

The **TALKING** *W*
MACHINE *W*
WORLD *W*

*For the
 makers &
 sellers of
 talking
 machines*

Published Each Month by Edward Lyman Bill, Inc., at 383 Madison Ave., New York, July 15, 1924

Victrola

REG. U. S. PAT. OFF.

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"HIS MASTER'S VOICE"

REG. U. S. PAT. OFF

Victor Talking Machine Company, Camden, N. J.

Here's *Salable* Merchandise to *Create Summer Business!*



THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL
RADIO SPEAKER
With Concealed All-Wood Horn

\$30 Radio fans everywhere are fast becoming enthusiastic over the better results obtained with this new speaker and are buying in quantity. You, too, can cash in on this demand.

Study this array of *salable* merchandise. There's no possibility of a profitless summer when Sonora merchandise, listed at such moderate prices, is available. These phonograph and radio products represent *your summer opportunity*. Seize it! Write today for our proposition and summer selling plan.



\$50 Portables \$65

An instrument which fills the large demand for a real musical instrument that is truly portable.

Sonoradio
CLEAR AS A BELL



Touraine \$185

Radio Adapted

Equipped with rack for easy and quick radio installation. And the famous Sonora tone passage gives reproduction results that will sell many for you.



**Sonora Phonograph
and
Radio All In One**



Saginaw \$100

A Sonora Period model at the low price of \$100! Think of it! Here is a model that will literally create its own market.

Your inquiry will receive our prompt and careful attention.

SONORA PHONOGRAPH CO., Inc.
NEW YORK

Manufacturers of Sonora Phonographs, Sonora Radio Speakers and Sonoradios

Canadian and Export Distributors: C. A. Richards, Inc., 279 Broadway, N. Y.

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



TS 2301
P3A6
RSS

The Talking Machine World

Vol. 20. No. 7

New York, July 15, 1924

Price Twenty-five Cents

Elaborate Edison Exhibit Planned for Atlantic City

Display and Demonstrations in Connection With Art and Industry Exposition on Million Dollar Pier to Continue Throughout Summer

Visitors to Atlantic City during the present Summer will have an opportunity of inspecting the full line of Edison phonographs, seeing and hearing Edison recording artists in tone tests and enjoy the Edison in concert as a result of arrangements made by Thos. A. Edison, Inc., for an exhibit at the Art and Industry Exposition to be held on the Million Dollar Pier from July 16 to September 10, inclusive. There will be eighty-five exhibits in the exposition, with the Edison exclusive in the phonograph field.

The Edison exhibit will occupy a special booth and will include features showing the development of the phonograph from the original model up to the present time. There will be a continuous series of tone tests in the booth, with prominent Edison artists participating.

The feature of the exposition will be the home electric, which represents the best ideas submitted in the contest participated in by several thousand architects for the designing of an electrically equipped home to cost not more than \$15,000. One of the latest Edison models will grace the livingroom of the model home.

On a stage erected just outside the electric house there will be given daily concerts in which the Edison phonograph, together with Edison artists and the Ampico reproducing piano, will be featured.

The exhibit will be in charge of Harold L. Lyman and all visitors to the Edison booth will be registered and their names and addresses forwarded to the Edison dealers nearest their homes, as additions to the prospect lists.

All Victor Employes on Vacation July 26-August 11

Entire Plant to Be Shut Down for Two Weeks' Period to Permit Simultaneous Vacations

Following the custom adopted last year following one or two seasons of experimenting, the entire plant of the Victor Talking Machine Co. in Camden, N. J., will close down on July 26 and reopen on Aug. 11, the idea being to give all employes of the company a full two weeks' vacation simultaneously, thus avoiding the confusion that often exists throughout the Summer months when the vacations are divided up in the usual course.

The general vacation plan proved a distinct success last year, with practically 100 per cent of the employes reporting for work on the opening days and for the most part full of ambition. The result was that operations were resumed on a full time, full staff basis.

As was the practice last year, those who have been in the employ of the company for a full year or more will receive full pay for the entire vacation period, while those who have been with the organization less than a year will receive one day's pay for each month of service.

New Sonoradio Style Coming

It is understood that the Sonora Phonograph Co., Inc., New York, is planning to place on the market a new Sonoradio instrument which will be known as Style 242. This new product comprises the standard Sonora phonograph equipment with a three-tube neutrodyne radio set and the list price will be \$225. Deliveries will be made in August and full details regarding this new instrument will be forthcoming soon.

Royal Line Sales Corp. Opens Offices in Boston

P. A. Ware Is General Manager of Distributing Organization in New England of Royal Phonographs and Neutrodyne Radio Sets

BOSTON, MASS., July 8.—The Royal Line Sales Corp. has opened offices and showrooms at 218 Tremont street, with P. A. Ware as general manager of the organization. The company will distribute throughout the New England States Royal phonographs and Royal neutrodyne radio products. A complete sample line is already on the floor, and carload shipments are en route to this city from the Adler Mfg. Co.'s factories in Louisville, Ky.

The appointment of P. A. Ware as general manager of the Royal Line Sales Corp. in this city will undoubtedly be welcome news to talking machine dealers in New England, as Mr. Ware is one of the most popular members in the wholesale talking machine trade. He was previously identified with Victor jobbing interests and more recently associated with the Brunswick-Balke-Collender Co. Mr. Ware numbers among his friends dealers throughout the country, and his intimate familiarity with their sales problems should enable him to co-operate to excellent advantage with Royal dealers in the New England territory.

H. J. Power Now Sole Owner of Amrad Interests

Founder of American Radio & Research Corp. in Complete Control of the Business

MEDFORD HILLSIDE, MASS., July 1.—The American Radio & Research Corp., manufacturer of Amrad sets, has announced that Harold J. Power, founder of the company and one of the early radio pioneers, has acquired complete ownership of the business. The announcement calls attention to the fact that the development of radio and the American Radio & Research Corp. has extended almost over identical periods. During the development period of this corporation the radio industry was materially assisted by the financial interest of J. P. Morgan. Largely to this interest is credited the fact that radio has developed from an experimental plaything to a practical business proposition. The election of Mr. Power, who, it is stated, was probably the first man to become interested in the manufacture of radio equipment for the use of the layman public, to head the corporation he started in 1915, is unique in business circles, for, it is stated, rarely do pioneers in new industries survive their early missionary efforts. It usually remains for some one else to develop and organize the business.

The centralization of control in the hands of Mr. Power gives the American Radio and Research Co. an active president, thus enabling the corporation to adhere rigidly to specific policies at all times.

Jose Mojica Now Sings for the Edison Records

Among the latest additions to the list of Edison artists is Jose Mojica, one of the leading tenors of the Chicago Civic Opera Co., who, before joining that organization in 1919, appeared for a number of years in prominent opera rôles in Mexico City.

The first record by Mojica bears two romantic Spanish songs attractively rendered, they being "Eres tu" and "Golondrina Mensajera," the first composed and the latter arranged by Oteo, the prominent Spanish composer.

Ralph L. Freeman Resigns From Victor Co. Service

Relinquishes Post as Director of Distribution of Victor Co. to Take Charge of the Lumbermen's Insurance Co., Philadelphia

CAMDEN, N. J., July 8.—At the general offices of the Victor Talking Machine Co. here yesterday announcement was made of the early retirement of Ralph L. Freeman, director of distribution, in order that he may take over the active management of the Lumbermen's Insurance Co., 427 Walnut street, Philadelphia, of which company a syndicate of which Mr. Freeman is a member recently secured control. No announcement has been made as to who will assume Mr. Freeman's important duties with the Victor Talking Machine Co.

New Sonora Jobber Covering Southern California

Commercial Associates of Los Angeles to Cover Important Southern Counties, Arizona and Hawaii for Sonora Phonograph Co.

The Sonora Phonograph Co., Inc., announced this week the appointment of the Commercial Associates, 724 South Broadway, Los Angeles, Cal., as a jobber for Sonora products covering the following territory: Southern California counties of Santa Barbara, Ventura, Los Angeles, San Bernardino, Orange, Riverside, San Diego and Imperial, together with the State of Arizona and the Hawaiian Islands. At the present time negotiations are pending for the appointment of a Sonora jobber to cover the counties in Northern California and the States of Washington and Oregon and, pending the completion of these arrangements, the Commercial Associates, Inc., will cover this territory. This organization, which succeeds the Magnavox Co. as a Sonora jobber, is sponsored by well-known Los Angeles business men who are keenly enthusiastic regarding the sales possibilities for Sonora product in this important territory.

Two Additions to Record Division of Columbia Co.

G. C. Jell and A. W. Roos, Both Well Known to the Trade, Take Up New Duties With the Columbia Phonograph Co., Inc.

R. F. Bolton, director of the recording laboratories of the Columbia Phonograph Co., Inc., New York, announced this week that G. C. Jell and A. W. Roos had joined the record division. Both Mr. Jell and Mr. Roos are well known to the talking machine trade throughout the country, as they have been identified with the industry for many years, and are ideally qualified for their work in the Columbia recording division.

G. C. Jell is one of the veterans of the recording branch of the phonograph trade, and for many years was associated with the Columbia recording department in important executive capacities. He is thoroughly familiar with every phase of recording and, in addition, has an exceptional musical knowledge. A. W. Roos numbers among his friends dealers throughout the Middle West, as for a number of years he was manager of the Columbia branches in St. Louis and Cleveland, and more recently was identified with the record division of the General Phonograph Corp., New York. The Columbia recording laboratories under Mr. Bolton's direction are preparing for an important program of expansion that will be of keen interest and benefit to Columbia dealers.

"Swat the Summer Slump" by Sales Effort

Create New Appeals and Get Busy Is Antidote of F. A. Delano,
of Chicago and New York T. M. Co., for Hot Weather Lethargy

Don't be satisfied with "your share" of business this Summer! If you do, you will not be getting the business you ought to. The distributor, dealer or salesman who realizes that it is hot, who lets his aggressiveness go down as the thermometer goes up and sits back with the thought that he is "getting his share of business" is losing money, because he is not making as many sales and as much profit as he should.

I know that all of you have heard the war cry, "Swat the Summer Slump," before. But I believe it a good one, and although you all are closer to your individual businesses than I can be, perhaps a few of the "flashes" I have had recently may be worth while for your notebook.

Create New Appeals

One of the most effective ways, I believe, to keep the public buying in a dull season is to apply the thing you have to sell to a popular need or appeal. This is true of most anything. Hot soup, off-hand, doesn't appeal to the appetite on a hot Summer evening. Yet a well-known soup manufacturer has for years successfully combated a "natural" Summer sales slump by advertising his product for luncheonettes, camps, etc. The manufacturer in his advertising shows the consumer that his soup can be prepared quickly in a way that suggests—to the housewife—freedom from a hot kitchen.

The talking machine dealer can suggest his Victrolas and records to the public just as effectively as the soup manufacturer can apply his product.

We all know that the public mind is educated by the suggestiveness of advertising. Let's see what we can suggest!

Here is a talking machine owner who, in Winter, has all the folks in every week or so, rolls up the rugs and they dance to late records. It's too hot now to dance inside. If you keep before him by newspaper and periodical advertising the suggestion of your machines doing service on the veranda—the gallery, if you're down South—in camp, etc., he'll get the "hunch." He'll listen and dance to the latest records all Summer and you'll sell him the records.

Young Folks Summer Prospects

Every young man and woman is a prospect, of course, for a portable talking machine in Summer. What could appeal to this generation

more than "In a canoe, drifting down the silvery White River, to the strains of a dreamy waltz," or "Dancing among the pines and moonlight of the North Woods," or "Take a Portable Touring." Also "Vacation with Galli-Curci."

Advertising Helps Sell

Put it in your "ad" or direct-by-mail with appropriate illustrations. Incidentally, the illustration is the "key" to the pulling power of your message. The man or woman who doesn't read much in the Summer will always look at pictures suggesting a more pleasant surrounding than he now possesses.

Does such Summer advertising pay?

How many times have you been in camp or on outings, and in the lazy coolness of the evening heard someone say, "Gee! I wish we had a Victrola!" Yes, a talking machine, new records, moonlight, a soft cool breeze intermingling with music would have been pleasant, and would have avoided what turned out to be a boresome evening. Tell 'em about it before they start vacations.

There is a distinctive type of "direct appeal" applicable to Summer. Don't overlook the kiddies. The boy and girl of fourteen or less do not think the weather half as hot as we older ones do. If they get your message, will they want to play the new records? They will! And they'll interest the elders.

And this, of course, can be made to fit in, according to your local conditions. How would you like to use a talking machine this Summer? How many ways can you apply your product, besides those mentioned? Enumerate them. Then tell your salesmen and have them tell your customers. Individual tastes are in a minority. As the majority of things go, everyone has most pleasures in common.

Personal Contact

I know one dealer who carries on his business just as vigorously in Summer as in Winter. His store is always crowded. His sales show a minimum Summer slump, scarcely noticeable. This man is in a town of about 30,000. One of the extraordinary things about his methods is his "personal contact" with prospects and customers. He reads the home-town papers every evening. He sees who is giving a lawn party next Wednesday evening. He notes those who are going to camp or touring during their vaca-

tion. Sometimes he spends as much as an hour the next morning dictating brief but straight-to-the-point letters to these people, suggesting a portable for the camp, new records for the party, etc.

Perhaps Billy Jones, four years old, is giving a birthday party. He knows Billy's mother has a talking machine. He writes Billy, wishing him a happy birthday and telling him about a late kiddie song record, etc. Does mother show up at the store and ask to hear the record? She does. Billy gets a birthday present. The dealer makes a sale.

Set a Sales Quota

Another thing. Just how much business can you get this Summer? The man, be he salesman or dealer, who sits down and figures out just how many sales he can possibly make and shoots at this mark is far ahead of the man who doesn't.

How can you find out how much business it is possible for you to get? That's simple. You probably know without my telling you. First, you know how much business you did last Winter, the general buying mood of your community, the approximate number of people who are financially able to own a talking machine and don't, the number of your regular customers whose machines are getting old; you know Bill Smith is in much better financial shape than when he bought that small machine several years ago, and he is buying a lot of new furniture.

All these conditions have a bearing on business. All these individuals are prospects. Every machine owner is a record prospect. Is he getting a list of your new records weekly in an envelope bearing an idea that will "suggest" and drive home your argument as to why he should buy?

After you have taken stock of how much business you can do, pass it on to the prospects. Tell them through the local newspapers, direct by mail, by special appeal and by direct human contact what you have to sell and how they can use it—need it!

Instead of "getting your share" of the business—dividing with the fellow who is making no effort or giving customer service that is not half so good, go after everything there is to get. That's only "good business."

TWO HEADQUARTERS

Famous  Albums

Established 1907

The NYACCO Line is Complete

No matter what your requirements in record albums are, we have just what you want.

Save Time and Freight Charges

Our two factories not only make our leadership in the album field unquestionable, but save the dealer time and freight charges if he sends his order to the nearest factory.

New York Album & Card Co., Inc.

NEW YORK

23-25 Lispenard St.

CHICAGO

415-417 S. Jefferson St.

Pacific Coast Representative: Munson-Rayner Corporation { 643 South Olive Street, Los Angeles, Calif.
86 Third Street, San Francisco, Calif.

Victor supremacy is the supremacy of performance



Victrola No. 50 (Portable)
\$50
Mahogany or oak



Victrola IX, \$75
Mahogany or oak



Victrola No. 105
\$180
Mahogany or walnut



Victrola No. 125
Mahogany, \$275; electric, \$315
Walnut, \$325; electric, \$365

The universal recognition of Victor supremacy makes the Victor the safest, most reliable and so most profitable line for music dealers to handle.



Victrola No. 230
Mahogany, \$375; electric, \$415
Walnut, \$440; electric, \$480



Victrola No. 240
\$125
Mahogany, oak or walnut



Victrola No. 400
\$250
Electric, \$290
Mahogany



There is but one Victrola and that is made by the Victor Company—look for these Victor trade marks

Victrola

TRADE MARK

REG. U.S. PAT. OFF.

Victor Talking Machine Company, Camden, N. J.

Starr Phonograph for Radio Installation Announced

Starr Piano Co. Now Marketing Phonograph With Provision for the Installation of Radio—Sales Campaign on New Product Started

The Starr Piano Co., Richmond, Ind., manufacturer of Starr phonographs and one of the leaders in the industry, has just placed on the market a new instrument which is being marketed under the name "Starr—Install Your Own Radio, Style XIX-A." This console comprises all of the distinctive qualities of the Starr phonograph and the case is delivered completely furnished with the exception of the radio parts. When the adjustable lids at the top to the left are raised there is revealed a space in which almost any size radio panel can be installed. The veneered and highly finished panel is not cut out when the Starr style XIX-A "Install Your Own Radio" is delivered, but, by overlapping of the edges of the radio panel, an absolute finish is achieved. Underneath the panel, in the space ordinarily intended for record filing, may be installed any quantity up to a dozen of ordinary A dry cell batteries and up to three B batteries. Ample room exists, however, to use a portion of this space for record filing if desired, even though the maximum number of batteries is used.

The Starr duplex horn is a double-throated amplifying horn, each throat being independent and requiring no adjustments from one to the other. The radio throat ends in a tube of the standard size of the ordinary phonograph tone arm. The holes for the wires connecting the loud speaker to the radio set are bored at an appropriate place. However, no in-put wires are provided for, as the location must necessarily be arranged differently for various sets.

Panels for this new instrument are being manufactured regularly by the Crosley Radio Corp., Cincinnati, O., and the Carloyd Electric

& Radio Co., New York. The new instrument was exhibited at the music conventions in New York and attracted wide attention from Starr dealers throughout the country who placed orders for immediate delivery. The Starr organization is developing an important sales campaign featuring the new product, and judging from the interest manifested the success of the instrument is already assured.

Berger Sales Co. Becomes Royal Jobber in Pittsburgh

Lambert Friedl, General Sales Manager, Returns From 5,000-mile Trip in Optimistic Mood Regarding the General Outlook

Lambert Friedl, vice-president and general sales manager of the Adler Mfg. Co., manufacturer of Royal phonographs and neurodyne radio products, returned to his desk in New York Tuesday after a trip of over 5,000 miles. Among the cities Mr. Friedl visited were Pittsburgh, Detroit, St. Louis, Dallas, Louisville, Chicago and Buffalo, and he brought back with him substantial orders from all of the Royal representatives he called upon. Mr. Friedl states that his company has no complaint to offer regarding business, as its sales totals have been far beyond expectations, and without exception Royal representatives are basing their optimism upon a healthy trade in their respective territories.

Upon his return to New York Mr. Friedl announced the appointment of the Berger Sales Co., 817 Liberty avenue, Pittsburgh, Pa., as Royal representative in Pittsburgh territory. The company has secured the services of Earl Miller and John Steenson, well-known wholesale men in Pittsburgh territory, and the complete Royal line is already being handled in Pittsburgh by the four Hamilton stores in addition to many other important distributing connections.

Sonora Western Jobbers Hold Chicago Conference

Meet Group of New York Executives and Outline Plans for Trade Development the Coming Fall—Look for a Busy Period

CHICAGO, ILL., July 9.—An informal meeting of Sonora jobbers in the Western territory is scheduled to be held at the Congress Hotel in this city Monday, July 14. A group of Sonora executives from the home office in New York will be present at this conference, including S. O. Martin, president; Joseph Wolff, first vice-president; Frank J. Coupe, vice-president in charge of sales; Warren J. Keyes, treasurer, and L. C. Lincoln, advertising manager. At this meeting there will be outlined plans for sales, advertising and production for the coming Fall with particular attention to the tremendous growth of Sonora radio business. Among the Sonora jobbers who will probably be represented at this gathering are the following: Kiefer-Stewart Co., Indianapolis, Ind.; Ohio Musical Sales Co., Cleveland, O.; Yahr & Lange, Milwaukee, Wis.; Illinois Phonograph Corp., Chicago, Ill.; Doerr-Andrews & Doerr, Minneapolis, Minn.; C. D. Smith Co., St. Joseph, Mo.; Southern Drug Co., Houston, Tex.; Moore-Bird & Co., Denver, Colo., and Reinhardt's, Memphis, Tenn.

Norman Jones to Travel for Phonograph Corporation

Former Retail Manager of Montalvo, Perth Amboy, to Cover Lower Section of New York State in Interests of Edison Jobbers

Norman Jones, for a number of years manager of Montalvo's Music Store in Perth Amboy, N. J., has joined the staff of the Phonograph Corp. of Manhattan, Edison jobber, as New York State traveler, covering several counties immediately north of New York City. Mr. Jones will devote much of his time to dealer service work, his long and successful retail experience particularly qualifying him for that work.

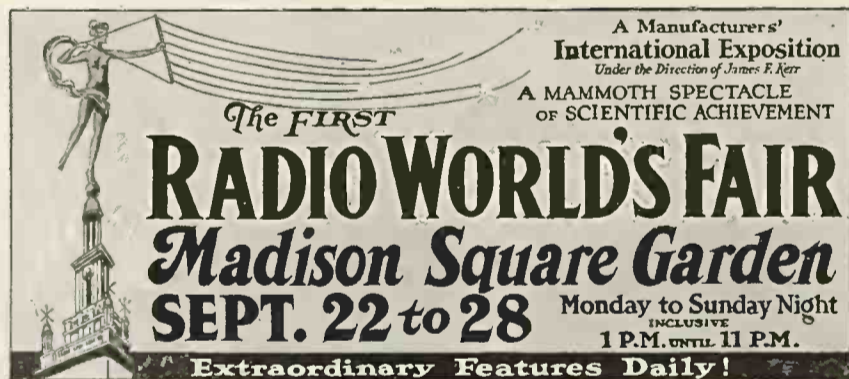
Among recent new dealers signed up by the Phonograph Corp. of Manhattan are included Friedman's Music Shop, 56 Clinton street, New York City, and the Doylestown Drug Co., Doylestown, Pa.

Another Four-in-One Edison Record Just Released

The success of the first Edison four-in-one record issued some time ago, and containing both the instrumental and vocal arrangements of both numbers for the benefit of those who enjoy both singing and dancing, has bid fair to make such combination records a regular part of the Edison catalog. The second of the series of four-in-one records is found in the latest supplement, the record bearing on one side "Paradise Alley," played as a fox-trot by Harry Raderman's Dance Orchestra and sung by Arthur Hall, while on the other side there is a popular hit, "Bringin' Home the Bacon," played as a fox-trot by Kaplan's Melodists and sung by Vernon Dalhart.

To Handle Sonora Publicity

L. C. Lincoln, advertising manager of the Sonora Phonograph Co., Inc., New York, announced this week that, effective August 1, the company's advertising would be handled and placed by the J. Walter Thompson Co., New York City. This agency is one of the foremost members of the advertising world and is admirably qualified to handle the important campaign now being prepared by the Sonora advertising division for the coming Fall and Winter seasons.



A MANUFACTURERS' EXPOSITION

Which will be Attended by the Principal Radio Jobbers and Dealers of the Universe

De Luxe Exhibits by Nationally Known American Manufacturers

Representative Displays by the Famous Manufacturers of
ENGLAND, FRANCE, BELGIUM, ITALY, SWITZERLAND
AND AUSTRIA

Business Office
Hotel Prince George, N. Y. C.

Direction of
U. J. Herrmann and James F. Kerr

Victor supremacy is the supremacy of performance



Victrola VI, \$35
Mahogany or oak



Victrola IX, \$75
Mahogany or oak



Victrola No. 80
\$100
Mahogany, oak or walnut



Victrola No. 111
\$225
Electric, \$265
Mahogany, oak or walnut

Victor history is one continuous series of great musical achievements. Each successive accomplishment marking another step forward in the progress of dealers in Victor products.



Victrola No. 215
\$150
Mahogany, oak or walnut



Victrola No. 260
\$150
Mahogany or walnut



Victrola No. 405
\$250
Electric, \$290
Walnut



There is but one Victrola and that is made by the Victor Company—look for these Victor trade marks

Victrola

Victor Talking Machine Company, Camden, N. J.

Don C. Preston's Effective Financing Plan

Live California Dealer Tells How Taking Cash Discounts, Interest on Deferred Payments and Credit Extension Policy Pay

Sales are the first requisite, but without a proper financing plan no merchant can hope to be really successful, according to Don C. Preston, who, in the short period of a little more than four years, has built up one of the most prosperous talking machine businesses in California, operating two stores, one in Bakersfield and a branch in Taft. In the following statement to The World Mr. Preston outlines the policies and principles of the financial end of the business which have made him a success:

Importance of Cash Discounts

"A little over four years ago Mrs. Preston and myself entered Bakersfield with capital amounting to less than six thousand dollars. Our first idea was to confine ourselves to a selling campaign which we could properly finance at all times. By subletting a portion of our store and doing all our own work we were able to meet our first statements with cash discounts. From that date until this, and in the meantime doing over three-quarters of a million dollars' worth of business, we have never missed a cash discount on any merchandise, with few exceptions. Neither have we ever sold any of our contracts nor put them up as collateral.

Interest Charge Profitable

"In spite of our competitors refusing to charge interest, we have always secured interest on deferred payments, and the revenue derived from this source during the year 1923 amounted to over \$7,000. This, in addition to our cash discounts, shows a very substantial profit.

Unusual Collection System

"In order to finance our business in this manner it has been absolutely necessary that we have a very rapid turnover on our merchandise and have an efficient collection system. At the time customers sign contracts we immediately inform them as to our collection policy, and state that while we employ no collectors and carry their contracts in our own safe, we expect the responsibility of seeing that the payments are made to be upon them, and at no time will they be called upon for payments, unless there is something seriously wrong with their account. They are placed entirely upon their own honor, and should they at any time be unable to meet a payment when due, they are in some manner to notify us, and if occasion warrants we will issue a Credit Extension Certificate to them. Through this policy of having payments fall due at our office, we have a constant stream of people walking the entire length of our store to the credit department, which is located in the rear. The new business derived from this source is an extremely large item. In fact, we would not allow collectors to work

for us free of charge. The fact that we are now carrying well over fifteen hundred contract accounts satisfactorily, without the help of a collector, proves that this system is right.

Grants Credit Extension

"Should customers desire an extension of credit, we have them fill in a Certificate of Credit Extension (illustrated herewith), with all information as to when they will be in a position to resume their payments and the reason why extension is asked. After signing this, they receive a copy and the original is retained by us for reference, the number of the Credit Certificate being immediately placed on the ledger account of this customer, so that in turning to the ledger at any time we note they have made a certain definite promise to pay, and this certificate is checked immediately with their remittance. Not only does this work wonders over the counter, but it is still more valuable through the mail. The original is mailed to them to fill out, while we retain the duplicate, and upon the return of the original the duplicate is filled in and mailed back to the customer.

"While this is a new plan with us, it is the biggest thing that we have ever done to keep an accurate and systematic check on past-due accounts. One of the nicest features is that it is taken seriously by the customer and also accepted as a courtesy extended to them. The use of this will in no wise offend your closest friend or most critical customer. These certificates are placed in a binder, and the reverse may be used for any memorandum as to further follow-up. Upon failing to hear from customers within ten days we write them a courteous note as to why they have failed to take advantage of the credit extension offer, and from then on we follow it up more strongly.

Backbone and Repossessions

"My experience leads me to believe that phonograph dealers as a whole meet the repossession difficulty much too timidly," added Mr. Preston, "thereby educating the public to expect to be able to send back their machines on the very slightest pretext, which is bound to arise in almost every case where the contract covers a year's time. Any dealer who is in the habit of putting up any opposition to repossessions knows that the excuses given for returning machines are seldom the real reason; in fact, in most cases a real reason rarely exists. As a rule it is a very simple matter to place customers in a hole by asking a few pointed questions about their future intentions. They expect so little opposition that they are not prepared with elaborate alibis. I have found that the intimation that you intend to check up on

their statements before taking any definite action will in a great many cases cause a complete change of front, and if given an easy way out so as not to embarrass them they will go home and decide to keep the machine. The question of bringing suit to enforce your contract is one that every dealer must decide for himself. A good, strong policy governing your dealing with repossessions, coupled with a

PLEASE SIGN AND RETURN ATTACHED BLANK

ACCORDING to our records, your account shows you to be in arrears to the amount of \$_____ and of course you are aware of the fact that your contract reads: "In default of any one payment, the entire amount becomes due and payable." Unless an extension is agreed upon,

We feel that you have let this slip your mind and would ask that you fill out the attached Certificate of Extension and return to our office at once in order that our credit department may approve the extension of time you desire, providing the circumstances warrant, thus protecting you on your contract.



THIS BLANK SHOULD BE FILLED AND MAILED TO US PROMPTLY

CERTIFICATE OF CREDIT EXTENSION

No. 801

DON C. PRESTON,
Bakersfield, Calif.

The reason for not having paid my regular installment is because _____ Date _____ 192__

_____ after careful consideration, I find that I can adjust my affairs so as to take care of my obligation with you, and remit \$_____ on the _____ day of _____, 1924.

Date Due _____ 192__ I fully realize that this is not in accordance with the terms of my contract-lease and it is quite out of the ordinary to have such a courtesy extended me, and I will on the above date remit to your office the amount specified herein.

Amount Due on Contract \$ _____
Amount Due on Interest \$ _____
Amount Due on Miscellaneous \$ _____
Total Amount Due \$ _____

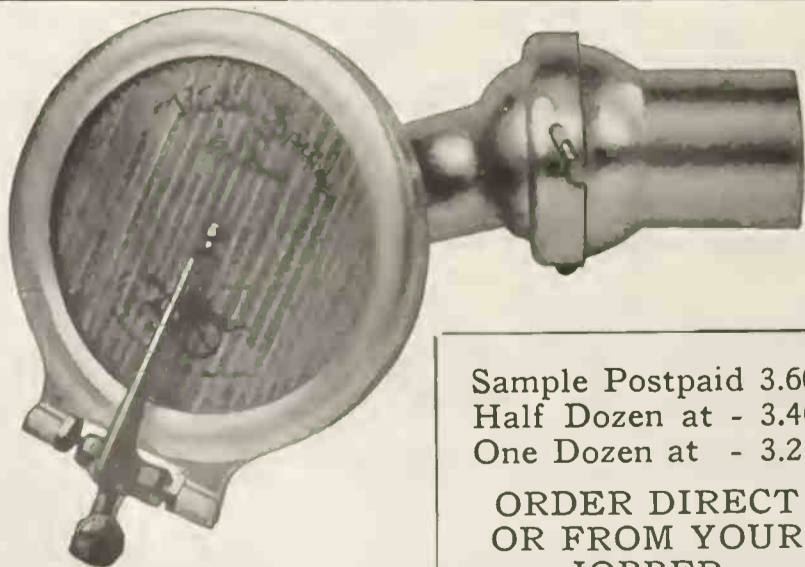
Approved by _____ (Signed) _____
PROTECT YOUR CONTRACT AND CREDIT WITH THIS APPROVAL CERTIFICATE

Preston's Credit Extension Certificate

knowledge of how to enforce payment in cases where no other method is successful, gives a dealer so much confidence in his ability to save the sale, that a resort to legal measures is seldom necessary. A phonograph dealer working on the assumption that the customer is always right, particularly in small territories, will find his repossessions eating up a large proportion of his legitimate profit.

Cleaning Out "Dead" Contracts

"We have formed a policy of at all times buying goods from ourselves first instead of from manufacturers and jobbers. By this I mean that where we have an account that is not paying, and with no hope of an arrangement whereby there will be any reasonable renewed activity, we immediately resell this instrument, but only in cases where it is impossible to make some satisfactory adjustment. In this manner one can keep his contracts practically clean at all times without having to take special periods for 'clean up campaigns'."



Every User Satisfied

Sample Postpaid 3.60
Half Dozen at - 3.40
One Dozen at - 3.25

ORDER DIRECT
OR FROM YOUR
JOBBER

The Violin Spruce EDISON ATTACHMENT

Gives the clear, non-metallic tone the Edison user expects from lateral cut records but is unable to obtain with ordinary attachments.

FIVE YEARS HAVE PROVEN THAT
VIOLIN SPRUCE DIAPHRAGMS IMPROVE WITH USE LIKE A VIOLIN

THE SPRUCE DIAPHRAGM CO., CLEVELAND, OHIO

The Portable's Companion PEERLESS CARRYING CASE

(For All Records)



CARRYING CASE—PEERLESS
It Has No Rival!



RECORD ALBUM—PEERLESS
With an Established Clientele!



RADIOLOG—PEERLESS
There Is No Other!

Every Portable sold should mean a sale of a Peerless Record Carrying Case. Not only for the additional profit on the transaction, but because the carrying case assures constant use of the machine and a continued interest in records.

It will further the sales of the weekly and monthly record releases.

During the Summer the increased total of record sales through the sale of Peerless Carrying Cases will be substantial.

PEERLESS ---the Album

Album Sales mean more record sales. There is profit in both. Peerless Albums are quality products, allowing a good margin of profit to the dealer.

Peerless Radiolog

A new accessory with a wide sale. If you do or do not carry Radio you can profitably sell Peerless Radiologs. They will bring Radio customers into your store—thus increasing your clientele.

Other Peerless Products

DeLuxe Record Albums
"Big Ten" Albums
Classification Systems for Albums
"Songs of the Past" Album

Record Album Sets for
All Make Machines
Record-Carrying Cases

Record Stock Envelopes
Record Delivery Bags
Supplement Mailing Envelopes
Photograph Albums

Samples Sent on Request

PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

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

636-638 BROADWAY
NEW YORK

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



(Registered in the U. S. Patent Office)

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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London, Eng., Office: 2 Gresham Building, Basinghall St. W. LIONEL STURDY, Mgr.
 The Talking Machine World has regular correspondents located in all of the principal cities throughout America.

Published the 15th of every month at 383 Madison Ave., New York.

SUBSCRIPTION (including postage): United States, Mexico, \$2.00 per year; Canada, \$3.00; all other countries, \$4.00. Single copies, 25 cents.

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

REMITTANCES should be made payable to Edward Lyman Bill, Inc., by check or Post Office Money Order.

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

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

NEW YORK, JULY 15, 1924

Come, Let Us Reason Together!

IT has been asserted, and undoubtedly with a great deal of truth, that 90 per cent of widely advertised patent medicines such as those claimed to cure "that tired feeling in the morning," or "that sluggish feeling after heavy meals," and to give octogenarians boyish ideas, are sold to those who up to the time of reading the advertisements have enjoyed practically perfect health, but who, checking up on the advertised symptoms, are impressed with them and immediately become very ill individuals.

The same psychology applies to so-called business ills and their proposed cures. It cannot be said perhaps that 90 per cent of the complaints about poor business are bunk, but it is quite certain that the constant wailing of certain groups of malcontents has the effect of making current business and future prospects seem discouraging. There are associations, for instance, the meetings of which, instead of acting to stimulate the members, might be more properly termed "moaningfests," for, from the sound of the gavel at the opening to the adjournment, about 60 per cent of the time is consumed by officials and others who insist upon preaching to the membership at large just how "rotten" trade really is and how hopeless is the future.

It cannot be said that false optimism is going to make poor business good, but it can be said that an overabundance of pessimism has the effect of making many ordinary merchants quit trying. They have felt that business conditions are not just to their liking, but have been working a little harder and getting results that proved profitable, even though not to such a large extent as hoped. In their own particular fields they have endeavored to keep things moving nicely until such time as demands became more active and have shown little inclination to quit trying until they hear those whom they regard more or less in the light of oracles tell how really hopeless conditions are.

To study the dealer's problems and point out to him ways and means for solving those problems and increasing his income come very properly within the scope of association activities. But that work can be carried on in a constructive manner and on the basis that in his present business the dealer has a sound foundation upon which to build. To carry on a destructive campaign—one calcu-

lated to cause the unthinking retailer to throw away the results of a decade or two of hard and in a great measure successful work by undermining his confidence in his own industry—is certainly working in the wrong direction.

To persist in telling a merchant that business is good when it isn't is illogical, but to paint things for him as being much worse than they actually are is most certainly to be condemned.

Thinking and Acting on Summer Business

A DEALER in the East during the past few months spent considerable money in newspaper advertising and window displays featuring portable machines, and although the results were comparatively good, they did not measure up with what he believed the results should be in consideration of the money and effort involved in the campaign.

In planning and carrying out the campaign the dealer had in mind the possibility of extending his list of clients with a view to increasing record sales through catering to these new customers and perhaps selling them a cabinet machine later on when cool weather drove them indoors. He did increase his list and on a paying basis, but not quite so extensively as he had hoped.

One day, moved by what the racetrack followers term a "hunch," this particular dealer loaded a half-dozen portables and a few dozen records in the back of his flivver, stepped on the gas and went calling upon some of his old-time and regular customers, those to whom he had sold large machines and to whom he still sold records.

He found it a simple matter to gain an audience because his customers knew him, and by good, intelligent argument, without undue forcing, he succeeded in selling five portables to these same customers, people who were planning to go to Summer homes or camps, and who had heard of the advantages of the portable machine but needed just that little personal touch to put the sale over.

That particular dealer and his salesmen have been combing, and are still combing, a large list of customers and meeting with very gratifying success. There are, of course, some new clients being added to the rolls, but this year at least this particular dealer is depending upon doing business with those who are already his friends. As he views it, he is saving some new customers for the sale of larger machines in the Fall.

Another angle is that the personal visits have resulted in the sale of several hundred records from the current lists—records new to the customer, and which made an appeal through the personal demonstration. It all goes to prove that the secret of good business is in keeping the friendship of customers and being able to sell to those customers the new products as they appear. It represents the line of least resistance, for it overcomes that great handicap of direct selling, making the approach and getting the first hearing.

Many will remember the "Vision of Sir Launfal," wherein the knight traveled across Europe and to Palestine in search of the Holy Grail that was found finally to be held by the beggar sitting at his own gate. How many merchants are going far afield in search of business that is lying right at their doorsteps, theoretically, and available to the careful canvass of customers already on their books.

Best Methods to Adopt in Radio Merchandising

A GREAT majority of talking machine dealers either handle, or plan to handle, radio in some form or another, and although there are still many who are awaiting developments, so to speak, by far the greater number have come to the conclusion that there is no middle ground and that they are going to handle, or not handle, radio equipment.

Certainly the developments in the radio field not only among radio manufacturers themselves, but among talking machine manufacturers who have given, and are giving, careful attention to radio have been constant and impressive and in practically every way tending towards better products, particularly from the angle of the man who is expected to merchandise them.

Radio has gained a sufficient foothold in the talking machine trade to make pertinent and timely a careful consideration of the best methods to be adopted in the merchandising of this newest product, for although theoretically the talking machine dealer need follow up only his own regular clientele to produce a fair volume

of radio business, there are problems connected with demonstrating and selling sets, terms and the giving of service, that are considerably different from those that have proved successful in the handling of talking machines and records.

These problems are not in any sense theoretical, but their presence has been proved through actual experience. The dealer who allows long terms on radio apparatus and allows those terms to apply to the perishable equipment such as batteries, tubes, etc., requires only a few repossessions to convince him of the fallacy of the system.

Certain dealers have proved that it is possible to make money handling radio, particularly those receiving sets and loud speakers that are kept more or less out of the hands of the "gyps," but the selling methods must be those that experience has shown are best adapted to the product. He must be careful in fixing his terms, making his promises and giving his guarantees.

In short, if the talking machine dealer has gone, or is going, into the new field seriously, he should take the precaution of going into it intelligently as well. In the buying if he is careful he can rely more or less upon the reputation and guarantee of the manufacturers, but the selling is his own problem and upon successful selling depends whether or not he really makes money.

Proof of Stability of Talking Machine Industry

DESPITE the wailings of some members of the talking machine trade that business has gone to the bowwows and shows a steady downward slide, the Victor Talking Machine Co. has come forth with an announcement in the public press to the effect that the output of Victor instruments planned for this year will exceed by 48 per cent its output for 1923. The announcement is calculated to take the kick out of the pessimist's wail.

It is true that this increase of nearly 50 per cent in production applies only to the products of one company, but it cannot be denied that the progress of the Victor Co. has reflected, and still reflects, the development of the industry. Another thing that is encouraging is that the Victor Co. in its statements and in its plans is nothing if not conservative. If that company has increased its machine production 48 per cent, it is safe to gamble that there are in sight, if not actually on the books, orders to absorb that increase.

In making its statement to the public the Victor Co. has rendered a real service to the industry, a service that can help to restore and maintain respect and confidence in the talking machine and its future.

Arousing Public Interest in Your Product


NEVER in the history of the country have national political conventions, called to nominate those who represent the Republican and Democratic parties in the race for the Presidency, been brought so close to the average voter as this year. It is estimated that in addition to those who followed the conventions through the newspaper reports, most generally biased, there were between ten and fifteen million citizens who followed the proceedings, both in Cleveland and in New York, minute by minute by radio and heard every detail as it occurred.

How many talking machine dealers took advantage of this close personal interest via radio in convention proceedings to arrange special window displays with a view to capitalizing that interest and developing it into sales? How many placed in their windows records made by various Presidents of the United States when such were available? Or, how many featured records by individuals prominent in the public eye at this time, or records of patriotic marches and songs, and the campaign songs featured by different parties and various delegations?

At the Victor Exhibition Salons in New York during the Democratic Convention the window was given over to four records placed alongside descriptive cards, while above all was a placard with black lettering on gold announcing the "Voices of the Presidents." One of the records bore a speech by Roosevelt; another a speech by Taft, a third an address by Wilson, and a fourth an address by Harding. Anyone who took the time to watch the crowd around the window during the greater part of the day and evening could have no mistaken idea as to the value of thus capitalizing a national event.

The Democratic Convention represented only one opportunity of scores that occur each year, and the retailer does not have to be in New York to capitalize the event in his window displays and advertising. When a national event is concerned modern means of instant communication have made Hickey's Corners as much a part of the picture as Broadway.





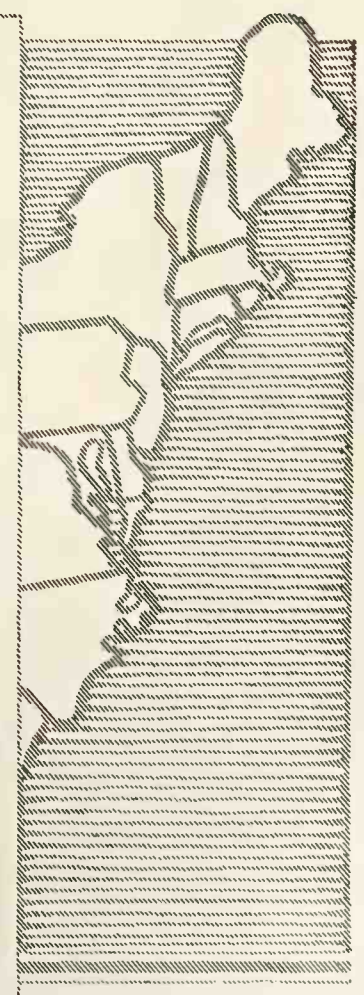
Sherman, Clay & Co.

Victor Distributors on the Pacific Coast

*Victrolas Victor Records
Victor Accessories*

Main Wholesale Depot:
741 Mission Street, San Francisco, Cal.

Branch Wholesale Depots:
10th and Santee Streets, Los Angeles, Cal.
N. W. Corner 13th and Glison Streets,
Portland, Oregon
Oceanic Bldg., Cor. University and Post Streets,
Seattle, Washington
330 West Sprague Ave., Spokane, Washington



5 DISTRIBUTING DEPOTS *for* YOUR CONVENIENCE

How a Live Retailer Cashes in on Radio

Profitable Publicity, Demonstration and Service Methods of Emporium Radio Department Outlined by C. S. Mauzy, Manager

Certain definite developments have taken place in the retail merchandising of radio which are the result of experimentation on the part of forward-looking dealers who have discovered that the arrangement of the radio department, demonstration facilities and sales tactics all play a vital part in placing this branch of the business on a profitable basis.

How the Emporium Sells Radio

One of the most successful and modern talking machine and radio departments is that of



Emporium Radio Display and Booths
the Emporium in San Francisco, which is under the able management of C. S. Mauzy. This concern has made some big strides in merchandising radios which are worth setting forth for the valuable pointers which other talking machine dealers, who are handling or contemplate handling radio, may profit by. Attractiveness of arrangement of the department is considered important, as may be seen by a glance at the two accompanying views of the radio department, one of which shows the convenient service counter and the other showing the booth arrangement. Leading a prospective customer to an attractively arranged booth where several radio outfits or combination radio-talking machines are on display and where the demonstration may be made without annoyances and sales-killing interruptions has been found conducive to the best results, both in getting the best performance from the instruments and at

the same time placing the prospect in a receptive mood, so that the salesman can do his work most effectively.

Variety of Lines Essential

Following is an outline of the various points of operating a radio department, which C. S. Mauzy, manager at the Emporium, has set forth for The World and what he believes every dealer must consider:

"The combinations of radio and phonograph which have come on the market have brought us to the point where we have something more to sell than strictly a phonograph and the accessories required—for these combinations established a radio section. In dealing with the combination radio-talking machine we soon discovered that a great many people are not interested in the combination, and necessarily we added complete lines of separate radio instruments, striving in every case to first secure those lines which had a range of prices and a complete and thoroughly standard guaranteed equipment.

Separate Radio Advertising Pays

"Located as we are in one of the largest stores west of Chicago, naturally a certain



Radio Service Counter and Part of Display

amount of business gravitates to us. We have coupled with this advertising in the main ad of our store and also separately on the radio pages of the local newspapers, the latter being most effective. To further attract the attention of radio enthusiasts we have made special drives on various radio items. For example, the last and most successful drive featured a storage battery. This brought many customers into the radio department and resulted in the sale of

other radio accessories than the one featured.

Public Demonstrations Pay

"Publicity directed towards the radio department has been gained by demonstrations in various clubs and halls and making demonstrations to customers in their own homes. With the Super-Heterodyne no aerial is necessary, so demonstrations of these instruments in the homes are made easy. However, where it is necessary to install an aerial the same is done at the expense of the party desiring a demonstration, and a flat charge of \$10.00 for all aerial construction is made, the aerial remaining the property of the prospect if the set demonstrated is returned.

Sell for Cash and Instalments

"Sets are sold on a cash or time basis, as preferred by the customer. Sales on the instalment plan are on the basis of one-third down and the balance payable within a period of six months. Interest at 6 per cent on instalment sales is charged, and the contract requires that payments be made at the office of the company each month.

Service the Biggest Problem

"Service in radio is the biggest problem we have to solve, and service is given within the lines of our policy, which, briefly, is as follows: We believe our merchandise equals the price paid for it by the customer, and that in the event that the

same is not entirely satisfactory within a period of four days we will accept a return and allow a credit for same in cash and without argument. This places the radio department in the position for carrying such merchandise on a basis that will prove satisfactory when the customer has reached home and the sales person's selling enthusiasm has passed out of her mind. With the delivery of every machine a salesman or instructor spends an evening at the home of the customer to demonstrate the operation of the set.

"Those items which create radio satisfaction, selectivity, ease of operation, quality, workmanship, appearance, such that it will be an ornament in the home and not an intricate piece of machinery, are some of the more important considerations in the selection of the lines which the dealer must consider.

"The second item in consideration is whether or not the manufacturer controlling the output of radio products will confine them to legitimate dealers capable of handling the product or whether they will be scattered regardlessly to every electrical shop and automobile dealer throughout the country."

Rodeheaver Dines Starr Staff

On his return from Australia after a trip around the world, Homer Rodeheaver, famous evangelistic singer and Gennett record artist, tendered a luncheon to the staff of the New York office of the Starr Recording Laboratories, makers of Gennett records, in celebration of his homecoming. Among those present were R. C. Mayer, sales manager of the Eastern territory of the Starr Co.; Thomas Griselle, music director of the laboratories; G. H. Keates, A. J. Lyons, E. P. Miller, Miss Marie Cleere, Miss Lillian J. Medoff, Herman Koenig and W. G. Russell. The Gennett Orchestra, which accompanies Mr. Rodeheaver on many of his recordings, were also present at the luncheon.



HENRY BURR



ALBERT CAMPBELL



JOHN MEYERS

EIGHT POPULAR VICTOR ARTISTS

In Concert and Entertainment
Personal Appearance of
Eight Popular Favorites on One Big Program

A live attraction for live dealers and jobbers
Bookings now for season 1924-1925
Sample program and particulars upon request

PHILIP W. SIMON Manager
1674 Broadway New York City



FRANK CROXTON



MONROE SILVER



BILLY MURRAY



RUDY WIEDOEFT



FRANK BANTA

Popular Ensembles including
Campbell & Burr - Sterling Trio - Peerless-Quartet

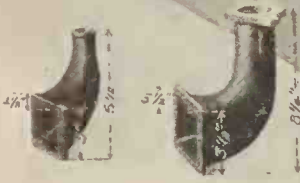
HONEST QUAKER

REG. U.S. PATENT OFFICE & CANADA

Main Springs and Repair Materials



© E.T.M. Inc.



Our BUSINESS
Our BUSINESS
Every Lasting Business is Founded on the Solid Rock of Quality

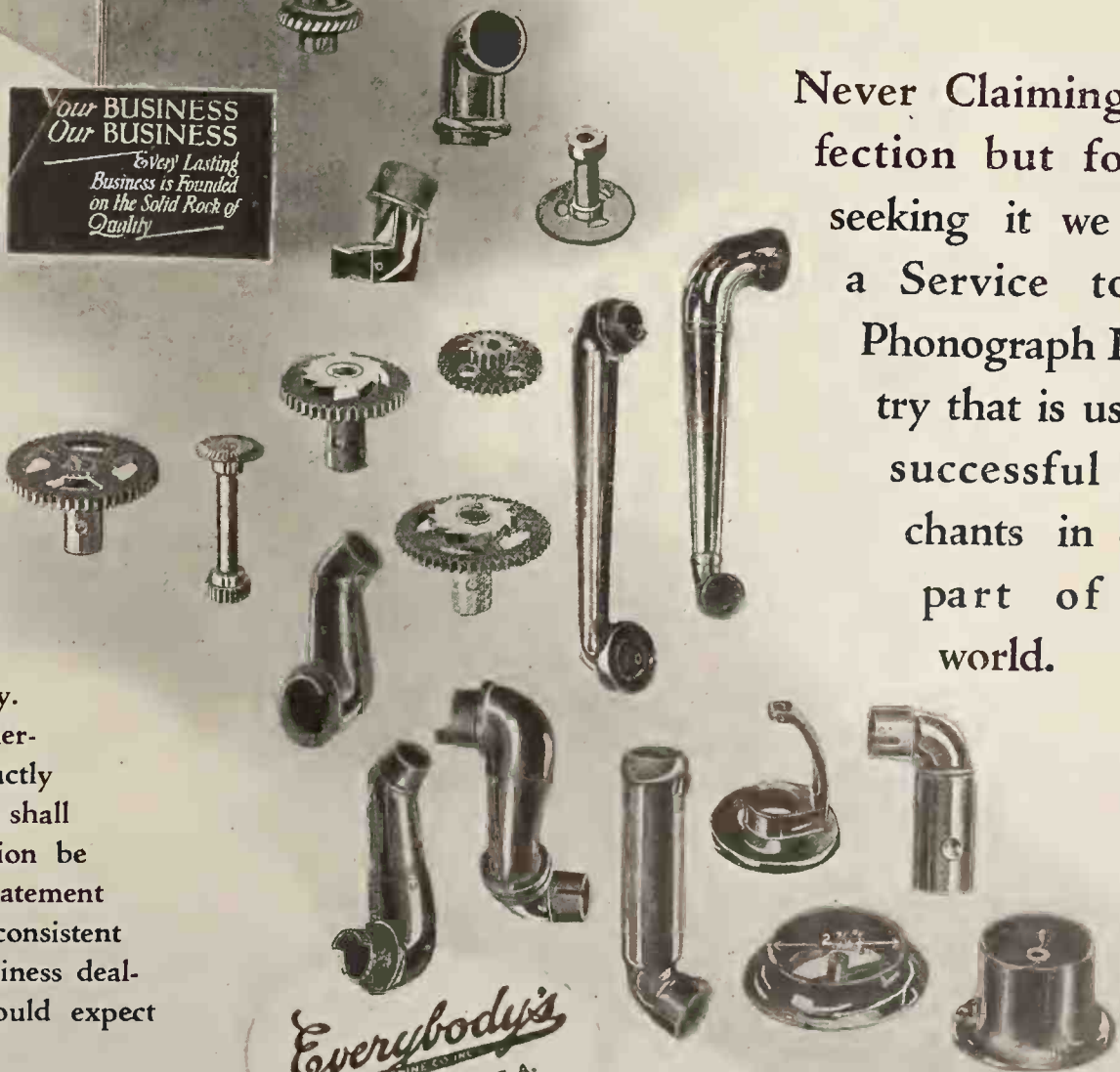


TRADE MARK

OUR CREED:

Never shall any item be illustrated in our catalogue unless we are in a position to fill your orders promptly. Never shall any of our merchandise be other than exactly as illustrated, and never shall anyone in our organization be authorized to make any statement that is not authentic, consistent with proper and good business dealings and such as we would expect from you.

Never Claiming Perfection but forever seeking it we offer a Service to the Phonograph Industry that is used by successful merchants in every part of the world.



Everybody's
 TALKING MACHINE CO. INC.
 PHILADELPHIA, U. S. A.

REPLACEMENT PARTS FOR EVERY

MOTOR, TONE ARM and REPRODUCER

Advertising Is the Key to Portable Sales

Increasing Portable Sales Through Publicity—Appealing to the Masses—Price Is an Important Factor—A Neglected Sales Field

Summer days are here, and once again the great annual migration to mountains and shore is under way. Every day the great exodus continues and unless the talking machine dealer is on his toes for business he is bound to suffer through loss of record trade as well as in the sale of machines. He will suffer, however, only in proportion to his lack of enterprise. This very vacation season brings with it unusual sales possibilities. The vacation-going public is interested in one thing only at this season, namely, recreation, and whether music is made a vital part of the holiday depends in a large measure on retailers.

Portable Sales the Answer

While the sales volume of large machines is certain to suffer to some extent, at least, the talking machine dealers have at hand in the portable an instrument which is especially adapted for use by vacationists, whether it be in cottage at the seashore, or in a mountain camp. Certain it is, however, that the person engrossed in making plans to get away from the city during the hot months, or even for the annual two weeks, will not recognize what the advantage of taking a portable talking machine along will mean in the way of increased pleasure. That is where the retailer comes in. It is up to him to make the public realize that a portable talking machine and some records are just as important in making the vacation or Summer holiday a success from the standpoint of pleasure as are the fishing rod and the golf clubs. The retailer must drive home that message or the chances of doing the business which may be expected because of the particularly appropriateness of this small instrument will be largely curtailed.

Sales Through Portable Publicity

Many retailers already this season and during past seasons have cashed in on publicity, that is, through advertising, both direct, such as newspaper publicity, and indirect, by means of window displays, etc. The dealer must plan his campaign carefully and then go through with it. Half-hearted measures will bring half-hearted results. The quickest way to reach the great masses of the people in any community is through newspaper advertising. Consistent advertising, in which portable instruments are featured in a manner to make them desirable as Summer vacation accessories, will produce sales. Results have shown this to be true, and this year more than in past years advertising should have an important influence on sales of portables. The reason for this is that the advertising of the manufacturers of various portable machines as well as the efforts of individual retailers has been instrumental in educating a large part of the public to the uses for which the portable type of instrument is especially adapted.

Excellent Portable Advertising

The illustrations herewith show how three live concerns are going after business. Two points

are stressed particularly in each ad, first and most important, the pleasure to be derived from a portable talking machine during the Summer, and, second, price. Of course, these are the two important considerations insofar as the portable as a Summer vacation accessory is concerned, and, therefore, they should be featured as strongly as possible. The advertisement which brings before the reader a picture of a jolly gathering at camp, picnic or seashore with

The fact that portables are so reasonably priced influences many people to purchase one, but the public will not know how low the cost of a good portable actually is unless the retailer steps out and tells them through advertising, window displays or some other equally effective manner. This applies with equal force to bring-

A Portable Victrola for Your Vacation

\$50

ON EASY
TERMS

BE sure and take along a portable phonograph when you leave for your trip this summer. Our liberal payment plan makes it mighty easy for you to possess one.

You carry it like a traveling bag

Victrola No. 60



KEMPF BROS.

\$23.50

Priced \$23.50

Small and Compact as a Suitcase

THE PORTABLE VICTROLA takes music everywhere—on boat, train, camping trips, into the hills and forests. It's the handiest little affair—closes up like a small suitcase, with room for 6 10-in. records. **THE PORTABLE VICTROLA** is priced, **\$50**

THE ORO-TONE DE LUXE is an achievement in portable phonograph building. Its rich musical tones and volume equal that of many of the largest machines. The perfect file keeps records where you want them for instant selection. **IT IS PRICED \$30**

**For the Dance, Song, Anywhere, Everywhere
A Portable Phonograph Will Add Joy!**

First Ave.
at
Wall St.

Tull & Gibbs

Spokane's Greatest Home-Furnishing Store
Your Credit is Good

First Ave.
at
Wall St.

**Take a Pal
On Your Week-end Trip
\$1.00 equips your auto, camp or
canoe with music.**

John A. Roberts & Co.
Utica's Greatest Store

Three Excellent Examples of Portable Advertising With a Strong Summer and Vacation Appeal

the portable providing the entertainment is a sales builder. That is what the dealer should strive for in his advertising. Make the public realize that the portable instruments you handle will give added pleasure during the Summer months. Educate them to the merits of this instrument. Go after business in every way and the profits will take care of themselves.

Price Important

The second point emphasized in these three advertisements is price. Now price plays an important part in the purchases of the average man or woman. The majority of the public belongs to the great middle or wage-earning class. Vacation means the expenditure to most people of a considerable lump sum for a brief period of recreation. Many of them have large talking machines in the home, and unless they are convinced that a portable instrument will add considerably to their pleasure they will not buy.

ing the merits of portables as musical instruments home to the public.

Another Portable Field

There is another year-round portable sales field which seems to have been generally overlooked. At least few dealers seem to make any real effort to go after portable business among those people of their communities who cannot afford the comparatively large expenditure required for an upright or console instrument. There are many fine portable prospects among the people of any community whom the dealer, in the ordinary course of events, would not solicit for business, and this is especially true in view of the fact that there are portables on the market to-day that will grace any home, and their reproducing qualities compare favorably with larger instruments. Every portable sold will mean an additional record customer, and this is an important consideration.

STARR PIANOS STARR PHONOGRAPHS

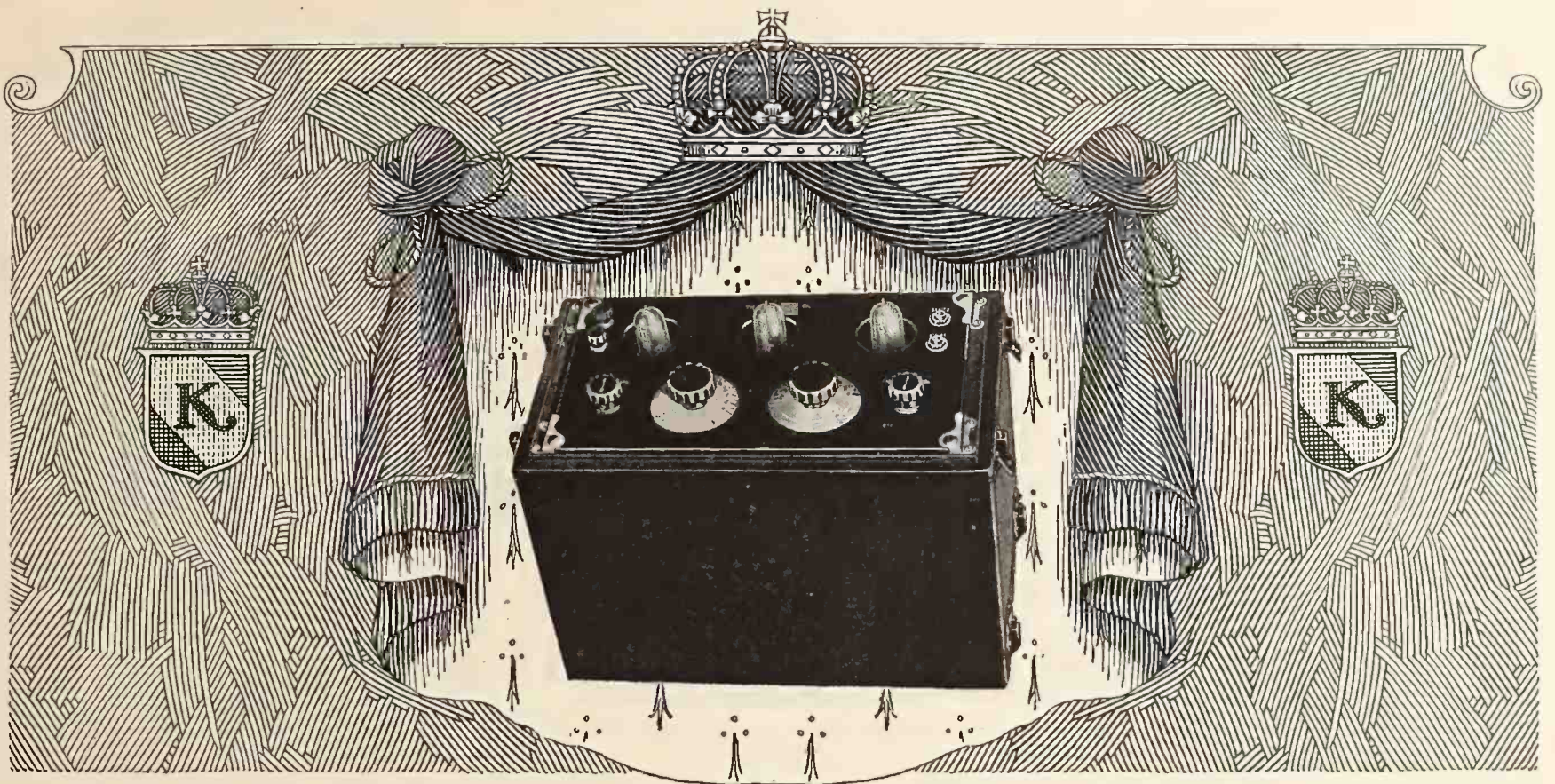
GENNETT RECORDS

Represent the Highest Attainment in Musical Worth

The STARR PIANO COMPANY

Established 1872

Richmond, Indiana



The KENNEDY PORTABLE RADIO RECEIVER

MODEL III

(Kennedy Receivers are Non-radiating)



OT a compromise for the sake of summer portability—but a full-size, full-volume receiver for all year round home use.

You'll find something interesting to your customers in this full-volume portable radio. It is one way to keep radio enthusiasm active and help summer sales. Here is a receiver that can be picked up and taken along. Completely self-contained—batteries, phones, phone-plug, and all. Uses any aerial—even a wire fence or a wire over a tree branch.

The Kennedy Portable is light and compact, but portability is gained with-

out sacrificing efficiency. It is a real Kennedy; a full-size receiver, using the same radio unit as Kennedy cabinet sets. Practically trouble-proof.

Stations can be logged with absolute accuracy. One dial controls wave length and the dial setting that brings a station in once will bring it back at any time—even on another aerial miles away. Remarkably simple to operate; clear, pure tones and lots of volume on nearby or distant stations. The Kennedy Portable is a sensitive, selective, 3-tube set that is built for use anywhere and any time.

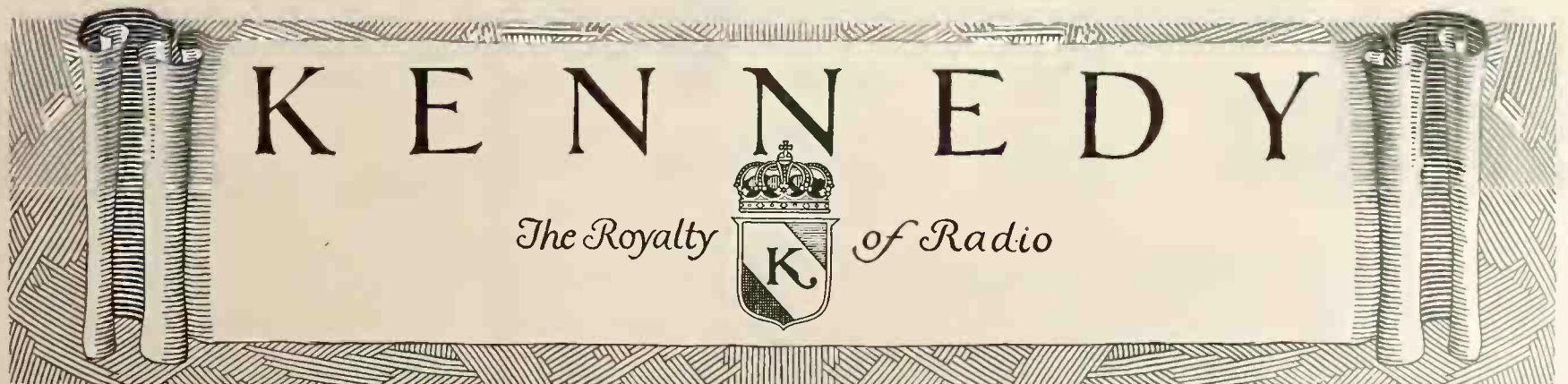
Dealers
are
invited
to
write



A Kennedy dealership is a fine business asset. Get acquainted with the Kennedy line, — especially the forthcoming models that will complete the present line. Wonderful tone quality—splendid appearance.

Armstrong Regenerative. Licensed under U. S. Patent No. 1,113,149

THE COLIN B. KENNEDY COMPANY
SAINT LOUIS, MISSOURI



Definite Publicity Campaign Builds Sales

McManus Bros. Follow Up Newspaper Publicity and Revive Public Interest in Sales Message—Circulars and Booklets Help Drive

The policies which govern the management of a talking machine store vary to a large extent, dependent on a great many factors. Some dealers find that the location of the store is the main feature in attracting customers and consequently bend all their efforts to making the store as attractive as possible. Others in a less advantageous position depend on outside sales forces who canvass the immediate and adjoining territories for prospects, while another type of dealer depends almost solely on advertising and effective publicity broadsides sent to his mailing list. These methods of increasing the business of the store are the ones most used by dealers throughout the country and each have their virtues and the method to be used or the combination of two or all the methods is governed entirely by the situation of the store, the class of trade with which the store deals and the competition which the dealer encounters.

McManus Bros. Advertising Pays

The talking machine and radio department of McManus Bros., Elizabeth, N. J., inclines toward the policy of advertising in the local papers and an ambitious follow-up campaign among the 10,000 people whose names are on the mailing list of the store. Possessed of a reputation which is of the highest and with the proud slogan of forty-three years of service to the people of the city, the store's advertisements carry weight and bring good results. The Victor and Edison lines are carried in the phonograph department and the complete radio line of the Radio Corp. of America is also strongly featured. Each article receives its full share of advertising and publicity as do also records, a phase of the talking machine business which many dealers neglect.

Mails Advertisements to Prospects

One of the policies practiced by the manager of the department, F. Weidman Evans, and one that lends much effectiveness to the advertisements in the local papers, is that of having reproductions made of the advertisements and to reprint the same on heavy coated paper, sometimes on tinted stock and at other times in two colors. It can readily be seen that an

advertisement which is considered effective and attractive when it is run in its usual form on cheap newspaper will be doubly so when it is seen alone and on a high grade of paper or in colors. Another feature of this policy is that it serves as a reminder of any offer which may have been made in the original advertisement. It is obvious that an advertisement appearing in a newspaper loses much of its pulling power because of the fact that there are a large number of bargains offered by other merchants appearing side by side with the dealer's announcement and the attention of the reader may be distracted from the interest in a talking machine or radio to that of some other article of merchandise. Hence this follow-up revives whatever interest may have originally been aroused.

Different Appeals Stressed

In the advertisements and literature featuring the Victor and Edison instruments, different appeals are stressed. In one the desirability of music in the home is featured with the quotation from Longfellow, "Show me the home where music dwells and I shall show you a happy, peaceful and contented home." Another message emphasizes the fact that the only instruments offered for sale are those, nationally known, made by manufacturers who are the largest and oldest in the world—instruments of known quality and worth. Another appeal made is that of easy terms, a few dollars down and a few dollars a week enables the prospective purchaser to own any instrument in the house.

Pushing Slow-moving Records

In addition to sending out the usual bulletins with the latest releases of records, this department frequently prepares a circular pushing a record from past releases and devotes the entire circular to a description of this record. In this way the department is enabled to push many records which are considered slow movers or dead stock.

Features Entertainment Value of Radio

In the radio department but one line is carried at the present time, that of the Radio Corp. of America. Mr. Evans has concentrated on this line with the most satisfactory results. In the

advertisements offering radio sets the price appeal is subordinate to the appeal of what the radio will bring, the entertainment features which the set is capable of giving to owners. As an instance, a recent advertisement, before mentioning prices, told of the many features which would make ownership of a radio set desirable this Summer. Under the caption "What's on the Air This Summer?" the answer was given, "The Republican and Democratic Conventions, Ball Games, Football Games, Big Boxing Championship Bouts, Music, Lectures, Church Services and the Whole World of Entertainment." It is publicity such as this that appeals to the layman who is not conversant with the technical aspects of radio, rather than the advertisements which give at great length the perfections of a certain set in language which is unintelligible to the average prospect.

The radio department recently prepared and sent to its radio customers a booklet entitled "Facts that every owner of a Radio Set should know." The reason for the sending out of the folder is given in a foreword which reads: "This folder is offered as an instructor in the proper operation of your radio set and should not be taken as an insinuation that radio sets are continually out of order. Such is not the case. The normal condition of a dependable radio set is a healthy one." The folder in brief answers illuminatingly so that every reader can understand the many complaints which dealers are receiving constantly from radio set buyers. It tells why radio reception is better at night than during the day, why battery trouble interferes with reception and how batteries should be tested and why it is necessary for an enthusiast to really understand radio to get the best results. This knowledge, the folder explains, comes from patience and practice.

Clever Tie-up With Better Homes Exposition

MIDDLETOWN, N. Y., July 5.—The Holmes Music Co., one of the most enterprising Victor dealers in this vicinity, operating stores in this city and Port Jervis, tied up in a most effective manner with the Better Homes and Building Exposition held here recently. One of the features of the tie-up by this live concern was a booth at the exposition which featured the Victor line of machines and records and was one of the most attractive and interesting displays, judging from the number of visitors who stopped to examine the instruments exhibited.

Another feature of the Holmes tie-up was the distribution of an attractive booklet which bore the title "Middletown, N. Y., and Music." The book opened with a brief statement of the advantages of Middletown as a residential and business community. Following pages were devoted to illustrations of schools and other important structures of the city, space also being devoted to the necessity of music for people in every walk of life and of every age. The Victrola, piano and other instruments and accessories came in for their share of "publicity" as one of the necessities of the home.

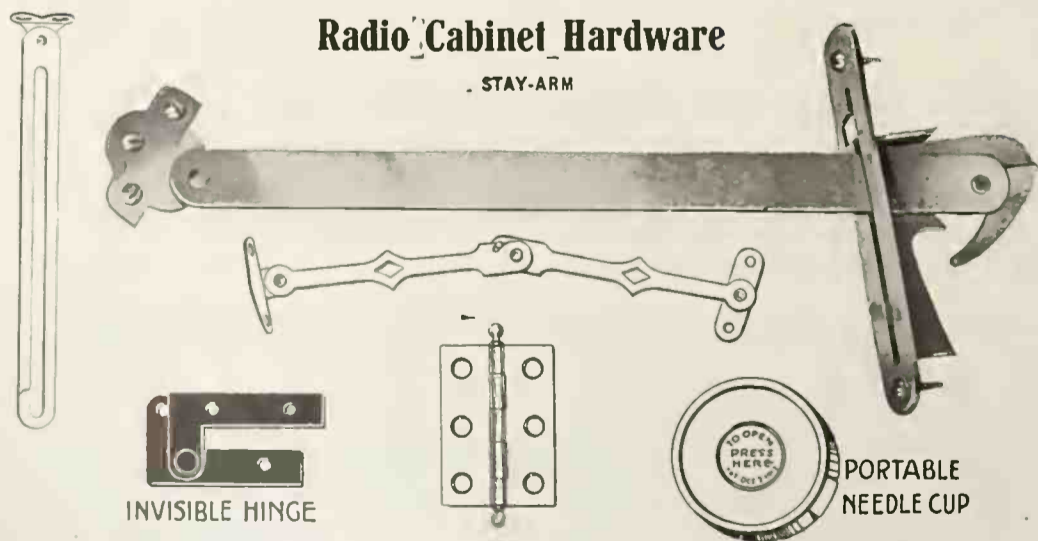
Melody Shop Incorporated

The Union Hill Melody Shop, 364 Bergenline avenue, Union Hill, N. J., talking machine and piano dealer, was recently incorporated with a capital stock of \$25,000. The incorporators include Richard C. Schmidt, Rose M. Saldarini and Harriet C. Spencer. The store has carried the Brunswick line for many years and recently added Victrolas and Victor records.

FULL LINE of HARDWARE

FOR UPRIGHT, CONSOLE AND PORTABLE PHONOGRAPHS. IN NICKEL, GOLD AND SPECIAL FINISHES.

Radio Cabinet Hardware



We have been catering to the hardware needs of the talking machine and radio industries for a number of years. Consequently we are in a position to give attention and service of the highest calibre.

H. A. GUDEN CO., Inc.

227 CANAL STREET

NEW YORK, N. Y.



New FADA

Neutrodyne Receivers

WE WILL shortly announce new developments in FADA Neutrodyne radio receivers, which, with the far-famed FADA "One Sixty," will complete the most comprehensive line yet developed.

Continuously for eighteen months our experimental and research engineers have been at work developing this new FADA Neutrodyne receiving equipment.

The FADA Neutrodyne line, when rounded out with these new developments, will consist of several styles of receiver cabinets to meet different tastes and purses. Receivers adapted for the musical trades as well as special Neutrodyne receiver panels for adaptation to console phonographs will be included.

As first in the field, with a satisfactory Neutrodyne receiver, it has been the successful aim of F. A. D. Andrea, Inc., through continued experimental and research work, to maintain their position as leaders in the radio industry. The new FADA Neutrodyne receivers will fully conserve this end.

The new designs will be nationally advertised throughout the entire year in leading radio and general publications. Arrange your plans for radio sales to take advantage of the complete FADA Neutrodyne line, including the far-famed FADA "One Sixty" and the new models, full descriptions of which will soon be available.

F. A. D. ANDREA, INC., 1581 Jerome Avenue, New York



Wm. H. Ingersoll Becomes DeForest Sales Manager

New General Sales Manager Widely Known in Sales and Advertising Fields Throughout the Country—Assumed New Duties July 1

DeForest jobbers and dealers throughout the country will be interested to learn of the appointment of William H. Ingersoll as general sales manager of the DeForest Radio Tel. & Tel. Co., with headquarters at the company's executive offices in Jersey City. He assumed his new duties July 1 and is now engaged in laying out plans for an intensive sales and publicity campaign for the coming Fall.

William H. Ingersoll is known throughout the sales and advertising worlds as one of the most



William H. Ingersoll

capable and best posted sales executives in the country. His experience dates back more than twenty years, when he started work in the retail Ingersoll stores which at that time featured sporting goods and similar products. After being graduated from college he concentrated his activities on advertising, and a few years after joining the Ingersoll organization the watch business became the most important factor, and the firm of Robert H. Ingersoll & Bro. was established.

The world-wide fame of Ingersoll watches was one of the outstanding features of the country's commercial activities for many years, and under Mr. Ingersoll's direction, the advertising and sales departments of the company were merged. He took active charge of this important work and became intimately familiar with the dealers' selling problems. In recognition of the success achieved as head of the sales and advertising division he was appointed marketing manager of Robert H. Ingersoll &

Bro., and also became a member of the firm. In order to acquire a marketing knowledge in another field, Mr. Ingersoll became associated on a temporary basis with Louis K. Liggett, well-known chain drug store executive, in re-joining the Ingersoll organization and being in charge of sales and advertising until 1918.

At that time Mr. Ingersoll joined the Government service, as national director of the Four-Minute-Men, with 75,000 speakers under his direction. When this work was completed Mr. Ingersoll was appointed a member of the Employers' Industrial Commission to visit Europe and study the plans of England and France in connection with demobilization. In addition to his national fame as a sales executive, Mr. Ingersoll has for many years been a foremost factor in educational and club activities in the advertising and sales worlds. In 1907 he was elected president of the Advertising Club of New York, occupying the chair for seven years and having the satisfaction of seeing the organization's growth from sixteen to 1,100 members. During his regime he appointed the first vigilance committee, which has since become a national institution. As chairman of the Board of the American Fair Trade League from 1913 to 1916, Mr. Ingersoll was closely identified with the national campaign in behalf of price maintenance. This League, consisting of the leading business executives in all lines in the mercantile world, included among its directors a number of prominent talking machine executives.

Mr. Ingersoll was one of the organizers and founders of the Association of National Advertisers, having served as a director and a member of the executive committee. He was the first chairman of the educational committee appointed by this organization, and was also the first chairman of the national committee appointed by the Associated Advertising Clubs of the World, serving as a member of the executive committee of this organization. He was also an organizer and charter member of the Sales Managers Association of New York, and has been active in this organization.

As general sales manager of the DeForest Radio Tel. & Tel. Co., Mr. Ingersoll will have exceptional opportunities to utilize his vast experience as a sales and advertising executive. DeForest products, particularly the two new models recently introduced, lend themselves admirably to aggressive sales methods, and Mr. Ingersoll's training and experience will undoubtedly be reflected in the future success of the DeForest organization.

Martin Bros Co. in New Store

SEDALIA, Mo., July 8.—The local store of the Martin Bros. Piano Co., Springfield, Mo., has been moved to 506 South Ohio street. A beautifully arranged and furnished wareroom is occupied at that address. Stanley Shaw is the local manager. There are two phonograph booths, and a room for showing Gulbransen registering pianos in this wareroom.

A. Thallmeyer Home From Long European Trip

Arranges With Many Foreign Artists to Record for Okeh and Odeon Records

A. Thallmeyer, manager of the foreign record department of the General Phonograph Corp., New York, returned on July 10 from a three months' trip in Europe. During his stay abroad Mr. Thallmeyer visited many foreign countries, making arrangements for new recordings for the extensive Okeh and Odeon foreign record catalogs. Mr. Thallmeyer is one of the recognized authorities on foreign language recording, having been identified with this important branch of the business for many years. He has attained exceptional success as head of the General Phonograph Corp.'s foreign record division, and has worked in close co-operation with Otto Heineman, president of the company, who is intimately familiar with every detail of the General Phonograph Corp.'s foreign repertoire.

F. D. Wiggins Takes Charge of Gennett Record Sales

RICHMOND, IND., July 5.—The Starr Piano Co. of this city, manufacturer of Starr phonographs and Gennett records, announced this week that Fred D. Wiggins, who had been manager of the company's branch in Chicago, had been transferred to the factory, where he would have complete charge of Gennett record sales. Mr. Wiggins has been associated with the Starr Piano Co. for the past twenty-five years, having occupied important posts in the organization. He is ideally qualified for his new work, and under his direction it is expected that an extensive plan of expansion and co-operation will be conducted successfully this Fall.

C. R. Hunt, formerly associated with the Starr Piano Co.'s branch at Kansas City, Mo., has succeeded Mr. Wiggins as manager of the Chicago branch. He has also been identified with the organization for a number of years and is a thoroughly competent sales executive.

Earle W. Jones Resigns as Cameo Recording Engineer

Earle W. Jones, one of the foremost recording experts in the industry, and widely known throughout the trade, resigned on July 1 as recording engineer of the Cameo Record Corp., New York. Mr. Jones, who is one of the veterans of the recording field, is developing important plans in the industry, which will probably be ready for announcement about September 1. Mr. Jones has been identified with some of the most prominent record manufacturers in the country, and he is generally recognized as one of the best-posted recording engineers in the industry.

National Record Albums

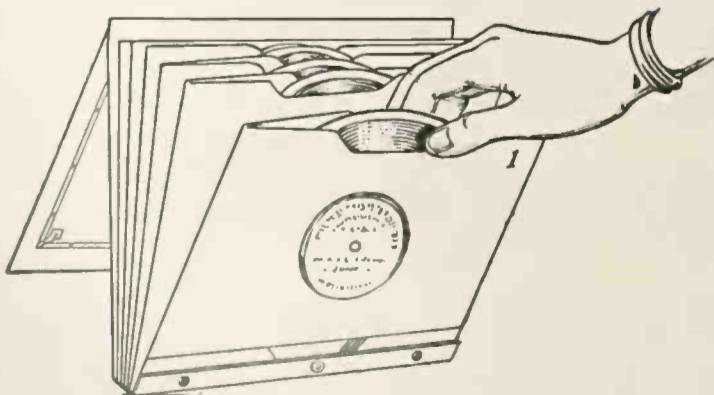
are

Good Albums

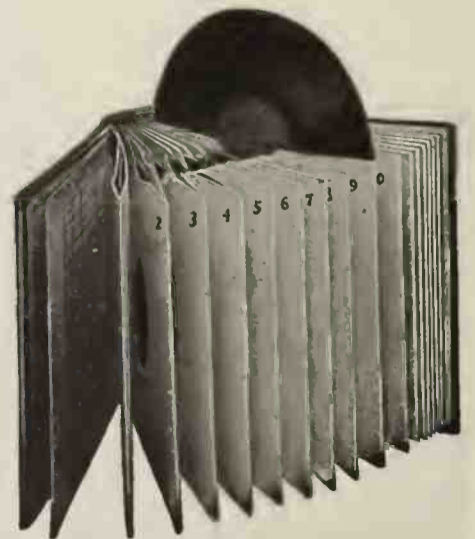
Nationally known because they give real satisfaction.

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

Write for our list of 1924 styles and prices



NEW PORTABLE ALBUM



THE PERFECT PLAN

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

Another Columbia Gem

June Night



by Ted Lewis and His Band
on Columbia Record 157 D

*“I Wonder What’s Become of Sally”
is on the other side*

LEAVE it to Ted Lewis and His Band, America’s leading syncopators, to put a dance hit over. They have that indescribable something that makes foxtrots more foxy—or, in other words, makes a hit go for extra bases.

In “June Night,” on Columbia Record 157 D, Ted Lewis rings the bell, scores a million and brings home the bacon. It’s the coolest, breeziest hot-weather number that you ever carried. And the number on the other side is just as refreshing. “I Wonder What’s

Become of Sally” was made for Ted Lewis and His Band.

This record is going over big. Let’s have your orders now. Remember—Ted Lewis records are sure-fire sellers. His organization is more popular today than ever, and there is a definite demand for his vivacious style in dance music.

And at the same time, include your request for some of the numbers listed on the next page.

