portable week by the department. Victor, Brunswick, Carryola, Harmony and Cub small machines were exploited. The three latter brands are new items of merchandise here. To further acquaint prospects with the merits of the Orthophonic and the Panatrope demonstrations were made at the Sylvania Golf Club, the Toledo Advertising Club and the American Business Club recently.

The J. W. Greene Co. is closing a consistent volume on the better combinations, including the Panatrope, Florenza and Borgia, according to E. A. Kopf, manager. He also stated that Borgia-2 is becoming scarce. Sales in both the talking machine and radio divisions are more than 75 per cent ahead of last year.

In the campaign for prospects the Panatrope P-10 was demonstrated before crowds at Walbridge Park and Riverside Park on Sundays at 4 p. m. under Park Board permits. Sales have come from the demonstrations. Kenneth Frederick is in charge of the work. F. Shively is promoted from the service department to the sales staff.

At the Lagrange street store R. C. Elwell is meeting with success in closing phonograph

sales among the Polish people. These people, it is said, will buy if the merchandise is brought to them, but are hard to induce to go to a store downtown for machines.

The Korona Music House, Columbia and Victor dealer, issues a fortnightly circular to Polish prospects in which twenty-five titles from the Columbia foreign catalog are listed. The Polka, Waltz and Mazur are favored by the foreign-born, while the new generation favors the snappy American selections, B. J. Janiszewski stated.

The United Music Store is centering a large share of its sales-producing efforts upon its window displays. The store is located in the theatrical district, hence the windows must perform a double task—that of showing merchandise to advantage and that of selling through the eye. Harry L. Wasserman, proprietor, stated that recently he conducted six test windows for the purpose of finding out which attracted the greatest number of people and which drew the largest number into the store. It was found that colorful displays stopped the most people and that cards with price and a companion card with a sales message drew them into the shop. Phonographs, records, radio and small goods were displayed in the windows, sometimes collectively, and again singly or units. Recently such seasonable goods as portables and ukuleles were made to run up large sales figures through the windows. Miss Virginia Davis is a new member of the record staff here.

The Cable Piano Co. is using a decidedly different stunt to draw people to the store. The Cromwell Electrola is playing records by request in one of the large windows. A colored lad in spiffy attire and cane is stationed before it. With his walking stick as a pointer, he indicates from a card that any record shown in the window will be played. The crowd outside delights in naming the selections. In this manner a great number of people are becoming better acquainted with the store and many records are being sold, according to Leon C. Steele, manager. A concealed loud speaker throws the music upon the street and a sign stating: "Not a phonograph—Not a radio"—adds mystery to

the demonstration. Several machine sales have resulted.

A. G. Burr and Geo. L. Pratt, of the Brunswick Co.; Robt. Kane, of the Chicago Talking Machine Co.; Geo. Martin, Grinnell Bros., Detroit; Geo. Bitterlick, Cleveland Talking Machine Co., and E. K. Rogers, of the Atwater Kent division of the same company, called on local dealers recently.

Ideal Phono Parts Co. Adds Valley Forge Line

Pittsburgh Organization Now Distributing Line of Replacement Parts Manufactured by the J. A. Fischer Co., of Philadelphia

PITTSBURGH, PA., July 6.—Announcement has been made that the Ideal Phono Parts Co., Inc., of this city, has become a distributor for the Valley Forge replacement line, manufactured by the J. A. Fischer Co., of Philadelphia.

The Ideal Co. has been in business for several years and its various officials are experienced talking machine men. The recent reorganization of the company provided greatly increased capital for the purpose of distributing Valley Forge products.

Fred C. Schuyler, vice-president of the company in charge of sales, stated in a recent interview that the plans for the expansion of the company were very great and that the Ideal Phono Parts Co., Inc., would open three other branches in various parts of the country in the near future.

Paul Susselman, the original organizer of the business, remains as the head in the position of president, while William C. McClelland assumes the position of assistant to the vice-president. Other officers of the company are H. B. Susselman, secretary and treasurer; Arthur Miller, manager repair department; George Miller, manager stock department; D. Sanford, manager shipping department, and L. L. Sanford, manager dealers' service department.

Paul Susselman is well known throughout the trade and formerly traveled extensively, while Fred C. Schuyler, who is a veritable dynamo, generating sales ideas, was formerly in charge of sales with another organization, and resigned to accept the position as vice-president of the Ideal Co.

Great strides have already been made since the reorganization and with its staff of trained men much can be expected along the lines of service. The Ideal Phono Parts Co., Inc., occupies a five-story building in the heart of the city at 614-18 Fifth avenue.

Two Additions to the Stewart-Warner Staff

H. F. Brown Made Editor and R. B. Robertson Assistant Editor of Announcer, News Meter and Headquarters Dispatch

Two additions to the staff of the publications department of the Stewart-Warner Speedometer Corp., Chicago, manufacturer of Matched-Unit receiving apparatus, were recently announced by B. K. Pratt, director of publications. Harold F. Brown was appointed editor of the Announcer, News Meter and Headquarters Dispatch, three publications issued by the corporation for the benefit of its radio dealers, automotive dealers and own organization, respectively. Mr. Brown, who assumed his new duties on June 1, had been assistant director of publications since January, and has had extensive experience on leading daily newspapers throughout the country.

Robert B. Robertson, formerly of the accounting department of the American Telephone & Telegraph Co., was made assistant editor in charge of make-up, effective June 1. These increases to the organization round out the staff of the publications department.



ANOTHER  PRODUCT

Burns "B" ELIMINATOR

Without Hum or Voltage Drop
Smooth Unfailing Plate Current

A PERFECTED DEVICE

The Burns is not an assembly of devices of various manufacturers but each has been designed and totally built in the one factory for the work it is to do—the result is a finished, superior product. It operates under any load handling the new power tube most satisfactorily.

Connects to lighting system and operates like other household electrical appliances with voltage variations for different tubes. Greatly improves both local and distant reception. Takes less space than two 45-volt dry batteries.

Price Complete with Tube—\$45.00

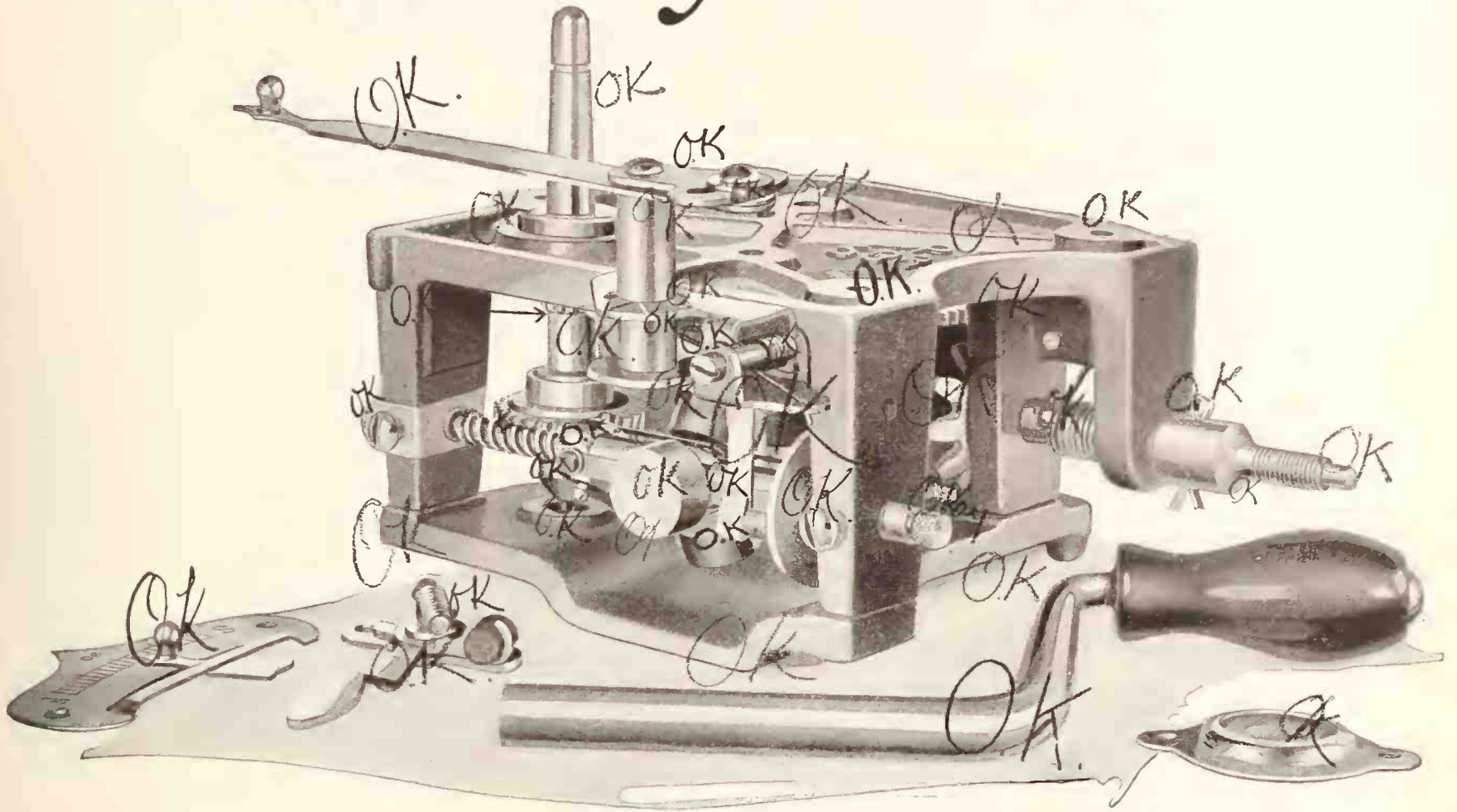
At Your Dealers or Write Direct to the Manufacturer

American Electric Company

State and Sixty-fourth Streets, CHICAGO, U. S. A.

Makers of the Burns Loud Speakers

Backed by 77 O.K.'s



That's why the dealer who insists on Flyer-equipped portables is free from complaints, returns and losses

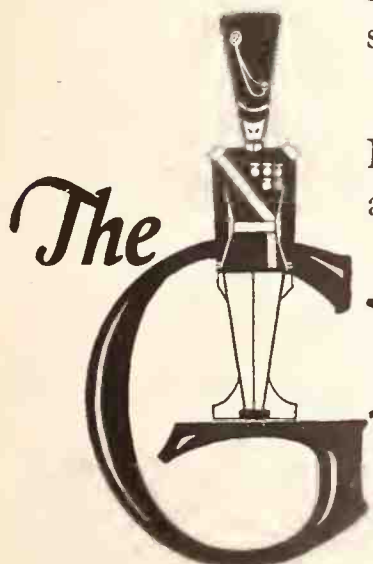
YOU don't need to keep your fingers crossed when you sell a portable equipped with a Flyer Motor. That phonograph will stay sold and you'll have a satisfied customer who will continue to buy from you—because the Flyer Motor has already passed 77 inspections that guarantee satisfaction.

Every part of every Flyer Motor is as carefully made and as rigidly inspected as

in the motors of the highest priced cabinet machines. The result is a perfect, smoothly-working assembly—noiseless, sturdy, durable—a motor that will give years of satisfactory service under any and every condition.

When you sell a Flyer-equipped portable you are backed by two guarantees—that of the phonograph maker and our own.

Play safe and insist on the Flyer. Three out of four portable phonographs sold are FLYER MOTOR-equipped.



GENERAL INDUSTRIES CO.

ELYRIA, OHIO

Formerly named The General Phonograph Mfg. Co.

Makers of Precision Products for 25 Years.

Announce Borkman Speaker Units and Loud Speakers

The Zinke Co., of Chicago, Sales Department of the Borkman Radio Corp., of Salt Lake City, Utah, Tells of the New Lines

The Zinke Co., Chicago, sales department of the Borkman Radio Corp., Salt Lake City, is announcing to the trade at the present time the line of Borkman speaker units and loud speakers. The Borkman Velvet unit is of the push-pull type with a double stylus bell, developing great range, reproducing the full round tones of the deeper registers and giving perfect articulation of the higher voice frequencies. The manufacturer states that the unit will not blast upon even the highest of power amplification. The Borkman unit is thoroughly protected by patents and is the basis of the entire line of speakers manufactured by this concern.

Among the speakers are Nos. 14 and 15, Velvet horn type, with an indestructible Kerstenite horn 14½ inches in diameter with a scientific air column developing concert volume. No. 12 Velvet is a smaller horn type with a 12½-inch bell. Velvet table speaker No. 9 is a non-directional, decorative speaker, which is said to yield nearly as much volume as the horns, retaining at the same time a soft tone quality through its reflex air column. No. 18 Velvet has the appearance of a cone diaphragm speaker. It is non-destructible, not affected by climatic conditions and delivers a rich, deep bass from the cone with a volume equal to the horn type speaker.

The manufacturer has made considerable

progress in the development of its cabinet and consoles models, known as the Orthovox line. Orthovox 27 has a concealed horn eight feet in length, which, coupled with the new Borkman Velvet unit, reproduces the music of an orchestra, single instrument, or voice with fidelity, and great range in volume. The two Orthovox models vary in the length of air columns only, according to their size, and their volume is such that power amplification of any standard set is held unnecessary. No. 21 Velvet Orthovox is a table model with a five-foot air column and No. 24 Orthovox is a complete console with an eight-foot air column.

The Zinke Co. sales program calls for exclusive distribution, national and co-operative advertising, circulars and other advertising helps.

Window Display Features Caswell Portable Line

DENVER, COL., July 6.—The Chas. E. Wells Music Co., of this city, well-known Brunswick and Caswell dealer, and one of the most successful music stores in this section of the country, featured recently a very attractive window. This display presented about twenty Caswell portables effectively arranged and well calculated to attract the attention of passersby. The window produced direct sales and Roy E. Thompson, who is manager of the phonograph and radio departments of this establishment, was highly pleased with the success of the display.

The Chas. E. Wells Music Co. employs a staff of competent salesmen who leave nothing undone to develop sales.

Jewell Portable Radio Testing Set Being Introduced

The Service Set May Be Used for Laboratory as Well as Field Work When Required

To fill an obviously existing need the Jewell Electrical Instrument Co., Chicago, Ill., maker of testing equipment for radio receivers, is introducing to the radio trade a portable service set consisting of an assembly of high-grade, re-



Jewell Portable Testing Set

liable electrical measuring instruments especially designed and adapted to radio set and tube-testing service. The set is contained in a carrying case in which are incorporated a special compartment for A, B and C test batteries, a space for a special set of flexible, insulated, ferrule, phone-tipped test-leads and a drawer for tools, wire and repair materials. With the service test set, the radio repairman can usually, within a few moments after arriving at a source of trouble, determine the exact cause and make or recommend the proper correction. The case of the radio service set is of three-ply wood, covered with substantial wear-resisting cobra grain "Keratol," with the corners protected with heavy leather reinforcements.

The case is constructed in two separable sections, the lower one housing the test batteries and the upper compartment containing the test instruments and tool compartment. A cover hinged to the upper section contains provision for carrying flexible test leads and a steel handle for carrying the set is attached to the hinged cover. Snap clasps secure the various sections in assembly and the upper section may be detached should it be undesirable to carry the complete assembly.

Directly beneath the center panel, and within the upper section, is located the tool drawer, in which spare tubes, wire and other material may be carried. In the lower compartment the various batteries are inter-connected and proper connections are made to a set with special leads brought out to a row of pin jacks conveniently located on a narrow panel attached to the side of the case and marked for identification. With this arrangement any desired combination of voltages may be picked off for test purposes.

The service test set will adapt itself to practically any test required of laboratory instruments, according to the manufacturer, and it may be used for laboratory as well as field work by removing the top section for bench testing. The Jewell Electrical Instrument Co. started production on the test set a short time ago, and is already supplying the product to the trade.

Radically Better

—No "Come-backs"



About Actual Size

Just pick up a set of Myers Tubes—any detector, any audios or any radios you come to—and your customer's set will be properly equipped.

Each Myers Tube is uniformly made and is ready-marked for its position. No matching is needed. No testing for capacity is necessary. A sale is made quickly and the tubes stay sold. Your profit is clean. No "come-backs"!

Your customer sends other customers because Myers tubes (the famous 2-point suspension type) are clearer, more perfect musically, stronger. You can guarantee them to be "non-microphonic, non-howling, longer lived and free from apparent static." Radically better!

Write us for full description—and for our plan under which "Authorized Myers Dealers" set their own discounts.

For a clean profit, a protected profit and a greater profit—sell Myers!

Myers Radio Tube

Myers Radio Tube Corporation, Cleveland, Ohio

Increase in Employment and Fine Weather Bring Improved Demand in Cleveland

Vacation Period Reflected in the Increased Demand for Portable Talking Machines and Other Small Instruments—Henry Dreher's Health Improving—Other News of the Trade

CLEVELAND, O., July 6.—Business has improved in the last thirty days. The weather was one cause, more employment another. Portable phonographs were in good demand, as many started on their vacations and took an instrument and a bunch of records along. Small goods sales also picked up for this same reason. Combination instruments had a very fair call. The portable radio showed an increase in popularity over last year.

The Panatrope Entertains

The local branch of the Brunswick Co. placed a Panatrope and selection of sacred and classical records aboard the steamer Seeanbee, that carried the Bishop of Cleveland and six hundred delegates to the Eucharistic Congress in Chicago. L. S. McLeod, branch manager, had only a sample record of "The Mass of the Angels," but sent it along, with the result that there has been quite a demand for the disc. The Panatrope made a great hit with both the clergy and laity. Vincent Lopez records have been in good demand and a number of Brunswick dealers of Akron and Canton turned out to hear him play at East Market Gardens, Akron, and Moonlight Gardens, Canton.

Henry Dreher's Health Improving

Henry Dreher, accompanied by Mrs. Dreher, spent several weeks at Atlantic City for the benefit of Mr. Dreher's health. He is improving right along and is able to get down to the office each day. Harry R. Valentine, vice-president of the company, had to undergo several operations of a minor nature, but which necessitated his staying in the hospital for a time. He is now back at the store again.

The company has been using an invention

of Warren Cox, president of the Radio Apparatus Co., to reproduce music on the street. An R. C. A. speaker is hooked up to either the piano or phonograph with the device of Mr. Cox and gives splendid results.

Music Merchants Visit Detroit

A delegation of members of the Music Merchants Association of Ohio, accompanied by their wives, went to Detroit on Sunday, June 27, at the invitation of Fred Bayley, president of the Michigan Association, and other members. A very enjoyable and profitable day was spent. The Ohio members were met at the dock by their hosts and taken to the Book Cadillac Hotel, where they were entertained.

R. J. Mueller Returns From Convention

R. J. Mueller, branch manager of the Columbia Phonograph Co., returned to this city after attending the recent Convention of the Music Trades Associations at the Hotel Commodore, New York. Mr. Mueller was delighted with the interest shown by phonograph dealers from all over the country in the new Viva-Tonal Columbia, and was especially pleased with the number of dealers attending from his own territory.

Effective Window Displays

Victor dealers have had a number of very attractive window displays of the various models. The "Paul Revere" was featured by both Wurlitzers and Bueschers, and the thousand-dollar combination model by Dreher's. The Cleveland Talking Machine Co., Victor distributor, has been very busy shipping out the carload shipments it has been receiving. Howard Shurtle predicts a very good season for radio and is very enthusiastic over the possibilities of the

Atwater Kent and Pooley line. A big advertising campaign is planned and a strong letter has already been sent out to the trade announcing the company's appointment as a distributor.

Harmony Records Popular

Harmony records have been enjoying a good sale right along, R. J. Mueller, branch manager of the Columbia Co., reports. The Heaton Co., of Columbus, took on the line and is doing well with it. The Euclid Music Co. put on a three days' drive and disposed of a large number. Miss R. Helberg and Carl Krancer, of the Cincinnati office, spent a couple of days at the Cleveland office. R. A. Mueller attended the national convention and visited Philadelphia and Pittsburgh on his way home. Both Columbia and Harmony portable machines have been in good demand and all prospects point to a good business for them throughout the season. The new Columbia window trim is being used by many dealers.

Bright Outlook for Freed-Eisemann

The Haas Electric Co., distributor of the Freed-Eisemann line of radio, is making preparations for a busy season. It reports dealers enthusiastic over the outlook for business, and the sales force has had a number of meetings in which they were made better acquainted with the many excellent qualities of the set.

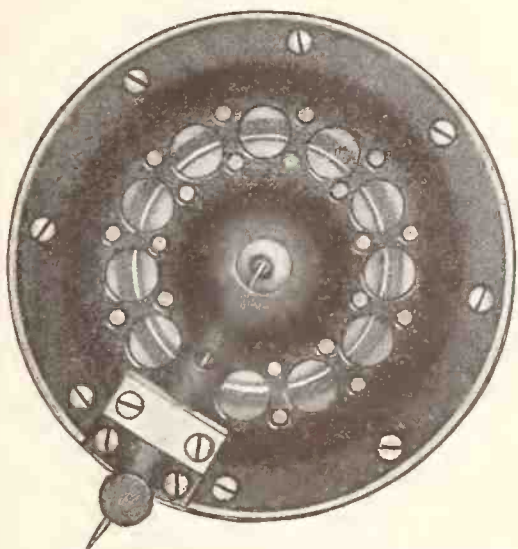
Two New Victor Portables

The Victor Talking Machine Co. has announced to the trade two new portable Victrolas, one known as Victrola No. 1-6, priced at \$25, and the other Victrola No. 1-5, priced at \$35. It is stated that shipments of the new models will be made to the trade in the near future.

The Walter S. Gray Co., San Francisco, Cal., recently added a line of ukuleles and banjo ukes and is considering adding other musical merchandise items.

THE SUPER REPRODUCER

Symphonic
PHONOGRAPH REPRODUCER



Specially treated and tempered metal diaphragm, rigid construction. Obtainable either gold or nickel-plated, handsomely finished, quickly attached.

Announcing

our new Atlantic City
Demonstration Salon

1633 BOARDWALK

OPENING JUNE 15th
for the entire season

Members of the trade are cordially invited to visit the display . . . Make it your headquarters any time during the summer while at the resort.

**The Symphonic Reproducer
fits all makes of phonographs**

SYMPHONIC SALES CORPORATION
370 Seventh Avenue New York City

Convention of King Radio Distributors in Buffalo Marked by Great Enthusiasm

Over 200 Present at Conclave Staged by King-Buffalo, Inc., for the Purpose of Announcing New King Line and Outlining the Sales Policy of the Company—Entertainment Enjoyed

The distributors of King-Buffalo, Inc., manufacturer of the King line of radio receivers, held an enthusiastic sales convention at Buffalo, June 10, 11 and 12. Over 200 people attended the convention, which was held for the purpose of announcing the new King line and explain-



Arthur T. Haugh

ing the King sales policies for 1926-1927. A. T. Haugh, vice-president of the company, who was recently elected president of the Radio Manufacturers' Association, presided at the sales meetings. Talks were given by B. G. Close, sales manager; Howard A. Gates, radio engineer; Burton Bigelow, merchandising counsel for the company; and W. E. Faxon, director of the Lewis H. Mertz & Sons, Inc., advertising agency in Chicago. A talk by Professor L. G. Hector, of the University of Buffalo, on "Is Radio Petering Out Or Is It Just Beginning?" was one of the high spots of the convention.

Announcement was made of the new cone-type reproducer manufactured by the United Radio Corp. of Rochester under the name "Peerless," which is to be marketed exclusively by the King organization this season.

A crowded program of entertainment was arranged for the visitors in Buffalo, beginning Thursday afternoon with a bus trip to Niagara Falls, historic Fort Niagara, and other points of interest, followed by dinner on the Canadian side at Niagara Falls, Can., and a bus ride around the Falls to view the illumination by night. Following this the visitors returned to the King plant to hear demonstrations of the new line, which was enthusiastically received by all.

Many of the visiting distributors brought their wives and the company arranged an interesting program of entertainment for the ladies, including not only the trip to Niagara Falls, but several luncheons and a trip through the Roycroft Shops, founded by Elbert Hubbard at East Aurora, N. Y.

On Friday evening the company gave a banquet to the guests at the Hotel Statler, after which an interested crowd went again to the King plant to hear the evening demonstrations.

Among those in attendance were: John Betz, Akron Parts Co., Akron, O.; C. J. Bailey and H. P. Tozier, James Bailey Co., Portland, Me.; F. A. Brydges, Barker, Rose & Clinton Co., Elmira, N. Y.; Fred Staehling, F. G. Wideman, Barrett Hardware Co., Joliet, Ill.; A. M. Cronin, P. J. Cronin Co., Portland, Ore.; A. C. Kaebel, Cummings & Emerson, Peoria, Ill.; C. W. Donaldson, Donaldson Radio Co., Kansas City, Mo.; George W. Dressen, General Motor Equipment Co., Inc., Mitchell, S. Dak.; Carl W. Hamilton, Jennison Hardware Co., Bay City, Mich.; G. U. Pickering, Kay-Pickering Co., Tulsa,

Okla.; George R. Clarke, Lake States General Electric Supply Co., Detroit, Mich.; W. H. Metz, William H. Metz Co., Des Moines, Ia.; David F. Goldman, North American Radio Corp., New York City; R. A. Cooley, W. S. Nott Co., Minneapolis, Minn.; D. D. Weiss, William G. Reese, Philadelphia Motor Accessories Co., Philadelphia, Pa.; A. L. Volz, Rappole & Robbins, Inc., Jamestown, N. Y.; H. L. Gwatkin, Reliable Tire & Accessories Co., Muskegon, Mich.; Harley Riga, Joseph Riga, Bert Hyatt, Charles Carter, J. G. Riga & Sons Co., Inc., Springfield, Mass.; C. H. Shuptrine, Shuptrine Parts & Service, Inc., Cedar Rapids, Ia.; T. F. McNamara, Smith Perry Electric Co., Dallas, Tex.; L. E. Dunmire, Standard Radio Supply Co., Fort Dodge, Ia.; O. J. Fisher, United Electric Co., Wichita, Kans.; R. A. Whipple, Wakem & McLaughlin, Inc., Chicago, Ill.; Otto M. Woods, H. T. Ueber, Wayne Hardware Co., Fort Wayne, Ind.; Arthur Willis, Willis Co., Canton, O.; John V. Wilson, George E. Gillespie, John V. Wilson Co., Boston, Mass.; J. G. Barnes, S. Fischman, Keystone Radio Corp., Pittsburgh, Pa.; Chelsea York, A. Z. Heller, York Supply Co., Greenville, O.; R. N. Swanson, F. Dietz, Vreeland Radio Corp., Denver, Col.; Fred Schuber, F. T. Jensen, Rochester Auto Parts, Inc., Rochester, N. Y.; Fred I. Lenzi, Inland Radio Co., Spokane, Wash.; Joseph Rose, Charles Rubel & Co., Inc., Washington, D. C.; George Christopherson, McIntyre-Burrall Co., Green Bay, Wis.; Robert Dean, Tire Service Corp., New Albany, Ind.; M. Y. Brackett, Buford Bros., Inc., Nashville, Tenn.; J. H. Taylor, Gibbs Machinery Co., Columbia, S. C.; Fred Wilson, E. M. Wilson & Son, Newark, N. J.; Fred Schreiner, General Radio Corporation, Harrisburg, Pa.; F. A. Buttrey, Radio Auto Supply Co., Havre, Mont.

In Canada the King line is marketed by King Quality Products, Ltd., and was represented by James Paton, the Canadian Fairbanks-Morse Co., Montreal, Que.; William H. Haire, J. F. Geary, James Cowan & Co., Ltd., London, Ont.; William Moncur, Cuten & Foster, Ltd., Toronto, Ont.; and J. H. Maitland, Mr. Chitty, J. H. Ashdown Hardware Co., Ltd., Winnipeg, Man.

The King line of receivers for 1926 comprises a complete line of instruments with a price range to suit every requirement. Model 71 is a six-tube, one-dial control, completely shielded neutrodyne, with three stages of radio frequency amplification. Model 73 is a seven-tube, one-dial control, completely shielded, loop operated neutrodyne, with four stages of radio frequency amplification. This instrument is designed in both table and High-boy models, the latter containing a built-in loud speaker and as a table model is designated as Model 72. Model 61 is a six-tube, stabilized tuned radio frequency receiver, three-dial control, table type; Model 61-H is a six-tube, stabilized tuned radio frequency receiver, three-dial control, console type, with built-in loud speaker. Model 62 is a six-tube balanced fully shielded tuned radio frequency receiver, single-dial control, table type; Model 63 is a six-tube, balanced fully shielded tuned radio frequency receiver, single-dial control; console type, with built-in loud speaker. Model 10-KI is a straight panel neutrodyne, table type; Model 25, a five-tube neutrodyne table type; Model 25-S, a neutrodyne table, with built-in loud speaker, and Model 30-S, a tuned radio frequency table, with built-in speaker.

Maskat Shrine Chanters Record for Brunswick

The recording department of the Brunswick Co. recently recorded four selections by the chanters from the Maskat Temple Shriners of Wichita Falls, Tex. These singers, who have received national recognition because of their unusual voices and because of the character of the music they render, are prominent business men and are also prominent in Masonic activities. The selections recorded are "O Holy Father" and "Lord, Is It I?" on one record, and "Absent" coupled with "Good Night, Beloved" on the other.

The proceeds from these recordings are to go to Masonic supported charitable institutions. When the first set of the Maskat Chanters records was received in Wichita Falls there was spirited bidding for the possession and they were finally sold, after being autographed, to

W. D. Cline for \$100. The records are being advertised widely in Shrine circles and the Brunswick Co. is well pleased with the reception which they have been accorded.

Valley Forge Parts Jobber Reports Business Increase

Phonograph Repair & Accessory Co., St. Louis Distributor, Has Had Substantial Increase Since Recent Absorption

ST. LOUIS, Mo., July 6.—The Phonograph Repair & Accessory Co., exclusive distributor of Valley Forge products manufactured by the J. A. Fischer Co., Philadelphia, Pa., has increased its business substantially since it absorbed the Vals Accessory House. Also since taking on the Valley Forge line the business of this company has more than doubled, and an idea of the volume may be gained from the fact that this company has just placed an order for 25,000 main springs, as well as other talking machine repair materials, in anticipation of big Fall business.

Otto Grenzeback, head of the company, entertained Irvin A. Epstan, of the J. A. Fischer Co., at his home upon Mr. Epstan's recent trip through that section of the country. Mr. Grenzeback is mapping out a trip covering the entire territory of his company, and expressed his enthusiasm over the prospects.

New Gulbransen Small Piano Gets Trade Approval

Instrument Was Feature of Exhibit at Convention—Nation-wide Contest for Name

CHICAGO, ILL., July 6.—The new Gulbransen small piano, made by the Gulbransen Co., for use in small apartments, studios, bungalows and similar places where space is limited, was



New Gulbransen Small Piano

enthusiastically commented upon by the trade at the recent convention at the Hotel Commodore, New York. This instrument occupied a prominent position in the Cristofori-to-Gulbransen display of the company. Added interest is being given the introduction of this instrument by the nation-wide contest now being conducted to get a suitable name for it.

The instrument, finished in mahogany and walnut, stands three feet eight and one-half inches high, is four feet eight and one-half inches wide and has a depth of twenty-three and one-half inches. It is so light in weight that it can be moved about easily.

Music Master Trustee

PHILADELPHIA, PA., July 10.—David S. Ludlum has been appointed trustee for the bankrupt estate of the Music Master Corp., manufacturer of radio equipment. He will continue the business as a going concern for an indefinite period. Mr. Ludlum was formerly president of the Auto-car Co.

PERRYMAN P RADIO TUBES

"Distance without Distortion"

POWER!



Like the motor car that can break 80 miles an hour, you may never need the full power of this wonderful tube. With a suitable speaker it will fill an armory with undistorted sound, carrying a good voice to the far corners with startling clarity and realism.

This tremendous potential power permits ordinary operation with effortless ease. The beauty of the tonal quality is rapidly winning music lovers to the use of this super-power tube and its associated equipment.

P.A. 210 operates at from 90-425 plate voltage with from 4.5 to 35 volts negative "C" battery bias, so the sale of the super-power amplifying idea insures the sale of considerable additional apparatus.

To put super power behind your profits get ready to demonstrate this super-power Perryman Tube, P.A. 210.

Perryman Super Power Amplifier
P.A. 210 - - - \$9.00

Filament Voltage 6-7.5 Volts
Filament Current 1.1-1.25 Amp.
Plate Voltage 90-425 Volts
Plate Current 3.5-23 Milliampes
Negative "C" Voltage 4.5-35 Volts

The new Perryman catalog illustrating and describing Perryman Radio Tubes is now on the press and will be ready for distribution very shortly. A copy is yours for the asking.



The Patented Perryman Bridge

PERRYMAN P ELECTRIC CO., INC.

LABORATORIES AND PLANT
NORTH BERGEN, N. J.



SALES AND EXECUTIVE OFFICES
33 W. 60th ST., N. Y. C.

McPhilben-Keator Announce Lines for Coming Season

Well-known Metropolitan Distributing Firm Carries Nationally Advertised Radio and Phonograph Apparatus—Sonora Featured

McPhilben-Keator, Inc., with offices at 245 West Fifty-fifth street, New York City and 68 Thirty-fourth street, Brooklyn, N. Y., recently announced its lines and distribution activities for the coming season. This concern is one of the best known radio distributors in the metropolitan area and recently became an exclusive distributor in Brooklyn and Long Island for the Sonora radio and phonographs.

The company covers metropolitan New York, Long Island, northern New Jersey, Westchester and parts of Connecticut. Besides the officers of the company, which include Randall M. Keator, president; Maxwell Fisher, secretary, and Henry A. Deimel, treasurer, it has eight salesmen covering the field. All of these men are equipped with automobiles and are thus able to give attention and service to their clientèle.

The line for the coming season, besides the Sonora radio and phonographs, includes Kolster receivers, Brandes apparatus, Priess products, Acme, Dictograph, Balkite, Elton and a few other selected and well-advertised products.

Ethel and Dorothea Ponce Start Vaudeville Tour

Ethel and Dorothea Ponce, Columbia recording artists, who have been featured by that company in full-page advertisements in the trade



The Ponce Sisters

press and other mediums, started a tour of vaudeville theatres throughout the East the early part of this week, appearing at the Branford Theatre, Newark, N. J. The Ponce Sisters, who are daughters of Phil Ponce, the well-known music publisher, have won a wide following through their radio and recording work. Their latest record for the Columbia catalog was "Hi-Diddle-Dee-Dee" and "Happy Go Lucky Days," and it proved a big seller in all sections of the country. The harmonizing of the Ponce Sisters is out of the ordinary and their series of vaudeville appearances afford Columbia

dealers in the cities and towns which they visit an excellent opportunity of effecting a tie-up to stimulate the sale of their records.

Kellogg Switchboard & Supply Co. Markets New Line

The Kellogg Switchboard & Supply Co., Chicago, is introducing to the music trade at the present time its line of radio receiving apparatus. The feature of the line is Model 507 receiver, a six-tube set which is furnished in either a table model or console, the latter being equipped with built-in speaker and battery compartment. Both the table model and console are furnished in walnut.

Technically speaking, the set is one which employs inductive tuning, a method endorsed by engineers because of the uniformity of signal strength on stations throughout the entire broadcast band. The tuning of the set has been simplified, as it is only necessary to set the wave group switch on any one of the desired groups and then bring in any of the stations in that group with the single tuning knob. By means of this system the selector scale covers only a small portion of the broadcast stations, thus making wide separation and easy tuning. The stations are brought in quietly and the volume may be regulated from a mere whisper up to tremendous power.

The Kellogg Switchboard & Supply Co. was founded in 1897 by a group of pioneer independent telephone men who began the manufacture of equipment for one of the largest exchanges that had been built up to that time, St. Louis, Mo. In the twenty-nine years which have followed the firm has risen to a position of prominence in the independent telephone field and Kellogg equipment is now being used in practically every country on the globe.

The present plant, with a floor space of more than thirteen acres and employing 1,500 to 2,000 people, is one of the most modern and up-to-date factories in the country. In the plant every facility is available for the manufacture of precision apparatus, there being extensive laboratories, a complete Bakelite molding plant, a splendidly equipped tool room, plating and enameling plants, condensers, insulating and winding, assembly and inspection departments. At Cassopolis, Mich., the firm also maintains a complete wood-working plant.

The Kellogg Switchboard & Supply Co. entered the radio field many years ago, producing head sets and gradually increasing its line until it now embraces a complete line of receiving apparatus, including sets, parts, loud speakers, "B" battery eliminators. The design and manufacture of precision radio parts present the same problems as the making of telephone equipment, and it is logical that such an organization with its background of experience should build a quality product. The Kellogg company executives believe that radio is no longer an experiment, but has now developed to the point where it should be considered a necessity in every home, a musical instrument, and a means of both entertainment and education. The policy of the firm will be that of selling through distributors, except in such territories as are served by branch warehouses where distribution will be made direct to dealers. Retailers are being given exclusive franchises as heretofore.

Caswell Distributor Ends Interesting Trade Visit

DENVER, COL., July 6.—Harry L. Weedon, head of the Harry L. Weedon Co., 1940 Blake street, distributor of Caswell portable phonographs, returned recently from a very interesting trip, which included a visit to Atlanta, Ga., and points in the Carolinas as well as the Caswell factory in Milwaukee, and a few days' stay in Chicago. In Milwaukee Mr. Weedon was given a royal reception by L. B. Casagrande, vice-president of

the Caswell Mfg. Co., who took him on a fishing trip where the fish actually pleaded to be caught. J. A. Wellensgard, who is also a vice-president of the Caswell Mfg. Co., was another member of this successful fishing expedition. In Chicago Mr. Weedon was entertained by Leigh Hunt, of the Oro-Tone Co., who invited the Caswell executives to spend a very pleasant evening at his home with a number of friends.

Film Star Uses Zenith Radio in Moving Picture

Reginald Denny, leading star of the Universal Pictures Corp., Universal City, Cal., recently paid a visit to the offices of the Zenith Radio Corp., Chicago. Mr. Denny used a Super-Zenith



Reginald Denny, Right, and Harvey Roemer

IX receiver in one of his late releases, "Skinners' Dress Suit," and in "Take It From Me," a comedy film which will be released this Fall, Zenith receiving sets will again be used in the setting. Mr. Denny is shown in the accompanying photograph as he sat chatting with H. H. Roemer, director of sales promotion of the Zenith Radio Corp., in the firm's reception room, and, judging from his gesture, the phrase "Take It From Me" was being used by the star as the camera snapped. Or, perhaps, Mr. Roemer asked Mr. Denny his opinion regarding Zenith products and was receiving emphatic approval.

Cristofori to Gulbransen Is Interestingly Set Forth

The June issue of the Gulbransen Bulletin, published by the Gulbransen Co., Chicago, which was mailed to the trade a few weeks ago, contained an interesting twelve-page section devoted to a description and history of the invention of the piano by Cristofori, an Italian, who in 1726 built the first instrument embodying the basic principles of the present piano. At the present time, as far as research and records reveal, there are only two existing pianos known to have been made by Cristofori. One is in the Metropolitan Museum of Art, New York City, and the other, dated 1726, is in the possession of Mons. Alexandre Kraus, Florence, Italy. One illustration shows the action invented by Cristofori and his original model, in comparison with the modern registering grand produced by the Gulbransen Co. The progress made in the piano industry during the past two hundred years is outlined step by step from the instrument invented by Cristofori to the latest product of A. G. Gulbransen. A record of a number of the Gulbransen patents, under which various parts of the mechanism are made and incorporated in the instrument, is also shown.

MICA DIAPHRAGMS

For Loud Speakers and Talking Machines
RADIO MICA

American Mica Works

47 West Street

New York

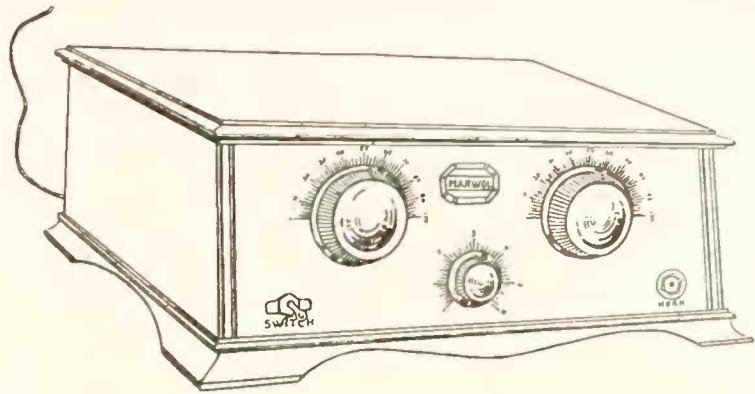
TEST IT. 
OUR VICTOR
Record Service

has a reputation for efficiency.
Suppose you try it.

E. F. DROOP & SONS CO.

1300 G. STREET, WASHINGTON, D. C.
4-6-8-10 CLAY STREET, BALTIMORE, MD.

The
MARWOL
 ADVANCE
1926
 MODELS

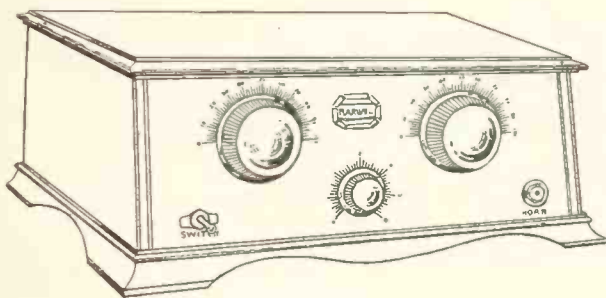


Marwol Six-Tube Set With Built-in "B" Eliminator

This New Marwol six-tube receiver employs resistance coupled amplification. Needs no "B" Batteries. It is equipped with a built-in "B" battery eliminator, free from hum and designed to give permanent plate current to all tubes. Installed in a genuine mahogany cabinet artistically designed. Two tuning dials and one potentiometer control.

List Price

\$70.00



Marwol Six-Tube Receiver

This model is the same as the \$70.00 model, but is not equipped with the built-in "B" battery eliminator. Circuit, method of terming, cabinet except for size, is identical.

List Price

\$50.00

Two advanced models for the 1926 season are shown on this page. These models will be in production within a few weeks. Into each of them have been incorporated the latest electrical, engineering and construction principles, to insure sets of outstanding efficiency free from all possibility of trouble which would cause headaches on the part of the jobber or dealer and back of which all who associate themselves with the Marwol line may stand with the utmost confidence in the quality of the merchandise, the sincerity of purpose of the manufacturer and the thoroughness of service.

Marwol Radio Corp.

546 Broadway

New York City

HAPPENINGS IN THE DOMINION OF CANADA

Canadian Manufacture and Imports of Radio Apparatus More Than \$9,000,000

Statistics for Year 1925 Show Substantial Growth in Industry—S. J. McCook Discusses Possible Phonograph Shortage—Brunswick Panatrope Given Theatre Demonstration

TORONTO, ONT., July 7.—Production in Canada of radio apparatus, including sets, parts and batteries, reached a total value of \$5,548,659 in 1925, according to a statement just issued by the Dominion Bureau of Statistics at Ottawa. Six plants in Canada were engaged solely in the manufacture of radio sets or parts, nine other concerns made sets and parts in conjunction with the manufacture of other electric apparatus and twelve of the manufacturers of batteries in Canada reported an output for radio purposes.

Statistics for 1925 show a substantial growth in the radio industry during the year and also reveal a tendency toward the production of complete sets rather than in the manufacture of separate parts. In 1925, the number of complete sets manufactured by these companies was 48,489, and the selling value, f. o. b. works, was given as \$2,196,024. Production of vacuum tubes amounted in value to \$1,299,084 and was double that of the previous year; output values of all other parts were lower than in 1924.

Imports of wireless apparatus and parts into Canada totaled \$3,552,537 during the calendar year 1925. United States supplied \$3,358,196 worth of these materials. As exports were practically negligible the apparent consumption of radio apparatus in Canada, obtained by adding the imports to production, reached a grand total of \$9,101,196.

In referring to the possibilities of a shortage of phonographs during the Fall and Christmas seasons, S. J. Cook, sales manager of the McLagan Phonograph Corp., Ltd., Stratford, said that one thing seems assured and that is, the live ones in the trade are going to take no chances on a shortage of instruments, and are ordering in larger quantities than for a number of years. He further stated that he believed the big problem of the manufacturers will be production.

Orthophonic Victrolas in various models are still in heavy demand and dealers handling this line report immense business. Victor records are as popular as the new model Victrolas and are also enjoying an unprecedented volume of sales.

The Fort William, Ont., branch of Heintzman & Co., Ltd., recently staged a demonstration at the Royal Theatre of the new Brunswick Panatrope, playing with the theatre ten-piece orchestra, and made the hit of the day. At the conclusion of the performance the manager of Heintzman's phonograph department, Mr. Whitfield, was presented with a beautiful bouquet of roses by the manager of the Royal, and was extended an invitation to repeat this performance at a future date.

The Phonola Co. of Canada, Ltd., will shortly

offer the Canadian trade a new console model phonograph, "Wondertone," said to employ a new principle of reproduction and amplification.

Brunswick dealers are in rapture as regards the selling possibilities of the new Seville model, and all those who have received their quota have already sent in repeat orders.

The Brunswick Co. of Canada, Ltd., will shortly release two new records made recently in Toronto by the Brunswick new Light Ray electrical process, embodying the first and only records of the famous Mendelssohn Choir, Toronto, comprising the complete choir of two hundred and fifty voices. It is anticipated that a wonderful reception will be accorded these new Brunswick recordings.

Stanley C. Thornton, the well-known radio dealer of Dundas, Ont., was a recent visitor at a luncheon meeting of the Buffalo Radio Trades Association.

Montreal Radio Dealers See Quality Market in the Fall

Expect Well-Known and Nationally Advertised Receivers to Sell Well—Brunswick Recording Orchestra in Local Appearance

MONTREAL, CAN., July 6.—Local dealers handling radio sets are all pretty well of one mind as regards selling for Fall and Winter, and the majority of those interviewed are of the opinion that there will exist among prospective buyers the desire to pay a good price for a set of a well-known and established make, say anywhere from \$150 to \$200, rather than purchase a cheaper set of unknown quality.

Layton Bros., Ltd., this city, are making big efforts in pushing the sale of Balkite "B" eliminator and to date have been very successful, according to George Layton, manager of the radio department. They are advertising this product heavily in the newspapers.

The recent drive for funds of the Women's Hospital campaign was well supported by the music and phonograph trades, and substantial subscriptions were made to this worthy cause by Edgar M. Berliner, president, Victor Talking Machine Co., of Canada, Ltd.; Layton Bros., Ltd.; C. W. Lindsay, Ltd.

Harold Leonard and His Red Jacket Waldorf Astoria Orchestra, New York, were a feature at the Windsor Hotel recently for a week. Local Brunswick dealers took the opportunity of featuring this orchestra's various Brunswick recordings in their advertising and tying up with it in other ways.

H. B. McKenzie, vice-president of Amplion Corp. of Canada, Ltd., was in attendance at the recent convention of the American Radio Manufacturers' Association, held in Atlantic City. S. B. Trainer, head of the Amplion Corp. in both Canada and the United States, is on the executive board of the Radio Manufacturers' Association.

Among those from Canadian territory who attended the recent third annual convention of Atwater Kent representatives in Philadelphia were: G. Harper, Kitchener; R. H. Bowman, Saskatoon; O. R. Crowell, Halifax; Mr. and Mrs. C. G. Keyes, Ottawa; Bill Bennet, J. A. Bennet and Leighton Elliott, Toronto; John M. Bishop and J. Ernest Millen, Montreal.

C. R. Fraser, one of Toronto's best-known radio men, and a former manager of Fada sales in Canada, has joined the radio sales organization of the Stewart-Warner Speedometer Corp., in Toronto.

For the benefit of the radio trade in the province of Ontario, the Amplion Corp. of Canada, Ltd., Toronto, has been giving Saturday morning concerts, broadcasting from station CHIC from 10.30 to 11.30 a. m. These high-class recitals have benefited the dealers.

At the recent annual meeting of the Montreal Publicity Association, Gilbert Layton, of Layton Bros., Ltd., was elected a director.

C. H. Townsend Piano Co., Ltd., Moncton, N. B., branch, under the management of Gordon Ross, states that a big run on Brunswick records has been experienced.

C. W. Lindsay, Ltd., reports that it cannot get enough stock ahead of the new Seville Brunswick model. It sold out the initial quota the first day they were on the floor and had to wire for a rush shipment to be forwarded immediately.

The International Music Store (Frank Ramspurger) is very much elated over the new Brunswick Seville model and predicts big business in this new type from its establishment.

News of the Retail Trade From the Winnipeg Field

WINNIPEG, MAN., July 6.—The death is announced of Wm. S. Hemhill, sales manager of J. J. H. McLean, a valued employe of this firm for over ten years.

Farquhar & Shaw, headquarters for Brunswick Panatropes and records, are of the opinion that the phonograph trade will see a big revival this Summer and Fall.

Owing to increased business and the need for more warehousing space, the Winnipeg branch of the Dominion Battery Co., Ltd., has been forced to move to larger and more up-to-date quarters at 128 James street.

Construction of a 5,000-watt broadcasting station at the Manitoba Agricultural College is practically assured.

"Horses," a Leo Feist song hit, has been made the official song of the Winnipeg Stampede.

In Hands of Creditors

A creditors' committee has been appointed to take charge of the affairs of George S. Uniss, Inc., of Brooklyn. This firm is not insolvent, but the affairs are in such a condition that it is unable to realize immediate cash to meet its liabilities.

The musical merchandise store of George A. Smith, of Omaha, Neb., has been moved to the Lyric Building, Nineteenth and Farnam streets.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY

NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

Saxophonic Phonograph on Display at Furniture Mart

I. Goldsmith, Head of Player-Tone Talking Machine Co., Attending Summer Exhibition at Chicago Furniture Mart—First Presentation

PITTSBURGH, PA., July 6.—I. Goldsmith, head of the Player-Tone Talking Machine Co., of this city, is at present in Chicago attending the Summer exhibition at the Chicago Furniture Mart, which opened on July 6. The company has on display at this exhibition the first presentation of its new Saxophonic line of phonographs which consists of twelve models, ranging in price from \$75 to \$200. The Saxophonic phonograph embodies a new tone arm and sound box equipment which has met with the enthusiastic approval of Player-Tone dealers and which is attracting considerable attention at the Furniture Mart.