COLUMBIA PHONOGRAPH CO., INC.
1819 Broadway New York

“Columbia has all the hits and usually first”

by Ted Lewis and His Band



Here are some new Records
that are sure-fire sellers - -

- | | |
|---|--|
| It Ain't Gonna Rain No Mo'.
Red-Hot Mamma. Fox-Trots.
<i>Original Memphis Five.</i> 155 D 75c | Driftwood. Fox-Trot.
Spain. Tango Fox-Trot.
<i>Leo F. Reisman and His Orchestra.</i> 134 D 75c |
| I Can't Get the One I Want.
Mandalay. Fox-Trots.
<i>Paul Specht and His Hotel Alamac
Orchestra.</i> 160 D 75c | Adoration Waltz.
Colorado. Waltzes.
<i>The Romancers.</i> 139 D 75c |

Write to the Columbia branch or distributor nearest you

Atlanta, Ga., 561 Whitehall Street
Boston, Mass., 1000 Washington Street
Chicago, Ill., 430-440 South Wabash Ave.
Cleveland, Ohio, 1812 East Thirtieth Street
Dallas, Texas, 2000 North Lamar Street
Kansas City, Mo., 2006 Wyandotte Street
Los Angeles, Cal., 809 S. Los Angeles St.
New York City, 121 West Twentieth Street
Philadelphia, Pa., 40 North Sixth Street
Pittsburgh, Pa., 632 Duquesne Way
San Francisco, Cal., 345 Bryant Street

Toronto, Ont., Canada, 1244 Dufferin Street
Buffalo, N. Y., 700 Main Street
Detroit, Mich., 439 East Fort Street
Minneapolis, Minn., 18 North Third Street
Montreal, Canada, 246 Craig Street, West
Seattle, Wash., 911 Western Avenue
* * * * *
COLUMBIA WHOLESALERS, Inc.
205 West Camden Street, Baltimore, Md.
COLUMBIA STORES CO.
1608 Glenarm Avenue, Denver, Colo.

COLUMBIA STORES CO.
221 South West Temple, Salt Lake City,
Utah
TAMPA HARDWARE CO.
Tampa, Fla.
W. W. KIMBALL CO.
Wabash and West Jackson Boulevard,
Chicago, Ill.
COLUMBIA DISTRIBUTORS, Inc.
1327 Pine Street, St. Louis, Mo.
224 West Fourth Street, Cincinnati, Ohio
323 North Peters Street, New Orleans, La.

The New Columbia Portable

To demonstrate this wonderful portable is to sell it. It is light, small and compact. What's more it has a richness of tone and a fullness of volume that can't be equaled by any other phonograph in its class.

The selling season for portables is here. Visit the Columbia branch or distributor at once and investigate the New Columbia Portable—you'll want to *carry it!*

The dealer who takes on the New Columbia line is aware that he is backed by an organization whose business policies are sound and aggressive and whose co-operation is whole-hearted and complete.



Columbia

New Process RECORDS

Creating Sales Among the Foreign-Born

Securing the Confidence of Newcomers to Our Shores Requires Study of Their Preferences, Says H. L. Wasserman, Live Dealer

Foreign record buyers are far more liberal in their purchases than is the average American. The latter expects to buy one or two records and views his purchase from that angle, while the former will buy music—the type that pleases him and fits into his particular tastes, station or musical education—with the cost usually the second consideration.

So stated Harry L. Wasserman, proprietor of the United Music Store, which features foreign records on St. Clair street in the theatrical district of Toledo, O. He was at one time associated with the Ford Motor Co., Detroit, where he came in daily contact with many types of foreigners. He studied their mannerisms, tastes and habits. This knowledge he is now applying to the foreign record and talking machine shop which he is conducting successfully and which is rolling up an increase in sales each month over the preceding one. He has also music-store training to his credit.

How to Handle Foreign-born Patrons

According to Mr. Wasserman one of the first things a merchant aspiring to do business with the foreign population in his territory must observe, if he is to be successful, is that the ambition of every foreigner is to talk English and to use American manners. Therefore, a dealer must always overlook his mistakes in speech. He should listen carefully and endeavor to understand his customer's desires the first time so that it will not be necessary for the latter to repeat, for the newcomer to our shores is as a rule very sensitive.

Then, never praise a record to a foreigner until you find out his exact tastes in music. You will find he generally knows music better than we do, though, to be sure, his likes and dislikes vary much as ours do. Too many dealers work by a rule and believe that all people coming from Norway like accordion records; from Russia, balalaika; Poland, polka dances, and so on. While this is true to a certain extent, it does not apply in all cases or even in a majority of instances.

Must Win Confidence of Prospects

Further, the dealer must endeavor to win the foreigner's confidence and this can best be done by treating him as an equal. That confidence begets confidence is especially true with respect to the people from overseas. If you know his language or are familiar with the music of his country you have a great advantage over the merchant who does not.

Most foreign record retailers can speak several languages. Mr. Wasserman speaks several. Some employ salespeople who know a number of tongues and from these persons others gradually learn to please the foreign customer. A great mistake is made by many merchants in simply asking the foreigner when he comes into the store what kind of record he wants and then handing the entire pile of records in stock of that particular language to the patron and depending upon him to select the numbers he may favor. If the first one or two happen to be old, distasteful or selections he already possesses, he will most likely walk out of the store dissatisfied. You would never treat an American customer like that. Remember, the foreigner is sensitive, he wants your confidence and respect. If he once has this he will broadcast your store every day in the week to his friends.

Must Study Catalog

Retail record dealers contemplating the foreign record field will do well to study the foreign catalog diligently and to attempt in every way to acquire an understanding of the records they expect to deal in. This, of course, would depend upon the people residing in the

vicinity of the dealer's store. Whether these people are Polish, German, Spanish, Italian, Mexican, Hungarian, Hebrew or of other races is highly important and must be determined in advance.

In the beginning it may be necessary for a new dealer to make a note in the corner of each record envelope stating the type of music, song, dance, folk song, or other helpful information. If you have the proper preparatory work you will soon acquire facility in handling the foreigner and add to your store of knowledge and grow in his estimation—all of which will build good will for your store.

An idea of the number of foreigners in any

locality may be obtained from the newspaper offices, city directory or post office. It is stated that in most of our large industrial cities the average percentage of foreigners to the other population is nearly 30 per cent, perhaps more. Mr. Wasserman has all this information tabulated upon cards and has won the confidence of his following to such an extent that he now has standing orders from many customers for new releases. He is not satisfied to sell less than fifty records of a number, which soon amounts to a fine total. Portables and low-price console talking machines are favored by the foreign buyer, for several reasons, one of which is the low price of these instruments.

Build Up Your Radio Department During the Summer!



Establish yourself in your locality through the popularity of the PORT-A-BOUT—the all-year radio receiver that's portable. The famous Harkness reflex circuit gives loud speaker volume on two tubes—batteries are self-contained—last for months without replacement—results equal four or five tube sets. The

PORT-A-BOUT

will bring people to your radio department now, and by fall you will have a reputation for selling up-to-date radio equipment. Write us now for further information and discounts.

We are prepared to make Quick Deliveries on—

Parts and Accessories

- Cunningham tubes
- Eveready "A" and "B" batteries
- Music Master loud speakers
- Brandes phones and Table Talkers
- Electrad antenna equipment
- Harkness Reflex Kits
- Adapters, plugs and other standard makes of parts and accessories

Receiving Sets

- Cutting and Washington Teledyne
- Colin B. Kennedy
- Fada Neutrodyne

We Specialize in Establishing Radio Departments

SEND THIS COUPON

RADIO STORES CORPORATION,
218-222 West 34th St., New York, N. Y.

We are interested in your new Perpetual Radio Catalog, and request you to add our name to your mailing list for special bulletins.

Name

Address

City and State.....

LIST PRICE
\$59.50

Complete
\$85.50

A Fine Leader for Summer Sales

RADIO STORES CORPORATION

Dept. T.M.W. 724. 218-222 West 34th Street, New York, N. Y.

How Luscher Creates "Selling" Windows

Every Display Is Made an Eye-arrester Through Attention to Details—Careful Planning Necessary—Twenty-four-hour Salesman

Attractive window displays as a means of drawing customers and stimulating the sales of records have an ardent advocate in the person of William Luscher, of Luscher's Music Store, New York, who puts his belief into practice by changing the dress of his windows every week. The windows of this store have been so effective and have aroused so much interest and comment throughout the locality that merchants in all lines call upon Mr. Luscher asking for suggestions for dressing their windows. Many talking machine dealers fail to reap the benefits and profits which should be theirs through attractive window displays. They seem to lose sight of the fact that the display space of the store represents a definite proportion of their overhead and should be made to pay for itself just as does each department of the business. The average dealer in a good location pays approximately one-third of his total rent for window display space, yet this important item is often overlooked and the space for which such a price is paid in the case of many dealers is utilized merely as a stockroom.

Good Displays at Small Cost

One of the chief reasons why dealers fail to cash in on their window displays is the belief that a large outlay of money is necessary for an attractive display. This idea is wholly erroneous. One of the most striking displays which the writer has seen in some time was the window prepared by the Luscher establishment in conjunction with last Decoration Day. Simplicity was the keynote of the display; it stood out in such a way that practically everyone who passed was attracted to it. Yet the total cost of the display did not exceed \$5. The floor

of the window was covered with artificial grass—on one side poppies were strewn about—poppies, the flower of Flanders field, immediately bringing up pictures of the late war—on a placard in the center of this field there was a verse of the poem, "In Flanders Field." In the other side of the window daisies, symbolic of the Civil War, were scattered about and a placard bore a verse of "The Blue and the Gray." The entire rear of the window was covered by an American flag and a hidden electric fan, constantly revolving, caused the flag to ripple and undulate. In one corner stood a tripod, formed of three muskets and in another a portable Victor stood on the stump of a tree. The only record featured was No. 35718, ex-President Harding's "Address at Washington at the Opening of the International Conference for the Limitation of Armament," and on the other side, his "Address at Hoboken on the Return for Burial of the American Soldiers, Sailors, Marines and Nurses." The rippling flag, the symbolic flowers on the field of grass, the very appropriate bits of verse and the complete lack of any article that would cast a jarring note into the picture caused the display to be one that immediately brought up the thoughts of the day to be observed—it was untainted by any thought of commercialism—yet, the Harding records, which were regarded as completely dead, were sold in great numbers. This proves the value of properly utilized window space.

Motion Attracts Attention

"In planning and designing a window display I always try to have some object moving in the window, as the motion invariably attracts the eyes of the passers-by and they stop to gaze at

a window which otherwise they would ignore," declared Mr. Luscher, who states that as one of the reasons why his window dressings have been so successful. The soundness of his reasoning has been proved more than once, for within the past year he has been awarded two prizes, both of them in competition with hundreds of other dealers in the Bronx. One of the prizes, a silver loving cup, was donated by the president of the New York Edison Co., and was awarded to the Luscher store because of an effective and attractive display depicting a camp scene—a Victor portable and the Victor dog each occupying a prominent position in the display. The more recent prize-winning display was adjudged best in a contest held under the auspices of the Automobile Dealers' Association and open to all dealers in all lines in the Bronx. A comfortable music room, with fireplace ablaze and snow falling outside and with a Victrola featured, was the motif of this display, an ensemble which attracted considerable attention from passers-by.

Make Displays Create Desire

For every person who enters a store hundreds pass by. An obvious platitude, yet it is hard to realize the mental process of the talking machine dealer who, knowing this, fails to have his windows present as attractive an appearance as do his warerooms. The windows are what thousands of people judge an establishment by, and should they carry a careless jumble of merchandise it could scarcely be expected that the public would choose such an establishment in preference to one that presents its products in a manner that enables the prospective purchaser to visualize the article in his home, or in a manner that creates desire for ownership. Again, the window display works not eight or ten hours as does the human salesman, but for twenty-four hours each day it is working either for or against the dealer. In the case of the display mentioned above it was at night that the picture was most perfect. An amber-colored spotlight shed a soft light over the picture that heightened its effectiveness and did much to complete the illusion.

N. K. Edlund Promoted

Norman K. Edlund, who recently joined the sales force of the talking machine department of John Wanamaker, New York, after several years' connection with the New York headquarters of the Rudolph Wurlitzer Co., was made assistant buyer of the talking machine, radio and musical merchandise departments of the Wanamaker establishment. He succeeds W. E. Guthrie, who is now connected with the Adler Mfg. Co.

Variety Music Co. Chartered

WORCESTER, MASS., July 8.—The Variety Music Co., Inc., of this city, recently made application for a charter at the State House in Boston. The capital stock of the company is \$20,000. One thousand shares of stock have been issued at a par value of \$10 a share. The corporation will engage in the buying and selling of talking machines, musical instruments and supplies, both wholesale and retail.

A Sad Mistake

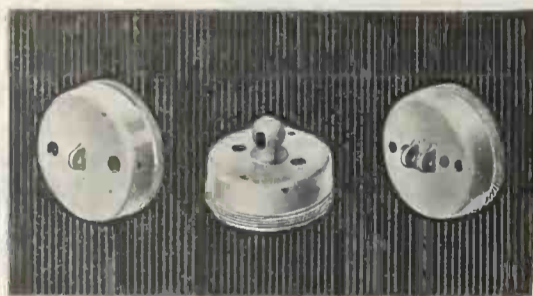
"It's the saddest mistake that business folk make, for here's the interesting truth: People do not see what they are looking at. They see only that which is pointed out to them," says Ruth Leigh in an interesting article in Printer's Ink.



DOEHLER

The World's Largest Producer of

DIE-CASTINGS



The words "value" and "service" and "price" are so closely inter-related that all three are needed to define what constitutes "a good buy".

In the purchase of die-castings, the right price is the one which buys the biggest value in the way of service—this term "service" again being understood as the capacity for doing a specific thing well.

Where Doehler engineers and metallurgists are given the opportunity to work with a manufacture in advance of actual design and production, material savings in last costs often materially offset disadvantages in first cost.

DOEHLER DIE-CASTING Co.

BROOKLYN, N. Y.

TOLEDO, OHIO.

POTTSTOWN, PA.

BATAVIA, N. Y.

In the Swim!

Ride on the Pearsall Plank—well balanced service thruout the year.

Ask any Pearsall dealer he'll tell you.

"Desire to serve, plus ability."

Wholesale Only

10 EAST 39th ST.  NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS

THOS. F. GREEN



Keeping Down the Cost of Radio Service

Reasons for Profit-killing Cost of Radio Service and How It Can Be Minimized by Reorganization of Merchandising Policies

One of the outstanding problems in connection with the handling of radio apparatus is that of service to the customer, and upon the proper regulation of this service and the keeping of it within just bounds depends in a large measure the profit that the dealer may expect to realize from his investment in his radio stock or department.

In the selling of talking machines and records the dealer has been in the habit of giving a broad guarantee, particularly regarding the performance of the instrument, and his personal guarantee is backed up by that of the manufacturer. In ninety-nine times out of one hundred there is no demand for service from the customer beyond that voluntarily given by many dealers in seeing to it that for the period of the instalment contract at least and perhaps beyond that time the machine is kept in proper running condition. About all that can happen unless the customer actually bangs the machine about is for the spring to break from overwinding or from some other cause, and in such cases a new spring can be inserted with little trouble and expense.

Radio Has Its Own Service Problem

In the case of the radio it is somewhat different because of the fact that so many factors enter into the satisfactory operation of a radio receiving set. In the first place, the purchaser generally knows little about its operation, and actuated by a desire to experiment can quickly wear out batteries and ruin tubes. It is in view of this possibility that dealers have been and are being urged in every sort of sale, regardless of the terms asked, to get a sufficient down payment to cover the cost of batteries, tubes and other accessories, or to make terms on the sets stripped and make a separate charge for the necessary accessories, which thus become the property of the purchaser regardless of what may become of the set itself. This in a measure duplicates the practice followed in the talking machine field generally in the matter of records, which the customer is expected to buy outright whether or not it becomes necessary to repossess the machine.

It is generally assumed by the customer that the dealer will see to it that the set is installed and made to work properly in the customer's home. The dealer is under obligation to demonstrate that the set works properly in order to clinch the sale, and installation service must be figured in as a part of the sale. However, there are customers who come back time after time for this or that adjustment, sometimes through a fault in the set itself, more often through carelessness in their handling of it, or through a desire to have the set live up to the salesman's promises in the matter of getting distance. In this connection it might be said that one of the greatest trouble makers in the retail radio field is the promise that a certain machine will bring in programs over distances of from one to three thousand miles. Those acquainted with radio have time and time again explained that getting distant stations depends on many different factors, such as weather conditions, proximity of local broadcasting stations, and the location of the set itself, which may be in a "dead" spot.

What to Feature in Sales Talk

Regardless of how elaborate or how expensive the set may be the salesman will do best by stating that it will bring in local stations clearly and distinctly and that similar sets have been known to get numerous distant stations. The salesman would also do well to confine himself to selling the attractiveness of the set as to machine and cabinet work, its tone as demonstrated in the reception of local stations and the reputation of the set as backed up by advertising and the opinions of users. When he confines himself to selling the set he has something tangible to offer. When he tries to sell distance he is dealing with something that is distinctly intangible.

Poor Selling Creates Service Bill

It would seem that selling methods have little to do with service, but, as a matter of fact, poor selling can run up a service bill that will wipe out the dealer's profits entirely and perhaps develop a loss, especially in connection with outfits sold on time. If the customer is not promised too much and observes the receiver work-

ing properly in his own home, it is easy to convince him that he should pay for such service as might be necessary later on, just as he would pay for the repair or replacement of perishable parts of his automobile, such as tires and batteries.

Fixed Installation Charge

A number of dealers, and some big ones among them, have solved the service question very successfully by establishing a fixed installation and carrying charge to be paid by the customer. When the receiving set is bought the dealer assumes no obligation to install it. The customer, however, is informed that upon payment of \$10 or \$15, as the case might be, the dealer will have the set installed and see to it that it works properly for a fixed period, generally a year. This service includes necessary adjustments, but does not include the replacement of parts, such as tubes, batteries, phones, etc., for which a separate charge is made.

Some customers naturally protest against such a charge, but most of them can see the logic of it when it is pointed out that the average minimum charge of a service man for installing and adjusting sets is \$5 per visit, and that it is possible for a set to need some expert inspection several times during even a six-months' period. In short, the service charge would not cover more than three visits of the outside service man and yet it provides for an unlimited service over the stated period.

Upon the face of it it would seem as though this small charge for extended service would prove unprofitable to the dealer, but, as a matter of fact, there are a surprising number of people who never ask for the service man after the set has been properly installed and these satisfied customers counterbalance those who are inclined to be excessive in their demands. Moreover, in sets that require frequent attention, it is found that tubes and batteries or perhaps phones have gone wrong and the charge made for replacing these parts provides a sufficient profit to make the service pay.

Importance of Instructing Patrons

A lot of service troubles could be eliminated if when installing a set the dealer or service man does not simply leave when the antenna is put up, the batteries attached, and the tubes lighted, but rather spends an hour or so with the customer and explains and demonstrates the operation of the set. A little intelligent effort in this direction will not only please the customer, but will forestall many little disappointments.

Important Accessories

Incidentally, the work of selling to the customer for a few dollars devices for testing his storage and dry batteries and a little time spent in advising him regarding the necessity of keeping all connections tight and keeping his tubes turned sufficiently low to get good results without running the risk of burning them out will save 75 per cent of the average service cost after the set is installed and will add to the satisfaction of the radio owner in his set.

New Kodol Portable Radio

CINCINNATI, O., July 5.—The Kodol Mfg. Co., of this city, has just placed on the market a new portable radio receiver that is meeting with considerable success. The Kodol is a one-tube highly selective set, fitted in a camera case, weighing only four and three-quarter pounds, and it is stated that it has a range of several hundred miles without an aerial and a thousand miles or more with one. The company is preparing an intensive sales and advertising campaign in behalf of this new radio set.



"Needle Points"

No. 16 Many a perfect reproducer, many a flawless record has been pronounced a "flivver" and good record-buyers have joined the "Never Again" list simply because some imperfect, inferior quality needles were masquerading as the real things.

The reproducer, the record, the buyer and you, the dealer, get a square deal when the stylus-bar holds

Okch and Truetone NEEDLES

General
Phonograph Corporation
OTTO HEINEMAN, Pres.
25 W. 45th St. New York

Why Advertise a Registering Piano in a Phonograph Journal?

For just this reason: we are able to present a product with an active, profitable market, merchandised on much the same lines as are talking machines.

Your merchandise, generally speaking, is nationally advertised. So is the Gulbransen.

Your merchandise, generally speaking, is nationally priced. So is the Gulbransen.

Your merchandise, generally speaking, is at a point where the service expense is so small as to be practically negligible. The same is true of the Gulbransen.

Your merchandise opens a way to continued profit from the original transaction through the sale of records. So does the Gulbransen.

Your manufacturers, generally speaking, concentrate on few styles, requiring minimum investment in stock of machines, by the dealer. So do we, making four models only.

M-O-T-I-O-N in your window



Here is the type of up-to-date *moving* window display device that phonograph merchants are accustomed to. A moving Baby. The Gulbransen trade-mark in action.

GULBRANSEN COMPANY

3236 W. Chicago Avenue, Chicago

Gentlemen—Tell us how the Gulbransen "fits in" with a talking machine business.

Name _____

Address _____

City _____

In the phonograph field are some of the world's greatest "human interest" trade marks. The Gulbransen also has such a trade mark — the famous Baby that means "Easy-to-Play".

These are a few reasons why the Gulbransen "fits in" with the average retail talking machine business, and why it is now handled in so many stores of this type. Many merchants heretofore handling talking machines exclusively have changed their policy on account of the Gulbransen opportunity.

You may find that there are many points of similarity in your own case—enabling you to sell Gulbransens at a very slight increase in overhead.

Why not find out? We'll gladly send the full details to any dealer in communities where representation is available. Just fill in the handy coupon.

GULBRANSEN COMPANY

3236 W. Chicago Ave., Chicago

(Pronounced Gol-BRAN-sen)
GULBRANSEN
The Registering Piano

"Explanation" Is Advertising Foundation

An Analysis of the Important Principles of Advertising Copy
by W. Braid White Which Retail Dealers Will Find Instructive

It takes a good deal of courage in these days to write about the art of advertising, for the square miles of white paper which have been utilized for this purpose since the advertising business became large and important are more in number than the grains of sand on all the beaches of two oceans. Yet one may flatter oneself, perhaps every ten years or so, that a new idea or at least an idea worth discussing may be brought out for the benefit of those to whom advertising is as the breath of their business nostrils. An attempt in this direction is now modestly proposed here.

The principles of advertising have been discussed ever since men first attempted to persuade their fellowmen. Every attempt at persuasion is a piece of advertising, and every piece of advertising is, or should be, an attempt at persuasion. Consequently, then, every other consideration save this should be secondary in the planning and execution of a piece of printed or spoken advertising.

What Is Said and How

Let me talk for the present purpose only about that restricted realm of business persuasion which is comprised in the phrase "advertising copy." By this is meant, of course, combinations of picture and text printed in newspapers and magazines, for the purpose of assisting the minds of readers to take an interest in the goods or the idea which forms the subject of the advertisement. Technical questions of design of physical space and of external features generally need not here be considered. I prefer rather to talk about what advertising experts so commonly neglect, the question of the statements made in the text and the manner of making them.

Any discussion of the kind must naturally take its leading features from the kind of article or idea which forms the subject of the advertising. One does not alter the principles on which advertising rests, whether the subject be railroad bonds or kerosene stoves; but the details will vary in each case. Dealing with our own trade, dealing, that is to say, with talking machines, records and accessories, we shall find

that there are certain facts which must not be overlooked and certain considerations which must always be kept in mind, if our advertising is to justify its cost and the labor spent in preparing it.

In the first place, every writer of advertising copy for use in our industry should remember that, while the public is pretty familiar with the idea of recorded and reproduced sound, it has very little notion of the refinement which distinguish a good from a bad talking machine, and still more meager ideas of the possibilities of the machine and of its records for home entertainment, for study and for education in music appreciation. Everybody, more or less, knows, for instance, that talking machine music is very good for dancing, and that a few Caruso records and such things are nice to have; but how far beyond this do the thoughts of most people go? How many owners or prospective owners of talking machines ever think of tone-quality, of how to use the talking machine so as to get the best results from it, of how to judge what results are good and what are bad, in short, when to exercise discriminating taste, and to choose wisely and well?

Of course, we all know that very few ever think so far. Hence, we must acknowledge, if we are honest, that we are doing ourselves out of talking machine business every day because we take it for granted that in some mysterious way all men, women and children everywhere understand and appreciate the virtues of the talking machine as well as does the veriest expert.

The Principle of Explanation

Our advertising copy, then, should always be based, I think, upon the great principle of "Explanation." It should be taken for granted that what the talking machine and the records are capable of doing is little appreciated; and that, therefore, we can explain the facts as often as we like and ring upon the explanations innumerable changes, not only without making our advertising monotonous, but with immediate and certain advantage to it. The principle of "Explanation" is much neglected; but it is

really the most important of all those upon which talking machine advertising rests.

"Explanation," however, is a word that may be used in more than one sense. If it is rightly used, and means what it is supposed to mean, we understand by it a process of telling to the casual turner-over of pages in newspaper and magazine the definite facts about the thing we are advertising. This means, then, that our story should always be focused upon some particular point which is capable by itself of retaining the interest of the onlooker, so soon as that interest has been definitely directed towards it. We must choose a definite feature to talk about and, above all, resist the temptation to waste space on generalities. One of the most distressing features of talking machine advertising is the prevalence of general vague statements which may be perfectly true, but which carry no conviction because they do not relate to any definite fact. Thus we shall see a statement that a certain talking machine excels in its ability to reproduce the music recorded more fully and richly than others can. The statement may be true; but the reader of advertising will not be intrigued by it. He will pass on without mentally responding, because he will be unable to connect the statement with any fact in his own consciousness familiar to him and, consequently, able to set up a fruitful relation between itself and the statement.

Specific Statement

If, on the other hand, the advertising writer had stated that in a certain piece as recorded by a certain artist or orchestra certain things are actually done—as that certain special instrumental voices are used and should be heard—and that the talking machine which is the subject of the advertisement will bring out this particular passage as it should be brought out, then the reader would have been furnished with something on which he could "bite," as it were. He could relate this statement to some experience of his own or, at the least, try the piece mentioned upon the machine and see if he could hear what he had been told can be heard. Then, if and when he thought of a talking machine, he would be inclined to wonder whether other machines could perform this specific feat. And if the advertising writer had made a true statement he would have gained a convert.

Similar remarks may be made about the advertising of records, or of machines and records as related to each other. The point is that statements should be definite, should always relate the unknown to the known, and should never occupy costly space if they are merely vague and general.

Down With Jargon

Next to definiteness comes simplicity. It is always well to avoid "fine writing," especially in matters which relate to music. Much advertising copy, with its talk about "allure" and "artistry" and all that sort of thing, is mere rubbish, which conveys absolutely no meaning to the reader. It is, in fact, simply part of the unhealthy jargon which so many advertising writers seem to think is necessary when talking about art. Its only effect is to encourage the already too prevalent idea that there is something effeminate about understanding and loving good music. Every statement should be perfectly simple and capable of appealing straight to the untutored mind. Music, in fact, is the most readily appreciated of arts, but also the one art about which the most nonsense can be talked. Nor is the work of even good advertising men always free from the same indefiniteness and lack of simplicity which so often causes waste of publicity funds.

FELT



A Standard of Measurement

THE high quality of American Felt Company's felts is a definite measurement by which to judge all felts.

It is the standard. Comparisons only serve to emphasize its recognized leadership.

All the resources and facilities of this organization are available through our branch offices.

AMERICAN FELT COMPANY

211 Congress St., Boston

114 E. 13th Street, New York City

325 So. Market Street, Chicago

Be Ready!!

Place Your Record Business on a More Profitable and Business-like Basis
for the Coming Season

NOW IS THE TIME TO DO IT

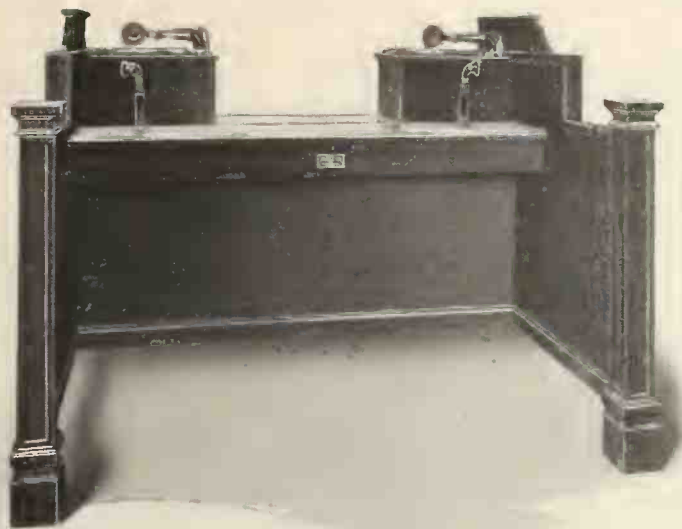


Sectional Type AUDAk Equipment
installed in the store of
LANDAY BROS., NEW YORK CITY

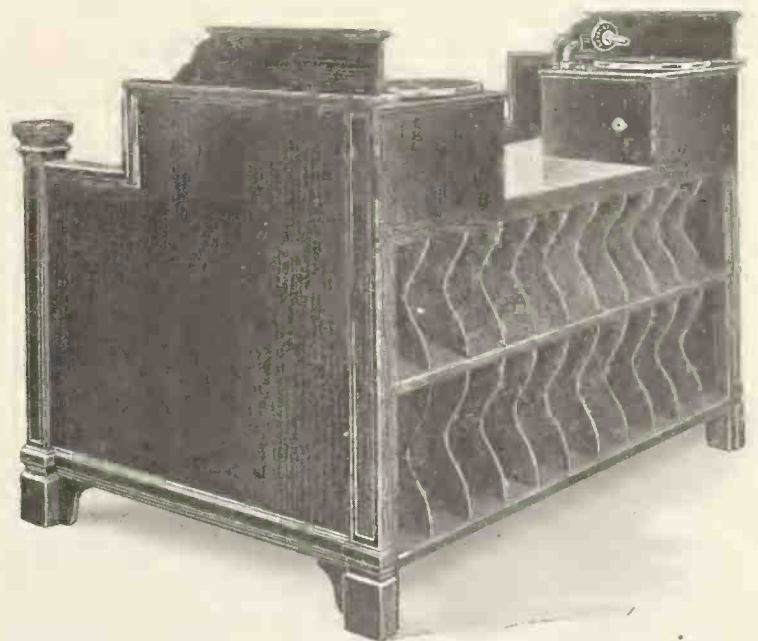
← This photograph shows 24 AUDAk units in the limited space formerly taken up by only THREE (3) booths. 24 different records are demonstrated to 24 different customers at the same time.

These units also act as counters and record racks and have a storage capacity of 12,000 records.

This sectional type AUDAk equipment supplied complete, in units, as shown, ready for use upon removal from crate.



Front View AUDAk Sectional Unit



Rear and End View AUDAk Sectional Unit

The great saving in space; the clean store arrangement; the added beauty of the establishment, all serve to make greater profits. The wide open area avoiding confinement, and the efficient and attractive sales method prove a lure to record buyers.

Thousands of merchants in all parts of the world use AUDAk equipment. Surely, no stronger proof could be desired of the tremendous success, utmost efficiency and vast superiority of the AUDAk SYSTEM, over the old-fashioned method.

AUDAk equipment demonstrates and sells records

Without the Use of Booths

“THERE IS AN AUDAk INSTALLATION NEAR YOU”

Write for detailed information

Representatives in Principal Cities

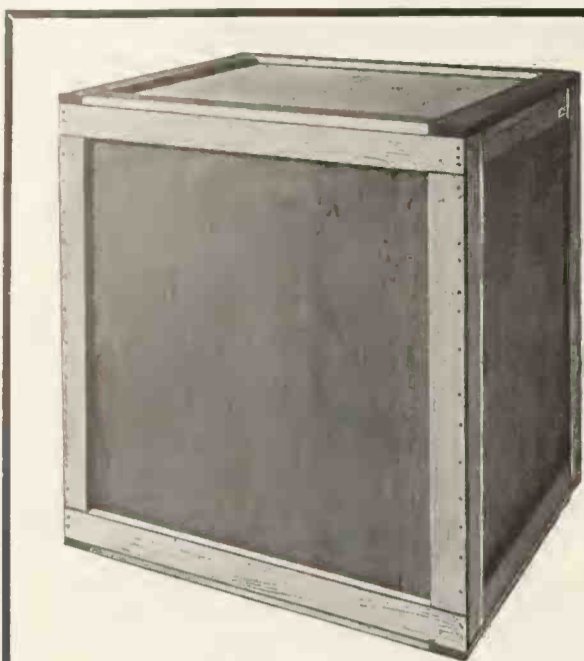
AUDAk CO., 565 Fifth Ave., New York, N. Y.

In Canada, Manufactured and Distributed by McLAGAN Phonograph Corp., Ltd., Stratford, Ont.



RECORD SERVICE WITH x-t
AUDAk UNIT

This unit supplied complete as shown ready for use on removal from crate.



Dependable Service

No order is too large for us to handle promptly and efficiently. When you order from us you actually have six independent sources of supply. The location of our mills at various shipping points on separate transportation systems reduces the possibility of inconvenience sometimes caused by strikes, fires, delays of railroads, etc.

We always have space reserved on the manufacturing schedule of some of our mills for rush orders. Each mill is a distinct unit manufacturing a standardized product of uniform quality.

Atlas Plywood Packing Cases save freight, give greater protection, make a better appearance and cost less.

Ask for further details about our product and our service.

Atlas Plywood Corp.

PARK SQ. BUILDING

BOSTON, MASS.

Largest Manufacturers of Box Shook in New England

Victor Display Features "Voices of the Presidents"

Records by Roosevelt, Wilson and Harding Displayed in Show Window of Exhibition Salons During Democratic Convention

The Victor Co. exhibition salons at 472 Fifth avenue, New York, took advantage of the presence of the National Democratic Convention in this city during the week of June 23-30 to arrange a very impressive window display featuring Victor records made by Presidents of the United States, including records made by Presidents Roosevelt, Taft, Wilson and Harding. The slogan of the display on a large card in the center read: "Voices of the Presidents," and beside each record was a card giving the name of the President who made it and a brief description of the address that had been recorded.

Landay Bros. Open Branch Store in Hackensack

HACKENSACK, N. J., July 10.—The branch store of Landay Bros., which opened here the early part of last month, is doing a thriving business in both pianos and talking machines. The store is housed in temporary quarters in a very good location on Main street. The formal opening was a gala affair. Wrought iron bridge lamps were given to all purchasers of talking machines, radio sets, etc.

Harold A. Glasser, manager of the Newark branch of Landay Bros., who is in direct charge of the Hackensack establishment, stated that the store, in addition to doing a good local business, is proving very valuable as headquarters for the outside men, who in canvassing outside points throughout the State are now able to display and demonstrate instruments without the bother of having prospects travel to Newark for a demonstration.

The Gem Phonograph Co., Philadelphia, was recently incorporated with a capital stock of \$25,000 to manufacture talking machines.

Gennett Dealers Enthused Over Record Exchange Plan

Twenty Per Cent Exchange Allowed on Popular Records Within Three Months of the Date Stamped on Each Record

A new sales and exchange plan on popular Gennett records, made by the Starr Piano Co., went into effect on June 1. The plan as announced by the company, which has been enthusiastically received by the large number of Gennett record dealers throughout the country, is as follows:

All popular numbers, both instrumental and vocal, will bear the date of release on label.

On records so dated there will be a 20 per cent exchange allowed of purchases, provided such exchange is made before the close of the third month after release. For example, all releases of May, 1924, will be marked "524" and must be exchanged before the last day of August, 1924, regardless of date of purchase.

There will be absolutely no exchange on any standard, foreign or undated popular records (undated popular records means popular records previously released.)

Exchange to be on a record for record basis, perfect records only being accepted.

Records for exchange, with replacement order, must be in the hands of your jobber before the expiration of the time limit.

Records for exchange will be accepted only at the point of purchase and when transportation charges have been prepaid.

Scratched and damaged records will not be exchanged but will be returned to dealer with replacement order.

The list price of all twelve-inch records of the twenty-five hundred series and including record 3000 will be changed to \$1.25 from June 1, 1924.

Niagara Radio Stores, Niagara Falls, N. Y., were recently incorporated at Albany, N. Y., with a capital stock of 250 shares of preferred stock at \$100 each and 1,000 shares of common stock of no par value. The incorporators are A. and F. L. Messersmith and R. D. Pfohl.

Veterans of the Trade Members of Pearsall Staff

One of the most popular and capable sales organizations in the Victor industry is the staff of the Silas E. Pearsall Co., Victor wholesaler of New York City. This organization includes a group of competent and experienced Victor men who are leaving nothing undone to cooperate with the Victor dealers in the metropolitan territory.

Included in this staff are several of the veterans of the Victor industry, among them Lloyd



Sales Organization of Silas E. Pearsall Co.

Upper row, left to right: E. B. Latham, Lloyd L. Spencer, Elmer Howells, V. W. Moody, Arthur Hamilton. Lower row, left to right: S. B. Schoonmaker, C. L. Price, C. A. True, M. P. Fitzpatrick, E. B. Losee

L. Spencer, V. W. Moody and C. L. Price, all of whom number among their friends Victor jobbers and dealers from coast to coast. The sales staff is working indefatigably in the interest of the Victor dealers and as a mark of affection for their late chief, the popular "Tom" Green, they are giving Mrs. Lydia M. Green, his widow, a loyalty and support founded on esteem and personal good will. The "boys" are on the firing line continuously and Mrs. Green, who is president of the company, is more than delighted with the support that the organization is receiving from the Victor dealers throughout the large territory served by the efficient Pearsall staff.

Two New Brunswick Records

Following the death of Victor Herbert there has been a great demand for the compositions of this popular composer and in this connection it is interesting to note that the Brunswick Co. has just released two popular melodies by Victor Herbert, one "The Italian Street Song," from "Naughty Marietta," which is sung with delightful grace and ease by Virginia Rea and the Brunswick Light Opera Co. On the reverse side is Herbert's ever popular melody, "A Kiss in the Dark."

National Metals Depositing Corporation

Factory:
34 East Sidney Avenue, Mt. Vernon, N. Y.

MASTERS MOTHERS STAMPERS

For Phonograph Records

We deposit the *FINEST COPPER* in the World

Our IMPROVEMENT: all stampers have **HIGHLY POLISHED MACHINE BACKS**

How Two Live Merchants Are Attracting Public Attention to Their Products

W. B. Stoddard Tells How Manager of "Talker" Department of Burgess-Nash Co. Uses Mails to Re-create Interest in Better Music—Sasso Store Has 'Em Guessing in Clever Window Display

H. L. Obert, manager of the phonograph department of the Burgess-Nash Co., Omaha, Neb., feeling that the public was beginning to lose interest in phonographs because so much jazz music was heard, and of which pieces they tired after hearing them a few times, determined recently to arouse interest in better music. With this end in view he got out the following letter which was sent to all customers of the department:

Dear Mr. Blank: This is a personal letter from the writer to you. Its purpose is to convey a message and to extend a personal invitation. Each month, as you know, a list of records is issued, which comprises the really beautiful music, sung and played by the world's greatest artists.

Statistics, however, show that less than 10 per cent of those who purchase phonograph records ever hear more than six records, of which five are dance numbers and popular songs. This means that approximately 90 per cent of the people never hear the world's most wonderful music. And this leads to the purpose of this letter, mentioned in the first paragraph.

We who comprise the personnel of this department of the Burgess-Nash store—Miss Ferrin, Mr. Capron and the writer—extend to you a personal invitation to visit us and hear that portion of the list of new records which represents really worth-while music.

Do not come as a customer, but rather as an acquaintance. Ask for any one of us, mention that you received this letter, introduce yourself and feel as you do when visiting at the home of a friend.

Above all, feel absolutely free from any obligations to buy. We want you to hear this wonderful music every month.

We have the most beautiful phonograph shop in Omaha. The booths are spacious, cool and equipped for your comfort and enjoyment. You are away from the hustle and bustle of the street—away from the heat, noise and congestion associated with the average phonograph shop.

May we not anticipate your acceptance of this invitation, and look forward to adding your name to the list of those who now enjoy this treat regularly?

This letter had immediate and far-reaching

results. "An average of ten new customers a day was added to our list," said Mr. Obert, "many who received the letter bringing friends who had not, and our best music was given wide publicity and greatly increased selling properties."

Name the Record This Represents

The Sasso Department Store, Hazleton, Pa., during the so-called dull season, boosted its phonograph record sales by a clever rebus that appeared in one of its windows. Here were objects representing a score or more of new and standard selections. In the midst was set a phonograph cabinet with a record upon the turntable and six records were offered to the person who told the name of the selection. "It is not a popular, or a patriotic selection, but one that is nevertheless used every day." Of the 6,000 who offered their opinion, not one was correct—the selection being a requiem such as is sung in the Catholic churches every day. No prize was offered for the solution of the rebus in the window, yet people flocked to the display and many spent an hour or more trying to puzzle out the meanings. "It is the same idea as the illustrated rebus in a newspaper," explained Rudolph Collonna, advertising manager, "it looks so easy, and is so tantalizingly difficult that people don't like to own they can't decipher it. It was a splendid advertising stunt, too, as it acquainted people with many of our records, and got them to thinking about our store in connection with machines and records." Among the objects were a bunch of cotton ("Cotton Pickers"); an alarm clock set at three (Three o'Clock in the Morning), a stuffed dove ("La Paloma"); a heart pieced together ("Broken-hearted"); a dish of applesauce

("Applesauce"); cup and saucer ("Porcelain Maid"); several numbers ("1-2-3-4"); a bluebird on black ground ("Bluebird"); teddy bear in blue overalls ("Teddy Bear Blues"); a Japanese doll ("Madam Butterfly"); silver stars on black ground ("Stars in Velvety Sky"); a score of wooden soldiers ("Parade of the Wooden Soldiers"), and a shaving outfit ("Barber of Seville.") Any enterprising dealer in phonograph supplies could think up a score equally or more clever. The main thing is to have some of the objects so simple that anyone can guess them, and others so subtle that only the clever can puzzle them out, as in the case of the printed rebus. The entire collection should not be too easy, as the person who stands longest in front of the display is, as a rule, the one who remembers it best and talks about it most.

Widener's to Enlarge for Better Radio Display

NEW BRITAIN, CONN., July 9.—Radio sales have been so consistently good with the local branch of Widener's Inc., that the store is being renovated and altered to provide more space for the display and demonstration of the sets. L. C. Warner, manager, states that although he is pushing radio to the greatest possible extent he does not intend to neglect the talking machine end of the business, which, he feels, will never be superseded by any other instrument. This store has of late received several orders for pianos, and although these instruments are not carried in the regular stock the management contemplates taking on a line of pianos.

H. A. Glasser a Father

The many friends of Harold A. Glasser, manager of the Newark branch of Landay Bros., will be glad to know that he is the proud father of a son and heir, Paul W. Glasser, who first saw the light of day early last month.

PhonoradiO

The FIRST Nationally Advertised Combination Phonograph and Radio

Five Important Selling Features

A nationally known and guaranteed phonograph "THE EMERSON"

A nationally advertised name "PHONORADIO"

A nationally famous and acknowledged-to-be-best tone amplifier, the "MUSIC MASTER HORN"

A nationally known and guaranteed radio set, the FEDERAL

And the exclusive, patented "DUO-TONE-CONTROL" which makes the PhonoradiO the only combination instrument that changes from Phonograph to Radio and back without attachments or detachments.

All self-contained—no exposed wires or batteries.

SECURE FRANCHISE NOW and be in position to cash in this "RADIO YEAR" on our big national advertising campaign, featuring entire new line of beautifully designed Emerson Phonographs, PhonoradiOs and Cabinette Radios.

WASMUTH-GOODRICH CO.

Manufacturers

PERU, INDIANA

Chicago Display Rooms

1022 Republic Building (Corner State and Adams Sts.)

T. W. HINDLEY, Sales Manager



Dealers May Make Use of Victor Exhibition Salons

Cards of Introduction Being Issued to Retail Trade for Presentation to Customers Visiting Either New York or Atlantic City

In order that the exhibition salons opened by the Victor Talking Machine Co. in New York and Atlantic City may prove of the greatest benefit to the Victor retail trade, as originally intended, there has been prepared by the Victor Co. for distribution to dealers throughout the country a very attractive card of introduction to be filled in by the dealer and given to those of his customers who plan to visit either New York or the famous seaside resort.

In the exhibition salons will be found not only the standard line of Victrolas which the dealer should have immediately available on his floor, but also a full showing of custom-built types, and it is for the purpose of acquainting customers and prospective customers with

what the Victor Co. has to offer in the way of the finer and more exclusive products that the cards of introduction have been issued.

As has been stated previously in connection with the announcement of the opening of the

Victor Talking Machine Company

Exhibition Rooms

473 FIFTH AVENUE
NEW YORK CITY



1731 BOARDWALK
ATLANTIC CITY, N. J.

INTRODUCING _____

DEALER _____

ADDRESS _____

11420-A

Victor Card of Introduction

exhibition salons, actual sales to visitors to the salons will be discouraged in every way, for they are intended to help rather than compete with the retailer. The object is to enable the visitor to get a first-hand impression of what the Victor

Co. has to offer, both in Victrolas and records, and to make the inspection leisurely and without any obligation to buy.

Should the visitor desire to select a machine or more particularly certain records from the complete stock a subscription form has been prepared upon which one of the staff of the salons will enter the numbers of the desired records, together with the name and address of the dealer nearest the visitor's home so he may fill the order and profit by the sale.

The same procedure will be followed in the case of those who present introduction cards from dealers, they being referred back to the dealer should they specially desire to secure either one of the custom-made Victrolas or records from the Red Seal catalog.

The New York salons at 473 Fifth Avenue were opened to the public on June 9, and they have already been illustrated and described at length in *The World*. The Atlantic City salons at 1731 Boardwalk are now in process of completion and it is expected that they will be in readiness for the reception of visitors on or about July 15.

Clever Window Display of Fitzgerald Music Co.

Unusual Brunswick Phonograph Display of Live Los Angeles, Cal., Music Concern Interestingly Described by W. Bliss Stoddard

Radio has been given so much publicity of late that the Fitzgerald Music Co., Los Angeles, Cal., determined to make use of the theme to its own advantage. On the rear wall of the window it placed a large cut-out map of the United States, with black circles on which were inscribed in white letters the locations of the principal orchestras, bands and opera companies. Red ribbons ran from each of the musical centers to a Brunswick phonograph set in the foreground. A card in front of the phonograph said:

TUNE IN WITH A BRUNSWICK

You don't need the radio to tune in any time you wish to listen to artists who are hundreds and thousands of miles away, if you own a Brunswick. You arrange your own programs, and you have the choice of the world's very best artists from vaudeville to grand opera. There is no static; no interference; no disappointment ever. With a Brunswick record you get a clear, lifelike, musical result every time.

TUNE IN TONIGHT!

Another card suggested:

TUNE IN NOW

With a Brunswick and records you may listen in whenever you wish to artists who at that moment may be scattered all over the world. You don't have to take just whatever happens to be on the air—you may arrange your own programs, and have your choice of the world's best music from vaudeville to grand opera.

NO STATIC

NO INTERFERENCE

Down front is shown a portable machine featured as a vacation accessory and on the floor around it are a number of records.

Opens Basement Store

NEWARK, N. J., July 8.—The talking machine department of L. Bamberger & Co., this city, recently opened a branch in the basement of the store where the cheaper grades of machines and the lower-priced records are sold. Manager Ansell states that this move has stimulated business to a great extent. The outside sales force is another factor which is responsible for the business which is being done, a number of crews reporting good sales from the canvassing of Summer resorts where a number of portable sales were closed.

Louisiana Branch Opened

SHREVEPORT, LA., July 6.—The Gibson Distributing Co., wholesaler of the Gibson phonograph, has opened offices in the Ricou-Brewster Building as headquarters for the Louisiana territory. The Southern headquarters of the company are at Atlanta, Ga., and the main offices are in Dayton, O.



Bristol Single Control Radio Receiver

Complicated combinations are eliminated when tuning in with Bristol Single Control Radio Receiver—every station is on the one dial. It gives the joys of radio with technicalities left out.

The well-known Grimes Inverse Duplex System (non-reradiating) is utilized in this Receiving Set. Because of the reflex, only four tubes are required to give power equivalent to six. The price, without accessories \$190.00

Audiophone Loud Speaker

You forget the radio equipment when listening thru the Audiophone Loud Speaker. The tone is full, clear and pleasing. It gives a true reproduction of the original. Made in three models—Senior \$30.00, Junior \$22.50, and Baby \$12.50.

Ask for Bulletins Nos. 3014 and 3015-BS.

Made and Sold by

THE BRISTOL COMPANY
Waterbury, Conn.

A Promise and a Performance

A BIGGER DEALER DISCOUNT

OVER 100% PROFIT

The Season's Best Buy

ORDER A SAMPLE TODAY

The Favorite Portable

\$12.00 F. O. B. Factory

Special Discount in Quantities



Retails \$25.00

SPECIFICATIONS

Imitation alligator leather—unbreakable brass tone arm—very loud and clear sound box—durable cast iron frame motor—finest American workmanship—plays two ten-inch records with one winding. Dimensions: 13½ in. long; 11¼ in. wide; 6¾ in. deep. Weighs only 12½ pounds.

GUARANTEE

ORDER A SAMPLE TODAY. FAVORITE GUARANTEE: If not satisfactory money cheerfully refunded. Remittance should accompany all orders for sample.

FAVORITE MANUFACTURING CO. 105 EAST 12th STREET NEW YORK CITY

TELEPHONE STUYVESANT 1666

Phonograph Supplies—Repair Parts and Accessories—Ask for Monthly Price List.

Making Repeat Record Patrons by Service

System for Eliminating Loss of Sales Due to Being "Out" of the Records Asked for—Service Is Important Selling Force

Service is all the average talking machine dealer has to offer his customers. It is true he is selling music, both the best and worst, according to the demand of his clientele. But so are a half dozen or more other dealers handling the same line of products in his own town or district. It is the retailer who impresses his customers most forcibly in the matter of service who can be expected to get the best results.

It is to be assumed, of course, that the talking machine retailer who considers his business seriously carries a full line of records of the company that he represents, or at least endeavors to carry a full line so far as his capital or factory production facilities will permit. Being thus able to provide a customer immediately with any desired record is the first essential of good business.

Record Shortage Kills Sales

It will happen, however, that no matter how earnest may be the attempt to keep a complete stock of records on hand constantly, and no

matter how carefully the stock is checked, there will be periods when available supplies of certain records are exhausted and new shipments have not yet arrived. Where the customer is new and in a hurry this lapse sometimes means a lost sale. If the proper spirit of service is shown, however, danger of losing business in this manner can be minimized.

System for Notifying Customers

The idea of notifying the customer when a desired record is received is not by any means new, for it has been and is being used by many retailers. There is one dealer in the metropolitan district of New York, however, who has developed a definite system for handling these back orders from customers. A card file is provided with a sufficient number of index cards to take care of normal requirements. Perhaps there is a run on a record by a certain well-known singer sufficient to deplete available stocks. The name of the first customer who inquires for that record is entered on a card and on the index card is written the number of the desired record. Every other request that comes in for that particular number before new stock arrives is duly entered on a card and all these are placed behind the index card. Perhaps during the course of a month there will be half a dozen records out of stock with all inquiries duly listed on cards and placed on a special file.

As each record is received from the jobber or manufacturer, the first move of the clerk is to go over his stock order file, take out all cards containing requests for that number, and send to each customer a prepared postcard announcing that record number so-and-so, title so-and-so, has been received and will be delivered either in person or by messenger as desired. To save time several hundred of the postcards are printed in advance so that all that need be written on them is the name and address of the customer, the number of the record and the title. The form used by the dealer in question is as follows:

New York, 1924.
We are happy to advise you that we have just received a fresh supply of record
Number _____
of (space for title)
by (name of artist)
We are reserving one of these records for you and shall be glad to deliver to you in person or by messenger as soon as desired.
We have also received a number of new records well worth hearing.
Very truly yours,
A. B. JONES & CO.
(Address)
Phone _____

It is but natural, and experience has proved, that many customers who have demanded certain records have gone elsewhere and secured the desired number rather than wait for that one particular dealer to get fresh stock. As a result, perhaps only three or four follow-up postcards will result in sales of the record mentioned and perhaps where the number is very popular all the orders will have been already filled and no sales will be made. The point is that the sending of the postcard appeals to the customer as a bit of service to be appreciated. It impresses him with the fact that the dealer considers his patronage sufficiently important to warrant giving special attention to his desires, and although the immediate sale may be lost future business is being built up.

Too Little Attempt to Follow-up

To many dealers it may seem that any comment on the desirability or necessity of following up either record or machine customers is superfluous in the belief that practically all retailers follow this practice as a matter of course. On the contrary, there is a surprisingly large

number of dealers who take each sale as it comes and make little or no attempt to follow up the customer or encourage his patronage. Perhaps it is unjust to say that the dealers themselves assume this attitude, but certainly there is a certain type of clerk who works on the theory that the less time and effort expended on the customer the easier becomes the salesman's job.

An Example of Neglect

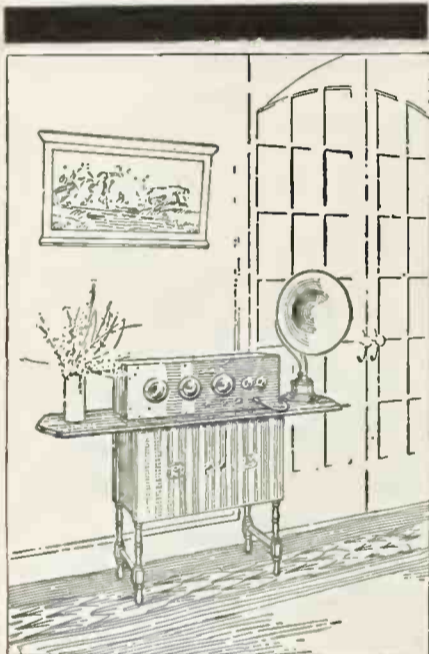
There is one authentic case right now where a customer has been purchasing records from a New York dealer for five or six years at regular intervals and has at times requested records that were not at the moment in stock. This dealer, who, by the way, handles his trade personally, operates an attractive store and is pleasant to deal with, has not yet made a note of this particular customer's address nor has he made any effort to advise the customer when fresh shipments of desired records have been received. Certainly it must be accepted as an exceptional case. The customer in question has on most occasions taken the trouble to visit the dealer at various times to inquire regarding the receipt of certain records, but what about the scores of other customers who, rather than take that trouble, will go to a competing dealer only a short distance away and get the record sought?

Repeat Customers Key to Success

True, it would mean the immediate loss of only a 75-cent or \$1 sale, but every move the retailer can make to keep the customer coming to his store regularly and at the same time keep him away from his competitor's store adds to the certainty of holding his patron's trade. Big business does not grow from continually making sales to new customers. It comes rather from having old customers come back regularly and often. This is the sort of business that cuts down sales expense.

What the Dealer Must Keep in Mind

No matter how popular a line of machines or records may be, and no matter how strong is the demand for it, the dealer should not lose sight of the fact that the burden of selling rests upon him and not upon the customer. And service is a part of selling!



The Matchless Lafayette Neutrodyne

- No squeals!
- No interference!
- Great distance!
- The desired station every time on the same dial setting!
- A piece of furniture, a musical instrument and an ornament.

THE KOR-RAD CO., Inc.
Sole Distributors
151 East 58th St., New York

Lafayette
Neutrodyne Receiving Set . \$150.00
Lafayette Reproducer . . . 35.00
Solid Mahogany Cabinet . . 35.00

Dealers, write for proposition

THE
Lafayette
NEUTRODYNE

Licensed under the Hazeltine Patent No. 1450080
Made by R. E. Thompson Mfg. Co.,
Jersey City, N. J.

Hermann Thorens
Ste. Croix, Switzerland

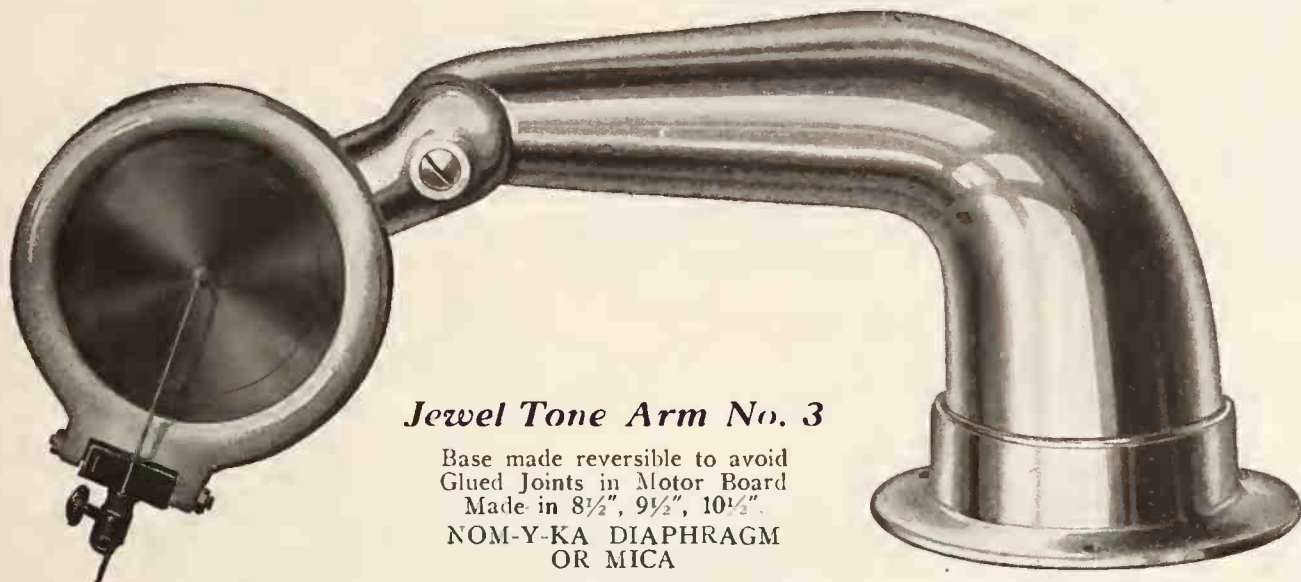
Manufacturer of Europe's Most Celebrated

**SWISS
PHONOGRAPH
MOTORS**

L. H. JUNOD & CO.
104 Fifth Ave. New York

Sole Agents for the U. S. A.

The Jewel-Tone Reproducer and Tone Arm



Jewel Tone Arm No. 3

Base made reversible to avoid
Glued Joints in Motor Board
Made in 8½", 9½", 10½"
NOM-Y-KA DIAPHRAGM
OR MICA

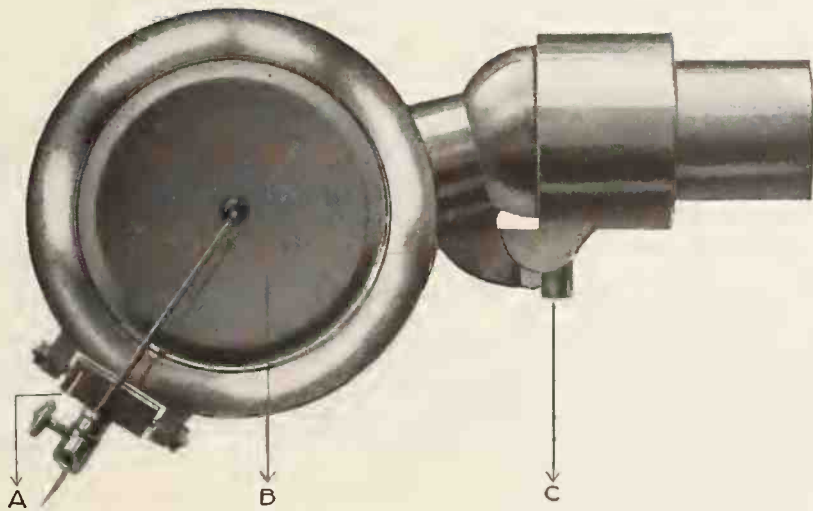
Jewel Reproducers and Tone Arms are a quality product designed to give the manufacturer a dependable and highest grade equipment that it is possible to make and the dealer a powerful and invaluable sales argument.

Is the throw-back type. Plays all records and the original equipment designed to play Edison and Pathe records with a fibre needle in actual Edison position with Reproducer facing the record.

JEWEL COMBINATION RADIO AND PHONOGRAPH TONE ARM

Send for a sample equipped with or without phonograph loud speaker unit. Tone arm and Reproducer have the same natural reproducing qualities and great volume that all Jewel products have. Its only difference being equipped to take a loud speaker unit. Your phonograph tone arm and chamber makes the logical and best loud speaker.

JEWEL NEEDLE EQUIPMENT FOR THE NEW EDISON



[A] Our patented slotted Stylus bar takes the place of all imitation spring adjustments, making it permanently and positively non-rattle and non-vibrating.

[B] Our patented indestructible Nom-Y-KA diaphragm has proven through years of use to have given the truest tone and greatest volume of any diaphragm yet produced—which, like an old violin, improves with age.

[C] Our patented positive automatic adjustment always holds reproducer in proper position, thus doing away with all unnecessary screws that can be tampered with and easily gotten out of order.

The Jewel Needle Equipment for the New Edison Phonograph has been used so many years as their standard by Edison Dealers, that it requires no description, except for those who have recently started to handle the Edison Phonograph.

To those we would state it reproduces lateral-cut records with that full, rich, round tone that only our patented NOM-Y-KA Diaphragm and other patented and exclusive features can give—its heavy center and very light and flexible edges render both heavy and light tones with their true musical values, bringing out all of the beautiful overtones.

It plays all records, and we originated the idea of playing Edison records with a fibre needle with the reproducer facing the record in the only proper Edison position.

It is simple, inexpensive, automatic and fool-proof. Compare it with all others and you will see the difference, and use it as your standard and the best selling aid you can get.—Fully and unqualifiedly guaranteed in every way.—Don't take a chance on any attachment that has not passed the test of long usage and time.

JEWEL PHONOPARTS CO.

150—160 Whiting St., Chicago, Ill., U. S. A.



New SONORA 24-sheet poster now being distributed

Selling Helps for the Sonora Dealer

SONORA Dealer Service for increasing 1924 Summer Business is unusually effective. Two new Selling Aids are described here. Let us tell you about this service in detail.

Sonora Poster

Summer prompts most people to seek the out-of-doors and, whether motoring or walking, this colorful poster will attract and sell them SONORA for the home or SONORA Portable for the camp.

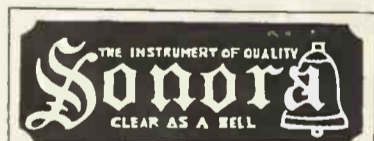
Sonora Road Sign

The convenient size of this attractive sign multiplies its uses. Splendid for sides of auto trucks, sidewalks in front of stores, walls of buildings, barns and fences in the country. We cooperate with dealers in placing this sign.

Write for information about the complete SONORA service.

Sonora Phonograph Co., Inc. New York

Canadian and Export Distributor:
C. A. Richards, Inc., 279 Broadway, N. Y.



The Sonora Shop
1715 Euclid Ave
Cleveland Ohio

New SONORA outdoor sign of heavy metal, enameled in four colors. Size 28x48 inches.

Victor Talking Machine Co. Preparing Factory Exhibit of Radio Apparatus

Company Will Display in Camden Receiving Sets and Attachments for Utilizing Victrola Cabinets and Mechanisms and Establish Information Service for Dealers

The attitude of the Victor Talking Machine Co. in the matter of radio, both as regards the installation of established radio equipment in Victrolas, or a possible placing on the market of a receiving apparatus under the Victor name, has been the subject of much discussion and interest in the trade—interest which has increased with the announcement by that company on May 9 of the offering of Victrolas with special cabinets designed for the installation of existing radio equipment.

On June 14 interest in the matter was further increased as a result of an announcement by the Victor Co. to the effect that an exhibit of radio receiving sets and attachments for utilizing the cabinets and reproducing mechanism of Victrolas would be maintained at the factory. Those who believed that the company would endorse certain types of radio apparatus were disappointed. The Victor officials realized the fallacy of any such move and simply contented themselves with making arrangements to assemble and display equipment especially designed or appropriate for use with Victrola instruments. So far as the selection of one or several types of radio apparatus by the dealer is concerned, that is left entirely to his own discretion, the company not in any sense offering recommendations.

It might be said at this time without betraying confidences that the Victor Co., as a manufacturer, is in distinctly close touch with radio matters, is protecting its interests, and likewise the interest of its wholesalers and dealers in that field consistently, and when the proper time arrives will be in a position to supplement previous announcements with others that should serve to satisfy even the most ambitious.

The company's letter regarding the radio information service and the factory exhibit of radio apparatus speaks for itself and is, in full, as follows:

"We now beg to advise that we will not undertake quantity production and distribution of Victor radio units during this calendar year. Many factors have entered into our consideration leading up to this decision. Among them we may mention the incomplete development of the art, the undoubted fact that there is already a large degree of overproduction and the great uncertainty as to the practicability of a volunteer and unregulated broadcasting service.

"As an item of trade service we will maintain at our plant an exhibit of radio receiving sets, attachments for utilizing the cabinets and reproducing mechanism of Victrola instruments in connection therewith, batteries, loud speakers, etc. The makers of all well-known products will be invited to take advantage of this display and to furnish us with synopses of their marketing arrangements, so that our trade may have at their disposal a convenient bureau of information regarding the radio situation as it develops. Indications are that practically all manufacturers of radio materials will make a serious effort to make special designs of their products for the particular purpose of serving the Victor trade. This bureau of information will be a part of our trade service department, to which all communications will be referred.

"With a view to assisting you in reaching a solution of your radio problem we venture to suggest that it be approached with a marked degree of caution. The industry is not at a point where a large volume of business or satisfaction to customers can be had through a single outstanding line, and the dangers of undue inventory accumulations and losses are worthy of your most careful thought. We especially doubt that the wholesale trade can in most cases benefit in any permanent way through doing more than operate an information service for the benefit of their dealer customers.

"Our manufacture of Victrola instruments Nos. 215, 400, 405 and 410 with provision for installation of radio receiving sets is progressing satisfactorily. Samples of No. 405 Special have been furnished to wholesalers and we will shortly be prepared to ship in moderate quantities all four styles, except No. 215, which will be available about August 1.

"We take this opportunity to advise the trade that extreme care must be exercised to avoid confusion on the part of the public as to the origin of radio sets that may be installed in Victrola instruments. Such sets not made by the Victor Co. should be plainly marked with the maker's name and all advertising should make it clear to all that the radio apparatus is not manufactured by the Victor Co. We, of course, cannot consent to the use of our trademarks on radio apparatus not made or sold by us. We recommend separate billing of Victrola instruments and radio apparatus."

Wall-Kane Needle Mfg. Co. Completes Its Alterations

The Wall-Kane Needle Mfg. Co., Brooklyn, N. Y., has completed extensive alterations at its headquarters, 3922 Fourteenth avenue, that are destined to further add to the efficiency of the manufacturing and shipping facilities. The offices have been moved from their former location on the street floor to the second floor of the building, thereby allowing the entire first floor to be used for shipping purposes. The second and third floors will be devoted entirely to the offices and production.

Don C. Preston Opens Branch

DELANO, CAL., July 3.—The Don C. Preston Music House, of Bakersfield and Taft, has established a branch here which will be represented by Frank V. Seaman, of the R. & S. Electric Shop. The branch will carry a full line of musical equipment, including records, sheet music and parts for musical instruments. A campaign is being planned for the near future and Mr. Seaman intends to make personal solicitation play a big part in it. This is an excellent territory and good business should result.

I. L. Hawley Sells Branch

SHENANDOAH, IA., July 7.—I. L. Hawley, proprietor of the Edison Music Store here, has disposed of the Edison store at Red Oaks and will devote all his attention to the Shenandoah establishment. The Jardine Music Shop has purchased and will operate the music store in Red Oaks. The latter is a live concern which, through progressive methods, has enjoyed consistent business expansion.



AND



Distributed by
ITALIAN BOOK CO.
145 Mulberry St. New York, N. Y.
MONTHLY RELEASES
Out-of-Town Agents Wanted

This is the big season for

*The easiest selling portable
— There's a Reason*

*Now
\$25.00
retail!*

DEALERS' \$15.00
PRICE

F. O. B. New York City.



PLAZA MUSIC CO.

18 W. 20th St., New York

Live Dealer's Unusual Radio Publicity Interests

Card With List of Radio Stations Sent to Patrons by Fred. G. Loeffler Proves Effective Publicity and Creates Widespread Interest

A very handy and useful piece of publicity to attract radio prospects and to give service to radio set purchasers was recently distributed to customers by Fred. G. Loeffler, talking machine and radio dealer, Bergenline avenue and Main street, Union Hill, N. J., in the form of a most complete dial card. The card is in four-page form, the front and back pages being devoted to the dealer's imprint, a picture of the Radiola super-heterodyne and a list of the various receiving sets carried by the store.

The two inner pages give a complete listing of practically all the broadcasting stations in the United States and nearby countries, forty-two in number, together with the wave lengths of the various stations. Four columns are provided for the radio listener to note the figures of the different dials at which the best results were secured and a blank column is also provided in order that a memorandum may be kept of the time when the station in question was heard most satisfactorily. Another feature of the dial card which has proved of value is that the name of the city in which each station is located has been noted, as is also the name of the company or enterprise with which the station is connected.

The real value of this pamphlet to the dealer is that it is useful to the customer and as such will be retained for a great length of time and not merely glanced at and thrown aside, as happens to a great amount of dealer's literature.

The line carried by this enterprising dealer is an extensive one and includes Radiolas, Freed-Eisemann, Ware, Federal, Crosley portable receiving sets, Music Master and Magnavox loud speakers, R. C. A. speakers and Brandeis table

talkers and phones and Eveready batteries. One section of the store is given over to a display of the various sets and a room has been set aside and appropriately furnished for the demonstration of sets. It might be well to mention here that, although six or seven different outfits are wired up ready for demonstration, only one ground connection and aerial is used. Switches have been installed above each set which permits to each set being given a real demonstration, as the failure to cut off the connection of the other sets with the ground connection and aerial would materially interfere with the particular set being demonstrated.

J. Friedman's Phonograph Shop in New Quarters

The formal opening of Joseph Friedman's Phonograph Shop at 66 Clinton street, New York, was held Saturday, June 14. Appropriate decorations and musical entertainment marked the opening of the elaborate new store. Twenty thousand dollars were spent in renovating and rearranging the new building and the result is one of the most complete music stores on the lower East Side. Two floors of the building will be occupied by the music store and a complete line of talking machines and radio equipment will be carried. In addition to the Aeolian-Vocalion and the Columbia, both of which lines were carried by Mr. Friedman at his former headquarters at 170 Rivington street, the Edison phonographs and records will be featured at the new store, as well as a line of pianos.

Needle Corp. Chartered

The R. W. & B. Mfg. Corp., New York, manufacturer of talking machine needles, was recently incorporated at Albany, N. Y., with a capital stock of \$50,000. The incorporators include C. W. Finney and J. S. Phinney.

Sonoradio is Featured in Interesting Tie-up

Fight Fans of Memphis Get Returns Through Sonoradio and Also Get Idea of Its Merits

MEMPHIS, TENN., July 5.—Reinhardt's, Inc., distributor of the Sonora in this city, believes in tying up with interesting events, both local and national, to create interest and publicity for the lines it handles. Recently, on the eve of the Gibbons-Carpentier fight, which was being broadcast, this enterprising concern placed a



Fight Fans Listening to Sonoradio

Sonora Touraine model equipped with a Federal radio set on the sidewalk in front of the Main street store and the street was soon blocked by fight fans who eagerly listened to the "returns" over the radio. They not only received the desired information in detail, but they also carried away a concrete impression of the value of the Sonoradio as a medium of home entertainment. Beaty Bros. Furniture Co., here, had a similar display.

PROFIT or LOSS?

An inferior motor in your portable with the consequent costs of repair and transportation wipe out your profit and produce loss. This loss while of great significance is negligible when compared with your loss of prestige and customers.

The S. S. has established a phenomenal record in this respect and has proven its value in actual use over a period of three years.

Model S. S.



Guaranteed to play two records
also

Model K. K.—A double spring motor guaranteed to play 3 records.

Model H. H.—A double spring motor guaranteed to play 5 records.

Further Information Upon Request

THE SILENT MOTOR CORPORATION

321-323-325 DEAN STREET

STERLING 4861

BROOKLYN, NEW YORK

Now the Brunswick new tone quality to



Showing split top lid allowing for convenient operation of phonograph.



Brunswick Radiola
No. 360



Sectional view showing drawer installation of Radiola Super-Heterodyne conveniently arranged for operation. No outside antenna or ground wires required. Large directional loop has been installed in swinging left-hand END PANEL of cabinet.

“The Phonograph which plays your favorite records best”—*plus*—“The music of the air at a turn of the lever.”

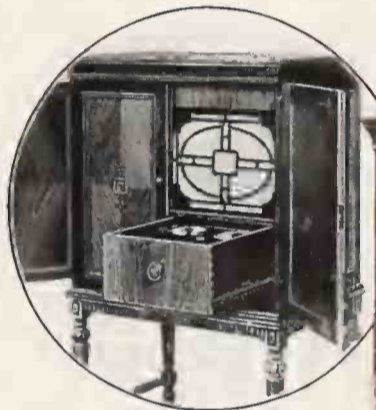
At last! The much-heralded Brunswick Radiola is on its way. And soon the public announcements will be made, opening up a new source of profit to the men who now sell Brunswick Phonographs and Records.

Many have asked why Brunswick did not go into Radio a year or more ago. But Brunswick waited. Our experts studied all types of Radio devices, compared, tested. Then came the new line of Radiolas, including the Super-Heterodyne and Regenoflex sets, the ultimate development of receiving instruments.

Then the discovery of the means of applying these principles to the world-famous Brunswick Method of Reproduction—the big feature of this new line—new tone clarity, and quality of reception.

So Brunswick arranged with the Radio Corporation of America for the Brunswick Radiola. The announcement was made in March. Now shipments of the perfected instruments are going forward to Brunswick branches everywhere. Musical history is being made.

And as many times before, by Brunswick.



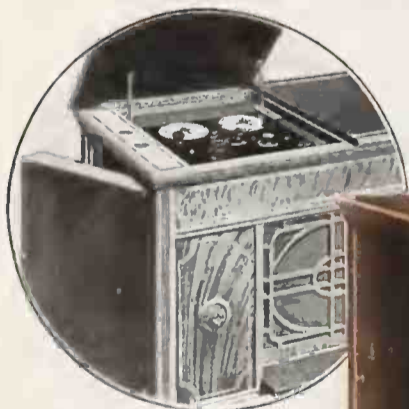
Sectional view of cabinet showing Radiola Super-Heterodyne installation. No outside antenna or ground wires required. Directional loop has been installed in swinging left-hand END PANEL of cabinet.



Brunswick Radiola
No. 260



Sectional view of rear of cabinet showing battery installation of Brunswick Radiola No. 260. (Battery installation the same in No. 360.)



Brunswick Radiola No. 160. Sectional view of cabinet showing Radiola Super-Heterodyne installation in left-hand top convenient to operation. (Phonograph equipment available on right-hand top side of cabinet.) No outside antenna or ground wires required. Large directional loop has been installed in swinging left-hand END PANEL of cabinet.



Brunswick Radiola
No. 160



Sectional view showing battery installation in rear of cabinet, and open panel containing loop antenna.

Brunswick Radiolas are now being shipped to all Brunswick Branches

Delivery of instruments will be made by Branches as soon as stocks are available. Orders are executed in rotation, based upon date of receipt. Heavy advance orders pouring in . . . get yours in now for quick delivery.

Brunswick Radiola

Radiola bringing radio reception

Big public announcement soon. Added features of the Brunswick franchise which aggressive dealers appreciate.

THE addition to the line of the Brunswick Radiola means a new avenue of sales to all who hold the Brunswick franchise. A bigger sale unit for the same sales effort.

It is not a matter of dividing present sales over a wider range of instruments. The Brunswick Radiola "sells" the family divided on whether to buy phonograph or radio—and suits the whole family. It sells radio fans as well, who know the value of the super-heterodyne and regenoflex principles when applied to what is really a musical instrument.

It reaches those who have never before gone in for radio, through its simplicity of operation, through its versatility—radio reception, or phonographic music, at will. Each of the same high Brunswick standard of reproduction.

Thus is the Brunswick Dealer the leader musically in his community; just as Brunswick becomes more and more the leader nationally. And the Brunswick direct factory controlled and protected franchise is a life-time concession to him in profits and prestige.

The Brunswick-Balke-Collender Co.

Manufacturers—Established 1845

General Offices: Chicago
Branches in all Principal Cities

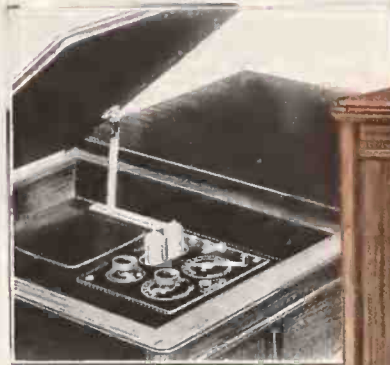
New England Distributors:
Kraft, Bates & Spencer, Inc.
80 Kingston Street, Boston, Mass.

Canadian Distributors:
Musical Merchandise Sales Co.
79 Wellington Street, West, Toronto, Ont.



Sectional view of left-hand side of cabinet showing installation of Radiola Regenoflex, and panel door covering grille, open.

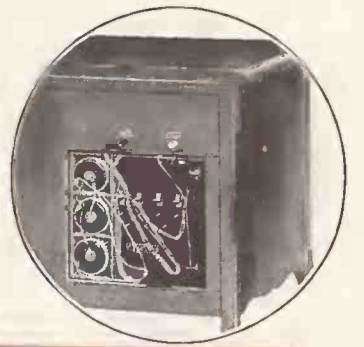
Brunswick Radiola



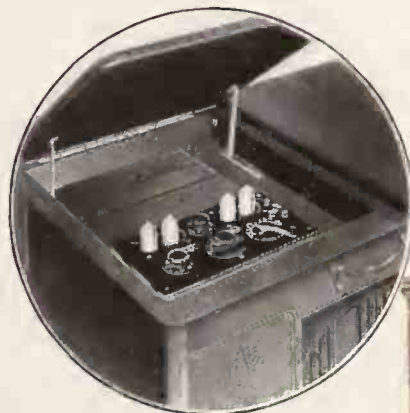
Sectional view showing Radiola III installation in left-hand top side of cabinet, and auxiliary compartment allowed for optional installation of Radiola balanced amplifier for extending range of this set.



Brunswick Radiola
No. 30



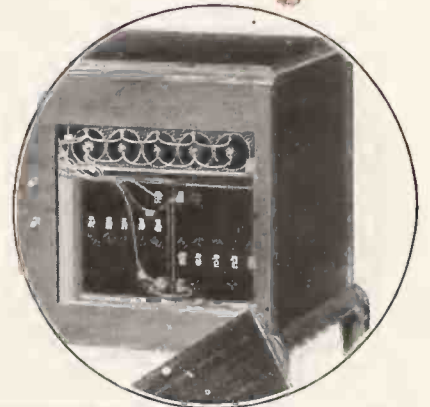
Sectional view of back of cabinet showing battery installation with door removed.



Sectional view of top of cabinet showing installation of Radiola III-A.



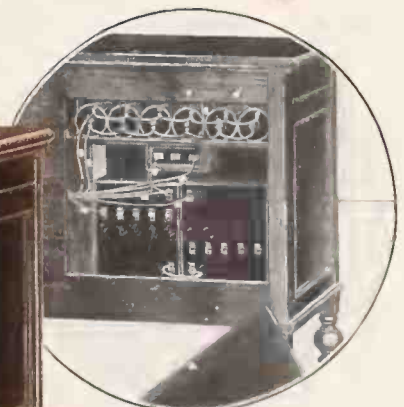
Brunswick Radiola
No. 35



Rear view of cabinet showing battery installation.



Brunswick Radiola
No. 100



Sectional rear view of cabinet showing battery installation.

Telling the "Story" of the Records and Increasing Sales Through the Windows

A Little Time and Trouble Expended in Arranging Window Displays That Tell a Story With a Punch Repaid in Sales—How Nunnalee, of Van Alstyne, Tex., Creates Sales Producing Displays

The music on every record tells a story, whether it be a popular number, a standard selection, such as an old-time favorite, or some of the classics, and because of this fact the opportunities for effective window displays are practically unlimited. The story is the thing and once this is brought home to the public in a manner that is impressive enough to make that particular record desirable sales will follow. Talking machine dealers more and more are realizing that it is very much worth while to push one or two special records each week. In advertising the records featured are often changed daily, but this is hardly feasible in window displays. It pays, and pays well, to exercise care and spend a little money in making the window display worth while.

A Sales Pulling Window

The accompanying illustration shows an unusually attractive window display arranged recently by Rea Nunnalee, son of J. O. Nunnalee, Okeh record dealer in Van Alstyne, Tex. This window sold records and that is the primary purpose of every window display. The fact that the entire display featured one record centered the entire attention of passers-by on that particular number and materially increased the chances of making sales. Another effect of this window was that it not only sold a number of the records featured, but several other old-fashioned numbers jumped into quick popularity, as was evidenced by the demand. Thus the sales volume insofar as records was concerned was

considerably increased at a low publicity cost. **Telling the Story**

How the story of a record can be told through the medium of the "eye of the store" is effectively illustrated in this Okeh record window, which happened to feature "The Little Old Log Cabin in the Lane," played by Fiddlin' John Carson, a popular Southern fiddler. As may



Nunnalee's Okeh Record Window Display

be seen, the window is actually a visualization of the title. There is the little old log cabin, the tumble-down barn and the old well. There is something in this type of display to intrigue the imagination and to make the song desirable. The manufacturer's record literature emphasizes the purpose of the window by drawing direct attention to the fact that there is a song by that name on a record.

Displaying the Classics

The same opportunity for paying displays exists in the case of the operas and other classics which are obtainable on records. There

is a story behind every operatic selection which, when played up in the window in a realistic manner, will make those who stop to look realize that there is more to music than merely the notes. The same idea may be followed out in featuring the various artists in connection with the records they have made.

Increased Victor Production

The Victor advertisements in the July national magazines made the announcement that the Victrola production of the company is larger than ever before in its history and that the manufacturing schedules for the year call for 48 per cent more instruments than were made in 1923. In order that this increased production be made possible the manufacturing schedules have been approved much earlier than usual.

New Gennett Artists

John Shaughnessy, lyric tenor who is well known in musical circles around Boston, was recently signed as an exclusive Gennett artist. Mr. Shaughnessy is also well known as secretary to Mayor Curley, of Boston. His first recording, which has just been released, is "Nora, My Own," coupled with "That Was a Perfect Dream." Another new Gennett artist whose first recording was recently put on the market is Frederic Baer, baritone. This recording is "Duna," coupled with "Dreaming Along."