The Player-Tone Talking Machine Co. has been identified with the phonograph industry for many years and in making his arrangements for the coming season Mr. Goldsmith determined to give his dealers a line which would afford every possible opportunity to develop sales in every price range. The Saxophonic line features two handsome consolette grands, three consolettes, four consoles and three uprights, all equipped with the new Saxophonic tone chamber and sound box. The cabinet designs are both distinctive and attractive, and Mr. Goldsmith is now working out plans whereby Player-Tone dealers will be given maximum co-operation in merchandising the company's Saxophonic line during the coming season.

Marwol Corp. Completes Payments to Creditors

Completion of payments to creditors of the Marwol Radio Corp., under the composition agreed upon at the recent bankruptcy proceedings, has been announced by Ralph H. Martin, head of the firm. Mr. Martin stated that a total of \$60,000 had been paid to creditors, the final payment having been made on July 6. This means that the Marwol Radio Corp. is entering the 1926 radio season with a clean slate, according to Mr. Martin. The Marwol organization has made elaborate plans for the new season, and is bringing out two new six-tube receivers, one of them being equipped with a built-in "B" battery eliminator.

Jos. Kerr With Weber-Rance

Joseph Kerr, formerly vice-president and sales manager of the Herbert John Corp., New York, wholesaler of radio equipment, has accepted appointment as sales promotion manager of the Weber-Rance Corp., New York, radio distributor. Mr. Kerr will be closely associated with M. L. Miller, vice-president and sales manager of the Weber-Rance Corp.

In addition to being the exclusive representative in the metropolitan district for the American Bosch Magneto Corp. and J. B. Ferguson, Inc., the Weber-Rance Corp. is a distributor also for Perryman tubes, Amplion speakers, Gould Unipower, Balkite, and other well-known lines of radio products.

Government Powerless to Regulate Radio Activities

WASHINGTON, D. C., July 8.—The Department of Justice ruled to-day that the Government was powerless to enforce regulations governing radio broadcasting and other activities of the industry unless additional powers were voted by Congress. The Department of Commerce asked for a ruling on the subject when such authority was not obtained in the last session, all bills dealing with radio being lost in the jam of the closing days.

F. A. D. Andrea Announces New Eight-Tube Receiver

A new eight-tube set, embodying the latest improvements in design, construction and engineering, has been announced by F. A. D. Andrea, Inc., manufacturer of Fada radio. The new model, together with a six-tube set modeled along the lines of the eight, will supplement the present line of sets manufactured by Fada, which total thirteen different models. The eight and six-tube sets are of the totally shielded type, housed in table type cabinets of effective design, and the chassis of both sets are of structural steel.

W. J. Brown, assistant manager of the Atlanta, Ga., branch of the Columbia Phonograph Co., was a recent visitor to New York.

Eastern Headquarters of U. S. Music Co. Moved

New York Offices and Stockrooms Now Located at 25-33 West Eighteenth Street, Where Larger Space Is Available

The Eastern branch offices and stockrooms of the United States Music Co., for some time past located at 122 Fifth avenue, New York, were moved on July 10 to 25-33 West Eighteenth street, just around the corner from the old location. The company occupies the second floor and mezzanine in the new building, with much more space available for the handling of its steadily growing business in the East. J. M. Wale is general manager of the Eastern division of the company, with a large sales force under his direction.



RADIO PROTECTION

Sterling RADIO CARE-TAKERS



No. R-III Bulb Type A & B Battery Charger \$18.00



No. R-900 Vibrating Type A & Auto Battery Charger \$15.00



No. R-101 Bulb Type Trickle Charger \$14.00



No. R-403 Tube Reactivator \$12.50



No. R-225 Midget Tube Reactivator \$3.75

Don't let Service Time deprive you of your profits in sets—

You can sell your customers equipment with which to do their own "home" servicing.

A review of last season's radio business, entitled "What Is Wrong With Radio?" written by an authority, brings out the leak in dealer profits as a case of too much unnecessary service to the buyers of sets and parts.

Isn't it logical that set-owners should be equipped with the proper "tools" to service the radio? Why put the burden on your own business? Why not sell them their own servicing needs and make a profit where you have been absorbing a loss?

Sterling Care Takers and Inspectors are made for the layman's use and for easy selling on the dealer's part. It's the most complete "home-servicing" line of the radio equipment you can select from.

Nationally advertised

Sterling

RADIO EQUIPMENT

THE STERLING MFG. COMPANY
Cleveland, Ohio

Two Phonographs Added to Berg A. T. & S. Co. Line

Console and Consolette Models, Fabrikoid Covered With Two-toned Leather Effects—Carries 70-inch Tone Chamber and Other Features

The Berg Auto Trunk & Specialty Co., Long Island City, N. Y., manufacturer of Artone portables, comprising a line of six models,



New Berg Console Phonograph demonstrated at the recent music convention held in New York two new phonographs. One is a console model and the other is an upright. Both of the new products have a number of exclusive features and introduce a new note in treatment of exteriors.

The console is described as of cathedral design. It is dressed in a fabrikoid outer covering with hand-tooled two-toned leather effects. It carries a 70-inch tone chamber, a new model gooseneck throw-back tone arm and an improved modern reproducer. The tone chamber is the invention of Joseph Berg, who is also head of the company which manufactures this product. The machine reproduces the new electrically

recorded records in volume and with a clarity that creates comment.

The upright model is known as the "Consolette." It is trimmed in Adam period reproductions of hand-tooled leather design. It has a Berg tone chamber and its other equipment is that of the Cathedral model. This makes an ideal instrument for apartments and small living rooms.

The Berg Auto Trunk & Specialty Co. has collaborated with the Dupont Laboratories in

producing these new "Art Model" phonographs. The company plans an extensive advertising campaign in introducing these new products and expects to establish a new vogue in exterior decoration for musical instruments.

The new Berg console and consolette will be distributed through jobbers in centrally located key cities of the country, many of whom are already handling the Berg Artone portable phonograph and have found those products popular with the public.

Record and Portable Phonograph Sales Are Big Factors With Kansas City Trade

Demand in These Lines Keeps the Trade in Flourishing Condition—New Type Instruments Attract Interest to All Lines—Dealers Anticipate Splendid Fall Business

KANSAS CITY, Mo., July 8.—June has been a satisfactory month with the phonograph dealers in Kansas City, according to general reports here. While the sale on large machines has been a bit slow, activity in popular records and an unusual demand for small portable machines have served to keep the phonograph business flourishing, in spite of the above-normal temperature conditions in this locality. The new machines now on the market are acting as a stimulant to activity in all lines. The prospects for Fall, in the opinion of dealers here, are that the new type machines as well as the improved mechanical talking machines are going to meet with great favor with the public, and the phonograph is going to entrench itself as a household necessity to a greater extent than ever before.

Good Brunswick Business

T. H. Condon, district manager of the Brunswick-Balke-Collender Co. in this city, reports business ahead of last year, and the prospects for a steady demand for Brunswick machines throughout the Summer excellent. Portables have been a big item with them this season. Mr. Condon believes that much of the business in all lines with the Brunswick dealers has been created by the Panatropé demonstrations, which have been able to revive interest in mechanical machines and trade-in models as well as the more expensive Panatropés. The new Brunswick improved mechanical numbers, the Madrid, the Seville and the Cortez, are expected to be popular sellers

this Fall. The deliveries already made are meeting with an enthusiastic response from the dealers in the territory. Mr. Condon will make a trip through Oklahoma and Kansas the last of July and the first of August.

The Brunswick Shop had the biggest Saturday so far this year on records, after a Friday evening advertisement in a local paper featuring Charley Straight and His Orchestra.

Optimistic Over Outlook

W. B. Ockenden, manager of the Columbia Phonograph Co. headquarters here, has just returned from a trip through northern Oklahoma, where the wheat harvest is in full swing, and reports that that country is going to have the best crop it has had in years. Every indication, according to Mr. Ockenden, is that his company will have an exceptionally fine business this Fall. Records in Kansas City, as well as throughout the territory, have been enjoying a good demand for this time of year, much ahead of other years, with "Truly I Do" by Ford and Glenn, and Ross Gorman's orchestra playing "Valencia," two of the numbers which it is almost impossible to keep stocked on. The popularity of the New Process Columbia records is evidenced, Mr. Ockenden states, by the fact that they are receiving countless inquiries from small-town dealers, asking to be allowed to carry the Columbia records.

O. D. Standke is finding business ahead of last year, especially in records, which have continued in steady demand in spite of warm weather. Mr. Standke says that within the last thirty days he has supplied one customer from Lindsborg, Kansas, the Swedish settlement, which is famed for its Spring music festival with \$61 worth of Columbia New Process records, all classical selections, and in addition sold him a Symphonic Reproducer.

J. W. Jenkins Sons Music Co. has been finding portables, ranging in price from \$15 to \$50, in active demand. Records have been moving well for this time of year.

Edison Products Popular

After a trip through Oklahoma, Kansas and Arkansas, C. L. Smith, manager of the Edison Distributing Co. of this city, has returned and expresses himself as optimistic and enthusiastic about Fall prospects. The special advertising campaign, put on recently to introduce the new reproducer, has created considerable interest in the attachment, and has resulted in demonstrations, and a volume of sales. Mr. Smith says that the new twelve-inch record, carrying selections from the ten best records of the month, which the Edison Co. recently introduced to its dealers, is meeting with enthusiastic response. The record is designed for the small dealer who does not find it profitable to keep a supply of all records issued, and it is intended as a library from which to select. The purpose is to eliminate the evil of overloading the small dealer. As a part of the plan the Kansas City branch is furnishing to the dealers practically a 24-hour service on orders received, the distributor carrying the stock instead of the small dealer. This plan has resulted in keeping the record sales throughout the Summer up to date, according to Mr. Smith.

TRINITY

RADIO

Unequaled!

At \$50.00

The New Two Dial Trinity Five Compact Cabinet Model appeals to the many persons who want a high-class radio of compact size and moderate cost. Dimensions 22 x 7 1/2 x 6 3/4.

At \$75.00

The New Two Dial Trinity Six Table Model is one of the most beautiful receivers made. Entirely enclosed in 5 ply genuine Mahogany cabinet with drop leaf door. Fitted with Pilot Jack Lamp. Dimensions 26 1/2 x 8 1/2 x 13.

At \$150.00

The New Two Dial Trinity Six Console is fitted with Trinity-Beacon Bio-Phonic ("Life like sound") Reproducer and presents the most advanced type of radio reproduction. Pilot Jack Lamp. All exposed parts of Console of 5 ply genuine Mahogany (Walnut finish if desired.) Dimensions 48 x 14 1/2 x 34



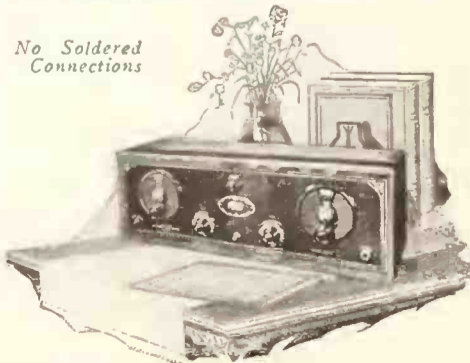
WE lay special emphasis on the Trinity Five Compact Cabinet Model because at \$50, a popular price, it answers the great demand for a well constructed, high quality receiver, that takes up little room in the home.

Communicate with the factory and we will have our nearest distributor demonstrate the Trinity line.

Beacon Radio Manufacturing Co., Inc.

323 Berry St., Brooklyn, New York

No Soldered Connections



Built under U. S. Government Navy Dept. Licenses and 88 Patents.

Directors of Radio Mfrs. Assn. Make Important Recommendations at Meeting

Suggest Trade Show in Conjunction With Annual Meeting—Committees Appointed to Investigate Interference and to Work on Installation Plans—New Constitution Presented

The board of directors of the Radio Manufacturers Association at a meeting in Buffalo, June 29, considered several matters of great importance to the radio industry and justified expectations of fulfillment of the comprehensive program initiated at the Atlantic City convention of the Association in May of this year through adoption of the following, which it is believed, will be greatly effective in the advancement of radio interests:

A recommendation to the membership that the 1927 Annual Spring meeting of the Association be held at the new Stevens Hotel, Chicago, the week of June 8 and that in connection therewith a trade show be carried on in the spacious auditorium that will be available, it is thought, will be of great value to manufacturers in establishing distribution. This was referred to the Show Committee, H. H. Frost, chairman, for detailed presentation to the Association at the meeting to be held in connection with the Third Annual Radio World's Fair, New York City, September 13 to 18.

A Committee on Interference, T. K. Webster, chairman, was appointed to go thoroughly into the causes of interference other than that caused by radio, with a view to working with various agencies to eliminate such interference.

A Committee on Radio Receiving Installation, H. H. Frost, chairman, was created for the purpose of co-operating with organizations in the construction industry in wiring of houses for proper radio receiving installation.

In line with the suggestion of Secretary Hoover at the time of the convention at Atlantic City a Statistical Committee, J. B. Hawley, chairman, was formed with instructions to make a survey of the statistical needs of the

industry and to present plans for a competent statistical service to the Association.

Authorization for publishing the R. M. A. News as the official medium of the Association, under the direction of B. W. Ruark, executive secretary, was voted.

The Fair Trade Practice Committee, C. C. Colby, chairman, was authorized to formulate a code of fair trade practices or principles of business conduct.

Important changes in the government of the Association were forecast in the proposed new constitution and by-laws presented by President Haugh.

The board of directors approved the national contest proposed by the Department of Agriculture to intensify interest in radio among farmers and recommended that members of the Association co-operate.

The annual Radio Industries Banquet, regularly held at the time of the New York Show, was approved.

Extended activities in legislation affecting the industry were noted in the resolution adopted calling for close co-operation on the part of the Radio Manufacturers Association with the National Association of Broadcasters.

Committee reports indicated substantial progress in the work of the Association. H. H. Eby, chairman of the membership committee, reported applications from a number of well-known institutions, which will be referred to the membership for approval.

In attendance at the meeting in response to a call by President A. T. Haugh were the following: President, A. T. Haugh; secretary, L. G. Baldwin; treasurer, P. C. Lenz, Jr.; executive secretary, B. W. Ruark. Directors: C. D.

Boyd, C. C. Colby, Godfrey Gort, S. B. Trainer, D. MacGregor, H. H. Frost, T. K. Webster, W. W. Dowdell, J. B. Hawley, H. H. Eby, H. W. Simpson.

David Grimes Marketing New Device, the "Gradeon"

Device Links Phonograph and Radio and Makes Use of Power Plant and Amplifiers of Set to Increase Record Volume

David Grimes, Inc., well-known radio set manufacturer, Jersey City, N. J., in addition to its new line of radio models, is marketing a new musical instrument device known as the "Gradeon." This product makes use of the power plant and the audio amplifiers of a radio set-in, "stepping-up" the volume of record renditions on any type of phonograph.

The "Gradeon" has a special sound-box which is attached to the phonograph tone arm. From this runs an electric cord to a pronged device which is inserted in the detector tube position of the radio instrument. Tubes, other than the audio, are not in use and can either be left in or extracted from the radio instrument. Between the new type sound box and the pronged plug for the detector position is a small dial which assists in regulating the volume of tone needed for particular rooms. This, together with the battery indicators on the radio set, makes possible almost any volume to suit the size of any room or auditorium. With the "Gradeon" any type of loud speaker becomes available for this talking machine record amplification.

The "Gradeon," which is sold at a popular price, has already been announced through several full-page ads by John Wanamaker, of New York, and Gimbel Bros., in Philadelphia. In New York territory the Blackman Talking Machine Co. and Silas E. Pearsall Co. have been appointed distributors for the "Gradeon."

EVERY PHONOGRAPH OWNER IS A PROSPECT FOR THE Quali-Tone DeLuxe Reproducer



Shown with ALL BRASS Combination Tone Arm

Retail Price \$7.50
Tone Arm Set Complete 12.00

NORTHWESTERN PHONOGRAPH WORKS
218 So. Wabash Ave.
Chicago, Ill.
Distributors to jobbers and dealers.

Proven by exacting tests and many months of experiment, the Quali-Tone DeLuxe Reproducer will revive your customers' old phonographs with its rich and powerful tone. Its special metal alloy diaphragm reproduces the rumbling bass and highest treble notes with the fidelity and volume of the new type talking machines.

Attractive Discounts to Jobbers and Dealers

DURO METAL PRODUCTS CO.

2649-59 NO. KILDARE AVENUE

CHICAGO, ILLINOIS

World's Classified Advertising

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c per line. If bold-faced type is desired the cost of same will be 25c per line. Rates for all other classes of advertising on application.

UNUSUAL OPPORTUNITY

An opportunity for radio and accessories manufacturers to secure the services of a well-rated distributor catering to radio and talking machine dealers for over 25 years. If you will mail us information as to what you have to sell, we are in a position to market your product. Address "Box 1571" care of The Talking Machine World, 383 Madison Ave., New York City.

FOR SALE

A complete Watson-Stillman Hydraulic Outfit for manufacturing records. Only used a short time. Price very low.

The A. C. GILBERT Co.
New Haven Conn.

RECORDS WANTED

ASTLEY CLERK, 18 King Street, Kingston, Jamaica, B.W.I., desires to get catalogs and trade prices from Gramophone manufacturers or dealers (not Victor), who can supply Chinese and Syrian records.

WANTED—Radio Tube Salesman. We want a high class salesman calling on musical jobbers to sell a real quality radio tube. Responsible organization. Excellent sales policies. Protected territories. Commission basis. Address "Box 1573," care The Talking Machine World, 383 Madison avenue, New York City.

WANTED—Outside solicitor and salesman for pianos, phonographs and radio on salary and commission. A good opportunity to a determined worker of sales ability. Write, giving full particulars. Address "Box 548," care The Talking Machine World, 383 Madison avenue, New York City.

POSITION WANTED—Salesman desires position with jobber or manufacturer to sell radio or accessories to the trade in Brooklyn and New York. Address "Box 1572," care of The Talking Machine World, 383 Madison Ave., New York City.

Milwaukee Trade Awaits New Models of Instruments

Expect New Radio Lines to Stimulate the Late Summer and Fall Business—June Sales in All Lines Prove Satisfactory

MILWAUKEE, Wis., July 7.—Activity in talking machines continues at a satisfactory rate, which is encouraging for this time of the year, and present conditions in the Milwaukee trade indicate that the remainder of the year will be a busy one for local wholesalers and dealers.

The Interstate Sales Co., a subsidiary of the Badger Co., featuring the Freed-Eisemann radio line, is looking forward with marked interest to the arrival of the new Freed-Eisemann models, which should be in Milwaukee before the middle of July. The belief is expressed that the new models will act as a stimulant to late Summer and early Fall business, which might otherwise lack vitality.

"The demand for Super-ball antennas has been very big, and production at the factory in Green Bay, Wis., is being increased to 6,000 a day," announced Fred E. Yahr, of Yahr-Lange, Inc., national and international distributor for the Super-ball products. The Super-ball an-

tenna is being received with marked favor by both jobbers and retailers, according to Mr. Yahr, and the improvements which are constantly being made add greatly to its desirability as a business-getter. A new condenser has been added to the antenna, to which the lead-in wire is attached, and other improvements are being made.

Because shipments are now being made to foreign countries the words "Made in U. S. A." are being added to the registered trade-mark of the antenna, Mr. Yahr said. Among the new jobbers established on this Continent are I. J. Haug & Sons, Inc., Regina, Sask., Canada; and shipments have also been made to England, Japan and other foreign countries. On a recent trip to La Crosse, Wis.; Minneapolis, Minn., and points in northern Wisconsin, Mr. Yahr called on several new dealers and jobbers in that territory. The trip combined business and pleasure, as he had a day's fishing in northern Wisconsin, which was both successful and enjoyable.

The Super Ball Antenna Co. of Green Bay is planning to put a new article on the market in the near future. This is the "Super-Ground Clamp" which will solve the difficulty of grounding a radio set for many radio owners. This clamp is so constructed that it may be attached to practically any size water pipe or other ground. A sharp point on the inner side of the clamp insures direct contact with the metal through any coat of paint or varnish which might otherwise interfere.

Mr. Yahr attended the meeting of Western and Middle Western Sonora jobbers held in Chicago just prior to the Fourth of July. He expressed great interest in the new models on display, and will base his Fall campaign in the talking machine field on the information he was able to secure at this gathering.

Activity resulting from promotion of the Panatope remains the most important factor in the movement of the Brunswick line. Dealers have been doing much to stimulate interest in this instrument, with very favorable results. However, there is still a place for the new mechanical Brunswick, according to Milwaukee dealers, who are eagerly anticipating the arrival of these instruments. They express the belief that a very brisk business can be created by the introduction of the mechanical instruments.

Carl Lovejoy, Brunswick representative in this territory, spent the latter part of June on a trip through the State, calling on dealers.

A. V. Orth, of the Orth Music Co., which features the Carryola line at retail, reports a good opening for the season. He states that the Carryola Master has been especially active although the other novelty numbers at lower prices have also been moving.

General Distributing Berg and Masterphonic Lines

The Distributing Division of the General Phonograph Corp., New York, recently added the Berg line of Artone portable phonographs to the merchandise it distributes to the metropolitan trade. Harry Fox reports that the Artone line has proved popular with Okeh dealers. The Masterphonic line of phonographs made by the Wolf Mfg. Industries is also distributed by the General distributing division.

Harry Fox, who a month ago took over the management of the Distributing Division of the General Phonograph Corp., New York, reports that the sale of Okeh and Odeon records and other products distributed during the month of June was far greater than the sales volume of any preceding June.

SPRINGS

VICTOR

1 1/4"x.022x17', bent each end.....	No. 6543	\$.57
1 1/4"x.022x18' 6" marine ends.....	No. 3014	.57
1 1/4"x.022x17' bent arbor.....	No. 5362	.56
1 1/4"x.022x13' bent arbor.....	No. 5423	.45
1 1/4"x.022x9' bent arbor.....	No. 5427	.38
1 1/4"x.022x9', bent each end.....	No. 6542	.38
1"x.020x13' 6" marine ends.....	No. 2141	.35
1"x.020x15' marine ends.....	No. 3335	.38
1"x.020x15' bent arbor.....	No. 5394	.39
1"x.020x15', bent at each end.....	No. 6546	.39

COLUMBIA

1"x.028x16' crimp arbor, new style.....	No. 20009	.61
1"x.028x10' Universal.....	No. 2951	.32
1"x.028x11' Universal.....	No. 2951	.36
1"x.030x11' hook ends.....		.40
1"x11' for motor No. 1.....	No. 1210	.34

HEINEMAN

1"x.025x12' motors, Nos. 33 & 77.....		.35
1 3/16"x.026x19', also Pathé.....		.70
1 3/16"x.026x17'.....	No. 4	.60

SAAL-SILVERTONE

1"x.027x10', rectangular hole.....	No. 144	.39
1"x.027x13', rectangular hole.....	No. 145	.45
1"x.027x16', rectangular hole.....	No. 146	.53

Terms, 2 per cent cash with order.

TALKING MACHINE SUPPLY CO., PARK RIDGE, N.J.
Complete catalogue on request

Plaza Issues Attractive Portable Adv. Material

Window Display and Counter Posters Lithographed in Seven Colors Feature the Pal and Regal Portable Phonographs

The Plaza Music Co., 10 West Twentieth street, New York city, manufacturer of the Pal, Regal and Kompact portables, and other products for the talking machine dealer, has in con-



New Pal Portable Phonograph Poster

junction with a special sales drive on its Pal and Regal portables during the Summer months issued some particularly attractive advertising material designed to appeal to consumers.

These new Pal and Regal posters are in seven colors and are of such size that they can be used either for window strips, backgrounds for window dressings, in the interior of the store or in a conspicuous place upon the dealer's counter.

Records Bring Voices of Presidents to Radio Fans

Once again has the talking machine record proved indisputably its value as a means for preserving for posterity historical events in connection with individuals, for through the medium of records those listening in to a special Fourth of July radio program from Station WGN, Chicago, were privileged to hear important speeches as made by Theodore Roosevelt, Warren G. Harding, Woodrow Wilson and William Howard Taft, while they were occupying the office of President of the United States.

Through the medium of the records Roosevelt was heard to deliver in his actual voice his address on "The Farmer and the Business Man." Wilson's "Address to the Farmers" was also reproduced before the microphone, as was Harding's speech at Hoboken on the return for burial of over 5,000 American soldiers and sailors in 1921. The final record was Taft's speech on "Labor and Capital."

As the records were played before the microphone they were given suitable settings of soft music interspersed occasionally with the plaudits of the audience. Judging by the messages received by the radio station, the program proved most interesting to listeners-in at receiving sets.

IN THE MUSICAL MERCHANDISE FIELD

How Small Goods Manufacturers Are Aiding Retail Merchants to Boost Sales

Talking Machine Dealers Who Operate Musical Merchandise Departments Will Find It Profitable to Make Use of the Sales Helps Prepared by Manufacturers' Experts

Reiteration is often necessary to drive a point home, and so let us repeat in these columns again that the dealer who is overlooking the possibilities of a band instrument and musical merchandise department is locking his cash drawer against a steady source of revenue. One of the best features of such a department is the variety of the merchandise carried which has a year round appeal—in the Fall and Winter months the larger instruments are in demand and during the Summer months the small stringed instruments come into their own. Another feature is the fact that but a limited space is needed and unless the department grows to large proportions the regular sales force can take care of customers, so that no item for new employes need be taken into consideration as additional overhead.

The main factor, however, that should influence dealers is the co-operation that is extended the trade in this field by the manufacturers of band instruments and musical merchandise. Too often the dealer is prone to overlook the manufacturers' co-operation and seeks to merchandise his stock in his own fashion to the total exclusion and neglect of the many aids which the advertising and publicity departments of the manufacturers provide. While it is true that the dealer situated in a city or town where he has been engaged in business for a number of years knows best what type of merchandising will secure the best results, it must be taken into consideration that the experts engaged by the manufacturer have at their finger tips hundreds of instances of the experiences of dealers of all types and conducting stores of all sizes in varied localities, and it is from a close study of the campaigns used by these dealers that the sales aids are prepared so that dealers in all sections can profit from the experience of their workers in the same field.

It is not possible to detail the different methods by which the manufacturers aid dealers in building up sales. Let it be sufficient to enumerate a few instances which can be accepted as typical. In the first place, the national advertising in magazines, while primarily used to create general interest in the product advertised, often draws inquiries from interested parties, and it is the custom of the manufacturer to turn over these inquiries to dealers situated near the address of the inquirer, thus handing the dealer an almost certain sale. The window cards and other display material supplied dealers are prepared in a manner that is certain to attract attention, and these posters, in addition to the consumer literature which is prepared at great expense, should be utilized by every dealer in some fashion or other so that the best results be achieved.

M. Hohner, Inc., has for years gone to great expense to stimulate public interest in the harmonica and that it has succeeded is beyond all question of doubt. This is one instrument that is not seasonable and it is largely through the whole-hearted efforts of this firm that the harmonica now has an accepted place in the musical instrument family. Through magazines, newspapers, billboards, window displays, frequent and regular radio concerts, in the movies and through hundreds of contests in theatres, schools, playgrounds and other institutions, the Hohner harmonica message of "Good Music

and Fun" has been broadcast to millions of people practically every day, and the live dealer who has co-operated and worked with the manufacturer can point with pride to his sales volume of harmonicas.

The H. N. White Co., manufacturer of King band instruments, is another manufacturer always on the alert to prepare aids for its dealers to increase sales. This company, through its operation of a retail band and orchestra store in Cleveland, is in a particularly good position to understand the problems of the dealer, and hence the sales aids distributed by the H. N. White Co. are distinctly appropriate. This company recently inaugurated a street car advertising campaign in behalf of its own retail department and the results were so good that it is

Vega Co. Produces Banjo De Luxe for Brooke Johns

Gold-finished, Brilliant-studded Instrument, One of Finest Ever Made, Attracted Attention at Music Trades Convention Exhibit

BOSTON, MASS., July 7.—The Vega Co., of this city, maker of Vega and Vegaphone banjos, has produced a banjo deluxe, which is aptly termed the \$1,000 banjo. This banjo was exhibited at the Vega display at the recent convention of the Music Industries Chamber of Commerce in New York and is a special model made at the plant of the Vega Co., in this city, for Brooke Johns, prominent banjoist. The banjo is made in accordance with a special order of Brooke Johns, who already owns several Vegaphones. In addition to the brilliancy of the

now urging other King dealers to try the same plan.

In the May issue of The World an article appeared giving instances of the manner in which the Leedy Mfg. Co., maker of drums and drummers' accessories, co-operated with its dealers in stimulating sales. Particular stress was given the Leedy series of sales letters to be used by dealers over a stated period. This series consisted of twelve letters couched in language which made them of real value. In a foreword to the letters the Leedy Co. explained that, after a long study of the sales problems of its dealers, it had come to the conclusion that direct mail was the best method of increasing sales, and so the advertising department prepared the series.

These are but a few of many examples of the helps which the makers of musical merchandise and band instruments are constantly offering to their retail organizations. They represent the results of a close study of the market and are prepared at great expense and should be taken advantage of by every retailer to achieve the greatest possible business.

gold-finish, the rim is studded with brilliants, which sparkle in the spotlight when Mr. Johns plays on the stage. Carl W. Nelson, president of the Vega Co., states that this instrument is the finest he has ever seen.

To Register Trade-mark

WASHINGTON, D. C., July 7.—M. Hohner, Inc., New York City, maker of Hohner harmonicas, has applied to the United States Patent Office in this city for the registration of "Up-to-Date" as a trade-mark for harmonicas. The firm states that this name has been used in this connection since 1897.

A band is being organized in Newburg, Mo., by William James, of the Martin Bros. Piano Co., Springfield, Mo.

BRUNO

THE OLDEST AND
LARGEST MUSICAL
MERCHANDISE HOUSE
IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

C. BRUNO & SON, INC.
351-53 FOURTH AVE. NEW YORK CITY

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 119)

HOHNER Harmonicas and Accordions

THE WORLD'S BEST

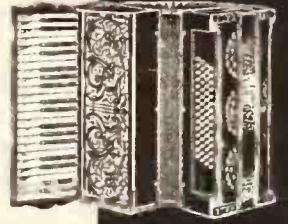


The free instruction book, "How to Play the Hohner Harmonica" will increase your sales. Have you a supply?

Write us for our "Big Business Builders"

M. HOHNER, Inc.

114-116 East 16th Street
New York City



HOHNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915

Samuel Buegeleisen Returns From European Trip

Head of Musical Merchandise Jobbing Firm Sums Up Conditions—Sees Europe as Consumer for American Instruments

Samuel Buegeleisen, head of the musical merchandise jobbing house of Buegeleisen & Jacobson, who recently returned to this country after an eleven-week tour of Europe, reports that Europe may soon be looked upon as a consumer as well as a producer of musical instruments. Mr. Buegeleisen attributes this to the fact that the modern American jazz orchestras have made a tremendous success in their appearances in European countries, particularly France and England, and he feels that this popularity will result in the creation of customers for American-made instruments.

In summing up conditions as he found them, Mr. Buegeleisen says: "I found that prices in musical merchandise are fairly stiff in Europe. Industrial conditions are not of the brightest and lower prices would be in prospect were it not for the fact that high taxes and high labor figures enter materially in the manufacturing costs. In France, conditions are not stable due to the financial uncertainty; Austria is doing

little export business and there are few tourists; Czecho-Slovakia, on the other hand, is busy and industrial conditions are fairly good. Business and industrial conditions in Italy were better; in fact, they were the best on the Continent. There is practically no unemployment there, the cities are clean, the people lively, and there is a general note of prosperity not found in other parts of Europe.

"In England and France you are immediately impressed by the tremendous hold that American jazz has taken upon these countries and the popularity of this music has made wonderful musical merchandise business. There is an increasing demand for American-made jazz instruments, particularly the ukulele and the banjo-ukulele.

"I was able to establish a number of important new connections and I consider myself well satisfied with a few purchases I made, particularly a big collection of old violins, 'cellos and bows, which I was able to acquire reasonably and which is now part of the B. & J. stock."

H. A. Wood, manager of the Nowlin-Carr Music Co., Pine Bluff, Ark., has organized a band among youngsters between the ages of seven and seventeen. The organization is sponsored by the local advertising club.

Leedy Mfg. Co. Plans Big Addition to Present Plant

Four-story, Reinforced Concrete Building to Be Erected Adjoining Factory—Addition of Line of Banjos Makes More Space Necessary

INDIANAPOLIS, IND., July 6.—The Leedy Mfg. Co., manufacturer of Leedy drums and drummers' accessories, recently completed plans for an addition to the present plant which, when carried out, will about double the floor space. The new addition will be four stories, built of reinforced concrete and will conform with the present buildings. It is estimated that the cost will be in the neighborhood of \$150,000. One of the reasons for the addition is to provide space for the manufacture of the banjos, which were recently added to the company's line. These new products, nine models in all, were displayed at the Musical Industries Convention in New York last month, and won enthusiastic comment from the trade.

It has not been decided whether work on the addition will start immediately or whether building operations will commence when the Fall rush is over. The reason for the indecision is that the work would temporarily curtail production and at the present time the demand is so heavy that even a short curtailment would interfere seriously with filling dealers' orders.

Euclid Music Co. Ties Up With Orchestra's Visit

Varied Window Displays and Co-operation With Local Activities in Band Instrument Circles Stimulates Sales During June

CLEVELAND, O., July 6.—The Euclid Music Co. has been putting a special advertising and sales drive behind Buescher band instruments and reports successful results. During the past month this firm sold a complete outfit of instruments to the Euclid Beach Orchestra and had the instruments on display in the store's window for a week, with appropriate display cards. On "Saxophone Day," when a special contest for amateur players under the auspices of the Cleveland Press was held, the Euclid Music Co. donated a \$150 saxophone as a prize.

The recent visit of Waring's Pennsylvanians to fulfill an engagement at the Allen Theatre was another opportunity for this live firm and it displayed each Buescher instrument with a picture of the player.

A representative of the Leedy Mfg. Co., maker of drums and drummers' accessories, recently visited Nusbaum's, Canton, O., and displayed and demonstrated the company's complete line.

The NEW SUPER-LUDWIG DRUM

Parallel Snare Throw-Off
Individual Snare Adjustment
Perfect Snare Control



Patd. Jan. 1924 and Others Pending

The Sensation of the Drum World

Again Ludwig sets the pace with a new drum—the SUPER-LUDWIG with its many new advanced features.

INDIVIDUAL adjustment of snares, a parallel throw-off of snares and means for securing PERFECT snare control are but a few of the many new improved ideas to be found on this latest creation of Ludwig engineers and craftsmen.

It's a sales leader for the dealer who is on the alert to be up and ahead of the van that will follow.

Send to Us Now for Prices and Discounts

LUDWIG & LUDWIG

World's Largest Makers of
Drums and Drum Accessories

1611 to 1627 No. Lincoln Street, CHICAGO

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 120)

Employees of C. Bruno & Son, New York, Hold Annual Outing at Glenwood Landing

Hams and the Eggs Have Strenuous Baseball Game With W. J. Haussler and L. Bishop in the Box—Bruno's Own Orchestra Shows Its Men Can Play as Well as Sell

Karatsonyi's Inn, Glenwood Landing, Long Island, was the scene of the annual outing of the employees of C. Bruno & Son, Inc., New York, held recently. The weather was delightful, having apparently been made to specifications of the outing committee, and a festive time was had by all present. The trip to the outing grounds was made by busses, which left New York early in the morning, and the scene of the day's festivities was reached before 10 in the morning. The baseball game between the so-called Hams and Eggs was the feature of the day and the Eggs came out on top of the Hams, which is as it should be. The final score was

top form, and doing their utmost to make their teams winners.

Following the game, appetites having reached the point where a shore dinner could be appreciated, a sumptuous repast was served and was immediately demolished. Short talks were given after dinner by Messrs. Haussler, Sonfield and Harris. Mr. Haussler expressed a wish for close co-operation between the employees so that the slogan "Bruno Means Security" would be made the dominant one in the small goods field.

Track sports occupied the greater portion of the afternoon, and as the shades of evening were



Employees of C. Bruno & Son Enjoy Annual Outing. On the Extreme Right Is General Manager Haussler, Dressed to Resemble a Golfer

6 to 5. The batteries for the victors were William J. Haussler and L. Bishop, pitchers, and Al. Feldman, catcher. For the Hams: Marty McCallinan, pitcher, and Sidney Kamnitzer, catcher, the batteries for both teams being in

falling the entire party of eighty-five adjourned to the dance floor, where Terpsichore was wooed to the strains of music supplied by Bruno's own orchestra. Refreshments were served before the homeward trip was started.

the contest. Applications and full details were obtained from the Daynes-Beebe headquarters and aspiring contestants came not only from this city but from different parts of the State.

Officials of the music firm report that the event was most successful and created a great interest in banjos, especially Bacon models. The increased business which resulted more than offset the time and money expended.

Ludwig & Ludwig Issue Attractive Banjo Catalog

Various Models of Ludwig Banjos Minutely Described and Handsomely Illustrated in Catalog Dealing With Banjo Line

CHICAGO, ILL., July 8.—Ludwig & Ludwig, manufacturers of drums, drummers' accessories and banjos, recently distributed to the trade an attractive catalog dealing exclusively with the Ludwig line of banjos. The complete line is attractively described and illustrated, many of the illustrations being done in natural color

against a contrasting background. The special Art models take precedence in the catalog. These include the Oriental, in Chinese design; Luxor, an example of Egyptian art; Toreador, reminiscent of Spain, and the Corsican, French in color and design. Other models featured are the Ambassador, the Bellevue tenor banjo, Capitol tenor banjo, Commodore De Luxe, plectrum model; Stratford, plectrum banjo, and a series of Standard Art models. Outstanding features of the Ludwig line are explained in detail as are the materials which go toward the making of a real musical instrument of the Ludwig quality.

Throughout the catalog appear pictures of famous artists who use and endorse the Ludwig products.

Buys Bacon Models Exhibited at Convention

All of the B and D Silver Bell banjos and other instruments comprising the exhibit of the Bacon Banjo Co., Inc., of Groton, Conn., at the Commodore Hotel during the convention of the Music Industries Chamber of Commerce, were sold to the Middle-West distributor of the company, the Chicago Musical Instrument Co., upon the conclusion of the affair. The demand for Bacon banjos has been so strong in this territory that this distributor made an early bid for the fine collection included in this exhibit.

Daynes-Beebe Music Co. Conducts Banjo Contest

SALT LAKE CITY, UTAH, July 6.—An amateur banjo concert was held here recently under the combined auspices of the Daynes-Beebe Music Co. and the Pantages Theatre. The contestants had an opportunity of displaying their skill before an audience and at the same time the winner was awarded a beautiful Bacon banjo, donated by the music house.

"Montana," the famous banjoist, conducted

Every Dealer WILL WANT A COPY OF THE New Leedy Catalog "N" (OUT NOW)



NINETY-SIX PAGES—TWO HUNDRED AND FIFTY PHOTOGRAPHS—THIRTY NEW INSTRUMENTS

ALL ABOUT THE NEW PROFESSIONAL FLOATING HEAD SNARE DRUM

Send a postal for yours today—Mailed free

Leedy Mfg. Co.
INDIANAPOLIS, INDIANA

The Weymann Orchestra Banjo



FRED C. BUCK
Banjoist
Waring's
Pennsylvanians

Has won for itself the endorsement of banjoists the country over! Its fine tone qualities, its beauty—have created an unparalleled demand for this instrument.

Write TO-DAY for handsome catalog describing the Weymann line of Banjos, Mandolutes, Guitars and Ukuleles. Agencies are still available for a few live dealers.

Address Dept. W

H.A. WEYMANN & SON, Inc.
1108 Chestnut St. Phila., Pa.

When you attend the Music Trades Convention visit our exhibit, Room 608 Commodore Hotel.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 121)

H. A. Weymann & Son Built Big Business Through Featuring Only Quality Products

Prominent Philadelphia Music House, Founded in 1864, Has Advanced Steadily in Prestige—Business Remained in One Family Through Generations—Factors of Success

Among the visitors to the Sesqui-Centennial exhibition now being held in Philadelphia are many who remember attending the Centennial exhibition in this same city in 1876. The great growth of the city in the span of a half cen-

Weymann establishment. An idea may be gained from a recent experience in the retail musical merchandise department in which a woman when making a purchase explained that thirty-five years ago when she was a little girl



Harry W. Weymann



A. C. Weymann



Herbert W. Weymann



H. P. Weymann

tury is remarkable and the city is a very different one from that which housed the previous exhibit. It is interesting to note the number of commercial houses in the Quaker City that were well established fifty years ago and are still doing business but in a greater and larger way.

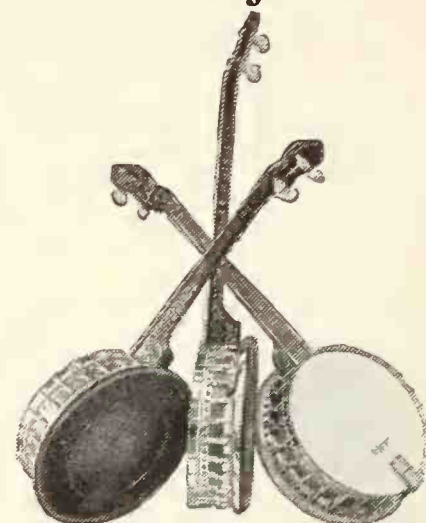
In the music field H. A. Weymann & Son, Inc., is an outstanding example. This old-established house began business in 1864 and was a well-established music house twelve years old during the last exhibition. Of course in the intervening time a great business growth has been experienced. It is now established in its own building on the great shopping thoroughfare of Chestnut street. This building, five stories in height and running through to the next street, is occupied entirely by Weymann and houses the retail end of the business, which is a typical general music house and includes everything musical, and also the wholesale musical merchandise and Victor distributing business of the company. The factory in which Weymann Keystone State musical instruments and Weymann orchestra banjos are made is at another location.

The house of Weymann is an institution in the city of Philadelphia. In many instances two and sometimes three generations of one family have bought their musical requisites at the

Weymann store. Other incidents, too numerous to mention, prove the value of the Weymann policy. This policy of courteousness, good value and fair business dealings has built a large clientele.

Just as succeeding generations have gone to the Weymann store for their musical needs, so has the Weymann organization remained within succeeding generations of one family. Founded in 1864 by H. A. Weymann, the conduct of the business of this music house is now in the hands of his two sons, Harry W. Weymann and A. C. Weymann. The two major divisions of this business are equally divided between them. H. W. Weymann has given his particular attention to the wholesale end of the organization and is a prominent figure in the Victor wholesale industry, while A. C. Weymann directs the many details of the large retail organization. Also in executive positions in the organization are two sons of H. W. Weymann—Herbert W. Weymann and H. Power Weymann. Herbert W. Weymann is responsible for the extensive advertising campaign of the Weymann Co., both wholesale and retail, and H. Power Weymann supervises the manufacturing end of the busi-

"Silver Bell" Banjos



Send for illustrated book of Prominent Orchestra and Professional Players

The Bacon Banjo Co., Inc.
GROTON CONN.

ness. In the family of H. Power Weymann there is still a fourth generation which some day will assume the important duties of carrying on the Weymann banner.

President Serenaded by News Men With Hohners

WASHINGTON, D. C., July 8.—That the harmonica is national in its scope as a musical instrument was proved in the recent serenading of the chief executive of the nation by the corps of White House news correspondents. This impromptu serenade was played upon Hohner harmonicas by the newspaper men and was said to have been thoroughly enjoyed by President Coolidge and his White House staff.

"Vanities" Star Is a Bacon Banjo Enthusiast

GROTON, CONN., July 6.—"Miss Broadway," prominent member of Earl Carroll's "Vanities" and who appeared at the banquet of the Music Industries Chamber of Commerce during the recent convention in New York, has become a Bacon banjo enthusiast. "Miss Broadway" was photographed with one of the popular numbers of the Bacon line made by the Bacon Banjo Co., of this city, and it is planned to use this attractive photo in future publicity of this company.

Reports Big June Increase

MINNEAPOLIS, MINN., July 7.—B. A. Rose, who has been prominent in music and musical merchandise circles for the past thirty-eight years, operating a store in the Metropolitan Building, handling band instruments, guitars and ukuleles, Bacon banjos and other products, states that the pick-up in business during June has been beyond all expectation. Mr. Rose has been instrumental in the organization of many musical enterprises in the Twin Cities during the past twenty-five years.

Saxophone Shoppe Assigned

CLEVELAND, O., July 7.—The Saxophone Shoppe, Inc., which has been operating in the Superior Arcade, recently made an assignment for the benefit of creditors. Liabilities were placed at \$4,000 and assets at \$5,000. Jules Eshner has been appointed assignee. The store is still being operated and it is hoped that a way out of the difficulties will be found.

and

**Wholesalers of
Musical Merchandise
for a Generation**

SOLE DISTRIBUTORS OF

DURRO VIOLINS
BOWS
STRINGS

and

STEWART BANJOS
UKELELES
GUITARS

WRITE FOR FULLY
ILLUSTRATED CATALOG ~

Buegeleisen & Jacobson
5-7-9 Union Square, New York

GLEANINGS *from the* WORLD *of* MUSIC

The Power of the Popular Song to Lure People Into the Music Dealer's Store

Current Popular Success "Valencia" Concrete Demonstration of the Pulling Power of a Song That Strikes Public Fancy—The Effect of This on General Business of the Dealer

The power of a popular song to lure people into the music stores in off seasons was never better demonstrated than through the influence of the current popular success "Valencia." This number is having a tremendous sale in sheet music form and, of course, in both vocal and instrumental records.

The trade quickly grasped this melody as a magnet to draw people into the stores everywhere. Hundreds of dealers used the records hooked up to modern cone type speakers for outside demonstrations, generally with a placard beneath the speaker stating that the records or the sheet music could be obtained inside.

"Valencia" had tremendous success on the Continent and in the British Isles before its presentation in this country. There is to be another Spanish type number introduced in this country shortly called "Barcelona." This number, too, has achieved a prominent place in the music stores of Europe. In fact, it is billed as the "second biggest European success."

Now both of these numbers, coming as they do during the height of the Summer season,

supplemented by many American successes in song and dance form, should encourage those talking machine stores that do not handle popular sheet music to do so. It may be that the profits in this direction are not large. It cannot be disputed, however, that sheet music is an attraction. That it has advertising value and if it is the means of bringing into the stores of the country hundreds of customers during the Summer months there should accrue certain advantages.

Getting people into the store for even minor purchases is important. Once they are inside it is quite possible to sell them something else. Their names can also be placed upon mailing lists and it gives the opportunity to the dealer to find out whether they are prospects for other goods—if not right now, probably in the early Fall. Data can be obtained whether these sheet music purchasers are also talking machine owners. Whether or not they own radio. In fact, it is a means of enlarging clientele and this—in season or off season—is an important factor in any healthy business and is worth deep consideration.

know ere long everyone will be singing and whistling the melody, which has been one of the most popular ones in Europe for a long time."

Ida Davenport, coloratura soprano, expresses the opinion that she considers "My Little Nest" equally as beautiful as Lehar's entrancing "Merry Widow Waltz," while Daisy Jean, harpist and singer, also commends it most enthusiastically.

Besides fostering "My Little Nest" as a concert number, the Marks Co. is featuring it as a popular fox-trot with a sprightly but not over-jazzy orchestration by W. C. Polla. In this connection, too, it is becoming very popular and already most of the record and roll companies have signified their intention of recording it shortly.

New Numbers Issued by Ross Gorman Co.

"Ain't We Carryin' On" and "It's Just a Stone Throw From Old Stone Mountain" Being Widely Exploited by This House

The orchestration of "Ain't We Carryin' On," one of the first two plug songs of the new Ross Gorman Music Co., has just been released and is being distributed to thousands of combinations all over the country. The tune is a comedy gang song by Billy Frisch and Roy Bergere. Many vaudeville and cabaret acts are already using the number and consequently it is assured of vocal as well as a dance floor plug. The orchestration for the second Ross Gorman number, "It's Just a Stone Throw From Old Stone Mountain," will be issued shortly. Both these tunes are being exploited by the Gorman firm and by the Edward B. Marks Music Co., sole selling agent for the new concern.

Makes Hit in Production

"My Cutey's Due at Two to Two To-day," featured novelty in the catalog of Bibb, Bloedon & Lang, music publishers of 1595 Broadway, New York City, has proved to be one of the outstanding hits of the new Shubert show, "The Merry World." Salt and Pepper, well-known Brunswick record makers, do the number, which incidentally is one of the only interpolated tunes in the revue, and the boys claim it is one of the greatest songs they have ever done.

The Secretary of the State of New York has granted a certificate of incorporation to the Kayen Music Corp.

J. B. Kalver Is Now With the House of Feist

To Cover a Wide Territory Working to Popularize Feist Songs in the Moving Picture Theatres—Well-known in the Trade

J. B. Kalver, one of the best-known men in the music industry, who in recent years has been much interested in the exploitation of popular songs through motion picture musical presentations, has joined the firm of Leo Feist, Inc. Mr. Kalver has a wide acquaintance not only among the executives of photoplay houses throughout the country but counts as his friends many organists and orchestra leaders. For the firm of Leo Feist, Inc., he will cover a wide territory and look after the popularization of Feist popular successes in motion picture houses.

The Edgar Music Co., formerly the Edgar Music Shoppe, Tulsa, Okla., has filed an amendment to its charter to increase its capitalization to \$100,000.

"My Little Nest" Now Recorded by Kreisler

Fritz Kreisler, most eminent of all violinists, has recorded Franz Lehar's "My Little Nest" for the Victor Co. The record is known as "Frasquita Serenade" and it was released late in June. The title is explained by the fact that "My Little Nest" was originally from the Viennese operetta "Frasquita" and, since Kreisler plays it in strictly classical fashion, it was deemed advisable to use a less popular title.

Kreisler is not the only concert artist featuring "My Little Nest," as many singers and pianists have written to Sigmund Spaeth, author of the splendid English lyrics, and to the publishers, the E. B. Marks Music Co., expressing their appreciation of this melodious song.

Anna Case wrote she was so impressed with it that she immediately took it to the Edison Phonograph Co. to arrange with them for a record of it in the very near future.

Cecil Arden, mezzo-soprano of the Metropolitan Opera Co., stated: "Dr. Spaeth surely has made a delightful, singable setting and I

"YOU NEED SOMEONE TO LOVE"
FOX TROT SONG by George Olsen, Eddie Kilfeather and Fran Frey

A Dixie Fox Trot!

"HI-DIDDLE-DIDDLE"
A Mother Goose Fox Trot by Carleton A. Coon and Hal Keidel.