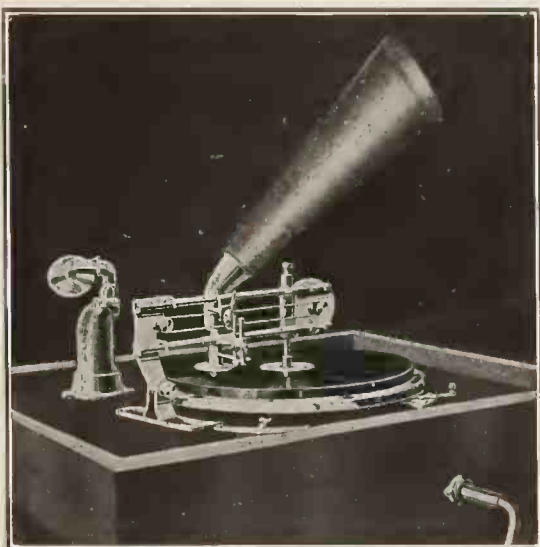
Store Ownership Changes

LANCASTER, O., July 7.—Harry M. Smith, of the Boyer-Smith Music Shop, on South Broad street, this city, announced recently that he has purchased the interest of his partner and will take full possession of the business. The Columbia line of phonographs and Gulbransen pianos are the store's leaders.

Creating a New Interest for the Dealer

HOME
REPRODUCTO
RECORDER

1. Is bringing new customers into dealers' stores.
2. Is stimulating new interest in the Talking Machine.
3. Is making profitable sales at little cost.
4. It has a wide appeal; every person a prospect.
5. Invaluable to singers, public speakers, music teachers and pupils.
6. Is an invaluable asset to outside men as a wedge past the prospect's front door.
7. Will make a permanent record of speeches, songs, etc., from RADIO.



The **REPRODUCTO** Note its simple construction—sound mechanical lines scientifically correct in every detail

- Price \$19.50
- Dealer Discount 40%
- Double Face Record Blanks
- Price \$1.50 each
- Dealer Discount 33 1/3%

State make phonograph you handle.

A Sales Stimulator for the Summer Months

We have on our list many live dealers who are capitalizing on the novel appeal of the **REPRODUCTO** by bringing it right to their customers' homes. It is an ideal proposition for the live outside salesman, which will get him an audience with all classes of people in the city, and not only make sales of this practical instrument—BUT—it will revive the interest of the Phonograph owner, that will make other sales for the dealer.

To the live dealer the **REPRODUCTO** presents a real opportunity for Summer sales—and at any other time.

BE THE FIRST TO SELL THE REPRODUCTO IN YOUR CITY.

Read Why We Guarantee the **REPRODUCTO**

Cleveland, Ohio.
I received your Reproducto Home Recorder O.K. about three weeks ago, and have had excellent results with it. The machine is even better than I anticipated. I have a lot of confidence in your proposition, and I know I can place a large number of them here.
(Signed) J. E. CONNORS.

HOME
REPRODUCTO
RECORDER
Supt. Bayard Schools,
Bayard, Nebraska.
I am extremely well pleased with the apparatus and with the results. Our students have learned more in a little work with the Reproducto than they have in many glee club rehearsals.
(Signed) HOWARD SMITH, Supt.

JOBBERS: Some Territory Still Open, Write Us

REPRODUCTO MFG. CORP.

Newport News, Va.

— — and the sale

INSTEAD of *telling* the customer why the New Edison is in all respects superior to all other phonographs, try this plan:

Send a New Edison to his home, on approval, for comparison with any other phonograph.

Leave him alone with both instruments for a few days—the chances are he will come to your store to sign the contract before you are ready to call at his house.

A sale is the natural, logical result of this side-by-side comparison.

Are you letting your customers' own ears help you sell?

THOMAS A. EDISON, Inc.
Orange, New Jersey



The **NEW**
P H O N O

naturally follows!

You don't need a fortune to become an Edison Dealer—ask nearest Edison Jobber

EDISON
G R A P H



Now and How of Radio Merchandising

An Analysis of the Vital Considerations and Problems of the Dealer Who Handles Radio or Expects to Install a Department

[This very interesting and practical article was written for The World by Harold Berman and James D. Gibson, of the Freed-Eisemann Radio Corp., and it contains a wealth of information both for dealers who are handling radio and for those who contemplate doing so.—EDITOR T. M. W.]

At present the music dealer is not thoroughly sold on the idea that radio is a desirable adjunct to his present business. He realizes, however, that by selling radio he can materially bolster up his present phonograph, musical instrument and sheet music sales and he constantly makes comparisons in his own mind as to the results obtainable from a good phonograph and the results given by the average radio set.

Then, too, when a prospective customer comes into a music store to purchase a phonograph he knows pretty well what he wants, and has a pretty good idea of what he is going to get. There is no mystery about a phonograph or records, and as one of the tendencies for the different manufacturers engaged in a well-established business is to turn out products of fairly equal merit, the problem of satisfying the customer is not so difficult to solve.

But the phonograph dealer intending to open a radio department as an adjunct to his music store must watch his step and move carefully. He has many problems to contend with, not the least of which is his own lack of knowledge of radio as a science and radio's unique and definite methods of merchandising. There has probably been no industry in the history of our country in which engineering and laboratory research have been so closely behind the actual selling of the product.

Parts Sale Objectionable

The music trade strenuously objects to the sale of parts that can be made up into sets which are nearly equal in performance and appearance to the manufactured product. Talking machine dealers do not care to engage in the assembly of sets for their own resale, but are desirous of selling complete sets backed by manufacturers of répute. In some instances, however, they are compelled, in order to meet competition, to have the "local radio expert" build a few sets into cabinet models that they may have them on hand to meet this class of competition. This feature is particularly evident in the Bronx, New York City.

One of the great difficulties of the music dealer at present is his unfamiliarity with the simplest of radio problems that arise from day to day; he therefore replaces perfect instruments for those of other manufacture to keep the good will of his customer, thereby creating a wrong impression in the mind of the customer as to the quality of some of his products.

Take a Set Home

He can avoid many pitfalls and save considerable money by educating himself. As the best way to learn about automobiles is to drive a car, so the best way to understand radio and its problems is to have the radio set you intend to sell installed and operating at home. Using it every night under all conditions can teach the dealer more than all the professional gibberish

of a half-dozen radio experts explaining why a set does not work.

The industry, young as it is, has already reached the stage where good reputations have been made. There are certain sets and circuits that have made their name by their intrinsic worth rather than by intensive advertising campaigns. A careful inquiry among those now handling sets, and among friends who are using them, will show that there already are the Packards, Cadillacs and Pierce-Arrows of radio.

A great deal of confusion exists in the mind of the music dealer as to what accessories he should carry in stock. The tendency for the most part is to handle as few accessories as possible, that is, one type of storage battery, one type of loud speaker, one type of "B" battery, one type of head-phones, etc., but here again he is up against the problem of competition and is therefore frequently compelled to carry several types of accessories, often against his own better judgment. It is indeed a rare incident where the same resale price is found alike in any two music stores and in a measure these varied prices of accessories invite "gypping." An excellent stock would consist of three makes of loud speakers, the two leading "B" batteries and two makes of phones.

Service Paramount

The dealer handling radio sets must also be prepared to render some service. The customer buys a set from the dealer with the understanding that if anything should go wrong the dealer will rectify it. The dealer who intends to stay in the radio business, and who can look into the future, must realize that service is essential and expected. Whether trouble in a set is imaginary or real the customer who has paid his money for it and accessories expects help and advice, and will only have confidence in the dealer who can give him competent help when necessary. The average customer knows absolutely nothing about radio, but that does not prevent him from expecting that his set should work well at all times, and that he can get Ottawa, Havana or England with as much ease as he can get his local broadcasting stations.

At this point good salesmanship becomes vital. Your customer knows what to expect when he buys a phonograph, but he must be told what to expect when he buys a radio. And he must be told not to expect too much. No receiver on the market to-day should be guaranteed for distance. There are still external weather conditions to contend with; there is still occasional interference from local power lines and arc lights, and, of course, we have the ever-present bugbear of static, especially during the Summer months.

For these reasons the dealer ought to instruct his radio salesmen to be conservative in their statements and to dwell more upon the reputation of the manufacturers of the set, ease of operation, appearance, value and the fine quality and perfection of local reception. The distant reception that good receivers are capable of de-

pends to a great extent on competent operation, and conditions governing transmission at the time. The dealer must not forget that even when distant stations are heard well on the headphones they are hardly ever as clear and loud as the locals on the loud speaker.

All these things should be explained before the customer leaves the store. It is surprising what little resistance is encountered when sets are sold on a common-sense, logical basis, and what trouble and explanations are avoided with otherwise disappointed customers.

Some Tips Worth While

One of the ways to make a service department pay for itself is to sell the customer an installation or carrying charge. Such a department may be either within your own organization or consist of several young men easily reached by phone. Most customers see the justice of such a fee and when it is explained to them that you employ a man specifically for that purpose and that his job is to help and advise when necessary very little opposition is encountered. It may be of interest to note that very large companies retailing radio sets to-day charge for the installation and service rendered, and only guarantee the set when they have made the installation.

When installing a set spend some time with the customer. Tune in stations for him, explain how the batteries are hooked up and warn him about burning out tubes with the "B" battery wires. Connect up his charger, if he has one, and tell him about the use of hydrometers and voltmeters and impress upon him the importance of freshly charged batteries. A customer who understands his machine will not bother you later on with imaginary troubles. And make him understand that he may not get the best results with his machine at first, but that after he has had it for a while he will develop a certain familiarity and knack of working it.

The dealer who neglects these points is bound to suffer in the end. The radio business has its own peculiar problems and one of the greatest is service. Because the art is young there is a lack of knowledge concerning it and therefore it is important that the dealer teach himself, that he may teach his customers. The radio fan comes back to the man who knows.

Moberly Co. Opens Branch

MOBERLY, Mo., July 8.—Paul Whitten, manager of the Moberly Music Co., recently completed arrangements for the opening of a branch store in Brunswick, Mo., where a complete line of musical instruments will be carried. The company has leased the Scott Building on Broadway.

A theory that every human body is a wireless station, sending out waves of varying length, is advanced by the famous inventor, Lakhovsky. He expresses the belief that it will some day be possible for men to converse at a distance by directing their own waves.



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.

STYLUS BARS

Stylus Bar & Mfg. Co.

Clague Rd.

North Olmsted . . . OHIO



YOUR NAME

*Linked with the
best known Phonograph
Needle in the world*



*Remember—they are NOT Genuine
BRILLIANTONE Needles unless
they are made by BAGSHAW.*

DEALERS: A New Package Idea That Is Proving a Winner

The name of YOUR store right on the face of each package of BRILLIANTONE Needles! We are ready to supply you with them in reasonable quantities. Don't cost you a cent more! An unusual opportunity to identify yourself with the most widely known Phonograph Needle on record.

*Don't delay placing your order—dealers everywhere have
been quick to take advantage of this new package idea.*

BRILLIANTONE
STEEL NEEDLE COMPANY OF AMERICA, Incorporated
370 SEVENTH AVENUE, at 31st Street, Suite 1214, NEW YORK

Selling Agents for W. H. Bagshaw Co., Factories, Lowell, Mass.

Western Distributor:
The Cole & Dumas Music Co.
430 So. Wabash Ave., Chicago

Canadian Distributor:
The Musical Mdse. Sales Co.
79 Wellington St., W., Toronto

Pacific Coast Distributors:
Munson & Rayner Corp. Walter S. Gray Co.
Los Angeles, Cal. 1054 Mission St.
San Francisco, Cal. San Francisco, Cal.

Clark Atlanta Music Co. Enters Field in Atlanta

C. R. Clark Resigned From Conn-Atlanta Co. to Open Store in Building Occupied by That Firm, Which Changed Name and Moved

ATLANTA, GA., July 5.—C. R. Clark, formerly manager of the Conn-Atlanta Co., prominent musical merchandise dealer here, has resigned to enter business for himself under the name of the Clark Atlanta Music Co., securing possession of the old location of the Conn-Atlanta Co. at Auburn and Ivy streets. The store is a large one and on the second floor there is a splendid music hall. The new company is capitalized at \$25,000, and in addition to talking machines, records, pianos and sheet music a complete line of musical merchandise will be handled.

With the taking over of its quarters by Mr. Clark the Conn-Atlanta Co. has changed its location to 221 Peachtree street and in the future will be known as the Conn Co. The new store is in the heart of Atlanta's business district, the "Music Row" of the city. The company intends to put in a large additional stock of musical merchandise, making it one of the largest of any store in the South. William Ritter is local manager of the new store, which is temporarily under the supervision of the Conn-New Orleans branch, of which Harry Meyers is manager.

Victor Foreign Records

Victor foreign record releases for the month of July include selections in the following languages: Greek, Italian, Hebrew and Yiddish, Croatian, Dutch, Finnish, German, Hungarian, Mexican, including Spanish selections recorded for Mexico; Norwegian, Polish, Russian, Slovak, Slovenian, Spanish and Swedish. Bulletins and posters listing these recordings have been sent to Victor dealers.

Saul Birns Opens Ninth Branch Store in New York

Leases Estey Building on Forty-fifth Street for Talking Machine, Radio and Piano Showrooms—Building Artistically Remodeled

Saul Birns, who operates a chain of music stores in the metropolitan New York district and who is one of the leading music merchants in the East, has opened his ninth establishment at 12 West Forty-fifth street, New York. The new store, which has been remodeled to meet the needs of the talking machine, radio and piano business, was formerly the quarters of the Estey Piano Co., from which it has been leased for a long term of years. The building is three stories in height and when completed will be one of the finest showrooms devoted to the music business in the city. On the first floor will be a portion of the piano and combination radio-talking machine display rooms and also the record racks. The second floor will be devoted to piano display and radio and on the third floor will be the talking machine display rooms and the offices. Hy Eilers, who was for many years connected with the music business in the West, is in direct charge of the new branch.

The main store of the Saul Birns chain, where the executive offices are located, at 111 Second avenue, was entered by burglars recently, who broke open one of the safes and secured about \$1,000, overlooking a considerably larger sum in another safe.

Ware Radio Corp. Expands

The Ware Radio Corp., of Manhattan, has certified, in Albany, N. Y., to a change in its stock interests. Its present 7,500 shares of common stock, no par value, have been increased to 75,000 shares of common stock, no par value; 5,000 preferred, same as before.

Simple and Effective Edison July Display

The illustration herewith shows the window display prepared by Thos. A. Edison, Inc., for the use of Edison retail dealers during July. The main theme is centered around the Fourth of July and the record "Ringing in Liberty," which is particularly appropriate, is featured.



Attractive Edison Window for July

The background of the large "Liberty" bell and the two Edison phonographs makes a pleasing and effective ensemble, while the records shown with the cut-outs in the foreground make a direct appeal which should result in sales.

Clever Direct-Mail Stunt

The L. A. Murray Co., dealer in Victrolas and Victor records at Davenport, Ia., sends monthly statements, ordinarily sent only to debtor customers, out to all the names upon its books. But those against whom no charge is made receive a statement which reads:

"You do not owe us anything this month, but we wish you did. Accounts like yours are the kind we appreciate."

Do Not Delay Placing Your Order to Cover Your Fall Requirements



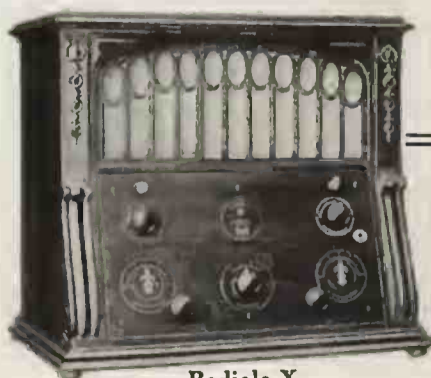
This symbol
of quality
is your
protection



Radiola Super-VIII

Radiola Super-VIII, an improved Super-Heterodyne. Selective and non-radiating. With no antenna and no ground connection, it receives distant stations. Loud speaker built in. Complete with six UV-199 Radiotrons—everything except batteries.....\$425

Radiola X—ultra refined receiver of the antenna type, selective and non-radiating. Remarkable for distance reception and perfect reproduction. Built-in new type loud speaker. Complete with four WD-II Radiotrons—everything except batteries and antenna.....\$245



Radiola X

THE Fall and Winter of 1924 promise to be the greatest radio season that the industry has ever known. The phonograph dealers' interest and success during the present season in radio have placed them in a predominating position in the field. Are you one of the progressive dealers who look forward to meeting the public's demands? If so, you cannot afford to delay placing your orders to cover your requirements of RADIOLA RECEIVERS to meet this demand any longer if you expect to be a factor this season. The New Radiolas represent a line of proven merit and distinction in the radio art and warrant the maximum support of the trade. The tremendous national advertising campaign to be launched this Fall in the support of this line, to say nothing of the numerous catalogs, folders, window displays, store signs, etc., assures you of a ready market for your stock.

Write us for complete instructions pertaining to deferred payment plan now being offered by the Radio Corporation of America to reliable dealers.

E. B. LATHAM & CO.
Wholesale Distributors

550 PEARL STREET
NEW YORK CITY

There's a Radiola for every purse

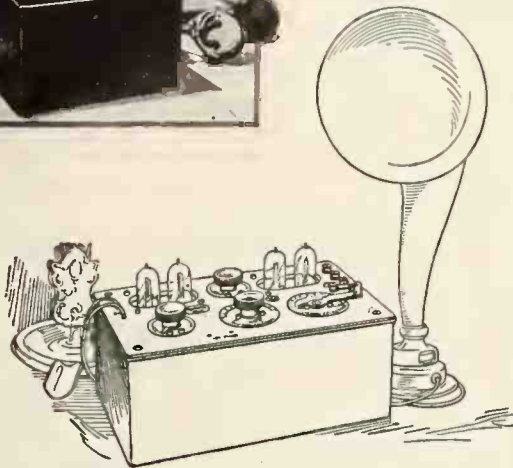
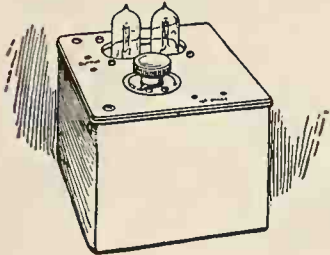
New and Remarkable Radio Achievements in the new Radiolas

Radiola III, an improved two tube receiver of antenna type, sensitive and selective. Complete with two WD-11 Radiotrons and headphones (everything except batteries and antenna), . . . \$35.



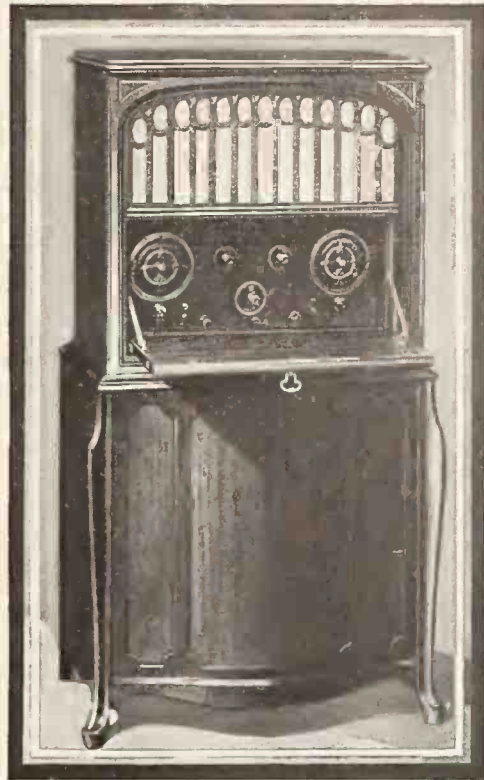
Radiola III Amplifier

Two tube balanced amplifier for Radiola III, including two Radiotrons WD-11, . . . \$30.

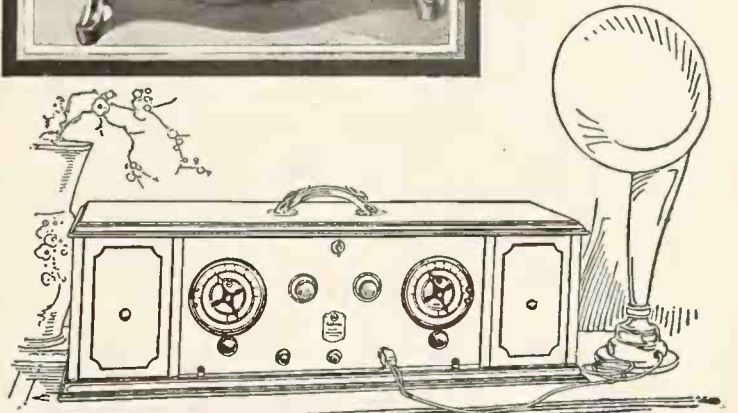


(above)

Radiola III-a, which is Radiola III and its balanced amplifier complete in one cabinet; including four WD-11 Radiotrons, headphones, and Radiola Loudspeaker. Everything except antenna and batteries, \$100.



Radiola Super-VIII — an improved Super-Heterodyne. Selective and non-radiating. With no antenna, and no ground connection, it receives far distant stations, even while local ones are operating. Loudspeaker built in. Complete with six UV-199 Radiotrons—everything except batteries, \$425.



(above)

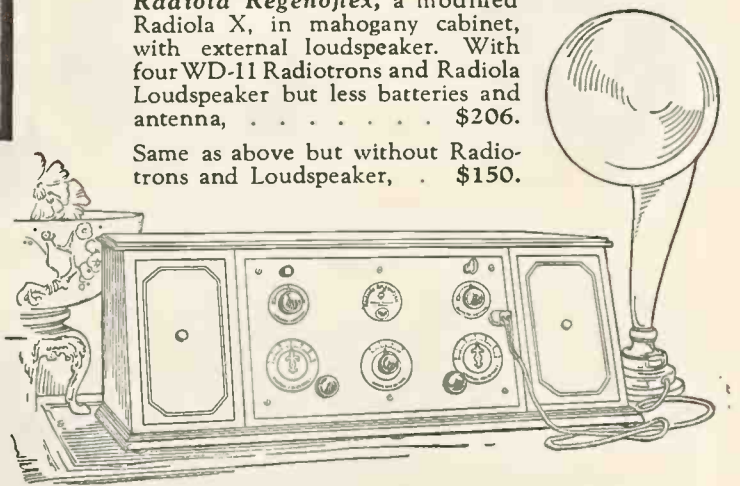
Radiola Super-Heterodyne (second harmonic) same as Super-VIII but semi-portable in mahogany finished cabinet, with separate Radiola Loudspeaker. With six UV-199 Radiotrons, but without batteries, . . . \$286.

Same as above, but without Radiotrons or Loudspeaker, . . . \$220.

(below)

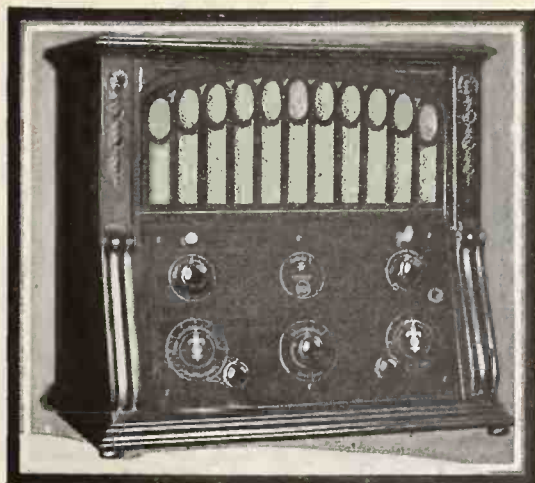
Radiola Regenoflex, a modified Radiola X, in mahogany cabinet, with external loudspeaker. With four WD-11 Radiotrons and Radiola Loudspeaker but less batteries and antenna, . . . \$206.

Same as above but without Radiotrons and Loudspeaker, . . . \$150.



(above)

Radiola X—ultra refined receiver of the antenna type, selective and non-radiating. Remarkable for distance reception and perfect reproduction. Built-in new type loudspeaker. Complete with four WD-11 Radiotrons—everything except batteries and antenna, . . . \$245.



\$35 | \$206

65 | 220

100 | 245

150 | 286

\$425

This symbol of quality



is your protection

It is impossible to give here full description of these remarkable new sets. Send this coupon for an illustrated booklet that tells the story completely, with detailed description of every set.

Radio Corporation of America

Sales Offices:

233 Broadway, New York

10 So. LaSalle Street, Chicago, Ill.

433 California Street, San Francisco, Cal.

RADIO CORPORATION OF AMERICA
Dept. 367 (Address office nearest you.)

Gentlemen:
Please send me your free Radio Booklet.

Name _____

Address _____

Radiola

REG. U. S. PAT. OFF.

National Ad Campaign in Interest of Royal Line

Adler Mfg. Co. Announces Plans for Extensive
Publicity Drive in Leading Publications

Lambert Friedl, vice-president and general sales manager of the Adler Mfg. Co., Inc., manufacturer of Royal phonographs and Royal Neutrodyne radio products, announced recently that the company had decided to start a national advertising campaign in behalf of these instruments. The Chas. W. Hoyt Co., Inc., New York, one of the foremost advertising agencies in the East, will be in charge of this campaign, which will include full pages in the Saturday Evening Post. Portfolios showing these advertisements will be mailed to the Royal field representatives shortly.

In his announcement Mr. Friedl said in part: "We realize that in order to continue to deserve the patronage of successful talking machine dealers throughout the United States and Canada we must help them guide the public in their purchases, hence our decision to embark on a national campaign. Our policy still remains the same—fewer but better dealers, and it is gratifying indeed to be able to say that the roster of Royal dealers is quickly spreading itself many times over the entire alphabet in names and locations. It is even more pleasing to know that Royal dealers heartily approve our products and policies, and it will be our aim to further deserve this invaluable co-operation."

"Hits" in Latest Record Offerings by Emerson Co.

Among the new record offerings released by the Emerson Phonograph Co., Inc., is a selection, entitled "Salvatore's Dream," based on an old Italian waltz. This number is rendered with violin and guitar accompaniment, which produces most appealing effects. On the reverse

side of this record is a number entitled "The Golden Sunset," also a waltz as a violin solo with orchestra accompaniment, played by Romaine. This latter number was composed by Paul Bolognese, the director of the Italian record department for the Emerson Co. A new feature record has been added to the Jewish list of the same catalog made by Leonard Braun, well-known vocalist, the basis of which is an old religious hymn.

Revolutionary Method of Merchandising Records

R. H. Macy & Co. Pay Big Tribute to Merits
of Audak Demonstrators in Recent Ad Treat-
ing of New Record Department

R. H. Macy & Co., operators of one of the largest and best-known department stores in New York City, recently opened a new talking machine department on one of the floors in its new nineteen-story building. One of the features of this section is the revolutionary method of merchandising talking machine records. Under the arrangements sixty-nine simultaneous record demonstrations can be given without one interfering with the other.

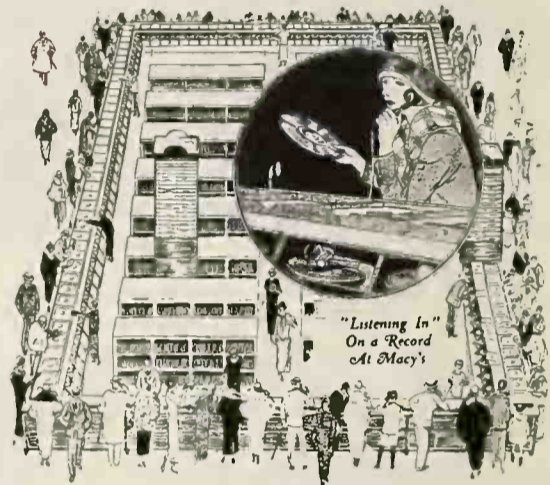
The Macy Co. over a year ago installed forty-two Audak record demonstrators, manufactured by the Audak Co., 565 Fifth avenue, New York City. In opening its new home it added sixty-nine Audak demonstrators to its equipment, and these are installed in a unique manner underneath the counter. The Audak listening cord is attached to each machine and the prospective purchaser steps to the counter and hears any record he or she may be interested in. In this manner also, the counter is kept clear for looking over records, making selections and closing the sale. In fact, a series of record bins is in the counter and makes possible a wide selection of records from one of several groups which are within arm's length.

We are herewith reproducing a part of the

advertisement of R. H. Macy & Co., which appeared in the New York Sun and other dailies, announcing its newly equipped department. The line cut, which illustrates the ad, will give an idea of the methods pursued in making the sales and giving service through the use of the Audak demonstrators. The whole department is enclosed in a very small space. A counter in the form of a square, holding the demonstrating equipment, encloses the stock racks, where over

R. H. Macy & Co.
34th ST & BROADWAY Inc. NEW YORK CITY

THREE-SCORE RECORDS
PLAYING AT ONCE
AND YOU HEAR NONE BUT YOUR OWN!



A Revolutionary Method
of Selling Records

How Macy Announced Improvements
80,000 records are in handy reach of the sales force. As can be seen from the reproduction of the illustration in the ad the stock racks are divided by short aisles and the whole plan is laid out with an eye to conservation of space with a minimum of movements for the sales force and for efficient service.

NEW EMPIRE COMBINATION



Combination Radio and Phonograph Tone Arm

Tone Arm (Ball Bearing)
Reproducer
Loud Speaker
for
Radio and Phonograph

We invite a personal test. There is nothing more convincing. Order a sample arm and test it out. It will win you on merit only. Our prices are low and the quality second to none.

Write or wire us for samples and quotations and give us an outline of your requirements.



Ball Bearing

Send for sample of our
new Tone Arm for
Portable Machines
and Edison
Attachments.

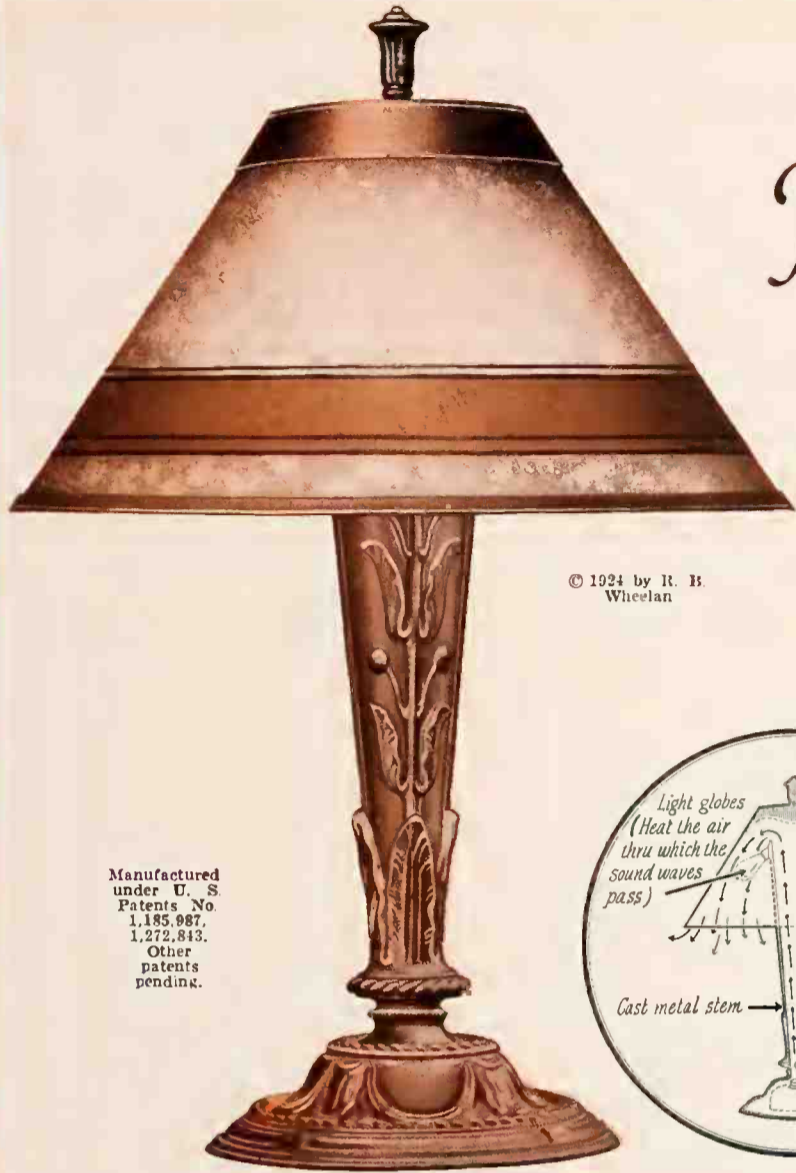
EMPIRE PHONO PARTS COMPANY

1362 E. Third St.

Established in 1914

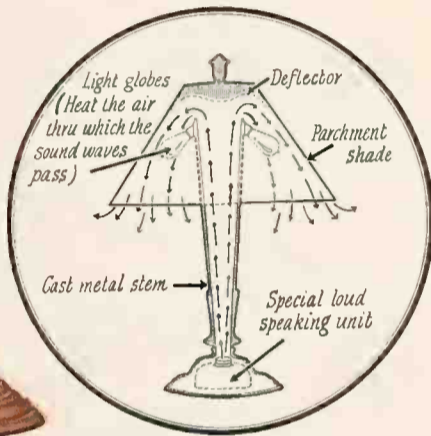
Cleveland, O.

W. J. McNAMARA, President



© 1924 by R. B. Wheelan

Manufactured under U. S. Patents No. 1,185,987, 1,272,813. Other patents pending.



Now ~ A Loud Speaker and Beautiful Lamp Combined!

(Reprinted from National Advertising now running)

"Never before in the history of Radio has there been such a sensation as this handsome Reading Lamp that is also a marvelous Radio Horn. It is radically different—it is vastly superior to any other loud speaker ever known before. This new Radio Sensation reproduces music, lectures and speeches in all their rich clearness—in all their deep natural tones. It is producing such amazing results that the country's greatest Radio Engineers are praising it to the skies."

A selling sensation — this amazing Loud Speaker

AT last—you can offer this happy combination—it's just what thousands upon thousands of Radio Lovers the country over have been wanting. This remarkable new invention combines the graceful, useful beauty of a handsome reading lamp with the very best loud speaker yet developed.

Examine the Radialamp—show its features to your Radio customers. Show them how the sound, produced in the ultra sensitive microphone, is projected through the cast metal megaphone stem—reflected from the "sound mirror" at the top and conducted right out into the taut vibrant parchment shade of the lamp. The sound is marvelously sweet and clear—unlike metal and even wood. Parchment is the best sound reproducing medium yet discovered.

Doesn't Roar—Doesn't Whisper

But that isn't all. Compare the Radialamp with the old type loud speaker that faces only in one direction. While standing in front of it the sounds are very loud—too loud. Stand anywhere else in the room, the sound is very indistinct. The Radialamp corrects both these evils. Sound radiates from the shade equally throughout the room. The Radialamp doesn't roar—it doesn't whisper—the music comes out in clear, natural tones.

Everybody who hears it recognizes at once the perfect loud speaker.

And you can now put this beautiful lamp and radio horn on your counter to sell it for the price of either a good lamp or loud speaker—both for the price of one. Put it into the window. See the radio fans collect—watch them stream in to ask questions, see them admire the beauty of the lamp—especially when it is lighted and they can appreciate the soft mellow light as well as hear the perfect music reproduction. Thousands are buying Radialamps in New York. It will make just as big a hit in your city.

Be First in Your Locality Mail the Coupon

You can't appreciate what a wonderful thing the Radialamp really is from this advertisement. You can't have an idea how efficiently it is being merchandised and advertised—what selling helps we can offer you—till you see our descriptive literature. Just fill out and mail this coupon—let us show you how this wonder Radio Loud Speaker can open up a new field for profits.

RADIOLAMP CO. 334 Fifth Avenue, New York
Robert B. Wheelan, President

Attach to Any Socket

To use as a lamp simply place ordinary electric bulbs in the sockets and attach to your electric connection with electric cord, which is included. It throws out a soft, mellow light. To use as a loud speaker, simply attach the wire, which is included, to your receiving set.

Attach to Any Radio Set

RADIOLAMP

TRADE MARK
LOUD SPEAKER

Radiolamp Co., Dept. 7,
334 Fifth Ave., New York.
Please send me illustrated descriptive literature containing further information on the Radialamp.

Name

Address

City State

QUALITY RECORD

Pressing

SANDERS, Inc.

SPRINGDALE, CONN. Near Stamford
Telephone Stamford 3980

WorkRite Mfg Co. Opens Branch in Los Angeles

CLEVELAND, O., July 7.—In order to take care of the fast growing demand for WorkRite sets on the Pacific Coast, the WorkRite Mfg. Co., of this city, has recently opened a branch in Los Angeles, Cal., where it will manufacture WorkRite five-tube super-neutrodyne sets. This Pacific Coast factory is under the direction of Emmett R. Patterson, who is well-known to the Western trade. With the establishment of this Pacific Coast factory branch the WorkRite Co. has also opened a Western sales office in Los Angeles at 239 Los Angeles street, under the management of J. A. Hymer, sales manager. Mr. Hymer has just completed a trip over the entire Western territory and states that the Los Angeles factory will be hard pressed to meet the demand for WorkRite sets during the coming season.

New Jewish Catalog Is Issued by the Pathé Co.

The Pathé Phonograph and Radio Corp., Brooklyn, N. Y., has just issued a new complete Jewish catalog to the trade. The new catalog lists over 150 late Jewish releases and includes a list of Jewish recording artists who have proved particularly popular with buyers of this class of record. Such artists as Jenny Goldstein, Molly Picon, Yetta Zwirling, Doris Weissman, Nellie Casman, Estelle Shriner and the Cherniavsky Jewish Jazz Band are well known in Jewish circles and have contributed materially to the popularity of this branch of the foreign-language record department of the Pathé Co. The Cherniavsky Jewish Jazz Band, which has made its first recording on the Pathé records, is said to be the first and only Jewish Jazz Band in the United States.

L. H. Lazar, Jewish Pathé representative, who recently returned from a long successful tour, reports that the demand for Pathé Jewish records is growing bigger and better every day and dealers are finding the line profitable.

E. B. Latham & Co. Plan Fall Radiola Campaign

E. B. Latham & Co., distributors for the products of the Radio Corp. of America, 550 Pearl street, New York, have begun plans for the Fall sales of Radiolas. T. F. Delaney, manager of the phonograph dealers' radio department of the company, has been making a complete survey of the dealers' requirements, with the idea in view of being able to anticipate as nearly as possible the approximate amount of Fall business.

"There is no question but that this Fall will be the most prosperous one that the radio industry has ever enjoyed and the talking machine dealer who is carrying radio is certain to profit thereby. Conditions throughout the country are becoming more settled and those people who have held off on buying radio during the Summer months will be most excellent prospects this Fall, and the live dealer is practically assured of an excellent volume of business," said L. E. Latham, sales manager of the company, in a recent chat with The World.

New Victor Record Pressing Plant in Oakland, Cal., Now Producing Records

Plant Constructed to Facilitate Handling of Record Demand of Western Trade—"Oriental Love Dreams" First Record Made—Laboratories Makes Easier Recording of Artists of Far West

The new recording and record-pressing plant established by the Victor Talking Machine Co. in Oakland, Cal., to facilitate the handling of the record demands of the Western trade is now in actual production, the first record release from the new plant having been made about the middle of last month.

The first record was "Oriental Love Dreams," and the efficiency of the new service was proved by the fact that records of the number were in the hands of dealers on the Coast within a week after it had been released. Several of the leading orchestras on the Coast have made arrangements to record for the Victor Co. at the new plant, as have a number of individual artists, and the announcement of these new records will be made in due course.

The new plant serves a twofold purpose. In the first place, it makes possible the material enlargement of the Victor Co. list of recording organizations and artists by adding to the catalog records made by those located on

the Coast, recordings heretofore practically impossible except in rare instances, owing to the distance of the artists from the recording laboratories in Camden.

In the second place, it saves weeks of time in the delivery to West Coast dealers of those records best calculated to appeal to their trade, deliveries being made direct from Oakland instead of from Camden as heretofore, although, of course, the delivery of many records from Camden will still continue.

The new plant is in direct charge of George Hall, who has been connected with the recording department of the Victor Co. in Camden for many years and is thoroughly conversant with the work. E. J. Dingley, assistant sales manager of the Victor Co., who went to Oakland in March to assist in the establishment of the plant and in getting it under way, returned to his desk in Camden on June 30, having completed the work assigned to him in a most efficient manner.

Geneva Dealer Supplies Good Music from the Air

C. D. Ferris, of Geneva, N. Y., a very active Brunswick dealer, recently secured some very desirable publicity in an interesting way. This dealer also handles Radiolas and he conceived the idea of utilizing a super-heterodyne set to novel advantage. One Saturday evening he paraded the downtown section of his city with a super-heterodyne in one hand and a loud speaker in the other, giving a very generous and extremely good musical program as he walked. Needless to say, much attention was attracted.

Crowds lined his path and followed him to the various business places he visited, while on his personal tour. Local newspapers printed many editorials on the stunt and wrote a number of special stories about it. These Brunswick dealers are certainly thinking out new appeals every day; and it would not be surprising if Mr. Ferris appeared some time later on with a Brunswick-Radiola on the hood of his touring car.

A charter was recently issued at Albany, N. Y., to the Manhattan Radio Art Cabinets, New York, with a capital stock of \$20,000. The incorporators include F. Giannini, C. and V. George.

New Udell Catalog



Combination No. 25
Udell Sectional Record Cabinet

Now Ready For You—

Here's a typical example of the many good values to be found in the big new Udell catalog—handsomely illustrated—sent to any dealer upon request.

The Udell Sectional Record Cabinet, combination No. 25 (illustrated at left) consists of top, base and two record sections. Capacity 300 records—150 to each section. Height, 40 in.; width, 34 in.; depth, 15 in. Weight, crated, 92 lbs. Mahogany or imitation mahogany.

There's a complete line of Udell cabinets for talking machine records and player rolls. Write today for your copy of catalog No. 81.

THE UDELL WORKS, Inc.

28th Street at Barnes Avenue

INDIANAPOLIS, IND.

How Progressive Methods of the Jones Store Co. Have Built Large Business

Live Kansas City Merchant Uses Every Means of Securing Sales—Publicity of All Kinds and Outside Selling Are Found Sales Producers—Varied Lines Handled Draw Public

KANSAS CITY, Mo., July 7.—Since the Jones Store Co. took over the exclusive agency for the Edison phonograph, business has increased to such an extent that it has become necessary to enlarge the music department of the store. The whole building is to be remodeled and while that is being done the music department is to be moved into what is now the rest room, which will give more space for the phonograph line. There will be twenty hearing booths installed and six large machine demonstration booths. The remodeling is to be finished in September, so that the department will be ready to handle the Fall trade in the new quarters. C. R. Lee, buyer and manager of the department, says that due to the increase in business three new outside salesmen have been added and it will be necessary to increase the sales force again when they move.

Mr. Lee feels that it is because of their selling methods that they have had such a good business all Spring and Summer. One of the devices used to stimulate trade was an employes' day sale, held June 18. On this day all the employes shared in the profits and were permitted to buy talking machines at a discount. The Wednesday before the sale every employe in the store sent out ten postal cards to acquaintances in the city telling of the coming event. The store has about one thousand employes, so that meant 10,000 postal cards. The result was a tremendous sale. Employes themselves bought a great many machines, taking advantage of the discount.

Another method in use by the department to increase sales is the use of the outside salesmen who follow up prospects. When a customer enters the department to make inquiries in regard to some machine, her name and address are taken and if she does not purchase the machine, the city salesman follows up the prospect. That evening he will take a machine in his car to her home if it meets with her convenience and will play the machine for her in the family circle. The follow-up usually results in a sale.

The Jones Store Co. also features the club plan, which is very successful. The club plan is that of paying a certain amount at the time

of the purchase of the machine and so much a month until the machine is paid for. The unusual feature in this plan is that the firm insures the machine against fire and tornado.

The department has a large mailing list of patrons to whom it sends the data concerning new records which are to be released, keeping them informed so that they may know just when the new records are available. Any news of interest in the musical world is also mailed to the customers. The store also has a large mailing list and the department, through correspondence, learns how many of the customers on that list do not have talking machines and immediately lines them up as prospects. This method has brought in splendid results.

The department carries the Edison, the Victrola, the Sonora and several makes of portables. A nice business is being done in the Sonora, the Edison and the Victrola. The portable business is holding up nicely. People going on vacations, Campfire Girls and Girl Scouts are all good prospects. The company lent a portable to the Girl Scouts who are camping at Noel, Mo., this Summer. The machine is for their use during the Summer, but the girls are to furnish their own records.

Knowledge of Radio Necessary in Selling

F. N. Eaton, Manager of Washington Federal Tel. & Tel. Office, Points to Knowledge of Radio as Vital Need of Dealers

F. N. Eaton, resident manager of the Washington office of the Federal Tel. & Tel. Co., has been doing some very interesting and helpful work in getting the music stores started in the radio business. In commenting on his experiences along this line he states:

"When I call on a music dealer I let him see that there is no doubt in my mind but that he is going into the radio business and is going to make money. I find, however, that the majority of dealers say that they are going to wait until Fall, as there is no radio business in the Summer, and therefore that it would be a waste

of money for them to take on a line of radio at this time. I try to tear down this objection by asking them what they know about the radio business, and find that nine out of ten of them know very little or nothing. I then ask them how they are going to sell radio and make money in the Fall of the year, at which time there will be a large amount of radio business, without knowing something about it, and they are stumped. When confronted with this argument quite a few of them decide to take on a sample line and in that way become acquainted and learn something about radio during the Summer months so that in the Fall they will be able to go out and get customers and take care of them when they come into the stores."

Times Appliance Co. Is Winning on Service Basis

The Times Appliance Co., distributor of R. C. A., Crosley and other well-known sets, and a wide line of accessories and parts, has built up a large business and organization largely upon the quality of the service which it has rendered its dealers. This enterprising radio distributing house has given particular attention to the talking machine field and numbers among its accounts some of the largest and best-known talking machine dealers in the metropolitan territory. Realizing the importance of proper service to the dealer in radio, this company has inaugurated a new branch of service along somewhat different lines. A recent announcement from the headquarters of the company at 33 West Sixtieth street is to the effect that dealers desiring radio products not already on the large list distributed by the Times Appliance Co. may place their orders with this branch of the service department and the products desired will be obtained for them through other sources. The Times Appliance Co. maintains an adequate stock of all lines which it regularly distributes and the location of the company in New York City, the heart of radio distribution, will enable it to secure any special items desired with practically no loss of time.

New Nyacco Album Catalog

The New York Album & Card Co., Inc., New York and Chicago, has just issued a new catalog to the trade. This attractive piece of literature, sixteen pages in size, and with an attractive cover, thoroughly describes and illustrates the Nyacco line. It is bound with a silk cord and loop which allows it to be hung conveniently at the side of the desk or any other convenient place.

Following the introduction, the various numbers constituting the Nyacco line of talking machine record albums are described, including the special sets for talking machine cabinet equipment. Stock envelopes, delivery bags and extra leaves for the record album are also cataloged. In addition to the talking machine products, the Nyacco line of photograph and autograph albums is also given. This new catalog will undoubtedly prove of much value and assistance to the purchaser of albums.

Music Dept. Changes Hands

DAVENPORT, IA., July 2.—The W. J. Murray Co., which has conducted the talking machine department at the Harned & Von Maur store for several years, recently sold the department to C. B. Beiderbecke. The new owner intends to expand the department by adding band instruments. W. J. Murray will be connected with his brother, L. A. Murray, at the latter's talking machine store at 305 Brady street.

The stock and fixtures of the L. M. Pike Co., Victor dealer, North Main street, Norwalk, Conn., were sold recently to Miss Hamilton, Mr. Collins and Mr. Donnelly, all local Victor dealers.

**Okeh and Odeon
Records**

ALWAYS at the convenience of all Okeh dealers throughout the Metropolitan district—thoroughly complete stocks of the popular, fast-selling Okeh and Odeon Records, and our smoothly running organization adequately equipped to fill every order speedily, accurately and completely!

GENERAL PHONOGRAPH CORPORATION

New York Distributing Division

15 West 18th Street

New York City

BUY OKEH NEEDLES—They Keep Record Sales Alive!

THE SLEEPER RADIO CORPORATION

Announces

The New **SLEEPER** TYPE 54
MONOTROL

REG. U.S. PAT. OFF.



—with the greatest number of improvements ever built into a single radio receiver.

The days of *revolutionary* steps in radio are over. The time for *evolutionary* work is here.

The Neutrodyne, Superheterodyne, Reflex and Inverse Duplex were all revolutionary. It is the *refinement* and *improvement* of these systems that will measure progress from now on.

In adding 26 *improvements* to the furthest previous development of the Grimes Inverse Duplex System, David Grimes, Chief Engineer of the Sleeper Radio Corporation, in collaboration with H. C. Doyle, Production Manager, has done the greatest thing of his career.

These new developments are so complete, both electrically and mechanically, that, in Type 54, you get a set closely approaching the ideal that dealers want to sell and the public wants to buy.

You get the supreme development of the Inverse Duplex System—the ultimate Reflex—produced under *restricted license with promiscuous competition eliminated*.

You get totally new standards in engineering and mechanical design.

You get (for the first time in Radio) three stages of *tuned radio frequency controlled by a single*

dial—possible only through the invention of the Sleeper Synchronized Dual Condenser.

You get (also for the first time in Radio) perfect reception on both high and low wave lengths.

You get perfect reception on *any* kind of a loop, or on an aerial, or on a *ground* alone, choice being determined by local conditions.

You get both *storage battery* and *dry cell* operation, using *either* UV 201-A or UV 199 tubes.

You entirely eliminate the detector tube.

You get a seven tube effect—using only four *hard* tubes.

You get a cabinet of inlaid African Mahogany with the finish of a Steinway and a panel of etched bronze.

You get the best that all other sets have ever given combined in *one*, with the advantages which the Inverse Duplex System *alone* can give.

You get features that are altogether new—a positive challenge to the entire Radio Industry.

You get the set that satisfactorily answers *every* question customers can ask, and you get the strongest sort of selling plan to help you sell it.

Full details will be furnished through your jobber or direct upon request.

SLEEPER RADIO CORPORATION, 88 PARK PLACE, N.Y.C.

Portable Sales Increase in Milwaukee and Trade Is Optimistic Over Outlook

All Lines Enjoy Improved Demand—Walter E. Pugh in New Post—Trade Plans Exhibits at Radio Show—A. H. Scannell and E. H. Ryckoff New Victor Travelers—Activities of Month

MILWAUKEE, Wis., July 8.—Some improvement in the talking machine business during the month of June was reported by local wholesalers, and Milwaukee retailers also mentioned a slight increase in sales. Summer weather has increased the sale of portable phonographs and the demand for console styles in larger phonographs continues. Records are showing considerable activity.

Victor Trade Improving

"Business is picking up a little in all lines after a quiet May," stated Harry Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber. "The portable business is going along nicely. Console models seem to be very popular and are greatly preferred to uprights." Two new traveling representatives have been announced by the Badger Talking Machine Co. A. H. Scannell is traveling in the Chicago territory and E. H. Ryckoff has the southern Wisconsin and northern Illinois territory. Both men were formerly with Lyon & Healy, of Chicago.

J. Parke Willis, Victor Co. electrical expert, spent a week with the Badger Talking Machine Co. during the latter part of June.

G. F. Ruez, president of the Badger Co., visited New York, Philadelphia and Camden as well as other points on a business trip East.

Walter E. Pugh in Charge

Walter E. Pugh, who formerly traveled for Columbia in Illinois and Iowa, has been placed in charge of the Milwaukee and southern Wisconsin territory. He will have his headquarters in Milwaukee at 410 Windsor place.

Yahr & Lange Report Gains

An increase in business through the entire department is reported by Yahr & Lange, distributors for Sonora phonographs in Wisconsin and Michigan. The radio end of the business has been particularly good and Yahr & Lange have oversold their entire allotment of Sonoradios and Sonora loud speakers for the year.

Radio Shows Scheduled

Yahr & Lange have already announced their intention of entering the radio shows which will be held in Milwaukee this Fall. The first show will be held in September under the direction of a local newspaper. Exhibits by manufacturers, wholesalers and retailers of radio will be on display.

The entire Milwaukee Auditorium will be used for the second annual Wisconsin radio exposition to be held by the Wisconsin Radio

Association the week beginning November 11. A part of the Auditorium was used for the first exposition held last Spring, but the crowds could not be accommodated. Demonstrations of broadcasting are scheduled as part of the daily program.

F. E. Yahr Visits Sonora Dealers

Fred E. Yahr, of Yahr & Lange, visited all Sonora accounts in the Michigan territory, accompanied by R. H. Walley, the firm's representative in that State. He reported that possibilities were exceptionally good for merchandising if people went out with the right spirit. Mr. Yahr made the territory in two trips, starting out during the latter part of June and returning about July 1, and leaving for the second trip July 7.

George Jeffrey, representative of the General Mfg. Co., spent fifteen days in the Wisconsin territory traveling with salesmen of Yahr & Lange.

John A. Read, district representative of Sonora Phonograph, Inc., made a short visit in Milwaukee and Wisconsin territory.

Better Brunswick Outlook

"Since about June 15 business has been very encouraging," stated Carl Lovejoy, local Brunswick representative. "For several months before that the talking machine business had been going down hill, but things have turned now and I believe that we have started on the upgrade again." Mr. Lovejoy stated that dealers were reporting more encouraging conditions in the phonograph business after a quiet period and were expecting the improvement to continue.

Record sales have been exceptionally good, according to Mr. Lovejoy. A number of Brunswick dealers in Milwaukee co-operated in a plan which brought them good advertising on Brunswick records. The Arcadia ballroom of this city has been running a series of spot dances, at the close of which someone in the crowd is presented with a gift. During the last of June Brunswick dealers donated six records for the gift of one evening. Large cardboard representations of Brunswick records were placed at intervals around the room, each containing the Brunswick name and also the name and address of a dealer. Milwaukee dealers were enthusiastic about the plan.

Elected Civic Opera Director

Leslie C. Parker, president and manager of the Carberry-Parker Co., the Badger Music

Wisconsin Phonograph Repair Shop

Expert repairing on all makes of talking machine motors and sound boxes. We can also furnish you with parts at reasonable figures. Mail order repairs a specialty. Prompt delivery and high-class work guaranteed. Lowest prices.

WISCONSIN PHONOGRAPH REPAIR SHOP

OSCAR A. RHEINGANS, Prop.

140 W. Water St.

Milwaukee, Wis.

Shop, which handles the Victor line, was elected representative of Milwaukee music dealers on the board of directors for the Civic Opera Co. The company is being organized in Milwaukee for the purpose of giving outdoor opera during the Summer, beginning in 1925. A meeting of local music dealers was called for the purpose of electing the representative and to organize one unit in support of the proposed opera company.

W. L. Miller, advertising manager of the French Battery & Carbon Co., of Madison, Wis., and a member of the Miller, Rendell and Towell advertising agency of that city, was elected president of the Madison Advertising Club at the annual election of officers.

Victor Dealer Moves

Irving Zuehlke, who recently purchased the Victor business of W. H. Nolan at Appleton, Wis., has moved his stock from his former location in the Appleton State Band Building into the Nolan store on Oneida street.

Musical Thieves Busy

Four saxophones, a cornet and a small amount of cash, the whole being valued at \$500, were stolen from a music store at Beloit, Wis. The loot consisted of two C Melody saxophones, one E Flat alto saxophone, one B soprano saxophone and one Victor cornet.

Badger Music Co. Busy

The Badger Music Co., of Fond du Lac, Wis., is doing a very good business, serving three counties surrounding the city. The store features Brunswick phonographs, Victrolas and both Brunswick and Victor records, but also handles other musical instruments. The business was recently purchased from the Milwaukee concern controlling it by J. A. Sandee and A. E. Knop. The business of the company is reported as very satisfactory for this time of the year by Mr. Knop.

Brunswick in "Ideal Home"

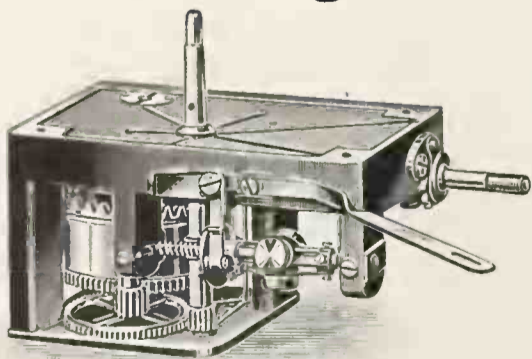
NEWARK, N. J., July 5.—The Ideal Home of L. Bamberger & Co., prominent department store, of this city, has been graced with a Tudor model Brunswick phonograph which has been placed in an extremely attractive setting in the solarium of the "Ideal Home." This "Ideal Home," which is inspected by three thousand people weekly, is situated on Elizabeth avenue on the outskirts of the city and it has been the subject of numerous articles by trade papers, home and housekeeping magazines and as most of these articles are accompanied by photographic displays, it can readily be seen that the placing of this phonograph in the "Ideal Home" is most effective from an advertising standpoint.

Finds Mid-West Prosperous

Wm. R. Saunders, general manager of the Pathé Phonograph & Radio Corp., Brooklyn, N. Y., returned from a trip through the Middle West which he reports was surprisingly good. In some places he found particularly good business being done. One of the most interesting conditions Mr. Saunders found on his trip was the great amount of interest manifested by talking machine dealers in radio and radio accessories. In addition to the talking machine and record orders received, Mr. Saunders brought back with him a large volume of orders for Pathé radio products.

A radio set which was exhibited at several of the radio shows in New York has all the tuning dials, binding posts, etc., mounted on a phonograph record.

Talking Machine Motors



"GRUBU"

THE MARK OF SUPERIOR QUALITY

12 SIZES

From a single spring motor playing one 10-inch record to a double spring motor playing six 10-inch records.

FEINBAU, Maschinen-Akt.-Ges., Winterbach, bei Stuttgart
Abt. Gruener & Bullinger, GERMANY

The Happiness Boys score again for Columbia



Billy Jones
Photo by Stroud, N. Y.



Ernest Hare
Photo by Floyd, N. Y.



“It Looks Like Rain”

by Jones and Hare (*The Happiness Boys*)

on Columbia Record 154 D

on the other side

“Jump Fritz (I Feed You Liver)”

JONES AND HARE have left nothing but laughs in their wake, singing “It Looks Like Rain.” The most stolid, humorless person that ever bought a ticket to a show simply has to explode with hearty guffaws after the first verse. Additional punch is furnished in this record by original, snappy interludes by the Columbia Novelty Orchestra.

“Jump Fritz (I Feed You Liver)” is on the other side. It’s a corking dialect selection and Ernest Hare shows his versatility by excellent mimicry of Fritz, the dog.

We’re all ready to handle your orders for this record now. Be the first to have it in your store.

COLUMBIA PHONOGRAPH CO., INC., 1819 Broadway, New York

The New Columbia is a worthy product of the organization which built it. We believe it to be the phonograph of all phonographs—superior musically because of its wonderful new reproducer; excelling mechanically because of its marvelous motor—unquestionably the best the phonograph industry has ever seen, and surpassingly beautiful because of the artistic, simple elegance of its cabinet designs. A complete range of phonographs is offered at prices from \$50 to \$600.

Write to the Columbia branch or distributor nearest you

Atlanta, Ga., 561 Whitehall Street
Boston, Mass., 1000 Washington Street
Chicago, Ill., 430-440 South Wabash Avenue
Cleveland, Ohio, 1812 East Thirtieth Street
Dallas, Texas, 2000 North Lamar Street
Kansas City, Mo., 2006 Wyandotte Street
Los Angeles, Cal., 809 South Los Angeles Street
New York City, 121 West Twentieth Street
Philadelphia, Pa., 40 North Sixth Street
Pittsburgh, Pa., 632 Duquesne Way
San Francisco, Cal., 345 Bryant Street

Toronto, Ont., Canada, 1244 Dufferin Street
Buffalo, N. Y., 700 Main Street
Detroit, Mich., 439 East Fort Street
Minneapolis, Minn., 18 North Third Street
Montreal, Canada, 246 Craig Street, West
Seattle, Wash., 911 Western Avenue

COLUMBIA WHOLESALERS, Inc.
205 West Camden Street, Baltimore, Md.
COLUMBIA STORES CO.
1608 Glenarm Avenue, Denver, Colo.

COLUMBIA STORES CO.
221 South West Temple, Salt Lake City, Utah
TAMPA HARDWARE CO.
Tampa, Fla.

W. W. KIMBALL CO.
Wabash and West Jackson Blvd., Chicago, Ill.
COLUMBIA DISTRIBUTORS, Inc.
1327 Pine Street, St. Louis, Mo.
224 West Fourth Street, Cincinnati, Ohio
323 North Peters Street, New Orleans, La.

“Columbia has all the hits and usually first”



Columbia

New Process RECORDS

Aggressive Merchandising Methods of Kansas City Trade Stimulate Sale

Fluctuating Demand Marks Summer Business—General Belief Among Retailers That Fall Will Witness a Marked Increase in Business—Window Displays Attract Attention—Other Activities

KANSAS CITY, Mo., June 7.—Business with the talking machine dealers is rather uneven, some days unusually good, others rather dull. It is due to the excellent merchandising methods of the dealers that trade has kept a fair average. Many of the dealers in the small towns are buying more freely than for some time and extra salesmen have been added to some of the forces. Preparations are under way for a busy Fall trade.

The record business has been a great deal better than the talking machine end of the game, but it is thought that when the money is a little more free machine business will be equally good.

The Columbia Phonograph Co. reports that never have so many unusually popular records been on sale at the same time. Feature records, dance records and race records are all selling well.

The Brunswick wholesale house expects to have, soon, samples of the new Brunswick Radiola, which was shown at the New York music trades convention. The dealers report great interest in this new instrument.

M. C. Schoenly, of the Brunswick wholesale house, attended the formal opening of the new music department of the Christman department store at Joplin, Mo., on June 21. This new department will carry Brunswick merchandise exclusively. Other new accounts of the company are the Home Furniture Co., Sands Springs, Okla., and the Tussendorf Furniture Co., Onaga, Kan.

T. H. Condon has been added to the sales force of the Brunswick Co. Mr. Condon was formerly a salesman for the house, but has recently been at the retail store. He has been transferred to the wholesale house in order to help prepare for the big Fall business expected.

R. R. Sparrow, manager of the Columbia Phonograph Co., with headquarters in Kansas City, returned recently from a short trip to Cherryvale, Coffeyville, Arkansas City and Wichita, Kan. While on this trip he established an account with the A. N. Pickerell Music House, of Cherryvale, with branch stores throughout southeastern Kansas.

W. B. Johnson, chief bookkeeper of the Columbia Co., resigned June 15 and was succeeded

by Mrs. Virginia Cocek. At the same time J. Stoeck, assistant bookkeeper, resigned and was succeeded by Mrs. Cornelia Frazier.

During the week of the Shrine convention W. G. Frederick, manager of the Knabe Studios, put in the window illustrated herewith, which brought in more record business than any other display which the Studios have had. The floor of the window was covered with sand, with a train of miniature camels and Shriners wending



How Knabe Studios Tied Up With Shrine their leisurely way toward Mecca. Mecca, in this instance, was a painting illustrating "Oriental Love Dreams."

The Paul Music Store, 1103 Walnut street, is going in strong for radio. The Royal combination neotrodyne and phonograph is being featured. Demonstrations of the combination instrument have attracted widespread attention. This new combination feature is only one of several innovations Paul's have made lately in order to stimulate sales of phonographs and radio. The Audak system of demonstrating records is meeting with public approval.

An interesting window which brought in nice business recently was that of the Brunswick Shop. At the left was a straight-backed, carved walnut chair with a heavily embroidered fringed shawl thrown carelessly over it. Upon the chair was a high comb set with brilliant stones. Over the chair was a large horseshoe featuring the record "Spain," made by the

Isham Jones Orchestra and composed by Mr. Jones.

The Music Box had a window display recently which brought in big returns. Displayed in the window was shown an electrical repeating device which makes it possible to play the same record over several times. Another interesting window was one which featured the new record released June 27, "Nobody's Sweetheart," which has just been made popular by Dornberger's Orchestra, which is playing on the Roof Garden of the K. C. A. C.

Views Radio as Great Aid in the Cause of Democracy

B. G. Hubbell, President of the Federal Tel. & Tel Co., Declares Science of Radio Has Brought About Better Understanding

Dealers in radio equipment, to say nothing of the manufacturers and the humble fan, are naturally deeply interested in the future of radio broadcasting or "radiocasting," as the members of the new trade would term it. In this connection B. G. Hubbell, president of the Federal Telephone & Telegraph Co., radio manufacturer of Buffalo, says in a recent interview:

"In my opinion Democracy can live only through the most exacting publicity and clear understanding of the country's necessities—there must be a general accord. Already there are signs of breaking down of our form of government, largely because of this lack of understanding, and I believe that this new radio science was projected into the world's necessities particularly to furnish an economic and easy method in overcoming this growing lack of political faith and understanding so apparent to-day in the country.

"For the first time in the world's history men, women and children, farmers and city dwellers, laborers and capitalists have 'listened in' via radio to the thrilling nominating speeches of the great national political parties. Again, via radio, men, women and children in every walk of life and in every part of our country will be able to follow the stirring speeches made by the Presidential candidates. The Republican candidate will be listened to by Democratic voters and vice versa—a very general and fair-minded interchange of political thought will be possible without the heat of political passion.

"There are now 10,000,000 radio sets in operation in this country, all tuned and waiting for the political principles as expressed by these candidates. People who have not heretofore been interested in radio are fast installing sets, and thousands of them are daily being tuned in for the express purpose of listening to the political thoughts coming from this national political campaign.

"Every man and woman is interested in politics. Every boy and girl should become interested if they are to become good citizens, and radio is giving them all an opportunity for political education in an easy and interesting manner. The person who goes to the polls this Fall without listening to the broadcasted speeches of the opposite political faith will be missing an opportunity to broaden his political education and to enhance the intelligent worth of his vote.

"To my mind our new sciences are not merely works of man. I believe they are commands of destiny—of necessity—and I believe that radio—the greatest of all scientific developments—was brought forth largely to furnish the means of preserving our political structures through easy methods of wide and easy distribution of political knowledge."

Audak in Music Store

SPRINGFIELD, Mo., July 5.—The Black Music Co., Boonville avenue, has installed a complete line of Audak reproducing devices which, in addition to giving much more floor space, greatly improves the appearance of the store.

"Needle Points"

No. 17 Scientists tell us that the point of a phonograph needle is capable of holding thousands of germs. That's not all! It is capable of holding other trouble-brewers, too, in the form of ruined records, poor reproductions and dissatisfied customers! But they've yet to find a foothold on the perfect points of

Okeh and
Truetone
NEEDLES

General
Phonograph Corporation
OTTO HEINEMAN, Pres.
25 W. 45th St. New York

WorkRite Radio-King, a five tube (2 radio amplifier, 1 detector and 2 audio amplifier) super neutrodyne receiver. Beautiful mahogany cabinet, 22 in. x 20 in. x 14 in. This set operates with outdoor or indoor aerial and is highly selective. Long distance stations come in full and clear on the built-in loud speaker. Complete except tubes, batteries and aerial wire - - - **\$2.20**



Announcing Radio Sets and Panels that Musical Dealers will be Proud to Sell

MUSICAL dealers who have spent time and money in building a worthwhile reputation in their community, can only afford to handle a radio line that is thoroughly dependable.

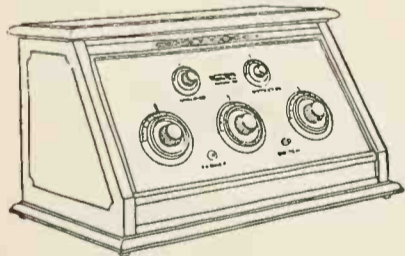
To such dealers the WorkRite line of super-neutrodyne receiving sets affords a most dependable avenue to substantial profits in the rapidly growing radio business.

The WorkRite sets reproduce music or

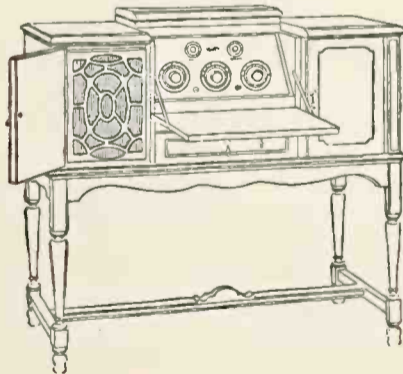
voice with clear, true tone from local or long distance stations. Beautiful mahogany cabinets carry a quality message to the eye even before the instruments are tuned in.

The same five tube receiving apparatus as used in these WorkRite sets is also available in panels to fit the popular makes of talking machines. These panels are furnished in mahogany color and with gold plated fittings.

*DEALERS: Further information and photos will be sent you on request.
Licensed under Hazeltine Patent Nos. 1,450,080—1,489,228*



WorkRite Air-Master, same as Radio-King except without built-in loud speaker. Mahogany cabinet 21 in. x 14 in. x 14 in. Without batteries and loud speaker, tubes or aerial - - - **\$160.**



WorkRite Aristocrat, a most beautiful mahogany console model 42 in. x 40 in. x 20 in. This set employs the same super-neutrodyne receiving apparatus. The cabinet contains a built-in loud speaker and space for A and B batteries. Not only a wonderful receiving set but also a charming piece of furniture. Complete except tubes, batteries and aerial - **\$350.**

The WorkRite Manufacturing Co., 1800 East 30th Street, Cleveland, Ohio
BRANCHES: New York City, 1023 Knickerbocker Bldg. :: Chicago, 536 Lake Shore Drive :: Los Angeles, 239 So. Los Angeles Street

WORKRITE

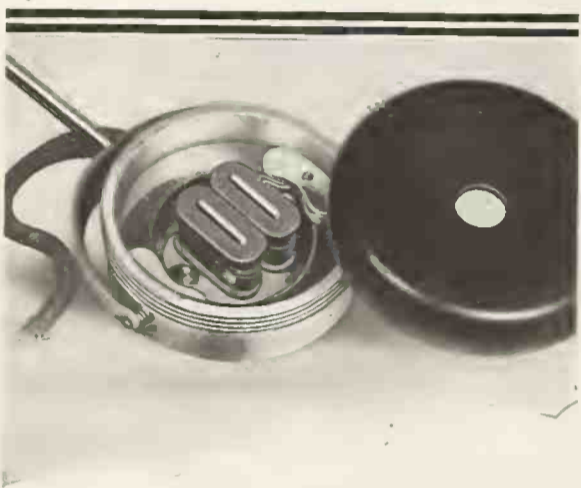
SUPER NEUTRODYNE RADIO SETS

Complete Plans for Outing of T. M. & R. M. Ass'n

Entertainment Committee Announces Day's
Schedule for Annual Outing to Roton Point

Final arrangements for the annual outing of the Talking Machine & Radio Men's Association, to be held on Wednesday, August 6, at Roton Point, were announced recently by the Entertainment Committee, headed by Sol Lazarus. One of the new features of this year's festivities is a golf tournament. The following schedule is the last word on the outing:

Dealers' personal automobiles and buses will assemble in the vicinity of Columbus Circle where decorations for the cars will be furnished. The caravan will leave at ten o'clock, proceeding North to 135th street, thence East to Fordham Road, passing through the towns of New Rochelle, Port Chester, Greenwich, Stamford, Darien and then to Roton Point, arriving there at twelve o'clock noon.



The Metal that Does the Talking

Clear, sharp reception largely depends on the clean, strong pull and quick release of the cores in receiver coils.

ARMCO Ingot Iron is the standard material for such solid core work, used by the world's largest manufacturers of telephone and radio equipment.

Unequalled uniformity of this highly pure iron gives uniform tone. Soft, easily worked. We are manufacturers of bright, cold-rolled strips and cold-drawn bars. Write or phone nearest office for booklet "Electrical Uses of ARMCO Ingot Iron," stock lists, and prices.



EDGAR T. WARD'S SONS CO.

Boston Chicago Cleveland Detroit
Newark Philadelphia

Luncheon will be served at 12:30 o'clock and water sports will inaugurate the day's athletic program, which will start at three o'clock. A baseball game is next on the schedule and the athletic events, track and field events will close this portion of the day's activities. For the golf enthusiasts arrangements have been made to have one of the buses leave directly after luncheon for Westport Country Club. The golf privileges of the club's course have been arranged for through the courtesy of James Donnelly, of South Norwalk. Dinner will be served at six o'clock.

The Connecticut dealers who are members of the Association will join the New York and New Jersey contingent at Roton Point, and from all indications the affair will be the most successful that the organization has ever arranged.

Maine Music Co. Opens Branch Store in Portland

PORTLAND, ME., July 5.—The Maine Music Co., which has been operating as a music store for thirty-four years, recently opened a store at 17 Forest avenue, this city. Harry Seaford is manager of the new store, and it is certain that the many years of experience which he possesses will stand him in good stead in this new venture. He was originally with Cressy & Allen and later became salesman and manager for M. Steinert & Sons. For the past seven years he has conducted a general music store.

The Maine Music Co. carries a complete line of Victrolas and Victor records and represents a number of piano manufacturers. Radio sets and accessories also are merchandised in a successful manner.

New "Something for Nothing" Scheme Meets With Defeat

Concern in Buffalo Distributing Merchandise
Through Systems of Drawings Runs Afoul of
the Law—Moving Spirit Now in Jail

BUFFALO, N. Y., July 1.—Through the arrest of J. Newman Smith, one of the heads of the Consumers' Merchandise Co., operating at 881 Main street, this city, police believe one of the cleverest schemes to defraud customers ever operated in this city has been uncovered.

Smith's arrest followed an investigation by the Buffalo Better Business Commission, and Mrs. Agnes Barren, one of the alleged victims of his schemes, signed the warrant.

The scheme is said to have been a combination instalment and lottery game. Furniture and talking machines constituted the merchandise. It is said that at least 150 persons joined the "club," in which the dues were 50 cents a week until \$35 had been paid in. Each week there was a drawing in which the winner was allowed to pick any article in the showroom, regardless of the amount paid in. In the event the member's name had not been drawn when she had paid in \$35 she had the choice of merchandise, which is said to be of inferior value.

Smith is in jail in default of \$10,000 bond. He pleaded guilty to the charge of conspiracy to defraud, but declares he will change his plea to not guilty and demand a trial by jury.

Louis S. Grafinkel, a partner in the business with Smith, promised to make restitution. A petition in bankruptcy has been filed, in which liabilities are listed at \$6,796 and assets \$1,234.

MICA DIAPHRAGMS

Absolutely Guaranteed Perfect
We get the best India Mica directly.

We supply the largest Phonograph Manufacturers.

Ask for our quotations and samples before placing your order.

American Mica Works
47 West St. New York

Make Records of Radio Message From Convention

Warner Recording Laboratories Make Phonographic Records of Part of Democratic National Convention in New York City

KANSAS CITY, Mo., June 27.—Parts of the proceedings of the Democratic Convention, being held in New York City, were recorded here yesterday when the phonograph was successfully linked with radio. A few seconds after a radio receiving set in the Warner Recording Laboratories brought in part of the proceedings they were reproduced clearly on a phonograph.

Officials of the laboratories said the experiment was the first successful attempt to make clear phonographic records by the transference of radio sound vibrations to wax discs. Reproduction was made possible by means of an amplification device, constructed on the principle of a loud speaker and connected to the phonographic recording device, J. J. Warner, superintendent of the laboratories, explained.

Mr. Warner stated the test was another step in radio reception as well as in phonography, making possible the recording of radio programs. The experimenter plans to mail to some of the convention speakers tiny disc records of their utterances.

Abe Lyman and Band Score

Abe Lyman and His Orchestra, Brunswick artists, who have been filling a special engagement for the past four weeks at B. F. Keith's Hippodrome, New York City, scored an exceptional success and received a royal welcome.

A novel feature of the Lyman appearance at the Hippodrome was the use of a large record, prominently displayed on the stage, with special title inserts announcing the various numbers played by Lyman during the act. This record was an exact reproduction, on an immense scale, of a Brunswick record and excited much favorable comment among the many interested patrons of this place of amusement.

New Brunswick recordings of Lyman and His Orchestra are keenly anticipated by the many followers of this dance combination.

Salesmanship Demonstration

SAN ANTONIO, TEX., July 3.—At a recent meeting of the Salesmanship Club at the Gunther Hotel, a sales demonstration was the feature and two members, one posing as the prospect and the other as a salesman, showed how to close a sale on a talking machine and records. O. W. Stapleton, of the Stapleton Music Co., was the principal speaker. The entertainment features and music were furnished by the Stapleton Music Co..

Recording — Plating — Pressing

Finest Work. Reasonable Prices

Commercial Recording. Professional and Amateur Recording

Estimates and Samples furnished on request

Emerson Recording Laboratories Inc.

206 FIFTH AVENUE NEW YORK

Something has happened

*It's the
New*



TYPE W, N & K IMPORTED LOUDSPEAKER stands 14 inches high. It is made of Burtex, a new light-weight material not subject to counter-vibrations. Gives beautiful tone and sends the sound waves to every part of the room. Used without batteries. A choice of beautiful finishes. Retail price \$27.50.

Imported **LOUDSPEAKER** *TYPE W*

A NEW loudspeaker has arrived which will please even the severest critic and silence every objection to loudspeakers. A speaker that produces a free, full, rounded tone instead of an over-loud, blasting, rattling one.

In the N & K Imported Loudspeaker a new principle is called into play, the principle of REFLECTION. The sound waves are directed against a sounding board device which reflects and magnifies them, sending them out in their natural roundness, at the same time DIFFUSING them to all parts of the room. That is why this new speaker does away so completely with the harsh, vibrating quality too common in loudspeakers.

WHY IT DOES NOT RATTLE OR RASP

The N & K, Type W, Loudspeaker is made of a new patented material which has the stiffness of wood or metal yet has not their tendencies to exaggerate vibration. This material, called *Burtex*, is neither cellular nor crystalline, but has more the quality of a thick, absolutely rigid fabric. It transmits only the actual vibrations of the broadcasting and is free from counter-vibrations of its own.

A FAMOUS PHONE UNIT

The unit used embodies the same mellow clearness of tone which has made N & K Imported Head Sets so popular with radio fans. Specially designed to reproduce and amplify

MUSICAL tones, it brings out the entire tone range of voice or instrument clearly, sharply and naturally. It requires no batteries, and will operate efficiently on any ordinary plate voltage from 45 up to 150.

NEW IN APPEARANCE TOO

The N & K Loudspeaker does not look like a loudspeaker—at least like any that have preceded it. Instead of a tall awkward horn, it is circular in shape, standing on a firm wooden base, taking up very little room and not easily knocked over. Its several unusually handsome finishes all harmonize perfectly with any style of home decoration.

UNQUESTIONABLY A PROFIT MAKER

Thousands of radio set owners have delayed buying loudspeakers because they were not quite satisfied with any speaker yet on the market, because of unsatisfactory reproduction, unattractive appearance, awkward size, excessive cost, etc. You can meet every one of these objections with the N & K Loudspeaker. And, in addition, you will make sales to many, many other radio set owners who are now on the verge of buying loudspeakers.

BE READY—The demand for this new device is already created. If your jobber is not yet supplied with the new N & K type W Imported Loudspeaker get in touch with us at once.

in the Radio World !!

ADVERTISING TO 70 MILLION LIVE READERS

Beginning in September the biggest audience ever talked to by the advertising of a radio accessory will read the N & K story in popular national publications. Advertisements on the N & K Imported Loudspeaker, N & K Imported Phones and N & K Imported Phonograph Attachment will appear in 28 leading periodicals having a total combined circulation of 17,617,857 copies per issue.

Figuring, according to highly conservative estimates, that an average of four persons reads each copy, this means that *more than 70,000,000 people* will see and read the publications containing the N & K advertising.

SPECIAL HOLIDAY DRIVE

In December, in time for holiday buying, full page ads featuring the new Loudspeaker will appear in many of the publications on the list. The complete list is as follows:

THE BIG N & K ADVERTISING CAMPAIGN

Publication	Circulation
Saturday Evening Post.....	2,410,964
American Magazine.....	2,317,144
Good Housekeeping.....	1,110,713
Ladies' Home Journal.....	2,440,775
Pictorial Review.....	2,250,000
Woman's Home Companion....	1,908,397
American Boy.....	266,000
Boy's Life.....	130,000
Country Gentleman.....	892,463
Successful Farming.....	860,963
Farm Journal.....	1,238,864
Popular Mechanics.....	456,469
Popular Science.....	300,000
Radio News.....	300,000
Popular Radio.....	125,000
Q S T.....	36,026
Wireless Age.....	65,000
Radio Digest.....	160,000
Radio.....	108,000
Radio in the Home.....	50,000
Radio Engineering.....	15,000
Radio World.....	75,000
Radio Dealer.....	6,100
Radio Merchandising.....	23,000
Electrical Retailing.....	31,447
Electrical Merchandising.....	14,897
Talking Machine World.....	13,210
Phonograph & Talking Machine Weekly.....	12,425
28 Publications, totaling.....	17,617,857
Averaging four readers per copy, or a grand total of.....	70,471,428

FAMOUS N & K IMPORTED PHONES, Model D, 4,000 ohms, are larger in size than ordinary phones, which is one reason for their clearer reproduction, greater comfort and exclusion of outside noises. Sanitary leather-covered head bands. Six feet of cord. Retail price \$8.50.



N & K IMPORTED PHONOGRAPH ATTACHMENT, specially designed for use with the Victrola and adaptable to any standard phonograph. Attaches securely without screws or any special devices. Reproduces with the same mellow, distinct tone that characterizes the other N & K products. Retail price \$7.50.



TH. GOLDSCHMIDT CORP.

Dept. T7

15 William St., New York

Eldridge R. Johnson of the Victor Co. Finds European Situation Much Improved

Upon Return From Trip Abroad Declares General Situation Is Better—Attitude of British Workmen on Modern Manufacturing Methods a Check on British Production

CAMDEN, N. J., July 5.—Eldridge R. Johnson, president of the Victor Talking Machine Co., who recently returned from a trip abroad, where he made a close study of the financial and industrial conditions in Europe, reported that he had found the entire situation much improved since his last tour. In an interview in the Camden Courier Mr. Johnson said:

"I found conditions had greatly improved since my last visit a year ago. Herriot, the new French premier, is considered a more practical man than Poincaré. If he can induce the French people to face the issue and balance their budget without the expectation of immediate indemnities or reparations, France's post-war problems will be solved.

"Everyone in France is working. One good effect of the war is seen in the usually stolid French peasant or farmer. He seems to have been jolted into a new interest in life. He is taking more interest in community enterprises, in educating his children, in improving his home, in the general comfort of his family.

"I see Herriot described in the papers as a Socialist. 'Socialist' has a different meaning in Europe than in this country. Herriot is what we would call a Progressive. He is not as extreme as LaFollette.

"The same is true of MacDonald, British Prime Minister. He is a Progressive rather than a Socialist. He is a practical man like Herriot, and is doing good work. In fact, Great Britain is meeting its post-war problems a great deal more sincerely than France. It is balancing its budget, that is keeping its government expenses, including interest on debt, within its income. As a result the pound sterling is only about 10 per cent below par.

"MacDonald's biggest handicap is the mistaken notion of labor unions that by restricting output they will raise wages. England is a manufacturing nation. It cannot raise food to supply its own needs. It must make things to sell to the rest of the world in exchange for food.

"We have a large factory near London where we had planned to do much manufacturing for export. But we have been compelled to give up that plan, and confine the output of that factory to the British Isles. The workmen object to modern manufacturing methods. For instance, they refuse to work on cabinets which pass through the workroom on a movable platform, while each man specializes on one particular act. They said they were satisfied with the wages, the hours and the factory conditions.

"Well, then, what is wrong?" the factory manager asked them.

"We want each man to complete a cabinet by himself, as we have been accustomed to doing in the past!" they explained.

"As a result we will manufacture most of our cheaper cabinets for Oriental trade in Germany, instead of in England. We are reopening a German factory. It was closed during the war."

J. C. MacCollum to Move

WILLIAMSPORT, PA., July 9.—J. C. MacCollum, music dealer, now located at 233 Pine street, has secured new and larger quarters at 324 West Fourth street and will move his business there when alterations, which are now actively under way, are completed.

New Goldman Marches in Latest Victor List

Popular Composer and His Band Heard to Advantage in Records of "On the Mall" and "The Pioneer" Now Listed for the Trade

Edwin Franko Goldman, whose famous band is delighting thousands this Summer on the Mall at Central Park, New York, is represented by two splendid marches in the latest bulletin issued by the Victor Co. They are entitled, "On the Mall" and "The Pioneer," and listed as 19363 in the catalog. These marches are full of individuality, vigor and life. They are admirably scored, and will undoubtedly win great favor with phonograph owners. In the metropolitan district of New York, particularly, where the Goldman Band and Goldman directorship are appreciated, these records should win a tremendous vogue. Dealers should do their share in bringing them to the attention of the purchasing public.

Roslyn Music Store Opened

ROSLYN, WASH., July 2.—A new music shop, to be known as the Roslyn Music Store, recently opened here at 13 Pennsylvania avenue. A complete musical line is carried, including talking machines, records, pianos and sheet music. The business is under the management of Gwynn Davis, who possesses a wealth of experience in the retailing of musical instruments and has already started a sales drive.

Presto Radio Corp. Chartered

The Presto Radio Corp., Brooklyn, N. Y., was recently incorporated at Albany, N. Y., with a capital stock of \$250,000 to deal in phonograph and radio supplies. R. W. Miller was the incorporator.



NEEDS NO

DYNERGY

BATTERIES



AMBLER-HOLMAN RECEIVERS

the new five-tube set with sloping front and "B" battery compartment

MURDOCK NEUTRODYNE

a five-tube neutrodyne with phones and plug at a lower price

SONG BIRD RECEIVER

gives everything you can ask for

BRILLIANTONE SPEAKER

a masterpiece for radio reception

PRESTO PLUG

no wires, no springs, no clips, no moving parts—Instant contact

N & K PRODUCTS

Tremendous advertising will sell N & K for you

BRIGHT STAR "B" BATTERIES

the only "B" cell with an unlimited guarantee

RAY-O-VAC BATTERIES

an established line with a reputation

TESTED RCA TUBES

Every tube tested before delivery

EXIDE BATTERIES

RADIO ART CABINETS

Not since the inception of radio have the music dealers had such a tremendous sales stimulant as Dynergy. This incomparable 5 tube set eliminates all batteries, and is exactly what your customers are looking for.



DYNERGY

is an absolute necessity in all modern music shops. Select territories now available.

DYNERGY

is designed for A. C. or D. C. current. Just plug it in

DYNERGY needs no batteries
DYNERGY needs no replacements
DYNERGY is always ready to play

25 West
18th Street
New York City



Chelsea
5171
5172

"CATERING WHOLESALE RADIO"



Improvement in Industrial Situation in Toledo Territory Brightens Outlook

More Intensive Sales Promotion Efforts of Dealers Have Stimulating Effect on Retail Business—
Radio Trades Association Formed—Portable Sales Drives Win—News of the Month

TOLEDO, O., July 7.—Vacations are in order in most stores here. Therefore, curtailment in working forces has resulted in some slackening in effort. However, the industrial situation has improved. But it seems persons are more engaged in building bank accounts than in closing contracts for machines—for the former are growing consistently. There is, to be sure, a certain amount of Summer business available which is being secured and at the same time a foundation is being laid for future achievements. A number of dealers are extending their efforts to include the farmers and the dwellers in the small towns around Toledo.

Radio Trades Association Formed

Radio demand, on account of the two political conventions which were broadcasted nationally, has received great impetus. Twenty-two local radio manufacturers, wholesalers and retailers recently formed the Toledo Radio Trades Association, which will have for its purpose the spreading of radio demand and the elimination of trade abuses. Three music merchants are members of the Association.

Portable Sales Drives Effective

The Toledo Talking Machine Co., Victor jobber, is experiencing a seasonable demand for machines and records. Portables and dance records are showing some activity.

The Lion Store Music Rooms are putting forth hard efforts to continue the progress made the past week towards a satisfactory Summer volume, Harry J. Reeves stated. One of the promotion plans which are producing trade is a window and newspaper campaign for portable sales. A dime a day—is the keynote of the drive. Numerous new coins and round cards bearing the slogan were scattered about one of the large Adams street windows. Victor, Modernolette, Pal and Spencerian portables are featured in the drive.

The radio department operated in conjunction with the music rooms is securing a large number of inquiries about outfits, which indicates that interest is very active, H. Lochmiller reported. Two thousand five hundred illustrated folders, along with a circular listing thirty-five Summer discs and a number of portable outfits, were mailed to as many prospects the past week.

J. W. Greene Co.'s Fine Display

The J. W. Greene Co. has a fine display of portable models grouped at the front of the store. Brunswick, Victor, Spencerian and Pal

portables are in the showing. Record trade with beach and resort cottagers is furthered by means of agents at these points and direct mail matter. On account of the Summer hook-up volume for the month has improved, E. A. Kopf, manager, stated. A special display of uprights is a feature of the week.

The Frazelle Piano Co. is featuring the Sonora through newspaper and painted road signs and tying the store to the publicity through window and direct mail work. The new Sonora catalog has a part in the drive. Bush & Lane and Columbia lines are also handled by this company.

The Goosman Piano Co. is exploiting the Vocalion, Columbia and Starr phonographs in attractive windows. Records of the popular types are moving, C. E. Colber stated.

The Whitney-Blaine-Wildermuth Co., according to Henry C. Wildermuth, is enjoying some improvement in talking machine demand. A. Morey and J. Cropp are now members of the sales force.

Art in Cable Piano Co. Windows

At the Cable Piano Co. art in the form of hand-painted water-color window display signs is being employed to promote Summer trade. The present one pictures a placid lake at eventide—a portable entertaining a shore picnic and another in a canoe close to the shore. In that manner merchandise is introduced into the picture. In the window are Brunswick and Victor portable machines displayed on a floor covering of red velvet. The painted scene is so realistic and the window so attractive that hundreds have stopped to look.

Guy Lee, vice-president of the Cable Company, Chicago, accompanied by G. L. Hall, manager of the Detroit Cable branch, were recent visitors here. Kenneth Shepherd, collection manager of the Detroit Cable district, was a Toledo visitor the past week. P. F. Thomas and H. M. Roth, Cable salesmen, are vacationing at Baldwin, Mich.

Record Sales Growing at Henderson's

The LaSalle & Koch Co., F. C. Henderson Co. record department has achieved some degree of publicity by bringing the shop from the seventh floor to a first floor location, easily accessible from the street. An innovation in record demonstration are seven Selrex divisions. They are looked upon as a novelty by patrons, according to Francis R. Follis, manager. The

change in location has resulted in a response which, for the week, has equaled that of last year.

Featuring Expensive Instruments

At Grinnell Bros. Louis XVI, William and Mary and the Chippendale art model Victrolas are being featured. The reason for this is that persons able to purchase the better machines are in the market now. A window showing of the three models worked in harmony with the promotion work.

Growing Foreign Record Business

The United Music Store is enjoying a foreign record trade above that of last month, according to Harry Wasserman, president. Each month a few new faces are added to the list of customers. Victor, Pal, Independent and Swanson portables are moving steadily. A Summer window showing life in the open is selling small machines and records in a most satisfactory manner. The demand for portables which sell at a low price is very brisk here. In fact, a shortage of Pals is reported.

A. E. Rae, Columbia and Vocalion retailer, is closing a fair volume of Summer trade through an offer of accepting any machine purchased now in exchange for a large model later in the year.

Maureen English, Cameo record artist, scored a pronounced hit during her local Rivoli Theatre engagement.

G. W. Moore With Houck Co.

KNOXVILLE, TENN., July 5.—G. W. Moore, who has been connected with the piano trade for the past eighteen years, has resigned as manager of the Meridian, Miss., branch of the Southern Piano Co. to become sales manager for the local store of the O. K. Houck Piano Co. Mr. Moore has already assumed his new duties.

New Portable Tone Arm

The Wm. Phillips Phono Parts Corp., New York City, will shortly place on the market a new portable tone arm which is now in work. This new arm is tapered and in one piece, and it is claimed that it will eliminate the need of the so-called "bath tub" effect familiar on portables. It is planned to make the new arm in large quantities and at a low price.

Measure Radio Velocity

Radio Corp. of America experts recently succeeded in measuring the velocity of radio impulses by using a moving picture device. A radio signal was recorded as making a circuit of 8,500 miles in .054 second.

Real Portable Phonograph "Money Maker" For Alert Dealers

This machine is in every way an instrument extraordinary — in purity of tone, musical quality and volume of sound. Light and takes up very little room. The demand for this model will be big, because it is ideal for picnics, outings, camps and cottages, yet with its clear, distinct, mellow tones and pleasing appearance it is equally suitable for the home.

A medium priced machine that will make you money. Order at once.

Manufactured by

MODERNOLA CO.

Johnstown, Pa.

Write for our Special Catalog



MODERNOLETTE

Case, except panels, is made from solid black walnut, rubbed and highly polished wax finish. Twelve-inch felt-covered turntable. Heineman double-spring motor. Weighs twenty-two pounds. \$21.00 to dealers. Retail price, \$35.00.



Latest Song and Dance Hits!

Domino & Records



Domino Records are upsetting the theory that sales slump during summer months.

Record sales are going up in stores that sell Domino Records. Repeat orders tell the story.

You can increase your sales too—Domino Records will be a tonic for your record department.

The business trend indicates that today the public wants a high quality record at a low price.

Give them the Domino Record—an exceptionally good record—at 35 cents.

Distinctive because of its glossy red color, carrying only the really big hits on both sides—recorded by well-known artists and orchestras.

We shall be glad to send you sample records.

A Few of Our Hits DANCE RECORDS

- 352 JUNE NIGHT—Fox-trot
- NEVER AGAIN—Fox-trot
- 353 WHERE IS THAT OLD GIRL OF MINE?—Fox-trot
- MEMORY LANE—Waltz
- 354 JEALOUS—Fox-trot
- INNOCENT EYES (From "Innocent Eyes")—Fox-trot
- 355 PLEASE—Fox-trot
- YOU KNOW ME, ALABAM'—Fox-trot
- 356 I CAN'T GET THE ONE I WANT—Fox-trot
- WAIT'LL YOU SEE MY GAL—Fox-trot
- 327 THERE IS "YES, YES" IN YOUR EYES—Fox-trot
- IN THE EVENING—Fox-trot
- 338 LIMEHOUSE BLUES—Fox-trot
- DOWN WHERE THE SOUTH BEGINS—Fox-trot
- 337 AFTER THE STORM—Fox-trot
- WORRIED—Fox-trot

VOCAL RECORDS

- 357 JEALOUS
- WAIT'LL YOU SEE MY GAL
- 358 I WONDER WHAT'S BECOME OF SALLY
- HIDE ME AWAY IN HILLS OF VA.
- 359 JUST GIVE ME A JUNE NIGHT
- YOU'LL NEVER GET TO HEAVEN WITH THOSE EYES
- 350 FROM ONE TILL TWO, I ALWAYS DREAM OF YOU
- THERE'S "YES, YES" IN YOUR EYES
- 351 OH EVA! AIN'T YOU COMING OUT TONIGHT?
- IT HAD TO BE YOU
- 320 IT AIN'T GONNA RAIN NO MORE
- WHOSE IZZY IS HE?

DOMINO RECORD CO., 22 W. 20th St., New York

Radio Portables Open Way for Trade to Garner Increased Summer Business

Talking Machine Trade Now Has Additional Opportunity of Making the Summer Months Prosperous From Sales Standpoint—Active Business Promotion Drives Road to Increased Profits

The talking machine dealer has a new Summer product and this year less than in any previous Summer is there cause for complaint about lack of interest on the part of the public. The portable radio outfits which are now being turned out by some of the leading manufacturers give the dealer a product which is especially designed for vacationtime merchandising. With the hold radio naturally has on the public at this time these small receiving sets should meet with popular approval and they should play an important part in the entertainment at camp, mountains, seashore and any other place where urbanites spend their vacation.

Merchandising the Portable Radio

Like the portable talking machine, however, the radio portable receiving set must be sold.

The dealer simply must realize that the duty of bringing his product before the public lies entirely with him and with no one else. It is true that just now radio is popular and holds the center of the stage, but those who lose sight of the fact that competition is keen are riding to a fall, because those dealers who do the bulk of sales promotion work will get the lion's share of business. There is a real market for the radio portable and it is an item which talking machine dealers who handle radio should not overlook.

Tell the World About the Radio Portable

The same intensive merchandising methods which bring results in featuring portable talking machines must be utilized by the retailer to secure sales volume in radio portables. Money must be spent to make money and in this instance the expenditure should be for advertising of various kinds. Although the vacation season is now well under way there still is time for the retailer to stage a campaign which will

swell the sales volume. Separate advertising of radio products has been found most effective, according to the experiences of retailers, and in the case of the radio portable separate space should be devoted to featuring these sets. The appeal of these sets is so different from the larger outfits designed for home use that a general advertisement cannot do justice to it.

Another medium of publicity which should be most effective in bringing the merits of the radio portable before the public in a strong manner is the window display. Here the retailer can visualize what he states in his advertising. A portable radio window with an outdoors theme will certainly hit the right spot with the passer-by who is eagerly planning his or her vacation.

A Wide Field

The sales field for radio portables is almost unlimited. Every automobile owner is a good prospect, as well as every family which owns or rents a Summer bungalow or is spending the vacation on a camping or boat trip. Then, too, there is that large army of people who stay at home and who also are excellent radio portable prospects; but why go on pointing out the obvious? The opportunity is there, wide open for the dealer who is energetic and far-sighted enough to cash in on it.

Morrison



Loud Speaker

for

\$5.00

List

Sensational Mid-Summer Announcement

Was \$10—Now \$5

In the so-called dull season nothing has stimulated the radio business like the tremendous Morrison price reduction. Dealers who said loud speakers wouldn't sell are piling up profits every day on the \$5.00 list famous Morrison unit.

It's logical. Radio fans know Morrison's sterling qualities. Those who hesitated at paying \$10.00 for a unit and those with other units are quick to recognize the wonderful value at this new price.

The unit is exactly the same unit previously sold for \$10.00. We have got down to a real production basis with its consequent efficiency in buying and manufacturing economies.

Music Dealers

With this Morrison unit for \$5.00 you can stimulate a real summer business in radio. You'll find your customers who own a radio set eager to have a Morrison unit. If you aren't familiar with our plan and discounts write for details. And see that your order for a reasonable quantity comes in early.

MORRISON LABORATORIES, Inc.

327 East Jefferson Ave.

DETROIT, MICH.

Return From Okeh Record Making Trip to Chicago

Several members of the Okeh recording laboratory, under the direction of Arthur Bergh, manager of the laboratory, returned recently from a trip to Chicago, where they took a special recording outfit to make local recordings. The General Phonograph Corp. established some time ago a policy of taking recording outfits at regular intervals to different sections of the country, and they have made very successful trips to Atlanta, New Orleans, Cincinnati, Cleveland and Chicago. The early part of August an expedition will probably leave for Atlanta for additional recordings in that city.

Makes It Easy for Dealers to Order Popular Records

The Musical Instrument Sales Co., Victor distributor, with headquarters in New York, has evolved a clever plan to make it easy for retailers to order popular recordings. This consists of a folder, the inside of which contains the names and numbers of popular records with an extra space, on which appear the numbers of the selections only. The dealer tears off this part of the folder, enters the number of the various records desired beside the number of the record, places a stamp on the reverse side and simply drops it in the mail box. The remaining portion of the folder contains space beside the name of each selection for the memorandum of the records ordered, which the dealer can file.

To Discontinue Business

LOUISVILLE, Ky., July 8.—The L'Harmonie Compagnie, for many years operating as a Victor agency and which was an outgrowth of the Ray Store, the first talking machine shop in this city, will discontinue business on August 1. The company is making preparations to dispose of its stock of merchandise and furniture and fixtures. The business changed hands a year ago, being taken over by the Louisville Music Co., located nearby, which handles the Brunswick and Vocalion lines.

Visitors to Victor Factory

Among the visitors to the factory of the Victor Co. during the past couple of weeks were included E. D. Lyman, of E. F. Droop & Sons Co., Washington, D. C., and E. C. Rauth, of the Koerber-Brenner Co., St. Louis.

Clever Window Display Features Record Artists

Hickey's Lyceum Music Store Arranges Attractive Window in Connection With Appearance of the Ted Weems Orchestra, Victor Artists

ITHACA, N. Y., July 8.—One of the most attractive window displays seen here in some time and which, in addition, served the double purpose of a tie-up with the local appearance of the



Hickey's Attractive Display

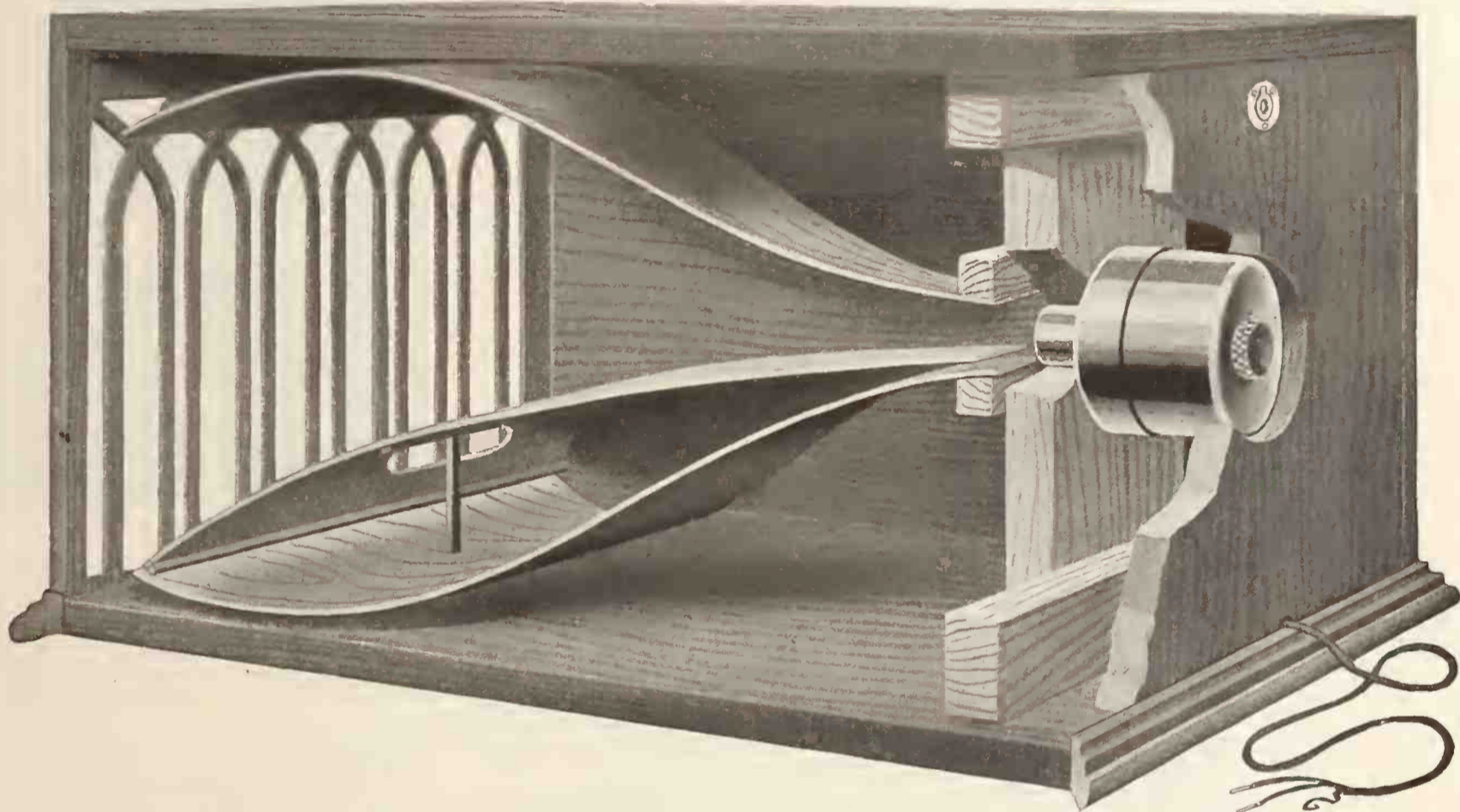
Ted Weems Orchestra, Victor artists, at Cornell University and the special release of this organization's latest Victor record was that of Hickey's Lyceum Music Store, which is illustrated herewith. In addition to featuring the record the window also contained an attractive arrangement of the sheet music of the numbers on the record, namely, "Savannah" and "Big Boy." That the display was an attractive one is proved by the illustration, and that it brought results in the way of sales is attested to by F. T. Wilcox, of Hickey's Ithaca store.

Norris Music Shop Opened

BOONVILLE, Mo., July 7.—The Norris Music Shop is the name of a new and attractive music house which is now serving the residents of this community and the surrounding territory. The establishment, which is under the management of F. T. Neavis, is featuring the Brunswick line of phonographs and records and the Radio Corporation of America radio products in an aggressive manner.

THE Armstrong SPEAKER

Shaped Like A Singer's Mouth



The Armstrong Speaker has caused more favorable comment, more real Radio enthusiasm than any other radio invention of recent years.

Remarkably clean, clear and natural in tone reproduction. An attractive addition to any set. Cabinet satin finished in solid walnut or mahogany stain, occupying little space. Every claim we make is readily proved. Adjustable unit.

Shaped like a singer's mouth. Curved upper and lower members (see illustration), with super-sensitive sounding board and resonator to round out and to qualify the tone as developed by the sounding board. Hangs freely at vibrating mouth.

List Price \$27.50

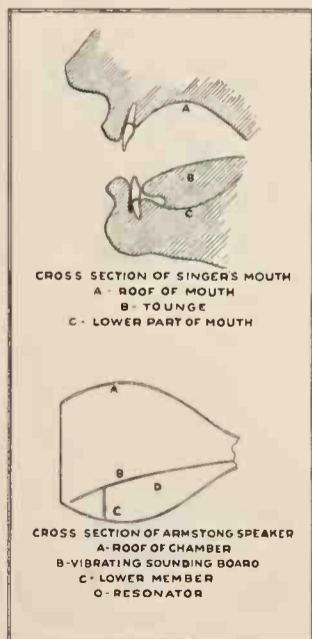
If your jobber cannot supply you, order from

**McKINLEY
Phonograph Co.**

Paul B. Armstrong, Manager

McKINLEY BUILDING
1501-1515 E. 55th St., Chicago

Factory, Rockford, Ill.



100% sales possibilities.
Absolutely satisfactory.

Otto Heineman Predicts Steady Sales Gains During Year on Eve of Sailing

President of General Phonograph Corp., Who Is Now in Europe, Bases Forecast on Encouraging Reports of Representatives and Close Study of Conditions Throughout the Country

Before sailing for Europe on July 2 on the Mauretania Otto Heineman, president and founder of the General Phonograph Corp., New York, and one of the most popular members of the talking machine trade, gave an interesting resumé of business conditions. The General Phonograph Corp., as a manufacturer of records and phonograph parts and accessories, is in close touch with every phase of the talking machine trade, and Mr. Heineman is therefore exceptionally well qualified to discuss activities in the industry at the present time. A keen student of economic and business conditions and intimately familiar with the European business situation, Mr. Heineman's views, which are as follows, are worthy of more than passing interest:



Stronger Than

anything else I could say speaks the incontestable fact of 457 new Portophone dealers established since January 1, 1924.

Dealers everywhere are fast recognizing the Substantial Profits, the Accelerated Turnover, and the Stimulating Effect on their general business, brought about by the merchandising of Portophones.

Never in the history of the Portable industry has such an enthusiastic reception been accorded an individual product. This generous response gives evidence of the soundness of the Portophone merchandising plan, as well as the substantial character of the Portophone itself.

Inquiries are invited for details of the cumulative effect of Portophone marketing upon your sales volume.

(Signed)

A. E. Bertley

DIRECTOR OF SALES.

The Thomas Manufacturing Company

Largest exclusive manufacturers of
Portable Phonographs

Established 1905

DAYTON, OHIO



"During the past few weeks we have received encouraging reports from our representatives in all parts of the country which indicate that we can expect a steady improvement in business throughout the Summer and Fall. In our ten years' association with the talking machine industry we have always endeavored to retain our confidence in the face of depressions and handicaps, and we are certain that this confidence will be reflected in the steady upward trend of the industry during the remainder of the year.

"There has been a prevalent belief in many circles, particularly among jobbers and dealers in the leading trade centers, that radio has taken or will take the place of the phonograph and the record. However, I have always maintained that radio is just another form of entertainment, and it is my sincere belief that the slogan which I introduced ten years ago, 'A Phonograph In Every Home,' will continue equally as effective in the future as it has in the past.

"The great advance in the art of recording during the past few years and the splendid quality of the records now being produced cannot fail to provide education and enjoyment for the American music-loving public. Statistics show that the American people have bought more than 100,000,000 records per year over a period of many years, and there is every reason to predict that this figure will be increased during the next few years by a considerable margin.

"It may be interesting news to the talking machine industry as a whole to learn that our motor sales this year have been very gratifying, in fact, have been exceptionally active the past few months, and our orders for Fall delivery constitute a tangible indication of the satisfactory outlook for the phonograph trade the next few months. Judging from the comments of manufacturers using our motors, machine sales this Fall will run very strongly towards medium-priced machines. This is only logical, however, for the public in general is not spending vast sums of money on luxuries as compared to previous years, but is buying on a more conservative basis and demanding full value for every dollar it spends. There seems to be a feeling among phonograph manufacturers that in the future the great majority of machine sales will be based on a quality and service value rather than on a basis of art furniture.

"The general outlook for the world's trade and business future is very encouraging, even

though the entire world for nearly six years has been suffering from the aftermath of the war, both economically and industrially. Labor has been in a state of chaos, and with the signing of the armistice European business conditions became almost indescribable, with a consequent money inflation that has lasted throughout the six years. Under American leadership, however, the Dawes plan has been conceived, and by the terms of this plan Germany will be placed on a sound financial and economic basis, preparatory to a definite plan of reparations. With the Dawes plan in effect there should be a revival of business throughout Europe, and



Otto Heineman

America will undoubtedly get the bulk of this business. Europe as a whole is in urgent need of all the raw products that America can furnish, and with this great buying power in force there cannot fail to be a decided improvement in every line of business throughout this country. This applies to the talking machine industry in common with other lines of business, and summing up the outlook as a whole, I am firmly convinced that the coming Fall will be one of the best seasons that we have enjoyed for some time past."

According to his present plans, Mr. Heineman will join Mrs. Heineman in Europe, and will visit London, Paris and Berlin before returning to New York. He will confer with the executives of the Carl Lindstrom organization, whose products the General Phonograph Corp. represents in America, and in all probability Mr. Heineman will be back at his desk about the middle of August.

Keeping Golfers Indoors

CLEVELAND, O., July 7.—The members of the Chagrin Valley Country Club, of this city, are staying in the club house these evenings long after it is too dark to play golf, the reason being the fact that the club now owns a super-neutrodyne radio set made by the WorkRite Mfg. Co., of this city. The set has been installed in the lounge of the club house and the members are enthusiastic about this new source of entertainment. Incidentally, Sunday golfers are becoming church goers at the club, spending a good deal of their Sunday mornings listening to sermons as they are broadcast from the various stations.

Appeal for "Talkers"

The Near East Relief, in a most interesting bit of publicity recently sent out from the New York headquarters at 151 Fifth Avenue, describes the great part music is playing in making the life of the unfortunate Armenian orphans in its care happier. The communication also states that there is a great need for more instruments and asks for donations of talking

machines and records. Maintenance of a child costs \$5 per month and funds are needed to carry on this work.

Crown Co. Expands Store

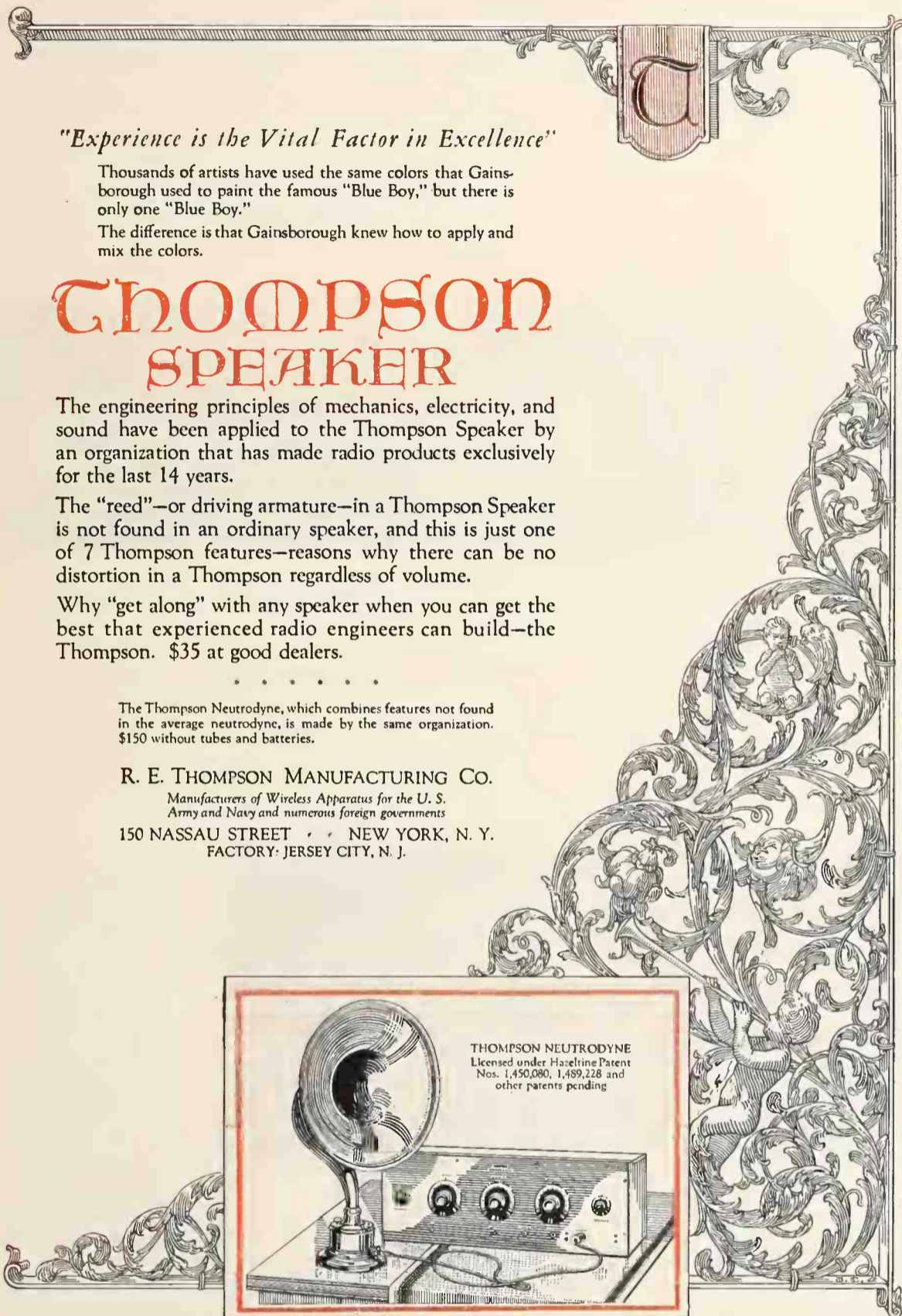
PASADENA, CAL., July 3.—The enlarged quarters of the Crown Music Co., at 784 East Colorado street, were formally opened by a musical program and a large number of visitors was entertained. This is the third time within a year that the company has been obliged to enlarge its showrooms and the latest additions have made it possible to build the store with stained windows. Draperies and subdued lights add greatly to the charm of the store. A branch store of the Crown Music Co. was also opened on North Mentor Avenue to make room for the repair department in the main store.

COTTON FLOCKS

.. FOR ..

Record Manufacturing

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



"Experience is the Vital Factor in Excellence"

Thousands of artists have used the same colors that Gainsborough used to paint the famous "Blue Boy," but there is only one "Blue Boy."

The difference is that Gainsborough knew how to apply and mix the colors.

THOMPSON SPEAKER

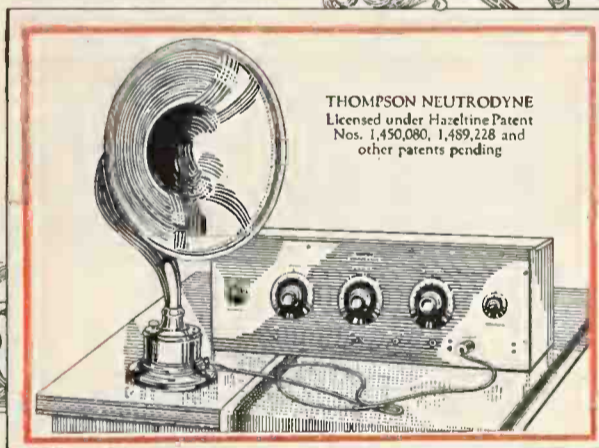
The engineering principles of mechanics, electricity, and sound have been applied to the Thompson Speaker by an organization that has made radio products exclusively for the last 14 years.

The "reed"—or driving armature—in a Thompson Speaker is not found in an ordinary speaker, and this is just one of 7 Thompson features—reasons why there can be no distortion in a Thompson regardless of volume.

Why "get along" with any speaker when you can get the best that experienced radio engineers can build—the Thompson. \$35 at good dealers.

The Thompson Neutrodyne, which combines features not found in the average neutrodyne, is made by the same organization. \$150 without tubes and batteries.

R. E. THOMPSON MANUFACTURING CO.
Manufacturers of Wireless Apparatus for the U. S.
Army and Navy and numerous foreign governments
150 NASSAU STREET • NEW YORK, N. Y.
FACTORY: JERSEY CITY, N. J.



THOMPSON NEUTRODYNE
Licensed under Hazeltine Patent
Nos. 1,450,080, 1,489,228 and
other patents pending

The Thompson Speaker and Thompson 5-tube factory built Neutrodyne are built by an organization that has built only the highest grade radio products **EXCLUSIVELY** for 14 years. Compare Thompson performance. Then you will realize why these products require a minimum of servicing.

The above advertisement is one of a series of Thompson advertisements appearing in leading radio magazines and newspapers.

R. E. THOMPSON MANUFACTURING CO.
Manufacturers of Wireless Apparatus for the U. S.
Army and Navy and numerous foreign governments
150 NASSAU STREET - - NEW YORK, N. Y.
FACTORY: JERSEY CITY, N. J.

Radio Manufacturers Gather at Atlantic City for Their Third Annual Meeting

Important Matters Considered by Leaders in Industry at Conclave of Radio Apparatus Section of Associated Manufacturers of Electrical Supplies—E. B. Mallory's Interesting Address

The third annual meeting of the Radio Apparatus Section of the Associated Manufacturers of Electrical Supplies was held in Atlantic City, N. J., June 16, 17 and 18, and was noteworthy for the practical results achieved and the spirit of enthusiasm that was manifested throughout the convention. The meetings at the Hotel Ambassador were attended by representative manufacturers of radio products from all parts of the country and at the close of the sessions it was apparent that the importance of the meet-

Your committees with full knowledge of the importance of this activity to the public, and the great benefits to be derived by the adoption of various forms of simplification, have applied themselves diligently to the problems before them, and are deserving of generous commendation for the remarkable progress they have made in such a short space of time.

Many of you can remember the long periods of discussion, study and consideration of standards in other branches of the electrical industry, for example, the standardization of incandescent lamp sockets and lamp bases, standardization of wires and cables, switches, fuses and many other items, the standardization of which into prac-

fidently feel is due very largely, if not entirely, to the effort put forth by those present to-day. It is quite evident that diligent activities of these committees (publicity and merchandising) have been largely instrumental in placing the radio industry in the lead, at a time when general business was declining, and I cannot too strongly urge a continuation of this careful thought and constructive procedure on the part of our various committees and every individual in our association, to insure a continued healthy growth in this industry, which is contributing in such a remarkable manner to the increased enjoyment of living.

Radio to-day is a necessity in the home, and, due to the care and thought with which you have conducted your affairs during the past year, radio is now available to practically every home in this country, as the apparatus of to-day is of such character that it will meet the needs and is obtainable within the resources of practically everyone.

Importance of Radio Standards

The standards and simplification measures which you will consider at this meeting will not be reflected in



Radio Men Present at the Three Days' Convention at the Hotel Ambassador, Atlantic City, N. J.

ings would result in a greater degree of accomplishment and co-operation during the coming year. The first two annual meetings of the radio apparatus section of the A. M. E. S. were primarily in the nature of organization gatherings, but this year's session at Atlantic City accomplished tangible results and paved the way for future conventions that will undoubtedly grow in importance year after year.

On Monday, June 16, the various committees met in executive session and determined upon policies and plans to be presented at the general meetings on Tuesday and Wednesday. These important committee meetings were continued throughout Tuesday, and on Tuesday night, June 17, the first general meeting was called to order by E. B. Mallory, chairman of the radio section of the A. M. E. S. The keynote of the convention, its purposes, aims and ideas were splendidly set forth in Mr. Mallory's opening address, reading in part as follows:

E. B. Mallory's Address

We are meeting to-day after a remarkable demonstration of national radiocasting from Cleveland last week and upon the eve of another great national convention in New York that is destined to prove again the power and influence of radio, not only as a medium of entertainment but as an unprecedented educational and cohesive force. No single event in the past four years has so focused public attention upon our industry than the radiocasting of the Republican and Democratic National Conventions, when for the first time in history virtually millions of American citizens will have heard at first hand the deliberations of their representatives assembled to choose candidates for the highest office in the land. Our industry, it is my privilege to report, is not only progressing from the standpoint of public service, but in solid technical achievement.

Simplification

In reviewing the activities of the Radio Apparatus Section since our last annual meeting, no feature stands out more prominently than the progress we have made in the work of standardization, or as it is better termed—simplification. In this direction our activities have extended to a consideration of nearly all of the principal elements in radio receiving apparatus. We have undertaken to standardize battery sizes, battery terminals, number and location of terminals, marking of terminals, marking of receiving set terminals, design of terminals for flexible leads in self-contained receiving sets, colors of leads in self-contained sets, size and type of terminals for headphones and loud-speaker cords, standard plug dimensions, standard screw dimensions, standard shaft diameters for component parts operated by knobs, standard drilling dimensions and locations for component parts, and many other examples of similar character.

tical uniform sizes required years of discussion before the public was given the benefit in the form of lower prices and greater convenience.

Fortunately this section is generously supplied with experienced minds who have dealt with similar problems in the past, and who have considered radio standards in the light of past experience in dealing with other forms of standardization. This has doubtless been one of the principal reasons for the progress made.

Interference

One of our technical committees is also undertaking an exhaustive investigation of the problems arising in connection with interference to radiocast reception caused by



Some of the Officers and Committee Chairmen

Left to Right—Messrs. Heyer, Brach, Furness, Howard, Edwards, Adams, Mallory, Carter, Bucher, Rypinski, Manson and Stein

the operation of Cotrell Precipitators, carbon arc moving picture machines, vacuum tube X-Ray machines and vacuum tube rectifying apparatus. These problems are being studied by engineers of your section in conjunction with the Radio Committee of the National Electric Light Association.

Terminology

The broad subject of terminology is also being considered in its various ramifications by several of your committees, and I believe the reports to be rendered during this meeting will indicate material progress in the standardization of technical terms peculiar to the radio industry.

Radiocasting

We have to-day many more high-quality stations and more high-power stations than we had a year ago, which more adequately serve a greater listening public. The development of relaying and interconnecting radiocasting stations to distribute desirable programs to a greater number of people has grown by leaps and bounds, as witnessed in a very pronounced manner during the past week, when the proceedings of the Republican National Convention at Cleveland, O., were radiocast clearly and effectively from ten or twelve high-powered stations, whose range covered practically every State east of the Rocky Mountains. Millions of people listened to the speeches and discussions preliminary to the nominations.

The adjournment of classes in a great many schools and colleges to the general auditorium to listen to the radiocasting of the Republican Convention last week is a pronounced example of the rapidly growing appreciation of radio as a highly desirable educational medium.

It is only necessary to consider this one example to recognize the vast importance of the development of radio to the public, when the past week's performances are contrasted with the conditions existing ten, twenty or thirty years ago.

Radio Industry on Upward Trend

The present status of the radio industry indicates every assurance of a continued upward trend, which I con-

new devices of heretofore unheard-of quality and will not mean the obsolescence of the apparatus now in use. The standards adopted at this meeting will, however, mean a great deal to the radio user in a more convenient application of radio in the home. The lady of the house is fast becoming a great participator in the enjoyment of the unique benefits of radio, and, to provide apparatus of simplified character which can be more readily handled and maintained on a more economical basis is obviously of great import, and necessarily productive of greater and wider use.

Work of Organization

It would be impractical to devote the time to a résumé of the many things undertaken and accomplished by your various officers and committees during the past year as the reports of committees to be presented at these sessions will very largely cover most of this activity, and the published records of these reports with their attendant discussions and the final decisions arrived at, will form a very comprehensive résumé of the year's work. I feel that the past year, while exhibiting unusual progress, has nevertheless been one principally of organization, and that an excellent foundation has been laid in this industry for even greater progress during succeeding years.

May I also express my firm conviction that the desideratum in achievement and progress is greatly facilitated through associated activity, and impress on you the wisdom of considering your affiliation with this association one of the principal factors in the conduct of your business and an essential in rendering the public that service expected of modern business.

I particularly want to welcome the new members who are present at this, their first meeting, and urge them to enter generously into the discussions of committee reports and prepare themselves to contribute during the succeeding years to the stabilization and continued growth of this industry.

I would like also to embrace this opportunity to welcome the visiting engineers, representatives of the technical press, trade papers and daily press, and other visitors identified with allied activities, who have honored us with their presence. We hope you will take back with you a better knowledge of the activities of this association, its



Pierre Boucheron Tells a New One

Left to Right—Pierre Boucheron, M. C. Rypinski, Q. Adams and L. W. Chubb

responsibilities to the public, the earnest effort it is expending and the success it is having, in meeting these responsibilities.

The measure of this success can be directly attributed to the generous co-operation given by each individual member in the work assigned to him, and the effective administrative efforts of the chairmen of the various committees.

To be permitted to direct the activities of this organiza-

tion during the past year has been both a privilege and a pleasure, and I earnestly bespeak the same careful thought and cordial support of the succeeding chairman to insure the continued success of your association.

One of the guests at the meeting was S. L. Nicholson, president of the A. M. E. S. and a widely known authority on all matters pertaining to electrical activities. Mr. Nicholson favored the meeting with an informative and interesting address that was enthusiastically received by the members of the radio section.

Reports of Committees

The meeting was in session from 9.30 Tuesday night until well past midnight and adjourned until Wednesday morning, when the routine work was completed at noontime. During the course of these meetings, which were attended by the members of the section, together with several invited guests, reports of committees were read and discussed in open forum. Among the reports that were submitted to the open meeting and which reflected diligent effort and study by the members of the various committees were the following: Membership Committee, Powel Crosley, Jr., Crosley Radio Corp., chairman; Legislation Committee, E. F. McDonald, Jr., Zenith Radio Corp., chairman; Publicity Committee, Pierre Boucheron, Radio Corp. of America, chairman; Rules Committee, E. P. Edwards, General Electric Co., chairman; Parts Committee, A. J. Carter, Carter Radio Co., chairman; Antenna Circuit Devices Committee, L. S. Brach, L. S. Brach Supply Co., chairman; Aural Device Committee, R. H. Manson, Stromberg-Carlson Tel. Mfg. Co., chairman; Radiocasting Committee, M. C. Rypinski, C. Brandes, Inc., chairman; Battery Committee, G. C. Furness, National Carbon Co., chairman; Merchandising Committee, E. E. Bucher, Radio Corp. of America, chairman; Statistical Committee, G. K. Heyer, Western Electric Co., chairman; Entertainment Committee, A. U. Howard, Dubilier Condenser & Radio Co., chairman.

Mr. Boucheron's Interesting Report

All of the chairmen of the committees mentioned provided interesting facts and figures pertaining to their special work, and each report was the subject of timely discussion by those present. As chairman of the Publicity Committee Mr. Boucheron's report was exceptionally important, as it indicated conclusively that the members of the committee had left nothing undone to interest the public in radio and radio development. Mr. Boucheron asked for increased funds to continue the splendid work of his committee and his request was endorsed unanimously.

"Radiocasting" to Replace "Broadcasting"

An important recommendation in the report of M. C. Rypinski as chairman of the Radiocasting Committee introduced a new word into the English language in the form of "radiocasting." Heretofore the term "broadcasting" has been used, but Rypinski pointed out that in the opinion of the committee a change was desirable and the word "radiocasting" will undoubtedly supplant all other terms.

In his report as chairman of the Merchandising Committee Mr. Bucher presented facts and figures of vital interest to every member of the radio industry. He discussed briefly the tremendous strides that radio has made in the past two years, pointing out that in the opinion of his committee the sales totals for the past year or two would be completely eclipsed in 1924 and succeeding years. Mr. Bucher referred to the subject of advertising in a general way as a component part of merchandising, stating that in the opinion of his committee the average advertising appropriation of a manufacturer of radio products should range from 2 per cent to 5 per cent of the gross sales. The report of this committee was one of the "high lights" of the meeting, and was discussed generally by the radio men at the convention.

Election of Officers

At the close of the meetings on Wednesday the election of officers for the ensuing year was held and the following officers were unanimously elected: E. B. Mallory, Westinghouse Electric & Mfg. Co., chairman (re-elected); A. U. How-

ard, Dubilier Condenser & Radio Co., secretary, and George J. Elts, Jr., Manhattan Electric Supply Co., treasurer (re-elected). The members of the section gave a hearty vote of thanks to Mr. Mallory for his indefatigable efforts the preceding year in behalf of the organization, and he was promised the enthusiastic and sincere support of the association as a whole and individually. A vote of thanks was also given to Quentin Adams, of the Radio Corp. of America, for his splendid work as secretary the preceding year and Mr. Elts was re-elected treasurer in recognition of the capable manner in which he had filled this important post the previous twelve months.

New Members

There were several new members elected at the convention, including the following: Music Master Corp., Philadelphia, Pa., represented by Walter L. Eckhardt; Timmons Talker, Inc., represented by J. S. Timmons; Allen Bradley Co., Milwaukee, Wis.; American Transformer Co., Newark, N. J.; U. S. Tool Co., Newark, N. J., represented by E. N. Squarey; the Sterling Manufacturing Co., of Newark, N. J., represented by W. M. Scott.

Leaders in the Industry Present

Among the members of the radio section of the A. M. E. S. who attended the convention were the following: Acme Apparatus Co., Cambridge, Mass., C. F. Cairns and P. W. Mack; Alden Mfg. Co., Springfield, Mass., Milton Alden; Atwater Kent Co., Philadelphia, Pa., A. Atwater Kent and James T. Schwank; L. S. Brach Supply Co., Newark, N. J., L. S. Brach and Godfrey Gort; C. Brandes, Inc., New York, N. Y., M. C. Rypinski, L. W. Staunton and C. E. Brigham; Burgess Battery Co., Madison, Wis., W. B. Schulte and M. M. Keith; Buell Mfg. Co., Chicago, Ill., E. F. Flewelling; Carter Radio Co., Chicago, Ill., A. J. Carter; Connecticut Telephone & Electric Co., Meriden, Conn., C. H. Moulton and N. S. Hobson; French Battery & Carbon Co., Madison, Wis., C. D. Boyd and H. Calhoun; Herbert H. Frost, Inc., Chicago, Ill., Herbert H. Frost; General Electric Co., Schenectady, N. Y., E. P. Edwards, A. Stein, Jr., W. C. White and F. R. Deakins; Cutler-Hammer Mfg. Co., Milwaukee, Wis., A.

H. Fleet; Dictograph Products Corp., New York, N. Y., P. W. Andrews; Dubilier Condenser & Radio Corp., New York, N. Y., A. U. Howard; Crosley Radio Corp., Cincinnati, O., Powel Crosley, Jr., and George Lewis; Eise-mann Magneto Corp., New York, N. Y., Wm. M. Shaw, Thomas E. Kennedy and S. D. Livingston; Holtzer-Cabot Corp., Boston, Mass., T. W. Ness and Vernon Durbin; Kellogg Switch-board & Supply Co., Chicago, Ill., Earl T. Potter and J. F. McCabe; Manhattan Electric Supply Co., New York, N. Y., Geo. J. Elts, Jr., and A. T. Baldwin; National Carbon Co., Long Island City, N. Y., C. G. Furness, A. T. Hinckley, C. C. McLean and E. E. Horine; Pacent Electric Co., New York, N. Y., Louis G. Pacent; Operadio Co., Chicago, Ill., J. N. Stone; Radio Corp. of America, New York, N. Y., E. E. Bucher, Pierre Boucheron, Quentin Adams, A. Van Dyck and Dr. A. Goldsmith; Signal Electric Mfg. Co., Menominee, Mich., C. R. Hammond; Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y., R. H. Manson and Geo. A. Scoville; Westinghouse Electric & Mfg. Co., New York and Pittsburgh, Pa., E. B. Mallory, L. W. Chubb, S. H. Kintner and J. C. McQuiston; Western Electric Co., New York, N. Y., G. K. Heyer, P. M. Rainey and C. A. Davis.

Among the invited guests of the convention were the following: David Sarnoff, Radio Corp. of America, New York; Frederick Dietrich, C. Brandes, Inc., New York, N. Y.; Wm. Dubilier, Dubilier Condenser & Radio Corp.; S. L. Nicholson, president A. M. E. S.; Frederick Nicholas, secretary A. M. E. S.; M. L. Godwin and F. M. Cockrell, Society for Electrical Development; James F. Kerr, World's Radio Shows; Benj. Gross, Radio Stores Corp., New York, N. Y.; G. E. Burghard, Continental Radio & Electric Co., New York, N. Y.; H. Rosenthal, Rosenthal Laboratories, Camden, N. J.; Myron M. Studner, Racon Electric Co., New York, N. Y.; H. A. Mount, Cleveland Plain Dealer, Cleveland, O.; Lee Robinson, The Talking Machine World; E. G. Hines, Electrical World; A. B. Creel, Kansas City Star; O. H. Caldwell, Electrical Merchandising; H. A. Lewis, Electrical Retailing; R. L. Dougherty, Music Trade Review, and L. C. Fletcher, Electrical Record.

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FOR
THE
RADIO
DEALER**

**ZIMMERMAN · BITTER
CONSTRUCTION · COMPANY**

**A wise dealer will
prepare in advance
for the Fall business.**

**Our vast experience in
equipping musical
merchandise and
radio stores is at your
disposal.**

**Complete stock on
hand ready for im-
mediate shipment.**

quality  *design*

Record Racks	Display Cases
Hearing Rooms	Musical Instrument
Service Counters	Cases, Etc.

Prices on request

**ZIMMERMAN · BITTER
CONSTRUCTION COMPANY**

325-27 East 94th Street, New York
Telephone Lenox 2960

**ASK US
ABOUT
OUR
SHEET
MUSIC
AND
MUSICAL
INSTRU-
MENT
CASES**

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL




Radio Speaker
\$30

The *Immediate* Value of the Sonora Franchise

Illustrated at the left are three tangible reasons why the Sonora selling franchise can be of *immediate* value to you.



Portables
\$50-\$65

The already famous and fast selling Sonora Radio Speaker, at \$30; the high quality and exceptionally popular Sonora Portables, at \$50 and \$65; and the Saginaw, a Sonora Period model at the low price of \$100—these three products spell PROFITABLE SUMMER BUSINESS!

In addition, there is a large, comprehensive and varied line of phonographs and a phonograph-radio unit which will admirably fit into your merchandising plans—a model for every type of purchaser.



Saginaw
\$100

Strike out now for immediate business! Write the distributor handling your territory, listed opposite, for complete details.

SONORA PHONOGRAPH CO., Inc.

Makers of Sonora Phonographs, Sonora Radio Speakers
and Sonoradios

279 BROADWAY

NEW YORK CITY

Canadian and Export Distributors—C. A. Richards, Inc., 279 Broadway
New York City

The New and Greater Sonora Line

Sonoradio, Sonora's most wonderful achievement, is the perfect bridge between the *old* and the *new* in retail Phonograph business.

This instrument, together with the Sonora Radio Speaker and the comprehensive line of Sonora Phonographs, offers the enterprising dealer an exceptional opportunity for ever increasing business.

The distributor named below who covers the territory in which you are located will be glad to answer all inquiries regarding a Sonora agency on receipt of a letter from you

NEW ENGLAND STATES:

THE NEW ENGLAND PHONOGRAPH DISTRIBUTING CO.
221 Columbus Avenue, Boston, Mass.

NEW YORK CITY (with the exception of Brooklyn and Long Island), also Counties of Westchester, Putnam and Dutchess: all Hudson River towns and cities on the west bank of the River south of Highland—all territory south of Poughkeepsie; Northern New Jersey.
GREATER CITY PHONOGRAPH CO., INC.
234 West 39th Street, New York

NEW YORK STATE, with the exception of towns on the Hudson River below Poughkeepsie and excepting Greater New York.
GIBSON-SNOW CO., INC., Syracuse, N. Y.

BROOKLYN AND LONG ISLAND:

LONG ISLAND PHONOGRAPH CO.
17 Hanover Place, Brooklyn, N. Y.

EASTERN PENNSYLVANIA, Delaware, Southern New Jersey.
THE WIL-MER CORPORATION
Spring Garden Building
Broad and Spring Garden Streets
Philadelphia, Pa.

MARYLAND, VIRGINIA AND DISTRICT OF COLUMBIA:

BALTIMORE PHONOGRAPH DISTRIBUTING CO.
417 West Franklin Street, Baltimore, Md.

WESTERN PENNSYLVANIA & W. VIRGINIA:
PITTSBURGH PHONOGRAPH DISTRIBUTING CO.
Empire Building, Pittsburgh, Pa.

ALABAMA (except five Northwestern Counties), Georgia, Florida, North and South Carolina and Eastern Tennessee.
JAMES K. POLK, INC.
294 Decatur Street, Atlanta, Georgia.

OHIO AND KENTUCKY:

THE OHIO MUSICAL SALES Co.
1747 Chester Avenue, Cleveland, Ohio

INDIANA:

KIEFER-STEWART COMPANY, Indianapolis, Ind.

WISCONSIN AND MICHIGAN:

YAHR AND LANGE, Milwaukee, Wis.

ILLINOIS, AND RIVER TOWNS IN IOWA:

ILLINOIS PHONOGRAPH CORPORATION
616 S. Michigan Avenue, Chicago, Ill.

N. DAKOTA, S. DAKOTA, MINN. & IOWA:

with the exception of the River towns:
DOERR-ANDREWS AND DOERR, Minneapolis

MISSOURI, KANSAS

and five counties in northeast Oklahoma:
C. D. SMITH Co., St. Joseph, Mo.

LOUISIANA, MISSISSIPPI, ARKANSAS

Part of Tennessee and part of Alabama
REINHARDT'S, INC.
104 South Main Street, Memphis, Tenn.

SOUTHEASTERN PART OF TEXAS AND PART OF OKLAHOMA

SOUTHERN DRUG COMPANY
Houston, Texas

MONTANA, COLORADO, NEW MEXICO, NEBRASKA, UTAH, WYOMING,

Southern Idaho and Eastern Nevada:
MOORE-BIRD AND Co.
1720 Wazee Street, Denver, Colo.



EQUIPPED with the dependable Five-Tube Atwater Kent Model 10-B Receiving Set. It includes two stages of tuned radio frequency amplification, detector, and two stages of Audio-frequency amplification.

The POOLEY Loud-Speaker Amplifying Horn (patent applied for) is built into the type 600-R-2 Cabinet. It is a POOLEY invention found only with POOLEY Instruments. It gives maximum volume. PRODUCING A TONE QUALITY SURPASSING ANYTHING SO FAR DEVELOPED IN THE SCIENCE OF RADIO.

C. L. MARSHALL COMPANY, Wholesale Distributors
514 Griswold Street
Detroit, Michigan

Detroit Trade Optimistic as Business in All Lines Continues Satisfactory

Appearance of Artists Stimulates Record Sales—Foreign Records Growing in Popularity—Brunswick Preparing for Advertising Campaign on Radio-Phonographs—Other Trade Activities

DETROIT, MICH., July 8.—If one were to be influenced or led by the occasional pessimist that one meets in the talking machine business one would be inclined to think that the industry had all gone to smithereens—until an actual investigation of conditions discloses it's a pretty substantial industry after all—with unlimited fields for development. In other words, because there are not more machines and records sold is not entirely the fault of the public—but rather has to do with the dealer himself. The writer can vouch for the statement that there are dozens of talking machine dealers right around this territory who have openly admitted that they are making a nice living without stepping outside the door for additional business. In other words, if you have a business that brings you a good profit without effort—what will that same business bring if properly developed.

Here is the situation in a nutshell so far as the business in Detroit is concerned—business is not as good as it might be but when dealers compare figures with a year ago, month by month, they find that sales this year are ahead—despite the fact that last year for the first six months Detroit had unusual prosperous industrial conditions, whereas this year there has been quite a slump which manufacturers believe has reached rock bottom and that from now on there will be steady improvement.

The Cable Piano Co. is now in its new quarters on Library avenue, where it has very nice facilities for handling its constantly growing business. The first floor has been remodeled, making an attractive department.

C. O. LeBaron, dealer in musical instruments

on East Jefferson street, told the writer recently that business was very good, showing up better month by month than he really expected. Mr. LeBaron has the Brunswick and Columbia agencies.

Victor dealers are enjoying a big demand for Paul Whiteman's records as a result of his recent visit to Detroit. Whiteman and His Orchestra gave a concert some weeks ago at the Arcadia to a capacity audience and since then there has been a noticeable demand for his records.

There is one particular record that many dealers are predicting will be the biggest hit in years—we refer to "A Wonderful Thing"—either as a dance or solo number. Dealers say that it is going better every day and they believe it is one of those beautiful ballads that will be in demand for years to come. It did not go so well when first brought out, but right now it is a hit.

The foreign records handled by Okeh dealers under the Odeon brand are growing in popularity. The writer knows of an East Side dealer who is having tremendous success with these records. The owner of the store and his wife are both enthusiastic over them and they boost them to every customer who comes in. The writer was in this particular store one night last week when a customer walked out with twelve Odeon records, although he had no intention of buying any foreign records when he first entered the store. Just another instance of what effort and salesmanship can do to develop new business.

The Irving Kaufman records on the Vocalion

are going over tremendously big. So are the Vocalion foreign records. Vocalion around these parts is getting quite a reputation for having very fine dance records.

Grinnell Bros. gave a recital the first week in July in their Victrola Hall, the attraction being the Philip Spitalny Orchestra, which records for the Victor Co. This popular Cleveland orchestra has been brought to Detroit for the Summer to play at Granada Park, so that there will be ample opportunity for Victor dealers to exploit these records during their stay here.

Manager Quinn, of the Brunswick Shop, is preparing for a gigantic advertising campaign on the new Brunswick radio phonographs. A special department for radio has been opened in the basement and Mr. Quinn is going to put over a campaign that will certainly make everybody recognize that the Brunswick Shop is in the radio business. Generally speaking, Mr. Quinn says business is ahead of last year in both phonographs and records, while business has been exceedingly brisk in the radio department, especially the large radio sets. Mr. Quinn has not been able to get them in fast enough and all sales so far have been on a cash basis. He will inaugurate a "special payment plan" on radio-phonographs just as soon as there is a let-up in the cash business.

Sam Lind, of the S. E. Lind Corp., who is concentrating on the Royal line of radio phonographs and Vocalion records, is more enthusiastic than ever about radio. He is doing a big business on the Royal line and, in fact, has already been short on some of the models. He looks for a big trade the coming Fall.

The J. L. Hudson Music Store has been doing very nicely with radio since putting in the Federal line, selling it either on the basis of individual sets or in combination with the Victor, Cheney or Brunswick phonographs, the latter proving especially popular with the public in this territory.

ROYAL PHONOGRAPH-RADIO



WOLVERINE PHONOGRAPHS
THE CAMP-FONE
CAMP'S DAILY DOZEN
REDUCING RECORDS

S. E. LIND, Inc.

Manufacturers and Wholesale
Distributors

2765 West Fort Street
DETROIT, MICH.

Tel. West 2161

VOCALION RED RECORDS



FIBRE, VOCALION
BRILLIANTONE,
PETMECKY and
GILT EDGE NEEDLES

ATWATER KENT

Radio Equipment

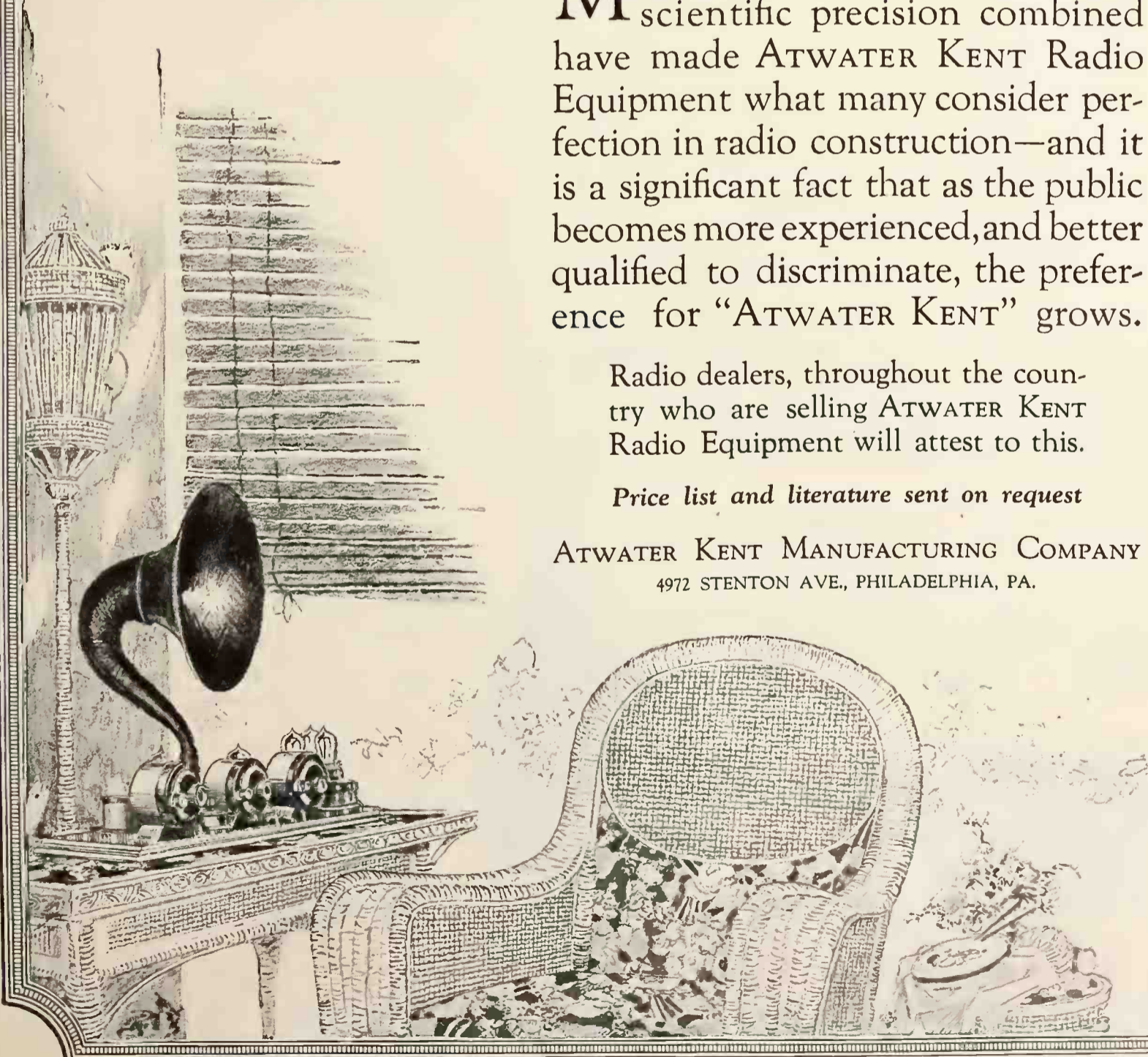
Radio Dealers Will Attest to this—

MASTER workmanship and scientific precision combined have made ATWATER KENT Radio Equipment what many consider perfection in radio construction—and it is a significant fact that as the public becomes more experienced, and better qualified to discriminate, the preference for “ATWATER KENT” grows.

Radio dealers, throughout the country who are selling ATWATER KENT Radio Equipment will attest to this.

Price list and literature sent on request

ATWATER KENT MANUFACTURING COMPANY
4972 STENTON AVE., PHILADELPHIA, PA.



Brisk Record Sales Feature Month's Business in the Brooklyn Territory

Business Compares Favorably With Similar Periods of Past Years—H. L. Silverton New Straus Manager—J. J. Schratweiser in New Post—Loeser Featuring Brunswick—Radio Popular

For the past month the talking machine business in the Brooklyn and Long Island territory has undoubtedly been slow, but when taken in comparison with similar periods for preceding years the monthly totals are generally taken as satisfactory. The latter part of June saw a short spurt during which machines sold briskly. Sales, however, tapered off toward the end of the month and July thus far has lagged. Records on the contrary have been selling briskly throughout the entire month. This is the season when dance records are in great demand, and as portables have started to come into their own and the sale of each portable usually means accompanying sales of records, this end of the business is perfectly satisfactory. Dealers are unanimous in stating that the record containing four dance selections played by Paul Whiteman and released by the Victor Co. has been successful from the standpoint of sales. Many dealers were hesitant about ordering quantities of these records, feeling that with four selections to please a customer the chances were that one or more would not appeal to the buyer's taste and the sale would be spoiled. Quite the contrary, several dealers reporting that their entire stock of this recording was sold in the course of a day.

Convention Intensifies Radio Interest

While radio receiving sets slumped off during the early part of June and continued in much the same way for the past month, the sale of accessories, particularly loud speakers, has been exceptionally good. This is in a large measure attributable to the Democratic Convention, which took place in Madison Square Garden, as the broadcasting of the event attracted thousands. A great many dealers who are carrying radio took advantage of this event to attract prospective customers into their stores by having a set with attached loud speaker broadcasting the day's happenings. Many people entered the stores and not a few became interested in the working of the sets. While it cannot be claimed that they will all purchase sets there can be no doubt but that the demonstrations will result beneficially to the dealers. This occasion was especially appro-

priate to such a demonstration, as most stations were broadcasting the convention and there was very little interference.

Loeser Featuring Brunswicks

The addition of the Brunswick line of phonographs and records to the line carried by the talking machine department of the department store of Frederick Loeser & Co., Inc., is responsible for boosting that store's totals over the preceding month. A complete stock is carried and several attractive display rooms have been given over to an exhibit of different models of Brunswick machines. An idea of the attractive manner in which the instrument is



Loeser Brunswick Display Room

placed can be gained from the accompanying illustration. An intensive advertising campaign announcing the addition of the Brunswick line was carried in the New York and Brooklyn papers. That the sales force is "sold" on Brunswick products is evidenced by the fact that in a recent contest conducted by the Eastern headquarters of the company out of five prizes four were won by members of the sales force of the Loeser establishment. It might be mentioned that they did not win them all because only four were entered. This remarkable showing was made in spite of the fact that they were handicapped because the Brunswick line was not added until a week after the contest started. The contest was held to stimulate the sale of all types of records. The amount of records sold did not enter into consideration, the one selling the greatest variety of records

EXPERT REPAIR SERVICE

We are in a position to replace obsolete parts and repair motors, tone arms and music boxes. Try us for parts you cannot get elsewhere.

OUT-OF-TOWN BUSINESS SOLICITED
THE ORIGINAL TALKING MACHINE HOSPITAL
 600 Pacific Street
 Brooklyn, N. Y.
 "Our Phone Never Sleeps"—Sterling 1156

being accorded the winner. Mrs. Florence Haenle, of the record sales promotion department of the Brunswick Co., spent several days with the sales force.

New Manager at Abraham & Straus

The past month saw a change in the talking machine department of Abraham & Straus, Inc., large department store. Casper J. Iannell resigned as manager and is contemplating entering the radio field as a distributor. No definite plans have as yet been announced by Mr. Iannell. He is succeeded by H. I. Silverton, who, in addition to supervising the talking machine department, will also be in charge of the radio, musical merchandise and sheet music departments. He was formerly connected with the Davega headquarters at the Hotel Commodore in a general supervisory capacity, specializing in the buying and selling of radio products. He intends in the Fall to combine the radio and talking machine departments of the store together with all other departments which pertain to music.

J. M. Quinn Leases New Home

J. M. Quinn, 1225-1227 Broadway, one of the early Sonora dealers in Brooklyn, has leased for a long term of years the premises at 350 Livingston street. The building will be the main office of Mr. Quinn, who now also carries pianos. It is planned to have this building ready and open for business early in August.

J. J. Schratweiser in New Post

J. J. Schratweiser, formerly sales manager of the Long Island Phonograph Co., is now connected as an outside representative of the Progressive Musical Instrument Corp., New York. H. B. Haring has succeeded Mr. Schratweiser and reports a number of new accounts opened during the past month, and states that the Sonora loud speaker business is especially brisk. Mr. Haring has had wide experience in the talking machine field, having been connected with the Columbia Phonograph Co., as Baltimore salesman, as manager of the New Haven and Buffalo branches, and was regional representative covering the Eastern district. For a time he was also connected with the Sonora organization.

Victor Holds Its Own

The American Talking Machine Co. reports that business for the past month has been on a par with similar periods of preceding years with record sales especially brisk.

Al. Frankel Again With Bersin

Al. Frankel, who was for a number of years connected with the Fulton street store of Albert Bersin, leaving there to conduct his own business, has returned and is now connected as a salesman at the main Bersin store at 1253 Bedford avenue.

Rodeheaver Records in N. Y.

Homer Rodeheaver, well-known evangelistic singer who records exclusively for Gennett records, returned recently from Australia after a trip around the world and upon his return spent two weeks at the recording laboratories of the Starr organization, recording a number of selections which will be released in the near future.

Loud Speaker Co. Chartered

The Dual Loud Speaker Co., New York, was recently incorporated at Albany, N. Y., with a capital stock of \$25,000. The incorporators include B. Weinberg and S. L. Weyl.

Gipsy Smith, noted evangelist, who records exclusively for Columbia, has been conducting a five weeks' evangelistic campaign in Springfield, Ill.

BE OPTIMISTIC

DO NOT DELAY YOUR PREPARATIONS FOR FALL BUSINESS.

GET YOUR VICTOR STOCKS IN SHAPE EARLY AND AVOID POSSIBLE DISAPPOINTMENT LATER.

AMERICAN
TALKING MACHINE CO.
 BROOKLYN, N. Y.
VICTOR WHOLESALERS



VOCALION

RED RECORDS



Ben Bernie's Orchestra

Exclusively Vocalion

BEN BERNIE'S Orchestra is back! Fresh from a year's successful vaudeville tour this marvelous dance organization will be the leading feature at the Shelbourne at Brighton Beach. All over the United States the name of Ben Bernie is associated with super-dance music and the Vocalion Records of his orchestra's playing are super-recordings.

Ben Bernie's Vocalion Record the first out of the great hit—

No. 14822—10 inch—75c

I CAN'T GET THE ONE I WANT—Fox Trot. (*Handman*)
 DRIFTWOOD—Fox Trot. (*Kahn-Gold*)

Playable on All Phonographs

The AEOLIAN COMPANY

AEOLIAN HALL

NEW YORK

Distributors of Vocalion Red Records

- MUSICAL PRODUCTS DISTR. CO.,
37 E. 18th St., New York City
- WOODSIDE VOCALION CO.,
154 High St., Portland, Me.
- A. C. ERISMAN CO.,
174 Tremont St., Boston, Mass.
- GIBSON-SNOW CO.,
306 W. Willow St., Syracuse, N. Y.
- LINCOLN BUSINESS BUREAU,
1011 Race St., Philadelphia, Pa.
- PITTSBURGH PHONO. DISTR. CO.,
217 Stanwix St., Pittsburgh, Pa.
- VOCALION RECORD CO. OF MD.,
305 N. Howard St., Baltimore, Md.
- O. J. DEMOLL & CO.,
12th and G Sts., N.W., Washington,
D. C.
- S. E. LIND, INC.,
2765 W. Fort St., Detroit, Mich.
- VOCALION CO. OF CHICAGO,
Distributors of Vocalions and
Vocalion Records,
529 S. Wabash Ave., Chicago, Ill.
- OHIO MUSICAL SALES CO.,
1747 Chester Ave., Cleveland, O.
- LOUISVILLE MUSIC CO.,
570 S. 4th St., Louisville, Ky.
- STERCHI BROS., Knoxville, Tenn.
- STERCHI FURN. & CARPET CO.,
Atlanta, Ga.
- D. H. HOLMES CO., New Orleans, La.
- REINHARDT'S, INC., Memphis, Tenn.
- RADIO EQUIPMENT CO.,
1319 Young St., Dallas, Tex.
- STONE PIANO CO., Fargo, N. D.
- STONE PIANO CO.,
Distributor of Vocalions and Vocalion
Red Records,
826 Nicollet Ave., Minneapolis, Minn.
- MOORE-BIRD CO.,
1720 Wazee St., Denver, Colo.
- MUNSON-RAYNER CORP.,
643 S. Olive St., Los Angeles, Cal.
- MUNSON-RAYNER CORP.,
86 Third St., San Francisco, Cal.

Two New Buildings Planned For Plant of Victor Co.

One Structure to House Record Library and Studio and Another for Service to Employees to Be Erected at Cost of \$2,000,000

PHILADELPHIA, PA., July 3.—Eldridge R. Johnson, president of the Victor Talking Machine Co., of Camden, announced recently that plans have been completed for the erection of two new buildings representing a cost of \$2,000,000. One of these buildings will be erected for the purpose of housing the record laboratory and studio and will be constructed on the site north of the present office building on Front street near Copper street.

The other building will be given over to a service department for the workers in the Victor factory. It will be of ten stories and divided into a series of kitchens sufficient to supply food for the 10,000 employes of the Victor plant. The company's emergency hospital and dispensary will be located in this building, which is to be erected on the north side of Copper street, between Point and Ambler streets. The restaurant department in the building will be arranged on an entirely unique basis and will be provided with every modern cooking device of first-class dining service providing for efficiency and good cooking.

O. E. Pankopf Succeeds Young as Werlein Manager

NEW ORLEANS, LA., July 3.—R. A. Young, who, for some years past, has been manager of the retail Victrola department of Philip Werlein, Ltd., this city, resigned from his position on July 1, and together with his family is moving to Chicago, where he will take up his duties as manager of the Whitsel Music Store. As a token of esteem and with their best wishes for success in his new field, the employes of Philip Werlein, Ltd., presented him with an appropriate gift on the day of his departure.

Succeeding Mr. Young at the Werlein establishment is O. E. Pankopf, late of the Goggan Music Store, San Antonio, Tex., who is well known in Southern music trade circles. He will have supervision of the talking machine department and also of the player roll department.

Capitol Distributing Co. Pushing Varied Lines

The Capitol Distributing Co., radio distributor, New York City, in the comparatively short period of its existence has enjoyed a remarkable growth of business. Many new dealers have been added to the list as well as new numbers being added to the lines distributed. Among the more recent additions to the Capitol list is the Ambler-Holman Receiver, Song Bird Receiver, a line of radio art cabinets and the Presto plug.

The Ambler-Holman set is attractively cased with a slanting front panel and is proving a good sales number. The Song Bird Receiver is also finding much favor in the field and the Presto plug is finding a very ready market.

In the Dynergy set, however, this company has secured a receiving set that is radically different from any other on the market. This set is complete in itself, does away entirely with batteries and is plugged in any socket of the house wiring circuit, whether A.C. or D.C. current is used. This important development in the radio field has received considerable comment in the metropolitan press, and dealers have already received many inquiries for the Dynergy.

Mme. Sigrid Onegin's beautiful contralto voice is heard to great advantage in a new Brunswick record, "The Swedish Lullaby," on the reverse side of which is Berg's "Herdman's Song."



A Complete List of Okeh and Odson Distributors

- OKEH-SMITH COMPANY
828 So. Broadway, Los Angeles, Calif.
- WALTER S. GRAY
926 Midway Place, San Francisco, Calif.
- L. D. HEATER
357 Ankeny St., Portland, Ore.
- TEXAS RADIO SALES COMPANY
2005 Main St., Dallas, Texas
- JUNIUS HART PIANO HOUSE, LTD.
123 Carondelet St., New Orleans, La.
- CONSOLIDATED TALKING MACHINE COMPANY
1121 Nicollet Ave., Minneapolis, Minn.
- YAHR & LANGE DRUG COMPANY
207 E. Water St., Milwaukee, Wis.
- JAMES K. POLK, INC.
294 Decatur St., Atlanta, Ga.
- THE ARTOPHONE CORPORATION
1103 Olive St., St. Louis, Mo.
- THE ARTOPHONE CORPORATION
804 Grand Ave., Kansas City, Mo.
- CONSOLIDATED TALKING MACHINE COMPANY
227 W. Washington St., Chicago, Ill.
- CONSOLIDATED TALKING MACHINE COMPANY
2957 Gratiot Ave., Detroit, Mich.
- THE RECORD SALES COMPANY
1965 E. 66th St., Cleveland, Ohio
- STERLING ROLL AND RECORD COMPANY
137 W. 4th St., Cincinnati, Ohio
- PHONOLA CO., LTD., OF CANADA
Elmira, Ont., Canada
- IROQUOIS SALES CORPORATION
210 Franklin St., Buffalo, N. Y.
- MUSIC MASTER CORPORATION
1005 Liberty Ave., Pittsburgh, Pa.
- GENERAL PHONOGRAPH CORPORATION OF NEW ENGLAND
126 Summer St., Boston, Mass.
- MUSIC MASTER CORPORATION
128 No. 10th St., Philadelphia, Pa.
- GENERAL PHONOGRAPH CORP.,
(New York Distributing Division)
15 W. 18th St., New York City
- JAMES COWAN COMPANY
18 West Broad St., Richmond, Va.



How Bill Sold Three Machines Simultaneously

By Ernest Werninck

Bill had it down pat!

His slickest sale was three de luxe machines in twenty-nine minutes, and to three separate customers at that!

As I remember it: Two coal miners, dressed in their best, came into the store together, evidently friends.

They had been discussing a particular machine in the window as they had stood together on the sidewalk.

Bill had observed this.

He had a way during quiet moments of peering out at the actions of passers-by from a partly hidden corner.

Well, as the couple walked in, a trifle sheepish looking, what does Bill do but, without looking in their direction, begin to smooth his hand over the top of a machine similar to the one the boys had been looking at in the window, and exclaims aloud, "Beautiful, beautiful."

Then, apparently noticing for the first time that company had arrived, smilingly said, "Gentlemen, just look at the beautiful grain of this walnut." The miners, at their immediate ease, and at such casual and yet polite greeting, strolled over to Bill.

At this moment in came an elderly lady, tastily attired.

Bill bowed and smiled to the new arrival. She also received an invitation to admire the "beautiful grain."

A general approval was expressed, Bill joyously asking the opinion of each.

A violin, harp and flute record was next applied. Bill, by this time, had his visitors seated while he, standing, paid as rapturous attention to various records as if he had never heard a phonograph before in his entire young life.

In fact, he was so overcome at the perfection of the rendering by this new style machine, which, as he gratuitously told the assembly, had only just arrived, just three of them, and he did not know when any more would be in, that he had to be asked twice by one of the underground workers "What is the price of the instrument?"

Two hundred and twenty-five dollars seemed little enough for such a marvel the way Bill told it, and was it not fortunate there were three of them in stock as he did not know when he would get more and here were three lucky buyers cleaning up on them.

For, honest to goodness, each of these two jolly miners, and the lady—thrown in you might say for good measure—decided to take one each of those de luxe instruments with such a "beautiful grain!"

And, by my desk clock, the entire transaction took just twenty-nine minutes!

New Hauschildt Co. Branch

MANTECA, CAL., July 5.—A branch of the Hauschildt Music Co., of San Francisco, was opened here recently in the store of the Alger Furniture Co., which will be its temporary location. The company has stores in Oakland, Sacramento, Woodland and Los Angeles. Arrangements have been completed for installing a large stock of pianos, phonographs and records and a permanent representative has been placed in charge.

New Gennett Orchestras

Two new recording orchestras whose playing is now available on Gennett records are Jack Yellman and His Irene Castle Orchestra and the Windy City Jazzers. This last-named aggregation's first recording is "Bringing Home the Bacon" and "Hard-Hearted Hannah," a variety record which demonstrates jazz in all its phases, including vocal duets and different instrument combinations.

WHAT HAS BECOME OF

Hinky, Dinky Parlay Voo?



*The Song That
Cheered a Million Hearts!*

HERE it is! An adaptation of HINKY, DINKY PARLAY VOO! The song that cheered the A. E. F. through gray days, hardships and privations—and in pleasure-moments, too! It was this famous song that bolstered up weary hearts and helped the boys to “carry on”.

To millions it will recall treasured memories of those never-to-be-forgotten days in France.

The glamour, the excitement, the doughnuts, the “mademoiselles,” the cognac and the Rhine beer, the good old “buddies,” and the stirring war-songs.

They're all woven into one wonderful record!

Every man who wore the khaki or the blue will want this song. It's a sure-fire hit—catchy—humorous—and in march tempo.

And it's sung by the famous “Happiness Boys,” Billy Jones and Ernest Hare, as only they could sing it!

Rush your order in *now* for Okeh Record, No. 40128.