"GEORGIANNA"
by LEWIS and YOUNG and HARRY ARST

"ALL I WANT TO DO IS TO BE WITH YOU"
FOX TROT SONG by Walter Donaldson and Joe Burke

YOU CAN'T GO WRONG

"SHE'S A CORNFED INDIANA GIRL"
COMEDY FOX TROT SONG by George Olsen, Eddie Kilfeather and Fran Frey

WITH ANY 'FEIST' SONG

FIVE RECORD RECORD BREAKERS



SAD EYES

WHO
WOULDN'TPUT YOUR
ARMS WHERE
THEY BELONGOH BOY!
HOW IT WAS
RAININGPINING FOR
YOU

ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST
IRVING BERLIN INC., 1607 BROADWAY, NEW YORK

The House of Feist, Its Policies and the Organization That Carries Them Out

"You Can't Go Wrong With Any Feist Song," a Slogan That Has Successfully Stood the Test of Nearly Three Decades of Activity in the Music Publishing Field

"You can't go wrong with any Feist song" is probably the only slogan ever created and used by a music publishing concern that has become known wherever music is known,



Leo Feist

and that means practically all over the world. The slogan indicates exactly what the music publishing house of Leo Feist, Inc., stands for.

MARK THESE DOWN AS MARKS HITS!

My Little Nest
Franz Lehar's fox-trot masterpiece

Reaching for the Moon
The accepted fox-trot hit of 1926

Would-ja?
Unique rhythm fox-trot

Ain't We Carrying On
The comedy "gang" song hit

Old Stone Mountain
Another "Trail of the Lonesome Pine"

Edward B. Marks Music Co.
225 W. 46th St. New York City

Among professionals, singers, orchestra leaders and bandmasters it means a brand of publications representing all kinds and grades accepted and appreciated by the various tastes of the general public. To the trade at large it means that when a Feist number is published it is issued because it has been tried and found worthy of a place upon the counters and shelves of the music dealers. They know it is a brisk seller.

The general public recognizes it as a trademark of such vocal and instrumental compositions as are entitled to a place upon their pianos. The same holds good for the owners and users of mechanical instruments which serve to reproduce music.

Conclusively, therefore, the slogan, "You can't go wrong with any 'Feist' song," means exactly what it reads.

Printers' Ink in a recent issue included the Feist slogan among fifty of the best-known slogans, and since Printers' Ink is the representative advertising and advertisers' trade paper, the inclusion of the Feist slogan among the fifty was indeed noteworthy.

It is not generally known but nevertheless it is a fact worth remembering that the slogan forms a basis on which all Feist publications are issued. Putting it differently, a composition must stand the test of that slogan before it is finally issued to the profession, the trade and the public.

Leo Feist, Inc., was founded by Leo Feist in the month of August, 1897, with a business policy and ample funds, together with a healthy ambition to make for itself a place in the foremost ranks of the industry. Beginning its career in an office at 1227 Broadway, corner of Thirtieth street, just large enough to hold two chairs, a desk, a piano and two rows of shelves above the piano, it started on its way, building a foundation slowly on a policy that could not then and cannot now fail to succeed—a square deal to the authors and composers, business methods of the highest type in its dealings with the dealers, together with a knowledge and liberal use of advertising space in the best trade papers and eventually in the best national publications. It was this formula, firmly imbedded not only in the mind of Mr. Feist, but in all who were then and who are now associated with the firm, that caused it to grow and grow and prosper. The first employe was Edgar F. Bitner, who was bookkeeper, porter, errand boy, et al. Mr. Bitner is now general manager and treasurer, and upon his shoulders rests the burden of carrying on, as Mr. Feist has for the past few years given but little of his time to the general business activities of the corporation.

From the beginning Mr. Feist was determined to surround himself with the best talent procurable in every department of the business. That he has succeeded is best answered by the position of the company in the industry and the esteem in which it is held by all. With Mr. Bitner at the helm of the executive end of the business, ably assisted by J. A. Decatur, with Phil. Kornheiser at the head of the professional department (and who will dare say that there is a better professional man in the industry than Phil), who, with Solly Cohen and other able lieutenants, sergeants and corporals, guides the destinies of all the Feist branch offices situated in all the key points of the United States under the direction of able and efficient managers; with Lee Olean Smith, as general manager of the department of arrangement, ably assisted by Frank Barry and a corps of America's foremost arrangers; with Cliff Odoms as the master hand in charge of the mechanical reproduction department; with Henry Heine, who for twenty-three years has been chargé d'affaires of the transportation department; with Meyer Jacobs in charge of the counting room; with Major Arthur Hoffman at the head of the secretarial staff; with Lester Santly heading the special service department dedicated to the needs of the band and orchestra leaders; one can easily understand why Leo Feist, Inc., has found its place as one of the popular music houses in America. Every department, including the art department, which is responsible for the well-planned and attractive title pages and advertising matter, under the direction of F. V. Ranck, is equally well manned by the best talent procurable. The general publicity department is under the able direction of Miss Estelle Karn, whose experience in the theatrical world has made her a valuable adjunct to the general advertising department of the corporation.

And so one could go on ad infinitum throughout the various divisions and subdivisions of the business.

It is probably the only popular publishing house occupying its own building, containing 30,000 square feet of floor space exclusively used for music publishing, at 231-235 West Fortieth street, New York, and directly in the heart of the industry.

In the hits that have been issued by the House of Feist will be found hundreds of those that were the most prominent in the last thirty years, beginning with "Smoky Mokes," its first real hit of 1898, up to and including "Horses," one of the Feist hits of 1926.

Roat Co. Has New Song

Charles E. Roat Music Co., of Battle Creek, Mich., recently issued a new song, "I Want a Pardon for Daddy." The words and music are by Charles E. Roat, head of the company, who is also the writer of "Pal of My Dreams."

Forney W. Clement, manager of the publication department of the Roat Co., has arranged an intensive campaign to exploit this new issue.

The 2nd Biggest Hit in Europe!

"BARCELONA"

(A $\frac{3}{8}$ Spanish One Step)

Copyrighted by CECIL LENNOX Ltd London
 LEO FEIST Inc Exclusive Agents for U.S. and Canada

YOU CAN'T GO WRONG WITH ANY 'FEIST' SONG'

Arthur A. Penn Renews Contract With Witmark

Publisher Announces Two New Songs by Well-known Composer Who Is the Author of Many Ballad Successes and Musical Works

Under the terms of a new contract recently executed, M. Witmark & Sons have accepted for publication two new songs by Arthur A. Penn, whose ballad successes and other musical works this firm has handled for many years. They are the first Penn publications issued by Witmark since his "Nobody Else," and "When the Sun Goes Down," the success of each of which has been steadily growing and eventually bids fair to measure up to the remarkable records set by such splendid songs by the same writer as "Smilin' Through," "Sunrise and You," "The Lamplit Hour," "The Magic of Your Eyes," "Sing Along," "Carissima" and others.

The two forthcoming numbers are both written in Mr. Penn's characteristic style, a style as inimitable as it is popular. "I Love You All the Time" is the title of the first novelty. The other number is a peculiarly ingratiating song, with a haunting refrain in waltz tempo, entitled "The Roses Weep at Dawn." As is usual, Mr. Penn is the author of the lyrics of both these songs as well as the composer of the music.

Robbins-Engel, Inc., Issues New Folios of Spirituals

Both Volumes Published to Meet Strong Demand for That Class of Music—Another Folio of Newly Discovered Works in Preparation

Robbins-Engel, Inc., has released two important folios, both acknowledging the increasing demand for Negro spirituals. The first of these issues contains "Famous Negro Spirituals," and the response to this offering forced the issuance of a companion book, "Celebrated American Negro Spirituals." The transcriptions and arrangements are by Hugo Frey, composer-pianist.

Robbins-Engel, Inc., also has in preparation another folio called "My Spirituals." These are newly discovered works never before published, edited and arranged by Eva J. Jessye, director of the Dixie Jubilee Singers.

The above firm is also publisher of the Italian success "Au Revoir But Not Good-bye."

"Sam Fox Presentation Series" New Publications by the Sam Fox Pub. Co.

First Numbers in New List Are "Indian Dawn" and "Neapolitan Nights" in "Idealized Transcriptions for Theatre, Concert and the Dance"—Series Makes Immediate Success

Staged presentations in photoplay houses throughout the country have reached a position where such material is now often prepared



George Lipschultz

on a national scale. It is these elaborate presentations and the booking of prominent vaudeville acts which are not only keeping the photoplay houses of America jammed with customers but are the means of making serious inroads on the popularity and success of vaudeville houses.

The Sam Fox Publishing Co., of New York and Cleveland, O., noting the trend of events, now releases a new edition of publications known as the "Fox Presentation Series." This

series is arranged for orchestra by J. S. Zamecnik and consists of "idealized transcriptions for theatre presentation, concert and dance." Transcriptions are in two parts, "Part I in concert form with an appropriate ending here or without interruption, then proceed with Part II." This is said to be an advanced step in music publications of this caliber and should be a welcome addition to the libraries of photoplay houses and others interested in modernized but elaborate material.

The first of these numbers to appear in the "Fox Presentation Series" are "Indian Dawn" and "Neapolitan Nights."

In this new form "Neapolitan Nights" was first presented under the direction of George Lipschultz, musical director of the T. & D. Theatre, Oakland, Cal. We herewith show Mr. Lipschultz standing in front of a poster of himself at the exterior of the theatre. He is holding a copy of "Neapolitan Nights." This is the beginning of a new national exploitation drive on "Neapolitan Nights" and "Indian Dawn." Both of these numbers have already appeared on practically all the talking machine records and player rolls and have previously been presented in an energetic way in other channels.

The Foster Centennial

LOUISVILLE, KY., July 6.—American folklore societies held a meeting in memory of Stephen Foster, who wrote "My Old Kentucky Home." They hailed his memory on July 4 in celebration of the hundred years since his birth. A resolution to adopt a song other than "My Old Kentucky Home" as the official song of the Commonwealth was defeated in the House during the 1926 legislative session. The Senate had previously passed a resolution substituting "Kentucky," a song composed by Mrs. Leslie Collins, of Frankfort, Ky.

The new Sherman, Clay & Co. song, "Adios," is described as a Spanish parting song. The words and music are by Harry Owens. The number in its early try-outs has been particularly well received.

"HELLO ALOHA"

HOW ARE YOU?

Words by
L. WOLFE GILBERT
Music by
ABEL BAER

The Brightest, Snappiest and Latest FOX TROT Sensation Superb Dance Rhythm!

"ADORABLE"

Words by
TOM FORD
Music by
RAY WYBURN

All that the Title implies—An adorable Fox Trot Song!

"That's Why I Love You"

Words and Music by
WALTER DONALDSON and PAUL ASH

A Donaldson Delight! The Fox Trot Ballad You'll Want To Hear Again and Again!

YOU CAN'T GO WRONG WITH ANY 'FEIST' SONG'

You Can't Go Wrong

"SITTIN' AROUND"

A Fetching Fox Trot Melody With A Novelty Kahn Lyric!

Lyric by
GUS KAHN
Music by
JOE SANDERS

WHAT GOOD IS GOOD MORNING

THERE'S MORE GOOD IN 'GOOD-NIGHT'

An Original Fox Trot Idea With A Great Lyric and A Real Tune!

Lyrics by
LEWIS and YOUNG
Music by
HENRY W. SANTLY

WHAT A MAN!

And "Hot-in da-da-da-daddy" What A Tune!

by
WALTER DONALDSON and RALPH WILLIAMS

With Any **FEIST** Song

Paul Specht Introduces the "Dance Speedometer"

Exclusive Columbia Artist Now Scoring in London, Introduces Ball Room Novelty Which Helps Both Orchestra and Dancers

Paul Specht and His Orchestra, exclusive Columbia recording orchestra, now playing in the Empress Rooms in the Royal Palace Hotel,



Paul Specht and Dance Speedometer

London, have introduced a new ball room novelty which has been enthusiastically acclaimed. This device is called the "Dance Speedometer" and is electrically controlled by Mr. Specht as he conducts the orchestra. As shown in the accompanying illustration the "Dance Speedometer" has two dials; one indicating by a pointer and figures the number of beats, and the other a pendulum beating at exactly that rate. Recording the tempo in this manner, the instrument not only helps the orchestra to maintain perfect dance rhythm but also assists the dancers to do so. Paul Specht predicts that it will not be long before all ball rooms will adopt the "Dance Speedometer."

Saul Bornstein, general manager of Irving Berlin, Inc., will return from his European trip about the middle of August.

Leo Feist Gets New European Sensation

"Barcelona," Spanish One-step, Which Has Swept Europe, to Be Released Here Immediately—Planning Strong Campaign

Leo Feist, Inc., has secured the exclusive agency for North America of the present-day European hit, "Barcelona," a 6-8 one-step, published by Cecil Lennox, Ltd., London.

This Spanish one-step was an overnight sensation in the European capitals and within three weeks of its publication all of the foreign record manufacturers had rushed out special releases, both vocal and instrumental.

Feist imported a limited quantity of the foreign orchestrations, and these are now being used by the American record manufacturers in making their records. Everyone who has heard the song is enthusiastic about its possibilities and concedes it a "natural" hit, which is substantiated by its tremendous sale in London—where right now it is the leading seller.

The American edition is being rushed out, and a characteristic Feist campaign will be put behind it.

"Indian Dawn" a Hit

This Indian love song has found its place among the famous American Indian songs and is continually on the programs of the country's foremost artists. Programs recently received from the following well-known artists featured "Indian Dawn": Rosa Raisa, Frances Alda, Princess Tsiannia, Anna Case, Barbara Maurel and Marjory Moody.

Many of the most prominent orchestras are making a specialty of it, including the famous Paul Whiteman, who not only presented it in his inimitable style to the American public, but also scored with it on his recent trip to London.

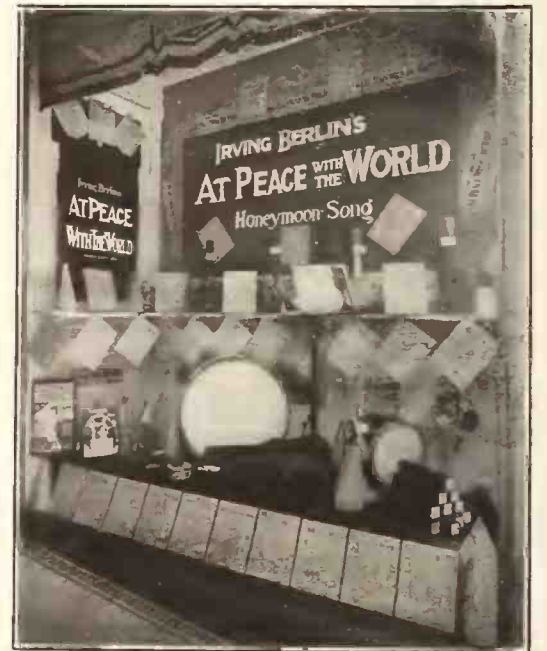
It is interesting to hear that a massed chorus of about one thousand voices will present "Indian Dawn" at the Sesqui-Centennial Exposition, Philadelphia, under the direction of Dr. J. Marvin Hanna. This should prove another good boost for the song as the audience will number well into the thousands and represent almost every part of the globe.

Billy Jones and Ernest Hare, radio and record artists, known as the Happiness Boys, opened at the Strand Theatre, New York, early this week.

"At Peace With the World" Widely Featured

Latest Number by Irving Berlin Given Many Displays by Leading Dealers of the Country

The latest song of Irving Berlin, "At Peace With the World," continues not only to be a steady seller but one that the sales report shows an increasing tendency to further popularity. The publisher, Irving Berlin, Inc., looks upon this latest Berlin offering as one of the best,



A Weymann Berlin Window

lyrically and musically, that this popular writer has ever written.

The trade, too, has shown unusual interest in "At Peace With the World" with the result that it is displayed frequently in dealers' windows throughout the country. Some of the photographs of these window displays have recently come to this department. Among these we select for reproduction a very attractive window of H. A. Weymann & Son, Inc., one of the leading distributing and retail houses of Philadelphia, Pa. Although the reproduction shown is small in size compared with the original, it can be readily seen that the title "At Peace With the World" dominated.

"At Peace With the World" will seemingly still be popular throughout the balance of the Summer and the Fall seasons, as its musical structure is such that, while giving it popularity, it does not cheapen its appeal.

Another new hot dance tune has been added to the Triangle Music Pub. Co. "Blues Series" and it is "Minor Gaff." It was written by Harold Arluck and Dick George, who play with the Buffalonians, a new dance orchestra now playing at the Monte Carlo, New York, under the direction of Jack McLaughlin. This tune is a feature number with the band and it broadcasts it through Station WEAJ twice a week.

FIVE HOTSIE TOTSIES

Cast Away

On the Island of

Waltz

Growing Bigger

Has Been

Blues

A real stomp!

I've Found

A

New Baby

FOX TROT

You'll like this one

Do the

Charleston

It's hot!

How Could

I Be Blue

You'll like this one

ORCH. Small 35¢

CLARENCE WILLIAMS MUSIC PUB. CO. Inc. 1547 B-way N.Y.



EUROPEAN HEADQUARTERS

68 Milton St. (Fore St.) E. C. 2. Clerkenwell 1448



Important Developments Feature Month in the Gramophone Trade of England

J. E. Hough, Ltd., Changes Name to Edison Bell, Ltd.—Annual Report of Columbia Gramophone Co., Ltd., Shows Strong Position of That Company—Other Trade Activities

LONDON, ENGLAND, July 3.—A significant change of title was announced to the trade and public during the last month. Messrs. J. E. Hough, Ltd., send me the following announcement: "The manufacturers of Edison Bell products take this opportunity of informing the trade and public that from now onwards the title of the firm is changed from J. E. Hough, Ltd., to that of Edison Bell, Limited. Traders and all those concerned are kindly asked to make a note of this. It is to be remarked that the alteration in title in no way affects the management or personnel of the House of Edison Bell, so that its more than thirty years' continuity remains unbroken. The company hopes to maintain as hitherto, and further, to consolidate the good relations it has so long enjoyed with trade and public."

The conjoined names of the two pioneer inventors, Edison and Bell, have been associated with the products of this house since 1893. On the merging of the interests of the Edison Bell Consolidated Phonograph Co., Ltd., and Edisionia, Ltd., in which companies the late J. E. Hough filled the principal role, a new company was formed under the title of J. E. Hough, Ltd., in 1909. This concern purchased the name of Edison Bell, the goodwill, plants and assets.

Without Tone-arm or Internal Amplifier

A gramophone which does not utilize the aid

of tone-arm, horn or ordinary sound-box has recently made its appearance on the French and English markets. Styled the "Phonos," it is an Italian invention, and is in the form of a concave glass cylinder fitted into a round metal frame of very light construction. This frame attaches to a pillar fixed to the side of the turntable. From the middle of the glass cylinder, or radiator, protrudes the needle attachment, and the needle itself drops centrally upon the turntable. The "Phonos" is being sold by Messrs. Pettigrew and Merriman, of 122-4 Tooley street, London, and can be obtained also as an attachment for those already possessing instruments. In place of the ordinarily constructed instrument, with the "Phonos" all that is necessary is the motor and turntable. The company claims that it reproduces the bass with a deep and full resonant tone and that the higher frequencies are registered with perfect clarity. I have been able to give it a fairly comprehensive test and can speak as to its remarkable volume of tone. Attached to a small case with single spring motor and turntable, the "Phonos" gave remarkable results, more than equaling in quality and quantity the reproduction of many existing larger makes.

Columbia Co.'s Magnificent Report

The annual general meeting of the Columbia Graphophone Co., Ltd., revealed that Columbia

sales and net profits during the past year were the largest in the twenty-six years of the company's history.

The Peter Pan Senior

The enterprising Peter Pan Gramophone Co has greeted the portable season with a new model, which it styles the "Peter Pan Senior." This new model is much like the older Peter Pan in appearance, except that it is a little larger, being two inches by eleven inches by five inches, and contains an internal and ingeniously contrived amplifier. It has also space for the carrying of six or eight records, and it is possible to wind up the spring without placing the instrument over the edge of the table as is usual in most portable instruments. With these improvements and the remarkable volume of tone that it emits, the new Peter Pan is one of the best of the cheaper portable instruments on the market, and the company should do exceedingly well with it.

Gramophone Manufacturers' Annual Meeting

At the annual general meeting of this Association held at the Federation Offices on Tuesday, June 22, E. C. Paskell (Colmore Depot, Birmingham) was unanimously elected president. He is the first of the provincial factors to be accorded this signal honor, which fittingly rewards his constant and active interest in the work of the Association since its foundation in 1918. Geo. Murdoch (The Murdoch Trading Co.), the retiring president, paid warm tribute to the untiring efforts of the officers and committee during his year of office, and emphasized the importance of maintaining this live organization. Geo. Wallis (J. Wallis & Son, Ltd.)

(Continued on page 128)

"The Super Grippa"

Following the success of the "Pixie Grippa" accorded a world wide popularity for fine tone quality and craftsmanship, the "Super Grippa" is the last word in Portable Gramophones.

It is truly unbreakable, designed with every thought for extreme portability and very hard wear. It remains an artistic production fit for the costliest parlor, or the most exhausting trek. Compare its size, weight and specification. Size 11x10³/₄x5. Weight 10¹/₄ lbs.

Specification

Solid dovetailed cabinet covered with fine waterproof black leatherette. All brass fittings. Solid metal patent Sound chamber and motor board in one piece. Highest grade tone and double amplifier. Thorens 39 worm gear or Garrard All British Motor. Metal bound cover and patent record container.

Again compare the size, weight and value.



Price £4. 4. 0.

Subject usual Trade and Shipping Terms.

Lists, quotations and territory open on application by mail. Bentley's Code.

PEROPHONE LTD. Sole Patentees and Manufacturers,
76-78 City Road, London, England

Cables: Perowood, London.

FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 127)

was appointed vice-president; W. B. Beare (Beare & Son), honorary treasurer; Messrs. Chantrey, Button & Co., honorary auditors; and C. E. Timms (Besson & Co., Ltd.), whom the retiring president referred to as the ideal secretary, will continue to act in that capacity.

The Council of the Association comprises: Messrs. D. J. Blaikley (Bosey & Co.); M. F. Cooksey (J. Thibouville, Lamy & Co.); H. J. Cullum, M.B.E. (Perophone, Ltd. & Lockwoods); Geoffrey Hawkes (Hawkes & Son); C. W. Howell (Scala Record Co.); A. G. Houghton (G. Houghton & Sons); H. M. Lemoine (Edison Bell, Ltd.); Geo. Murdoch (Murdoch Trading Co.); Frank Samuel (Barnett, Samuel & Sons, Ltd.); H. Moorby Smith (Johnson Talking Machine Co.); Louis Sterling (Columbia Graphophone Co., Ltd.).

The list of members embraces practically the whole of the gramophone manufacturing and wholesale trades, the band and orchestral instrument makers, and small goods manufacturers and wholesalers.

The New Duophone Pliable Record

There is considerable interest in gramophone trade circles here over the new Duophone Unbreakable record, which I understand will be ready for the market on September 1. The new company is to be known as The Duophone and Unbreakable Record Co., Ltd., and is issuing £100,000 in 200,000 cumulative participating preference shares of 10s each, and £150,000 in 300,000 ordinary shares of 10s each, a total of £250,000, of which £162,500 has been taken up. The new record is double-sided, flexible and unbreakable and will be profitably sold at one shilling. The new process was finally perfected some eight months ago and has already been produced in the Australian factory on a considerable scale.

Gramophone Dealers' Report

The report of the Gramophone Dealers' Association (1920) recently issued, contains an account of much useful work put in by the Association during its six years of life. Since its foundation, the committee of the Association has held three meetings, and during the last year reports the election of sixty-five new members. The report describes the Association's actions in the following matters: Double-sided records, surplus and unsalable records, hire purchase, discounts to educational authorities, limitation of catalogs, factoring, execution of urgent orders, records on approval, second-hand

gramophones, definition of "full stock dealer," cut-outs, joint conferences with manufacturers' association, dividends given by co-operative stores, etc. A stop press notice in the report deals with the action taken by the Association in reference to a circular letter sent by the Gramophone Co. to its dealers asking them to make a return of their stocks of machines three times per year. After negotiation with A. T. Lack, manager of the English branch of the company, the committee were able to reconcile apparently conflicting interests. Attention was also called at the last meeting of the dealers' committee to advertisements of one of the large London stores offering to supply gramophones on Hire-Purchase terms extending over one, two or three years, charging interest at the rate of 2½ per cent per annum. Mr. Lack, who was present at this meeting, promised to convey the wish of the committee to his company, viz., that steps should be taken to stabilize hire-purchase terms, and the recommendation that the Columbia Graphophone Co. and other makers should meet in joint conference with the Gramophone Co., to explore this subject and, if possible, adopt fixed prices for hire-purchase transactions.

Brief Paragraphs of Interest

I understand that Louis Sterling will sail for New York about the beginning of September. Mr. Sterling was to have read an interesting paper at the recently canceled Convention of the Federation of British Music Industries on the future of the Music Industries. The completion of this paper is awaited with interest. A trip to Germany has delayed it, but Mr. Sterling has promised me a copy for summarization in *The World* shortly.

Owing to the huge success of the 1926 British Industries Fair, the Department of Overseas Trade is already planning the 1927 Fair, and I hear that the hall usually devoted to Musical Instruments has already been fully booked up for piano exhibits only, and that the Gramophone industry will be obliged to take a portion of the adjoining hall, C.