Okeh Records

The Records of Quality

Manufactured by

GENERAL PHONOGRAPH CORPORATION, NEW YORK

OTTO HEINEMAN, President

Handsome Victrola Built Specially for E. A. Benson

Beautiful Instrument in Italian Design and Equipped With Radio to Be Installed in Home of Popular Chicago Orchestra Leader

The Victor Talking Machine Co. recently delivered to E. A. Benson, head of the famous Benson's Orchestra, Chicago, a most elaborate



Victor Instrument for E. A. Benson

custom-built Victrola with radio installation in the cabinet, to be placed in Mr. Benson's handsome new home recently completed near the Windy City.

The instrument ordered by Mr. Benson as a

special gift for his wife required nearly six months' time to build owing to the fine details embodied in the construction, and particularly the great amount of hand carving necessary in the case. The Victrola cabinet is built in the form of a secretary, of American walnut in two-tone finish, and designed after that period of the Italian Renaissance reflected in early English furniture. The case is elaborate but in no sense flamboyant and reflects the attention given both the designing and the building.

Two large doors in the upper section of the cabinet when open expose the Victrola itself installed in the right-hand section and equipped with the two-tone control doors characteristic of that instrument. At the left the upper section of the cabinet is fitted with a series of record albums and the lower half given over to a modern radio set. The instrument was inspected at the factory by Mr. and Mrs. Benson before being shipped to Chicago, and received their enthusiastic approval.

Buys Leslie's Music House

URBANA, ILL., July 5.—Leslie's Music House, which has been conducted here for fourteen years by Mayor Frank M. Leslie, has been purchased by B. A. Strauch, who has been in the photography business in Champaign for several years. The store handles Victrolas and Victor records and some other musical accessories. Mr. Strauch will conduct the music business independently of his Photocraft Shop on Wright street for the present.

New Concern in Norwalk, O.

NORWALK, O., July 7.—Fisher & Zoll have opened a new music store in the Pulley Block on North Hester street, here. On the day of the opening a large gathering of patrons was entertained and music was provided by a special orchestra.

Serious Charges Against Former Talking Machine Man

Harry Rosefsky, Former Head of Pittsburgh Phonograph Co., Held for Alleged Swindle

PITTSBURGH, PA., July 7.—Accused of conspiracy with an alleged swindle in the sale of phonographs, Harry Rosefsky, former president of the Pittsburgh Phonograph Co., was arrested in New York last week and returned here for trial. Rosefsky had been sought for more than a year by the local police, as he had been indicted by the grand jury of Allegheny County. Rosefsky's arrest is said to have followed a chase that led through several cities, after his disappearance from this city in 1923.

The man conducted an extensive business here during 1922 and 1923, according to the indictment against him, which was returned by the grand jury some time after his sudden departure. A concern known as the Industrial Finance Co. was the principal victim of the man, according to the indictment.

The indictment explains Rosefsky's method of operation thus: He would visit a residence, urge a woman to purchase a phonograph and, if she demurred, agree to leave the instrument there overnight for approval. The person with whom the phonograph was left had only to sign a contract and make no first payment. With the signed contract Rosefsky is said to have gone to a finance company and obtained cash for the deal, the finance company taking over the contract.

Rosefsky then, the indictment explains, would return and obtain the phonograph and leave it at another house under the approval and contract system, then again sell the contract.

He is said to have sold contracts on one machine fifteen to twenty times, the indictment alleges, and very frequently to avoid exposure, apparently, made payments himself. The amounts he obtained through his transactions netted him \$200,000, it is charged.

You Are Interested in Phonographs?

Then assuredly you will appreciate the greatest quality at the most reasonable of prices!

Furthermore, your merchandising must permit you to accommodate every pocketbook without sacrificing your legitimate profit.

Therefore, a complete line of cabinet and console phonographs, enabling you to satisfy the most conservative of purchasers as well as those who desire something "just a little bit better," would appeal to you, would it not?

Words here mean very little. We cordially invite you to visit us in SPACE 428, American Furniture Mart Bldg., 666 Lake Shore Drive, Chicago.

We will then endeavor to let RIVOLI speak for itself, feeling confident as to the results.

VINCENNES PHONOGRAPH COMPANY

VINCENNES, INDIANA

Exclusive distribution of RIVOLI PHONOGRAPHS and RIVOLI-RADIO combinations by
LEON C. SAMUELS

930 Republic Bldg. or 428 American Furniture Mart Bldg., Chicago, Ill.

Portable and Record Demand Increases Summer Sales Volume in Indianapolis

Vacationists Prove Good Buyers of Smaller Instruments and Records—Encouraging Outlook for Remainder of the Season—Trade Good in Spite of Unrest in Other Lines—Month's News

INDIANAPOLIS, IND., July 8.—Local talking machine dealers are moving a number of machines despite the vacation period now upon them and the business depression that is evident. A fair number of the portable types are moving to vacationists. The record trade is on a par with the same period of last year. While dealers are not selling as many machines as they desire, their record of sales will compare favorably with the same period last year.

Increased Record Sales

Miss Minnie Springer, manager of the talking machine department of the L. S. Ayres store, reports a good steady sale of records and a general movement of the Victor line. The talking machine department of this store moves all used machines each month, using the end-of-month sale of this department store to good advantage. Miss Devata Wheeler, formerly of the Indianapolis Music House, has been added to the sales force. The policy of moving used goods as soon as they come in is followed by B. Friedman, manager of the talking machine department of the Charles Mayer store. Mr. Friedman reports that the number of used machines taken in is very small and easily moved. The Sonora machine handled by this store has moved well during June.

F. X. Baker, manager of the Brunswick Shop, reports a record sale that runs ahead of last year, with a steady movement of machines.

Window Displays Pay

Manager Donovan, of the talking machine department of the Pearson Piano Co., reports that the talking machine department of this store continues to do a healthy business. While the tone is not as strong as it should be, Mr. Donovan is well pleased with the results that the store is getting. This store features the Victor and Cheney instruments. Very good results have been secured from window advertising. The branch stores which the Indianapolis house maintains in the State are running ahead of their last year's records. The results that this store has shown in sales has made Mr. Donovan optimistic for the future and, in his own words, "The business is here if you put forth the effort."

H. E. Whitman, manager of the Circle Talking Machine Store, dealer in Victor and Edison machines, reports a quiet month. This store ordinarily does a good record business, but at present sales in that end are a little below par. The Edison machine has been moving fairly well.

Healthier Edison Business

Frederick Pullen, manager of the Edison Corp. of Indiana, reports a healthier business and proves the fact by moving more machines. A number of new dealers have been

established in the territory. The Edison Corp. of Indiana maintains a bureau for the benefit of all of its dealers, from which are sent out special bulletins to the various mailing lists. Various selling methods are proposed that are devised to boost sales. When possible personal

Dr. Leonard F. Fuller Now R. E. Thompson Official

Assumed Duties of Vice-president and Chief Engineer on July 1—Well Known in Radio World Through Important Accomplishments

Dr. Leonard F. Fuller on July 1 took up his work as vice-president of the R. E. Thompson Radio Corp. and chief engineer of the R. E. Thompson Mfg. Co., of Jersey City, N. J.

Dr. Fuller was for the last few years connected with the General Electric Co., Schenectady, N. Y., and was formerly chief engineer of the Federal Telegraph Co., of California. He is well known in the radio world and developed and designed practically all of the giant high-powered radio stations for the United States Navy Department. He also designed the highest powered station in the world, the great Bordeaux Station in France. This station was installed by the United States Navy to keep the American forces in France in touch with this country during the war. It was afterwards purchased by the French Government.

It is interesting to note in this connection that Dr. Fuller has become connected with a company whose president, R. E. Thompson, played an important part in engineering of war apparatus in the field of radio. R. E. Thompson Mfg. Co. has its plant in Jersey City and manufactures the Thompson Neutrodyne radio receiver and the Thompson speaker.

Landay Bros. Stage Radio Tie-Up With Convention

Large Space in Newspapers Features Radio in Connection With Political Conventions and Stimulates Sales of Radio Apparatus

Landay Bros., Inc., who operate a number of talking machine stores in New York and New Jersey, and also feature radio, ran a series of full-page advertisements in a number of New York dailies, using both the Republican and Democratic Conventions as the feature of the advertisements. The caption of one advertisement read: "Sit in Front of the Chairman at both National Conventions." This was followed

aid is given the dealer and this is part of the plan whereby Mr. Pullen hopes to increase sales of his dealers. Dealers recently established by the Edison Corp. of Indiana are Carter Electric Co., Kokomo, Ind.; Carl Hoffman, East Chicago, Ind.; A. S. Keene, North Judson, Ind.; C. A. Johnston, Watska, Ill.; Phelps Furniture Co., Butler, Ind. Visitors included G. G. Scott, of Haines & Essick, Decatur, Ill.; Charles Hyde, assistant sales manager of the Chicago Talking Machine Co.; A. Saunders, sales manager of the Pathé Co., of Brooklyn, N. Y.; C. Gerlich, of the Zenith Radio Corp., Chicago.

by an advertisement on the Republican Convention and later on the Democratic gathering. These timely announcements in what is termed the dull season served to reawaken interest in radio and was reflected in sales not only for Landay, but for other radio dealers in the metropolitan area.

It might be pointed out that radio heretofore, to a great extent, has been sold on the basis of its musical appeal. In a convention year, with a widespread interest in annual gatherings,

Sit in Front of the Chairman at Both National Conventions!

Landay Bros. advertisements include:

- Westburn-5**: "Landays for reliable radio"
- Exide**: "Landays for reliable radio"
- Electrad**: "Landays for reliable radio"
- RAYOVAC**: "Here's a Battery Guaranteed to Last Twice as Long as a Regular B!"
- OPEN EVENINGS**: "Landay Bros."

Unusual Landay Radio Advertising as well as the campaigns that follow, a new important sales factor is opened to the merchant in arousing interest in radio. Landay Bros. have taken advantage of this in a big way, as can be seen from the accompanying reproduction of one of the full-page advertisements. Dealers in other parts of the country will find the Presidential campaigns will assist materially in creating sales for radio goods if the possibilities, in the way of first-hand information and entertainment, are brought to the attention of prospective purchasers of radio receivers.

Make Resales With Yales

Ordinarily, after the dealer has sold the prospect a talking machine he has sold him for life as far as machines go.

Not so with the Yale Talking Machine. If you have sold him a Yale you can go right back and sell him a cabinet machine. Or vice versa. If he already owns a floor machine he still remains a good prospect for a Yale.

It offers a different appeal. It can be carried to the study, bedroom, nursery, or any place else about the house. It can be taken on the auto trip or summer vacation.

It offers you an opportunity for machine resales. You can carry the line without extra overhead and without competing with any line you now handle.

Write us to-day for our dealer proposition.

A \$15 value that can be sold at \$10 with a good profit

DAVIS MFG. & SALES COMPANY

763 State Street

NEW HAVEN, CONN.

MID-WEST DISTRIBUTORS—Targ & Dinner Music Co., 229 W. Randolph St., Chicago, Ill.
PACIFIC COAST DISTRIBUTORS—Christophe's, 2365 Mission St., San Francisco, Calif.



Plain Talk about Loud Talkers



The
Superspeaker,

REAL Music from Radio! Why lots of people who know music once proclaimed, after sad experiences, that it couldn't be done!

Then they heard The Superspeaker. Now they enjoy amplified Radio without reservations, thanks to this altogether different and distinctive agent of reproduction.

Imagine an instrument that reproduces Radio to exact original pitch—that brings in the low notes and the overtones—that is absolutely free from all self-generated reverberations and resonances—that does all this naturally and without any additional electrical power, up to the full limit of any Radio Set!

That's The Superspeaker.

For The Superspeaker is a real musical instrument, built by musical instrument people to musical instrument standards, and not for one moment to be confused with the toys of metal or wood which it is so rapidly displacing.

Here is the loud speaker which you can honestly recommend to real music lovers, with full confidence that it will make good your prestige as an instrument merchant.

Send in your order now and be ready for the seasonal rush.

A big substantial instrument, 26 inches high and weighing over five pounds—
Handsomely finished in ebony gloss—
Felt-bottomed base contains famous Vemco reproducing unit, with permanent, cam-operated micrometer adjustment—horn built up by secret process to scientifically correct air column and proportions—no extra coils or batteries—nothing to wear out.

List Price, complete \$30.00
West of the Rockies \$32.50

JEWETT RADIO &
PHONOGRAPH CO.
5680 12TH ST. DETROIT, MICH.



The Superspeaker

The Vemco Unit

For Phonograph adaption, we furnish separately the Vemco Unit which is the heart of The Superspeaker. It comes complete and ready for immediate use on any standard tone arm. Simple adaptations for special arms are easily fitted.

This Unit is adjustable for volume, and develops the reproductive ability of a phonograph horn to the absolute limit of tone and distance.

List Price \$12.00
West of the Rockies . . \$12.50



Maintenance of Business Volume in the Cincinnati Territory Encourages Trade

Remarkable Record Business Due Partly to Influence of Radio, Dealers Declare—Sales Campaigns on Portables Productive of Results—Trade Active in Sales Promotion Drives

CINCINNATI, O., July 8.—A survey of the sales made by the talking machine companies in Cincinnati during June shows that the business in records has held up to a remarkable degree. It is the same story that was told during the past few months, that is, the popularity of radio seems to be helping the record business. Taking into consideration general industrial conditions in this territory, which have not been very good during the past two months, dealers feel encouraged at the volume of business done and believe that there is no cause for complaint.

Sales Drives on Portables

There has been a concerted sales effort, aggressive in character, directed by the local talking machine dealers towards the sales of portable machines. The majority of the windows of the retail stores have elaborate displays relating to camp life and advertising portable instruments. In addition, advertising, both through direct mail and through newspapers, has been used to good advantage to help put across the campaign on portables. The results that have been obtained in the way of sales have been encouraging and the amount of business done on portable instruments has been in excess of that of last year.

Good Columbia Demand

The Columbia Distributors, Inc., which opened a Cincinnati office last month under the supervision of Miss R. Helberg, has gotten a splendid start in this territory and Miss Helberg reports that sales to date have been entirely up to expectations and that they have been even a little better than had been anticipated. The company is rendering better service to Columbia dealers than they have ever received in the past. Miss Helberg made a sales trip to Huntington, W. Va., and points in north-

eastern Kentucky during the past week. W. F. Pierce, traveling through Kentucky and Indiana, has sent in some fine orders for Columbia instruments and records.

Patriotic Display

The Victrola Shop, of the Baldwin Piano Co., West Fourth street, tied up nicely with the Fourth of July in the window display of its portable machines. A portable outfit mounted on a revolving stand occupied the center of the window. Grouped about the machine were records of a patriotic character appropriate to the celebration of the Fourth of July. Miss Stevens, manager of the Baldwin Victrola Shop, reports that records have been selling well during the past month.

"Mystery Brunswick" Attracts

The sales of Brunswicks have been pepped up considerably by the campaign that has been waged in this district to arouse curiosity of the buying public by displaying the "Mystery Brunswick." The Alms & Döepke Co., of this city, advertised widely the display of this machine and announced that demonstrations of it would be given from ten o'clock in the morning until noon and from two o'clock to four-thirty in the afternoon. The description of it was as follows: "Hundreds of people have been mystified by this amazing phonograph. Imagine a phonograph that will talk with you, describe how you are dressed, play a record that is held up to it. Do you know how it is done?" The Brunswick dealers who have featured the mystery phonograph report that they have had their sales stimulated to a surprising extent thereby. The Brunswick district office here reports that sales of records throughout the Cincinnati territory have been brisk during the past month.

Big Record Business

The Sterling Roll & Record Co. has been doing a big volume of record business the last month. Its sales of portable machines have also been particularly good. Okeh records have been increasing in popularity in this city and in other towns and cities nearby to a remarkable extent. A review of the business done by the Sterling Roll & Record Co. during the past month shows that it is far ahead of the volume of sales reached in June of last year, which was a good month.

Unusual Window Display

The Wurlitzer Co., East Fourth street, used its new display windows to good effect last week. In the center was placed a miniature dance floor with miniature couples on it dancing by means of a mechanical process. A Victrola played popular dance records while the small couples danced.

Satisfactory Edison Sales

The New Edison Co., distributor of Edison phonographs and records, states that its sales in the past month have been satisfactory for this time of the year. Record sales have been excellent while the sales of phonographs have held up fairly well.

A Busy Music House

The Chubb-Steinberg Music Shop, East Sixth street, states that its sales of Okeh and Victor records have been large during June. The four records made in this city for Okeh by the Chubb-Steinberg Orchestra have gone across in a large way here, where the orchestra has won a distinct name for itself.

Starr Contest Under Way

The Starr Piano Co. has been having a good call for Gennett records. The contest among the fraternities to determine the winner of the Starr phonograph console model has been holding the interest of the public. Every Cincinnati is eligible to cast a vote and the fraternity that receives the largest number of votes will be awarded the phonograph. Gennett records have also held up well in sales. Bernie

Cummins and His Orchestra, extremely popular locally, have been recording some new Gennett records and these have been selling well.

Victor Sales Growing

The Ohio Talking Machine Co., Victor jobber, reports that its business has been very good in the past four weeks, particularly in records. The call for records from Victor dealers in Cincinnati territory has been heavy. The weekly release of new records has won a firmly entrenched position with Victor fans and has proved to be one of the most popular policies of any company. The double-face Red Seal records have been selling well. The demand for Victrolas has held up splendidly and the sales thus far this year have held practically on a par with those during the first part of 1923. The outlook for a busy Fall, at least in so far as the Victor is concerned, is excellent.

Cashed in on Convention

Widether's Grafonola Shop, West Fourth street, was one of the stores in the city that placed a radio set at its entrance so that passers-by could listen in on the Democratic Convention in New York City.

Portable Survives Cyclone

JOHNSTOWN, PA., July 1.—A. Ohlson, general manager of the Modernola Co., of this city, manufacturer of the Modernolette portable, is in receipt of an interesting communication from a Modernolette dealer describing the remarkable durability of this portable.

J. K. Williams, who handles the Modernolette in Why Not, Miss., writes that on May 27 a cyclone destroyed his home and all he had. Not a piece of furniture in the home was left, piano, sewing machine, desk, typewriter, two large phonographs, as well as the usual house furniture being destroyed. Luckily, his family, consisting of wife, son and little daughter, marvelously escaped without a scratch. Of the house furniture the Modernolette alone survived, the only casualty being the breaking off of the winding crank.

Mr. Williams writes: "Kindly send me a crank for the lone surviving Modernolette. I have some prospects for the Modernolette and hope to do good business this Fall."

In substantiation of these remarkable facts Mr. Ohlson has in his possession a photograph of the utter ruins of Mr. Williams' home. The survival of the Modernolette constitutes a decided tribute to the durability of the construction of this machine.

United Music Co. Branch

ROCKLAND, MASS., July 5.—A permanent branch of the United Music Co. chain has been opened here recently by Charles Feldman and Charles Popkin, proprietors of that concern. This makes the seventh store operated by this company.

HONEST QUAKER SPRINGS AND REPAIR PARTS

ARE DISTRIBUTED

BY

Arthur Brand & Co.

1618 VINE STREET
CINCINNATI, O.

We Serve

Ohio
Indiana
Kentucky
West Virginia

"Try Us for Service"

The
OHIO
TALKING MACHINE Co.
427-429 WEST FOURTH ST.
CINCINNATI, O.
VICTOR DISTRIBUTORS
SERVICE
IS OUR
WATCHWORD

For the Protection of the Public and in the interest of better **RADIO** Neutrodyne

The wonder word of radio today—Neutrodyne! It means hearing clearly, with enjoyment in your own home, a violin virtuoso in Havana, a smart dance orchestra in Chicago, southern drawl from Dallas, a celebrity in New York or Washington, all by a few predetermined twists of the forefinger and thumb.

Clarity and volume of sound over great distances—quick tuning in with any broadcast station you have charted, total elimination of interference by other broadcast stations, no

“squealing” by your “set” to get on your nerves and the nerves of your neighbors.

This is what Neutrodyne has done for Radio. The public’s eager, universal acceptance of the Neutrodyne principle is the best possible evidence of the practical value of the invention.

But, like all successful inventions, Neutrodyne was pounced upon by commercial vultures, hungry for profits to which they had no right. Hence this warning:

Look for the Neutrodyne Trademark

Purchasers of radio sets are warned to be on their guard against radio receivers which are being advertised and offered for sale as Neutrodyne receivers but which do not carry the Neutrodyne trademark. Purchasers of radio parts are warned against coils and condensers which are being advertised and offered for sale as Neutroformer and Neutrodon, but which do not carry the Neutroformer and Neutrodon trademarks. Such apparatus is spurious and generally of the lowest quality. Result: poor reception, no satisfaction, no redress.

Neutrodyne, Neutroformer and Neutrodon are trademarks of the Hazeltine Corporation as applied by it to a patented receiving set and parts, all invented by Professor L. A. Hazeltine (Stevens Institute).

There are but fourteen manufacturers in the world licensed to manufacture and sell Neutrodyne receivers, Neutroformer coils and Neutrodon condensers. These fourteen manufacturers are listed below.

Remember, every genuine Neutrodyne receiver carries the Neutrodyne registered trademark. This trademark always appears on a uniform nameplate, sometimes on the outside but usually on the inside of the cabinet. Be sure to look for this trademark when you buy your radio. The nameplate, also bearing the manufacturer’s serial number, is your

assurance that your receiver embodies the Neutrodyne principle, is factory built and guaranteed by a responsible, licensed manufacturer and sold by a responsible dealer.



Patents and Trademarks Protecting Neutrodyne

The trademark Neutrodyne, together with the companion trademarks Neutroformer (covering transformer coils) and Neutrodon (covering the small balancing condensers entering into the circuit of Neutrodyne receivers), means that the apparatus bearing these trademarks embodies the inventions of Professor L. A. Hazeltine as set forth in

U. S. Letters Patent No. 1,450,080 and No. 1,489,228, issued March 27, 1923, and April 1, 1924, and patents pending, the trademarks Neutrodyne, Neutrodon and Neutroformer, being registered in the U. S. Patent Office, certificates Nos. 172,137, 172,138 and 172,139. All apparatus, embodying these patents and carrying these trademarks, is

the product of one of the fourteen manufacturing companies below mentioned, which are sub-licensed by the Independent Radio Manufacturers, Inc., the exclusive licensee of the Hazeltine Corporation, the sole owner of all the patents and trademarks enumerated.

The Hazeltine Corporation and the Independent Radio Manufacturers, Inc., are exerting every effort to safeguard the public against infringing apparatus by prosecution of infringers. Pending the effective suppression of infringements, by orderly process of law, this statement, together with the co-operation of the trade, will protect the public.

Genuine Neutrodyne Receiving Sets are made by these 14 manufacturers ONLY

American Radio & Research Corp'n
Medford Hillside, Mass.

F. A. D. Andrea, Inc.
New York City

Broadcast Manufactures, Inc.
Brooklyn, N. Y.

Carloyd Electric & Radio Co.
New York City

R. E. Thompson Manufacturing Co.
Jersey City, N. J.

Ware Radio Corporation
New York, N. Y.

Eagle Radio Company
Newark, N. J.

Freed-Eisemann Radio Corp'n
Brooklyn, N. Y.

Garod Corporation
Newark, N. J.

The Workrite Manufacturing Co.
Cleveland, Ohio

Gilfillan Bros., Inc.
Los Angeles, Cal.

Howard Manufacturing Co., Inc.
Chicago, Ill.

Wm. J. Murdock Co.
Chelsea, Mass.

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

HAZELTINE CORPORATION
(Sole Owner of Neutrodyne Patents and Trademarks)

INDEPENDENT RADIO MANUFACTURERS, INCORPORATED
(Exclusive Licensee of Hazeltine Corporation)

Improvement in Talking Machine Demand in Baltimore Creates Trade Optimism

Portables a Feature of Trade—Movement Under Way for Retail Co-operative Ad Campaign—Retailers and Wholesalers Point to Bright Outlook—Month's News of the Trade

BALTIMORE, Md., July 10.—While the radio business has slumped to a certain extent during the past month, due principally to hot weather, the phonograph business generally has been good, according to reports of the retail trade. With the opening of the Summer resorts in this vicinity there has been a large demand for portable machines and the record business has exceeded the expectations of the trade.

Other types of phonographs have also been in fair demand and, as one dealer put it, "I guess the phonograph people are getting their share of what business is being done; in fact, judging from what I am told by men in other lines, I believe we are getting a little bit better than our share of business."

July and August are accepted as the duller months in the year in all lines of business in this section of the country, being termed the vacation period. Thousands of Baltimoreans take their vacation during these two months and naturally business of all kinds slumps until about the first of September.

Talk of Co-operative Advertising Campaign

While yet in a tentative state a movement is now under way here among the retail dealers looking to a co-operative advertising campaign during the Fall and Winter. The plan as outlined calls for an extensive advertising campaign in the daily papers in which a certain type of machine and records will be featured and every dealer selling this particular machine will have an advertisement on the page and pay a pro-rata share of the cost. It is believed that this will bring better results than individual advertisements, which naturally must be small and in many cases are lost among the larger advertisements of the department and other stores.

Advocates of the plan say that it will not only bring better results but at the same time will result in creating a better feeling among the trade and to a large extent do away with much of the "cut-throat" business that has cropped up in the trade recently.

It could be handled through the different dealers' associations and a move is now under way to organize a Brunswick Dealers' Association, the Victor and Columbia dealers being already organized.

Doing Well With New Lines

Although entering two new trade fields during the dull season, Cohen & Hughes, Inc., report a very satisfactory business so far for both the DeForest radio and the musical instrument line of the Fred Gretsch Co., being exclusive distributors for the latter in the territory which they cover as Victor jobbers.

William Biel, vice-president and general manager of the concern, recently returned from a trip throughout Virginia and in discussing the situation affecting both the radio and talking machine fields, said in part: "Radio representation in general is not what it should be, but within a few weeks we have started to clean up the situation by establishing thirty-five fine musical outlets for the goods we handle and the dealer buying from Cohen & Hughes is going to be enabled to put up such aggressive, powerful and clean competition that he will put out of the running competitors who are trying to sell obsolete or imperfect merchandise. We propose to demonstrate that the talking machine market is not only the permanent but the predominant market for radio goods, always bearing in mind that there is no music-reproducing instrument on earth like the Victrola."

Cohen & Hughes, Inc., report dealers in this territory are getting good results from the sticker form of advertising in which a Victor record is featured each week and which they are supplying the trade at actual cost—15 cents a hundred.

Columbia Sales Grow in This Territory

Columbia Wholesalers, Inc., distributors for the Columbia, report big sales and the new \$100 console and portable machines, both of which are enjoying a great demand in this territory.

"Sold out completely on three popular models, the No. 239 console, the No. 520 console and the No. 430 upright," said Vice-president William H. Swartz, who has his hands full looking after the business of the Columbia wholesalers while President Andrews is on his honeymoon in Europe, having been married to Miss Evelyn Wilcox, of this city, on the 21st of last month.

"In the radio line we note a very good demand for the portable sets," said Mr. Swartz, "and are featuring these models to good advantage in our advertising to the trade. The record business is better this year than for some years past and the Fourth of July sales were way ahead of those last year. We were sold out of the Bessie Smith record 14023-D, 'Frankie Blues' and 'Hateful Blues,' right along ever since it came out, while No. 14020-D, 'Sorrowful Blues' and 'Rocking Chair Blues,' are still going strong. The advance sale on 143-D, 'I Love Mizzoura' and 'When Dixie Stars Play Peek-a-Boo,' was among the largest holiday business that we have ever had. Generally speaking, we have no complaint about business and the outlook for Fall and Winter trade is very encouraging," Mr. Swartz concluded.

Radio Cabinet Co. Incorporated

The Capital Radio Cabinet Co. has just moved into its new factory at 901 South Fourth street. The factory is equipped as a woodworking plant to produce radio cabinets. The plant has a weekly capacity of from 1,000 to 1,500 cabinets, which are produced in various sizes.

Metropolitan Retailers Refurbishing Their Stores

Zimmerman-Bitter Co. Closes Deals for Important Store Fixture Installations

The Zimmerman-Bitter Construction Co., installers of equipment in talking machine stores, has recently secured several contracts for the installation and equipping of phonograph dealer shops near the metropolitan district. This company will remodel and install equipment in the store of Jerome W. Ackerly at Patchogue, L. I. The installation will consist of four hearing rooms, record racks, sheet music, musical instrument cases, new offices and display rooms on the main floor. The entire second floor will be done over as a modern piano display room in French period design and the interior re-decorated throughout. This installation will be one of the most attractive in the vicinity, according to A. Bitter, of the Zimmerman-Bitter Co. Jerome W. Ackerly is constructing a new building in Patchogue which will also be finished throughout by the company.

The Broad & Market Music Co., Newark, N. J., is having its entire store remodeled and additional record racks, sheet music and musical instrument cases added. The company is also having similar work done at its new store at 867 Broad street, Newark, by the Zimmerman-Bitter Co.

Sings at Convention

Anna Case, the popular Edison artist, started off the long-winded National Democratic Convention at Madison Square Garden, N. Y., on June 24, with the spirited singing of "The Star Spangled Banner," for the rendition of which she received much applause. By means of radio Miss Case's voice was carried to several million radio fans throughout the country.

On Your Mark!
Ready?
Go!—After that Victor Business
It's There!



BALTIMORE

WASHINGTON

"Noted for Service"



ROYAL

*is the most valuable franchise
in the music field today!*

INVESTIGATE the new Royal line of Phonographs, combination Phonograph and Radio and Neutrodyne Radio models.

Successful *retail merchandising* depends upon just the very things that the

Royal

line can prove in a dealer's store

1. INCREASED TURNOVER. Royal instruments are *bought* on sight because they are *better* and *different*.
2. LESS INVESTMENT per dollar sales in *Royal*; therefore, greater profit.
3. ROYAL INSTRUMENTS on a dealer's floor show up other merchandise, the handling of which does not pay.

Write, telephone or wire for the Royal plan. Our representative will gladly explain.

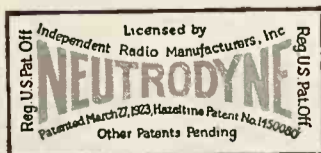
ADLER MANUFACTURING CO.
Louisville, Ky.

Address all communications to
LAMBERT FRIEDL
Vice President and General Sales Manager
881 Broadway New York City

District Representatives

- WILLIAM A. CARROLL
802 Bramson Building, Buffalo, N. Y.
EDRAY SALES CORP.
532 Republic Building, Chicago, Ill.
H. N. BUCKLEY
Cincinnati, Ohio
- RADIO EQUIPMENT CO. OF TEXAS
1319 Young Street, Dallas, Texas
BERGER SALES CO.
817 Liberty Avenue, Pittsburgh, Pa.
BLACKMAN SALES CO.
2002 Grand Avenue, Kansas City, Mo.
BRUNNER & LUKAS
881 Broadway, New York City
S. E. LIND, Inc.
Cleveland, Ohio
H. N. BUCKLEY
615 Peoples Bank Building, Indianapolis, Ind.
ROBERT HARRIS
1015 Chestnut Street, Philadelphia, Pa.
S. E. LIND, Inc.
2765 West Fort Street, Detroit, Mich.
MARKS PHONOGRAPH & RADIO CORP.
2215 Pine Street, St. Louis, Mo.

ROYAL
The Perfect Phonograph



ROYAL NEUTRODYNE*
The Perfect Radio

*Made by Broadcast Manufacturers, Inc.

Cleveland Retailers Handling Radio Cash in on the Political Conventions

Thousands Listen to Political Convention Proceedings Over Radio in Homes and Stores, Creating Excellent Publicity—Friendly Spirit Dominates Dealers' Meeting—The News

CLEVELAND, O., July 7.—Probably the best piece of publicity for the music industry as a whole that talking machine dealers have had to take advantage of was presented in the Republican convention in Cleveland and, to a somewhat lesser degree, the Democratic convention in New York. Every music merchant in town, and especially those in the downtown district, since they handled radio, anyway, was able to present the activities at these meetings to visitors in the stores as well as persons who gathered outside the stores. It is the opinion of merchants who attended to this business of interesting the public that a good many prospects have been developed, in not a few instances actual sales already developing.

Claravox Radio Speaker Interests

Some of the best results in this connection were obtained by the H. B. Bruck & Sons Co., using the new Claravox speaker supplied by C. H. Kennedy, sales manager of the Claravox Co. The new Claravox speaker is a departure in radio equipment devices. Among many features it is non-metallic, a big step forward. It is the development of C. E. Semple, inventor and perfecter. Mr. Kennedy and Mr. Semple are officers of the reorganized Claravox Co., with factory in Youngstown and offices at 1242 Huron road.

Convention Tie-ups

Good use of radio during the Republican convention week also was made by the Ohio Musical Sales Co. with the Sonoradio. A party to dealers both in and out of town was arranged by Grant Smith, head of this new wholesale distributing organization.

In connection with the convention and the receiving sets at the Bruck establishment, the Brucks installed their own broadcasting equip-

ment. The license feature prevented distance work, but, though kept to narrow confines, it was sufficient to broadcast in the immediate vicinity the music from talking machines and reproducing pianos, which could be seen operating in the windows.

Good Time at Association Meeting

Friendly spirit that is created and sustained through association work seldom has had a better demonstration than in the June meeting of the Music Merchants' Association of Ohio, held at Alber's Villa, west of Cleveland. Close to 100 persons attended, many members bringing guests. The affair developed into a social good time, with dancing, dinner, indoor and outdoor sports. Edward B. Lyons, Eclipse Musical Co., supplied automobiles to take the party out. The program was arranged by the gifted president, Dan E. Baumbaugh, manager of the May Co.'s talking machine department. John R. Ortli, South Side music merchant, brought his jazz band. F. C. Erdman, district representative for Victor, sang. John De Bello, of the May Co.'s piano department, gave an idea of what he was able to do when a member of the Chicago Grand Opera Co. and other talent was enjoyed.

Fine Publicity Tie-ups

Several new amusement enterprises have served as a link for the music industry to tie up to during the last few weeks. Conspicuous among them is the Euclid Gardens, which brought Vincent Lopez and His Hotel Pennsylvania Orchestra to town for the second time this season, through the effort of the Record Sales Co. More than 7,000 persons saw as well as heard the gifted Lopez. The Lopez group played later at Market Street Gardens, Akron, and then left for New York.

The next event at the Gardens was the

Mound City Blue Blowers, brought from Atlantic City by the local Brunswick district organization. The tie-up between the phonograph and the artist was significant here, in that several late models of Brunswicks, as well as Brunswick records, were exhibited at the Gardens during the Blowers' stay here.

Capitalize Ted Lewis' Appearance

One of the best contacts between the artist and the public was obtained by the Cleveland Columbia branch organization here with the appearance of Ted Lewis and His Band. Personal appearances were made at William Taylor Son & Co. and at the R. L. White Music Co., The Arcade. The White Co. went further by installing a box on the stage at every performance of the Lewis Band, and distributed tickets to every patron. More than 300 records were given away.

Dan E. Baumbaugh a Publisher

Dan E. Baumbaugh, manager of the May Co. talking machine department, has entered the ranks of the music publishers. His first venture is with "Sweet Rose O'Sharon," music by J. F. Karhan, assistant manager of the May Co. piano department, and words by Miss Marion Campbell, also of the May Co. staff. The original 20,000 issue was well absorbed during the first week.

New Publicity Device

A new advertising device for music and other merchants is being developed by Edwin Holt, of the Knabe Warerooms, Victor dealer. This device is a motion picture machine, electrically lighted and operated, in which an eleven-foot continuous tape is used. On this tape can be written, printed, pasted or stamped any pictures or words a merchant wants to use. By a system of reflectors the words and pictures are thrown on either a screen at the rear of a window or upon a translucent screen on the window. A picture one foot by three feet, or a scene covering the entire window can be made. Mr. Holt is considering the formation of a company to distribute the device. A factory for the manufacture of the machines already has been established.

Miss Lillian Meier Wed

Miss Lillian Meier, secretary-treasurer of the L. Meier & Sons Co., Victor dealer, was married on June 18 to Raymond Murdock, who is with the Van Sweringen interests, developers of the Station-on-the-Square. The wedding party was at Hotel Cleveland, where Louis Meier, Sr., did himself proud with an unusual supper and entertainment.

New Empire Plant Producing

The Empire Phono Parts Co. has completed its new plant, and is now going ahead with production. The new plant is located at 2261 East Fourteenth street, a block from Play House square and the center of music trade activity in Cleveland. This is an advantage for the trade that may want immediate service on replacements. The Empire, however, devotes most of its attention to the production of materials for manufacturers, and, according to W. J. McNamara, is working overtime in order to make prompt delivery. New equipment, a showroom for new devices developed, and an almost entirely daylight plant are features of the new factory.

Sherman, Clay Branch Moves

BAKERSFIELD, CAL., July 3.—Plans are now under way for the removal of the local store of Sherman, Clay & Co. to its new home at 1518 Nineteenth street, in the Southern Hotel Building. E. R. Armstrong, San Joaquin valley representative for this house, has been on hand here for several days to superintend the move. The Bakersfield branch of Sherman, Clay & Co. was established about fifteen years ago.

A radio receiving set functioning in a mine shaft 120 feet underground picked up concerts from local and distant stations without difficulty, showing that radio waves can penetrate the rock.



Last month some Victor dealers in Eclipse territory enjoyed unusually good business while others experienced the usual June quietness.

We compared their selling methods and it was self-explanatory. The first and more successful group of dealers WENT OUT AFTER BUSINESS while the latter merely WAITED FOR BUSINESS TO COME IN.

The barometer of business activity usually rises in exact ratio to the amount of sincere sales effort put forth.





"THE DIFFERENCE IS IN THE TONE"

The Starr Piano Company

STARR PIANOS for over half a century have represented highest ideals of craftsmanship. Each Starr Made Grand, Playerpiano and Upright represents a value known the world over.

STARR PHONOGRAPHS from the smallest table style to the elaborate console model possess musical worth which is the result of a careful coordination of each part into a perfect symmetry.

GENNETT RECORDS represent the highest attainment in the art of sound recording. Their variety, perfect reproduction and real musicianship of the artists have made them musical gems of rarest charm. Released every week.

THE STARR PIANO COMPANY

Established 1872

Factories: Richmond, Indiana

NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO, PORTLAND, KANSAS CITY, BIRMINGHAM, NASHVILLE, DETROIT, CINCINNATI, BOSTON, CLEVELAND, INDIANAPOLIS.

Trade in San Francisco Interested in the Proposed Convention of Coast Dealers

Convention Plans Practically Completed—Death of George R. Hughes Shocks Entire Trade—Successors to Posts Held by Deceased Appointed—Activities of the Trade During Month

SAN FRANCISCO, CAL., July 3.—The entire music trade of this city was greatly shocked to hear of the death of George R. Hughes, secretary of the Wiley B. Allen Co., who passed away at the Mercy Hospital in Chicago after a week's illness from bronchial-pneumonia. Mr. Hughes was stopping for a few days in Chicago en route from New York, where he attended the annual convention of the Music Industries Chamber of Commerce and where he was signally honored by being elected to the presidency of the National Association of Music Merchants. Mr. Hughes was fifty-six years old and was connected with the Wiley B. Allen Co. for twenty-two years, starting as a salesman and working his way up to the position of secretary and member of the board of directors. In addition to his business responsibilities Mr. Hughes was most active in civic and trade affairs.

Successors to George R. Hughes

The position held by George R. Hughes as head of the committee preparing for the Western Music Trades convention to be held the latter part of this month has been taken up by Philip T. Clay, president of Sherman, Clay & Co. At the same time E. H. Uhl was selected by the executive committee to act as chairman of the executive committee. This position was left vacant by the death of George Marigold in May. The death of Mr. Hughes left unfilled the position of president of the Music Trades Association of Northern California, which has since been filled by the appointment of Shirley Walker, of Sherman, Clay & Co. A vacancy on the board of directors was filled by the selection of Frank Anrys, general manager of the Wiley B. Allen Co.

Convention Plans Completed

Plans for the coming convention are rapidly assuming definite shape and it is safe to say that when the gavel falls on the morning of July 22 everything will be in ship-shape order. Advance reservations have more than exceeded the expectations of those who are in charge of this Western gathering and every committee re-

ports that every detail has been attended to. The position which radio has assumed in the music trades has been recognized and the subject of merchandising radio products will receive a large share of attention. The transportation problem will also be the cause of much discussion, as will the usual subjects, such as sheet music, small goods, pianos and talking machines.

"Victor Night" at Convention

The first night of the convention will be known as Victor Night and arrangements have been completed for a dinner-dance to be tendered to the entire convention with three Victor recording orchestras, all popular on the Pacific Coast, furnishing the musical features and dance music. The affair will take place at the St. Francis Hotel and the orchestras are Art Landry's, Max Dolin's and Halstead's. It is expected that the new Victor plant at Oakland will be a magnet that will attract many of the conventioners as visitors, an invitation having been extended to all.

Hauschildt Opens Branch

A branch store of the Hauschildt Music Co. has been opened in Manteca, Cal. Manteca is one of the small but rapidly growing towns in the San Joaquin Valley. The store will be located for a time in a portion of the Alger Furniture Store, but, as soon as business warrants and a desirable location can be secured, the company will have its own store. Talking machines, records and pianos are carried.

Magnavox Co. Moves

The Sonora distributor for the San Francisco territory, the Magnavox Co., formerly located at 616 Mission street, has moved to 274 Brannon street. F. B. Travers is manager of the Sonora organization for the Pacific Coast.

Tie Up With Isham Jones

Brunswick dealers tied up with the appearance of Isham Jones, exclusive Brunswick artist, at the Orpheum Theatre here recently. The sales of records by this popular artist were stimulated greatly. This is Mr. Jones' first appear-

ance in the Far West and he was under the guidance of C. L. Morey, Coast representative of the Brunswick Co., and J. J. Black, of the Wiley B. Allen Co.

Big Call for Columbia Products

The local branch of the Columbia Phonograph Co. reports that the past month has seen a satisfactory demand for portables crop up in both the city stores and in the different branches scattered along the Pacific Coast. The holiday and vacation season is in full swing and the desire for music as a necessary adjunct to a successful vacation is reflected in the demand for the portable type of instrument. Records are selling briskly and O. E. Sklare, Columbia dealer, of Portland, Ore., informed the Columbia headquarters that the New Process records are selling in a most satisfactory fashion, the demand being of large proportions and growing consistently.

Adds Brunswick

The White House, well-known department store, recently added the Brunswick line of phonographs and records. The talking machine business of this store has been growing steadily.

Stages Radio Demonstration

The City of Paris is doing a steady business in radio sets and recently announced that demonstrations would be given three nights during the week on Tuesday, Thursday and Saturday, between the hours of 7:30 and 10 o'clock. These hours were selected because reception is better at this time and the programs are more interesting.

Good Portable Business

J. J. Black, of the Wiley B. Allen Co., reports that portables are selling well in all the stores operated by the company. The record trade also continues to be brisk.

General Phonograph Corp. Enjoys Increased Demand

The New York district office of the General Phonograph Corp. reports that the total volume of record sales for the past month shows a 25 per cent increase over the same period of last year. Business is continuing brisk and new accounts are constantly being opened. Music Master loud speakers and portables are also going well. One of the departments of this organization which reports an unusually large increase over preceding years is the needle department. Needle sales are being pushed vigorously and orders for needles in million lots are quite common. Norman Smith, district manager, is quite satisfied with sales and predicts an even greater increase this coming month.

Geo. L. Fuhri Gotham Visitor

Geo. L. Fuhri, a son of W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., was a visitor to New York recently on a business trip which included a call at the Columbia factory in Bridgeport and an inspection of the recording laboratories. Mr. Fuhri is a member of the staff of the Columbia Wholesalers, Inc., at St. Louis, Mo., and his keen enthusiasm regarding his work is reflected in the rapid strides he is making under the able direction of A. B. Creal, vice-president and general manager of the Columbia Distributors, Inc.

Music on Lake Steamers

The music for dancing and entertainment on the fleet of excursion steamers operated on the Great Lakes and tributary rivers by the White Star, Ashley and Dustin lines will again be furnished this Summer by Finzel's Orchestra. Win. Finzel, manager of Finzel's Orchestra, is the personal director of the Finzel's Arcadia Orchestra of Detroit, exclusive Okeh dance orchestra and well known to dance enthusiasts in the Middle West.

A Radio Receiving Set Is No Better Than Its Tubes

Manufacturers who build business on performance insist upon testing and placing tubes of guaranteed grade in every receiving set they sell.

VOLTRON TUBES are thoroughly tested at our factory and absolutely guaranteed to meet the needs of your production.

VOLTRON Guaranteed Tubes
Made in all standard types.

Manufacturers and Distributors:
Write for our proposition.

VOLTRON SALES COMPANY
227 Fulton Street New York City, N. Y.

VOLTRON MANUFACTURING COMPANY, Newark, N. J.

Announcement

To Radio Manufacturers who are satisfied with nothing but the best, we now offer the facilities of our new modern cabinet works in the making of radio cabinets.

We will be pleased to figure your requirements and submit prices on quantity orders upon receipt of specifications.

RADIO MASTER CORPORATION
of AMERICA

BAY CITY, MICH.

F. B. WARD, Pres. & Treas.



The Radiola X and the

Radiola Regenoflex



Two Radiola Models of Particular Interest to the New England Talking Machine Dealer

The Radiola line, with its slogan "There's a Radiola for every purse," offers the talking machine retailer the best there is in radio. It is our intention, however, to feature from time to time various individual models of the Radiola line and their strong merchandising appeal for the talking machine dealer.

With the Radiola X you can feature a new and beautifully cabined instrument, with reception that is particularly clear and true. The selectivity is so sharp that no near station can interfere with distant programs—so simple that a beginner can operate it. A built-in loud speaker is one of its outstanding achievements.

The Radiola Regenoflex is a modified Radiola X in mahogany cabinet with external loud speaker and retails at a popular price. Both models have their individual appeal and offer the talking machine retailer numbers that are bound to make his radio department profitable.

As distributors of Radiola products it is our aim to confer with our dealers in the most efficient presentation of the line. Our service department is ready at all times to be of assistance to the dealer. We are able to serve our dealers with the best in the radio field.

If you are a talking machine dealer situated in New England it will pay you to write us today. Pittsco service is designed to increase your turnover and profits.

F. D. PITTS COMPANY

INCORPORATED

219 COLUMBUS AVENUE

BOSTON, MASS.

RADIO MERCHANDISE EXCLUSIVELY — EXCLUSIVELY WHOLESALE

The Trade in **BOSTON** *and* **NEW ENGLAND**
 JOHN H. WILSON, Manager
 324 WASHINGTON ST., BOSTON, MASS.

**Growing Sales of Portables Increase
 Business Volume in Boston Territory**

Expectations for Busy Fall Prevalent—Elks' Convention Brings Crowd to City—H. Fleishman Again With Steinerts—Columbia Trade Welcomes W. S. Parks—Send-off for Fred E. Mann

BOSTON, MASS., July 8.—Business in this city and surrounding territory has assumed its usual Summer condition—that is, it has slowed up to a very marked degree. Somehow or other people take it for granted there is no business in the Summertime and, therefore, there is a complete cessation of strenuous striving—a letting down of the bars, so to speak—with the result that July and the first half of August is always looked upon as a recreation period. Portable machines and records are being sold in fair quantities, however, without any tremendous appeal on the part of the dealers. Everyone here looks for a very excellent Fall trade and dealers who are stocking radio in addition to talking machines expect the largest volume of business ever transacted.

Elks' Convention Brings Crowds to City

Business was a little stimulated this week owing to the big Elks' convention which opened here yesterday. It brought an enormous crowd to Boston, and the city has been all keyed up over the gathering. The stores are handsomely decorated, and grandstands have been erected at several points throughout the city to accommodate the sightseers. In view of the fact that the Elks bring with them a great many of their home folks, they always leave considerable money in the city.

H. Fleishman Back With Steinerts

The house of M. Steinert & Sons, always glad to welcome back old and faithful employes, has got Herman Fleishman, who left the Boston concern early last September to take charge of the retail Victor department of Marcellus Roper in Worcester. While recognizing that the retail field is a good one and has its special advantages, Mr. Fleishman had become so used to the wholesale end of the business that he felt that was where he really belonged and, returning to his old house, he has been assigned to a part of his former territory, which was taken over by Emmet Ryan when Fleishman went up to Worcester. The Steinert Co. now has six outside representatives, Fleishman and Ryan being the two oldest ones. Fleishman will act as spe-

cial representative, covering western and southern Massachusetts and the States of Rhode Island and Connecticut.

New Englanders at Convention

There was a good representation of Brunswick men from New England over for the New York convention, these including C. F. Hanson, of Worcester; Alfred Pearson, of Worcester; Mrs. Pearson, Mr. Knipper, and Fred Gardner, of Lawrence; H. M. Curtis, of Lynn; Mr. McIntyre, of Manchester, N. H., and Mr. Miller and Mr. Titus, of Boston, the latter manager of the Jordan-Marsh Co.'s talking machine department; Mr. Maurice, of New Bedford, and Mr. Popkin, Mr. Feldmann and Mr. Davis, of the United Music Store, of Brockton. Harry Spencer, New England manager of the Brunswick Co., was on hand and he acted as host to several merry parties. Platt Spencer, Harry's brother, was in New York for a couple of days.

Window Service Pleases

Speaking of the Brunswick it is of interest that the New England dealers are quite enthused over the new window display service and more than 40 per cent of the dealers have subscribed to the service, which includes five cards set in attractive frames and featuring new releases.

J. Z. Kelley Becomes Brunswick Dealer

A new Brunswick dealer which Kraft, Bates & Spencer have just signed up is John Z. Kelley, of Lynn, who is one of the best-known talking machine dealers in that city. Mr. Kelley's initial order of Brunswick goods was a very large one.

Outing Portable in Demand

Seasonable business is the way the conditions at the A. C. Erisman Co. are described this month. The special outstanding line for which there is a pronounced demand is the Outing portable, which is finding favor with those planning their Summer vacations. Mr. Erisman has lately made a careful survey of the territory embracing such places as Hartford, New Haven, Waterbury and New Britain, Conn.,

**Standard
 Radio
 Products**

Exclusively



Wholesale

Send for Catalog

**The Eastern Talking
 Machine Co.**

**85 ESSEX STREET
 BOSTON MASS.**

where he found business about the same as in other places.

Artistic Vocalion Display

Vocalion Hall, where the Vocalion, Edison and Victor machines are featured, has a very interesting window display which is attracting many persons. At the left is a beautifully

(Continued on page 80)



PROFIT BY THAT 48 PER CENT

The Victor Co. announces that Victrola production this year will exceed by 48 per cent that of 1923—This means that there is a definite market for these extra Victrolas. Make arrangements now to enjoy YOUR 48 per cent increase in machine sales this year. That's your share.

**OLIVER DITSON CO.
 BOSTON, MASS.**

*Victor
 Exclusively*

**CHAS. H. DITSON & CO.
 NEW YORK**

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 79)

Sales Ideas Win

Exclusively



Wholesale

The Eastern Talking
Machine Co.

85 ESSEX STREET
BOSTON MASS.

name of the Maine Music Co. he conducts successful stores at Rockland and Sanford, Me., and at Colebrook and Berlin, N. H. Mr. Snow was hoping to have his new Portland establishment opened by July 1.

New Columbia Manager Welcomed
William S. Parks, who has come to Boston as the successor of Fred E. Mann as manager of the New England department of the Columbia Co., arrived in Boston soon after the middle of June, and he received a royal welcome from



William S. Parks

everyone. On reaching his desk he found a large cluster of carnations, the gift of the office staff. On one day he was tendered a lunch by Mr. Mann and on another day he was the guest at a luncheon by Arthur C. Erisman, who now has his own company but was formerly a member of the Columbia personnel. Mr. Parks had not been in town but a short time before he was made to feel at home and he was called upon by many in person, received both letters and telephone calls, all wishing him the best of success. So Manager Parks starts off with the best wishes of a host of friends. He came North from Atlanta, Ga., by auto, stopping off first at Baltimore, then at New York, and reaching Boston without any mishap.

Fred E. Mann Gets Cordial Send-off
On the afternoon of June 20 retiring Man-

gowned bride against a handsome and artistic setting and on the opposite side is a Vocalion machine suggestive of an appropriate wedding gift.

C. B. Snow to Open in Portland

Charles B. Snow, of Cressey & Allen, of Portland, Me., was in town during the month and it is understood he is going into the retail business in Portland. Mr. Snow has rather extensive interests musicwise and under the

SPRINGS

VICTOR	
1 1/4"x.022x17', bent each end.....	No. 6543 \$.57
1 1/4"x.022x18' 6" marine ends.....	No. 3014 .58
1 1/4"x.022x17' bent arbor.....	No. 5382 .57
1 1/4"x.022x13' bent arbor.....	No. 5423 .50
1 1/4"x.022x9' bent arbor.....	No. 5427 .42
1 1/4"x.022x9', bent each end.....	No. 6542 .42
1"x.020x13' 6" marine ends.....	No. 2141 .32
1"x.020x15' marine ends.....	No. 3335 .35
1"x.020x15' bent arbor.....	No. 5394 .38
1"x.020x15', bent at each end.....	No. 6546 .43
COLUMBIA	
1"x.028x16' crimp arbor, new style.....	No. 20009 .67
1"x.028x10' Universal.....	No. 2951 .34
1"x.028x11' Universal.....	No. 2951 .36
1"x.030x11' hook ends.....	No. 1219 .85
1"x11' for motor No. 1.....	No. 1219 .85
HEINEMAN	
1"x.025x12' motors, Nos. 33 & 77.....	.35
1 3/16"x.026x19', also Pathé.....	.75
1 3/16"x.026x17'.....	No. 4 .59
MEISSELBACH	
7/8"x10' motors, Nos. 9 & 10.....	.29
1"x9' motors, Nos. 11 & 12.....	.31
1"x16' motors, Nos. 16, 17 & 19.....	.49
2"x.022x16', rectangular hole, 18k10.....	1.20
SAAL-SILVERTONE	
1"x.027x10', rectangular hole.....	No. 144 .42
1"x.027x13', rectangular hole.....	No. 145 .48
1"x.027x16', rectangular hole.....	No. 146 .58
BRUNSWICK	
1"x.025x12', rect'gular hole, regular.....	No. 201 .43
1"x.025x18', rect'gular hole, regular.....	No. 401 .58
KRASBERG	
1"x12' motor 2A.....	} Pear-shaped and .45
1"x16' motor 3 & 4.....	} rectangular holes .55
1"x18' new style.....	} on outer end .60
EDISON	
1 1/2"x.028x25' regular size disc motors.....	1.25
1"x.032x11', Standard.....	.55
1 5/16", Home.....	.70
1 5/16"x18' type A 150, old style disc.....	1.28
1" Amberola 30-50-75.....	.56
1 1/16", B 80.....	1.15
SUNDRIES	
1"x.025x9', pear-shaped Stewart.....	.34
1"x.025x16', Sonora, Style 30.....	.52
25/32"x.026x10', P.S. Swiss Motors & Pathé.....	.36
1 1/4"x.025x17' round hole, Mandel.....	.75
3/4"x.022x9', pear-shaped small motors.....	.26
1"x.025x16', pear-shaped hole or rect.....	.50
7/8"x.023x10', marine ends, Hein. Col., etc.....	.29
3/4"x.025x10', marine ends, Hein. Col., etc.....	.27
5/8"x.020x9', marine ends.....	.21
1 1/2"x.020x9', marine ends.....	.18
Victor Gov. springs, No. 1729.....	per 100 .95
Victor Gov. balls, n/style, No. 3302.....	each .07
Victor-Columbia Gov.sp., screw washers, 100.....	.72
Columbia Gov. springs, No. 3510.....	per 100 .95
Columbia Gov. ball, lead, flat and spring.....	.08
Columbia Gov. ball, new style & spring.....	.08
Turntable felts, wool, green, 10", 15c; 12".....	.18
Terms, 2% cash with order.	

TALKING MACHINE SUPPLY CO., PARK RIDGE, N. J.

ager Fred E. Mann was given a cordial send-off by the Columbia office force, Columbia branch associates and personal friends who gathered at the Columbia headquarters at closing time. Assistant Manager William R. Fleming acted as toastmaster and Mr. Parks made an address referring to the old days when he was so pleasantly associated with Mr. Mann at the old Columbia headquarters on Federal street. Mr. Mann, on behalf of his large following, was presented with a complete golf outfit which pleased him immensely and in his acceptance spoke of his seven pleasant years with the Columbia staff. Among those who had part in the occasion were Sales Manager McClure, of the dictaphone department, and G. P. Donnelly,

Okéh and Odeon Records

OKEH records, with early releases of the popular song and dance hits recorded by prominent artists, and imported Odeon recordings, revealing the true beauty of Old World music, are bringing new customers to the dealers' stores with regularity.

Helping New England dealers to get their full share of this business by fast, efficient service and hearty co-operation, is

General Phonograph Corporation
of New England

126 Summer Street Boston, Mass.

Buy OKeh Needles—They Keep Record Sales Alive!

HORTON-GALLO- CREAMER CO. NEW HAVEN



VICTOR
WHOLESALE

who serve a small clientele of preferred dealers especially well.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 80)

now of the A. C. Erisman Co., but with the Columbia up to a few months ago.

Planning for Sonora Fall Trade

Business with the New England Phonograph Distributing Co., of which Joe Burke is the head, has been making a good showing for the month of June, and there is, accordingly, much encouragement. Joe has just been over in New York, having gone there to confer with the Sonora people relative to lining up for the Fall program and arranging for shipments. Word has come to Manager Burke that the new low-priced radio and phonograph combined, known as the Sonoradio 242, will shortly be ready for delivery. The new loud speaker which is being put out in connection with the radio outfit is being widely called for and especially by dealers, who pronounce it one of the best of its kind.

K. T. Finney Now Proud Father

Kenneth T. Finney, of the Kraft, Bates & Spencer forces, has become the proud father of an eight-pound boy born at the Finney home in Wollaston. Up to date no one has seen the cigars. The youngster is named for his father.

Edward Kilgore Takes to the Air

Edward Kilgore, assistant manager of the Eastern Talking Machine Co., went over to Westfield a while ago, but not by train or auto. He took the air route, flying from the official field in East Boston and doing the trip, of a distance of about 110 miles, in a little more than an hour. He was accompanied by Captain E. R. Knight, of the air service. Mr. Kilgore remained in Westfield several days and then flew back to Boston.

Visitor From Seattle

A Boston caller who was given a pleasant welcome here was C. H. Cobb, of Sherman, Clay & Co., of Seattle, Wash., who stayed in town for four or five days. Mr. Cobb is a native of Boston and he visited a number of the men in the talking machine trade.

Business Changes Hands

A business transfer which is of interest to the Boston trade is the sale of O'Neil's Music Shop to Korbey's Melody Shop in Lawrence, located at 239-A-241 Broadway, that city. John H. O'Neil, of the first-named store, will remain

A Message of Vital Importance to New England's Victor Retailers

New England has long been called The Summer Playground of America. The Summer season offers tremendous possibilities to the progressive

Victor Retailer for the sale of portable Victrolas which are particularly adapted for camping, canoeing and all outdoor uses.



VICTROLA VI



VICTROLA NO. 50

Plan Your Summer Campaign Now

Our stocks are complete, but we anticipate a shortage on portable models owing to the unusually large demand.

Anticipate your summer requirements and **Order Now. Delivery guaranteed.**

M. STEINERT & SONS CO.

35—39 Arch Street

BOSTON

New England Victor Distributors

"STEINERT SERVICE SERVES"

"Proven by Deed—Not Word"

with the other place, paying special attention to the talking machine business.

Now It's a Maxwell

Watch for Herbert Shoemaker on the road these days. He's got a new car, this time a Maxwell, which supplants his Essex, which he purchased a few months ago. Manager Shoemaker says business at the Eastern Talking Machine Co. is about what it was during May. And, while talking of cars, one must not forget that Edward Kilgore also has a new machine, having just traded his old one for a Cleveland.

Back From Honeymoon

E. H. McCarthy, "Smiling Ed" as he is called in the trade, and his bride are back from their

wedding trip, which was spent in Cuba, and E. H. is again plugging away at the Columbia headquarters.

Brief But Interesting

E. D. Coots, assistant general sales manager of the Sonora Co., was in town the latter part of June and called on many of the dealers around Greater Boston, with whom he is very popular.

Francis T. White, of the talking machine department of the C. C. Harvey Co., plans to spend his vacation at Falmouth Heights, where he has been for several seasons.

A new man to join the radio department of the C. C. Harvey Co. is R. H. Mason, lately of Bristol, England.

Lloyd Spencer, general manager of the Silas Pearsall Co., of New York, is expected to be in town over the Fourth of July and will be the guest of Kenneth Reed, Victor manager of the Steinert house at his Summer home in Orleans.

Walter Gillis, who conducts a Victor department under his own name at 429 Boylston street, spent two weeks at his home lately, his absence being made necessary because of illness. He is able to be at his office a few hours each day now, however.

A. J. Jackson, of 415 Boylston street, Victor dealer, is contemplating a trip to the Pacific Coast which will occupy several weeks.

G. D. Shewell, Jr., of the New England department of the Cheney, was over at the New York convention, and since then has been motoring over the road visiting among the Cheney representatives.

Charles H. Farnsworth, head of the Eastern Talking Machine Co., who was a visitor to the Victor Camden factory early in June, plans to open his Marblehead Summer home early in July.

Platt Spencer made a business trip through Maine toward the end of June and found a far better feeling in the trade. He was able to place a number of Brunswick orders.

The Norman W. Henley Publishing Co., 2 West Forty-fifth street, New York, recently announced a revised edition of the "Inventor's Manual, How to Make a Patent Pay," designed as a guide to inventors in perfecting their inventions, taking out patents and disposing of them. The author is George M. Hopkins, a successful inventor with twenty-five years' experience and the revision was made by A. A. Hopkins of the American Statistical Association.

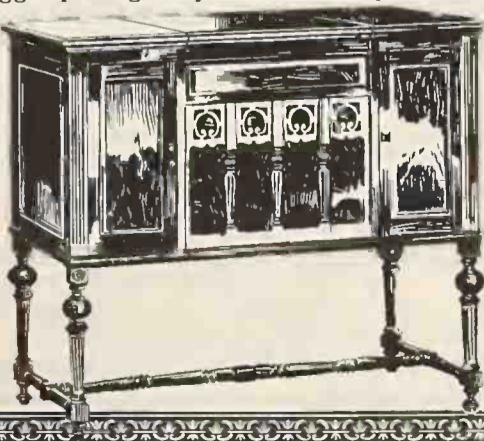
All The World Is Turning to Brunswick

Maximum Discounts and Community Leadership Bring Brunswick Dealers Bigger, More Profitable Business

A Brunswick franchise will mean more money and a bigger prestige in your community. Compare the advantages with those you now get.

- 1—Maximum discount. More profit per sale, per month, per year. More profit on your present volume of business.
- 2—Direct contact with us. Controlling our own distribution, all dealer transactions are direct.
- 3—Ample protection of your franchise because distribution is controlled directly by us. Hence the unusual value of a Brunswick protected franchise.
- 4—A wide variety of instruments in all types. Prices ranging from \$45 to \$775.
- 5—LEADERSHIP IN MERCHANDISING enabling you to be the leader in your community.

KRAFT-BATES and SPENCER, Inc.
80 Kingston Street Boston, Mass.



California Association Adopts Standard Radio Guarantee and Trade-in Allowance

Radio Division of the Music Trades Association of Southern California Makes First Move in Trade to Protect Dealers From Loss Through Profit-killing Competition

LOS ANGELES, CAL., July 2.—The Radio Division of the Music Trades Association of Southern California has adopted a standard form of guarantee, which reads as follows:

Standard form adopted June 23, 1924, by the Radio Division of the Music Trades Association of Southern California.

This radio receiving set is guaranteed against defects in materials and workmanship, and to be in perfect working order at time of delivery.

Reception of distant stations with this set is not guaranteed.

Free service will be given for a period of thirty days from date of sale.

Tubes and batteries are not guaranteed as to life, and are replaceable at purchaser's expense.

Dealer

City..... State..... Date.....

I have read the above standard form and I agree to its

conditions. Your representative has demonstrated receiving set

.....
 Make Model Number
 to be satisfactory and in good working order.

Purchaser

Witness

Salesman

The use of the above form will tend very greatly to clear the situation in regard to ill-considered promises of long-distance reception and will relieve dealers of the burden of being expected to give unlimited free service.

Standard Radio Trade-in Allowance

A special committee was appointed by the Radio Division of the Music Trades Association of Southern California to investigate and report on a fair basis of exchange or allowance for old and used radio sets in partial payment for new ones. A number of dealers declared that they would not take any old sets as partial payment or in exchange under any circumstances. But it is believed by many that the practice may become general as it exists in the piano, phonograph and automobile businesses. There is also the problem of having some basis of credit for radio sets bought by customers and after use of few weeks or months offered as part payment towards sets of higher prices from the store where they were purchased originally. The committee has recommended that the basis of exchange and trade-in value be estimated under the following schedule:

- Allowance on Radio Set 1 mo. old less 15% to-day's list
- Allowance on Radio Set 2 mos. old less 30% to-day's list
- Allowance on Radio Set 3 mos. old less 45% to-day's list
- Allowance on Radio Set 4 mos. old less 50% to-day's list
- Allowance on Radio Set 5 mos. old less 55% to-day's list
- Allowance on Radio Set 6 mos. old less 60% to-day's list
- Allowance on Radio Set 7 mos. old less 65% to-day's list
- Allowance on Radio Set 8 mos. old less 70% to-day's list
- Allowance on Radio Set 9 mos. old less 75% to-day's list
- Allowance on Radio Set 10 mos. old less 80% to-day's list

Opens Talking Machine Dept.

CAMBRIDGE, O., July 7.—The formal opening of the talking machine department of the C. A. House Music Store was the occasion of the gathering of hundreds of patrons. The Victor line is carried exclusively and a complete display of the latest styles and models was on exhibit. This store has been in existence for fifteen months and under the management of L. W. Bell it expanded so rapidly that it was found necessary to move to larger quarters, which was done last November, when it became established at its present location at 933 East Wheeling avenue. Mr. Bell is a firm believer in taking advantage of every means of increasing business through direct personal effort and publicity of all kinds.

Cabinet Co. Chartered

The Supreme Cabinet Co., New York, was recently incorporated at Albany, N. Y., with a capital stock of \$10,000, to function as a department store. The incorporators include M. Shindler, S. Cartaino and M. Lieberman.

MANUFACTURERS
OF
RADIO
COMBINATION SETS
USE **EBY** POSTS
Write for Catalogue No. 15
THE H. H. EBY MFG. CO., Phila., Pa.



Encouraging Business Outlook in the West

Two well-known members of the trade are presented in the accompanying photograph just received by the sales department of the General Phonograph Corp., New York. These popular phonograph men are Ralph S. Peer, director of record production of the General



Walter S. Gray and Ralph S. Peer Phonograph Corp., and Walter S. Gray, who has just been appointed Okeh and Odeon jobber on the Pacific Coast. Mr. Peer spent the month of June in California and other points in the Far West, visiting the jobbers in this important territory and arranging for an intensive sales campaign for the coming Fall. He returned to New York a few days ago with encouraging reports of the business situation in the Far West and Southwest.

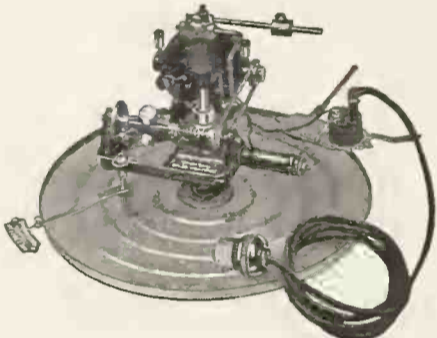
C. R. Mores Now Manager

FORT WAYNE, IND., July 7.—Announcement was made recently of the appointment of C. R. Mores, of Omaha, Neb., as manager of the Packard Music House here, succeeding Glenn W. Mills, whose death occurred earlier in the month. Mr. Mores, who was personally secured for this post by Albert S. Bond, president of the Packard Piano Co., was formerly in charge of the Victrola jobbing department of the Ross P. Curtis Co., at Omaha, and is well and favorably known in the trade.

The PHONOMOTOR CO.

WM. F. HITCHCOCK, Proprietor
121 West Avenue Rochester, N. Y.

An Electric Equipment for the PHONOGRAPH



Fully GUARANTEED

Universal—alternating or direct current. Complete, with every part ready to run.

Sample, mounted on motor board, 12x12 3/4, \$25.00 C.O.D. Money back if not satisfactory.

The PHONOSTOP

An automatic stop for all talking machines, 100% efficient.

STANDARD FOR EIGHT YEARS



Guaranteed.

Sold direct to manufacturers all over the world.

Nickel or Gold.

Your phonograph is worthy of the best stop.

This is the only one.

Your customers appreciate it

Our NEED-A-CLIP

A fibre needle clipper with hardened tool steel blade, retails at 75c, does its work perfectly, indefinitely.

WE ALSO SELL GENERAL PHONOGRAPH HARDWARE

Trade Prices upon application

The PHONOMOTOR

Trade-Mark Reg. U. S. Pat. Office

UNIFORM QUALITY = **UNIFORM RESULTS**

You can safely rely upon the quality of our

COTTON FLOCKS for PHONOGRAPH RECORDS

Write for samples and quotations

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

Fair Business Marks Mid-Summer Season of Trade in the Richmond Territory

Sales Volume of Machines and Records Compares Favorably With Same Period of Last Year—Brisk Demand for Portable Instruments Enjoyed—Dealers Add New Lines—The News

RICHMOND, VA., July 9.—Talking machine dealers in this territory found June business somewhat slower than that of the corresponding month of last year, but as a rule business for the six months' period from January 1 to July 1 was appreciably above that of the same period of 1923. Walter D. Moses & Co., Victor dealers, who closed their fiscal year July 1, reported that volume of business done since July 1, 1923, was 15 per cent greater than that of the preceding year. The firm was especially pleased with its achievement in May, 1924, business that month having been just double that of May, 1923. June, however, slowed up and fell below June of last year. While console models of medium price continue the most popular with this firm's trade, a good many high-priced machines are also being sold.

Featuring Portables

Portables of medium price are in greatest demand. The Corley Co. has been featuring its \$50 Victor portables at terms of \$5 cash, with monthly payments of \$5 on the balance. They are advertised as being "just right to take on a picnic or camping trip."

Due to the fact that September 1 is annual Moving Day in Richmond, business in talking machines is not expected to pick up to any extent until after that date. The merchants point out that the average person who has to move usually prefers to put off buying phonographs until after moving is over, rather than to make purchases during the Summer and run the chance of having the cabinet damaged in the moving process.

Plan to Feature DeForest Line

The Columbia Furniture Co., which recently took on the Kennedy radio line, announces that it has arranged to handle the DeForest line also. The firm handles Victor talking machines and Pal portables.

Dance Records Lead

Dance records continue to be leaders, and the dealers anticipate steady business in them throughout the Summer. The James Cowan Co., Columbia dealer, reports that blues records are ready sellers just now.

New Okeh Dealers

This firm, which is also distributor for the Strand machine and Okeh record, announces the appointment of the following new Okeh dealers: Baltimore Furniture Co., Charlotte, N. C.; Bland Piano Co., Winston-Salem, N. C.; Addington Jewelry Co., Coeburn, Va.; Jackson Fleet Drug Co., North Tazewell, Va.; S. H. Bibb, Bedford, Va.; Star Furniture Co., Main Street Furniture Co., Dowdy Furniture Co., Martine Music Co. and Huband Furniture Co., all of Richmond.

Crossing Continent in Ford

John Cowan, son of James Cowan, head of the James Cowan Co., recently received his discharge from the United States Navy at Honolulu. Upon reaching Seattle he invested in a Ford and started back home across the continent in the car, accompanied by a buddy who got out of the Navy at the same time he did.

Dealers Add Starr Line

H. Wallace Carner, Starr distributor, announces the appointment of several new Starr dealers in Richmond as follows: R. E. Burke Furniture Co., Swannsboro Furniture Co. and Thomas Bros. These dealers will also handle Gennett records. Mr. Carner left early this month on a business trip through northern Virginia. He says his trade is evincing interest in the Starr "install-your-own" radio style model which his company is now putting on the market, and he believes that it is going to prove a good seller. In addition to including the full attributes of the Starr phonograph, the instrument is equipped with ample space for the installation of a radio set, and it is claimed

that amateur cabinet makers as well as amateur electricians and radio enthusiasts can install the set without difficulty. A duplex, double-throated horn serves the purpose of amplification, each throat being independent and requiring no adjustments from one to the other. This latest Starr innovation is expected by wholesalers and retailers to have a considerable influence on sales.

F. R. Kessnich New Corley Manager

The Corley Co., Victor dealer and distributor, has appointed Fred R. Kessnich manager of its wholesale department, to succeed F. W. Schwobel, who resigned recently to join the sales force of the Tomlinson Chair Mfg. Co., of High Point, N. C. Mr. Kessnich entered upon his

new duties July 1. He grew up with the wholesale department of the Corley Co. and is thoroughly familiar with all details of the department. For the past several years he has been in another business, traveling out of Atlanta.

Wood Bros. Open Branch

The Wood Bros. Piano Co., of Parkersburg, W. Va., have just opened a branch store at 610 East Grace street, Richmond. Phonographs will be handled in a limited way, lack of space in the store preventing the carrying of a large stock in this line. For the time being Cheney and Sonora lines will be carried, but it is not definitely decided whether they will be carried permanently, according to W. B. Wood, manager of the Richmond store. The Cheney and Sonora stock was supplied by the Parkersburg store, which has been handling these lines for some time.

The firm also is opening a new store in Greensboro, N. C. Another of its branches, known as the Knabe Warerooms, is located in Norfolk.

Sell SPENCERIAN PORTABLES now

They create customers for you who will quickly ripen into your liveliest prospects for big machines.

The rich, sweet tone of SPENCERIAN Portables, and their thoroughly high quality, makes phonograph enthusiasts, who are friendly customers of yours.

Besides, there is a nice profit for dealers in SPENCERIAN Portables them-

selves. And two of the three SPENCERIAN models are in handsome natural wood-finish cases, making them proper instruments to use in any parlor, thus assuring you of steady turnover even throughout the winter months.

\$25.00 East of the Rockies

"BELTONE" Model

Gives full, sweet tone, out of wood tone chamber. Case of 5-ply laminated wood, with dovetailed joints, and covered with black Dupont Fabrikoid, protected against scratching by "domes of silence." Has United motor, non-spill needle cup, and practical record carrier. Locks up securely, and can be easily carried by handle.



JOBBERS
our offer will
interest you

Westphono, Inc.
46 W. Fourth St.
SAINT PAUL, MINN.

Sales of High-Priced Period Models Feature Business in St. Louis Field

Demand for Expensive Instruments an Unusual Trend for This Season—No Parking Rule Abolished—Opera Creates Record Demand—Music Memory Tie-up—Repair Men's Meeting

ST. LOUIS, Mo., July 8.—It is the people who have the money and do not need to worry about hard times who are buying talking machines this Summer, and they are buying the best. Dealers report an unusual number of sales of high-grade period machines. Unusual, that is, for this period of the year. Cheaper machines are not going so well because, while times are not "hard," a lot of people think they are or that they are going to be, and so they are not buying what they can get along without. But dealers think that, with the national conventions out of the way, there will be some improvement from now on, expanding to big improvement after the election. Wet and cool weather continued to the end of June, affecting sales of small machines and portables and records, but July started off better, with indications of making amends. Meantime the largeness of the sales compensates in volume for the smallness in numbers.

No Parking Rule Repealed

The all-day no-parking rule which was in effect several weeks, over the protests of the music merchants, was abrogated late in June, and the sales of records, which had been particularly hurt by the rule, immediately improved. Community stores, which had reaped the advantage of the Olive street regulation, experienced a return to normal. The Olive street music men, who joined with other interests in opposing the regulation, were not entirely victorious, since the old rule is replaced by another prohibiting parking between 7 and 10 a. m. and 4 and 6 p. m., but the new one is not so bad and the merchants will put up with it.

Opera Season Aids Record Sales

The municipal opera season is again helping sales of records. All dealers are pushing the records of the operas that are put on from week to week. They call attention, by different methods, of their customers to the records of the current week's bill and are having good results. An advantage is that these are all standard records.

Tie-up With Music Memory Contest

The Music Memory Contest in the schools of Mount Vernon, Ill., was a most successful affair. It was the first of what they hope to make an annual contest there.

The Victor dealer in Mount Vernon is the J. N. Johnson Co. and through the efforts of the manager of the Victor department, Miss Grace Maxey, it has made many friends of the teachers and pupils through concerts in the schools and children's concerts on Saturday mornings. Miss Maxey turned over one booth in the store to the children, allowing them to play the contest records at any time they pleased. A table in the room contained a quantity of reference material at which the children might write and study. Many prizes were offered to the winning school; that of the J. N. Johnson Co. was a set of charts and records illustrating the instruments of the orchestra. The Music Study Club offered \$10 worth of records and specified double-faced Red Seals.

The Johnson Co. reports the sale of almost \$250 worth of records as a direct result of the contest.

Forty Per Cent Columbia Gain

A forty per cent increase in the demand for Columbia products is reported by Gordon W. Mory, who covers western Kentucky, Texas, Arkansas, Mississippi and Louisiana territory for the Columbia Distributors, Inc., of St. Louis. In a chat with The World Mr. Mory said: "There is every indication of a big year and unless the phonograph dealers place their requirements early they are going to be caught with no merchandise this Fall. In Texas there will be harvested one of the biggest grain crops in history. Cattle are finer than ever and there is plenty of grass and the cotton crop also looks good. Conditions in the lumber industry are generally improving. Shortage of labor is resulting in high wages and this means that there will be more money to spend, all of which is good for retail business. The consumer wants quality at a reasonable price.

Repair Men's Meeting

A large number of repair men and dealers in this territory gathered in June for a meeting with Victor factory representatives; H. H. Murray, consulting engineer; S. T. Williams, production engineer, and Park Willis, mechanical engineer, were present to give information and help on the care of Victor motors. About forty people were present. The afternoon meeting centered about electric motors. The evening meeting concerned spring motors, repair service, etc., with additional talks by Mr. Murray and Mr. Williams.

The final touch to the evening was given by T. L. Husselton and his "swan song." Mr. Husselton leaves the territory soon to take up new duties and took this opportunity to say good-bye to many of the friends he is leaving.

Miss Reba Eibeck, formerly in the Victor department of Block & Kuhl Co., of Peoria, recently joined the selling staff of the T. D. Music Box, St. Louis. Miss Laura Templeton, whose place Miss Eibeck takes, was married in June, leaving immediately for Detroit, her future home.

News Gleanings

Distributors say retail dealers' stocks are about as low as they can get and that dealers throughout the St. Louis territory are beginning to buy more freely, in anticipation of better business soon.

J. M. Terry, Jr., an Edison dealer, of El Dorado, Ark., attended the Shriners' Convention at Kansas City and stopped off here for a visit to the store of the Silverstone Music Co.

Mark Silverstone, president of the Silverstone Music Co., Edison distributor, left the latter part of June with the Advertising Club of St. Louis for London to attend the international convention. He took his son, Julius, with him, and they will be gone three months, touring England, Scotland and France.

Mark L. Duncan, of the Chicago Talking Machine Co., spent a couple of days recently

with Manager Geissler, of the Famous & Barr Co. talking machine department, and departed for the North.

Jack Morton, manager of the National House Furnishing Co., Wood River, Ill., is distributing fans, shaped like phonograph records, to churches, lodges and other organizations, advertising Brunswick records.

F. H. Brant, of the Artophone Corp., is traveling in southern Illinois, following a trip through Kentucky and Tennessee.

Manager Hammon, of the Kieselhorst Piano Co., is conducting a city-wide canvass in the interest of both the piano and talking machine departments of the firm and reports numerous sales and a large number of prospects which are expected to materialize in the Fall.

The Thiebes Music Co. has been giving special radio programs at the Chase Hotel, featuring recent song and instrumental successes.

A. Fritzsche, vice-president of the General Phonograph Co., New York, was here late in June and left for Cleveland.

The Koerber-Brenner Co., Victor distributor for the St. Louis territory, has taken additional space in the building it occupies.

May Stern & Co., an old-established furniture house with an excellent merchandising reputation, have now acquired the Brunswick franchise.

Recent visitors to Brunswick headquarters: John B. Foster, of Foster Jewelry & Music Shop, Monroe, La.; Henry Bruegge, of Breese, Ill.; Gus Grob, of Grob Bros., Columbia, Ill.

Kaemmerer's Music Shops, of this city, recently joined most of the North Side merchants in a display held at the Y. M. C. A. Building on Cass avenue. Brunswick phonographs, records and pianos were displayed by Mr. Kaemmerer for the week of the show.

Frank S. Horning, phonograph department manager for Stix, Baer & Fuller, of this city, was a recent visitor to the Music Dealers' Convention at New York. While there Mr. Horning viewed for the first time the new Brunswick Radiolas and returned highly enthusiastic over the possibilities for a considerable sale of this new Brunswick feature.

Al DeMerville, of the DeMerville Piano & Music Co., recently returned from a three weeks' tour which included Chicago and points North in its itinerary.

New Edison Record Envelope

Thos. A. Edison, Inc., has just issued for the use of its dealers a new form of record envelope bearing on its face a reproduction of an Edison record upon which appear the portraits of twenty-seven of the leading Edison artists, including Anna Case, Frieda Hempel, Rachmaninoff, Albert Spaulding, Marie Rappold, Emmy Destinn and other favorites. Below the reproduction of the record is printed a list of the artists corresponding to the key numbers on their portraits.

Cash in on Legion Drive

Upon receipt of the Brunswick record of "What Has Become of Hinky Dinky Parlay Voo" Buescher's, aggressive Brunswick dealers of Cleveland, mailed out several thousand specially printed postcards to members of the local American Legion. This idea produced immediate results, and in many instances reports state that the ex-service men came in carrying the postcard. A great many records were sold during the first few days after the mailing and results to date are not complete.

New Music Store Opens

RED OAK, IA., July 10.—The Jardine Music & Art Shoppe recently opened with a complete line of musical instruments, including the Victor and Edison line of phonographs and records, pianos and a small goods and sheet music department. The establishment is one of the most attractive in this vicinity.

The Artophone Corporation

Twenty-four-hour service on OKEH Records

Note the following popular selections:

Hill Country Music

Blues Numbers by Famous Negro Artists

Race Record Importations

Complete lists of all language records, late dance and song hits, late types of standard selections

1103 Olive St., St. Louis, Mo.

203 Kansas City Life Bldg., Kansas City, Mo.

**Associate Your Store
with the Success of
MAGNAVOX M4**

IT pays to be identified with the quality, reputation, dealer service and large sales volume of Magnavox Products.

The demand for Magnavox Reproducer M4 alone stimulates excellent business in good stores everywhere—due primarily to its extraordinary value, but also powerfully reinforced by the Magnavox policy of assisting dealers.

Write us for samples of new booklets and folders on the Magnavox radio line illustrated below.

**There is a Magnavox
for every receiving set**

Reproducers

- M4—the latest Magnavox achievement: requires no battery \$25.00
- M1—also constructed on the semi-dynamic principle, requiring no battery \$30.00
- R3—famous electro-dynamic type: new model with Volume Control \$35.00
- R2—same as R3 but larger size: new model with Volume Control \$50.00

Combination Sets

- A1-R and A2-R—the only instruments combining electro-dynamic Reproducer and Power Amplifier in one unit \$59.00, \$85.00

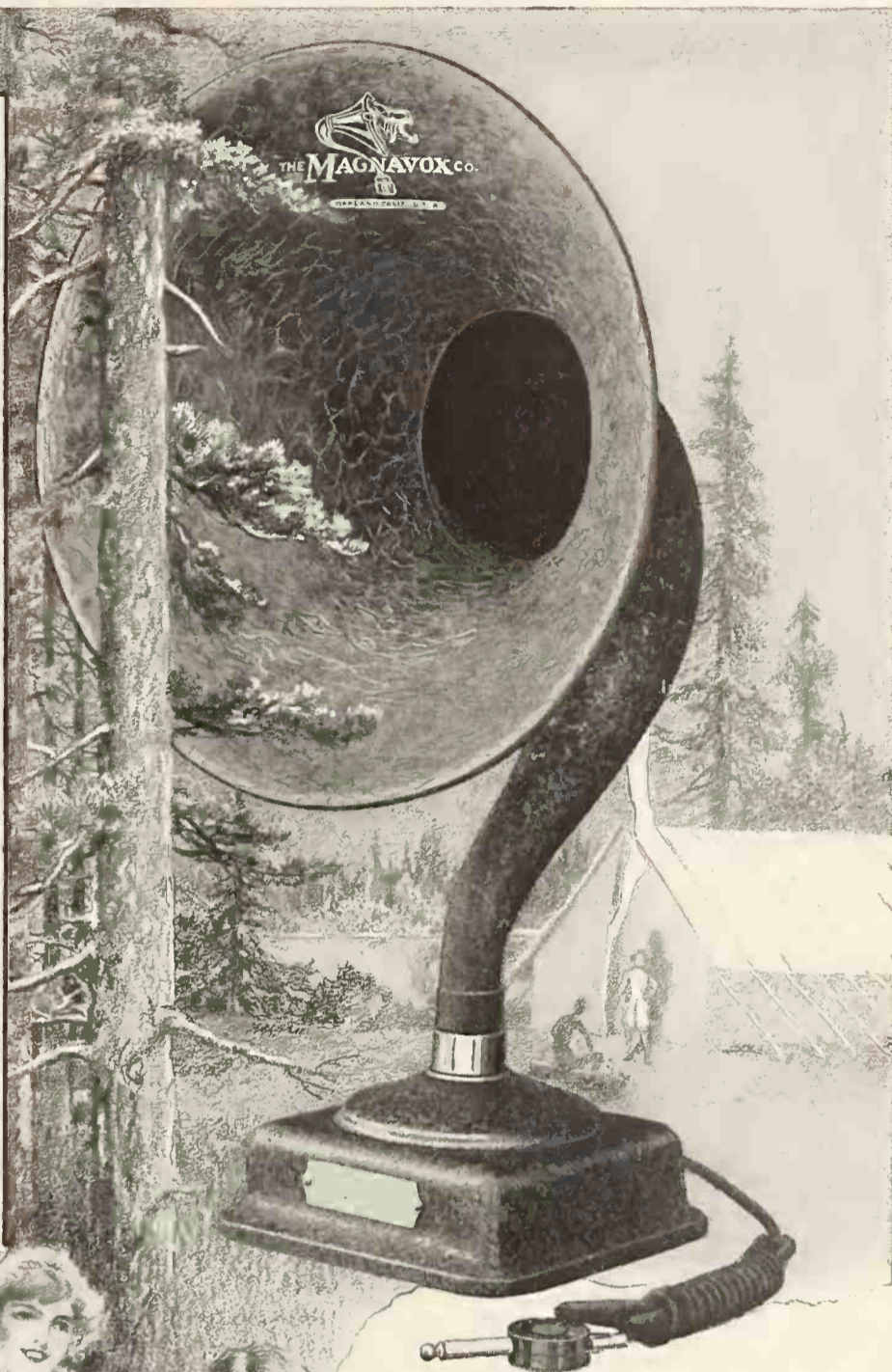
Power Amplifiers

- A1, AC-2-C, AC-3-C—the most efficient audio-frequency Amplifiers: one, two & three stage \$27.50 to \$60.00

Order Magnavox products from nearest Magnavox wholesaler and write us for details of Selling Plan.

THE MAGNAVOX CO.
OAKLAND, CALIFORNIA
New York Office:
350 WEST 31st STREET

Canadian Distributors:
Perkins Electric Limited, Toronto,
Montreal, Winnipeg



M4
\$ **25⁰⁰**

MAGNAVOX
Radio



The *registration* of Magnavox dealers is proving one of the most vital factors in the successful sale of radio products. For information, apply to nearest Magnavox wholesaler.

HAPPENINGS IN THE DOMINION OF CANADA

Follow-up of Prospects Proves Sales Stimulator for Retailers in Montreal

Campaigns Directed Toward "June Brides" Result in Many Sales—Activities of Trade Overcome Summer Lethargy—Many Store and Personnel Changes—Outlook Is Bright

MONTREAL, CAN., July 8.—An increasing business is noticed in the sale of phonographs for wedding gifts, though conversation with local dealers indicates that this field is not developed as consistently as the rewards warrant. One house follows up the engagement notices in the daily papers, tabulating the names, thus secured, as well as those secured from private sources. The opening shot is a carefully worded letter on linen stationery in a plain envelope. The groom, the parents of the bride and the parents of the groom are included in the campaign. This same idea has been put in force as applicable to radio sales and fairly good results have been obtained.

Raoul Vennat, sheet music importer and dealer, 340 St. Catherine street, East, has opened a new department and will specialize in Starr phonographs and Gennett records.

Meredith Wilson, who has charge of the His Master's Voice phonograph department in connection with H. C. Wilson & Sons, Ltd., Sherbrooke, Que., recently gave the Sherbrooke Rotary Club an address on the history and development of the talking machine and the making of records.

Congratulations are being received by Mr. and Mrs. Gilbert Layton, who have announced the arrival of a daughter.

C. W. Lindsay, Ltd., phonograph department, recently put on a drive on new and slightly used machines suitable, as they expressed it in their advertisement, for "Your Summer Cottage."

W. J. Whiteside, together with others, arranged an excellent window display on Joseph C. Smith's new titles as recorded for His Master's Voice. This artist is internationally known as the leader of the Mount Royal Hotel Dance Orchestra, Montreal.

The Hartney Co., Ltd., exclusive Victor dealer, in its newspaper copy solicited business from prospective June brides with considerable success.

Ed. Hamilton, assistant manager of C. W. Lindsay, Ltd., recently sold a Sonora Gothic model to an out-of-town buyer, covering over 150 miles by motor to make the sale.

Frank Ramsperger, of the International Music Co., distributor of Brunswick phonographs and records and Apex records, is the proud father of a son and heir.

Madame Didier, in charge of the phonograph department of Dupuis Freres, handles a large quantity of Pathé records imported direct from Paris and receives orders and inquiries all over Canada for these goods.

A. Pratte, Jr., Notre Dame street, West, is specializing in Westinghouse radio outfits and

to date has placed a number of these sets. Starr phonographs and Starr records are well looked after by this live merchandiser.

Frank W. Stenson has opened up a sporting goods store on Sherbrooke street, West, Notre Dame deGrace, and is featuring His Master's Voice machines and records.

Frank Ramsperger, of the International Music Store, featuring Brunswick phonographs and records, is very much elated over the new Brunswick portable phonograph, which, he says, is a winner.

Manager Beaudry, of the Starr Co. of Quebec, reports encouraging wholesale business in regard to the sale of Starr phonographs and records in Montreal and territory covered.

Canadian Radio Trades Association Is Formed by Dealers at Toronto Meeting

New Organization Planning for First Convention at Time of Canadian National Exhibition in August—Scythes-Vocalion Co. Moves Into New Building—Month's Trade Activities

TORONTO, ONT., July 7.—The Canadian Radio Trades Association has been formed in this city and meets the first Thursday of each month. The annual membership fee is \$5. Arrangements are already being made for the first convention of the Association, to be held in Toronto at the time of the Canadian National Exhibition in August.

A recent visitor to Toronto was A. P. Sykes, of Melbourne, Australia, a prominent member of the Australian trade who does a jobbing business in phonographs and records all over Australia and New Zealand.

The Sun Record Co., this city, distributor for Ontario of Apex records, has added the distribution of Burgess radio batteries.

C. A. Richards, Inc., Canadian Sonora distributor, has just completed arrangements whereby W. J. Pickering, this city, will carry a complete line of Sonora repair parts.

The Otto Higel Co., Ltd., has announced its entry into the radio business, distributing Federal products.

The Scythes-Vocalion Co., Ltd., has removed to 2 Mark street, where the offices and warehouses will be located in a new building adjacent to the record pressing plant where Vocalion records are made for Canada.

His Master's Voice dealers in Brantford, Ont., are having considerable success, insofar as the selling of records is concerned.

Albert Mantle has joined the Mason & Risch phonograph and record department at the London, Ont., branch.

Charles Culross is energetically maintaining his reputation for Sonora and Aeolian-Vocalion products, the month of June being another evidence of prosperity along the lines of buyers of Sonora and Vocalion phonographs and Vocalion records.

George S. Layton, of Layton Bros., Ltd., accompanied by Mrs. Layton, sailed recently on the S. S. "Regina" for an extended trip to England and France.

J. W. Shaw & Co. are creating a strong demand for Gerhard Heintzman and Columbia phonographs, as well as the various lines of records they stock.

A continued evidence of popularity for Sonora and Columbia phonographs is daily being accorded this line at the East End warerooms of C. W. Lindsay, Ltd., in charge of Manager Trudeau, where the sales of these goods are steadily growing.

More than average results were apparent at the warerooms of the Wm. Lee Co., Ltd., and its phonograph department featuring Brunswick phonographs and also radio.

Reid Hoover, formerly of the staff of His Master's Voice, Ltd., and later with the Fowler Piano Co., Winnipeg, Man., is now assistant to Harry Rock, general manager of Grinnell Bros., Windsor, Ont., in the Victrola department.

W. E. MacKewn, one of the best-known talking machine men in Ontario, has assumed charge of the Victor department of Heintzman & Co., Ltd., London, Ont.

New Winnipeg Assn. Formed

WINNIPEG, MAN., July 3.—Miss Chant, late of Heintzman & Co., Ltd., Calgary, Alta., has recently joined the staff of the Child & Gower Piano Co., Regina, Sask., and is very busy these days getting acquainted with Brunswick phonographs and records. Edwards' Pharmacy, Calgary, Alta., has taken on Brunswick records.

A local association has been formed in Winnipeg, Man., to be known as the Western Canada Radio Trades Association and application is to be made for affiliation with the central organization in Toronto.

Buys Marysville, O., Store

MARYSVILLE, O., July 7.—Harry M. Merz, of Columbus, recently purchased the music business of O. J. Penhorwood on West Fifth street, and has taken charge of the store. Mr. Merz has had many years experience in the music business in this section and at present operates the principal phonograph repair shop in Columbus. He is also distributor for several popular makes of phonographs and records.

Mr. Merz will continue to make Columbus his home and has placed Milton Rausch in charge of the Marysville store. Alterations and improvements are now in progress.

Protest Proposed Tariff

A dispatch from Tokio, Japan, to a New York newspaper states that representatives of the Victor, Brunswick, Cheney and Columbia companies are launching a campaign in the Diet, the Japanese legislative body, against inclusion of phonographs in the new customs schedule.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

BRUNO

The Priceless Victor Heritage



A Remarkable Example Of Victor Craftsmanship

*Genuine Victrola encased in art cabinet of Victor design and construction, expressly to the order of Mr. E. A. Benson, leader of Benson's Orchestra, Chicago, exclusive Victor record artists.

Twenty-five years of pride of craftsmanship, mirrored in the growth of an organization of a handful of men to its present size of over 10,000 people, has been manifested in every detail of the manufacture of Victrolas and Victor Records. The spirit expressed in Victor Product Quality provides the principles that should be emulated in every phase of Victor Merchandising by Victor Dealers.

The pride of guild that originated the most primitive trade-marks, when the craftsmanship mark of a band of workers was handed down from father to son, is expressed in the Victor trade-mark, "His Master's Voice," familiar to every nation and in every clime as "the best-known trade-mark in the world." Two fundamentals for business success, merit of product and acceptance of responsibility therefor by the maker, are thus epitomized in every instrument and every record passing through a Victor Dealer's hands.

At the turn of the half-year, when it is customary to have a mental stock-taking and perfect our plans for the fall and holiday rush, let us resolve to make Victor Quality principles our guide in Victor Merchandising. The supreme confidence that has led the Victor Company to make a 48 per cent. greater investment in 1924 output than for 1923 should assure us that an immense demand is just around the corner. Twenty-four different models,* from the most reasonable to the most luxurious, and 9,000 records comprising the Victor Line spell limitless opportunity for you, Mr. Victor Dealer.

Now is the time to look ahead, buy ahead and plan ahead for a season of unexampled prosperity throughout the Victor Trade. Let's go!

C. BRUNO & SON, Inc.

351-353 Fourth Avenue

New York

Victor Wholesalers to the Dealer Only

Berkley Tells of Outlook for Portable Business

Arthur E. Berkley, director of sales of the Thomas Mfg. Co., Dayton, O., returned to his desk recently after calling upon many of the leading Portophone dealers throughout the country. He brought back with him substantial



Arthur E. Berkley

orders, in addition to securing first-hand information as to the business outlook for portable business the coming season. Mr. Berkley's comments regarding the general demand for portables are very interesting, and in a chat with *The World* he said:

"With the introduction of a definite merchandising policy, whereby our factory is in direct contact with the dealer, we have added approximately 600 new dealer accounts during the current year, but we haven't started yet. Recognizing the fact that our business depends upon the dealer, we have recently taken definite steps toward rendering efficient co-operation and standardizing prices and discounts. Our present sales policy is the outcome of many years' spe-

cialized portable phonograph merchandising experience, and we are in a position to-day to offer our dealers practical assistance and co-operation. The factory-to-dealer policy in effect has worked economies in distribution which the company is able to use in improving the product and in providing dealer helps."

Governor Smith Praises Music of Paul Specht

Governor Al. Smith, of New York, praised the music of Paul Specht, exclusive Columbia artist, when this popular orchestra director and three of his orchestras supplied the music at the Commodore Hotel for the reception given by the women delegates to the men delegates at the Democratic Convention. This reception was the most important social function on the entire convention program, and Governor Smith was particularly pleased with a medley arranged by Paul Specht that included the Al. Smith song by Irving Berlin, the old-time favorite "Sidewalks of New York," "Tammany" and other favorites. Paul Specht and His Alamac Orchestra, exclusive Columbia artists, and two other Specht units had the honor of playing for the notables at another Democratic reception given at the Commodore Hotel, and were received enthusiastically by the delegation and their many friends and admirers.

Victor Travelers to Meet

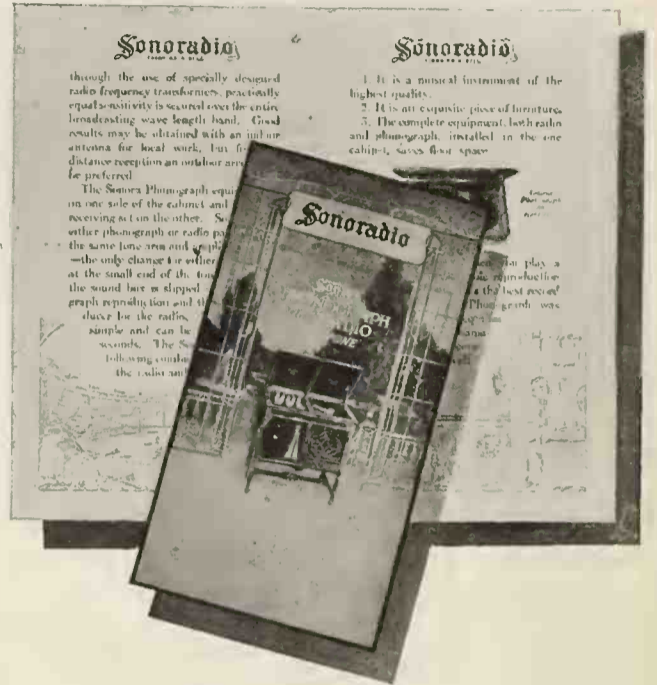
The annual meeting of the members of the traveling department of the Victor Talking Machine Co. will be held at the Victor Co. headquarters in Camden, beginning on August 18 and continuing for three days, with Frank K. Dolbeer, sales manager, and C. L. Egner, manager of the traveling department, in charge of the session.

Enjoyed Michigan Vacation

W. G. Pilgrim, treasurer of the General Phonograph Corp., New York, returned to his desk recently, after spending two weeks at Grand Beach, Mich., where he and Mrs. Pilgrim were the guests of S. A. Ribolla, manager of the General Phonograph Corp. of Illinois, and Mrs. Ribolla. Mr. Ribolla recently built a Summer home at Grand Beach, Mich., and he and Mr. Pilgrim took a well-deserved vacation from their strenuous business activities for two weeks.

Timely Sonora Radio Publicity for Dealers

The advertising department of the Sonora Phonograph Co., which is under the management of L. C. Lincoln, is leaving nothing undone to furnish Sonora dealers with timely publicity featuring the various Sonora radio prod-



Sonoradio Booklets

ucts. The accompanying illustrations present a reproduction of an eight-page Sonoradio booklet in two colors which represents ideal mailing material for the dealer. The radio speaker folder is designed in three colors and gives



Sonora Radio Speaker Folder

a concise sales talk on this popular speaker. Among the other publicity helps issued by the Sonora advertising department are an eight-page booklet covering the Sonoradio model 241, phonograph and radio unit; lantern slides, counter and window display cards; window strips and similar sales promotion material. The excellent publicity of the Sonora Co. is proving productive of results, according to dealers.

Miss Anna B. Hirsch Weds

One of the "veterans" of the General Phonograph Corp.'s staff at the executive offices deserted the organization on July 1 after seven years with the company. Miss Anna B. Hirsch, who joined the General Phonograph Corp.'s forces in the company's early days, was married to Harry Weinberg at Wallace Hall on July 1, and many of the members of the Okeh staff attended the wedding.

Louis Buehn Off to Europe

Louis Buehn, president of the Louis Buehn Co., Victor distributor, Philadelphia, Pa., accompanied by Mrs. Buehn and his two daughters, sailed on Saturday, June 28, on the S. S. "Adriatic" for the European trip as outlined in last month's issue of *The Talking Machine World*.

**NATHANIEL
BALDWIN
RADIO
PHONO-SPEAKER**

**Uses the Phonograph Horn
for Radio Amplification**

The instrument that delivers all the radio set will get, with full volume and without distortion.

NATHANIEL BALDWIN INC.
Radio-Speakers, Headphones, Units, Phone-Speakers
EASTERN DISTRICT SALES OFFICE
227 Fulton Street New York City, N. Y.

Columbia

New Process RECORDS

for all Nations



Armenian
 Bohemian
 Chinese
 Croatian
 Danish
 Finnish
 French—Canadian
 German—Swiss
 Greek
 Hebrew—Jewish
 Holland—Dutch
 Hungarian
 Instrumental
 Italian—Neapolitan

Lithuanian
 Mexican
 Norwegian
 Polish
 Portuguese
 Roumanian
 Russian
 Serbian
 Slavish—Slovak
 Slovenian—Krainer
 Spanish
 Swedish
 Turkish
 Ukrainian

The genuine music of the homeland

COLUMBIA is supreme with its foreign language records. Years of experience have enabled Columbia to understand the type of music the foreigner likes to hear best. Columbia Records always delight because they are real music of the homeland.

Many dealers have built up an increasing sales volume on Columbia foreign language records. They realize that the foreigner is a consistent customer of the dealer who caters to him. If your community has a foreign settlement, it will pay you to go after this business. The nearest Columbia branch or distributor will be glad to assist you in reaching this ready market.

Columbia advertising is appearing in one hundred leading foreign language periodicals published in twenty-one different languages.

New Columbia foreign language records are being constantly released. Whether they are recorded abroad or in our studios in this country, all the records have the same silent surface which has made

the Columbia New Process Record famous. Prompt deliveries on foreign language records are assured.

The dealer who takes on the Columbia line is backed by an organization whose business policies are sound and aggressive, and whose co-operation is whole-hearted and complete.

* * * * *

The New Columbia is a worthy product of the organization which built it. We believe it to be the phonograph of all phonographs—superior musically because of its wonderful new reproducer; excelling mechanically because of its marvelous motor—unquestionably the best the phonograph industry has ever seen, and surpassingly beautiful because of the artistic, simple elegance of its cabinet designs. A complete range of phonographs is offered at prices from \$50 to \$600.

COLUMBIA PHONOGRAPH COMPANY, INC.
 1819 Broadway, New York

Write to the Columbia branch or distributor nearest you

Atlanta, Ga., 561 Whitehall Street
 Boston, Mass., 1000 Washington Street
 Chicago, Ill., 430-440 South Wabash Avenue
 Cleveland, Ohio, 1812 East Thirtieth Street
 Dallas, Texas, 2000 North Lamar Street
 Kansas City, Mo., 2006 Wyandotte Street
 Los Angeles, Cal., 809 South Los Angeles Street
 New York City, 121 West Twentieth Street
 Philadelphia, Pa., 40 North Sixth Street
 Pittsburgh, Pa., 632 Duquesne Way
 San Francisco, Cal., 345 Bryant Street
 Toronto, Ont., Canada, 1244 Dufferin Street

Buffalo, N. Y., 700 Main Street
 Detroit, Mich., 439 East Fort Street
 Minneapolis, Minn., 18 North Third Street
 Montreal, Canada, 246 Craig Street, West
 Seattle, Wash., 911 Western Avenue

COLUMBIA WHOLESALERS, Inc.
 205 West Camden Street, Baltimore, Md.
 COLUMBIA STORES CO.
 1608 Glenarm Avenue, Denver, Colo.

COLUMBIA STORES CO.
 221 South West Temple, Salt Lake City, Utah
 TAMPA HARDWARE CO.
 Tampa, Fla.
 W. W. KIMBALL CO.
 Wabash and West Jackson Blvd., Chicago, Ill.
 COLUMBIA DISTRIBUTORS, Inc.
 1327 Pine Street, St. Louis, Mo.
 224 West Fourth Street, Cincinnati, Ohio
 323 North Peters Street, New Orleans, La.



Continued Improvement in Pittsburgh District Creates Optimism in Trade

Industrial Conditions in Steel City Improving—Situation Reflected in Sales in All Lines of Business—Expect Busy Fall—New Post for L.C. LeVoie—New Lines Added—The News

PITTSBURGH, PA., July 9.—The past month showed a slight improvement in talking machine business over the preceding month and a good improvement over the same month a year ago. Sales of high-grade talking machines and phonographs appeared to be the exception. Low-priced machines, and they are legion, did not appear to have any demand.

Industrial conditions in the Steel City and vicinity are better than they were a year ago and there is a very optimistic note prevalent relative to business conditions this coming Fall. Most of the leading talking machine distributors and dealers are optimistic over the outlook.

Expect Busy Fall

Thomas T. Evans, manager of the wholesale Victor department of the C. C. Mellor Co., said:

Mr. Edison Man:—

Don't Say

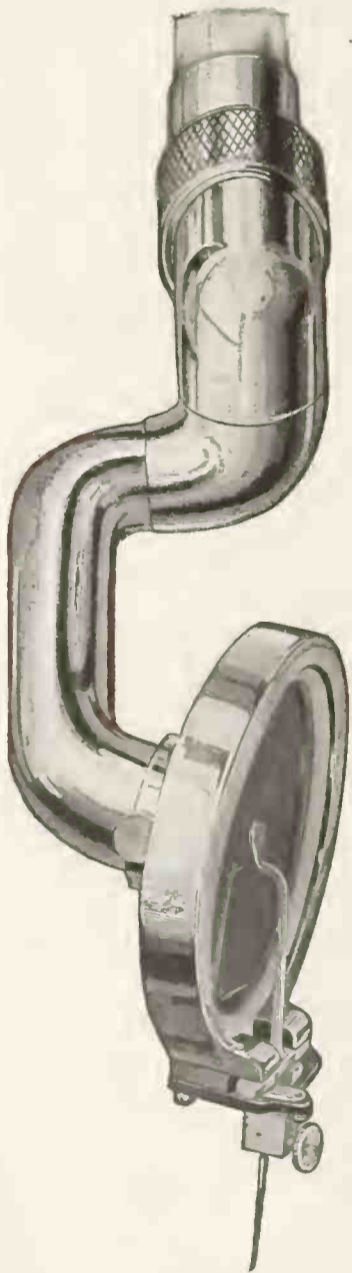
"KAN'T," say "KENT"

Write for catalog of complete line

The KENT No. 1

With "S" Sound Box

Has given complete satisfaction for years



Reg. U. S. Pat. Off.

F. C. KENT CO.

Irvington, N. J.

"While the Summer lull is on we are not resting or rusting, but are preparing for a good season for the Victor line this Fall. Dealers, in many instances, have let their stocks get very low and when business revives, as it is bound to do this Fall, they will be in need of merchandise of all kinds. On the whole, I am looking forward with confidence to a very satisfactory Fall season."

George H. Rewbridge, manager of the wholesale Victrola department of the W. F. Frederick Piano Co., in reviewing the situation, summed it up by saying: "We are anticipating a very big Fall season in the Victor line and are most positive that our most sanguine expectations will be more than realized."

Business outlook as reported at the Standard Talking Machine Co., Victor distributor, indicated a marked confidence in the future.

L. C. Le Voie in New Post

L. C. Le Voie, well known in the talking machine trade, has been transferred from Philadelphia to the Pittsburgh branch of the Music Master Corp. He will devote his time to sales promotion interests.

Miss "Jo" Ackermann, chief clerk of the Pittsburgh office of the Music Master Corp., returned from a trip to the East. She paid a very pleasant visit to the general office of the corporation in Philadelphia.

New Music Master Accounts

Radio outfits have been supplied by the Music Master Corp. to the following dealers: Kenmore Music Parlors, Kenmore, O.; May, Stern & Co., Pittsburgh; DeCoster Bros., Jeannette, Pa.; F. G. Mardis, Mt. Vernon, O.; Ley Bros., Pittsburgh; F. W. Troory Piano Co., Kent, O.

Frank Dorian, manager of the Pittsburgh branch of the Music Master Corp., reports business conditions for June showing an increase over the previous month. The outlook for Fall business, Mr. Dorian stated, was excellent, especially for the radio lines.

Brunswick Shop Creditors Meet

The first meeting of creditors of Guy Wharton Wathen, trading as the East Liberty Brunswick Phonograph Shop, was held at the office of Watson B. Adair on July 8. The Wathen firm was declared a bankrupt by action of the United States District Court. The schedules filed in the proceedings showed liabilities, \$5,600.34 and assets, \$4,113.93. The shop was closed and a sale held of the stock and fixtures.

Important Trade Visitors

A. E. Dreier, assistant to the president of the Vitanola Phonograph Co., was a caller on the trade here recently. Mr. Dreier stated that business conditions for the Vitanola line were quite satisfactory.

C. D. MacKinnon, assistant sales manager of the Red record department of the Aeolian Co., New York, called at the offices of the Pittsburgh Phonograph Distributing Co., Red record distributors. The company also distributes the Sonora phonographs and the Sonoradio, a combination phonograph and radio outfit. H. Milton Miller, president and general manager of the company, reports sales as much improved, especially of the radio sets and portable Sonora line.

Berger Becomes Royal Jobber

The Berger Co. will act as distributor for the Royal Phonograph, manufactured by the Adler Mfg. Co., Louisville, Ky. The Berger Co. has offices at 815 Liberty avenue.

Interesting News Brieflets

Burt Hengeveld, sales manager of the S. Hamilton Co., Victor dealer, is spending his vacation in southern Georgia.

Mrs. C. H. Walrath, manager of the Victor department of Kaufmann's (The Big Store), stated that June saw a very fine volume of Victrolas and Victor records sold. Portable Victrolas also found a brisk market.

J. H. McInnis is in charge of the Pittsburgh distributing branch of the Brunswick Co. The demand for the Brunswick phonographs and Brunswick records is reported as much improved the past few weeks.

At the Columbia Music Co., John Henk, the proprietor, stated that sales of the Columbia line and Edison phonographs were rather brisk the past few weeks.

Trade conditions were reported as satisfactory, based on Summer business conditions, at the Buehn Phonograph Co., Edison distributor.

H. C. Niles, of the Starr Phonograph Co., stated that the demand for Starr phonographs and Gennett records was in keeping with the expectations of the company, from a mid-Summer standpoint. Mr. Niles looks forward to a brisk Fall season.

John Bergerding, of the Victrola department of the S. Hamilton Co., returned from a business trip to New York.

At the offices of the Player-Tone Talking Machine Co., I. Goldsmith, president, stated that extensive preparations were being made for a very active Fall season in the entire line of Player-Tone machines.

A. O. Lechner, secretary of the Lechner & Schoenberger Co., Edison, Victor and Columbia dealer, is spending his vacation with his family at their Summer home at Northeast, Pa., on Lake Erie.

WorkRite to Specialize in Radio Panels for "Talkers"

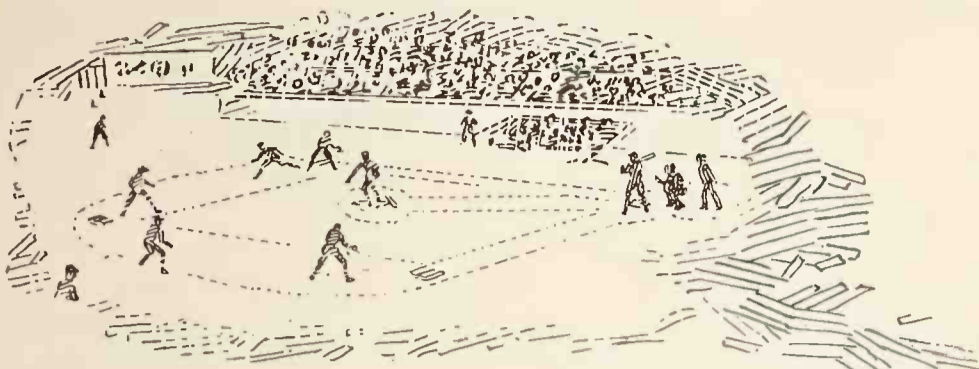
CLEVELAND, O., July 7.—Walter K. Badger, sales manager of the WorkRite Mfg. Co. of this city, manufacturer of Neutrodyne radio sets, stated recently that the company would specialize in the introduction of Neutrodyne panels for the talking machine trade. The WorkRite organization is making rapid progress in the development of jobber and dealer distribution for WorkRite Neutrodyne sets, and it is expected that the introduction of panels will be welcome news to the distributing organization. Mr. Badger is devoting considerable time to the perfection of arrangements whereby a WorkRite panel receiver designed specially for Victrola consoles will be ready for the market shortly. It will consist of a five-tube standard WorkRite unit embodying the distinctive features of this product.

The General American Radio Corp., Wilmington, Del., was recently incorporated at Dover to manufacture appliances, with a capital stock of \$60,000,000.

Victor Wholesalers



**The House
of
Mellor
in
Pittsburgh
since
1831**



A Home Run Every Time— with Music Master

Dealers who put their selling effort behind Music Master have the game won from the start.

There is real money in selling Music Master, because Music Master is its own best advertisement. Every customer is an enthusiastic user and takes delight in recommending it to his friends.

Furthermore, Music Master helps to sell sets and to keep them sold. A set is only as good as the loud speaker used, and customers remain happy and satisfied only so long as the complete outfit continues to give good results.

Music Master has behind it not only superior quality—universally conceded—but also the compelling influence of continuous consumer advertising—in the daily newspapers, the Saturday Evening Post and other great national publications.



Distributors for Radio Corporation of America

MUSIC MASTER CORPORATION

Makers and Distributors of High-Grade Radio Apparatus

Walter L. Eckhardt, President

S.W. cor. 10th and Cherry Sts. . . . Philadelphia
1005 Liberty Ave. Pittsburgh

14-inch Model for the Home \$30

21-inch Model for Concerts and Dancing \$35

The Musical Instrument of Radio

Music Master

RADIO REPRODUCER

“MUSIC MASTER” on radio apparatus means it is thoroughly tested and guaranteed. Get details on full line. Sold through jobbers and dealers everywhere.

Connect MUSIC MASTER in place of headphones. No batteries required. No adjustments.

Bulk of the Sales in the Akron-Canton Territory Reported to Be Portables

Campers Prove Best Bet in Selling Portable Talking Machines, Say Retailers—Trade Looking Forward to Marked Revival of Business in the Fall—Profit Through Tie-up With Artists

AKRON-CANTON, O., July 7.—A feature of the talking machine business in this territory is the brisk demand for portables for camps. The \$50 machine appears to be the most popular with vacationists, local dealers declare.

"I look for no great changes in talking machine demand before early Fall," said J. C. Duncan, Massillon. "While this city has been affected by industrial curtailment, we are not as badly off as many in the Middle West.

The Bloomfield Co., furniture and household outfitters, which opened a new store in Canton recently, will make a feature of its talking machine department, according to officials of this concern. The firm has a large store in Massillon, where talking machines are merchandised also. No line has been selected as yet, officials of the store declare.

Announcement is made that the Garver Bros. Co., Strasburg, O., will discontinue the Columbia and Brunswick talking machine lines and in the future the Edison only will be carried by this well-known department store. "We have decided to adopt a policy whereby one standard line of any particular merchandise will be carried and its sale pushed," said John Garver, an official of the company." He declared the complete Edison line would be carried, as well as records. The two other lines have been closed out.

The talking machine store of the George C. Wille Co., Canton, opened recently at Carrollton, has been closed because of the expiration of the lease. The store was in charge of Ralph W. Kinkaid and a nice volume of business was done in the Carroll County seat.

Almost twice the present floor space will be available for talking machines, records and

player rolls, when the J. H. Johnson's Sons Co. moves to its new building, which soon will be started on a site in downtown Alliance. This store, a Victor agency, is one of the best known music houses in eastern Ohio. The present site of the Johnson store has been sold to a New York chain store corporation.

As soon as alterations have been completed Fisher, Zoll & Downing, who conduct a music store in Monroeville, O., will open a branch store in the Pulley Building, Norwalk, O. Talking machines and records will be featured lines.

Harry M. Mertz, of Columbus, has purchased

Sales of Pal Portables Make Tremendous Gain

The sales reports of the Plaza Music Co., manufacturer of the Pal portable, show that for the first six months of the present year the sales of its portable machines have been larger than during the whole of 1923. This speaks well for the great popularity of the portable instruments. The popular price for which they are sold, the many uses to which they can be put, their availability for all occasions and the quality of the music renditions, considering size, have all worked in their favor.

The Plaza Co. has a great number of letters from dealers throughout the country in which it is stated that a mere display of portable instruments creates sales. For this reason the portable at this season is given a conspicuous place in window displays. In order to encourage prominent displays of Pal portables, the Plaza Co. has issued a number of attractive display signs and other dealer helps.

the music business of O. J. Penhorwood on West Fifth street, Marysville, O., and has taken charge of the store. At present the new owner operates the largest phonograph repair shop in Columbus. He is also distributor of several popular makes of talking machines and records. Milton Rausch has been placed in charge of the new Marysville store.

Harry Hutton reports business good at his Music Box, a record shop opened recently in Tuscarawas street, W. Canton. The shop carries a full line of Pathé records.

Four Akron Victor dealers profited by a tie-up with the appearance here of Ted Weems and His Orchestra at East Market Gardens. Brunswick dealers also report increased sales from the appearance here at the Gardens a week ago of the Mound City Blues Blowers, a popular novelty band whose records have been selling exceptionally well.

Paul Susselman in Cuba On Honeymoon Trip

Paul Susselman, of the sales staff of Everybody's Talking Machine Co., Philadelphia, Pa., was registered at the Hotel Commodore, New York City, during the latter part of June. Mr. Susselman was accompanied by Mrs. Susselman, who, until a few days previous, was Miss Anna Laveson. After a brief stay in New York City the bridal couple continued on their honeymoon to Cuba. After spending the necessary time to see all the sights of Cuba it was Mr. Susselman's intention to combine business with pleasure and visit the prominent talking machine houses on the Island.

The Home Furniture Co., 113 Main street, Sand Springs, Okla., following its policy of expansion recently added a music department, including pianos, talking machines and small where a complete line of musical instruments, goods, will be carried.

Real Co-operative Sales Service for the Radio Dealer

Distributors for

Acme Apparatus Co.
Allen Bradley Co.
Brach Co., L. S.
Burgess Battery Co.
Brandes, Inc., C.
Como Apparatus Co.
Coto Coil Co.
Crosley Mfg. Co.
Cutler-Hammer Mfg. Co.
Dubilier Condenser Co.
Electric Storage Battery
Electrad Corp.
Fada
Fleron & Son, M. M.
Haynes-Griffin Products
Martin-Copeland Co.
Music Master Corp.
National Carbon Co.
Radio Corp. of Amer.
Sterling Mfg. Co.
Sleeper Radio Corp.
Weston Elec. Inst. Co.
Western Electric Co.
Westinghouse
Workrite Mfg. Co.

— and others.

We maintain a Service Department equipped to assist dealers who desire either technical or merchandising information when purchasing radio apparatus. Situated in the heart of the radio market, we have kept constantly in touch with the trend of buying since the birth of radio and feel that we are in a position to know the requirements of the trade.

We will welcome inquiries from dealers who wish to avail themselves of any data we have gathered from our experience in this field, and shall be pleased to act as a buying medium for any radio material desired.

Write for our catalogue and start your Fall radio campaign this Summer.

TIMES APPLIANCE CO.

(Wholesale Only)

33 West 60th Street

New York

Telephone Columbus 7912

Our advertising is sending radio buyers to your store

THE SATURDAY EVENING POST

Still Better
New Crosley Radio Receivers

THAT Crosley Radio Receivers have given complete satisfaction in the past is evidenced by the fact that, during the last twelve months, the Crosley Radio Corporation produced more receiving sets than any manufacturer in the world. That the new line of Crosley instruments, illustrated herewith, will give even better service is attested by the exhaustive tests to which each model has been subjected both in our laboratories and in actual use under all weather conditions.

Each Crosley Model is designed to give the utmost efficiency at the lowest cost. You may start with a small receiver and as you desire add to it to increase its range and volume.

Starting with the one-tube Crosley 50 for \$14.50 you can add the two-stage Amplifier for \$18.00 and have a three-tube regenerative receiver for \$32.50. Or the two-tube Crosley 51 for \$19.50. Or the three-tube set for \$32.50. Or purchase the Crosley 52 a three tube regenerative receiver for only \$30.00. Or you can pay much higher prices for radio receivers. But we have got to find one at a price that will not perform the Trirdyn Trirdyn 3R3 at \$65.00 or set in special cabinet \$75.00 the last word in Radio engineering.

For selectivity, ease of tuning and nicety of calibration, this instrument has astonished radio experts wherever it has appeared. The other Crosley Models will give comparably equal performances. No matter which you choose, the clearest possible reception from exceptionally long distance is assured you.

Before you purchase a radio receiver listen in on a Crosley. Compare its performance with any other instrument on the market. We know then that you will choose a Crosley.

CROSLY 50, \$14.50
CROSLY 51, \$18.50
CROSLY 51-P, \$25.00
CROSLY 52, \$30.00
CROSLY Trirdyn 3R3, \$65.00
CROSLY Trirdyn Special, \$75.00

THE CROSLY RADIO CORPORATION
726 Alfred Street, Cincinnati, Ohio

CROSLY
Better-Cost Less
Radio Products

MAIL THIS COUPON TODAY

The Crosley Radio Corporation,
Cincinnati, Ohio

726 Alfred Street, Cincinnati, Ohio

Name _____
Address _____

THE cumulative effect through years of national advertising and the marvelous performance of the Crosley instruments are sending thousands of Radio Buyers to those dealers handling the Crosley line of Radio Receivers.

Every Radio Publication

Full page advertisements of the Crosley line have been consistently appearing month after month in all the Radio Magazines and other publications. The illustration here shows July's full page in the Saturday Evening Post featuring the new line of Crosley Receivers. This same advertisement will run through the entire Crosley schedule.

More Crosleys Sold Last Year Than Any Other Radio Receiver in the World

The Crosley 51, at \$18.50, was a record breaker, selling at a thousand a day in less than a month. The Crosley Trirdyn 3R3, at \$65.00, was a surprise to radio experts all over the country. They reported—"best receiver on the market regardless of price." The Trirdyn 3R3 Special is a DeLuxe model at only \$75.00. The Model 50, a one tube marvel, sells for only \$14.50, and the 52 with three tubes for \$30.00. The Crosley Portable at \$25.00, all self-contained, we believe is superior to any other portable offered at anywhere near the price. All of these sets are licensed under the Armstrong U. S. Patent No. 1,113,149

You Should Carry the New Crosley Line

If you are selling Crosley Radio Receivers and know their quick turnover and customer satisfaction—then see that you carry this full new line. If you are not handling Crosley Radio Receivers, you have a profitable opportunity now open to you. Get this new Crosley line. There is a Crosley Receiver to satisfy every pocketbook and preference.

For Sale by Good Jobbers Everywhere

THE CROSLY RADIO CORPORATION
Powel Crosley, Jr., President
726 Alfred Street Cincinnati, Ohio
Crosley Owns and Operates Broadcasting Station W L W



Large Gathering of Penn State Dealers Views Radio Display of the Girard Co.

One Hundred and Seventy-five Retailers Attend Banquet and Radio Display of Prominent Philadelphia Edison Phonograph and Radio Distributor—Interesting Addresses Feature Event

PHILADELPHIA, PA., July 5.—The Girard Phonograph Co., of this city, Edison distributor and one of the most successful wholesale organizations in this territory, held a banquet and radio display at the Bellevue-Stratford Hotel, June 26, which was attended by 175 dealers and a group of invited guests. The Girard Phonograph Co. was recently appointed a DeForest jobber and one of the objects of the get-together meeting was the informal introduction of the two new DeForest models, designated as the D-14 and the D-12. The Girard Phonograph Co. has a separate department devoted to radio merchandising and considerable interest in the DeForest line is being manifested by the dealers through-

sonal friends dealers throughout the Philadelphia territory, handled the important role of toastmaster with exceptional skill and ability. In a brief talk he paid a tribute to the radio executives who have been active in the development of the industry the past few years and expressed the opinion that radio in its development to a new and higher plane would require more aggressive merchandising methods.

Floyd Evans, well-known dealer of Elizabeth, N. J., told the gathering of his experience in handling radio the past two years, pointing out the advantages to the retail dealer of concentrating his activities upon no more than two lines of radio product, and also emphasizing the

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Isley'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

for advertising copy that is exceptional. Raymon Montalvo, well-known New Jersey dealer, with stores in three cities, who has been a DeForest dealer for several years, told of his experiences in merchandising radio and discussed some of the methods that he had employed to produce sales. T. F. Moench, of the Commercial Investment Trust, Inc., New York, which numbers among its clients phonograph and radio dealers throughout the country, told the gathering that his company was prepared to help the radio dealer, whose sales capacity enabled him to expand his business at a more rapid pace than his financial capacity permitted. Mr. Moench stated that the Commercial Investment Trust, Inc., had developed a new plan for handling paper from radio dealers, whereby the company would make the collections itself.

Wm. H. Ingersoll, who has just been appointed general sales manager of the DeForest Tel. & Tel. Co., was the next speaker at the dinner and gave the dealers an inspiring and informative talk that was enthusiastically applauded. Mr. Ingersoll, who has been identified with world-famous merchandising organizations and is a member of the well-known Ingersoll watch family, cited the success achieved by prominent sales organizations in different lines of endeavor, emphasizing the sound principles upon which this success had been built. Mr. Ingersoll is a keen and capable sales executive who has a thorough knowledge of merchandising that will undoubtedly be reflected in future DeForest sales policies and plans.

Randall M. Keator, who has been associated with Dr. Lee DeForest for many years and who is one of the foremost radio authorities in the country, told in interesting detail the history of the Audion tube and the problems that Dr. DeForest had overcome in developing his products to a successful consummation. He gave the dealers an important resumé of trade and patent activities as a whole, and at the close of his address the two new DeForest models were presented. The remainder of the evening was devoted to an open forum wherein dealers asked Mr. Keator many questions regarding the new models, both from a technical and trade angle. It was the consensus of opinion that these new models would meet with a ready sale and the executives of the DeForest Tel. & Tel. Co. were congratulated upon the latest additions to the DeForest line.

At the close of the meeting Mr. Hawley was given a hearty vote of thanks by the dealers for the interesting program that he had provided for them and the wish was expressed that similar gatherings would be held during the coming Fall and Winter seasons.

Phonomotor Co.'s Export Trade Steadily Expanding

ROCHESTER, N. Y., July 7.—W. F. Hitchcock, proprietor of the Phonomotor Co. of this city, manufacturer of the Hitchcock electric motor drive, Phonostops and Need-A-Clip needle cutter, is making plans for an active Fall trade, based on the excellent reports that the company is receiving from its clientele in different parts of the country. Mr. Hitchcock, in a recent chat with The World, commented particularly upon the steady growth of the company's export trade, which he states is traceable directly to its advertising in The World. During the past few months good-sized orders have been received from Australia, Japan, China and the leading European countries.



Edison Dealers and Guests Present at Banquet of the Girard Phonograph Co.

out the territory, many of the leading talking machine houses having already completed arrangements with the Girard Phonograph Co. to act as DeForest dealers.

During the course of the banquet music was furnished by an orchestra of five pieces and the guests participated in singing many of the old-time songs. Peter Hawley, general manager of the Girard Phonograph Co., and one of the most popular members of the Eastern wholesale trade, made the keynote speech, discussing briefly the purpose of the gathering and in the course of his address drawing an interesting parallel between the status of the radio industry of to-day and the phonograph trade of fifteen years ago. Mr. Hawley pointed out just why radio merchants can regard the coming Fall and Winter as the period in which big strides will be made in the development of radio as a musical entertainment. At the conclusion of his address Mr. Hawley introduced as toastmaster for the evening Arthur W. Rhinow, his assistant and right-hand man.

Mr. Rhinow, who numbers among his per-

desirability of handling only standard makes, backed by manufacturers of established repute. Harry S. Somers, manager of the Starr & Moss Co., Philadelphia, gave a very interesting talk, telling the dealers how he had entered the retail radio business from the very inception of the industry, and discussed briefly some of the problems that he had met in the merchandising of radio products. Mr. Somers stated that radio had developed sufficiently to attract not only the "fan" and amateur, but also the business man, and predicted that there would be a steady decrease in the sale of parts with a corresponding increase in the sale of standard sets.

Edward C. Boykin, vice-president of the Frank Presbrey Co., Inc., New York City, one of the foremost advertising agencies in the country, discussed advertising in a general way, calling attention to the unlimited material available for the use of DeForest dealers in their advertising plans. He also referred to the fact that the DeForest Tel. & Tel. Co., has in the name of Dr. Lee DeForest, inventor of its product and inventor of the Audion tube, an opportunity

Phonograph Parts and Supplies

MOTORS, TONEARMS, SOUNDBOXES, SPRINGS AND NEEDLES OUR SPECIALTY

Lowest Prices and Best Qualities Always Available for Delivery Anywhere

Send for Bargain List of Repair Parts and Motors

THE VAL'S ACCESSORY HOUSE, Inc.

110 No. Broadway

St. Louis, Mo.

The Trade in PHILADELPHIA and LOCALITY

Retail and Wholesale Trade in Quaker City Preparing for Busy Season Ahead

Distributors Preparing to Take Orders for New and Quick-moving Stock—Portable Demand Brisk—Dealers Elated Over Victor Radio Policy—Plan Brunswick Sales Talks—The News

PHILADELPHIA, PA., July 8.—With the talking machine and record demand settling down into a period of waiting or marking time, a condition normally prevalent during the mid-Summer months, dealers and distributors are turning their thoughts towards the preparation for better times that are looked for when the present uncertainty in general industrial life has passed. This forward outlook of optimistic trend particularly is evident in the preparations of the distributors, who are stocking with all that can be secured of salable popular models in the various talking machines, for the Fall trade, so that they will not be caught short-handed as was the case last year, especially for holiday stocks. By mid-July the distributing trade will be prepared to take orders for the new lines of machines now coming into the warehouses. Salesmen will feature them on the State trips and although they find that many of the dealers are now well filled with leftover, slow-moving goods they are urging them to offset stale stock numbers by adding those which heretofore have always moved with alacrity and which are the drawing cards for the dealers in bringing patronage whereby they may be able to divert attention to the slower moving models and so be able to clean up more advantageously. Dealers are confident that better times generally are in store for the trade just as soon as the political horizon is cleared by a Presidential election and although they are not quick to place orders now, feel that they can do so within a fortnight if there is apparent a better tone in the industrial life of the country. This does not help the distributors who are more keenly interested in securing early booking of future deliveries so that they can duplicate outgoing stocks and not be short on orders for late Fall should improved business conditions open up a lively holiday season.

Active Portable Demand

Seasonal stocks of portable machines and records are keeping the shipping rooms active just at this time. The last week of June particularly brought about livelier business in these Summertime amusement devices for dancing and popular instrumental selections both in the city and for the up-State dealers. Low priced phonographs were moving at a fairly good rate

for the dealers in the second class cities of the State, thanks to Summer demands.

Going Out After Business

That there is an opportunity for the hustler in obtaining orders even when money and work are scarce has been demonstrated by the newly inaugurated sales campaign undertaken last month by the Weaver Piano Co., of York, Pa. For the first time in the history of the firm this new scheme of bringing out orders has been tried and so effectively did it work out that it is to become a permanent feature of the sales promotion department. The plan so successfully carried out was to add to the sales organization a man who had experience as salesman, whose duty it was to make a personal appeal to the householder direct in a home visit rather than waiting for the customer to seek out the store. A special representative whose sole duty was the visiting of the homes, while not exactly in a door-to-door campaign, the sales promotion scheme was made along the lines of follow-up on tips gleaned through this personal appeal and then to concentrate on the sale of a machine to the prospective customer. In most every case where this appeal was made an order was forthcoming and the Weaver Co. is now busy sending out the talking machines as it was in the days when there was a spontaneous demand for the phonograph. The sales of machines were made on the same time payment plan as that of pianos where request was made for the time price.

Victor Radio "Talker" Plan Pleases

Joseph Wertheim, of the Penn Phonograph Co., who has been traveling throughout the eastern section of the State, finds that the radio combination offer, which was announced by the Victor Co. early in June through a notice sent to all Victor dealers, was favorably received by the trade and that dealers were much pleased with the plan of a combination cabinet and talking machine rather than for the talking machine and radio set combination which formerly was planned. In going the rounds of the dealers' shops Mr. Wertheim has been receiving many orders for the cabinet combinations. Dealers claim it has a stronger appeal than the installation of set with the talking machine because it solves the problem of

choice between either the talking machine or radio. The dealer has a good argument to offer for the sale of his machine when he tells the customer that he can for a very nominal cost have both radio and phonograph combination and can choose his own radio set. With the handsome combination of panel for radio he need not spend a large sum for the cabinet and have good mechanism installed without the extra charge of overhead for the appearance of his cabinet which would amount to considerably more than what he pays for in the Victor offer of \$10 list price on No. 215 and \$15 for Models 400, 405 and 410. With radio still in its infancy the dealer feels he takes no risk in stocking models that soon may be in the discard to make way for improved radio developments, for with the cabinet he leaves it open to the customer to keep pace with the progress of radio science. For this reason there has been active demand for models of the new combinations and dealers are assured that when the gift season starts these models will be the fast-moving stocks. In order to provide the dealers with Summertime helps for the promotion of sales of Victrolas and records, the Penn Co., through President Barnhill, is outlining campaigns for stimulating business. President Barnhill is sending suggestions outlining ideas that will bring orders to the dealers and telling them how to go after it and not to sit in their shops waiting for the business to come to them. As a result many of the patrons of the Penn Co. are enjoying better demand for present needs and are building up for profitable Fall trade. Eastern Representative Wertheim leaves the middle of July for the travel over the sales territory in Lancaster, Harrisburg, York and other points in central Pennsylvania.

To Stage Brunswick Sales Talks

Always ready to go the limit in promoting the interests of the trade for the Brunswick lines, Philadelphia District Manager O. F. Jester, of the Brunswick Co., is arranging another of those instructive and helpful talks for the sales organization of the J. H. Troup Music House, of Lancaster, Pa. The sales talk will be given at the Lancaster headquarters of the firm, which in early June took on the Brunswick lines. There are sixteen men connected with the firm's inside and outdoors sales organization, and these will be given a thorough insight into the Brunswick machines, both from the mechanical and sales point of view so as to enable the representatives to more intelligently handle the line. The talk in Lancaster will be given

(Continued on page 96)

SPECIALIZED SERVICE

ONE of the reasons for the great popularity of the Talking Machine Co.'s Victor service among its retailers is its individualism.

We enjoy working individually with each and every one of our dealers toward the development of increased Victor business. Let us work with you.

The Talking Machine Company

Victor Wholesale Exclusively

"LET PHIL FILL 'EM"

1025 Arch Street

Philadelphia, Pa.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 95)

in mid-July just before Manager Jester leaves for the coal regions to call on dealers in that part of the State. The local offices of the Brunswick Co. expect to have a complete sample line of the new Brunswick Radiolas on display by the middle of this month and will send out announcements to the dealers inviting them to call and inspect the newcomers to the Brunswick family. Manager Jester suffered a severe sprain to his ankle during the past month. It was sustained while playing on the golf links of the Cobbs Creek Country Club, when he tried to jump a ditch in the course of a game. He was confined to his home for two weeks but is now able to be about. The local offices are preparing to carry a plentiful supply of machines for the Fall season and these will begin to come in liberal quantities with the latter days of this month.

Orders for Gem Pouring In

The Gem Phonograph Co., which made its business debut on May 7, last, at 109 North Tenth street, is enjoying very favorable initial sales for its new portable machine, the Gem, manufactured at headquarters on the second and third floors of the building which it shares with the Guarantee Talking Machine Supply Co., the latter occupying the main floor of the premises. The new portable has been so successfully launched that it was found necessary to increase employment forces to take care of the demand for the machine retailed at \$25. During the past month inquiries for the Gem came from as far North and West as Portland, Ore., and from the Coast moving picture stronghold, Los Angeles. Milton Mark, treasurer of the Gem Co., is planning a trip through the Eastern section of the State this month, introducing the new type portable.

Guarantee Demand Grows

An evidence of the reawakened demand in the talking machine world is that of the increased business enjoyed during June by the Guarantee Talking Machine Supply Co. There came to



Victrola No. 405

H. A. WEYMANN & SON, INC.

1108 Chestnut Street Philadelphia, Pa.

VICTOR WHOLESALERS

the firm many new accounts throughout the Eastern States for the Guarantee main spring, an especially strong main spring used in the mechanical construction and repair of talking machines of any size or make. The out-of-town and store sales of accessories also showed a decided improvement recently.

Enthusied Over New Victor Home
Manager Frank P. Reineck, of the Louis

Buehn Co., made a special trip to New York to view the permanent exhibit of the Victor Talking Machine Co., opened in the metropolis during the month at 473 Fifth avenue, and returned to headquarters much enthused over the attractive surroundings and the artistic setting in which are displayed the various Victor products. These quarters were described in detail in the last issue of *The World*. President Louis Buehn, of the company, sailed on the steamer "Baltic" from New York on June 21 for a two months' sojourn in Europe. He was accompanied by Mrs. Buehn and their three children. The family will travel over Germany, France, England and Switzerland on a sight-seeing trip.

Stevens Music House Expanding

The Stevens Music House, of Norristown, Pa., is making extensive alterations to its store on Main street. The firm, dealer in Victrolas and a general line of musical instruments and pianos, is enlarging particularly its Victrola department, so that more hearing booths may be provided. The windows are being enlarged and remodeled and the entire interior redecorated and extended to take care of fast-growing business. When completed the firm will carry larger stocks of records and Victor talking machines and other instruments in which it deals.

Sonoradio in Brisk Demand

Although these dull dog days have been witnessing a slackened pace in demand, the Sonora Co. of Philadelphia, which recently took larger quarters on the eighth floor of the Spring Garden Building at Broad and Spring Garden streets, has been an exception to the rule in its reports of the satisfactory orders that have been coming to it for the new combination Sonoradio and the Sonora loud speaker. Manager E. S. White, of the Philadelphia district, was much gratified with the demand which came after the middle of June for the up-State dealers' accounts for both of these new features to the Sonora, and from the number of inquiries coming from all over the territory there are even brighter prospects businesswise for the firm. Dealers and customers claim that both the radio combination phonograph and the loud speaker have been perfectly satisfactory and that no trouble has been experienced in securing distant points on the Sonoradio and that there is no noise or interference in connections. The loud speaker is especially commended because of its clear enunciation and its attractive cabi-

GEM PORTABLE

A PORTABLE OF QUALITY AT A POPULAR PRICE

Specifications:—

1. Case covered in grain leatheroid.
2. Solid leather corners.
3. Motor single spring, standard make, plays one 12" record.
4. Standard make tapering tone-arm with specially designed Gem Reproducer.



Specifications:—

5. Tone Chamber specially constructed for volume of tone.
6. Device for carrying records.
7. Patented needle cup.
8. Size, 11½"x14"x17½" deep. Weight, 14 lbs.



RETAIL VALUE \$25.00

DEALERS \$ **12.50**
PRICE



Attractive Jobbing Proposition to Reliable Firms

GEM PHONOGRAPH CO., Inc.
109 No. TENTH STREET, PHILADELPHIA, PA.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 96)

net form, providing a decorative piece of furniture concealing all mechanism and of convenient size to fit any radio set. It fits on the top of the radio cabinet and is nine by fourteen inches. A complete line of Sonora machines will be placed on exhibition at local headquarters this month in preparation for the coming seasonal requirements for the Fall months and holiday gift-giving time. The trade will be notified of the display and the preparation for future demands. Manager White will spend several weeks going over the eastern Pennsylvania territory booking the dealers for September stock.

Music Master Horn Sales Growing

The business of the Music Master Corp., manufacturer of the radio Music Master horn, of this city, has grown to such proportions that the planned production for the coming Fall season will be 100 per cent over that of the same period of last year.

As in the case of all articles of merit which have proved exceptionally popular with the buying public and which have been nationally advertised, the Music Master Corp. has found that numbers of counterfeit Music Master horns are being manufactured. Walter L. Eckhardt, president of the company, has in his private office an interesting display of counterfeit Music Master horns approximating in shape and size the well-known Music Master model. It is Mr. Eckhardt's intention to energetically stamp out this form of business piracy, not alone for the protection of his own company, but also for the protection of the dealer and the consuming public who are being deceived. Mr. Eckhardt has placed the matter in the hands of his attorneys and it is expected that court action will be taken shortly against the transgressors.

Tribute to Everybody's Service

Everybody's Talking Machine Co., Philadelphia, Pa., has recently issued an interesting message to its dealers on the subject of the quality of Honest Quaker springs and Everybody's service. This company has built up a large business and an excellent reputation on both these points and has recently received reports from various dealers of what is said to be unfair competition. It is stated in this communication that merchandise, cartons and even catalogs are imitated. It is said that "imitation is the sincerest form of flattery," and this being true, this poor form of business conduct is a sincere tribute to Honest Quaker quality.

Victor Dealers' Co-operative Advertising

The co-operative advertising conducted by Victor dealers and distributors of Philadelphia and vicinity, which has been so much in evidence during the past year, again appeared with the use of a page calling attention to the engagement for one week of Ted Weems' Orchestra at Keith's Theatre, on Chestnut street. Ted Weems' Orchestra needs no introduction to buyers of Victor records and this is particularly true in Philadelphia as this orchestra is here looked



The
Velvaloid Record Cleaner De Luxe

Gives the dealer an opportunity to advertise himself and his store, personally in the home and do it in such a manner that he is established there permanently as a friend.
Let us tell you how by dropping us a line. Then you will be anxious to order thru your jobber at once.

PHILADELPHIA BADGE CO.

Manufacturers and exporters of patented selective Advertising Novelties of Proven Merit.
Main Office and Plant
Philadelphia, U. S. A.
942 Market Street
New York Office—25 Broad St.

upon as a local product through its season engagement at the Café L'Aiglon. The Philadelphia Victor trade has found this form of advertising highly attractive from a sales standpoint and the reading of the papers published throughout the country shows dealers in other localities following this same form of advertising.

Preparing for Fall Trade

Preparation for Falltime activities is now under way at the distribution headquarters of the Talking Machine Co. The firm is securing a full line of Victor machines and preparing to carry a comprehensive stock of all the most desirable models so that the trade is assured of deliveries, provided orders are not delayed until the last moment. The firm will be ready to deliver the Fall stocks by the latter part of this month. The salesmen on the road are notifying the trade of the firm's early preparation for Fall demands. George A. Tatem is covering the coal regions and Karl Sandman is traveling the points in the section along the Reading.

Quick Service at Gimbel Bros.

A quick service plan has been devised by the talking machine department of the Gimbel Bros. department store for its Victrola sales. In the latter days of June the department took possession of the ground floor store at 821 Chestnut street in the building owned by the department store. Herein it installed a piano and Victor service as an addition to its seventh floor main talking machine department, under the management of Mrs. Carmine, who is in charge of the records, and Manager Wurtelle of the talking machine department. The ground store was secured to facilitate sales of records and to afford the customers a service which will eliminate the necessity of traveling to the seventh floor. A complete line of records and machines were added to the stocks of the new store service.

J. B. Smith in New Home

Possession of the new store property purchased some time ago by J. B. Smith, a Columbia dealer, of Conshohocken, near Philadelphia, was taken early in July. The new store is located at 68 Fayette street and for the past few months has been in the hands of the carpenters for conversion into a modern and attractive home for the firm. In the new quarters the firm will greatly increase its Columbia

stock of records and phonographs. Previous to taking over the new home the Smith concern was established in a central city section where a general musical business was conducted.

Triangle Jazz Makes Columbia Records

The Triangle Jazz, the musical organization of the Triangle Club of Princeton University, has, through the Columbia Phonograph Co., produced two records made in the laboratories of the Phonograph Co. in its personal recording service department. The Triangle Club placed an order with the Columbia for 4,000 of these jazz records. The records are distributed through the University Book Store in Princeton, N. J.

Opens Branch in Mexico

Sol J. Philips, popular and live-wire dealer in Columbia phonographs, with headquarters in Bethlehem, Pa., and who has attracted to his establishment a patronage extending to many towns and cities adjacent to the Pennsylvania city, has broadened still further and is now featuring a sales agency in Mexico. In the Mexico territory there has been appointed a district sales representative who has been very successful in selling the Columbia and its Mexican records of native music and English as well.

J. J. Doherty Finds Good Outlook

J. J. Doherty, assistant Philadelphia manager of the Columbia Phonograph Co., has been on an extended trip through Reading, Harrisburg, Tamaqua and the points adjacent to these cities, visiting the Columbia dealers. He reports business in this section of the State as prosperous. Ted Lewis and His Band, which is playing during the Summer months at the Ritz-Carlton Hotel in Atlantic City, has been giving the Columbia dealers in the seashore resort a good run for his Columbia records. The local newspapers have been running a co-operative ad on the Ted Lewis records, tying up with his appearance.

On Month's Vacation Tour

Russell Marsden, buyer for the John Thomas & Son Co., of Johnstown, Pa., which operates a very attractive Victor sales department in its department store in the Pennsylvania city, left on July 1 for a month's tour through Canada on a vacation sojourn. He will tour all the Canadian resorts along the St. Lawrence and including Montreal, Quebec and other points.

JOBBERS

REPAIR PARTS

GRAPHITOLEO

ALBUMS

BRILLIANTONE

GILT EDGE

SAPPHIRES

Tone Arm for Columbia as Pictured

Sample	• • • • •	\$1.75
Lots of 12	• • • • •	1.50
Lots of 100	• • • • •	1.25

GUARANTEE TALKING MACHINE SUPPLY CO.

109 N. TENTH STREET, PHILADELPHIA

JOBBERS

MOTORS

TONE ARMS

SOUND BOXES

ADDATONES

3-IN-1 OIL

ATTACHMENTS

Write for our latest Main Spring Chart

Buffalo Dealers Look for Big Fall Business Season

Advertising Campaign Proves Sales Stimulator
—Northwest New York Victor Dealers' Annual Outing—News of the Trade

BUFFALO, N. Y., July 9.—The spirit of hope is gaining ascendancy and there is sound reason for believing that, although business will remain dull during the Summer season, the Autumn will register a substantial improvement, according to one of Buffalo's leading talking machine dealers.

"After approximately two years of activity in the talking machine field consumption is tapering off. However, a readjustment in the relation of demand and supply is occurring just as it did about this time of 1921, and the Autumn should show a moderate recovery, at least," this conservative dealer declared.

Advertising Boosts Sales

One of the large music houses, that of the music store of the J. N. Adam Co., which is under the management of Mrs. Loretta C. Spring, is doing an excellent business. A great deal of newspaper space was devoted to advertising features of the talking machine department during the month of June and thirty-two machines were sold in one day. In this lot were Victrolas, Royals and Mastercrafts. Figures show that the music store did a much greater business during June than it did during the same period last year. Record sales doubled, Mrs. Spring said. The radio combination with the Royal is doing very well.

H. Coe Chase, of the talking machine department, received recognition from the store for having the highest sales record during the month. He sold forty machines. D. Dimick has joined the sales force in the Victor department, and is said to be making an excellent record. His sales have averaged 80 per cent in the two weeks he has been with the store, Mrs. Spring said.

Victor Dealers' Annual Outing

Mother Nature was in her best attire and Old Sol smiled approvingly when the Victor dealers of Buffalo and western New York held their annual outing in June at the beautiful Automobile Club, in Clarence. It was one of the largest attended and proclaimed the most enjoyable picnic the Association has ever had. Bobbing balloons, suggestive of the frivolous spirit of the occasion, and gay banners, which announced to the curious onlooker that the Victor Dealers' Association was taking the day off for its usual Summer outing, decorated the automobiles that formed a parade in Buffalo and carried the group to the Club grounds. It was about 2 o'clock when the Clubhouse threw open its doors to the happy throng, which included jobbers, dealers, their salesmen and families.

One of the important things on the program was the baseball game, which is one of



"HIS MASTER'S VOICE"
REG. U. S. PAT. OFF.

It has always been the policy of this house to build "good will" by rendering a service that is at all times dependable and cooperative.

The number of Victor dealers we are now serving regularly, and who depend upon us for their supply, is constantly increasing:

There must be a reason for their preference.

This not only applies to local and nearby dealers, but many at more distant points find our service dependable. Our shipping facilities out of Buffalo are unexcelled.

Try us and be convinced.

CURTIS N. ANDREWS



Victor Distributor
Exclusively Wholesale



Court & Pearl Sts.
BUFFALO, N. Y.

the anticipated features from one year to the next. The Lollipops scored over the Doodle Doos 14 to 6. C. E. Siegesmund and O. L. Neal were umpires. The line-ups were, Lollipops: Capt., Grinnell; p, Jacobs; c, Dimple; 1b, "Red"; 2b, Klear; ss, Acquisto; 3b, White; rf, Williams; cf, Brush; lf, Dey. Doodle Doos:

floor of the Clubhouse was thrown open for the dinner and dance. Between courses of the delicious chicken dinner and throughout the evening dancing held sway. Music was furnished by the Club's orchestra. F. F. Barber, who headed the outing committee, and A. W. Fleishman, president of the Association, received



Victor Dealers of Buffalo and Western New York at Outing

Capt., Wills; p, Blank; c, Bill Melzer; 1b, L. Melzer; 2b, Wright; ss, Law; 3b, Shabo; rf, Houck; cf, Scheiber; lf, Wills. Home runs were made by Williams and Shabo.

In the ladies' events Miss Margret Neal won two contests. The men's events consisted of races and a tug of war. In the children's events the son and daughter of E. R. Burley, West Ferry street dealer, each carried off a prize. O. L. Neal, of the Buffalo Talking Machine Co., won the prize for bringing the largest family. Cash prizes were awarded. The entire lower

many expressions of congratulations for the success of the occasion.

Brisk Portable Demand

Portable business is very good, according to F. C. Clare, of the Iroquois Sales Corp. "We are awaiting the opening of the Fall season when a good demand for the Strand radio combination is expected," Mr. Clare said. "At present we are enjoying a good portable business. Record sales are running a little under June of last year, but we have opened several new Okeh and Odeon accounts in this district, which



IROQUOIS SALES CORPORATION

210 FRANKLIN STREET

BUFFALO, N. Y.

Distributors for New York State and
Northwestern Pennsylvania for
Okeh Records and ODEON Records.

A capable, efficient sales organization that is ready and willing to co-operate with Okeh and Odeon dealers in building up a permanent, profitable demand for these popular record lines.



Activities of Buffalo Trade

(Continued from page 98)

is bringing up the demand for these records. Some good Italian records have recently been released and we are finding a good market for them. The Okeh race records are going well.

Returns From Trade Tour

M. O. Grinnell, of the Buffalo Talking Machine Co., has returned from a tour of western Pennsylvania and eastern Ohio, where conditions are rather "spotty," he said. In the mining and steel sections, where unemployment is most prevalent, business is quite dull, while in the agricultural sections dealers are busy.

New Victor Accounts

Two new Victor accounts were opened last month. They were George Hoyle, of Attica, and H. L. Peters, of Lackawanna. O. L. Neal, of the Buffalo Talking Machine Co., is spending the month in Nichols, N. Y., on the farm of the Neal homestead.

Brief But Interesting

M. Truda, Columbia dealer at 2894 Delaware avenue, Kenmore, N. Y., will move to his old location, 238 West Ferry street, Buffalo, soon.

Morris Turchin, East Ferry street dealer, attracted many buyers to his store last month through an attractive Brunswick display. He reports a good demand for Al Jolson's records.

The Bolender Music House, on East Main street, Cuba, N. Y., discontinued business July 1.

Robert R. Senechal, furniture and talking machine dealer in Niagara Falls, recently filed a petition in bankruptcy, listing liabilities at \$8,000 and \$1,000 in assets. Alam V. Parker, trustee, has been authorized to sell the stock for not less than three-quarters of the assets.

Mr. and Mrs. C. E. Lucore, en route to Los Angeles, write friends in Buffalo, from Phoenix, Ariz., where Mr. Lucore is steadily regaining his health. He became ill several months ago, while manager for Neal, Clark & Neal.

Totty & Wettelings, dealers in musical instruments in Welland, Ont., will retire from business about August 1.

Standard Victor Records Pushed During Month

The standard records recommended for special sales efforts by the Victor Co. to its dealers for the week of June 20 were "Oh, Promise Me," coupled with "Banjo Song," both sung by Louise Homer, and "National Emblem March," played by the United States Marine Band, with "Lights Out," played by Arthur Pryor's Band, on the reverse side. For the week of June 27 record No. 704 was recommended, consisting of "Simple Confession" and "Killarney," both selections played by Hans Kindler, 'cellist. The other recording for this week on which special sales stress was placed was "Song of Love," sung by Lucy Isabelle Marsh and Royal Dadmun, coupled with "Serenade," sung by Lambert Murphy and the Orpheus Quartet. Both of these numbers are from the musical play "Blossom Time," the music being adapted from the melodies of Franz Schubert. For the first week of July the record No. 725, consisting of two selections played by Fritz Kreisler, "Melody in A Major" and "Paradise," was featured. It might be mentioned here that the first of these was composed by General Charles G. Dawes, candidate for the vice-presidency of the United States. The "American Fantasia," in two parts, one of the best-known of Victor Herbert's masterpieces, played by Victor Herbert's Orchestra, was the other selection for this week.

Mutual Factory Busy

The Mutual Phono Parts Co., New York City, reports that orders are being received in increased quantities and that its factory is quite busy taking care of the demands. This would presage generally good production ahead on the part of the talking machine manufacturer.



Atlas

TRADE MARK

RADIO REPRODUCTION

Sells Radio Sets—

You've sold your patron a phonograph—now he wants radio as well—

But he wants radio reproduction clear, faithful, free from distortion—in other words, *Atlas* Radio Reproduction.

He already owns half of it—the sound chamber of his phonograph. The other half—an Atlas Unit, complete for \$13.50, can be easily attached in a few seconds.

Let him hear Atlas Radio Reproduction through a phonograph—and you'll sell a radio set!

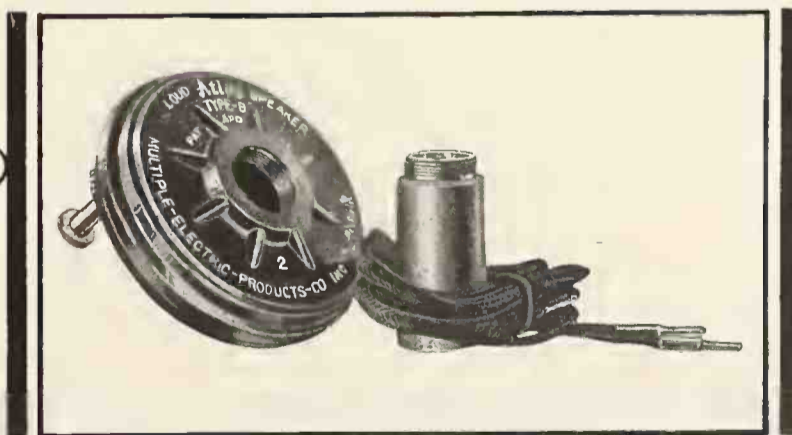
Atlas floods the room with the best that's in the set and yet it keeps the phonograph in the foreground of his family's attention.

The coupon points the way to new profits for alert music dealers. It's handy—use it!

Branch Offices:

New York, Boston, Philadelphia, Baltimore, Pittsburgh, Detroit, Chicago, St. Louis, Denver, 550 Howard St., San Francisco.

Atlas Unit with Phonograph Attachment Coupling
\$13.50



Atlas Speakers Complete
\$25.00
and
\$30.00

Multiple Electric Products Co., Inc.,
36 Spring Street,
Newark, New Jersey.

I want to sell GOOD Radio Reproduction. Send details of Atlas profit possibilities for forward-looking music dealers.

Name.....

Address.....

Tremendous Development of the Outing Business

Popular Portables Now Being Sold All Over the World—A. J. Coté Largely Responsible for Industry's Remarkable Development

As a pioneer in the development of portable business, A. J. Coté, president and general manager of the Outing Talking Machine Co., Mt. Kisco, N. Y., manufacturer of Outing portables, has won the friendship and esteem of jobbers and dealers throughout the country.

Several years ago Mr. Coté, with exceptionally keen foresight, appreciated the fact that there was a tremendous market awaiting a satisfactory portable phonograph, and he introduced the Outing portable. The company's success was immediate, and under Mr. Coté's able direc-



A. J. Cote

tion the manufacturing and sales departments steadily increased in efficiency and magnitude.

At the present time the Outing Talking Machine Co. numbers among its jobbers representative wholesale houses from coast to coast, and Outing dealers are located in practically every fair-sized city throughout the country. In addition to this vast domestic trade the company has developed an important and constantly increasing export business. Shipments of Outing portables have been made to all of the leading South American and European countries, and even as far away as the Orient. Mr. Coté has been visiting the trade at frequent intervals the past year, and his present plans provide for enhanced co-operation between his factory and his distributing organizations.

Special Victor Records

The two standard records pushed by Victor dealers during the past week were record 6143, coupling "Aloha Oe" and "My Old Kentucky Home," both sung by Alma Gluck, and record 16529, which includes two of the most popular band selections, "La Paloma," played by Sousa's Band, and "Over the Waves Waltz," played by Pryor's Band.



SHELTON ELECTRIC CO., 16 East 42nd Street, New York

THE SHELTON Electric Motor

The "Simplicity" electrifies Victor, Edison and Columbia phonographs by simply taking off winding handle and placing motor against turntable. Automatic switch in motor operated when the turntable is started or stopped. Operating on AC or DC current of 110 volts. Specify type of current when ordering.

Salt Lake Dealers Enjoy Satisfactory Business

Portable Sales Grow as Public Turns to Outdoors for Enjoyment—Consolidated Music Co. Stages Outing—Activities of the Month

SALT LAKE CITY, UTAH, July 7.—On the whole the talking machine business here at this writing and for the past few weeks may be described as fair. Here and there a firm has complained, and at least one has declared the talking machine business is dead; but, on the other hand, there are those who have been doing rather well. The firms that have been doing the best are, of course, those that have been going after business. One or two prominent retail stores have been moving quite a lot of portable machines since the weather became hot and people turned their thoughts to the cool canyons which surround the principal cities in this State. At the Daynes-Beebe Music Co., G. Tod Taylor, manager of the phonograph department, has put in a fine portable phonograph window in which he shows that the world's best music can be carried into the out-of-way places during the hot days at a minimum of trouble and cost. There is a camp fire, a table, a phonograph and a radio set, while in the background is a huge painting depicting mountain scenery.

The Provo Photo & Music Supply Co., Provo, and Stone & Co., Salt Lake City, have consolidated and the new organization composing these firms will be known as the Globe Music & Photo Co. The headquarters will be at 55 North University avenue, Provo, in the store recently vacated by the Daynes-Beebe Music Co., of Salt Lake City. Both the Provo Co. and the Stone concern have been interested in phonographs and it is announced by an officer of the former that the new company will do a wholesale as well as a retail business. Warner Stone, president and manager of the Stone Co., is well known in music circles.

The Consolidated Music Co. held a most successful outing at Saltair yesterday. Free tickets for transportation, dancing and bathing were furnished those clipping coupons from a newspaper, provided a large tag of the company on which its name was prominently displayed was worn. Many thousands of people took advantage of the coupons and the famous resort reported a record attendance.

R. F. Perry, of the Brunswick Co., and widely known in Intermountain talking machine circles, has returned to work after a pleasant vacation spent at Fish Lake and Ogden Canyon. At Fish Lake he was accompanied by Philip S. Heilbut, manager of the music department of the Bates Stores Co., Provo.

O'Loughlin's, on Main street, have added more display room at the front of their store and increased the demonstration booths at the back, adding to the appearance of the store.

Miss Cicely J. White, private secretary to Jos. J. Daynes, of the Daynes-Beebe Music Co., is back at her post after an extended tour of the Western States.

The home of John Elliot Clark, prominent talking machine man of this city, was entered by burglars the other night. The loss was not heavy, the intruders being frightened away.

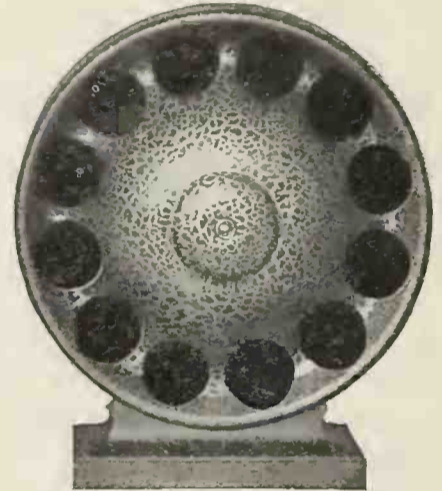
Miss Jessie Russell, in charge of the phonograph department of the Russell-Taylor-Dixon Co., of Provo, is now Mrs. Jessie Cardall.

New Loud Speaker of Goldschmidt Corp. Makes Bow

Radical Changes in Design of New Radio Accessory Which Is Being Introduced to the Trade—Ad Drive Planned by Company

The Th. Goldschmidt Corp., New York, exclusive representative of the manufacturers of N. & K. radio products, has announced the introduction of the N. & K. imported loud speaker, Type W, which is radically different in appearance from the loud speakers now on the market, and which has many distinctive features. In describing this new loud speaker, a member of the company's executive organization stated as follows:

"The N. & K. imported loud speaker, Type W, has broken away from all traditions. It projects sound by reflection. In this process



N. & K. Loud Speaker

the sound is diffused so that it issues from the speaker in all directions, not merely in one direct line. It projects sound waves in their full roundness, giving forth a mellow, musical tone.

"It is different in shape. The N. & K. imported loud speaker avoids the tall awkward horn form, so difficult to harmonize with home surroundings, and so easily tipped over or knocked down. Circular in shape and mounted on a low flat base, it presents an agreeable appearance to the eye and harmonizes with the furnishings of even the finest home. It is economical of space. The pleasing black and gold striped surface gives it an air of distinction also. The base, felt protected, does not scratch or mar polished surfaces.

"It is different in material. Rejecting both wood and metal because of their high vibrating qualities and consequent tendency to mar beauty of tone by making it harsh, metallic and rasping, Type W, N. & K. loud speaker utilizes an entirely new patented material in its construction. It is made of burtex, a scientific product providing the stiffness of wood or metal, but neither cellular nor crystalline in composition. It is more like a very thick, absolutely rigid fabric. This quality causes it to transmit only the actual vibrations of the broadcast waves.

"The unit used in the new Type W, N. & K. loud speaker, embodies the same quality of tone as the popular N. & K. phone units, but is adapted to amplification purposes. It is especially designed for the reproduction of musical tone, bringing out the entire range of the human voice or musical instrument with extreme clearness, sharpness and naturalness. You feel that the speaker, or musician is in the room with you."

The Th. Goldschmidt Corp. is going to launch a strong national advertising campaign behind this product. The first advertisements appearing in national magazines will be in the September issues of the Saturday Evening Post, Popular Radio, Popular Mechanics, Wireless Age, Q. S. T., American Boy, Boys Life, and in the October issue of Radio News. Many additional publications will be used for the Fall and Winter national campaign.

An announcement will shortly be made, introducing the N. & K. phonograph attachment especially designed for use with Victrolas, but which will also operate on any standard make of talking machine, with one exception.



Presents a Complete Line for the Music Dealer

PHONOGRAPHS

Portables
Uprights
Consoles

RADIO

Radio Sets—The Five Tube Pathe
"Minute Man" Consoles
Combination Phonograph-Radio Consoles



Radio Combination
(Model 31)

RECORDS

A Quick Selling Record with a Good Margin of Profit



The New Pathe Portable

A COMPLETE phonograph with an automatic stop and a perfect filing device holding ten records, furnished in Waxed Golden Oak; Fumed Oak; Mahogany Finish; interior in natural wood finish; nickel plated hardware; universal tone-arm; Pathe reproducer; double spring motor; size 14 x 15½ x 8, weight 20 pounds.

Mahogany Finish)
Golden Oak)\$40.00
Fumed Oak)

The Pathe Record plays on all phonographs with steel needles. It will show you a more frequent turnover and *greater* margin of profit than is possible with 75 cent records.