The Polyphonewerke, Leipzig, records a record business during the past year and also that its subsidiary concerns have done well, though profits have been less than in the preceding year owing to alterations involved in the introduction of the electrical recording process. A dividend of 8 per cent is to be paid.

Arrangements are, I understand, on the point of completion for the acquisition of a factory

here for the Brunswick Co. The organizing staff, with plant, have already arrived in England.

The latest position of Gramophone shares on the market is as follows: Columbia Graphophone ordinary 10s—48s. Preference £1 shares at 21s; Gramophone Co. ordinary 67s 3d; Vocalion Gramophone Co. 8s.

Metropolitan Victor Ass'n Discusses Cheaper Record

An interesting discussion on the question as to whether or not the Victor Co. should market a fifty-cent record was the outstanding feature of the June meeting of the Metropolitan Victor Dealers' Association, held on Wednesday, June 30, at the Cafe Boulevard, New York. The discussion was led by J. Schick. Many of the members joined in the discussion and it was finally decided to ask the company to produce such a record.

It was also decided to form a "Collection Service" for the benefit of members of the Association. This service would consist of a tracer and lawyer who would follow up and attempt to collect bad accounts and, failing to accomplish this, sue to repossess the merchandise involved. Regarding the question of building up membership, it was found advisable to find some one who will devote all his time to bringing non-member Victor dealers into the Association in return for a percentage of the initiation fee.

There will be no meetings of the Association during July and August, the next gathering to take place in September on a date not yet decided.

Cambridge University Men Protest Phonograph Ban

A despatch from London, Eng., says that Cambridge University students are trying to get the ban raised on the phonograph, which for many years has been forbidden within university bounds and on the neighboring river.

Lovelorn couples through England are not happy unless they can have a phonograph in a canoe or punt with them on bright sunny days when they drift along shady streams. Cambridge students are no exception, and they resent the prohibition of tinned music.

Hoary-headed professors of Sanskrit and Hebrew resented the invasion of the phonograph nearly twenty years ago. They said it was against the classical spirit of Cambridge to have popular music ringing through the ivy-clad court and along the intimate little river about which the buildings are grouped. But the students insist that the records are no longer of the tin-panny character they were in years past, and that university men are denied part of their musical education through the present ban.

Beware of This Man

Shafer's Music Store, Santa Ana, Cal., reports a recent costly experience with a young man who entered the store and asked to see a Model 305 Stewart-Warner radio receiver. In accordance with the young man's request, the set with all its accessories, was sent to the prospect's home, to be left there for a day or two while he made his decision regarding the purchase. When the dealer visited the young man's home two days later he found that both his prospect and the receiving set had disappeared for parts unknown. Investigation revealed that the young man had rented a furnished apartment for a week, and in addition to Shafer's Music Store he had defrauded three other radio dealers in Santa Ana by the same clever method of fraud. The number of the Model 305, which disappeared, was 16042.

POINTS ABOUT SPRINGS (9)

Some gramophone motors leave much to be desired in the design. If the spring is too strong, the life of the motor is endangered owing to the undue strain of the gearing. We give a case in point:—A few years ago a motor was placed on the market fitting with a spring, the dimensions of which were 9 ft. X 1" X .030" and would only play one 12" record. We found that a spring of 17 ft. X 1" X .020" was quite strong enough to keep the motor well above its work with the added advantage of playing two records. The Vulcan list is the only list that gives you all the information you need.

USE VULCAN MAINSPRINGS



Best in the Long Run!

Made by
J. STEAD & CO., Ltd.

**MANOR WORKS
SHEFFIELD, ENGLAND**

Advance RECORD BULLETINS for August, 1926

Columbia Phonograph Co.

- CELEBRITY SERIES**
- 7110-M Il Bacio (The Kiss) (Arditi)—Waltz Song—Soprano Solo Maria Kurenko 12
 - Manon: Voyons, Manon, plus de chimeres! (An End to Dreams, Manon!) (Massenet)—Soprano Solo Maria Kurenko 12
 - 7109-M Etude in C Minor, Op. 25, No. 12 (Chopin); Waltz in A Flat Major (Brahms)—Piano Solo Percy Grainger 12
 - Prelude in A Flat Major (Chopin)—Piano Solo Percy Grainger 12
 - 123-M Viva Sevilla (Ochoa)—Bass Solo, Jose Mardones 10
 - A Traves del Desierto (Blanco)—Bass Solo, Jose Mardones 10
 - 121-M By the Waters of Minnetonka (Licurance) Soprano Solo Corinne Rider-Kelsey 10
 - At Dawning (Cadman)—Soprano Solo, Corinne Rider-Kelsey 10
- DANCE MUSIC**
- 667-D Where'd You Get Those Eyes?—Fox-trot, with Vocal Chorus by Ted Lewis, Ted Lewis and His Band 10
 - That's Why I Love You—Fox-trot, with Vocal Chorus by Ted Lewis, Ted Lewis and His Band 10
 - 662-D When the Red, Red, Robin Comes Bob, Bob, Bobbin' Along—Fox-trot, with Vocal Chorus by Franklyn Baur, Ipana Troubadours (S. C. Lanin, Dir.) 10
 - Roses Remind Me of You—Fox-trot, with Vocal Chorus by Lewis James, Ipana Troubadours (S. C. Lanin, Dir.) 10
 - 653-D I May Be Dancing With Somebody Else—Fox-trot Leo Reisman and His Orch. 10
 - Bye, Bye, Blackbird—Fox-trot, Leo Reisman and His Orch. 10
 - 669-D I'm Just Wild About Animal Crackers—Fox-trot, with Vocal Chorus by Frank Harris, California Ramblers 10
 - Ya Gotta Know How to Love—Fox-trot, with Vocal Chorus by Arthur Fields, California Ramblers 10
 - 647-D Gypsyland—Fox-trot, with Vocal Chorus by Frank Harris, Ipana Troubadours (S. C. Lanin, Dir.) 10
 - Give Me To-day—Fox-trot, with Vocal Chorus by Arthur Hall California Ramblers 10
 - 650-D Hi-Ho! The Merrio—Fox-trot, with Vocal Chorus by Arthur Fields, The Knickerbockers 10
 - To-night's My Night With Baby—Fox-trot, with Vocal Chorus by Robert Benjamin, The Knickerbockers 10
 - 649-D In the Middle of the Night—Waltz, Francis Craig and His Orchestra 10
 - Ting-a-Ling—Waltz, Francis Craig and His Orch. 10
 - 656-D So Is Your Old Lady—Fox-trot, with Vocal Chorus by "Shucks" Park, Warner's Seven Aces 10
 - You've Got Those "Wanna Go Back Again" Blues—Fox-trot, with Vocal Chorus by Bennett and Pittman Warner's Seven Aces 10
 - 660-D Katinka—Fox-trot, with Vocal Chorus by Ray Stillwell, Fred Rich and His Hotel Astor Orch. 10
 - The Blue Room (From "The Girl Friend")—Fox-trot, Fred Rich and His Hotel Astor Orch. 10
 - 665-D Deep Henderson—Fox-trot...The Buffalodians 10
 - Here Comes Emaline—Fox-trot, The Buffalodians 10
 - 654-D Jackass Blues—Fox-trot, Fletcher Henderson and His Orch. 10
 - The Stamped—Fox-trot, Fletcher Henderson and His Orch. 10
- VOCAL NUMBERS**
- 652-D Hello, Aloha! How Are You?—Male Quintet, The Singing Sophomores 10
 - Honey Bunch—Male Quintet, The Singing Sophomores 10
 - 657-D It Don't Do Nothing But Rain, Art Gillham (The Whispering Pianist) 10
 - He Ain't Done Right by Nell, Art Gillham (The Whispering Pianist) 10
 - 664-D Learning How to Love—Vocal, Edith Clifford 10
 - Oh, Girls! What a Boy—Vocal, Edith Clifford 10
 - 666-D My Dream of the Big Parade—Vocal, Frank Harris 10
 - Lay My Head Beneath a Rose—Vocal, Frank Harris 10

- 648-D Somebody's Lonely—Vocal, Johnny Marvin (The Ukulele Ace) 10
 - There's a Blue Ridge in My Heart, Virginia—Vocal, Johnny Marvin (The Ukulele Ace) 10
 - 651-D Hi-Diddle-Didle—Vocal Harmonies, Ethel and Dorothea Ponce 10
 - Happy-Go-Lucky Days (From "Topsy and Eva")—Vocal Harmonies, Ethel and Dorothea Ponce 10
 - 655-D Hokum-Smokum—Vocal Duet, The Record Boys (Bernard-Kamplain-Step) 10
 - Oo-Long's in Wrong in Hong-Kong Now—Vocal Duet, The Record Boys (Bernard-Kamplain-Step) 10
 - 661-D The Pump Song—Vocal Ed Smalle 10
 - Katinka—Vocal Ed Smalle 10
 - 658-D Shout All Over God's Heaven, Fisk University Jubilee Singers 10
 - Keep a' Inchin' Along, Fisk University Jubilee Singers 10
 - 663-D She's the Daughter of Mother Machree—Tenor Solo William A. Kennedy 10
 - Dear Old-Fashioned Irish Songs My Mother Sang to Me—Tenor Solo, William A. Kennedy 10
- INSTRUMENTAL MUSIC**
- 50021-D Semiramis: Overture, Parts 1 and 2 (Rossini), British Broadcasting Co.'s Symphony Orch. 12
- SACRED AND STANDARD MUSIC**
- 50020-D Joy Cometh in the Morning!, Lucy M. Van De Mark, Soloist of The First Church of Christ Scientist in Boston, Mass. 12
 - God Will Take Care of You, Lucy M. Van De Mark, Soloist of The First Church of Christ Scientist in Boston, Mass. 12
 - 50022-D Land of Hope and Glory—Baritone Solo, with Vocal Chorus by Harold Williams, The Sheffield Choir (Dr. H. Coward, Con.) 12
 - The Messiah—Hallelujah Chorus (Handel), The Sheffield Choir (Dr. H. Coward, Con.) 12
- MARCHES**
- 659-D Sesqui-Centennial Exposition March (Sousa), Columbia Band 10
 - The Gridiron Club March (Sousa), Columbia Band 10
 - 668-D National Emblem March (Bagley), Columbia Band 10
 - The Stars and Stripes Forever March (Sousa), Columbia Band 10
- FAMILIAR TUNES—OLD AND NEW**
- 15078-D Everybody Works But Father—Vocal, Riley Puckett 10
 - Wal I Swan—Vocal Riley Puckett 10
 - 15082-D Goin' to Have a Big Time To-night—Vocal, Vernon Dalhart 10
 - Putting on the Style—Vocal, Vernon Dalhart 10
 - 15079-D Crazy Coon—Vocal Walter Morris 10
 - Betsy Brown—Vocal Walter Morris 10
 - 15080-D Jonah and the Whale—Vocal Duet, Marshall Smith-John Marlor 10
 - Home in the Rock—Vocal, Marshall Smith 10
 - 15081-D Flop-Eared Mule—Mountain Dance Music, Blue Ridge Highballers (C. La Prade, Leader) 10
 - Fourteen Days in Georgia—Mountain Dance Music, Blue Ridge Highballers (C. La Prade, Leader) 10
- IRISH MUSIC**
- 33093-F The Morning Star and Rakish Paddy, Sullivan's Shamrock Band 10
 - Jackson's Fancy and Apples in Winter, Sullivan's Shamrock Band 10
 - 33094-F Garryowen Sullivan's Shamrock Band 10
 - Fairy Dance and Five-Mile Chase, Sullivan's Shamrock Band 10
 - 33095-F Danny Boy—Tenor Solo, Seamus O'Doherty 10
 - Pearse to Ireland—Tenor Solo, Seamus O'Doherty 10
 - 33096-F Kerry Mill's Barn Dance—Accordion Solo, Flanagan Bros. 10
 - Flanagan at the Racket—Comic Sketch, Flanagan Bros. 10
 - 33097-F Dear Old-Fashioned Irish Songs My Mother Sang to Me—Tenor Solo, William A. Kennedy 10
 - She's the Daughter of Mother Machree—Tenor Solo William A. Kennedy 10
 - 33098-F Skibbereen—Tenor Solo, Seamus O'Doherty 10
 - The Leprehann—Tenor Solo, Seamus O'Doherty 10
 - 33099-F The Boys of the County Cork—Tenor Solo, Shaun O'Nolan 10
 - Mrs. Gillhooley—Tenor Solo, Shaun O'Nolan 10
 - 33100-F The Meeting of the Waters—Tenor Solo, George O'Brien 10
 - The Valley Lay Smiling Before Me—Tenor Solo George O'Brien 10

Edison Disc Records

- ALREADY RELEASED SPECIALS**
- 51749 The Jealous Lover of Lone Green Valley—Singing, Harmonica, Violin and Guitar, Vernon Dalhart & Co. 10
 - The Drunkard's Lone Child (Knoles-Jeffries-Jenkins)—Singing, Harmonica, Violin and Guitar, Vernon Dalhart & Co. 10
 - 51755 The Pump Song (Lerner-Fields-Whiting)—Dave Kaplan at the Piano, Billy Jones-Ernest Hare (The Happiness Boys) 10
 - The Lunatic's Lullaby (Moore-Tucker-Leslie) Dave Kaplan at the Piano, Billy Jones-Ernest Hare (The Happiness Boys) 10
 - 51758 Bye, Bye, Blackbird (Dixon-Henderson)—Male Voices National Male Quartet 10
 - Honey Bunch (Friend)—Male Voices, National Male Quartet 10
 - 51744 The Strolling Yodler—Zither, Violin and Guitar, Frank M. Kamplain 10
 - Yodelin' Bill (Bernard), Al Bernard-Frank M. Kamplain 10
 - 51759 Hello, Aloha! How Are You? (Gilbert-Baer)—Singing and Instrumental The Aristocrats 10
 - Kawaihau Waltz—Instrumental Duet, Ford Hawaiians 10
 - 51767 Talking to the Moon (Little-Baskette), The Frolickers 10
 - Hi-Diddle-Didle (Coon-Keidel)—With Dave Kaplan at the Piano, Billy Jones-Ernest Hare 10
 - 51765 Truly I Do (Palmer-Williams), Arthur Hall-John Ryan 10
 - I Wish You Were Jealous of Me (Haubrich-Rowel) Arthur Hall-John Ryan 10
 - 80871 Cherie, I Love You (Cherie, Te T'aime) (Goodman) Herbert Soman's Salon Orch. 10
 - Lonesome Melody o' Mine (Nelson-Magine), Herbert Soman's Salon Orch. 10
 - 51766 Somebody's Lonely (Davis-Gold), Frank Braidwood (The Cowboy Baritone) 10
 - No More Worryin' (Kahn-Donaldson-Mills), Frank Braidwood (The Cowboy Baritone) 10
 - 51733 The Bells of St. Mary's (Adams)—Leedy-Vibratone Bells Signor Lou Chiha "Friscoe" 10
 - O Sole Mio (diCapua)—Leedy-Vibratone Bells, Signor Lou Chiha "Friscoe" 10
 - 82346 Melody (Dawes)—Violin Carl Flesch 10
 - Romance, Op. 44, No. 1 (Rubinstein-Wieniawski)—Violin Carl Flesch 10
- FLASHES**
- 51756 At Peace With the World (Berlin)—Waltz, with Vocal Refrain by James Doherty, Jack Stillman's Orch. 10
 - In the Middle of the Night (Rose-Donaldson)—Waltz Jack Stillman's Orch. 10
 - 51752 Poor Papa (He's Got Nuthin' at All) (Rose-Woods)—Fox-trot Markels' Orch. 10
 - To-night's My Night With Baby (Caesar-Meyer-Buttenuth)—Fox-trot Markels' Orch. 10
 - 51751 The Blue Room (From "The Girl Friend") (Hart-Rodgers)—Fox-trot, Mike Speciale and His Orch. 10
 - I'm Lonely Without You (Green-Warren)—Fox-trot, with Vocal Refrain, Mike Speciale and His Orch. 10
 - 51757 Talking to the Moon (Little-Baskette)—Fox-trot, B. A. Rolfe and His Palais D'or Orch. 10
 - Bye, Bye, Blackbird (Dixon-Henderson)—Fox-trot B. A. Rolfe and His Palais D'or Orch. 10
 - 51753 As Long as I Have You (Haubrich-Lewis-Simon)—Fox-trot, with Vocal Refrain by Arthur Fields Green Bros. Novelty Band 10
 - Louise, You Tease (Denni-Clay-Denni)—Fox-trot Green Bros. Novelty Band 10
 - 51754 Raquel Meller (Padilla-Wolter-Guerrero) (Intro.: "My Toreador," "Who'll Buy My Violets," "Poor Scentless Flow'r" and "At the Dance")—Fox-trot Kaplan's Melodists 10
 - Just a Little Dance (Grossman-Ash-Olman)—Fox-trot Kaplan's Melodists 10
 - 51760 Hi-Ho! The Merrio (As Long as She Loves Me) (Brown-Davis-Conrad)—Fox-trot, with Vocal Chorus by Tom Howard, Earl Oliver's Jazz Babies 10
 - My Darling (Kahn-Williams-Kelly)—Fox-trot, with Vocal Chorus by Bud Kennedy, Jack Stillman's Orch. 10
 - 51761 Blue Bonnet—You Make Me Feel Blue (Bryan-Wendling-Richman), B. A. Rolfe and His Palais D'or Orch. 10
 - Give Me To-day (And You Can Have To-morrow) (Kerr-Titsworth-Bell)—Fox-trot, B. A. Rolfe and His Palais D'or Orch. 10
 - 51762 Lulu Lou (Hall)—Fox-trot, with Vocal Refrain by Tom Howard Earl Oliver's Jazz Babies 10
- (Continued on page 130)

YOU CAN'T GO WRONG WITH ANY FEISTY SONG

"I'M WALKING AROUND IN CIRCLES"
A "rollin' stone" Ballad!
Lyrics by LEWIS and YOUNG
Music by FRED PHILLIPS

"WHERE'D YOU GET THOSE EYES"
and also those lips—
and those nose!
WALTER DONALDSON'S
Novelty Fox Trot

"LEAVE ME SOMETHING TO REMEMBER"
A Beautiful Memory Song
by BENNY DAVIS
and JOE BURKE

"KATINKA"
That Russian Fox-Trot-sky
by BEN RUSSELL
and HENRY TOBIAS

"HELLO ALOHA"
(HOW ARE YOU)

ADVANCE RECORD BULLETINS FOR AUGUST—(Continued from page 129)

Hard-to-Get Gertie (Yellen-Ager)—Fox-trot, Golden Gate Orch.
 51764 Her Beaus Are Only Rainbows (Bryan-Meyer)—Fox-trot, Markels' Orch.
 Kitty's Kisses (From "Kitty's Kisses") (Kahn-Conrad)—Fox-trot, with Vocal Chorus by Arthur Hall, Markels' Orch.

Edison Blue Amberol Records

5107 Pale Moon—An Indian Love Song, Herbert Soman's Salon Orch.
 5121 Trumpet Blues—Fox-trot; Trumpet Solo, with Piano and Traps Accomp. by Arthur Schutt and David Grupp, Donald Lindlev
 5155 The Old Oaken Bucket—Waltz, with Vocal Refrain by James Doherty, Kaplan's Melodists
 5157 Tamiami Trail—Fox-trot, Dave Kaplan's Novelty Orch.
 5158 Break the News to Mother, Waikiki Hawaiian Orch. (Louise-Ferera)
 5160 After I Say I'm Sorry (What Can I Say?)—Baritone, with Irwin Dash at the Piano, Frank Braidwood (The Cowboy Baritone)
 5162 That Certain Feeling (From "Tip Toes")—Fox-trot, with Vocal Refrain by Arthur Fields, Tennessee Happy Boys
 5163 Don't Steal Daddy's Medal (The Burglar and the Child), Manuel Romain
 5164 Valencia—Vocal Refrain by Charles Harrison, Jack Stillman's Orch.
 5165 Tie Me to Your Apron Strings Again—Fox-trot, with Vocal Refrain by Arthur Fields, Tennessee Happy Boys
 5168 Onward, Christian Soldiers! The Calvary Choir and the Choir Boys of St. Andrews Church, N. Y.
 5169 Kitten on the Keys—Piano Solo, Zed Confrey
 5170 The Drunkard's Lone Child—Singing, Harmonica, Violin and Guitar, Vernon Dalhart & Co.
 5171 The Jealous Lover of Lone Green Valley—Singing, Harmonica, Violin and Guitar, Vernon Dalhart & Co.
 5172 The Prisoner's Sweetheart—Singing, Violin and Guitar, Charles Harrison

Victor Talking Machine Co.

LIST FOR JULY 2
 20064 Talking to the Moon, The Revelers
 No Foolin', The Revelers
 20065 Any Ice To-day, Lady?, Aileen Stanley-Billy Murray
 Whadda You Say We Get Together?, Aileen Stanley-Billy Murray
 20063 What Good is Good Morning?—Fox Trot, Irving Aaronson and His Commanders
 Hi-Ho! The Merrio—Fox-trot, Irving Aaronson and His Commanders
 LIST FOR JULY 9
 20071 Mountain Greenery—Fox-trot, Roger Wolfe Kahn and His Orch.
 Cross Your Heart—Fox-trot, Roger Wolfe Kahn and His Orch.
 20069 To-night's My Night With Baby, Jack Smith
 When the Red, Red Robin Comes Bob, Bob, Bobbin' Along, Jack Smith
 20070 I Wish I Had My Old Gal Back Again, Henry Burr
 Am I Wasting My Time on You, Elliott Shaw
 LIST FOR JULY 16
 20075 At Peace With the World, Jesse Crawford
 Valencia, Jesse Crawford
 20077 Let the End of the World Come To-morrow, Helen Clark-Lewis James
 Sleepy Head, Lewis James-Franklyn Baur
 20074 Cherie, I Love You—Waltz, Waring's Pennsylvanians
 Burgundy—Fox-trot, The B. F. Goodrich Silvertown Cord Orch.
 20078 To-night's My Night With Baby—Fox-trot, Waring's Pennsylvanians
 In a Little Garden—Fox-trot, Waring's Pennsylvanians
 LIST FOR JULY 23
 20083 The Pump Song—Fox-trot, Irving Aaronson and His Commanders
 Any Ice To-day, Lady?—Fox-trot, Waring's Pennsylvanians
 20082 Valencia (A Song of Spain), The Revelers
 The Blue Room, The Revelers
 20084 Tamiami Trail, Gene Austin
 But I Do—You Know I Do, Gene Austin
 20085 Sympathy—Waltz, Frank Banta
 When the Red, Red Robin Comes Bob, Bob, Bobbin' Along, Frank Banta
 LIST FOR JULY 30
 20091 Lonesome and Sorry, Victor Salon Orch.
 At Peace With the World, Victor Salon Orch.
 20072 Sweet Rosie O'Grady, Shannon Quartet
 Will You Love Me in December as You Do in May?, Shannon Quartet
 20068 Nobody Knows de Trouble I've Seen, Paul Robeson
 Swing Low, Sweet Chariot, Paul Robeson
 20051 Why Do I Always Remember, Maurice J. Gunsky
 Lay My Head Beneath a Rose, Maurice J. Gunsky
 35776 Sylvia (Speakes-Gaines), Associated Glee Clubs of America
 Autumn Sea (Baker-Gerike), Associated Glee Clubs of America
 20088 I Found a Round-About Way to Heaven, Correll-Gosden
 That's Why I Love You, Correll-Gosden
 35761 Dolores (Waldteufel)—Waltz, Creatore's Band
 Moraima (Espinosa)—Spanish Caprice, Creatore's Band
 35774 Danube Waves—Waltz, International Concert Orch.
 Over the Waves—Waltz, International Concert Orch.
 20067 Cowboy Love Song, Carl T. Sprague
 Following the Cow Trail, Carl T. Sprague
 DANCE RECORDS
 20066 Valentine—Fox-trot, International Novelty Orch.
 Raquel Meller Medley—Fox-trot, Roger Wolfe Kahn and His Orch.
 20089 Bye, Bye, Blackbird—Fox-trot, George Olsen and His Music
 What's the Use of Talking—Fox-trot, George Olsen and His Music
 20076 As Long as I Have You—Fox-trot, Johnny Hamp's Kentucky Serenaders
 Looking at the World Through Rose-Colored Glasses—Fox-trot, Waring's Pennsylvanians
 20081 Deep Henderson—Fox-trot,

Coon-Sanders Original Nighthawk Orch.
 Ace in the Hole—Fox-trot, Katz and His Kittens
 RED SEAL RECORDS
 1160 At Evening (Au Soir) (Friml-Kramer), Mischa Elman
 Letter of Love (Lettre d'amour) (Cui-Elman), Mischa Elman
 1166 Sylvia Ballet (Delibes)—Intermezzo and Valse Lente, A. Hertz and San Francisco Symphony Orch.
 Sylvia Ballet—Pizzicati, A. Hertz and San Francisco Symphony Orch.
 1164 'A Vucchella (A Little Posy) (d'Annunzio-Tosti)—In Italian, Rosa Ponselle
 Luna d'Estate (Summer Moon) (Mazzola-Tosti)—In Italian, Rosa Ponselle
 1161 Hopak (Moussorgsky-Rachmaninoff), Sergei Rachmaninoff
 Wandering (Schubert-Liszt), Sergei Rachmaninoff
 1153 Jota (Spanish Song) (de Falla)—In Spanish, Tito Schipa
 A Cuba (A Song of Cuba) (Schipa)—In Spanish, Tito Schipa
 EDUCATIONAL RECORD
 20079 Melodies for Children—Part 1, Victor Concert Orch.
 Melodies for Children—Part 2, Victor Concert Orch.