Pathe Records retail at 55 cents each, 2 for \$1.00, and are the equal of any record regardless of price. Dozens of merchants who attended the National Convention in New York City have added the Pathe Record to their present lines. The Pathe Record will bring hundreds of new customers into your store. Do you want this business?

Write for Details

**Pathe Phonograph &
Radio Corporation**
20 Grand Ave., Brooklyn, N.Y.

REFER TO DEPARTMENT 142

Pathé Phono. & Radio Corp.,
20 Grand Ave., Brooklyn.

Send us, without obligation, complete information regarding:

- Pathé Portables
- Pathé Uprights and Consoles
- Pathé Radio Sets
- Pathé Phonograph-Radio Consoles
- Pathé "Steel Needle" Records

Name.....

Street.....

Town and State.....

Twin Cities Music Industries Making Arrangements for Their Annual Outing

Music Stores to Be Closed for Second Annual Picnic—Two Thousand Expected to Attend—Tie-ups With Norwegian Festivals Move Records—Trade Outlook Is Bright—The News

MINNEAPOLIS and ST. PAUL, MINN., July 7.—Phonograph folk, piano men and all men and women in the music industries here will join in a huge picnic staged by the Twin City Music Industries, probably Wednesday, July 16, at Spring Park. The outing will be the second annual affair of the kind. Twin City music stores will be closed for the event and the committee in charge is planning on 2,000 people. Those in charge include Charles K. Bennett, of the George C. Beckwith Co., Victor jobber; Arthur E. Monson, Stone Piano Co., treasurer, and J. W. Mienes, of Edward G. Hoch Co., Cheney distributor, secretary. The reception committee named consists of Robert O. Foster, of Foster & Waldo; W. J. Dyer, W. J. Dyer & Bro.; Edward R. Dyer, of Metropolitan Music Co., and Grant P. Wagner, of Howard, Farwell & Co. General arrangements are in the hands of E. A. Steinmetz, Cable Piano Co., C. L. Carlson, Howard, Farwell & Co., J. L. Pofahl, the Dayton Co. and Max Stummel, Cable Piano Co. J. A. Simon, of the Metropolitan Music Co., heads the entertainment committee. The transportation group is composed of J. La Belle, of the Skellet Transfer; Hans Christianson, of the Reliable, and T. H. Baldwin, of St. Paul. The location committee consisted of James Mead, Sonora Shop; Louis Crocker, Foster & Waldo; John E. Date, of Doerr-Andrews & Doerr, Sonora distributors, and Harry Crosser, Minnesota Piano Co. J. Unger, of the Lawrence H. Lucker Co., is publicity man. The day's program calls for a picnic luncheon, a program of sports and special entertainment features. A meeting to discuss plans was held June 30 at the Beckwith offices.

Tie-ups With Norwegian Festivals

The Norwegian song festivals which have been conducted in various Minnesota towns, including the big Twin City festival which closed June 29, were used by several phonograph firms, chief among them the Victrola Shop, of Fergus Falls, operated by I. D. Leidal. Mr. Leidal had his shop windows made festive with Norse folders and lists a window card in Norwegian script bearing the words, "Headquarters for Homeland Music," and a welcome card for the vari-

ous organizations which met there, including Totenlaget, which convened from June 17 to 19; Numedalslaget, June 17 and 18; Nordlandslaget, June 20 and 21, and Vosselaget, June 27 and 28. The shop arranged a booth with green poplar trees and a Victrola No. 10 on a green rug with an assortment of Norwegian records. The visitors were invited to hear their favorite music on Victor records. The shop not only obtained a good mailing list, but also made a considerable number of sales to the visitors.

Skinner & Chamberlain, in Albert Lea, followed much the same plan when the Telelaget convened there June 18 and 19.

Artists Aid Record Sales

Wendell Hall, Victor artist, singing popular songs and strumming his famous ukulele, will appear at the Twin City radio station WLAG, July 19 and 20. He will visit Victor dealers while here.

Clyde Doerr and His Orchestra, Victor recorders, will appear at the Hennepin-Orpheum the week of July 20. The sale of John Steele's Victor records was stimulated by the appearance of this tenor at the Orpheum the week of June 20.

Resigned From Beckwith's

Arthur Bloom left the Beckwith Co. and expects to establish a phonograph business of his own. As a parting gift the firm presented Mr. Bloom with a check and the employes gave him a white gold watch and platinum chain.

Cable Co. Remodeling

The Cable Piano Co. is remodeling its St. Paul store and will use the second floor for display instead of the basement space heretofore utilized. W. S. Collins, vice-president of the company, has not fully recovered from the automobile accident in which he was injured. Mrs. Collins has just returned to her home, 3144 Holmes avenue, after a stay in the hospital.

Steal 3,000 Records

The theft of 3,000 Victor records and a quantity of needles from a shipment for the Beckwith Co., June 23, badly handicapped the firm. The robbers broke into a car which was due in Minneapolis June 21 and which did not arrive until two days later. A discarded packing box

furnished the clue that the robbery was staged between Saturday noon, June 21, and Monday morning. The goods included the new July 3 samples and a quantity of special records.

Encouraging Brunswick Outlook

"Doc" O'Neill, manager of the Brunswick Co., says that "Regarding country business, stocks are comparatively low in most sections. Dealers are marking time for the next few weeks until crop conditions are assured and the probable price known. Things are more encouraging at this time than last year in the same period." The new Brunswick Radiolas are exciting considerable interest here.

H. L. Davies, traveling representative for the Brunswick, says that business is best in Wisconsin and eastern Minnesota.

Improvement in Columbia Demand

W. L. Sprague, of the Columbia Phonograph Co., said: "Business is coming back a little bit everywhere. Conditions are better in the Southern territory." Mr. Sprague just returned from a trip into Iowa.

Edison Business Gains

"June business has been as good as last June's business," said J. Unger, of the Laurence Lucker Co., Edison distributor. May was ahead of last year here. Mr. Unger sported a string of fish after a recent trip to Rice Lake, near Eden Valley, when he was one of a party which included R. W. Hyneman, the mayor of Eden Valley.

Lucker's is starting in the radio game in earnest and expects to convert large portions of its floor space to radio uses. One of the company's show pieces over which the Lucker employes are displaying much enthusiasm is an imposing four-tube DeForest radio, which requires no ground connection and carries its own aerial.

Another radio which is expected to be very popular is a Ware neotrodyne.

On Alaskan Wedding Trip

W. C. Hutchings, assistant general sales manager of the Brunswick Co., of Chicago, passed through Minneapolis with his bride on his wedding journey to Alaska a fortnight ago.

Look Forward to Brunswick Records

The trade is looking forward with much anticipation to the arrival of the Brunswick record, "Mandalay," by Abe Lyman and His Orchestra.

Elmer L. Kern, Brunswick general manager in the Northwest, recently returned from a fishing trip of a week's duration at Gull Lake. As proof of his prowess, supplies of black bass were distributed all around the Brunswick branch.

Frank Gunyo, manager of the New England phonograph department, is missing from his post because of serious illness.

W. C. A. Bickham's New Post With Thomas Mfg. Co.

The Thomas Mfg. Co., Dayton, O., manufacturer of the Portophone, announced recently that W. C. A. Bickham had been appointed district sales manager in charge of Ohio and West Virginia territory. Mr. Bickham was formerly associated with the C. L. Marshall Co., covering the same territory that he will now handle for the Thomas Mfg. Co. In addition to his sales promotion activities, he is widely known as a musician, is interested in a large retail store in Columbus and is identified with various dealer associations.

Barnhill to Pacific Coast

T. W. Barnhill, president of the Penn Phonograph Co., Inc., Victor distributor, will leave Philadelphia, Pa., July 25, to join Mrs. Barnhill and their daughter, Marguerite, at Los Angeles. Mr. Barnhill has crossed the continent a number of times and is enthusiastic over the vacation opportunities offered on the Pacific Coast. On his way out he plans to visit a number of important trade centers, such as Cincinnati, Louisville, Memphis, Corinth, Oklahoma City, Albuquerque, Dallas and other points.

SATISFIED CUSTOMERS

We take particular pride in our long list of satisfied customers who always insist on getting

DE LUXE NEEDLES

(BEST BY EVERY TEST)

Perfect Reproduction of Tone

No Scratching Surface Noise

Plays 100-200 Records

May We Send You Sample?

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.

Price 3 for 30 Cents

Liberal Trade Discounts

Federal Tone Beauty— an important sales factor for phonograph dealers

BESIDES its simple operation, its exceptional selectivity and distance range, Federal tone gives the phonograph dealer a distinct sales advantage.

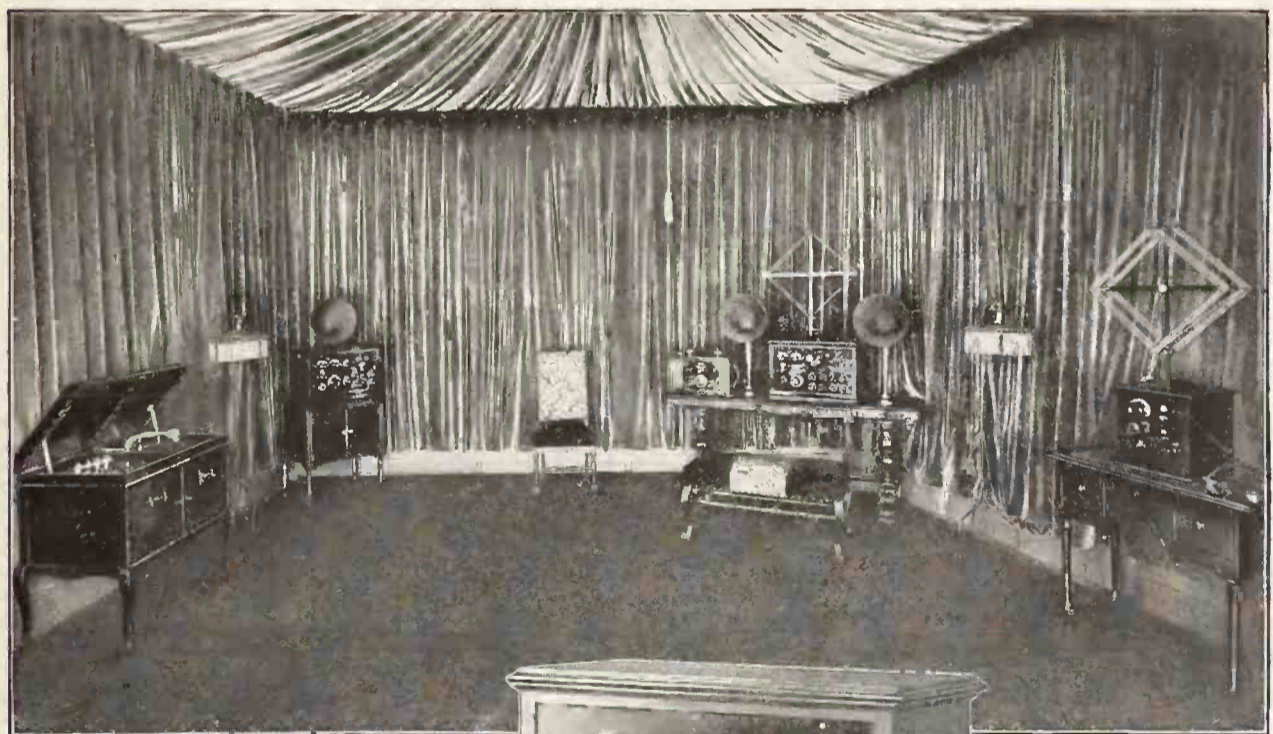
It is natural for your customers to “shop around” when purchasing radio equipment. Either before or after leaving your store, they will listen to a variation of sounds coming from different radio receivers. Thus your sale gains a tremendous impetus when you turn the three simply operated dials of the Federal set and fill the demonstrating room with the full, rich, *faithful* tones of Federal reproduction.

Phonograph dealers have been prompt and enthusiastic in their appreciation of this Federal tone. That is why Federal sets are sold today by all phonograph dealers who have investigated.

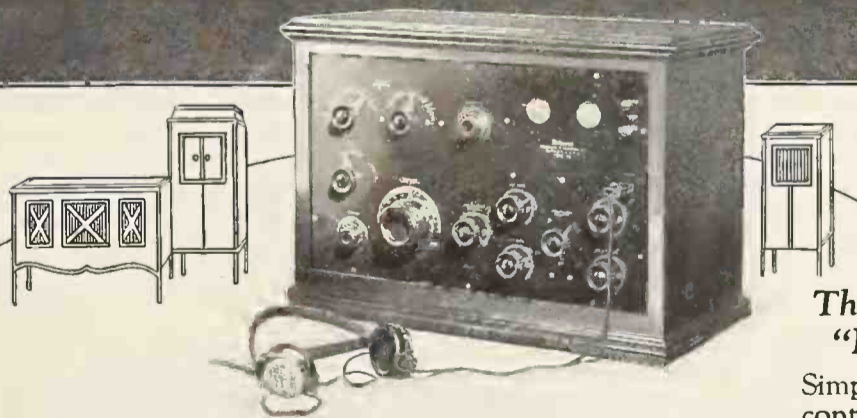
Write us for illustrated “Phonograph Dealers’ Folder”

FEDERAL TELEPHONE AND TELEGRAPH CO.
BUFFALO, N. Y.

Boston New York Philadelphia Pittsburgh Chicago
San Francisco Bridgeburg, Canada London, England



The Federal Studio, Times Building, New York, extends a cordial invitation to all visiting phonograph dealers who will feel repaid for their inspection of this display room and its simple, yet exceptional acoustic properties.



**The Wonderful
“Fifty-Nine”**

Simple tuning—three controls — others to produce exceptional tone refinement.

Priced at
\$177

With headphones.
For loop reception (No.61)

\$46 Extra



Federal

Standard **RADIO** Products

Radio Corp. of America Announces New Plan for Financing Radiola Dealers

Under the New Arrangement Retailers Selling Radiolas on the Instalment Plan May Take Advantage of the Services of Two Leading Concerns in Financing Their Sales

The Radio Corp. of America announced recently that it had just concluded arrangements for the financing of dealers' Radiola sales. The details of this important plan were announced in a recent issue of the company's house organ, "Town Crier," and as presented by H. T. Melhuish, assistant manager of the sales department, gave the dealers informative details as to the merits and operation of the plan.

Dealers' sales of Radiolas made on the time payment basis will be financed by either of two large national financing companies, namely, the General Contract Purchase Corp., 120 Broadway, New York City, with which are affiliated the New York Contract Purchase Corp., New York City; Ohio Contract Purchase Co., Cleveland, O.; Illinois Contract Purchase Corp., Chicago, Ill.; Southwest Contract Purchase Corp., Dallas, Tex., and the Pacific Coast Contract Corp., San Francisco, Cal.; or the Commercial Credit Co. of Baltimore and San Francisco, with which are affiliated the Commercial Credit Corp., New York City; Commercial Credit Trust, Chicago, Ill., and the Commercial Credit Co., Inc., New Orleans.

The Radiola financing plan of these companies is the same in all respects. Dealers should write directly to one of the above financing companies or to the nearest affiliated company for blank application forms which he will fill out and return to the financing company, and will receive all necessary blank forms. The dealer is then ready to offer Radiolas to his customers on the easy payment plan.

In explaining the details of this plan Mr. Melhuish said in part: "Some prospects will want more time than others in which to pay for their Radiolas, consequently, the financing plan has been so arranged that they can select any desired time from four to ten months for paying the account in full.

"When an understanding has been reached between the dealer and his customer with regard to the sale of a Radiola on the easy payment basis, the customer will pay to the dealer in cash 25 per cent of the list price, plus one per cent per month of the list price for each month that the customer desires for paying the balance. The amount of one per cent per month is for interest and all charges. Thus, if the customer decides to pay the balance in four months (being the minimum time for which such financing is accepted), he will pay in cash 25 per cent

of the list price, plus 4 per cent of the list price for interest and all charges.

"At the time of making his contract, the customer will sign a form supplied by the financing company, which is a contract between the customer and the dealer for the payment of the balance in equal monthly instalments. The dealer may then deliver the Radiola to the customer, retain the cash which he has received and forward the contract to the financing company. He will immediately receive from the finance company a check for 90 per cent of the unpaid balance, less the financing charges. Thus, the dealer receives over 93 per cent of the list price at once.

"The financing companies do not appear in the transaction between the dealer and his customer at any time except in cases of delinquency in payment of the monthly instalments. The monthly payments are made directly by the customer to the dealer, who remits to the financing company. The sales possibilities of this continuous contact between the dealer and his customer are of very great value, as all dealers will immediately recognize.

"To earn his 10 per cent commission, the dealer must collect each account in full, but his failure to collect the full amount of any one account does not affect his right to commissions on the other accounts which he does collect. Each account stands separately, and the dealer is not required to guarantee the payment of these accounts.

"Many dealers have found it impossible to extend credit to their customers, due to the fact that their working capital is fully employed in keeping a sufficient amount of merchandise in stock. The financing plan which is now presented will permit a dealer to extend this credit to his customers without decreasing his working capital and will thereby make it possible for him to greatly increase his sales volume and his profits.

"Some prospective customers are reluctant to ask whether a Radiola can be purchased on instalments, therefore, the dealer should mention this sales method to his prospects. Many of such prospects who hesitate to purchase immediately for cash will at once take advantage of this opportunity.

"Financing interests are necessarily slow and cautious in investing money in any new or untried enterprise. This is particularly true where

they have to depend upon the quality of merchandise for its repayment. They must, in such cases, be assured that the merchandise has been developed to a point where it will not rapidly decline in value and will give satisfactory continuous service to the purchaser. For many months financing companies have been watching the growth of the radio industry with interest and expectation, but they have not been willing up to this time to undertake the financing of sales of radio apparatus because of the many changes which were constantly being made in radio receivers. Now, however, they have found in the new line of Radiolas a class of merchandise which has reached a position of stability and which offers assurance that investments they make in Radiola deferred payment contracts will be returned to them through prompt payments by satisfied customers."

Mother of Paul Specht Hears Him on Radio

The accompanying photograph presents the mother of Paul Specht, famous orchestra leader and Columbia artist, listening to her son's or-



Paul Specht's Mother Hears Him Play orchestra broadcasting over Station WJZ from the Alamac Hotel, New York. Paul Specht and His Alamac Hotel Orchestra have attained countrywide popularity through their radio broadcasting, which takes place twice a week, and Columbia dealers throughout the country are "cashing in" on the success of the orchestra by featuring Paul Specht's Columbia records in their newspaper publicity, window displays and other forms of advertising which are proving equally effective.

VAN VEEN & COMPANY, Inc.

Woodworkers Since 1907

Costly experiment has taught the Phonograph Trade the importance of high-grade sound-proof hearing rooms and store fittings.

Radio dealers can avail themselves of Van Veen equipment in the first instance and avoid the experimental losses of the Phonograph trade. Van Veen booths are indispensable in selling and demonstrating radio.

Counters, racks and wall display cases carried in stock or made to special design. Write for estimate and catalogue.

Offices and Warerooms:
413-417 East 109th Street

'Phone Lehigh 5324

NEW YORK CITY

OUR REPAIR DEPARTMENT



Service for Victor Dealers is of paramount importance to us. Therefore, we operate a completely equipped REPAIR DEPARTMENT—manned by skilled mechanics and cabinet makers who have specialized in Victor Repairs for years. Here, you have every Victor part obtainable—ready for your "hurry calls." Here, you are assured of reasonable Repair Prices. Our Repair Department was established to aid you! Why not look to us for Service your customers may require? Service to your trade has much to do with business increases.



VICTOR DISTRIBUTORS

Blackman

TALKING MACHINE CO.

28-30 West 23rd St. New York



WHOLESALE ONLY

Important Activities of the Trade Are Feature of the Month in Los Angeles

Western Artists Recorded in Los Angeles by Victor Co.—Brunswick Dealers Tying Up With Isham Jones—Wide Interest in Coming Convention—Galli-Curci Scores in Concert

LOS ANGELES, CAL., July 5.—A number of Victor recordings of local organizations and individuals were secured last month when a special recording apparatus was installed here. E. T. King, manager New York artist and repertoire department, succeeded in arranging with Art Hickman's Biltmore Hotel Orchestra, which is under the leadership of Earl Burtnett, Vincent Rose's Montmartre Café, Hollywood, Orchestra, and with a number of locally famous Hawaiian and Mexican instrumentalists and orchestras, so that many very successful recordings were made which will appear in the Victor catalog in the near future and will be pressed in the new Pacific Coast factory in Oakland. The recording was done under the supervision of H. O. Sooy, manager of the recording laboratories of the Victor Co., Camden, N. J.; Fred Elsasser, manager of the recording laboratory, Oakland, Cal., and George Hall, superintendent of production of the Oakland factory.

Brunswick Celebrate Visit of Famous Orchestra

The Isham Jones Dance Orchestra, of Chicago, which makes records exclusively for the Brunswick, has been engaged by the Los Angeles Orpheum Theatre for two weeks, July 6 to July 20, and the local Brunswick office is celebrating the event by entertaining its dealers and salespeople at a dance at the ballroom of the Biltmore Hotel. The publicity office of the Orpheum is co-operating with the local Brunswick branch and with Brunswick dealers by advertising the Isham Jones Orchestra to the fullest extent.

The Coming Convention

Arrangements are practically complete in every detail for the holding of the Western Music Trades Convention in San Francisco, July 22d to 25th. A memorial was sent out from the headquarters of the Convention referring with the deepest regret to the deaths of the two great leaders of the two associations, the Northern and Southern California, George R. Hughes and George S. Marygold, respectively, and who were to have headed the Convention. The memorial goes on to state that the committee is carrying on and announces that Philip T. Clay, president of Sherman, Clay & Co., has accepted the post of general chairman and that Edward

H. Uhl, president of the Southern California Music Co., will head the advisory committee as chairman of that body. Great credit is due to Shirley Walker, of Sherman, Clay & Co., who has shouldered the giant's share of the work of preparation of the Convention, in fact it is doubtful if this first annual gathering of the music merchants of the West would have materialized but for his untiring efforts. Mr. Walker was vice-president of the Music Trades Association of Northern California and on the death of George R. Hughes, was unanimously acclaimed president.

Galli-Curci in Historic Open-air Concert

Before a vast audience estimated variously at between twenty-five and forty thousand people, Madame Galli-Curci sang four of her well-known arias under the stars of night in the great Hollywood Bowl. The affair seems to have been history making for never before had the famous coloratura soprano sung before an audience in the open air, nor had she sung previously in concert with a symphony orchestra for her accompaniment. The symphony orchestra was led by Alfred Hertz and the audience was probably the largest that had ever gathered in the Hollywood Bowl. In spite of the fact that the demand for tickets exceeded the enormous supply, the management generously presented the various Victor dealers' stores with a sufficient number of complimentary tickets so that all Victor salesmen and salesgirls were able to attend. Madame Galli-Curci fulfilled all anticipations and sang superbly and at the end of the concert gave a number of encores.

General Phonograph Corp. Official Here

R. S. Peer, director of record production for the General Phonograph Corp., spent a few days of the last week of June in Los Angeles. He motored down from San Francisco with Walter S. Gray, president of the Walter S. Gray Co., and Mrs. Gray, after making arrangements for the distribution of Okeh and Odeon records for the State of California by the Walter S. Gray Co., well-known phonograph accessory jobbers and distributors of the Strand phonograph. A number of very attractive Mexican records have been made by the General Phonograph Corp. during the last few months and the

demand for Okeh records of popular dances and for the beautiful foreign recordings contained in the Odeon catalog are showing a remarkable growth on the Pacific Coast. Mr. Peer was enthusiastic over Southern California and its future development; he also visited two or three of the golf courses, including one of the "greens" which were composed of oiled sand and harbored habitues of a depredatory nature; he lost several balls of special Eastern manufacture.

Henry Fails to Stay Back on the Farm

It seems to be impossible to keep W. E. Henry—affectionately known to his many friends as Pop Henry, off the road. He has a perfectly fine orange grove valued at a dizzy producing number of dollars to which he occasionally retires, but not for long—it is always a case of "back to the road." Recently he resigned from the General Phonograph Corp. and the inhabitants of the little town nestling at the foot of the tall Sierra Madres near where his rancho is situated, prepared a rousing welcome. But it was for only a day or two; he was gone on the fourth day with a portable phonograph of one make under his right arm and another kind under his left and a Music Master Horn as well, off to satisfy his wanderlust.

Interesting Demonstrations of Zenith Radio Sets

At the recent convention in New York the sales staff of the Zenith Mfg. Co., Chicago, was busy day and night demonstrating to interested dealers the various Zenith radio sets which were exhibited during convention week. Interesting



Top row, left to right: F. Aylesworth, A. E. Pierce, Pat. Kiley, Wm. J. Gaynor. Bottom row: J. McCarthy, M. Schaefer, F. Lakeman.

demonstrations were held at frequent intervals, and a comparison of the Zenith tone quality with the human voice was one of the outstanding features of the exhibition. The sales organization of the Zenith Mfg. Co. includes a number of competent radio men who are thoroughly familiar with the merchandising problems of the music dealer, and are doing everything possible to assist the dealer in developing a profitable radio business. The accompanying photograph presents the members of the Zenith force who covered the convention, together with a well-known soprano who made the trip from Chicago to assist in the Zenith demonstrations at the exhibit.

Builds Prospect List With Aid of Mystery Brunswick

ENNIS, TEX., July 7.—Gid Noel & Bros., live local music house, recently rendered an unusual program in bringing to their store the novel and interesting "Mystery Brunswick." Gid Noel says the advertising and entertainment that were derived from the instrument are invaluable and the returns have been far in excess of the most sanguine anticipations.

It is estimated that approximately twenty-five hundred people of the city and communities adjacent to Ennis saw and heard the "Mystery Brunswick." From these Mr. Noel secured a splendid phonograph prospect list, and he has set about to develop a real volume of sales from the returns.

WALL-KANE PHONOGRAPH NEEDLES

The original ten record needle

150 Per Cent Profit On an established article that sells itself



Handsome enamelled display stand holding one hundred packages.

WALL-KANE NEEDLE MFG. CO., Inc.

3922 14th Avenue
BROOKLYN, N. Y.

DISTRIBUTORS—Consolidated Talking Machine Co., Inc., Chicago, Ill.; Everybody's Talking Machine Co., Inc., Philadelphia, Pa.; General Phonograph Corporation, New York

Minor Portable

Major Portable

Upright Leaders

Console Leaders

Upright Conventional

Console Conventional

Period Uprights

Period Consoles

Phonograph-Radio
Combinations

Radio Cabinets

**MASTERCRAFT MODEL
FOR
EVERY SEASON**

**QUALITY
VISUAL VALUE
PERFORMANCE
SALES APPEAL**

ONE STANDARD

ONE SOURCE

**WRITE OUR SERVICE DEPARTMENT
FOR
Method to Help You Move
Your Merchandise**

TEAR OUT AND MAIL THIS COUPON

THE WOLF MANUFACTURING INDUSTRIES (Service Dept.)
Quincy, Illinois.

Please write (without obligation to us) in relation to methods of moving merchandise.

Name and Address.....

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., JULY 8, 1924.

THERE is not the slightest doubt that retail business was generally a great deal better in June throughout the mid-West phonograph trade than it had been during May. Not that the order-books of talking machine manufacturers have shown any excessive response. It is rather that retailers, as is plainly disclosed by inquiries made of them, have been cutting down their stocks to the bone, and at the same time going out after both old and new accounts in the strongest manner. There has been, in fact, during the last month, a strong effort on the part of local dealers to get themselves into shape; and this effort has borne fruit. Now that stocks are so low it becomes absolutely necessary to replenish them and manufacturers who are aware of the facts are anticipating that the immediate future will see a resumption of activity. The political situation is gradually settling down and it looks as if there will be no great psychological disturbance during the months between now and November. The day is, in fact, past for presidential elections to wreck the entire business of the country. Such depression as presidential years now show is more psychological than anything else. This much can be seen by any competent observer and it is in its way most fortunate. The country is incredibly wealthy and the amount of individual prosperity simply cannot be estimated save in figures which really convey no corresponding intelligible impression to the mind. Any question of prosperity in any American industry must always, therefore, be a question of the appeal made to the public mind. The talking machine business sometimes needs to be reminded that it is not enough to have a good thing but that the qualities which it possesses and its general powers of attraction must be made plain to all the world persistently and skilfully. In a word, when salesmanship is constantly and judiciously applied, by men who know the game and play it steadily, business is never dead. As a matter of fact it never has been dead and never will be dead as long as music survives. During this Summer as in Summers past those dealers who made and are making special efforts to increase their sales by unusual plans of merchandising are securing satisfactory results. This, of course, has meant special efforts—the origination of new ideas and the development of unusual policies—but goods have been moving, and that is the main objective. The dealer who thinks and acts is not affected by the prevailing psychological spasms.

THE portable business is again brisk as the late Summer turns itself into a very decent imitation of the real thing, and it seems to be

growing stronger. One curious thing is that many dealers insist upon selling very cheap machines, claiming that the buying public is completely indifferent to tone-quality and good reproduction in them. It appears that out under the stars (when it is not raining), close to the great heart of Nature (and the bugs) what is chiefly wanted is something that can be thrown around without getting hurt and be depended upon to land on its base each time, all ready to play. Naturally this supposition is already making itself felt and there is a disposition in some quarters to think that the only question of the slightest importance is the question of price. This might be true if portable machines were never used save in camp, or on the veranda of a Summer cottage; but, in fact, they are often used when the families come home and sometimes do duty in rooms for which they were never intended. It is obviously quite possible to make a very good portable to sell at a very moderate (not a 'cut-rate') price; which shall be a worthy representative of its maker's products. It is useless to try to get indoors tone in an outdoors instrument, of course, and no wise maker will waste time trying; but to turn out machines too cheap to be any good is simply to defeat the very purpose which the cheapening was intended to promote, namely, the purpose of increased sales. Give the people only cheap goods, and they will buy; but business will suffer.

THE record selling business has stood up wonderfully well this year so far and there is no reason to suppose that it will recede during the remaining months between now and holiday time. Conservative estimates are that for the first half year of 1924 the record business did not fall off more than ten to twelve per cent from the great figures of 1923; while on the other hand the output of machines fell off considerably more, as we all know. There is no doubt of the facts and they are very interesting. The record end of the talking machine business in general may be called its foundation, for upon it retail prosperity is most naturally and most surely built. Merchants in the talking machine business certainly are not guilty of neglecting the sale of records, as piano men have neglected to push music rolls; but there is still room for improvement. It is not so much a question of service from manufacturers, of physical means for handling records or of unwillingness to push them. It is rather that too many merchants fail to see the advantage of trying to build up a large community good-will. They do not see that it is quite possible to build up a store into a position of central musical importance simply by making that store indispensable to every one who wants to make use of the musical possibilities of the talking machine. These musical possibilities unhappily are only partially realized, but every community has its men and women whose appetite for new records is only proportional to their means; and who will always buy as many records as they can afford to buy if they can find a store where intelligent service is available. There are stores in every large city—or at least there is always one store where a vast retail business has been built up by dint of nothing more than this same patient, intelligent handling of the record department, this willingness to learn everything possible about the records themselves and to have at hand always accurate information for the use of inquiries. Nothing is more cheerful than to find intelligent record clerks, nothing more chilling than to fail in the quest. Every dollar put into training and paying intelligent record salesmen and saleswomen, and to advertising record service is a dollar spent just as well as a dollar can be spent in this our industry.

ONE thing is sure; no business has greater possibilities than the talking machine business, because no business reaches so deeply down into the springs of human nature. The love for music of some kind is the most nearly universal of passions; and to deal in music, especially through the medium of an universal music-bringer like the talking machine, is to deal direct with one of the most powerful desires human nature knows. How strange that some men should think the talking machine trade can be moved by any innovation, or rivalry! It will be so moved only when it has been superseded. So far it has not been even approached. All musical instruments have their places and the talking machine and records have advantages in the way of artists and reproduction qualities which are unrivaled.

THE plan advocated by Arthur A. Friestedt, the president of the United States Music Co., for establishing the music business on a fiscal year basis, casting up accounts and taking inventories after June 30 or thereabouts instead of in the usually busy season immediately after the first of the year, has begun to attract a considerable amount of attention outside the music industry itself.

Recently several business magazines, including System and Printers' Ink Monthly, have seen fit to run special and more or less lengthy articles on the fiscal year plan and the idea back of it which indicates the subject is considered of direct interest to business men in all lines. In every case the articles have been of a commendatory nature and should go far to aid Mr. Friestedt in his work of bringing about a general adoption of this scheme in which he is so greatly interested.

June
Was
Better

Build
Record
Service

Not
Even
Approached

About
Portable
Business

From our **CHICAGO** HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

EUGENE F. CAREY, Manager

Retailers Replenishing Their Stocks to Meet Continued Demands of Public

Attractive New Models Introduced by Manufacturers Early in Season Largely Instrumental in Creating Good Business—Portable Drives Effective—Trade News and Activities of the Month

CHICAGO, ILL., July 9.—Large expectations are never entertained for June in the talking machine field, but the month as a whole held the improvement noted during the latter part of May and the first week of June. This, from a wholesaler's and manufacturer's viewpoint, is due largely to the fact that dealers in many sections had permitted their stocks to run down to a point where buying action had become imperatively necessary.

While the cabinet models are naturally somewhat slow at this period of the year there has been so much activity among the manufacturers in bringing out attractive styles that when these have been aggressively displayed, advertised and pushed by the dealer they have served to stimulate trade that would otherwise have lain dormant until Fall. The console talking machine radio combination seems to be gradually gaining in favor, and travelers returning from recent trips are certain that it will prove a very considerable factor in the Fall trade.

Effective Portable Exploitation

Meantime the portable talking machine has been the object of such forceful and continuous exploitation with many new aspirants, some of them approaching novelty, that it would be against human nature to resist the continual

and patent suggestion. Hardly a music house on Wabash avenue has failed to make alluring portable displays during the past few weeks, and from all reports the sales have been satisfactory. The Summer can hardly be said to have commenced until June was two-thirds past, and its lateness has had the effect of bringing the bulk of the distinctively seasonal, that is the Summer cottage and camp trade, somewhat later than usual. A thoroughly active business is expected this month and well into August. But it won't stop then. That the portable, as a practical all-the-year round proposition, has come to stay, is generally admitted, and that it has at least kept up machine sales numerically and proved a strong feeder for the record departments through the period of extraordinarily high rents, and consequently extraordinarily small apartments, is conceded.

Conventions and Radio Popularity

The growing disposition to refuse to consider seasons in the music business and to work intensively if not hysterically during the Summer months, when applied to radio departments has a tendency to stabilize a branch of the business that for a time bade fair to be a particular sufferer from the traditional Summer quiet. The almost universal effort in Chicago at least to

attract trade to warerooms by getting prospects to listen to the proceedings of the Republican Convention in Cleveland and the highly dramatic performances at the Democratic Convention in New York must have convinced many that the radio as an all-year-round entertainment and information disseminating agent is almost to be considered in the necessity class.

Record Sales Are Active

Sales of records have kept up excellently and are generally reported to be about on a par with last year. That the radio does have a stimulating effect on some classes of records is beginning to be generally accepted, and in Chicago we have several composers and singers of their own songs who have broken into fame and into the record bulletins almost entirely because of their popularity among their radio admirers. This emphasizes the natural affinity between the radio and the talking machine.

Proof That Sales Can Be Made

Frenzied efforts unduly to force business by sales calculated to confuse the unthinking person in regard to talking machine value is not to be encouraged; still the fact that 600 console talking machines were sold by one State Street department store on a June Monday, as the result of aggressive Sunday paper advertising, at least shows that people have not lost interest in talking machines in spite of the mouthings of an occasional pessimist.

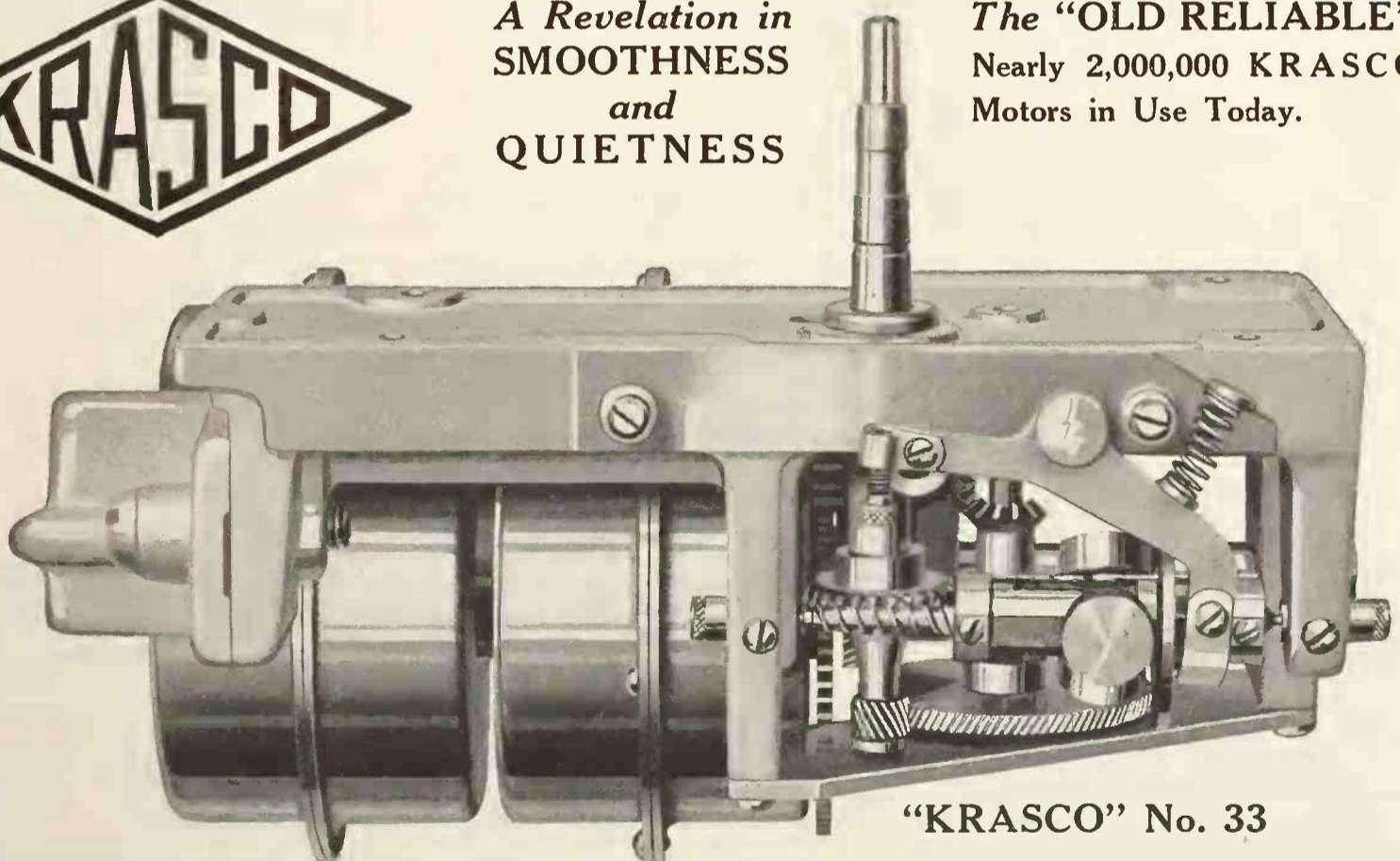
Economic Situation Reviewed

An interesting feature of the present economic condition which many people overlook is the
(Continued on page 110)



A Revelation in SMOOTHNESS and QUIETNESS

The "OLD RELIABLE" Nearly 2,000,000 KRASCO Motors in Use Today.



"KRASCO" No. 33

No matter what your motor requirements are KRASCO will fill the bill. If your trade wants reliable motors to play from four to ten ten-inch Records at one winding KRASCO will do it. Write for literature on KRASCO MOTORS. Types 2, 3, 4, 22, 33 and 41.

KRASCO MANUFACTURING COMPANY

451 East Ohio Street

CHICAGO, ILL.

Eastern Branch, 120 West 42nd Street, New York

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 109)

increase in savings deposits. The reports have shown a steady improvement in this regard with the Chicago banks since the first of the year. This is not to be dismissed with a mere scornful reference to frightened coins seeking the sock. It has always been the experience that when people save the temptation to buy the long coveted thing finally prevails. In fact, there is every reason to believe that the chap who keeps plugging honestly and earnestly for trade is going to get it, and that in spite of the presidential campaign and various pet bugaboos we are going to have a fairly satisfactory Summer and a better Fall business.

This is the belief of the majority of all branches of the Chicago trade. This hopefulness is in itself a reason for encouragement as the tendency in the normally constipated individual is to hustle in the direction of his hopes.

English Tribute to Hall Fibre Needles

The Hall Manufacturing Co., of this city, whose fibre needles are so widely appreciated as missionaries for good music, has received a rather unusual testimonial anent its product from The Auburn, Marlborough, Leicestershire, England. These needles have been the subject of many similar testimonials in the past, and the world-wide reputation that this indicates certainly reflects good credit on the company and the product. The letter is signed by Henry Geary. Hall fibre needle dealers might do well to get a copy of the letter from the company for use in enlightening their customers as to the artistic effects to be secured by using fibre needles on the records of great artists.

Seal Up Jazz in New Straus Building

Five phonograph records, Brunswick, some of popular type and others of famous artists, a package of needles, a strip of movie film and Chicago newspapers—all representative of civilization as it exists in 1924—were sealed away in the cornerstone of the thirty-two story Straus Building at Michigan avenue and Jackson boulevard, Chicago, recently. Mayor Dever and S. W. Straus, president of the company which built the \$18,000,000 structure, plied the silver trowel which cemented the stone into place.

Comfort Phono-Radio Corp. Chartered

The Comfort Phono-Radio Corp., 7067 North Clark street, was recently incorporated with a capital stock of \$50,000. The concern will assemble, manufacture and sell phonographs, radio sets, etc. The incorporators include Waiva J. Bagnak, Earl B. Yates, Victor J. Bagnak and Michael B. Warnimont.

Running Three Shifts a Day

One day in May T. W. Hindley, sales manager of the Wasmuth-Goodrich Co., in a small town in Washington, ran across a man who has a talking machine and radio business which promises to be not so little in the near future. This man, with his industrious and intelligent wife, has a department in a local general store. His wife is on the job during most of the day.

Her husband works eight hours for Uncle Sam in the post office and puts in the afternoon at the store and keeps up the selling game in the four hours in the evening at his home. Then he gets his eight hours' sleep. He is enthusiastic and says that the time spent in the music game doesn't seem like work, but is an actual recreation. He is building up a nice business.

Mr. Hindley spent April and May in a long Western trip which took him from Duluth to Galveston, up the West Coast and home to Chicago by the Northern route. After a day or two here he hied himself forth to the conventions in New York and after a week's rest in Atlantic City returned again to his office in the Republic Building in Chicago.

He used the Washington dealer as a text. During his long Western trip he found trade to accord not so much with local agricultural or economic conditions as with the mental attitude of the dealers. Those who did not allow themselves to be depressed by pessimistic talk or apparently antagonistic trade factors, and continued to work steadily and earnestly, were getting a satisfactory return for the effort expended, according to Mr. Hindley. Before he went West he shipped a sample Phonoradio to one dealer in each of the thirty-six cities on his route. He did not have to take any of them back and in four instances the Phonoradio was bought on the spot by people who happened in when he was demonstrating it to the dealer.

Tom had long experience in the retail game before he became a wholesale sales manager and traveler. On this trip he had a chance to use his big baritone voice which used to be a factor in his retail work. This time he had a larger audience. He radiocast in Salt Lake City from the station operated jointly by the Daynes-Beebe Music Co. and the Deseret News. Those who listened in heard "The Road to Mandalay," and selections of like dramatic quality.

Sells Branch Store

Herbert Milligan, who conducts several stores in the outlying districts of Chicago, has sold the one which he has been conducting under the name of the Vocalion Shop at 4643 Sheridan road to Miss N. A. Pattee.

Consolidated Co. Announces New Portable

The Consolidated Talking Machine Co., of Chicago, is now on the market with a new portable talking machine on its own account. It is known as the Swanson, Jr. It has no horn, in the accepted sense of that term, but has a reception chamber leading from the top of the motor board and certainly attains a tone out of proportion to its size.

It weighs twelve and one-half pounds and has a durable bass-wood case covered with either black or tan fabricoid, at the purchaser's option. The company is selling it direct to dealers in the territory covered by their travelers,

A Better Fibre Needle Cutter for Less Money

RETAIL PRICE \$1.00

The ALTO



Manufactured by
ALTO MFG. CO.
1801-1803 Cornelia Ave., CHICAGO, ILL.

but in other sections they will market it through jobbers.

E. A. Fearn, president of the Consolidated Co., was in New York the latter part of June, paying a visit to Otto Heinemann, head of the General Phonograph Corp., prior to the latter's sailing for Europe. On his return to Chicago Mr. Fearn immediately left for a visit to the Consolidated branch at Minneapolis.

Hibbeler's New Song Recorded by Many

Ray Hibbeler, head of the Garrick Music Sales, of 4040 Dickens avenue, Chicago, has every reason to be pleased with the wide reception given his latest popular waltz ballad, "Tell Me You'll Forgive Me," which has just been released on the Brunswick record No. 625, recorded by Charles Harrison and Elliott Shaw. It is scheduled for other early releases and has been on music rolls of the United States Music Co., Q R S Music Co., Columbia Music Roll Co., Kimball Co., Pianostyle, International and others.

Mr. Hibbeler has been responsible for a number of popular numbers and his present success comes close on the heels of "Oklahoma Indian Jazz." "Tell Me You'll Forgive Me" has been broadcast from stations all over the country.

It has been played by orchestras in all sections and organists are also featuring it in connection with special slides.

The catalog of the Garrick Music Sales is very popular and one of the numbers, "Lost My Baby Blues," a fox-trot, is promising to become another widespread hit. This number has just been released on the Okeh record No. 40124, recorded by the Arkansas Travelers.

The publishers are co-operating with the music dealers in every possible way to enable them to take advantage of the publicity on "Tell Me You'll Forgive Me." They have prepared an extremely attractive display streamer for window and counter display purposes which will, no doubt, help in the sales of the sheet music as well as in stimulating the sale of records.

A. N. Hansen Co. Chartered

The A. N. Hansen Co., 4032 Milwaukee avenue, was recently incorporated to sell talking machines, pianos, radio sets, etc., with a capital stock of \$50,000. The incorporators include

(Continued on page 112)



Scottford Tonearm and Superior Reproducer

Manufactured under patents of Louis K. Scottford. Plays all makes of records. Famous for tone—without the usual metallic sharpness and without the scratch. Standard length 8½ inches center of base to needlepoint—can be made to order longer or shorter. Base opening 2 inches diameter.

Fine quality Nickel and Gold Plate finishes



Supplied to manufacturers of high-grade phonograph cabinets in the United States and all foreign countries. Samples sent anywhere for trial

The Superior Spring Balanced Lid Support

A touch of one finger lifts or closes the lid which stops, balanced, at any point desired. Does not warp lid. Noiseless in operation. The simplest spring balance made—and easiest to install. Can be made to fit any type and weight of lid. Furnished complete with escutcheon plate and all necessary screws.

Low quantity Prices quoted on application

BARNHART BROTHERS & SPINDLER SUPERIOR SPECIALTIES FOR PHONOGRAPHS MONROE & THROOP STS., CHICAGO

Like A Beacon Light

VITANOOLA
The Phonograph of Marvelous Tone

Quality Has Never Wavered

Times have changed since "way back when" anything that would make music would sell.

Conditions have changed—business has had its "good" times and its bad times, booms and depressions.

Models have changed—popular favor has swung from upright to console and then to a medium of balance on the two.

BUT THROUGH IT ALL

"Vitanola" Quality Has Never Changed.

Vitanola has progressed, certainly, but the policy of turning out dependable merchandise is the same yesterday, today and tomorrow. And behind this policy is the same organization and the same skilled labor that started Vitanola out on the right foot, and that has kept the Vitanola instrument in the vanguard these many years. If you are already a Vitanola dealer, we need say no more. If you are not a Vitanola dealer, it will pay you to be one, now.

Write us for details—come to see us at our new general offices at the Furniture Mart in Chicago.

The new straight radio cabinets, and radio phonograph combination wall-cabinet sets that Vitanola introduced last month are taking the trade by storm. Exceptional quality coupled with unusual design and remarkably low prices tell the story.



No. 952 List Price \$220.00

Width 30 in. Height 45 in. Depth 16 3/4 in. Italian walnut finish. (Includes 5-tube radio set and loud speaker unit. No tubes or batteries. Cabinets constructed with horn in upper compartment behind doors. Grille in front of horn. Radio set behind center drop door. Room for batteries through two removable panels in rear.)

Just one of the many beautiful new Vitanola designs, showing how it looks when it's open.

Dealer's Price \$110.00

Vitanola Talking Machine Co.

829 American Furniture Mart

666 Lake Shore Drive

Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 110)



Packed in attractive colored display cartons

EACH Tonofone

SEMI-PERMANENT NEEDLE
Plays 50 Records

Reproduces all the Tones Accurately and Clearly without the scratchy surface noise.

TONOFONE SEMI-PERMANENT NEEDLES ARE SOLD BY OVER 8,000 DEALERS

THE TONOFONE COMPANY

MAKERS

110 S. Wabash Avenue CHICAGO, ILL.



Plays 50 Records

Retail Prices:
Box of 12 needles - 25c
Box of 4 needles - 10c
100 Per Cent Profit to Dealers

Frank Shunkel, August N. Hansen and William M. Divine. The concern, which was established about a year and a half ago, has enjoyed a steady growth in talking machine business.

Enter the Armstrong Speaker

The McKinley Phonograph Co., of 1501 East Fifty-fifth street, Chicago, made its debut in the radio field this month with the "Armstrong speaker for radio reception," the invention of Paul B. Armstrong, secretary of the company. It is housed in an attractive cabinet and is shaped like a singer's mouth with curved upper and lower members, and with a supersensitive resonator to round out and qualify the tone as developed by the sounding board. It is equipped with a loud speaking unit of recognized merit.

Mr. Armstrong has had a long and permanent connection with the music trade. He was with the McKinley Music Co. from 1896 to 1903, when he became head of the piano and organ department of Sears, Roebuck & Co., which position he filled for seventeen years. Becoming vitally interested in the talking machine from a tonal viewpoint he, with others, secured the phonograph department of the McKinley Music Co., organizing the McKinley Phonograph Co., retaining the name of McKinley because of its renown in the music field. This enabled him to materialize the result of his years of experimental work in the McKinley phonograph, an instrument incorporating the individual tone qualifying chamber, as the so-called horn developed by him was named.

It may be of interest to note that Mr. Armstrong is the son of the late George B. Armstrong, originator and founder of the present railway mail service, whose monument stands in the Adams street entrance of the Chicago Post Office building.

Radio Spreads Gulbransen Gospel

According to the latest reports, more than seven hundred of the thousands of people in the Middle West listening over the radio to a concert given by the Benedict Piano Co., of Shenandoah, last month have written in, commenting on its success, and asking that they be sent a promised "Gulbransen Baby." One of the features of the program was the singing of George E. King, Gulbransen salesman in Iowa. Between his own and other musical numbers on the program Mr. King gave talks on the Gulbransen in the home. One of the notable features was the radio demonstration of the Gulbransen accompaniment to the talking machine.

The program was so successful that Mr. King was requested to broadcast again the following noon, this being his third appearance at the Henry Field Seed Co. station under the auspices of the Benedict Piano Co. At the time of his first appearance in February there was a similar number of letters of appreciation from those who enjoyed the program. In all Mr. King's numbers he was accompanied by the Gulbransen. One of the most appreciated of

the many letters received was from a Gulbransen dealer, R. J. Wentworth-Rohr, of the Fannin Piano Co. of Marysville, Kans., who wrote:

"The home of the Gulbransen registering piano in this part of Kansas sends its appreciation of your program. With such advertising I am sure you are helping your salesmen and many others sell their two this month. We think the registering piano is a wonder. I play a piece on it and suddenly stop the player and continue playing by hand, and even people with a keen ear cannot detect the difference."

The beautiful new warerooms of the Witzell Music Co. at Lincoln, Barry and Greenview avenues, Chicago, were the scene of two notable concerts last month, at both of which the Gulbransen registering piano was featured. The first one was a trade affair and was attended by over 150 merchants, salesmen and other people who are interested in the manufacture and merchandising of the Gulbransen registering piano.

John Martin, who was the center of interest in the Gulbransen exhibit at the Convention in New York, told of his experience in selling the Gulbransen and demonstrated his methods. Of particular interest to those present was the description he gave of the studio in the Martin Music Co. store at Los Angeles, where customers are taught to play the Gulbransen correctly.

Mr. Martin played several numbers on the Gulbransen registering piano, and one as accompaniment to a Victor record. Other features were solos by George E. King and talks by T. J. Mercer, sales manager of the Gulbransen Co., and C. R. Gulbransen, salesman for Chicago and Cook County.

At a subsequent concert Gulbransen owners and prospects for the Witzell Music Co. were the invited guests. This was so successful that Mr. Witzell decided to have a series of concerts directed along the same lines.

New Monarch Radio Panel

The Krasco Mfg. Co. has had such a thoroughgoing success with its first essay in the radio field, the Monarch portable, that it is preparing to extend its activities in this direction. The company will very shortly be ready for the market with an equipped radio panel for installation by manufacturers of talking machines and big furniture manufacturers in their cabinets.

The panel proper will be of the inclined vertical type, and the entire set will be enclosed. The set itself is of the same type as used in the Monarch portable. It is a six-tube set with three stages of radio frequency, and two stages of audio frequency. A unique feature, in a cabinet-installed set, is that no ground or outside aerial is necessary. The manufacturer of talking machines who wishes to install this set is furnished with an attachment for the side of the machine opposite the crank handle, to ac-

commodate the collapsible loop aerial. The new aspirant for trade honors will be known as the Monarch Radio Panel.

Walter McGill, sales manager of the company's radio division, has returned from a trip through the larger mid-Western centers, during which time he secured some very satisfactory orders for Monarch portable radios.

New Orotone Reproducer

The Orotone Co. has announced a new extra loud reproducer which is designed to fill a demand which has been voiced by a number of its customers. It will be supplied on the No. 16 automatic arm and the No. 17 radio automatic arm. It certainly produces a tone of remarkable force and loudness, and the company believes it will satisfy every requirement of a reproducer of this type.

Leigh Hunt, general manager of the company, has announced the establishment of a new service department, the principal function of which will be to take care of repairs on tone arms, reproducers and motors for dealers. Quite a number of requests for this class of work has been received, and often problems in the way of obsolete makes which have been sent in for repair have come up. For the accommodation of the trade the company has now organized a service department for the purpose of caring for these matters as promptly and efficiently as possible.

Posting Up on the United Product

J. P. Rainbault, who was recently appointed Eastern sales representative for the United Mfg. & Distributing Co., spent the last week of June at the big plant at Burnside, posting up on the company's motor and radio product. Mr. Rainbault, who has a complete line of United motors and Unidyne radio sets on exhibition at his headquarters at 50 Church street, New York, expressed himself as highly pleased with what he saw at the company's "model factory" and expected a very successful business this Fall.

Frank Paul, sales manager of the company, says that they have every reason to be satisfied with the showing made the first six months of this year, in spite of the quietness of trade in general. Motor sales showed an improvement over the corresponding period of last year, and the reception of the radio product has been of a most gratifying nature.

Rivoli at Furniture Mart

Leon C. Samuels, distributor of the Vincennes Phonograph Co., has a decidedly attractive exhibit of the company's product, consisting of Rivoli phonographs, Rivoli radios and Rivoli radio combinations at the American Furniture Mart building during the present June and July exhibition.

Over twenty-five different cabinets are shown embracing the company's entire line. Among them are two models shown here for the first time; one is a new popular-priced console talk-

(Continued on page 114)

OKeh and Odeon Records

“Speed and accuracy in the delivery of *complete* orders for the popular, fast-selling OKeh and Odeon lines” is but another, longer, way of saying

“Consolidated Service”

Consolidated Talking Machine Co.

227-229 West Washington Street

CHICAGO, ILL.

Branches:

2957 Gratiot Ave., Detroit, Mich.

- - 1121 Nicollet Ave., Minneapolis, Minn.

**An Exceptional Line
for
Wide Awake Dealers
COLUMBIAN BABY GRAND**



Elastic touch. Faultless Action. Mahogany Finish Only. Size, 59"x56".

These high-grade Consoles come in Mahogany and Walnut finishes.



No. 20



No. 30

Nickel or Gold Hardware. Workmanship Guaranteed. Prices that appeal.

Our No. 10 identical to No. 20, except Gum Panels and Straight Back Legs.



No. 40



STYLE No. 4
48" high, 21" wide,
23" deep; 5-ply.
Genuine
Mahogany or Oak



STYLE No. 16
2-Spring Motor
Holds 10 Records
Plays All Disc Records

EXCEL PHONOGRAPH CO.

Manufacturers

400-412 West Erie St. CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 112)

ing machine in the Queen Anne period design. Great interest has also been shown in what the company considers one of its artistic triumphs. It is a radio cabinet of the console type handsomely inlaid and incorporating the company's well-known spruce and chestnut horn.

Chas. M. Bent Undergoes Operation

Chas. M. Bent, manager of the Music Shop, talking machine dealer at 214 South Wabash avenue, was taken seriously ill the latter part of June with appendicitis. He was taken to the South Shore Hospital, where he underwent an operation. According to latest reports he is considered well on the way to recovery. Mr. Bent's father, George P. Bent, arrived in the city recently from California and is looking after the business in his son's absence.

Radio Manufacturers Organize

Marking the culmination of three months of hard, resultful work in the interests of their industry, radio manufacturers in the Middle West effected a permanent organization at a meeting at the Hotel Sherman on Monday evening, June 23. Under the preceding temporary organization the effort made in the United States Senate to place a 10 per cent tax on all radio apparatus was defeated through the efforts of Ernest R. Reichmann, counsel for the Association, backed by the work of the members. Then a strong campaign for membership was made by the temporary board of directors, composed of Herbert H. Frost, Frank Reichmann, A. A. Howard, E. M. Reuland and A. J. Carter. This campaign was so successful that the permanent organization has now started out with over forty important radio manufacturing concerns on its roster of membership.

The election of officers resulted in the unanimous choice of Herbert H. Frost for president, Frank Reichmann for vice-president and A. J. Carter, secretary and treasurer. These, with A. A. Howard, E. M. Rauland, Philip Lenz, Jr., and J. McWilliams Stone, form the board of directors. Charles H. Porter was elected executive secretary and the law firm of Urion, Drucker, Reichmann & Boutell, legal counsel to the Association.

The organization has been chartered in Illinois under the name of the Radio Manufacturers' Association and offices have been established at 123 West Madison street, this city.

Committees have been appointed on finance, membership, exchange of credit information, legislative program, publicity and public relations, merchandising, shows and emblems; and the organization is now ready for a career of aggressive usefulness. Immediately after the organization meeting President Frost left on a trip through the South and the Pacific Coast to bring in the leading manufacturers in those sections.

Among the members are: American Art Machine Co., Belden Mfg. Co., Herbert H. Frost, Inc., Howard Radio Co., Inc., Winkler-Reichmann Co., Carter Radio Co., Rauland Mfg. Co., Premier Electric Co., Dedlo Mfg. Co., Trimm Radio Mfg. Co., Runzel-Lenz Electrical Mfg. Co., Multiple Electric Products Co., Inc., Electrical Research Lab., the Operadio Corp., Walbert Mfg. Co., Reliable Electric Co., Central Radio Laboratories, Globe Electric Co., Raven Radio Co., Leslie F. Muter Co., Jefferson Elec-

tric Co., the Ekko Co., Rathbun Mfg. Co., Western Coil & Electrical Co., American Electric Co., Walnart Electric Mfg. Co., H. G. Saal Co., Thordarson Electric Mfg. Co., Pfanstiehl Products Co., Columbia Radio Corp., Bremer-Tulley Mfg. Co., Buell Mfg. Co., French Battery & Carbon Co., Pfanstiehl Radio Service Co., Puritan Distributors, Inc., Seaman Container Co., Howard S. Jones, Willard Storage Battery Co., United Mfg. & Distributing Co. and Zenith Radio Corp.

Vitanola Expansion

The officers of the Vitanola Talking Machine Co. have been very busy since they moved to their fine new permanent salesrooms and headquarters at Space 829 of the American Furniture Mart, with plans working towards the expansion of the selling organization. The company is enlarging its sales force and is working on the principle of having resident representatives in the different sections. It has, for instance, just made arrangements with A. C. Rick, of Dallas, Tex., a man of long experience in both the furniture and talking machine lines, to represent the company in that State. He will carry a stock in Dallas for the benefit of the Texas merchants.

It has also made arrangements for aggressive representation in Latin America. At present it has considerable trade in Mexico, Central America and the South American countries and this business will be worked systematically and energetically from now on.

M. A. Corpell, with headquarters at 110 West Fortieth street, New York, who has charge of the Eastern sales, spent last week at the company's headquarters.

In its new quarters the Vitanola Co. occupies a space 100 feet deep by 20 feet wide. The offices have a solid window frontage, giving a splendid view of the lake. The exhibit covers the entire Vitanola line, including the handsome new models of console and highboy talking machines, combination talking machines and radio, and cabinet radios. The company, by the way, has now adopted the name "Vitaradio" for its straight radio and combination talking machine and radio models.

Furniture Mart Exhibits

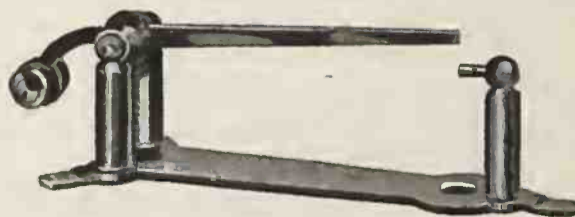
One of the most notable events in the history of the furniture trade of the country was the opening of the magnificent new American Furniture Mart at 666 Lake Shore drive. The enormous seventeen-story steel and concrete building, with frontages on the drive and on Huron and Erie streets, contains thirty acres of floor space and will concentrate under one roof the exhibits formerly scattered through several buildings in the neighborhood of Fourteenth and Michigan.

At the present time there are about four hundred displays in the building. The June and July Furniture Mart opened on the twenty-third of June and the formal ceremony took place on the seventh of July. Owing to overlapping leases there are still a few concerns in the old buildings on the South Side, but by next year it is expected that all Chicago showings of furniture and allied lines will be in the new structure.

The talking machine exhibits, descriptions of which will be found elsewhere in the Chicago letter, are as follows: Wasimuth-Goodrich Co.,

ROTOMETER

Don't Guess
How Fast
Your
Turntable Is
Traveling



Use the
Lakeside
Rotometer
and Know

Full Size, Gun Metal Finish—A device for testing the speed of your turntable is as indispensable on your phonograph as the speedometer on your automobile. Every Owner of a Phonograph Should Own One. Retail Price \$1.25. Write for discounts.

LAKESIDE SUPPLY COMPANY,

73 W. Van Buren St., Chicago, Ill.
Phone: Harrison 3840

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 114)

Peru, Ind., fifteenth floor, Space 1515; Udell Works, Inc., Indianapolis, tenth floor; Playertone Co., Pittsburgh, Pa., tenth floor, Space 1009; Excel Phonograph Co., Chicago, ninth floor, Space 909; Vitanola Talking Machine Co., Chicago, eighth floor, Space 829; Vincennes Phonograph Co., Vincennes, Ind., fourth floor, Space 428.

Player-Tone Exhibits at Mart

I. Goldsmith, president of the Player-Tone Talking Machine Co., of Pittsburgh, is spending the month in Chicago and is in personal attendance at the company's exhibit at 1009 American Furniture Mart. A line of upright and console talking machines are shown, including two new talking machine and radio combinations. The Player-Tone portable is a feature of the exhibit.

Benson Shop in New Quarters

The Benson Music Shop opened its new store, 5223-25 West Chicago avenue, the latter part of June. The company has built up a good business at the old location a block east, and the demands of its trade made larger quarters a necessity. The company features Brunswick phonographs and records very strongly, and the line obtains a very excellent presentation in the new environment. The company also handles pianos, small goods and sheet music, and has a complete music store in every sense of the word.

Piano Club's Summer Activities

Although by no means opposed to individuals taking vacations, the Piano Club of Chicago doesn't believe in organizations quitting the job during the Summer months. The policy of the Club is against long and weighty discourses in the heated term, but aims to keep up the regular Monday noon meetings at the Illinois Athletic Club. The lighter forms of entertainment prevail with plenty of good music. As a matter of fact, one of the biggest gatherings which the Club has had was on Monday, June 30, when an exceptional program was given, with the Duncan Sisters, of "Topsy and Eva" fame, as headliners. The dainty singers and publishers of their own songs rendered several numbers from their own catalog. They were accompanied on the piano by John Conrad, manager of the Duncan Sisters Music Publishing Co.

Congratulations!

The many friends of William C. Hutchings, of the Brunswick-Balke-Collender Co., are extending felicitations on account of his marriage to Miss Helen Adelaide Wathier, of this city. The event occurred on June 18.

Bauer Adds Radio Department

Julius Bauer & Co., Chicago piano manufacturers, are enlarging the talking machine department of their retail store, 305 South Wabash avenue, and will, in addition, pay special attention to radio in the future. They have long featured the Sonora line of talking machines and are now adding Pathé talking ma-

chines, records and radio. Fine new quarters in the front of the store are being arranged for the line. R. J. Evans will be in charge of the department.

New Manager for Starr Branch

C. H. Hunt, who has been with the Starr Piano Co. for a dozen years, the past five of which have been spent with the Kansas City branch, has assumed the management of the company's Chicago branch at 423 South Wabash avenue. His experience fits him for functioning equally well in the wholesale and retail activities of the company.

T. W. Wiggins, the former manager here, has gone to the factory at Richmond, Ind., to become head of the Gennett record department.

The Chicago branch has received the first sample of a new line of console models which the company is preparing to bring out. The new model, Style 23, is in the Tudor period and is finished in the two-tone as well as other finishes. The one on display is in walnut. The company is also preparing to bring out a new special catalog covering its designs.

Professor Cheney's Extended Trip

Professor Forrest Cheney returned recently from a six weeks' journey through the Middle West in the "Blue Gull," his famous special Packard Twin Six. In Wisconsin and Minnesota he was accompanied by Edward G. Hoch,

the Cheney distributor at Minneapolis. Through Iowa and Nebraska and Kansas his traveling companion was H. H. Heintzelman, general manager of the Cheney Sales Co. at Omaha. The Cheney dealers were visited and economic conditions studied. As a result the professor returned to the factory at Grand Rapids feeling very optimistic regarding the outlook for Fall trade. He is convinced that, despite the wails of the calamity howlers, many talking machines will be sold the farmers this Fall.

Among the important visitors to the Cheney headquarters the past month were the following: Robert L. Rayner, president, Munson-Rayner Corp., Los Angeles, Cal.; G. Dunbar Shewell, president, Cheney Sales Corp., Philadelphia, New York and Boston; C. B. Hammond, general manager, Cheney Phonograph Sales Co., Cleveland, and T. L. Buel, vice-president and treasurer, Cheney Sales Co., Cleveland.

Manager Mauzy, manager of the phonograph and radio department of the Emporium, of San Francisco, was a recent visitor at the factory at Grand Rapids.

Death of Walter A. Pushee

Walter A. Pushee, well known in the talking machine trade of Chicago, died recently. For several years he had a retail talking machine shop in the Republic Building and later in the

(Continued on page 116)

DON'T!

Fail to read our August announcement.

It will be found the most interesting thing in THE WORLD.

Blood Tone Arm Co.

326 River Street

Chicago, Ill.



STYLE M
One of several beautiful console models

W. W. KIMBALL CO.

PHONOGRAPHS

Name value assures excellence of construction. Comparison produces ready selling. Not the lowest in price but the BEST at the PRICE. Ask about agency franchise, territory and terms.

W. W. KIMBALL CO. 306 SO. WABASH AVE., CHICAGO
Makers Kimball Phonographs, Pianos, Players, Pipe Organs
Distributors Columbia Records



Enjoy Radio on Vacation with an OZARKA PORTABLE

A 3 tube radio set that is truly portable and at a price that is popular.
 Small in size—17" x 10" x 6".
 Light in weight—15 lbs. complete with batteries, etc.
 An efficient receiver—wide range and good volume.
 PRICE \$40.00.
 Complete with Tubes, Phones, Batteries—\$65.
 Live sales connections desired.

C. W. HOWE & COMPANY

21 EAST VAN BUREN STREET

CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 115)

North American Building. He was a musician and on his retirement from the talking machine business, several years ago, he devoted his time to orchestra work. A widow and two children survive.

Udell Show in Chicago

The Udell Works, Inc., of Indianapolis, has arranged for a year-round exhibit of their product. It is on the tenth floor of the American Furniture Mart and H. T. Griffith, vice-president of the company, is in attendance during the July show. An extensive display of the company includes a full line of their latest productions in record and other cabinets.

Business Change at Urbana

B. A. Strauch, of Urbana, Ill., was a visitor at the factory of the Gulbransen Co. the latter part of last month. He has recently taken over the music store of F. B. Leslie at Urbana.

Howe Adds Portable Radio

C. W. Howe & Co., of this city, have become distributors for the Ozarka portable radio and have already made some desirable connections. The attractive little instrument weighs but eighteen pounds complete with batteries, and is but seventeen inches long, ten inches wide and six inches high, with a substantial bass-wood case handsomely covered.

The circuit of the instrument is a type of tuned radio frequency, but it has a high effi-

ciency wave length from 220 to 560 meters. Two radio frequency transformers and one audio frequency transformer are used. It is wired complete with nickel-plated bus bar wiring and every connection is exceptionally well soldered to stand hard usage.

New Cheney Console Being Introduced

At the offices of the Cheney Talking Machine Co. the presentation to the trade of the Carlyle Style 121 Cheney console was considered quite an event, because it embodies all the Cheney exclusive features calculated to fill the long-expressed need by their dealers for a console at a lower price. The handsome cabinet is in the Queen Anne design and is made in Biltmore mahogany. It is completely equipped with automatic stop, automatic needle adjuster, two reproducers for playing all records and shelves for three record albums. The metal parts are of nickel finish.

W. C. Griffith Has Son and Heir

W. C. Griffith, sales manager of the New York and Chicago Talking Machine Co., 12 North Michigan avenue, is the proud father of a son and heir who arrived recently, weighing in the neighborhood of eight pounds. Both the new arrival and Mrs. Griffith are doing nicely.

PhonoradiO in Evidence

The Wasmuth-Goodrich Co., of Peru, Ind., has an exhibit of Emerson phonographs and

the Emerson PhonoradiO in Room 1515 of the American Furniture Mart. Sales Manager T. M. Hindley divides his time during the show between his headquarters in the Republic Building and the Mart. Officers of the company from Peru are expected later in the month.

Excellent Excel Exhibit

I. A. Lund, sales manager of the Excel Phonograph Co., who was confined to his home for a week on account of illness, recovered in time to be on deck at the American Furniture Mart with a display of upright and console talking machine models, including several attractive radio combinations.

New Orotone Catalog

By the time this issue of The World is in the hands of its readers the Oro-Tone Co. will have an attractive new catalog off the press. It will include its entire line of tone arms, reproducers, attachments, the new radio arms and the Oro-Tone Portotype. Those who are not on the company's mailing list would do well to drop them a line so that a receipt of a copy will be assured.

Vice-Presidential Nominee as a Composer

In connection with preparations for the national election it is interesting to note that General Charles G. Dawes, Republican candidate for vice-president, in addition to being a success in other fields, is a successful composer, one of his compositions being available to talking machine owners on Victor record 64961. The selection is entitled "Melody in A Major" and has been recorded by Fritz Kreisler, world famous violinist. This, by the way, is a good tip to Victor dealers who desire to cash in on the present interest in events political. Gen. Dawes is very modest about his musical accomplishments as he is about his achievements in economic and financial domains.

Wonderful New Plant of the Gulbransen Co.

The progress being made in the construction of the latest factory of the Gulbransen Co. presages early production at this unit. By the first of August the building will be under roof and ready for machinery. By the first of September part of it, at least, will be equipped with machinery and in running order.

The building is six stories high and of mill construction. Everything about it will be of the most modern type. Detroit steel sash has been used for the windows and, with the exception of the first floor, it will be a true daylight plant. The first floor will be the mill room.

When completed this plant will give a big impetus to the production of the new Gulbransen grand. Up to this time it has been necessary to curtail grand output owing to the lack of space, although the Gulbransen plant is said already to be the largest in the country devoted to the manufacture of instruments of the foot-pedal type.

A feature is that the platform for loading
 (Continued on page 117)

Repair Parts

For All and Every Motor That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

Manufacturers of

SUCCESSORS TO
 Standard Talking Machine Co.
 United Talking Machine Co.
 Harmony Talking Machine Co.
 O'Neill-James Co.
 Aradino Co.

High Grade Talking Machines, Disc Records,
 Talking Machine Supplies, Etc

227-229 W. WASHINGTON ST. CHICAGO ILL.
 Branches: 2957 Gratiot Ave., Detroit, Mich.

1121 Nicollet Ave., Minneapolis, Minn.



TRADE MARK 'CONSOLA'

CABLE ADDRESS 'CONSOLA'

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 116)

will extend the entire length of the new building. There will be five loading points, instead of one. Another track will be built so that two freight cars can be loaded at one time before four of the openings, thus giving a loading capacity at one time of nine freight cars. This loading capacity has nothing to do with incoming freight, for there is another switch track running alongside the main factory building to take care of that.

The structure will constitute a worthy and important addition to the group of buildings at Gulbransen Square and will bring the amount of floor space devoted to manufacturing up to 400,000 square feet. Alfred S. Alschuler, well-known Chicago architect, designed the building. The J. W. Snyder Co. is the mason and carpenter contractor.

Impressive Ludwig & Ludwig Literature

An exceedingly clever "tie-up" is that of the cover of the latest catalog of Ludwig & Ludwig, drum manufacturers of Chicago, with the shell construction of Ludwig bass drums. The cover is in black varnish and the design shows an aeroplane with a line connecting it with an earth scene associated with the legends "Aero Kraft" and "Music From the Sky."

The following is quoted from the introduction: "The Ludwig method of Aero Kraft laminated shell construction is the most modern and improved form of building bass drums. Extreme strength of shell and ability to hold a perfect round are necessary to secure the best drum tone. Bass drum shells fashioned and built in accordance with the recognized correct principles used in the manufacture of aeroplanes are stronger and lighter. They will stand up longer under hard usage, maintain perfect round and are immune to climatic changes.

"According to U. S. Government Air Service Engineers in aeroplane construction the advantages of laminated or plywood construction over solid woods in report No. 84, N. A. for Aero-

nautics, of Washington, D. C., are set forth: "In the first place, 'strength with a minimum weight is required,' and further, 'it is not always possible to proportion a solid plank so as to develop the necessary strength in every direction and at the same time to utilize the full strength in all directions. In such cases it is the purpose of plywood to meet this deficiency by cross-banding which results in a redistribution of the materials.'"

On the same page with the above is a photograph showing a unique test which took place in Chicago on June 5, 1923, when a Ludwig drum shell was dropped several times from an aeroplane, a distance of 10,000 feet without any signs of breaking or warping. The catalog gives a detailed study of Ludwig bass drum construction, together with color illustrations of the various models.

Tonofone Line With Rudolph Wurlitzer Co.
Miss E. E. Powell, of the Tonofone Co., has

added a number of important distributors for Tonofone needles the past few weeks, several of which have already been mentioned in The World. One of the most notable is that of the Rudolph Wurlitzer Co. of Cincinnati, who will handle the Tonofone, not only in their many branch stores but also in a wholesale way to their dealers. Miss Powell recently returned from a trip which took her to Cincinnati, Indianapolis, and other points.

Clever Bent Publicity

"Bent Twigs" is the title of a neat little house organ published by the Bent Music Shop, 214 South Wabash avenue, well-known Victor and Brunswick dealer, and which makes its advent with the July issue. The principal articles cover the lights of the portable phonographs, talking machines and radios, story of the broadcasting of the political conventions, and the illustrated story on the Radialamp loud speaker, one of the latest radio innovations.

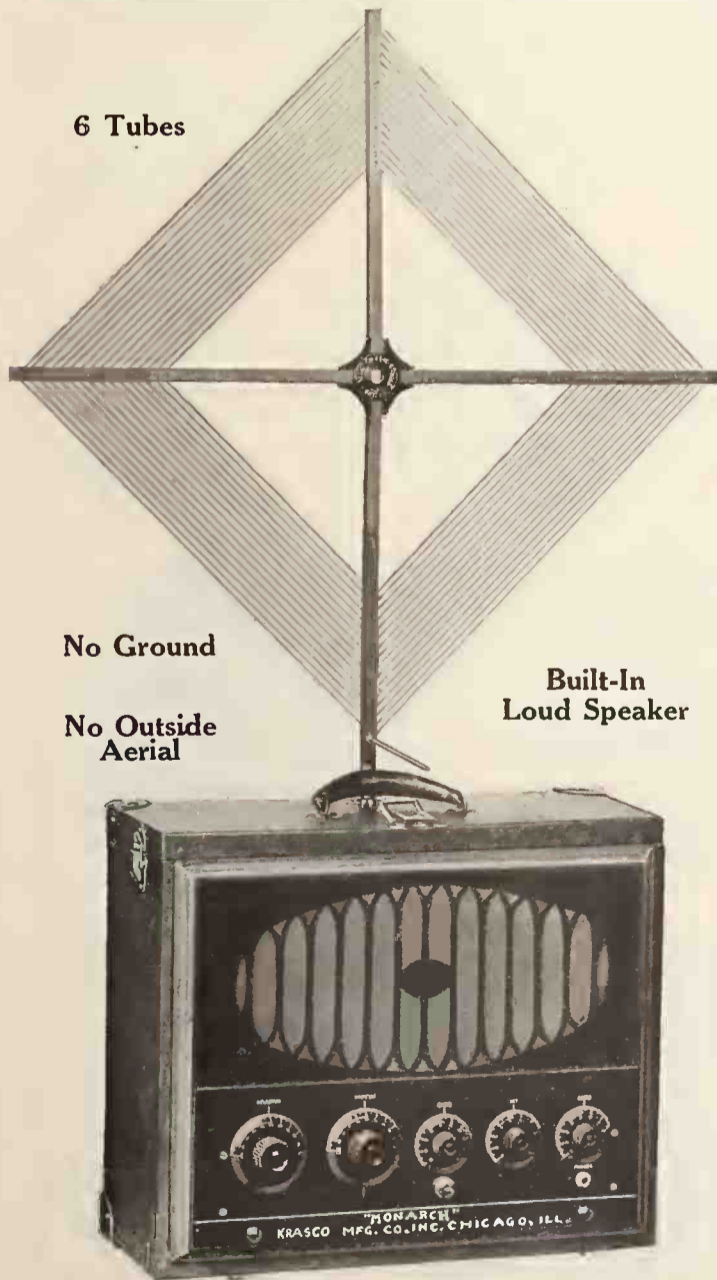
Brunswick Co. Announces Dates of First Educational Conferences for Salesmen

Intensive Training in Retail Selling Methods to Be Given by Experts in Two-day Conferences in Chicago and New York in September—Other "Classes" to Follow

An important announcement was made this week by A. J. Kendrick, general sales manager of the phonograph division of the Brunswick-Balke-Collender Co., to the effect that a conference for the sales staffs of the Brunswick dealers throughout the country would be held in Chicago on September 22 and 23 and in New York on September 29 and 30. In his announcement, addressed to Brunswick dealers, Mr. Kendrick said: "During the past nine months we have made personal checks on 400 individual sales in twenty-two towns and cities ranging in size from several million on down to 5,000 and less. The result of this investigation

has convinced us that one of the best things that your organization and our company can do this year is to give your sales organization as well as our own a simple, complete and intensive training in retail selling methods. This year we will conduct in Chicago on September 22 and 23 and in New York on September 29 and 30 a two days' sales conference for salesmen and for those dealers who can plan to attend. Later on we expect to extend this plan to cover similar conferences on the Coast and in other sections."

Among the most important features of the (Continued on page 118)



The Monarch Portable Radio as Seen in Operation

Monarch PORTABLE Radio

Long Distance Receiving Set

Reception Any Place—Any Time

Use the MONARCH Model "A" in the home, on your vacation, on the train, on river or lake, on the farm. Have long distance reception instantly—any time—any place—with this wonderful PORTABLE set. Take it with you—and receive broadcasting anywhere in less than two minutes.

Everything enclosed in handsome Spanish Leather suitcase style container. 19 in. long, 16 in. high, 9 in. deep. Weight 35 lbs. Interior compartment for batteries. Use either wet or dry "A" battery. Built-in loud speaker. Folding loop aerial that fits in case. No ground is necessary. 3 stages of radio frequency, detector and 2 stages of audio frequency.

Get new illustrated folder. Enjoy this marvelous receiver on your vacation.



Your MONARCH Enclosed Ready to Be Taken With You

Inquiries from jobbers and dealers also invited. Address

KRASCO MANUFACTURING CO., Inc.

451 East Ohio Street, Chicago, Illinois

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 117)

two-day program are the following: detailed technical explanation of Brunswick phonographs and records; detailed explanation of Brunswick Radiolas; analysis of present-day customers, by F. E. Fehlman, vice-president, Lord & Thomas; practical sales demonstrations at the rate of four an hour for one hour; plans for Fall merchandising by A. J. Kendrick; questions and answers; sales demonstrations; written examinations for all salesmen attending the conference; dinner at which P. L. Deutsch, vice-president of the Brunswick-Balke-Collender Co. will preside. Three cash prizes will be awarded to the three men having the highest standing after taking the written examinations.

Mr. Kendrick suggests that Brunswick dealers inaugurate a sales contest to begin July 15 and conclude September 15, so that one, two or three top men in the dealers' organizations may attend the Brunswick conferences with their expenses paid by the dealers. Mr. Kendrick gives valuable suggestions as to the details to be followed out in this sales contest. The preliminary announcement regarding the conference was received enthusiastically by Brunswick dealers, and it is expected that the attendance at Chicago and New York will include many Brunswick representatives and the members of their sales staffs from all of the leading trade centers. The gathering promises to be one of the greatest in Brunswick history.