EDUCATIONAL RECORD

Brunswick Records

3204 Tell Me You Love Me (O'Hara-King)—Fox-trot, for Dancing, Isham Jones' Orch.
 Three-Thirty Blues (Crozier)—Fox-trot, for Dancing, Isham Jones' Orch.
 3215 Hard-to-Get Gertie (Yellen-Ager)—Comedienne with Orch., Esther Walker
 Ya Gotta Know How to Love (Green-Warren)—Comedienne with Orch., Esther Walker
 3218 Hello, Aloha; How Are You? (Gilbert-Baer)—Fox-trot, for Dancing, Mike Markels' Orch.
 Hi Ho! The Merrio (As Long as She Loves Me) (Brown-Davis Conrad)—Fox-trot, Mike Markels' Orch.
 3217 Roses (Britt-Tobias)—Fox-trot, for Dancing—Vocal Chorus by Keller Sisters and Lynch, Carl Fenton's Orch.
 I Found a Round-About Way to Heaven (De-costa-Richman-Silver)—Fox-trot, for Dancing—Vocal Chorus by Keller Sisters and Lynch, Carl Fenton's Orch.
 3219 What! No Spinach? (Tracey-Aitken-Moore)—Comedian, with Piano, Ed. Smalle
 Waffles (Fisher-Koppel)—Comedian with Piano, Ed. Smalle
 3220 My Little Nest (Of Heavenly Blue) (Spaeth-Lehar)—Fox-trot, for Dancing, Ernie Golden and His Hotel AcAlpin Orch.
 Roses Remind Me of You (Davis-Sherman-Burke)—Fox-trot, for Dancing, Ernie Golden and His Hotel AcAlpin Orch.
 3222 When the Red, Red Robin Comes Bob, Bob, Bobbin' Along (Woods)—Comedian, with Orch., Al Jolson, with Carl Fenton's Orch.
 Here I Am (De Sylva-Brown-Henderson)—Comedian, with Orch., Al Jolson, with Carl Fenton's Orch.
 3227 Lay My Head Beneath a Rose (Madison-Falkenstein)—Fox-trot, for Dancing, Colonial Club Orch., with Vocal Duet
 Hush-a-Bye (Calvin Spencer)—Fox-trot, for Dancing, Colonial Club Orch., with Vocal Duet
 3233 Every Little Thing You Do—Intro, "Marie," from "Ziegfeld's Revue of 1926" (Buck-Hanley)—Fox-trot, for Dancing, Carl Fenton's Orch., with Vocal Chorus
 Florida, the Moon and You—Intro, "Wasn't It Nice" from "Ziegfeld's Revue of 1926" (Buck-Friml-Caesar)—Fox-trot, for Dancing, Carl Fenton's Orch., with Vocal Chorus
 3234 The Old Fiddler's Song (Smith)—Tenor, with Violin and Flute, Vernon Dalhart
 Lay My Head Beneath a Rose (Madison-Falkenstein)—Tenor, with Violin and Flute, Vernon Dalhart
 3237 How Many Times? (Berlin)—Fox-trot, for Dancing, Bennie Krueger's Orch.
 Leave Me Something to Remember (Davis-Burke)—Fox-trot, for Dancing, Bennie Krueger's Orch.
 3240 Where'd You Get Those Eyes? (Donaldson)—Fox-trot, for Dancing, Abe Lyman's California Orch., with Vocal Chorus
 Breezin' Along With the Breeze (Gillespie-Simons-Whiting)—Fox-trot, for Dancing, Abe Lyman's California Orch., with Vocal Chorus
 3245 Jackass Blues (Kassell-Stitzel)—Fox-trot, for Dancing—With Vocal Chorus by Georgia Taylor, King Oliver and His Dixie Syncopators
 Deep Henderson (Rose)—Fox-trot, for Dancing—With Vocal Chorus by Georgia Taylor, King Oliver and His Dixie Syncopators
 3105 Haida Troika! (Russian Sleighing Song)—Gypsy Orch., under direction of Harry Horlick, A. and P. Gypsies
 Steuka Rasin (Song of the Robber, Steuka Rasin)—Gypsy Orch., under direction of Harry Horlick, A. and P. Gypsies
 3116 Standing in the Need of Prayer, Intro, "Jerusalem Morning"—Arr. by McKinney—Male Quartet and Piano, Maskat Shrine Quartet, Wichita Falls, Texas
 I Couldn't Hear Nobody Pray (Negro Spiritual)—Male Quartet and Piano, Maskat Shrine Quartet, Wichita Falls, Texas
 3119 Menuett in G (Beethoven-Burmester)—Violin Solo; Pianoforte by Frederick Persson, Frederic Fradkin
 Mighty Lak' a Rose (Stanton-Nevin)—Violin Solo; Pianoforte by Frederick Persson, Frederic Fradkin
 3127 Song of the Volga Boatmen (Buck-Kehemaha)—Concert Orch., with Male Chorus, Brunswick Concert Orch.
 Goin' Home, from the Largo of Dvorak's Symphony "From the New World"—Concert Orch., with Male Chorus, Brunswick Concert Orch.
 3208 After Long Absence (Tempest-Sanderson)—Tenor, with Orch., Allen McQuhae
 Adelai (A Little Mexican Serenade (Abbott-Calleja)—Tenor, with Orch., Allen McQuhae
 10249 Traumerei (Schumann) (In German)—Soprano, with Orch., Claire Dux
 Ave Maria (Schubert)—Pianoforte by Frederic Persson; Violin Obligato by Max Rosen, Claire Dux
 50077 Samson et Dalila—Mon Coeur s'ouvre a ta voix (My Heart at Thy Sweet Voice) (Act II) (Saint-Saens)—In French—Contralto, with Orch., Sigrid Onegin
 Carmen—Chanson Boheme (Gypsy Song) (Les

tringles de sistes) (Act II)—(Bizet)—Contralto, with Orch., Sigrid Onegin
 3244 It's Too Late to Be Sorry Now (Verges-Thierrien-Le Claire)—Fox-trot, for Dancing, Colonial Club Orch., with Vocal Chorus
 My Pal Jerry (Rose)—Fox-trot, for Dancing, Colonial Club Orch., with Vocal Chorus

Vocalion Records

15372 Static Strut (Yellen-Wall)—Fox-trot, Erskine Tate's Vendome Orch.
 Stomp Off, Let's Go (Schoebel)—Fox-trot, Erskine Tate's Vendome Orch.
 15374 That's Where I Meet My Girl (Heasley-Singer-Von Tiltzer)—Fox-trot, with Vocal Trio, Al Goering's Collegians
 Hard-to-Get-Gertie (Yellen-Ager)—Fox-trot, Al Goering's Collegians
 15378 Dragon Flies (Zeolt)—Violin Solo, with Piano Accomp. by Walter Golde, Godfrey Ludlow
 Memories (Dickinson)—Violin Solo, with Piano Accomp. by Walter Golde, Godfrey Ludlow
 15379 I'm Just Wild About Animal Crackers! (Rich-Coslow-Link)—Fox-trot; with Vocal Chorus, The Bostonians
 The Pump Song (Lerner-Fields-Whiting)—Fox-trot; with Vocal Chorus, The Bostonians
 15381 How Many Times? (Berlin)—Comedienne, with Orch., Peggy English
 Ya Gotta Know How to Love (Green-Warren)—Comedienne, with Orch., Peggy English
 15382 Let's Call It a Day (Kahn-Friend)—Tenor, with Two Violins and Piano, Chick Endor
 Previous (Egan-Whiting-Pasternacki)—Tenor, with Piano Accomp. by Rube Bloom, Chick Endor
 15383 Leave Me Something to Remember (Davis-Burke)—Fox-trot, with Vocal Chorus, Kensington Serenaders
 My Little Nest (Of Heavenly Blue) (Spaeth-Lehar)—Fox-trot, with Vocal Chorus, Kensington Serenaders
 15386 You Need Someone to Love (Olsen-Kilfeather-Frey)—Fox-trot, with Vocal Trio, Windsor Hotel Orch.
 Roses Remind Me of You (Davis-Sherman-Burke)—Fox-trot, with Vocal Chorus, Windsor Hotel Orch.
 15387 Who Wouldn't (Kahn-Donaldson)—Fox-trot, with Vocal Chorus, The Ambassadors
 How Many Times? (Berlin)—Fox-trot, with Vocal Chorus, The Ambassadors
 15388 Hobo's Prayer (Senter-Hirsch)—Fox-trot, The Tennessee Tooters
 Minor Gaff (Arluck-George)—Fox-trot, The Tennessee Tooters
 15389 Lay My Head Beneath a Rose (Madison-Falkenstein)—Tenor, with Orch., Lewis James
 Sleepy Head (Davis-Greer)—Tenor, with Orch., Lewis James
 15391 Breezin' Along With the Breeze (Gillespie-Simons-Whiting)—Male Quartet, Blue Ribbon Quartet
 When the Red, Red Robin Comes Bob, Bob, Bobbin' Along (Woods)—Male Quartet, Blue Ribbon Quartet
 15393 Ting-a-Ling (The Waltz of the Bells) (Britt-Little)—Waltz, for Dancing, Meximarimba Band
 Am I Wasting My Time on You? (Johnson-Bibo)—Waltz, for Dancing, Meximarimba Band
 15395 Cryin' for the Moon (Conley-Stern-Roos)—Fox-trot, with Vocal Chorus, Tuxedo Orch.
 You've Got Those Wanna Go Back Again Blues (Turk-Handman)—Fox-trot, with Vocal Chorus, Jackass Blues (Kassell-Stitzel)—Fox-trot, with Vocal Chorus by Georgia Taylor, Deep Henderson (Rose)—Fox-trot, with Vocal Chorus by Georgia Taylor, King Oliver and His Dixie Syncopators
 13038 Sorg Nit Mama (Giltrod-Sandler) (In Yiddish)—Tenor, with Orch., Aaron Lebedeff
 Yukel Met Seim Ukulele (Yukel and His Ukulele) (Giltrod) (In Yiddish)—Tenor, with Orch., Aaron Lebedeff

Okeh Records

40630 I Wish I Had My Old Girl Back Again—Tenor, with Accomp. by Justin Ring Trio, Henry Stickney
 Genevieve—Tenor, with Accomp. by Justin Ring Trio, Henry Stickney
 40631 I Found a Round-About Way to Heaven—Contralto, with Piano by Millie Gottschalk, Alma Rotter
 I'm Leaving You—Contralto, with Piano by Millie Gottschalk, Alma Rotter
 40632 You Need Someone to Love—Fox-trot, The Melody Sheiks
 Roses Remind Me of You—Fox-trot, The Melody Sheiks
 40633 Julian—Tango, Justiniano's Typical Argentine Orch.
 The Fool—Tango, Justiniano's Typical Argentine Orch.
 40634 Hello, Aloha! How Are You?—Vocal and Instrumental Novelty, Johnny Marvin
 To-night's My Night With Baby—Vocal and Instrumental Novelty, Johnny Marvin
 40'35 O! Davidson!—Fox-trot, with Chorus by Ernest Hare, The Jazz Pilots
 Yea, Alabama!—Fox-trot, with Chorus by Ernest Hare, The Jazz Pilots
 40'36 Land of the Unsetting Sun—Piano, Violin, Cello and Clarinet Accomn., Mr. and Mrs. J. Douglas Swagerty
 In the Garden—Piano, Violin, Cello and Clarinet Accomn., Mr. and Mrs. J. Douglas Swagerty
 8334 Alias Charley Jones Blues—Baritone, with Piano by Eddie Heywood, "Sloppy" Henry
 Goose Pecked Man—Baritone, with Piano by Eddie Heywood, "Sloppy" Henry
 8335 Not To-day, Sweet Mamma—Contralto-Baritone Duet, with Piano by Eddie Heywood, Butterbeans and Susie
 You Know Why Your Mama Has the Blues—Contralto-Baritone Duet, with Piano by Eddie Heywood, Butterbeans and Susie
 8336 What's the Matter Now?—Contralto, with Accomp. by Clarence Williams' Blue Five, Sara Martin
 I Want Every Bit of It: I Don't Like It Second Hand—Contralto, with Accomp. by Clarence Williams' Blue Five, Sara Martin
 8337 Bologna—Comic Vocal, with Accomp. by Jazz Devils, George McClennon
 Everybody But Me—Comic Vocal, with Accomp. by Jazz Devils, George McClennon

The 2nd Biggest Hit in Europe!

BARCELONA

(A 3/8 Spanish One Step)

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"YOU CAN'T GO WRONG WITH ANY 'FEIST' SONG"

ADVANCE RECORD BULLETINS FOR AUGUST—(Continued from page 130)

- 8338 Black Snake Blues—Contralto, with Piano Accomp. Victoria Spivey 10
- No More Jelly Bean Blues—Contralto, with Piano by De Lloyd Barnes and Cornet by Pierce Gist Victoria Spivey 10
- 8339 Oh! Me Oh! My Blues—Contralto, with Accomp. by Piano, Trombone and Banjo. Mary Mack Lonesome, All Alone and Blue—Contralto, with Piano by Richard M. Jones and Trumpet by Louis Armstrong. Bertah "Chippie" Hill 10
- 45054 Don't Let Your Deal Go Down—Singing, with Guitar Accomp. Ernest V. Stoneman 10
- The Texas Ranger—Singing, with Harmonica and Auto-Harp Accomp. Ernest V. Stoneman 10
- 57001 Asperges Me, Vidi Aquam. Westminster Cathedral Choir 10
- Kyre Eleison, Gloria. Westminster Cathedral Choir 10
- 57002 Credo Westminster Cathedral Choir 10
- Sanctus, Benedictus, Agnus Dei, Deo Gratiis. Westminster Cathedral Choir 10
- 57003 O Salutaris, Tantum Ergo, Adoremus. Westminster Cathedral Choir 10
- Melodies of the Te Deum. Westminster Cathedral Choir 10
- 3191 Love in Lilac Time. Edith Lorand and Her Orch. 10
- Blind Love, Blind Hate. Edith Lorand and Her Orch. 10
- 8331 Jackass Blues—Contralto, with Piano by Clarence Williams Laura Smith 10
- Them Has Been Blues—Contralto, with Piano by Clarence Williams Laura Smith 10
- 8332 Janas Ridin' on His Mule—Singing. Buddy Christian's Four Cry Babies 10
- Nina Lee—Singing. Buddy Christian's Four Cry Babies 10
- 8333 Laughing Blues—Fox-trot, with Vocal Chorus by William Calloway Powell's Jazz Monarchs 10
- Chaufeur's Shuffle—Fox-trot. Powell's Jazz Monarchs 10
- 40637 Hi Ho, The Merrio (As Long as She Loves Me)—Fox-trot, with Vocal Chorus by Tom Stacks, The Jazz Pilots 10
- If I Had You and You Had Me—Fox-trot. Phil Baxter's Orch. 10
- 40638 The Little Black Mustache—Tenor, with Accomp. by Fiddle, Guitar and Harmonica. Vernon Dalhart 10
- Goin' to Have a Big Time To-night—Tenor, with Accomp. by Fiddle, Guitar, Harmonica and Jews-Harp Vernon Dalhart 10
- 40639 The Pump Song—Tenor-Baritone Duet, with Piano Accomp. by Justin Ring. The Happiness Boys 10
- Hi Ho, The Merrio (As Long as She Loves Me)—Tenor-Baritone Duet, with Piano Accomp. by Justin Ring. The Happiness Boys 10
- 40640 When the Red, Red, Robin Comes Bob, Bob, Bobbin' Along—Fox-trot. The Arkansaw Travelers 10
- Breezin' Along With the Breeze—Fox-trot. The Arkansaw Travelers 10
- 45051 The Religious Critic—Singing, Harmonica and Auto-Harp Ernest V. Stoneman 10
- When My Wife Will Return to Me—Singing, Harmonica and Auto-Harp. Ernest V. Stoneman 10
- 45052 They Always Pick on Me—Singing, with Guitar, Sunny Tennessee—Singing, with Guitar, Harvey Irwin 10
- 45053 Goin' Down to Jordan to Be Baptized—Singing, with Harmonica and Guitar. Henry Whitter 10
- Many Times With You I've Wandered—Singing, with Harmonica and Guitar. Henry Whitter 10
- 8340 Baby, You Don't Know My Mind—Singing and Fiddling, with Piano by James Johnson. Lonnie Johnson 10
- A Good, Happy Home—Singing and Fiddling, with Piano by James Johnson. Lonnie Johnson 10
- 8341 The Man I Love Is, Oh! So Good to Me—Contralto, with Piano by Roy Banks. Louise Vant 10
- Daddy, Don't You Try to Pull That Two-Time Thing on Me—Contralto, with Piano by Roy Banks Louise Vant 10
- 8342 You Can't Brush Katie (The Gabiest Girl in Town)—Fox-trot, with Vocal Chorus by Eva Taylor Clarence Williams' Blue Five 10
- Sugar House Stomp—Fox-trot. Buddy Christian's Creole Five 10

Harmony Records

DANCE SELECTIONS

- 201-H How Many Times?—Fox-trot, with Vocal Chorus by Irving Kaufman. The Astorites 10
- Who Wouldn't—Fox-trot, with Vocal Chorus by Irving Kaufman The Astorites 10
- 202-H Sevilla—Spanish One-step, with Vocal Chorus by Carlos Perez Broadway Bell-Hops 10
- My Barcelona—Spanish One-step. Broadway Bell-Hops 10
- 204-H Here I Come (From "George White's Scandals")—Fox-trot, with Vocal Chorus by Arthur Fields. Manhattan Dance Makers 10
- Hoodle Dee Doo Dee Doodoo—Fox-trot, with Vocal Chorus by Arthur Fields. Manhattan Dance Makers 10
- 197-H Hard-to-Get Gertie—Fox-trot. The Dixie Stompers 10
- Static Strut—Fox-trot. The Dixie Stompers 10
- 196-H I May Be Dancing With Somebody Else—Fox-trot Lou Gold and His Orch. 10
- I'm Lonely Without You—Fox-trot. Lou Gold and His Orch. 10
- 192-H Where'd You Get Those Eyes?—Fox-trot, with Vocal Chorus by Irving Kaufman. The Harmonians 10
- That's Why I Love You—Fox-trot, with Vocal Chorus by Irving Kaufman. The Harmonians 10
- 190-H Lay My Head Beneath a Rose—Waltz, with

- Vocal Chorus by Irving Kaufman. Bar Harbor Society Orch. 10
- A Dream of Heaven—Waltz Melody Waltz Orch. 10
- 191-H Iyone—My Own Iyone—Fox-trot, with Vocal Chorus by Tom Stacks. The Night Club Orch. 10
- Reaching for the Moon—Fox-trot. Manhattan Dance Makers 10
- 193-H I'm Just Wild About Animal Crackers—Fox-trot, with Vocal Chorus by Tom Stacks. Seven Wild Men 10
- The Lunatic's Lullaby—Fox-trot, with Vocal Chorus by Tom Stacks. Seven Wild Men 10
- 189-H Make Me Know It—Fox-trot, with Singing by Fess Williams. Fess Williams and His Royal Flush Savoy Orch. 10
- My Mamma's in Town—Fox-trot. Fess Williams and His Royal Flush Savoy Orch. 10
- 211-H Turkish Towel—Fox-trot. Joe Candullo and His Everglades Orch. 10
- She Belongs to Me—Fox-trot. Joe Candullo and His Everglades Orch. 10
- VOCAL RECORDS
- 192-H Somebody's Lonely—Vocal. Irving Kaufman 10
- There Are Two Sides to Every Story—Vocal. Irving Kaufman 10
- 205-H How Many Times?—Vocal. Irving Kaufman 10
- Put Your Arms Where They Belong—Vocal. Irving Kaufman 10
- 200-H Valencia—Novelty Singing Quartet. The Harmonizers 10
- Adorable—Novelty Singing Quartet. The Harmonizers 10
- 194-H When the Red, Red, Robin Comes Bob, Bobbin' Along—Novelty Singing Quartet. The Harmonizers 10
- Ya Gotta Know How to Love—Novelty Singing Quartet The Harmonizers 10
- 203-H Meet Me in Old Philly Billy—Vocal Duet. Jack Kaufman-Al Campbell 10
- Out in the New Mown Hay—Vocal Duet. Jack Kaufman-Al Campbell 10
- 195-H What! No Spinach?—Vocal Duet. Jack Kaufman-Al Campbell 10
- Any Ice To-day, Lady?—Vocal Duet. Jack Kaufman-Al Campbell 10
- 199-H Oh, Boy! How It Was Raining. Honey Duke and His Uke 10
- I'm Full of Love for Her. Honey Duke and His Uke 10

Banner Records

DANCE RECORDS

- 1762 When the Red, Red, Robin Comes Bobbin' Along—Fox-trot Imperial Dance Orch. 10
- June, the Moon and You—Fox-trot. Imperial Dance Orch. 10
- 1763 Talking to the Moon—Fox-trot. Hollywood Dance Orch. 10
- That's Why I Love You—Fox-trot. Hollywood Dance Orch. 10
- 1764 I'm Just Wild About Animal Crackers—Fox-trot. Missouri Jazz Band 10
- Waffles—Fox-trot Missouri Jazz Band 10
- 1765 Ya Gotta Know How to Love—Fox-trot. Chic Nelson's Collegians 10
- There's a Blue Ridge in My Heart, Virginia—Fox-trot Chic Nelson's Collegians 10
- 1766 Roses Remind Me of You—Fox-trot. Hollywood Dance Orch. 10
- Where Does She Live?—Fox-trot. Missouri Jazz Band 10
- 1767 Katinka—Fox-trot Sam Lanin's Troubadours 10
- Only You and Lonely Me—Fox-trot. Imperial Dance Orch. 10
- 1768 Cherie, I Love You—Waltz. Adrian Schubert's Salon Orch. 10
- Play Me an Old Fashioned Waltz—Waltz. Adrian Schubert's Salon Orch. 10
- 1769 I'm Walking Around in Circles—Fox-trot. Sam Lanin's Troubadours 10
- Where'd You Get Those Eyes?—Fox-trot. Sam Lanin's Troubadours 10

VOCAL RECORDS

- 1770 Valencia—Male Quartet, Piano Accomp. The Eskimo Quartet 10
- Comin' Home From School—Male Quartet. The Eskimo Quartet 10
- 1771 Somebody's Lonely—Tenor Solo. Irving Kaufman 10
- I Wish You Were Jealous of Me—Baritone Solo. Arthur Fields 10
- 1772 Oh, Boy! How It Was Raining!—Male Duet. Hare & Jones 10
- Piano Accomp. Hare & Jones 10
- 1773 When the Red, Red, Robin Comes Bobbin' Along—Tenor Solo, Orch. Accomp. Irving Kaufman 10
- What Good Is "Good Morning"?—Tenor Solo. Irving Kaufman 10
- 1774 Sleepy Head—Tenor Solo, Orch. Acc. Howard Clarke 10
- Melodies Are Memories—Tenor Solo. Howard Clarke 10
- 1775 Philadelphia (All the Time)—Baritone Solo. Ernest Hare 10
- Orch. Accomp. Ernest Hare 10
- My Own Liberty Bell—Baritone Solo, Orch. Accomp. Ernest Hare 10

Lincoln Records

DANCE RECORDS

- 2508 Valencia (A Song of Spain)—Fox-trot, with Vocal Refrain Lincoln Dance Orch. 10
- Lucky Moon—Fox-trot. Lincoln Dance Orch. 10
- 2509 At Peace With the World—Waltz, with Vocal Refrain Lincoln Dance Orch. 10
- I've Found a Round-About Way to Heaven—

- Fox-trot Sam Lanin and His Orch. 10
- 2510 Why Can't a Fellow Like Me Get a Girlie Like You?—Fox-trot Lane's Dance Orch. 10
- Just a Little Dance—Fox-trot. Lane's Dance Orch. 10
- 2511 Poor Papa—Fox-trot The Caroliners 10
- Chick, Chick, Chick, Chicken (Lay a Little Egg for Me)—Fox-trot, with Vocal Refrain Seven Little Polar Bears 10
- 2512 To-night's My Night With Baby—Fox-trot. Broadway Broadcasters 10
- Reaching for the Moon—Fox-trot. Dale's Dance Orch. 10
- 2513 Tamiami Trail—Fox-trot. Lincoln Dance Orch. 10
- In the Mountains of the Moon—Waltz, with Vocal Refrain Dale's Dance Orch. 10
- 2514 The Merry Widow Waltz—Waltz. Hotel McAlpin Broadcasters 10
- Butterfly—Fox-trot; Piano Solo, with Orch. Accomp. Hotel McAlpin Broadcasters 10
- 2515 Bye, Bye, Blackbird—Fox-trot. Sam Lanin and His Orch. 10
- Hot Henry!—Fox-trot The Caroliners 10
- 2516 Down on the Florida Shore—Fox-trot. Fred Rich and His Orch. 10
- Lulu Lou—Fox-trot, with Vocal Refrain. Seven Little Polar Bears 10
- 2517 What Good Is Good Morning? (There's More Good in Good Night!)—Fox-trot. Lincoln Dance Orch. 10
- What a Man!—Fox-trot University Sextet 10
- 2518 Hooray For the Irish!—Fox-trot, with Vocal Refrain Seven Little Polar Bears 10
- Betty (You Better Be Good to Me)—Fox-trot. Fred Rich and His Orch. 10
- VOCAL RECORDS
- 2520 Lonesome and Sorry—Vocal Trio, with Piano Accomp. California Humming Birds (Adler-Weil-Herman) 10
- I'm Just Wild About Animal Crackers—Vocal Trio, with Piano Accomp. California Humming Birds (Adler-Weil-Herman) 10
- 2521 At Peace With the World—Tenor Solo. Ray Hamilton 10
- I've Found a Round-About Way to Heaven—Vocal Gloria Geer 10
- 2522 I'd Call This World a Heaven If I Could Call You Mine—Duet Childs-Hamilton 10
- What Can I Say After I Say I'm Sorry?—Vocal. Gloria Geer 10
- 2523 Let's Talk About My Sweetie—Vocal Trio, with Piano Accomp. California Humming Birds (Adler-Weil-Herman) 10
- She's a Cornfed Indiana Girl (But She's Mama to Me)—Whispering. The Whispering Serenader (Billy Day) 10
- 2524 Virginia Reel—Square Dance. Old Henry and His Musicians 10
- Irish Quadrille—Square Dance. Old Henry and His Musicians 10

Cameo Records

DANCE RECORDS

- 947 Valencia (A Song of Spain)—Fox-trot, with Vocal Refrain Bob Haring and His Orch. 10
- Lucky Moon—Fox-trot Bob Haring and His Orch. 10
- 952 I Love Her!—Fox-trot, with Vocal Refrain. Seven Little Polar Bears 10
- I'm Just Wild About Animal Crackers—Fox-trot, with Vocal Refrain Seven Little Polar Bears 10
- 953 Roses Remind Me of You—Fox-trot, with Vocal Refrain Bob Haring and His Orch. 10
- Tenderly—Fox-trot Sam Lanin and His Orch. 10
- 954 When the Red, Red, Robin Comes Bob, Bob, Bobbin' Along—Fox-trot. Broadway Broadcasters 10
- Mary Lou—Fox-trot, with Vocal Refrain. Bob Haring and His Orch. 10
- 955 Deep Henderson—Fox-trot. Broadway Broadcasters 10
- The Pump Song—Fox-trot. Lou Gold and His Orch. 10
- 956 Hi-Ho! The Merrio (As Long as She Loves Me)—Fox-trot, with Vocal Refrain. Seven Little Polar Bears 10
- I'm Flirting With You (Yoo-Hoo!)—Fox-trot. Lou Gold and His Orch. 10
- 957 Adorable—Fox-trot, with Vocal Refrain. Bob Haring and His Orch. 10
- Waters of the Perkiomen—Waltz. Joe Green's Vibraphone Dance Orch. 10
- 958 You Need Someone to Love—Fox-trot, with Vocal Refrain Bob Haring and His Orch. 10
- You Can't Be a Good Little Fellow and Still Be a Good Little Girl—Waltz. Joe Green's Vibraphone Dance Orch. 10
- 959 That's Why I Love You—Fox-trot, with Vocal Refrain Bob Haring and His Orch. 10
- Iyone—My Own—Iyone—Fox-trot. Arthur Lange and His Orch. 10
- VOCAL RECORDS
- 948 Why Don't You Marry the Girl?—Vocal Trio, with Piano Accomp. California Humming Birds (Adler-Weil-Herman) 10
- Her Beaus Are Only Rainbows—Vocal Trio, with Piano Accomp. California Humming Birds (Adler-Weil-Herman) 10
- 949 Lonesome and Sorry—Vocal Trio, with Piano Accomp. California Humming Birds (Adler-Weil-Herman) 10
- I'm Just Wild About Animal Crackers—Vocal Trio, with Piano Accomp. California Humming Birds (Adler-Weil-Herman) 10
- 960 My Dream of the Big Parade—Vocal Trio, with Orch. Accomp. California Humming Birds (Adler-Weil-Herman) 10
- 961 Rose of St. Mary's—Tenor Solo. William Robyn 10
- Valencia (A Song of Spain)—Tenor Solo. William Robyn 10
- Songbird of Melody Lane—Tenor Solo. William Robyn 10
- 962 To-night's My Night With Baby—Vocal, Gloria Geer Could I? I Certainly Cold—Vocal Trio, with Orch. Accomp. California Humming Birds (Adler-Weil-Herman) 10

ADVANCE RECORD BULLETINS FOR AUGUST—(Continued from page 131)

963 Bye, Bye, Blackbird—VocalGloria Geer
I'd Climb the Highest Mountain If I Knew I'd
Find You—Tenor Solo.....William Robyn

Regal Records

DANCE RECORDS

- 8071 I'm Just Wild About Animal Crackers—Fox-trot,
Imperial Dance Orch.
Where Does She Live?—Fox-trot,
Imperial Dance Orch.
- 8072 Katinka—Fox-trot Chic Nelson's Collegians
Waffles—Fox-trot Imperial Dance Orch.
- 8073 Cherie, I Love You—Waltz,
Adrian Schubert's Salon Orch.
Play Me an Old-Fashioned Waltz—Waltz,
Adrian Schubert's Salon Orch.
- 8074 Ya Gotta Know How to Love—Fox-trot,
Sam Lanin's Troubadours
June, the Moon and You—Fox-trot,
Hollywood Dance Orch.
- 8075 Talking to the Moon—Fox-trot,
Missouri Jazz Band
Where'd You Get Those Eyes?—Fox-trot,
Chic Nelson's Collegians
- 8076 When the Red, Red, Robin Comes Bobbin' Along—
Fox-trot Missouri Jazz Band
There's a Blue Ridge in My Heart, Virginia—
Fox-trot Sam Lanin's Troubadours
- 8077 I'm Walking Around in Circles—Fox-trot,
Chic Nelson's Collegians
That's Why I Love You—Fox-trot,
Missouri Jazz Band
- 8078 Roses Remind Me of You—Fox-trot,
Hollywood Dance Orch.
Only You and Lonely Me—Fox-trot,
Hollywood Dance Orch.

VOCAL RECORDS

- 8079 Valencia—Male Quartet, with Piano Accomp.,
The Eskimo Quartet
Comin' Home From School—Male Quartet, with
Piano Accomp. The Eskimo Quartet
- 8080 Oh, Boy! How It Was Raining!—Male Duet,
with Piano Accomp. Hare-Jones
My Cutey's Due at Two-to-Two To-day—Male
Duet, with Piano Accomp. Hare-Jones
- 8081 When the Red, Red, Robin Comes Bobbin'
Along—Tenor Solo, with Orch. Accomp.,
Irving Kaufman
I Wish You Were Jealous of Me—Baritone Solo,
with Orch. Accomp. Arthur Fields
- 8082 Sleepy Head—Tenor Solo, with Orch. Accomp.,
Howard Clarke
What Good Is Good Morning?—Tenor Solo, with
Orch. Accomp. Irving Kaufman
- 8083 Somebody's Lonely—Tenor Solo, with Orch.
Accomp. Irving Kaufman
Melodies Are Memories—Tenor Solo, with
Orch. Accomp. Howard Clarke
- 8084 Philadelphia (All the Time)—Baritone Solo, with
Orch. Accomp. Ernest Hare
My Own Liberty Bell—Baritone Solo, with Orch.
Accomp. Ernest Hare

Domino Records

- 3736 When the Red, Red, Robin Comes Bobbin'
Along—Fox-trot Imperial Dance Orch.
June, the Moon and You—Fox-trot,
Imperial Dance Orch.
- 3738 Talking to the Moon—Fox-trot,
Hollywood Dance Orch.
That's Why I Love You—Fox-trot,
Hollywood Dance Orch.
- 3737 I'm Just Wild About Animal Crackers—Fox-trot,
Missouri Jazz Band
Waffles—Fox-trot Missouri Jazz Band
- 3733 Ya Gotta Know How to Love—Fox-trot,
Chic Nelson's Collegians
There's a Blue Ridge in My Heart, Virginia—
Fox-trot Chic Nelson's Collegians
- 3734 Roses Remind Me of You—Fox-trot,
Hollywood Dance Orch.
Where Does She Live?—Fox-trot,
Missouri Jazz Band
- 3735 Katinka—Fox-trot Sam Lanin's Troubadours
Only You and Lonely Me—Fox-trot,
Imperial Dance Orch.
- 3740 Cherie, I Love You—Waltz,
Adrian Schubert's Salon Orch.
Play Me an Old-Fashioned Waltz—Waltz,
Adrian Schubert's Salon Orch.
- 3739 I'm Walking Around in Circles—Fox-trot,
Sam Lanin's Troubadours
Where'd You Get Those Eyes?—Fox-trot,
Sam Lanin's Troubadours

VOCAL RECORDS

- 3741 Valencia—Male Quartet, with Piano Accomp.,
The Eskimo Quartet
Comin' Home From School—Male Quartet,
The Eskimo Quartet
- 3745 Somebody's Lonely—Tenor Solo, with Orch.
Accomp. Irving Kaufman
I Wish You Were Jealous of Me—Baritone
Solo, with Orch. Accomp. Arthur Fields
- 3743 Oh, Boy! How It Was Raining!—Male Duet,
with Piano Accomp. Hare-Jones
My Cutey's Due at Two-to-Two To-day—Male
Duet, with Piano Accomp. Hare-Jones
- 3742 When the Red, Red, Robin Comes Bobbin'
Along—Tenor Solo, with Orch. Accomp.,
Irving Kaufman
What Good Is Good Morning?—Tenor Solo,
with Orch. Accomp. Irving Kaufman
- 3744 Sleepy Head—Tenor Solo, with Orch. Accomp.,
Howard Clarke
Melodies Are Memories—Tenor Solo, with Orch.
Accomp. Howard Clarke
- 3746 Philadelphia (All the Time)—Baritone Solo, with
Orch. Accomp. Ernest Hare
My Own Liberty Bell—Baritone Solo, with
Orch. Accomp. Ernest Hare

U. S. Music Co.

WORD ROLLS

- | | |
|---|-----------------|
| Title | Played by |
| I'm Lonely Without You—Fox-trot | Lee Sims |
| That's Why I Love You—Fox-trot | Robert Billings |
| Hard-to-Get Gertie—Fox-trot | Robert Billings |
| Katinka—Fox-trot | Robert Billings |
| Georgia Grind—Blues | Jack Pierce |
| Animal Crackers—Fox-trot | Lee Sims |
| Blue Bonnet (You Make Me Feel Blue)—Fox-trot, | Lee Sims |

The Prisoner's Sweetheart—Waltz,
Ya Gotta Know How to Love—Fox-trot.. Robert Billings
Her Beaus Are Only Rainbows—Fox-trot.....Lee Sims
Cherie, I Love You—Waltz.....Harold Wansborough
The Pump Song—Fox-trot Robert Billings
Only You and Lonely Me—Fox-trot.....Lee Sims
Do You Believe in Dreams?—Fox-trot.....Lee Sims
No Foolin' (From Ziegfeld's "Palm Beach Girl")—Fox-
trot Lee Sims
How Many Times—Fox-trot Robert Billings
Black Bottom (From "George White's Scandals")—
Fox-trot Robert Billings
When the Red, Red Robin Comes Bob, Bob, Bobbin'
Along—Fox-trot Lee Sims
I'd Leave Ten Men Like Yours—Fox-trot.....Lee Sims

SPECIAL LIST

Sweet Little Mammy—Blue Fox-trot.....Jack Pierce
Lonesome Melody o' Mine—Waltz...Harold Wansborough
My Pal Jerry—Fox-trot.....Robert Billings
Wanna Go Back Again Blues.....Lee Sims
Sugar Foot Stomp—Blues.....Jack Pierce
Deep Henderson—Blues Jack Pierce
Here I Am—Fox-trot Lee Sims
School Day Sweethearts—Waltz.....Harold Wansborough
The Judge Cliff Davis Blues.....Jack Pierce
Breezin' Along With the Breeze—Fox-trot.....Lee Sims

FOREIGN WORD ROLLS

Saltysius—Lithuanian.
1. Kas Subatos Vakareli, Oi, Oi, Oi; 2. Katinas—
Lithuanian.
1. Karvyte; 2. Du Gaideliu—Lithuanian.

Ricorde 'E Napule—Italian Battiparano-Salemme
Pacchianella Mia—Italian Ferraro-Pacella
L'Amour Se Souvient (Love Will Remember)—Waltz
Ballade: in French Beaudry-Carbonneau
Ne Fais Jamais Fleurir Ta Mere (I'll Always Be Good
to You, Mother)—French.
Hier! Aujourd'hui Demain! (Yesterday! To-day! To-
morrow!)—Waltz; French.....Beaudry-Carbonneau
Mais Si Tu Reviens Un Jour (Maybe You'll Come
Back Some Day)—Waltz; French.Beaudry-Carbonneau
Valencia—French.
Powinszoanie—Lubo Uroczce—Polish.
Ozenil Sie Stary Z Mfoda—Polish.....Ed. Krotochwil
Bielanski—Polish Ed. Krotochwil
Usmiechem Powitaj Mie—Polish.....Czyzewski-Baluta

FOREIGN ROLLS—MUSIC ONLY

Ha—Ha Polka—Polish.
Polonia Polka—Polish J. B. Janik

AUTO ART

These Rolls for Reproducing and Expression Player
Pianos Using Standardized Tracker Bar
INSTRUMENTAL ROLLS—MUSIC ONLY
I'Pagliacci Selections (Leoncavallo)....McNair Ilgenfritz
Danse Espagnolo Bolero (Moszkowski).
Alfons Bacon-McNair Ilgenfritz
The Last Rose of Summer (From "Martha") (Flotow).
Carlos Fabri
Comin' Thru the Rye—With Variations....Carlos Fabri
WORLD ROLL
Children's Songs (Ring-Go-Round) (Jackson-Reed).
McNair Ilgenfritz

St. Louis Dealers and Jobbers Report
Good June Sales With No Slump in View

Columbia Records Selling Well Throughout the Entire Territory—Edison Tone Test Stimulates Trade—Panatrope to Be Displayed at Exposition—Other Trade News

St. Louis, Mo., July 6.—The Deeken Music Co., which operates three stores in north St. Louis, has moved one of them from 2706 North Fourteenth street to 2711 North Fourteenth street, a larger building, with eight demonstration booths. The Fourteenth street store is in charge of Lou Deeken and the other two, one on Florissant avenue and the other on North Grand avenue, are in charge of William Deeken, his brother. They handle talking machines, radio, music rolls and small merchandise.

Frank Sigman, of the Flat River (Mo.) Hardware Co., Edison agent there, was in St. Louis recently to call on L. C. Schooler, wholesale man for the Silverstone Music Co., St. Louis distributor. He was well pleased with the result of the tone test given at Flat River by Betsy Lane Shepherd, soprano; Lucille Collette, violinist, and William Reed, saxophone and flute.

Many expressions of appreciation of the new Edison dance attachment are being received by the Silverstone Music Co. Sales are increasing. Edison owners are pleased with it because they can possess themselves of it without getting a new machine.

The Aeolian Co. of Missouri will have a display of Brunswick Panatropes at the Greater St. Louis Exposition to be given September 4 to 20 at Forest Park.

When the Ford caravan of trucks touring the country stopped at Centralia, Ill., a concert was given in front of the Vassel & Vass Co., local Brunswick Panatrope dealers, with the Panatrope, using four loud speakers, a stunt that created wide interest.

Fire, caused by lightning, caused a loss of \$30,000 recently to the Zerweck Music & Jewelry Co., of 348-350 Collinsville avenue, East St. Louis. This was the company's second fire within a year.

The sales for the month of June, which has just closed, indicate to the Columbia Phonograph Co. that the old bogey, "the Summer slump," has failed to put in his appearance as far as the St. Louis and Kansas City sub-branches are concerned. This increase in business is general throughout the State of Kansas, Oklahoma, Arkansas, Missouri, Nebraska, southern Illinois, western Kentucky, Tennessee and northern Mississippi.

The recent releases of the Columbia Phonograph Co. on the New Process records have been especially adaptable to the Summer season, and the response of the music-buying public has been marvelous. Then, too, it must be taken into consideration that the national advertising campaign featuring Columbia records, which has been running in all the larger metropolitan newspapers and the tie-up advertising campaign on the Columbia's co-operative advertising policy, which has met with hearty co-opera-

tion of Columbia dealers, has created a consumer demand that cannot be denied. Another large advertisement is due to break, featuring Columbia records, in the middle of July, and the St. Louis and Kansas City branches of the Columbia Co. are anticipating a dealer tie-up campaign in conjunction with the national campaign of at least fifty to sixty dealers.

N. B. Smith, manager of the St. Louis and Kansas City sub-branches, is covering the northern part of Tennessee and the State of Arkansas very thoroughly, meeting all the dealers and getting first-hand information as to dealers' requirements.

Warner's Seven Aces (all ten of them) are proving that they can please the public, as they are playing in the Peabody Hotel, at Memphis, Tenn., creating an abnormal demand for their recordings on Columbia records.

Francis Craig's Orchestra, Columbia artists, now playing at Little Rock, Ark., is meeting with great success.

C. R. Salmon has joined the St. Louis sales organization, which will be very good news to a great number of his friends in the St. Louis territory.

Fred H. Brandt, who has been covering southern Illinois, Indiana, eastern Missouri and western Kentucky, recently resigned from the St. Louis Columbia organization, and his future plans have not been announced.

Record Sales Feature
Trade in Indianapolis

INDIANAPOLIS, IND., July 10.—The trade in this territory closed strongly the latter part of June with all lines showing increased sales over the same period of last year, the greatest activity being noted in the record departments. Popular numbers have been in great demand, stimulated to some degree by the attractive window displays used by dealers.

Summing up the first six months of the year, it is noted that sales have never run behind the same period of last year and in a majority of instances the volume has been greater. The demand for portable talking machines has started and although this demand is a bit late this year dealers anticipate a good business in this line from now on.

The Christena-Teague Piano Co., which recently took on the Brunswick line of Panatropes, reports a satisfactory business with the line. The Wilson-Stewart Music Co., always a good record outlet, reports that Columbia, Victor and Edison records are all selling well. No successor has been named to Miss Minnie Springer who has resigned from the L. S. Ayres store.

Los Angeles Trade Reports Good Sales in All Lines

Many Clubs and Resorts Purchase Panatropes for the Entertainment of Guests—Columbia Dealers Eagerly Await New Instruments

LOS ANGELES, CAL., July 3.—Irving Westphal, manager of the phonograph department of the Southern California Music Co., reports that a number of Panatropes have been sold recently to clubs and resorts, including the Edgewater Beach Club, Mount Lowe Tavern, and several others. The Mount Lowe Tavern, in addition to purchasing a six-hundred-dollar Panatrope, bought a Radiola 28. Mr. Westphal declared that the opportunity for supplying such places with electrical reproducing instruments is almost limitless and he is very optimistic of the future.

Congratulations have been extended to three of the Los Angeles delegates to the National Convention, which was held last month in New York City. Edward H. Uhl, president of the Southern California Music Co., was elected president of the National Association of Music Merchants; John W. Boothe, manager of the music department of Barker Bros., was elected secretary; Ed. A. Geissler, vice-president and general manager of the Birkel Music Co., was elected a director of the Association for a three-year period.

The new Columbia models are expected to arrive in the next few days and Columbia dealers are looking forward to same with the most eager anticipation. According to the statement of a number of dealers the sale of the New Process Columbia records has increased recently by leaps and bounds.

The Fitzgerald Music Co. announced that it had secured the Victor line the latter part of June, which it will feature with the Brunswick line.

Howard L. Brown, Los Angeles manager of the phonograph division of the Brunswick Co., left the latter part of last month for Chicago on his way to New York, whence he sails July 6 for an extended European trip. Mr. Brown, before leaving, had the satisfaction of noting that this year was showing month by month material increase over the corresponding months of last year. He will visit England, Belgium, France, Germany and Switzerland and expects to be back at his desk in the latter part of August.

J. W. Boothe, general manager of the music department of Barker Bros., announced that he has obtained the Brunswick agency for his phonograph department and is now in a position to offer customers a choice of the three makes, viz., Brunswick, Sonora, Victor. He reports business as very satisfactory.

Richmond Trade Enjoys Good Summer Business

Brunswick Co. Seeking Representation by Richmond Motor Co.—Dealer Concentrates on Atwater Kent and Crosley Lines

RICHMOND, VA., July 8.—The Brunswick Co., which has been without representation here for the past year or more, except for a furniture store connection in south Richmond, has been in negotiation with the Richmond Motor Co., which operates a radio salon at 904 East Broad street, with a view of establishing a connection with the salon, it is learned. The salon was opened last December and handles the products of the Radio Corp. of America and the Crosley Corp. The Brunswick was formerly represented in Richmond proper by the Sprinkle Piano Company, which is no longer in business.

Walter D. Moses & Co. are arranging to install an electrified Victrola in Blues Armory to furnish music for members of the Blues infantry battalion when they are drilling

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The Columbia Furniture Co. announces that it is now concentrating on the Atwater Kent and Crosley lines of radio, having dropped several other lines which it was carrying. In the phonograph line, it finds that the cheaper-priced new Orthophonic Victrolas are the best sellers. Portables are in good demand.

Gene Austin, Victor artist, was at the Lyric Theatre for three days recently. The Corley Company tied up with the event by installing a Hyperion Electrola and Radiola in the lobby of the theatre. This was operated by J. H. Steinbrecher, Jr., manager of its retail record department, for three days prior to his appearance and also while he was at the theatre. Sales of several new Orthophonics were registered as a direct result of the demonstration. An unusually large sale of Austin records also resulted. Mr. Austin visited the Corley establishment Saturday afternoon following his last performance, remaining for an hour. In this period he autographed all of his records that were sold while he was there. That evening, Gar-

land E. Moss, of Lee Fergusson Piano Co., and several others identified with the music trade of Richmond, entertained him at a party at Gresham Court.

Miss Elsie Applegate, of the Corley's retail record department, was married recently to David Arwood, well known in Richmond music circles. Employes of the Corley Company presented her a case of silver for a bridal present.

Mrs. P. S. Beach, manager of the record department of the James Cowan Co., is planning to spend her vacation the latter part of July motoring through the mountains of North Carolina.

Engagement of Charles H. Held, salesman for Goldberg Bros., jobbers of Pathé and other lines, to Miss Yetta Guthman, of Atlanta, has been announced. The wedding will take place early in the Fall. Mr. Held travels out of Atlanta.

LeRoy Goldberg, of Goldberg Bros., and R. P. Rosser, of Raleigh, N. C., have bought the Venus Theatre in south Richmond.



The Starr Portable Phonograph or Gennett Portophone With Gennett Records

The best season of the year is now and the next few months for selling the Starr Portable Phonograph or the Gennett Portophone. Vacation time is the uppermost thought. Outdoor play is in full swing and outdoor play means auto trips, camping parties, canoeing, moonlight dancing, picnics—and where there is play there is sure a need for music. The Starr Portable or the Gennett Portophone with Gennett Records offers an unbeatable combination to launch forth on a big summer selling campaign.

The new Gennett releases with their timeliness, vivacity, smoothness and excellence of recording and the smart clean-cut appearance and clear far-carrying tone of both the Starr Portable and Gennett Portophone present all any dealer could desire to meet the season's selling opportunity.

These Portables may be had either under the Starr or Gennett name plate. Colors are black, brown, red, gray, green and blue. Light in weight, ruggedly constructed, handsomely finished, attention compelling. Will meet the demands of the most critical.

The Gennett sales plan eliminates all possibility of dead stock and enables the dealer to have on his shelves selections that are in constant demand, the profits from which are never being jeopardized by left-overs and slow movers.

THE STARR PIANO COMPANY

Established 1872

Factories: Richmond, Indiana

BIRMINGHAM
DETROIT

BOSTON
INDIANAPOLIS

CHICAGO
KANSAS CITY
PORTLAND

Branches in:

CINCINNATI
LOS ANGELES
SAN FRANCISCO

CLEVELAND
NASHVILLE

DAYTON
NEW YORK



GENUINE
LEATHER

\$35⁰⁰

\$37⁵⁰

*In
far
west*



Value Quality

A Leader in Every Respect

NEVER before in the annals of portable phonograph manufacture such a value-giving precedent as this! *The CASWELL ARISTOCRAT*, finished in genuine leather, at a list price of only \$35.00. Unequaled in quality of materials and unsurpassed in performance and appearance—an aristocrat of portables in every way. Truly an achievement that is making history in the music trade.

The Aristocrat presents an appeal to the buying public that cannot be equalled by any other portable. It is covered with a deep grain, genuine leather that is applied over the case by a special process. (Patent applied for.)

This model, as well as the ever-popular Gypsy, is equipped with the Oro-Phone reproducer, an exclusive Caswell feature, which reproduces all records, including the new electrically recorded ones, with a heretofore unheard-of fidelity and clearness of tone. There is no needle noise, no scratching, no blasting—only the true reproduction of every note and tone in the record.

A patented tone control puts the volume control of the music at your finger-tips. Loud or soft—any degree of volume is obtained by a turn of the dial. A long bearing, vibrationless tone-arm further enhances the tonal beauty.

Progressive dealers who now join with Caswell will share in the great profits that the new Caswell line is going to insure during the coming year. The Caswell "golden rule" selling policy, which protects jobber and dealer, affords you the opportunity of making a legitimate profit on every sale.

Caswell Manufacturing Co.

PORTABLE PHONOGRAPHS OF DISTINCTION

MILWAUKEE, WIS.
U.S.A.



ST. PAUL AVE.
AT 10TH STREET