Hyatt Talking Machine Co. Makes Unique Radiola Test

PORTLAND, ORE., July 7.—A unique test was made by the Hyatt Talking Machine Co., at 386



Radiola Super-Heterodyne in Unique Test Morrison street, of the Radiola super-heterodyne which Mr. Hyatt features with great success in his new radio department. In the vault of the

new Security Savings & Trust Co., whose walls are two feet thick, faced on the inside with one-quarter-inch steel plate, floors four feet thick, the large vault door weighing fourteen tons securely closed, forming a bulwark of concrete and steel, the sensitive Radiola (super-heterodyne) radio receiving set without aerial or ground connection, received and delivered in full clear tones The Oregonian, KGW, broadcasting program. A six-tube Radiola super-heterodyne set was used. W. A. Bartlett, sales manager of the Hyatt Co. in charge of the radio department, was the operator and is enthusiastic over the outcome, and says: "There is no doubt left in our minds as to the practicability of the super-heterodyne under the most trying conditions, for if steel walls two feet thick offer no barrier to this radio equipment nothing can stop it, and the Radiola super-heterodyne surely represents the pinnacle of perfection." Those in the picture are: Operating, W. A. Bartlett, in charge of the radio department of the Hyatt Talking Machine Co. Left to right: Mr. and Mrs. W. A. Lee; Mr. Spreckle, vault installation man; E. B. Hyatt, Richard C. Barrett and W. A. Robinson, of the Hyatt Co.; Ed. Coman and Joe Resing.

Brunswick Educational Merchandising Literature

Two Booklets Just Issued Possess Unusual Merits Because of the Helpful, Informative Character of Their Contents

An unusual piece of educational merchandising literature has just been released by the Brunswick-Balke-Collender Co. for dealer distribution. This consists of two booklets, the first entitled "How to Sell Brunswick Phonographs and Records," and the second bearing a similar main title with the following illuminating sub-title, "Four Features of the Brunswick Phonograph." These booklets are styled Lesson 1 and Lesson 2.

The first-mentioned booklet is most comprehensive in the scope of merchandising problems which it covers, as is indicated by treatment of the following subjects: How to Get the Prospect's Name, How to Classify Prospects Quickly, How to Sell Young Business Women, How to Sell Young Business Men, How to Sell "Newly-weds," How to Sell Married People Without Children, How to Sell Parents With Small Children, How to Sell Parents With Grown-up Children, How to Sell Elderly People Without Children in the Home, How to Get Prospects, How to Make Evening Work Count, How to Get Neighborhood Recommendations, How to Close Sales—First Interview.

The second booklet deals with selling prospects on the tone arm, tone amplifier, motor and cabinet of the Brunswick and is covered in a most illuminating way.

The subject matter in these booklets is handled in a simple, practical manner and the points are brought out clearly and interestingly so that the dealer or salesman, after perusal, will find it a simple matter to use the information gained to splendid advantage in the daily work of selling phonographs.

BROADCASTER
Life's Voices



Model C-4
35½" wide, 22½" deep, 35" high. Center lid opening. Furnished in nickel or gold. Piano Hand Polished Walnut or Mahogany—5 ply.

Is the consumer hesitating to buy?
Not if you show the high quality but low-priced Broadcaster phonograph

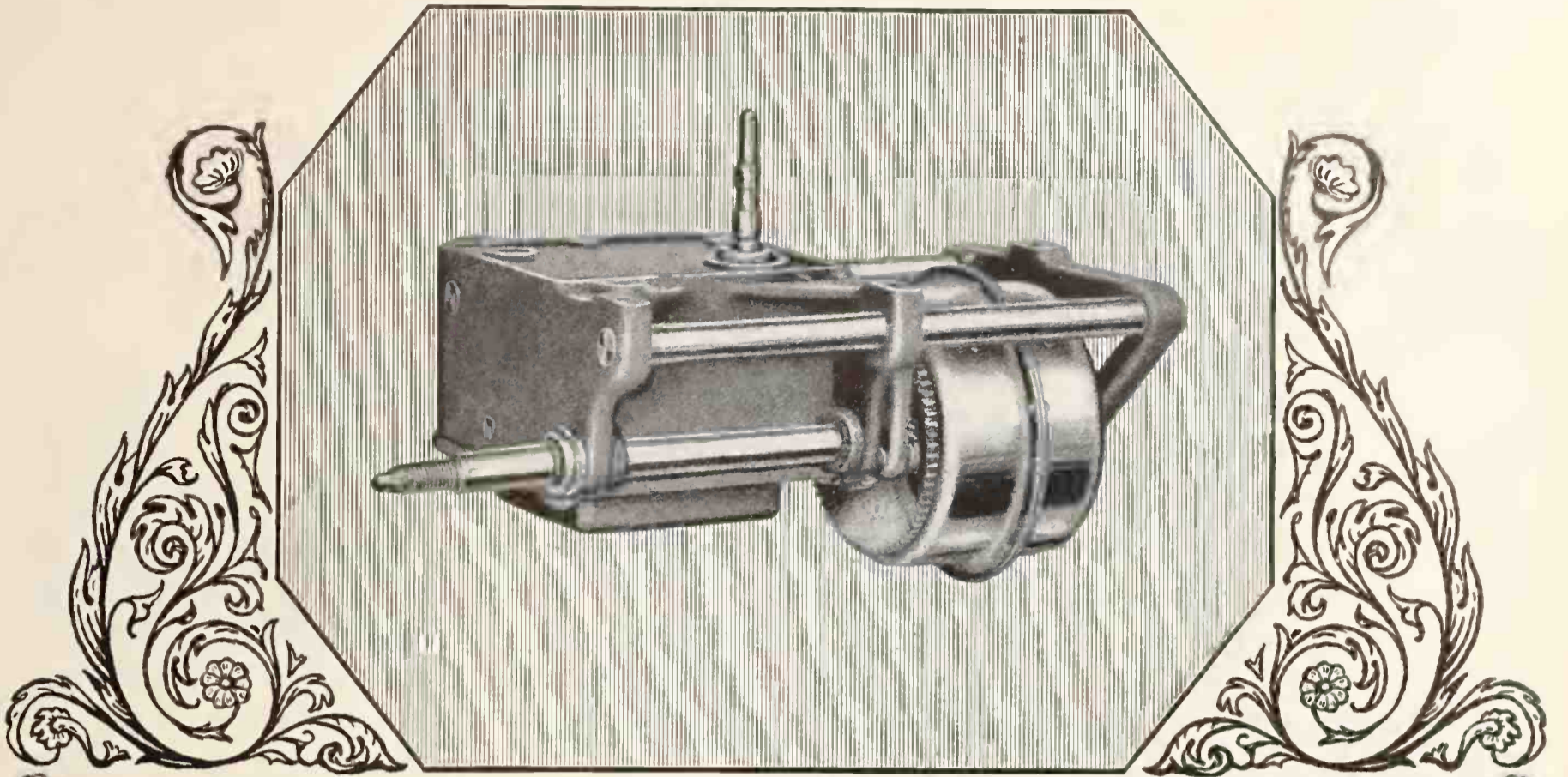
IN CONSOLES AND UPRIGHTS
12 MODELS

A wonderful business stimulator!
The low price will startle you!

The Broadcaster Corp.
2414-2430 W. Cullerton St.
Chicago, Ill.



\$14.75
F.O.B. Factory
Specifications: 7½ x 11½ x 13½ inches. Packed 18½ lbs. Net 14½ lbs. Plays two ten-inch records with one winding. Covered with high grade Fabrikoid.



In-Built Character In Every Motor

CHARACTER extends itself into the products that are built in this plant. Each motor carries with it the reflection of the painstaking effort that has been devoted to its creation. The conscientious pride that earnest, sincere workmen hold in building a fine mechanism, reveals itself in the service that each finished motor gives.

Here in our huge, airy, daylight factory, modern machinery and twentieth century methods are combined with age-old sincerity of purpose and honest effort to build better, with the result that United Motors are establishing a high record for superior quality.

The name "United" stands for dependability and honest workmanship. And the long life, efficient service and satisfaction that each motor gives, is proof of its inherent character.

UNITED MANUFACTURING AND DISTRIBUTING CO.
9705 Cottage Grove Avenue, Chicago, Illinois, U. S. A.



*Largest Independent Manufacturer
of Phonograph Motors
in the World*

Portland Retailers Waging Vigorous and Successful Drives for Summer Business

Window Displays and Other Forms of Publicity Boost Portable Sales—Featuring Combination Talking Machine-Radio Outfits—Vacation Season in the Trade—News of the Month

PORTLAND, ORE., July 5.—Business throughout the entire Pacific Northwest has slackened to a marked degree and the music dealers are feeling the effect of it although all report better business being done than this time last year.

Portland dealers are featuring portable machine windows and by an attractive camping window display are appealing to those who are planning a vacation trip to take along a portable machine. All report good results. Those few that have added radio departments are playing this up to a marked degree. The G. F. Johnson Piano Co. is featuring the new Cheney radio-equipped model, and is giving daily concerts. E. B. Hyatt, of the Hyatt Talking Machine Co., the Meier & Frank Co., Seiberling & Lucas, have all fallen into line and are all doing good radio business.

Appoint Convention Delegates

The Oregon Music Trades Association, E. B. Hyatt, president, met at the Chamber of Commerce June 27 to appoint Oregon delegates to the first Pacific Coast Music Trades Convention, which takes place at the St. Francis Hotel, San Francisco, July 22, 23 and 24. Those who signified their intention of attending the convention were Frank Case, G. F. Johnson, H. G. Reed, Frank Lucas and Chas. Soule, the latter manager, wholesale department, of the Starr Piano Co.

Interest in Music Memory Contest

The annual Music Memory Contest was held in the grade schools during the Spring months, with the finals held at the close of the school year. Only twelve schools participated this year, but a very high percentage was made by those entered. One hundred and four pupils made 100 per cent, and all entrants made a high average. All students making 100 points were presented with a certificate of honor. Fifty compositions were studied, fifteen of which were selected for the final test. These were presented to the contestants by a group of prominent Portland musicians and with the aid of a school model Victrola.

Frank M. Case, manager of the local Wiley B. Allen store, returned the last week in June from a month's trip in the East, where he attended the music convention. Mr. Case joined

George R. Hughes in Chicago and was with him most of the time, leaving him in Chicago on the return trip, not realizing the seriousness of his illness. The passing of Mr. Hughes was a distinct shock to the local trade and all who knew him.

Extensive Trade Trip

A. R. McKinley, manager of the Pacific Northwest Brunswick Co., made an extensive trip through the Northern territory, returning to Portland the latter part of June. While in Seattle Mr. McKinley met W. C. Hutchings, assistant general sales manager of the Brunswick phonograph department of Chicago, on his honeymoon and took him and his bride to Tacoma. George Fullman has been placed in charge of calling on local dealers in the interest of the wholesale record and phonograph department and is proving a big asset to the local business of the Brunswick. Mr. McKinley announces the Meier & Frank department store added to the local list of Brunswick agents.

On Vacation

L. D. Heater, Oregon and Washington distributor of the Strand console, Thomas Portophone and Okeh and Odeon records, is another wholesale manager away on an extended trip throughout the Northern territory. The Portophone is receiving the most attention at present, with the new Strand console, radio-equipped, meeting a big demand.

Arthur Gabler, Pacific Northwest wholesale manager of the Edison Phonograph, Ltd., is taking an extended vacation and will visit many of the Eastern cities before he returns to his post of duty.

Elmer Hunt, manager Victor wholesale, reports June business just fair, with dealers all featuring the Victor portable, with most of the sales turning to this model. A. B. Matteringly, representative of the Victor factory, has been calling on the local dealers offering many valuable sales suggestions.

The Starr Piano Co. reports business fair, with the bulk of the orders coming in for the new radio Starr "install-your-own" model 19A and the new \$100 console. Gennett record sales are holding up in splendid style.

The McCormick Music Co. is firmly estab-

lished in its new location at 187 Broadway. Victor, Columbia, Kimball and Strand phonographs are handled.

Seiberling, Lucas & Co. have added a radio department to their store. The Brunswick Radiolas will be featured as soon as Coast shipments are received.

Many Trade Members Wed in June

June weddings were quite the style with the local music trade. Mary John, for many years private secretary to J. H. Dundore, manager of the local Sherman, Clay & Co. store, and Walter Brown, prominent member of the Victor wholesale department of Sherman, Clay & Co., were married; Leola Green, soprano and Ampico demonstrator for the G. F. Johnson Piano Co., and Walter White, expert Ampico mechanic with the G. F. Johnson Piano Co., were married; Art Stein, for several years in charge of the Victrola department of Sherman, Clay & Co. and now in the piano department, was married to Miss Vera Johnson, and LaVelle Long, secretary to I. E. Sklare, manager of the Remick Song & Gift Shop, resigned to become the bride of Melville Callendar, of Astoria, Ore.

The Austin Music Supply House, with headquarters in the Tilford Building, which for the past year has maintained sheet music departments at the G. F. Johnson Piano Co. and the McDougall-Conn music store, has discontinued the G. F. Johnson department and will concentrate its efforts on the McDougall-Conn department, under the management of Stanley Bayliss.

Sel-Si-On Motor Placed on Market by Boston Firm

A new talking machine motor has been placed on the market by the Sel-Si-On Motor Co., 230 Boylston street, Boston, Mass. The name of



Sel-Si-On Motor

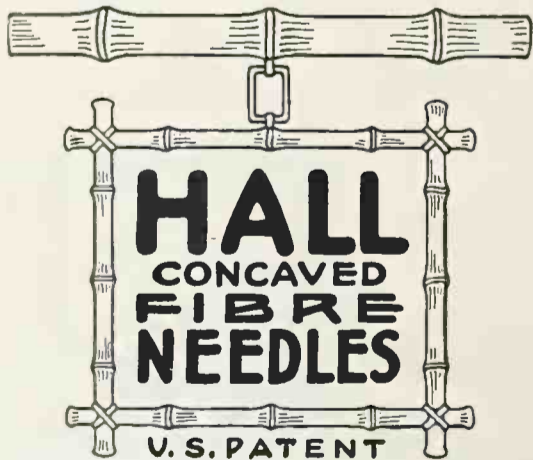
the new motor, Sel-Si-On, is rather unique in that upon reading it backward it is found that it is pronounced "noiseless," which is one of the many qualities of the motor. The Sel-Si-On is an electric motor built along lines which are claimed to be different from any other motor on the market. The principles embodied are described as unique and practical in motor construction.

The development of the Sel-Si-On motor came about in an interesting way. The inventor did not set out to build a motor, but instead had worked for years to perfect a talking machine which he intended to make the best on the market. He devoted many years to experimental work and finally produced a talking machine which met his expectations. In doing so he realized the importance of the motor. After the expenditure of much time and money in development and tests the Sel-Si-On electric motor was achieved. In literature emanating from the headquarters of the company the motor is described in detail and its many qualities emphasized. Among other things, it is stated that it is self-operated, having instantaneous electric starting and stopping devices; that it will run continuously without heating; is absolutely noiseless; and that it maintains standard tempo during possible fluctuations of current. The new motor is easily installed.

Following an involuntary petition of bankruptcy, Joseph L. Tepper was appointed receiver for the phonograph shop conducted by Max Phillips, 1128 Seventh street, N. W., Washington, D. C.

6 Obvious Reasons Why Dealers Sell

THE ORIGINAL AND BEST



AFTER SEVENTEEN YEARS TEST

PERFECT REPRODUCTION.
PLAYS MANY RECORDS WITHOUT REPOINTING.
PLAYS ALL MAKES OF DISC RECORDS.
NO SURFACE NOISE.
NO INJURY TO RECORDS.
IMPROVES TONE QUALITY.

Increase your Sales and Profits by featuring the sale of these Superior Needles.

Place your orders with your Distributor. The following can supply you: ALL VICTOR DISTRIBUTORS, THE BRUNSWICK-BALKE-COLLENDER CO., COLUMBIA PHONOGRAPH CO., and all PROMINENT DISTRIBUTORS of TALKING MACHINE ACCESSORIES and SUPPLIES.

HALL MANUFACTURING COMPANY
33-35 WEST KINZIE STREET CHICAGO, ILL.

How Brandes Head Sets Are Carefully Tested

Exceeding Care Taken in Tone Matching—An
Interesting Analysis of Exhaustive Tests

One of the twenty-two tests that feature the manufacture of the Brandes head set, made by C. Brandes, Inc., New York, N. Y., is tone matching. This is the selection of two receivers of the same characteristics for each



Brandes Visual Test Machine

head set. "To secure good results from a head set," stated a member of the company's engineering staff, "it is necessary that the receivers should be 'sound mates,' that is, they should have the same properties. Although the receivers are made under the same conditions and the corresponding parts in each head set are the same size, the receivers have acoustic properties of their own which, although they vary within extremely narrow limits, make it necessary to match together two receivers of the same characteristics. This insures maximum sensitivity and clarity of tone, which permits clear and distinct reception of extremely weak signals. It is through tone matching that the user is able to hear the same sound in both ears.

"To eliminate entirely the human equation in matching the receivers, we have installed a battery of ingenious supersensitive instruments to do this. These are so arranged that the receivers are tested both for volume and for sensitivity, a needle on a dial giving the readings. The receiver is made to produce a note the same as that produced by broadcast reception, and this note is picked up and recorded visually by a needle over the dial. The readings must be within certain limitations, and the slightest variation in the sound produced by the receivers is immediately apparent. Receivers registering certain readings are placed in a box with others of the same characteristics as revealed by the visual test, and are later placed by twos in the same head set. The visual test machine is extremely sensitive, and the slightest sounds made near it will cause the needle to register."

Okeh Dealers Tying Up With Lopez Appearances

Vincent Lopez and His Hotel Pennsylvania Orchestra, exclusive Okeh artists, are making many trips outside of New York this Summer playing for dances and special entertainment. Okeh dealers in the various cities that the orchestra visits are utilizing its appearance to excellent advantage as a means of stimulating the sale of Lopez Okeh records. Among the recent engagements filled by Lopez and His Pennsylvania Orchestra are the following: June 6, Patchogue, L. I., N. Y., concert at the Patchogue Theatre; June 14, Euclid Avenue Gardens, Cleveland, O.; June 15, East Market Gardens,

Akron, O. During the week of August 4 Mr. Lopez and His Orchestra will appear at the Willow, Pittsburgh, Pa., and they are also scheduled to appear this Summer at the South Park Pavilion for F. A. Stadler, of the Stadler College of Dancing, Youngstown, O.

Sonoradio Featured by Orchestra in Theatre

Popular Orchestra on Stage Accompanies Radio Program Brought in by a Sonoradio

The accompanying illustration shows something new in the use of radio. It shows Bob Miller and His Steamer Idlewild Orchestra accompanying a singer brought in with the aid of the Sonoradio, which may be seen in the left corner. The scene is the stage of the Pantages Theatre, Memphis. The "act" attracted a great deal of attention, as well as creating some excellent publicity for the Sonoradio. The number was brought in from station KDKA, Pittsburgh. This orchestra is popular throughout the South, and Bob Miller, who does considerable broadcasting himself, finds



Orchestra Accompanying Sonoradio

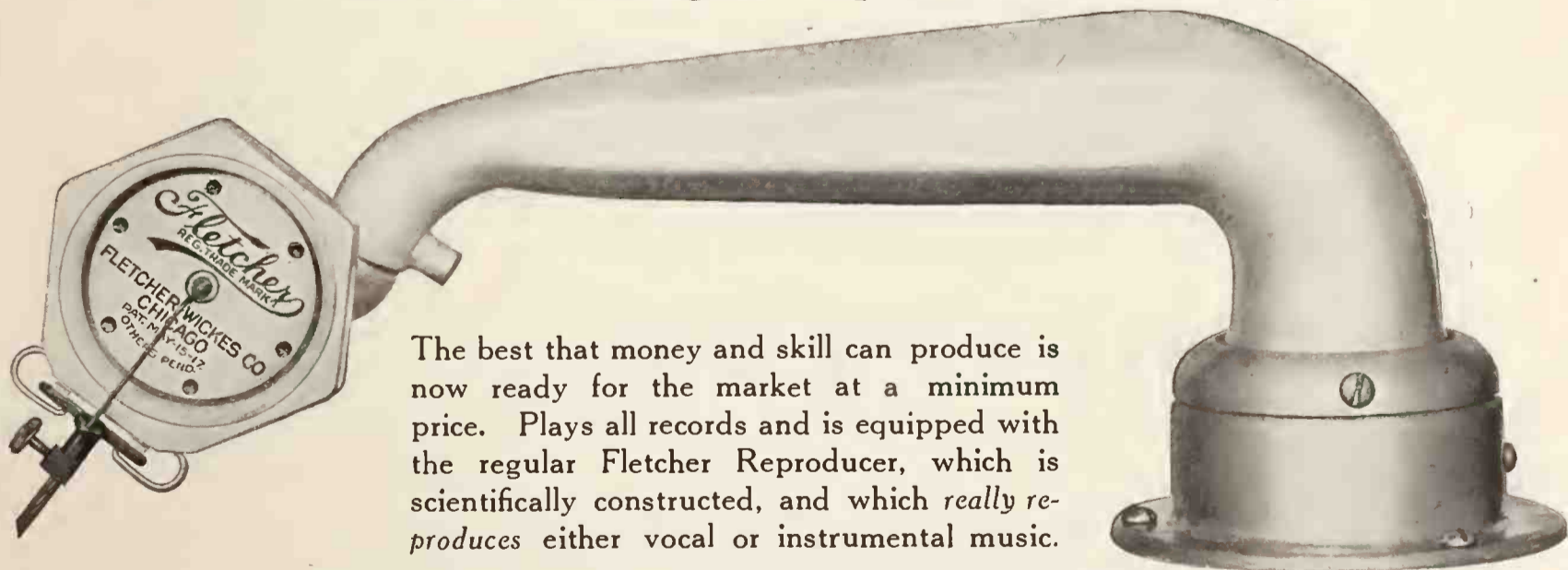
that tuning in with a Sonoradio helps him to check up on how the other fellow sounds over the ether. The Sonoradio is growing in popularity with the radio-loving public throughout the entire Southern territory.

A New Fletcher Product

REG. TRADE MARK

No. 3 BRASS DRAWN TONE-ARM

One Piece Hexagon Taper, Non-Vibrating



The best that money and skill can produce is now ready for the market at a minimum price. Plays all records and is equipped with the regular Fletcher Reproducer, which is scientifically constructed, and which really reproduces either vocal or instrumental music.

Write for samples and quantity quotations specifying 8½" or 9½" length.
Money back guarantee covers all sample orders.

Fletcher "Straight" and Fletcher "Universal" still made and carried in stock.

FLETCHER-WICKES COMPANY

116-122 WEST ILLINOIS STREET, CHICAGO

Artistic New Victor Exhibition Salons in Atlantic City Opened to the Public

Showrooms, Recital Hall and Recording Laboratory, Located in Center of Boardwalk Activities,
Opened July 8—Offers Many Attractions—T. L. Husselton in Charge

ATLANTIC CITY, N. J., July 8.—There were thrown open to the public for the first time to-day the handsome new exhibition salons established by the Victor Talking Machine Co. at 1731 Boardwalk, this city, and even those who had previously been let into some of the secrets of the new establishment were most agreeably surprised with its spaciousness, fine location and elaborate arrangement.

The Boardwalk quarters represent the second exhibit center to be opened by the Victor Co., the first being on Fifth avenue, New York, which has been in operation for a month or more, and which has been fully described in *The World*. The quarters here are designed to make a particularly strong appeal to the hundreds of thousands of substantial people from all over the country who flock to Atlantic City for more or less extended vacations during the year and who, while here, are in a mood and have the leisure to study new and interesting things, such as, for instance, the comprehensive character of the Victor Co.'s line of standard and custom-made Victrolas and the great musical possibilities of the Victor record library.

Ideal Quarters

If the Victor Co. had purchased its own site and erected its own building it could hardly have secured quarters more desirable for the purpose intended. From the Boardwalk proper the visitor steps into a generous-sized store, finished entirely in ivory, and handsomely furnished with rich Oriental rugs on the floor, comfortable chairs, a battery of record booths for demonstration purposes and record racks along one side containing every record in the Victor Co.'s domestic catalog, together with all records in the foreign catalog that are sold in this country.

On the Boardwalk there are two large plate glass show windows and on the side facing an arcade another large window through which those passing along the Boardwalk may obtain a view of the interior of the establishment. For the opening the original oil painting of the Victor trade-mark was shown in one window, a number of newspaper cartoons based on "His Master's Voice" in the other, and a handsome

Sheraton model finished in ivory white and decorated in color placed in the center of the store so that it might be seen through the side window. Both the show windows and the machine in the center were made to stand out at night through the medium of spotlights so designed that the color effect may be changed at will according to the character of the display. Along the wall of the store will be hung original oil paintings of noted Victor artists.

Impressive Recital Hall

In the rear of the store is a small mezzanine upon which will be displayed various custom-built Victrolas and on the second mezzanine are located the offices of those in charge of the establishment. The big features, however, are found on the second floor, where are located a large and impressive recital hall and the recording rooms. The recital hall, which will seat several hundred people on the main floor and on the balconies is equipped with a regulation stage, with apron and lighting facilities, sufficiently large to accommodate the average dance orchestra. At the other end of the hall is a hidden motion picture operator's booth so that when desired motion pictures of various sorts, associated with the Victor product or with music may be shown, while from the same booth special lights may be projected on the stage.

It is expected that the complete recording room will be the center of interest for all visitors, for therein lies one of the mysteries of record making from the layman's point of view. The recording apparatus will be placed behind a special partition provided with the necessary openings through which the recording horns will project into the recording room proper, which is large enough to provide facilities for the recording of music by orchestras.

Complete Recording Room

The chief appeal of the recording room, however, will be the fact that it will provide facilities for the making of individual records by those who desire to secure records of their own voices or the voices of their loved ones. This special service is an innovation, so far as the Victor Co. is concerned, and will, without question, arouse much interest from the thousands of Atlantic City visitors who will not

only desire to have their voices recorded and will appreciate the opportunity, but who are also in a position to pay the necessary fee.

On one side of the concert hall is arranged a liberal space wherein will be placed a Victor factory exhibit showing the materials entering into the manufacture of machine and records, with the names of the countries from which they are obtained, together with displays of the processes through which machines and records must go before they are ready for the market. On the upper floor, too, is an open-air veranda or "deck" overlooking the Boardwalk and the ocean which is equipped with awnings and comfortable chairs so that visitors may relax for an hour or so when they desire.

Daily Concerts to Be Given

Although definite arrangements for concerts and recitals have not been completed, the tentative program calls for record recitals in the auditorium each afternoon and at frequent intervals concerts by prominent Victor artists and recording organizations in the evening. The fact that the exhibition rooms are located so near Camden and that many artists spend a good part of the Summer at the shore facilitating the arrangement of such concert programs.

The children are to have special attention in the afternoon through the medium of the educational department of the Victor Co. At the present time Miss Mabel Rich, of that department, is making her headquarters at the Boardwalk salons and is planning a series of music hours for children, for which a definite schedule will be provided. One period will be given over to youngsters ranging in age from four to eight and another to children from eight to fourteen. The leading hotels have shown an inclination to co-operate in providing juvenile audiences of the proper calibre for these children's hours, and local Summer schools are also expected to take part. It is the plan of the educational department to have a representative at Atlantic City throughout the greater part of the year.

The building housing the new exhibition salons adjoins the Hotel Traymore, is only a half block from the exclusive Marlborough-Blenheim Hotel, and is about halfway between the steel pier and the Million Dollar Pier. In other words, it is in about the center of Atlantic City's Boardwalk activities. The roof of the building embraces a number of gables which, according to present plans, will be properly decorated with Victor trade-marks and signs which may be seen at considerable distances.

Special signs call attention to the fact that the salons are designed to house and exhibit, and that sales are not solicited. For the convenience of those, however, who are impressed with certain records, or some special type of Victrola, a form is provided upon which the records can be listed, or a memorandum of the special Victrola type made, so that the customer can present the slip to the Victor dealer nearest his home and secure the records or machine desired. These slips are in duplicate, one part going to the customer and the other part being kept on file at the salons. The bottom of the slip bears the paragraph:

"This memorandum for your convenience contains a list of the Victor records it has just been our pleasure to play for and suggest to you. Just check those you wish to own; give the memorandum to your local dealer in Victor products, or mail it to him, and he will see that you get the records promptly."

Victor dealers everywhere are also urged to use the special cards of introduction provided by the factory for issuance to customers who plan to visit New York or Atlantic City, so that they may feel free to visit the exhibition rooms at either point. The local salons will be open from 10 a. m. to 10 p. m.

The local exhibition rooms are in charge of T. L. Husselton, who for a number of years represented the Victor Co. as traveler in Kansas, Missouri, Oklahoma and Arkansas. Assisting him is F. G. Hawkinson, and a carefully selected staff who understand the peculiar requirements of the work.

"Gee, that's the best plug I've seen yet"



That's exactly what seven of the largest phonograph and radio distributors in New York said when they first saw the

POLYPLUG

Eliminates all the annoyances so prevalent in the operation of the unsatisfactory screw type plug.

A few big features of the POLYPLUG, assuring highest efficiency, follow:

1. No necessity to take plug apart.
2. No necessity to tighten screws.
3. Positive contact always maintained.

POLYPLUG permits instantaneous changing from loud speaker to Headphone.

A Wonderful Feature

of the Polyplug—and only the Polyplug—is the tension slot enabling the phone cords to be pulled and jarred without the slightest disturbance to the actual contact.

Dealers: Write for complete literature and prices.

POLYMET MFG. CO.
70-74 Lafayette St. New York



REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

Edison Records on Victrolas

Millington, N. J., July 13, 1924.

The Talking Machine World, New York.

Gentlemen: Can you inform me through your columns of a sound box for playing Edison records on my Victrola? I have tried several attachments which are used to turn the Victor sound box at right angles to the record and the so-called Diamond point needle which is sold with them, but the results are far from what I imagine could be obtained with a proper sound box. Is there any attachment made for using the Edison disc sound box on the Victor Victrola? If so, kindly advise me where I could obtain same.—F. G. Quinn.

Answer: There is no attachment made for using the Edison disc reproducer on the Victrola. There are very few reproducers made which will give anywhere near the results to be expected from an Edison record. To understand why you must take into consideration the method of reproduction as employed in the Edison disc machine.

In the first place, and perhaps the most important point of all, is the fact that the reproducer is moved across the surface of the record mechanically and does not depend upon the record groove or cut to feed it along. The Edison horn and reproducer as a unit swing on a pivot, and as the motor operates the horn unit is moved to the left the distance of one width of the record cut at each revolution of the record. This is accomplished by means of a feed rack attached to the horn engaging a drive gear operated by the motor.

This method of mechanically feeding the reproducer is presumed to do several things, the most important of which is that it keeps the needle point always in the center of the cut; that it prevents undue wear on the record groove; and it aids in eliminating needle scratch.

When using any make of reproducer on a Victor machine to play the Edison record due allowance must be made for the absence of the mechanical feed, and as you must depend upon the record cut to carry, not only the reproducer, but the tone arm as well, you are liable to get more of the scratchy sound than you will with the Edison machine.

However, there are several excellent reproducers on the market, most of them designed one way or another to bring the diaphragm face parallel to the record and to fit the various leading makes of talking machines. Some of these reproducers have been on the market for a number of years and have given general satisfaction, and I am sure that from among those advertised in The Talking Machine World you will find one that will prove satisfactory to you.

Re Automatic Stop

Youngstown, O., April 4, 1924.

A. H. Dodin, care Talking Machine World.

Dear Sir: I have a Columbia machine which I purchased in Chicago in the year 1920. This machine has a three-spring motor attached to a metal plate, the tone arm operating the automatic stop. I have had considerable trouble with the automatic stop mechanism, and would like to change it for some other stop which would be trouble proof. Could I put the new Columbia automatic stop on the motor, or could I put the new Columbia motor on the old plate, together with the new automatic stop?

(Signed) Henry Hardman.

Answer: The new Columbia automatic stop cannot be used on any motor other than the new Columbia motor. The bedplate of the new motor and the tone arm attachments are constructed in one unit, and as a consequence cannot be used separately. It is possible that you could fit the entire new unit of motorplate and

tone arm into your cabinet, but the difficulty would be in obtaining the unit. I would advise you to consult your nearest Columbia jobber or dealer and no doubt he will be able to give you more definite information.

Finds Good Columbia Sales

H. L. Ireland, of the wholesale department of the Columbia Phonograph Co., Inc., New York, on his return from a brief trip visiting the dealers in Albany, Schenectady, Kingston and other points in New York State, reported that business is brisk in that section and that machines are selling well. In the few days that Mr. Ireland spent up-State he sold a very satisfactory number of machines. The month of June compared favorably with regard to sales totals with the same month last year and the outlook is bright.

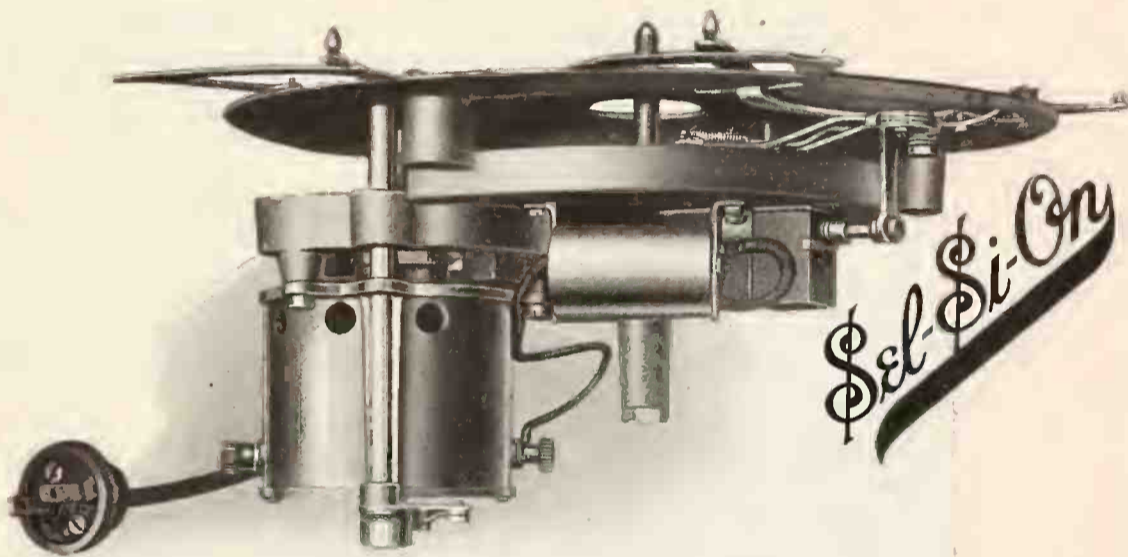
A branch store of the Moberly Music Co., Moberly, Mo., was opened here recently in the Scott Building on Broadway.

Harold Oxley and His Orchestra Okeh Artists

One of the recent additions to the steadily increasing list of exclusive Okeh record artists is Harold Oxley and His Post Lodge Orchestra, a well-known orchestra of clever musicians who play nightly at Post Lodge on the Boston Post road. This resort is popular among dancing devotees in Greater New York and Westchester County, and the Okeh records by this organization will undoubtedly meet with a cordial welcome.

James Barton, one of the best-known comedians on the musical comedy and vaudeville stage, recently signed a contract exclusively for the Okeh library. Mr. Barton has been identified with some of the leading comedy successes of recent years, and he has recorded as his first record two humorous selections, entitled "Fabricatin' Phil" and "I'm Going Where the Climate Fits My Clothes." The additions by the General Phonograph Corp. to its record artists are having a favorable influence on sales.

Sel-Si-On — "Noiseless" spelled backwards



A motor which is absolutely noiseless

We make no false claims for this wonderful motor. We can prove every statement

Sel-Si-On
The No-ise-less Motor

ELECTRIC MOTOR

will revolutionize the phonograph industry insofar as motors are concerned

It is self-operative, having an instantaneous electric starting and stopping device; will run continuously without heating; absolutely noiseless; possesses synchronized speed, maintaining standard tempo during possible fluctuations of current; universal, using both direct and alternating current without any adjustment whatsoever; direct-driven, beltless and indestructible; easily and quickly installed in either new or old machines.

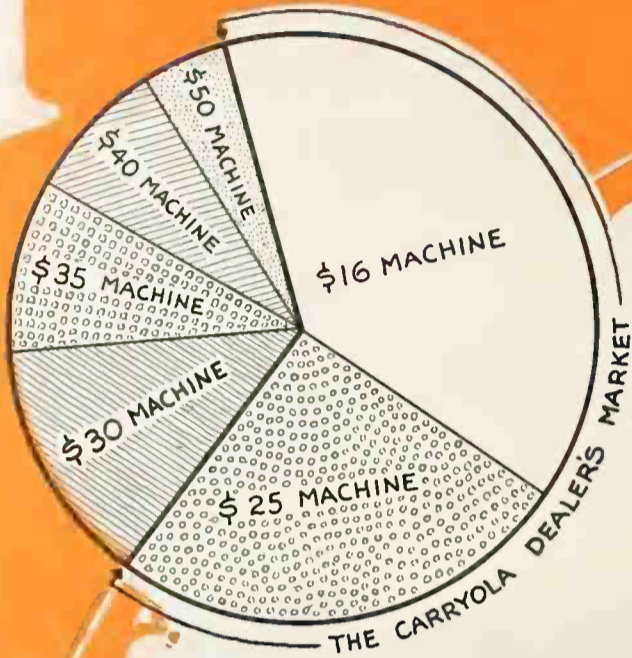
These points warrant investigation

Sel-Si-On Motor Co.

230 Boylston Street
BOSTON, MASS.

Profitable

Built Right!



Mr. Dealer:
Are You Reaching Your Biggest Market?



Retail Price
\$16⁰⁰
West of Rockies
\$17⁵⁰

Everywhere—big sales of Carryola and Carryola Master, the profitable portables.

Glowing letters of praise from dealers all over the country. "Nothing can compare with them." . . . "They make a hit with our trade." . . . "The finest portable phonographs we have ever seen or heard." These are some of the enthusiastic reports we have received.

And why all this enthusiasm for Carryola and Carryola Master? Why are dealers selling them so fast and ordering more?

The answer is apparent to dealers who handle Carryola and Carryola Master. Two portables *built right* and *sold right*. Fast-selling instruments that are favored with every factor for permanent, successful business-building.

The active end of the phonograph business is portables. A big market—lots of customers—bigger record sales. A smaller instrument and quicker turnover. Good profits every month in the year. You can get this profitable, permanent business with light, compact, moderate-priced portables—the Carryola and Carryola Master.

CARRYOLA COMPANY of AMERICA

373 Broadway Milwaukee, Wis.

Note These Carryola Features

Possesses a tone so big and beautiful that it is almost unbelievable in a machine of this size.

Full size tone arm of modern type. High-grade extremely sensitive reproducer.

Dependable, well-built motor, adopted only after thorough comparative tests. Easy winding, quiet.

Three-ply veneer case, substantially built for portable use. Will not warp.

Genuine Dupont Fabrikoid covering, waterproof, beautiful and durable; gives a quality impression.

Attractive nickeled trimmings; continuous, piano-type hinge.

12 x 12 x 6 inches. Weighs only 10 pounds.

Space in cover for 10 records.

Plays all standard records.

The CARRYOLA

Portables

Sold Right!

See the Carryola and Carryola Master. Examine them critically. Hear them play—and here again be critical. These two portables will immediately win you as they have won thousands of others. They win on sheer merit—because they are built right in every way with *quality first* as the guiding principle.

Built by an organization that is ably-financed, efficiently organized, employing strictly modern methods of manufacture, selling direct to the trade and co-operating with dealers for quick, profitable sales on a confidence-building basis.

Look into Carryola and Carryola Master. Look into the responsible organization behind them. Build permanently with Carryola and Carryola Master—the profitable portables. Write today for our complete proposition.

CARRYOLA COMPANY of AMERICA
373 Broadway, Milwaukee, Wis.

Other Big Features of the Carryola Master

- Every part specially built for its purpose and perfectly co-ordinated with other units.
- Full size tone arm and reproducer.
- Equipped with the well-known Silent motor, absolutely noiseless in winding and operation.
- A high-grade motor that has proved itself absolutely dependable—the portable motor without an equal. Easy worm-gear wind.
- Guaranteed to play in excess of two records.
- Tone arm or turntable need not be removed for carrying—open the cover and the Carryola Master is ready to play.
- Fully equipped—needle cup, felt protectors. No rattling when the Master is carried.
- Substantially constructed three-ply veneer case. Beautiful Dupont Fabrikoid covering. Attractive nickeled fittings.
- Continuous, piano-type hinge.
- 15 x 12 x 8 inches. Weighs only 17 pounds.
- Space in cover for 15 records.
- Plays all records, any make, any size.



**Greater Volume—
Exquisite Tone—
With the
Add-A-Tone Reproducer**

An exclusive feature, Carryola Master is the only portable with Add-A-Tone Reproducer. Greatly increases volume—produces a wonderfully clear, beautiful tone. Surprises everyone who hears the Carryola Master.

Tone is transmitted from both sides of diaphragm. Reproducer is reversible for Edison Records. Diaphragm is indestructible. A real sales feature. Many other superfine qualities described below. The outstanding leader wherever sold—and yet moderately priced.



Retail Price
\$25⁰⁰
West of Rockies
\$27⁰⁰

The

CARRYOLA MASTER

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

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

What Sells Talking Machines?

Without splitting hairs, we may say generally that the value of a talking machine is best judged by the musical results it gives. There is no need to discuss the question whether the quality is all in the record and the function of the machine merely to transmit that quality neutrally into audible form or whether the machine can and should impart some needed element in the ultimate result. I have my own opinions on the subject. The point is that, so far as the ultimate consumer is concerned, what is important is the musical result. How does the music sound when it is turned on?

The question is here brought up for the simple reason that every so often the talking machine trade goes through a season of belief in price and not in what, for want of a better term, may be called "tone." What does sell talking machines, anyway?

The question answers itself to a certain extent, for, of course, when the price is low enough, then that is the commanding element.

Tone Does Sell

On the other hand, since obviously the vastly greater number of talking machines must be sold on their reproduction merits, it is evident that the art of selling must largely be an art of bringing the public mind to realize, appreciate and desire the reproduced music which the machine makes available. What, then, as said before, I shall rather roughly and unscientifically call "tone" is the most important element in general talking machine selling.

Anyone who knows anything at all about practical demonstrating knows that there are vast differences between the results obtained even from talking machines of the same make, and that these differences hang upon very small and easily neglected details. Merely as a matter of selling technique, it is, therefore, highly important to take every precaution to see that the surroundings in which hearings are to take place are carefully arranged for the best results and, furthermore, that the general principles which underlie good reproduction are understood and applied.

Conditions of Good Reproduction

In the first place, the size, construction and arrangement of the hearing rooms are extremely important matters, although no feature of retail store administration is likely to be less scientifically considered. The fact, of course, is that the hearing room furnishes the stage upon which is played the drama of the sales; and the preparation of this stage is quite as important as the dialogue of the play.

In the first place, then, comes the question of size. We must here distinguish between rooms intended for record hearing and sale and rooms in which talking machines are to be demonstrated and sold. The record business stands quite by itself. The customer wants to hear the music, but does not want to consider closely the reproduction; for, in any case, there is a machine at home on which the record is hereafter to be played; which is why in some stores lately the record hearing room is being augmented by a counter equipped with a row of turntables, each with its sound box, tone arm and individual ear-piece, which latter takes the place of the usual amplifying horn. It is known as the Audak. Each prospective record buyer thus takes up only the same space that he or she would occupy at the selling counter and the results are in practice quite satisfactory.

Plan Hearing Room Carefully

On the other hand, the machine demonstrating room must be most carefully planned. If space permits it is best to have at least two rooms, one large and one small, each simulating the style of a living room, but the one assimilated to that chamber in a flat or small bungalow and the other to the central hall of a larger house. In these days almost everybody lives in surroundings which call for either a quite large or quite small living room; and the hearing spaces in the store may well be arranged accordingly.

On the other hand, it is best to have both large and small, both high-priced and cheaper, machines in each room. The small-room people may want an expensive fine console, or the others may want something smaller than they really ought to have. The ability of a small instrument to fill a large space can then be tested on the spot and in this way sometimes a mistake by an insistent customer can be remedied before it is committed, to use an hibernicism. Floors, of course, must be covered and the furniture should look as much like that of the ordinary living room as may be possible, simply because it is best to have customers at their ease when they are listening.

Eliminate Noise

And what is still more important, each room should be as nearly as possible sound-proof. This is a point which is not always appreciated at its true value, but it is really very important. If one proposes to demonstrate a high-class talking machine to a high-class customer and to show how beautifully it renders music, what worse than to have foreign sounds from other rooms interfering?

And now about the main question of demonstrating under these conditions, assuming that all surrounding circumstances are satisfactory.

Records by Favorites

Unless the customer is hopeless from the start and has no interests outside dance music, it is always well to have on hand in each hear-

ing room a set of records specially chosen to represent the best average results in every style of music, vocal and instrumental. It is always well to use records by known favorites like Galli-Curci or Mabel Garrison, sopranos; Louise Homer or Julia Culp, contraltos; Caruso or McCormack, tenors; Ruffo and Witherspoon, basses. For violin records Heifetz or Fritz Kreisler, for 'cello the incomparable Casals (Columbia), for piano Alfred Cortot or Paderewski, for orchestra the Philadelphia Symphony or the New York Symphony (Columbia), and so on. I have chosen just a few names which come to mind and which represent to me hours of enjoyment and aesthetic pleasure.

Any machine can play loudly if a loud needle be used. Fibre needles are decidedly advisable in many, if not in most, demonstrations for Victors and machines which approach the Victor system in any way. For Edison, Cheney and other specialized machines the instructions issued by the manufacturers should most carefully be followed in the effort to obtain mellow, pleasing tonal results.

It is impossible to exaggerate the value of careful study of the machines one is selling in finding out how to obtain from them the very best results. Here comes in the art of demonstration; and in the talking machine business the art of demonstration is the art of selling.

Radialamp Is Popular

The Radiolamp Co., New York City, which recently placed on the market the Radialamp, a combination library lamp and loud speaker, reports this new product has met with decided approval upon the part of the public. Since its introduction a large number of radio distributors and prominent dealers have taken on the Radialamp and repeat orders are already being received. An energetic sales and advertising campaign has been placed behind the Radialamp and it is rapidly becoming widely known.

Sonora on Exploration Trip

The Sonora portable was a treasured member of the Third Asiatic Expedition of the American Museum of Natural History on its trip during the Summer of 1923 through the Gobi Desert of central Mongolia. One of the members of the expedition stated that no other thing gave as much pleasure as the Sonora.

Interest in Shelton Motor

W. G. Maginnis, of the sales staff of the Shelton Electric Co., New York City, recently completed a trip through the Middle West, where he found business conditions averaged good. All those called upon seemed much interested in the Shelton motor and all predicted good business for this Fall.

The Schroeder Piano Co., of Pittsburgh, Pa., has established two branch stores in neighboring towns, one in Monongahela and the other in McConellsburg. J. F. Strouse, of Pittsburgh, has been appointed manager in the latter place.



Size 13 x 13 x 7 1/2"
Wonderful Loud, Clear Tone.
Mahogany finish or Leather-
old covering. Weight, 13 lbs.

NEW IMPROVED Fulton "AUTOMATIC" Portable Model No. 25

Sample to Dealers \$12.50 Discount in Quantities
CASH WITH ORDER

This remarkable new portable is equipped with a durable motor, and a new feature patented throw-in-arm. No parts to disconnect when closing up. Simply close the lid, and the tone arm falls in automatically with it; open the lid and the tone arm comes up in position ready to play.

Phonograph and Accessories. Repair Parts for All Makes.
Purltone and Truetone Needles at 25c per M in lots of 10 M and up.

Fulton Talking Mach. Co. 253 Third Ave.
New York City

MOTORS

Ready for Delivery

Double Springs; play two 10-inch Records; suitable for Portable Phonographs. Sample, \$3.75. Larger motor playing two to three 12-inch Records; suitable for Phonograph selling for \$100. Sample, \$5.75.

MERMOD & CO., 16 East 23d St.
N. Y.
Telephone Ashland 7395

The CHENEY

THE MASTER PHONOGRAPH



Announcing The BUCKINGHAM

a double resonator model

Made either in mahogany finished in Sixteenth Century Wax, or in Walnut finished in Knoleworth Wax. Length, 39¾ inches; depth, 19⅞ inches; height, 42 inches. Two reproducers for playing all records. Needle adjuster, automatic stop, two record albums. Metal parts finished in gold.

With spring motor, sells for \$315

West of the Rockies, \$335

With electric motor, sells for \$365

West of the Rockies, \$385

The most important development in tone quality and in cabinet design in years

Again The Cheney blazes the trail. Again, it announces the most important development in years in cabinet design and in perfection of tone quality with the introduction of The Buckingham, a De Luxe wall cabinet model.

Particularly important is the *double resonator*, a feature which is not only an exclusive feature of The Cheney now, but will remain an exclusive feature because the acoustic system of The Cheney is exclusive. The *double resonators* intensify the reproduction. They add not only greater volume, but also greater richness, color and purity. Needle scratch

practically disappears. It is the capstone to the famous Cheney Acoustic System.

Designed in the style of a wall cabinet in the spirit of the Georgian period, The Buckingham also represents a new and permanent development in the evolution of the phonograph. By raising the resonators, the acoustics are improved. The instrument is more convenient to operate. Beauty and utility are combined.

Cheney dealers find in the completeness of The Cheney line and in its superior character selling advantages which are an important factor in their profits.

CHENEY TALKING MACHINE COMPANY · CHICAGO

DISTRIBUTORS

CHENEY PHONOGRAPH SALES CO.
1965 E. 66th St., Cleveland, Ohio
Ohio, W. Va., Western Pa., Western N. Y. State
CHENEY SALES CORPORATION
376 Boylston St., Boston
New England
CHENEY SALES CORPORATION
1107 Broadway, New York City
Greater New York, Eastern N. Y. State
Western Conn., New Jersey

CHENEY SALES COMPANY
419 South 16th Street, Omaha
Iowa, Nebr., Kan., Colo., Wyo.
CHENEY SALES CORPORATION
Jefferson Bldg., 1015 Chestnut St., Philadelphia
Eastern Pa., Del., Md., Washington, D. C.
EDW. G. HOCH & CO.
27-29 Fourth St., N., Minneapolis
Minn., N. D., S. D., Northern Wis., Mont.

CHENEY PHONOGRAPH CO.
212 Selling Bldg., Portland
Washington and Oregon
MUNSON-RAYNER CORPORATION
643 S. Olive St., Los Angeles
California, Arizona, New Mexico
MUNSON-RAYNER CORPORATION
86 Third St., San Francisco, Calif.
California, Nevada, Utah

All territory not listed above is handled direct by The Cheney Talking Machine Company, Chicago

THE MOST PERFECT MUSIC-REPRODUCING INSTRUMENT MADE

Developing National Carryola Distribution

Portables Made by Carryola Co. Now Have Wide Distribution—Company's Policy Includes Practical Dealer Co-operation

MILWAUKEE, WIS., July 8.—The Carryola Co. of America, of this city, which recently introduced two new portable phonographs designated as the Carryola and the Carryola Master, is making rapid strides in developing country-wide distribution for these products. The company is making arrangements for an important sales and publicity campaign, and in a chat with The World one of the Carryola sales executives gave the following details regarding the company's plans: "A careful analysis of the portable phonograph market led us to the conclusion that the large volume of sales would logically fall to dealers handling moderate-priced machines. As a result of this analysis our organization developed two portables to be listed at \$16 and \$25, and the wide demand for these machines has proved the correctness of our judgment in analyzing the market. We are selling these instruments only through regular channels and seeking only those trade connections that will work toward the development of a sound, substantial business. We are ably organized with strong financial backing and our manufacturing program as well as our sales and merchandising plans have been worked out on a basis for sound growth and permanence.

"The Carryola sales plan is complete and does not stop with selling the dealer but establishes a complete selling chain from manufacturer to consumer. Dealers are supplied with attractive window and counter display cards, window streamers, folders, newspaper electros, etc., and all this material has been carefully prepared, with the idea of giving the dealer practical co-operation."

Both the Carryola and the Carryola Master have various features that are being used by the dealers to advantage in their sales arguments. The former measures only 12x12x6 inches and weighs only 10 pounds. The case is built of three-ply veneer and is covered with genuine Dupont Fabrikoid. Within the cover there is space for ten records and the mechanical features include a full-sized tone arm and reproducer and a well-known motor.

One of the features of the Carryola Master is the popular Add-A-Tone reproducer, that is

not used on any other portable phonograph. This reproducer has scored a signal success in the past few years and plays both lateral and hill-and-dale records. This portable is equipped with the well-known Silent motor and the tone arm and turntable need not be removed for carrying. When the cover is opened the instrument is ready for playing and within the cover there is space for fifteen records. The size of the Carryola Master is 15x12x8 inches, weighing 17 pounds, and its fittings include needle cups, felt protectors and nickel trimmings.

Chartered for \$10,000,000

The General American Radio Corp., whose executive offices are at 345 Madison avenue, New York, with a plant in the Middle West, was recently incorporated for \$10,000,000. The executives of the new corporation are: Warren S. Stone, of Cleveland, chairman of the Board of Directors; Louis J. Selznick, of New York, president; Samuel R. Stone, of Cleveland, and Henry M. Shaw, of East Orange, N. J., vice-presidents; A. M. Grill, of New York, secretary. In addition to the above the directors are: C. D. Hickok, A. H. Claus and B. Frank Fox, of Cleveland, and Frank H. Shaw, of Montclair, N. J., all well-known and successful business men.

According to a statement made by Mr. Selznick the business of the company will include the manufacture and sale of every kind of receiving and transmitting apparatus and parts therefor, including the well-known Vocaleste products. It is also to manufacture non-infringing radio vacuum tubes and tungsten filament wire under patents recently issued and now acquired by the General American Radio Corp. It is expected by officials of the company that the varied line of radio accessories which the new corporation will manufacture will quickly find favor with talking machine dealers operating radio

departments

Phonograph Repair Parts

We carry a full line of repair parts for every motor made. Sixty-eight different types of main springs

Write for a catalog showing our complete line of parts and supplies

ATLAS PHONO-PARTS CO.

728 Atlantic Ave., Brooklyn, N. Y.

Phone, Nevins 2037

Difficult repair work given prompt attention

Sonoradio Adds Beauty to Home Where Installed

The accompanying photograph showing a Sonoradio installed in the home of a prominent



Sonoradio in Fine Home in Brooklyn, N. Y.

Brooklynite demonstrates the fact that a radio outfit can lend a distinctive note of beauty to the most attractive room. In this particular installation the lead-in is brought from the window and the picture molding down behind the mirror of the machine. The ground wire has been run through a floor plug adapted for this purpose and carrying through to the water system in the cellar. The Sonora Phonograph Co. has received a number of photographs showing similar installations of the Sonora in handsome homes.

Burkham-Stamm Dines

WHEELING, W. VA., July 8.—A dinner was given to the employes of the Burkham & Stamm Piano Co., here, recently, by the heads of the company, who reserved the large dining room of the Scottish Rite Cathedral for the occasion. The affair was one of the most enjoyable events of its kind ever held here by the Burkham & Stamm house and broke attendance records for previous dinners. The principal address was delivered by President E. C. Stamm, who reviewed the National Music Industries Convention, recently held in New York. The other speakers included E. F. Stamm, secretary and treasurer of the company; Ralph Ulman, of the accounting department; Harry Neuman, of the service department, and Miss Elma Rose, of the small musical instrument department.

The Rudolph Wurlitzer Co., Cincinnati, O., has installed a large new show window in its retail store on East Fourth street.

RADIOTIVE

Has just increased its capital to \$1,000,000.

This means big business.

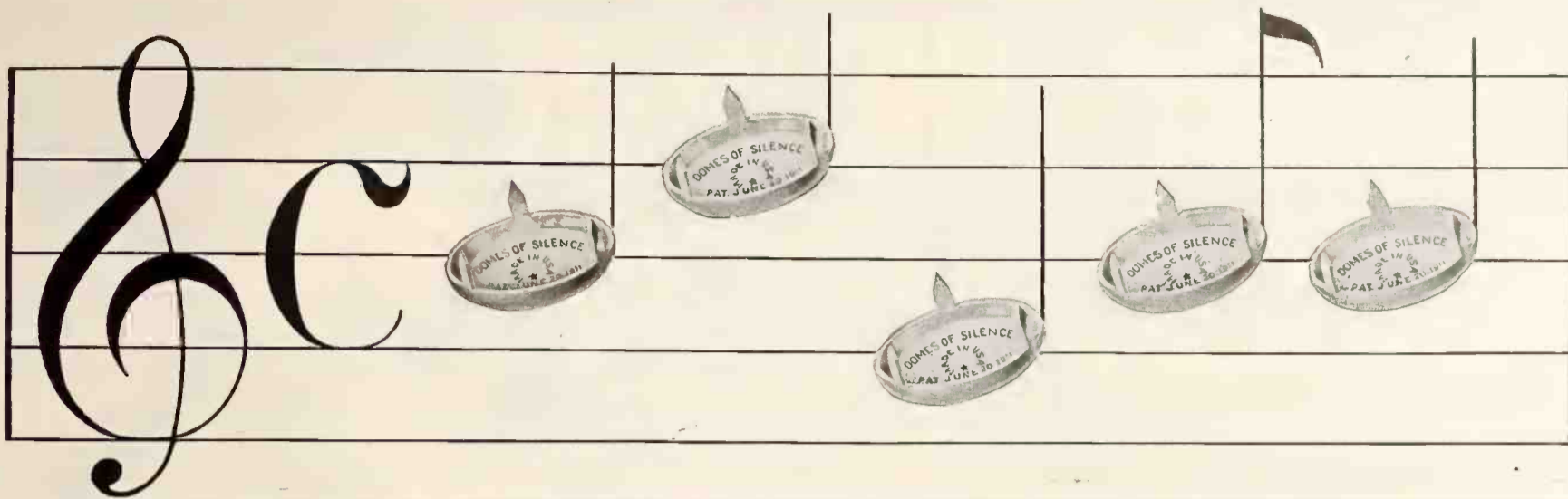
Watch out for our Fall announcement.

Get lined up with our patented Radiotive loud speaker before it is too late.

RADIOTIVE CORP.

21st Avenue and 53rd Street

BROOKLYN, N. Y.



DOMES of SILENCE

"Better than Casters"

A Big Hit on any Talking Machine

The makers of the finest Period Model Talking Machines use **DOMES of SILENCE** in preference to all other forms of footwear on their products.

DOMES of SILENCE suit upright models as well as period styles.

They have six big advantages

They are economical.

They are simple in construction.

They are silent in use.

They are invisible.

*They are adaptable to all styles
and conditions of use.*

They give long wear.

If you specify them in your orders, manufacturers will place them on all the models you carry.

DOMES of SILENCE *Division*

Henry W. Peabody & Co.
17 State Street, New York City

*Reg. U. S. Pat. Off.
No. 995758 which will
be strictly enforced*

P-1598

TO NIGHT'S THE NIGHT

(I Should Be With You)

A Melody Fox Trot

You can't go wrong with any FEIST song!

To night's the night That I should be with you.

© 1924 Leo. Feist, Inc.

Talking Machine Trade in Dallas Continues Brisk

Music Week and Other Events Held During Past Few Months Instrumental in Bringing Machines and Records to the Fore

DALLAS, TEX., July 7.—The talking machine trade, and in fact all musical interests, received a stimulus of business through the series of events which brought music to the fore during the past few months. First and foremost Music Week was a decided success and the publicity given the event brought home to the public the importance of music in the home. Coincident with Music Week was the co-operative advertising campaign of music merchants which although primarily intended to boost piano business also had a favorable effect in adding to the sales of talking machine dealers. Following Music Week was the annual convention of the Texas State Music Merchants' Association held in Galveston, but which also received much publicity in the papers throughout the State. Early in June the annual convention of the National Association of Music Merchants was held in New York, and Dallas was well represented in the persons of Robert N. Watkin, past president of the Association, and a number of other music merchants.

All these events had a share in stimulating music and the sale of musical instruments, and their influence is felt even to the present time. The better class of records was especially helped by Music Week, according to all reports of wholesalers and retailers.

The combination of the talking machine and radio receiving sets has proved popular, and a number of jobbers and retailers report good business in this field. Radio sets have fallen off to a certain degree, but as a slump in this product was more or less expected the result was not discouraging.

The Texas-Oklahoma Phonograph Co. reports business good and sales satisfactory. The service which this concern renders its dealers is one of the factors which has enabled dealers to report good sales volumes at the end of each month. W. W. Banner, of Vernon, Tex., Edison

dealer, advises the Texas-Oklahoma Co. that the figures representing sales at the end of June were entirely satisfactory. A similar report was also made by W. W. Dyer, general manager of the Edison Shop, retailer of Edison products in Dallas. Both of these concerns state that record sales are especially good.

Mrs. J. L. McMullen, manager of the Okeh and Odeon record department of the Brook-Mays Piano Co., reports that sales of standard records are especially good. This department is a recent addition to the Brook-Mays establishment, and since its inception has given gratifying results.

Dynergy Receiver Latest Development in Radio

A new and radical development in the radio field is the Dynergy receiver made by the Dynamotive Radio Corp., 685 Eleventh avenue, New York City. The Dynergy receiver is described as the only multi-tube radio receiver which, without the addition of other units, operates without batteries. The current to light up its tubes is obtained from the electric light socket in the home or office. The fact that either direct or alternating current may be employed makes it a universal set.

For some time dealers have been asked by customers for a radio receiving set that can draw its lighting current from the house wiring. In response to this demand many technicians in the radio field have experimented to accomplish this result. Samuel P. Levenberg has successfully solved the problem in the Dynergy receiver, which not only draws its current from house wiring without the use of batteries, but obliterates humming noises from the power line. In addition he achieved simplicity in operation, beauty in appearance and efficiency of performance.

The Dynamotive Radio Corp. believes that this set is particularly appropriate for marketing through the talking machine industry. The tremendous interest manifested by talking machine dealers in marketing radio sets and the large number already carrying radio shows beyond doubt that the talking machine field offers

an excellent outlet for radio sets. It is pointed out by the officials of the Dynamotive Corp. that in the Dynergy receiver the talking machine dealer has a set with an appeal most closely approximating that of the talking machine. The set is entirely self-contained and ready to be plugged into any convenient socket and operated. The fact that the set is sealed means that it is merchandised on its performance, similar to the talking machine, rather than on its technical construction. It is attractively cabined in two finishes and makes a pleasing appearance.

As distributor the company has appointed the Capitol Distributing Co., which has as its general manager Geo. Seiffert, a well-known talking machine man, and which is already rendering its services principally to talking machine dealers. This company has appointed as retailers of the Dynergy set many of the leading talking machine retailers in the wide territory which it covers.

International Radio Week

The National Radio Trade Association has sent out a bulletin to its members stating that International Radio Week has been set for November 23 to 30 and that appointments of the various committees for this week are now in progress. Powel Crosley, Jr., president of the Crosley Radio Corp., will again head the executive committee and Paul B. Klugh, executive chairman of the National Association of Broadcasters, will head the committee on broadcasting in the United States.

G. W. Lyle Home Again

George W. Lyle, president of the Manufacturers' Phonograph Co., New York, manufacturer of Strand phonographs, accompanied by Mrs. Lyle and their son, returned to New York July 9 on the "Southern Cross," after spending five weeks in South America. Mr. Lyle, who has been working day and night for the past few years in behalf of Strand activities, was ordered to take a complete rest, and he returned from his sojourn in South America in the best of health and spirits.

J. P. Rainbault in New Post

J. P. Rainbault, widely known in radio circles in the East and Middle West, is now acting as manager of sales for the Eastern territory of the United Mfg. & Distributing Co., with offices at 50 Church street, having succeeded Albert E. Drier, who is connected with the Vitanola Co., as assistant to the president. Mr. Rainbault reports that business with the manufacturers is good, though trade with the jobbers is rather quiet. From present indications it is expected by the trade in general that the Fall will be a prosperous season.

Opportunity for increased profits is offered through a New Edison dealership. Perhaps a dealership is open in your town.



TEXAS-OKLAHOMA PHONOGRAPH COMPANY
2025 JACKSON STREET DALLAS, TEXAS

SPACE FOR:

LOUD SPEAKER
UNIT

TUBES

CONTROLS

DRY CELLS

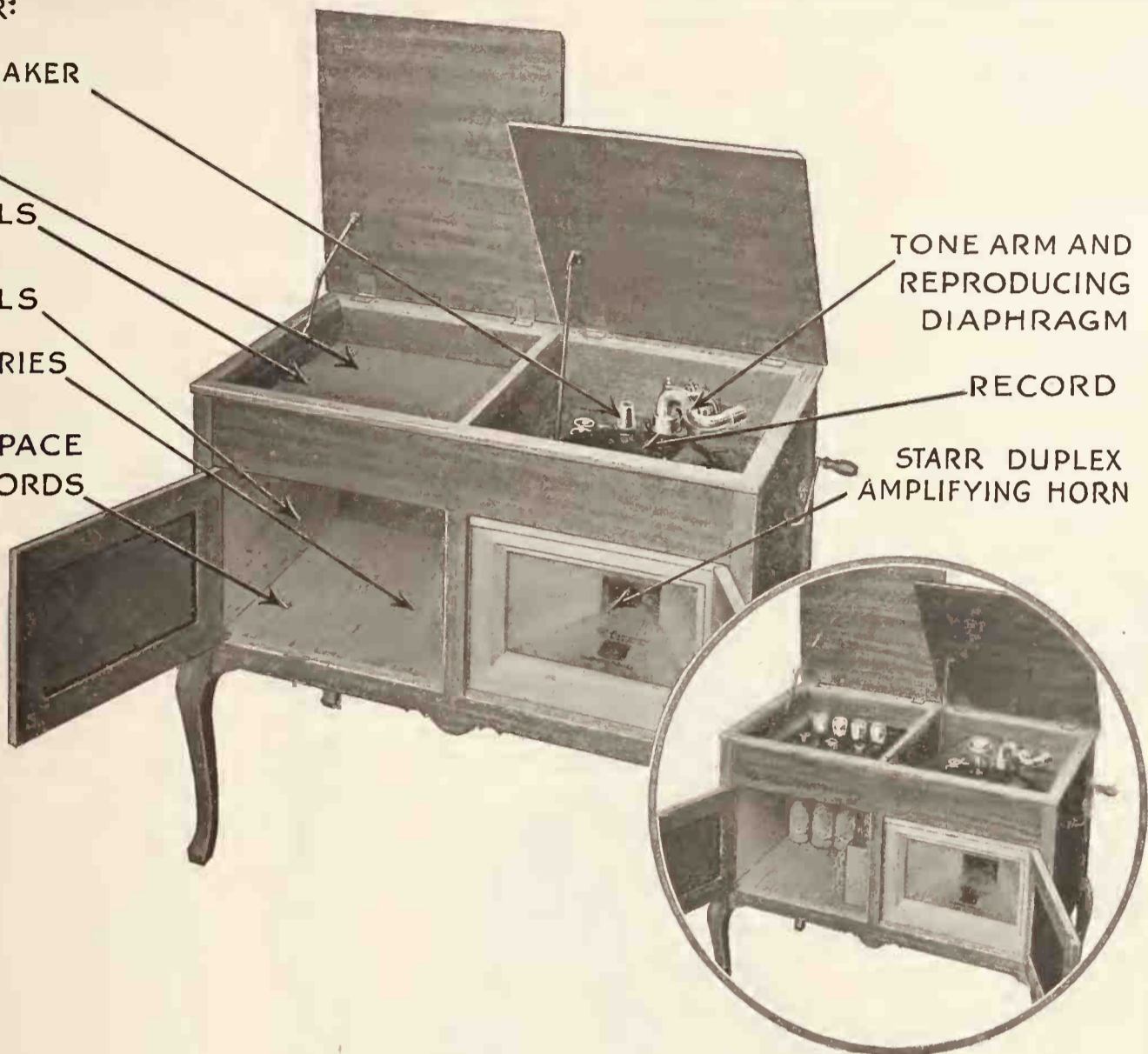
B-BATTERIES

AMPLE SPACE
FOR RECORDS

TONE ARM AND
REPRODUCING
DIAPHRAGM

RECORD

STARR DUPLEX
AMPLIFYING HORN



Starr

"Install Your Own" RADIO STYLE XIX-A



THE STARR "Install Your Own Radio" Style XIX-A is designed to meet the large demand of the American public for an instrument of the highest quality which, while including the full attributes of the Starr phonograph, yet may serve the purpose of eliminating the unsightly and cumbersome radio parts which have heretofore been assembled in a complexity of hodge-podge cases with the desire of perfecting an individually better radio than that of their neighbor.

The adaptation of the radio to the phonograph cabinet has as its base the essential fact that the phonograph reproducing mechanism is a highly perfected art, and the tone quality of a loud speaker actuating device is better when attached to the amplifying means of the Starr phonograph than to any other known methods of amplification.

The slogan "There is a difference in the tone" again proves its merit in this instrument, for the radio set built into this cabinet is improved through Starr amplification to the equivalent quality of the Starr Phonograph. This case is delivered completely finished with the exception of the radio parts. As you raise the adjustable lids at the top to the left is revealed a space in which almost any size radio panel can be installed. The veneered and highly finished panel is not cut out as the Starr Style XIX-A "Install Your Own Radio" phonograph comes delivered to you. However, by allowing overlapping of the edges of the radio panel an absolute finish is achieved.

Underneath the panel, in the space ordinarily intended for record filing, may be installed any quantity up to a dozen of ordinary A dry cells and up to three B batteries. Ample room exists, however, even despite the maximum number of batteries for the largest set, to use a portion of this space for record filing if desired.

The Starr duplex horn is a double-throated amplifying horn, each throat being independent and requiring no adjustments from one to the other. In fact, the radio and record can simultaneously be played if desired. The radio throat ends in a tube of the standard size of the ordinary phonograph tone-arm. The holes for the wires connecting loud speaker to the radio set are bored at an appropriate place. However, no in-input wires are provided for, as the location must necessarily be arranged differently for various sets.

No experience is required to install any radio set in this phonograph, as this is designed for amateur cabinet makers as well as amateur electricians and radio enthusiasts.

Dimensions for panel, 17½ x 15½ x 3. Space below panel, 11½".

Panels are regularly manufactured by Crosley Radio Corporation, Cincinnati, Ohio, and Carloyd Electric and Radio Co., New York, N. Y.

THE STARR PIANO COMPANY

New York, Chicago, Boston, Detroit, Birmingham, Cleveland, Cincinnati, Indianapolis, Kansas City, Los Angeles, San Francisco, Portland

FACTORIES: RICHMOND, INDIANA

Sleeper Radio Corp. Introduces New Receiving Set

Gordon Sleeper, President of Corporation, Tells of Industrial Features of New Product

The Sleeper Radio Corp., manufacturer of the Sleeper Monotrol radio receiving set, has placed a new set on the market to be known as type 54, which is of particular interest to the phonograph trade, not only because of its beauty of design and appearance but also on account of the fact that it so nearly approaches the demands of "a universal set," as Gordon Sleeper, president of the company, describes it.

This set combines the use of the Grimes Inverse Duplex Circuit by which the same tubes are used in opposite directions for both radio and audio amplification with all the advantages of tuned radio frequency, retaining, however, the one control simplicity that distinguished the earlier Monotrol models. The new set employs either an indoor or outdoor aerial or

loop, and may also operate with very satisfactory results in local reception without either, simply by employing a ground connection. Any standard tubes may be used, although four 210-A are recommended, very satisfactory results may be obtained with 199 dry cell tubes, however.

The cabinet is African mahogany, beautifully inlaid, with a seven-coat finish. A compartment is provided for all B batteries needed and also for dry cells when used. The panel is at a natural angle of thirty degrees and is of etched bronze, the battery switch is distinctive in design, as is the small device for switching from local to distant reception. The sockets of the Monotrol float on aeroplane rubber, thus doing away with all possibility of microphonic or singing noise; the interior of the set is built on a one-piece aluminum die casting.

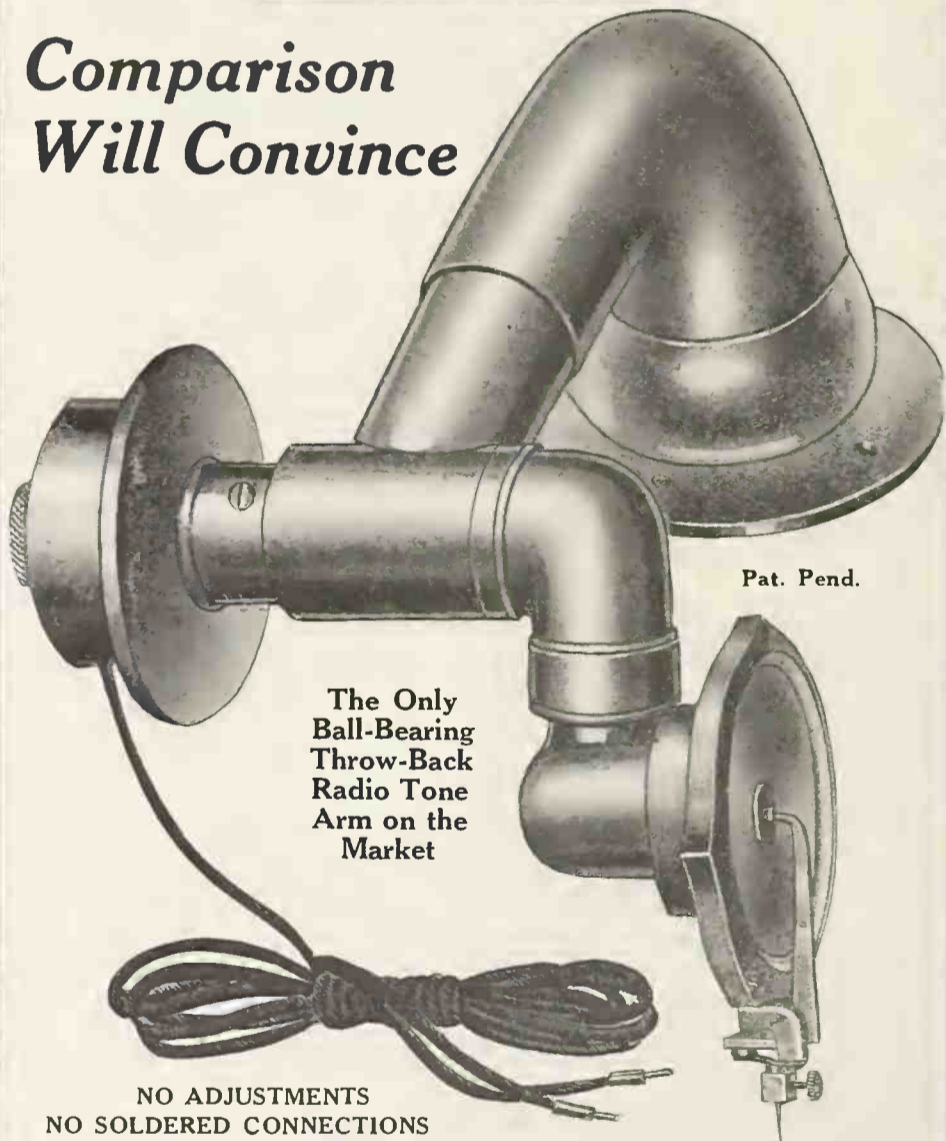
"Although offering all the advantages of the neutrodyne circuit, through the invention of a new type of condenser known as the dual synchronized condenser, all tuning is on only one dial, with the aid of a small vernier," re-

marked Gordon Sleeper. "The four tubes give three stages of tuned radio frequency amplification and three of audio amplification, signal detection being by means of the Sleeper Rectifier."

"The company will distribute the new set as formerly through a limited number of jobbers throughout the country, with special consideration being given to the music trade. A novel plan of community dealer appointments will allow the phonograph dealer to merchandise the Sleeper product on a very satisfactory basis. Our sales policy includes a very strong national and local advertising campaign in all principal distributing centers, supplemented by powerful selling helps in the way of window display, bulletin service, imprinted literature and prepared newspaper copy. We are planning in the near future to take over our new factory with 20,000 feet of floor space, thus insuring greatly enlarged production facilities for the coming season," added Mr. Sleeper in a description of the new set and the company's plans for merchandising it.



Comparison Will Convince



The Only Ball-Bearing Throw-Back Radio Tone Arm on the Market

NO ADJUSTMENTS
NO SOLDERED CONNECTIONS

The tone arm that has been pronounced by some of the best authorities in the phonograph game as being the most perfect in every detail. Be alive to the opportunity for increased business that the MUTUAL outfits offer.

BY THROWING BACK THE SOUND BOX YOU HAVE IT IN THE RADIO POSITION

In this combination we have achieved perfection in radio tonal qualities, thus guaranteeing our customers the same superiority that MUTUAL products have always maintained.

Mail Orders Early to Insure Prompt Delivery
Samples on Request

L. E. Gillingham, From Japan, Visits Gotham Trade

A recent visitor to the New York trade was L. E. Gillingham, works manager and chief engineer of the Nipponophone Co., Ltd., of Japan, the foremost manufacturer of phonographs and records in the Orient. Mr. Gillingham has a host of friends in the talking machine industry, as he has been identified with the trade for twenty-eight years, having been associated for eighteen years with the Victor Talking Machine Co., and more recently with the Columbia Phonograph Co. and the Aeolian Co. He joined the Nipponophone organization a few years ago at the suggestion of J. R. Geary, president of the company, who has been phenomenally successful with his various talking machine and record enterprises in Japan. Although both Mr. Geary and Mr. Gillingham lost everything they owned in the recent Japanese earthquake catastrophe, they resumed work with unabated energy, and the company is now making more than 1,000,000 records per month and more than 15,000 phonographs per month. Associated with Mr. Gillingham is Ralph Layte, formerly connected with the Columbia Phonograph Co., who is doing excellent work in research and construction engineering. Mr. Gillingham has introduced many important manufacturing and engineering plans at the Nipponophone plant which have proved very successful and contributed materially to the company's tremendous expansion during the past few years.

Announces Change in Price

DETROIT, MICH., July 8.—The Morrison Laboratories, Inc., of this city, manufacturer of the Morrison loud speaker unit, has announced a change in the retail price of its unit from \$10 to \$5. This radical change in price has caused considerable comment in the trade and has acted as a decided stimulus to Summer business. The Morrison loud speaker unit is one of the pioneers in the field, and the company has built up a large dealer organization, including representative music houses throughout the country.

New "Automatic" Portable

S. Davidson, of the Fulton Talking Machine Co., 253 Third avenue, New York City, announces that the "Automatic" portable, manufactured by his company, is now available in leatheroid coverings in various colors, particularly brown and black, as well as mahogany finish. The Fulton portable has attained popularity through the fact that when opening the lid of the machine the tone arm and sound box fall into playing position.

MUTUAL PHONO PARTS MFG. CORP.

149-151 Lafayette Street, New York City

DISTRIBUTORS { The Russell Gear & Machine Co., Ltd. 1209 King St., West. Toronto, Can.
Industrias Unidas, S. A. Balderas 110, Mexico City, Mexico
Targ & Dinner 229 W. Randolph St., Chicago, Ill.

GLEANINGS *from the* WORLD *of* MUSIC

Dealers to Derive Many Benefits from Marking Retail Prices on Sheet Music

National Association of Sheet Music Dealers Favors Recommendation of Federal Trade Commission to Mark Retail Price on Sheet Music—Simplifies Selling and Saves Time and Trouble

The resolution passed at the annual June gathering of the National Association of Sheet Music Dealers favoring the recommendation of the Federal Trade Commission to mark all sheet music with the actual retail sales price and eliminate discounts will do much to stabilize prices. The majority of music publishers have accepted the recommendation and in the future new additions and re-issues will carry net price markings.

Simplifies Retailing

This action does much to simplify sheet music retailing and eliminate details. In the future retail music salesmen will not have so much trouble in arriving at the proper sales price. In fact, the old necessity of intensively training music salesmen will be avoided and any bright boy or girl, particularly those musically inclined, will be able to serve music purchasers.

Talking machine dealers who have heretofore confined their music distribution to popular prints and music books need no longer look upon the standard and classical end of the business as one with a wealth of details and limited profits. Many of the details have been disposed of and the standardization of prices assures profits. The dearth of competent music salesmen, a bugaboo for many seasons in discouraging the opening of standard sheet music departments, will no longer be a factor in considering the possibilities in sheet music distribution.

Small Investment Necessary

Several of the music jobbers have arranged plans whereby standard music departments can be opened with a minimum of investment, stock and space. With a popular department carrying the current hits and the music books and folios most in demand, a representative catalog of standard issues can be stocked which will meet the needs of most communities without involving a large appropriation. The co-operation of the music jobbers in the selection of such standard stocks is, of course, necessary in order to avoid an investment in what can be termed rarely called-for prints. With a popular department and a representative standard stock which can be supplemented as the needs of the particular community and clientele served by the dealer justify, a thriving department should result. Not only will such a stock supply the majority of calls, but it will be the nucleus of

a substantial and comfortable business. The centrally located positions of the various sheet music jobbing organizations make possible the supplying to the consumer of specified numbers not in the regular stock on a twenty-four-hour schedule. A postal card to the jobber asking for the numbers needed brings delivery at once, thus adding to the dealer's service without incurring investment or stocking a large volume of goods.

In addition to the profits that accrue from a well-conducted sheet music department, there is considerable advertising value in handling sheet music. Sheet music is a magnet that attracts many people into the store and, of course, that is the prime problem in any business. Once a prospective customer is in the store it is possible that purchases on goods other than that originally in mind can be made.

Bringing People Into the Store

Bringing people into the store, whether it is done through letters, circulars, sheet music departments, or by the bally-ho of a talking machine or radio loud speaker, is important, because once the prospective customer is in the

store many sales may result. The success of the syndicate stores such as F. W. Woolworth & Co. and the large department stores and other great merchandisers, is all based upon bringing prospective purchasers into the establishment. Probably the great majority of people that enter the five and ten-cent stores have no particular object in mind. The goods, however, attract their attention. It is displayed in a manner so that the purchasers can practically wait upon themselves. The primary object, however, is getting them into the store.

A similar plan is followed by department stores. Trade is coming into the stores through advertisements and transients step in to look around, but all are met with merchandise displays in conspicuous positions and thousands of sales result. It is a well-known fact that items advertised by department stores at favorable prices are a lure. The heavy percentage of the profits, week in and week out, are based upon purchases made in departments not included in the sales campaign.

So, in considering sheet music which takes up very little space in the music store, the attraction, in addition to the profits, should be considered. Sheet music is a vital factor in giving any retail establishment the prestige of being a music store. No retailer can adopt the slogan "Everything in music" without it. It is the basic factor in all music sales; it is the foundation of the music business.

Ziegfeld Follies Open

The 1924 edition of Ziegfeld's "Follies" opened its Summer entertainment at the New Amsterdam Theatre recently. Joseph McCarthy and Harry Tierney, of "Irene" and "Kid Boots" fame, have supplied some of the outstanding songs. Other contributors are Gene Buck and Victor Herbert, the latter having finished several numbers for this season's show just before his death. The McCarthy and Tierney numbers, which are published by Leo Feist, Inc., include "Adoring You," "In a Big Glass Case" and "All Pepped Up."

Roy Bargy on Tour

Roy Bargy, the popular pianist and composer, is now touring the Orpheum Vaudeville Circuit with the Isham Jones Orchestra. He is an important feature of the program and uses as a piano solo, with orchestra accompaniment, the Sam Fox Publishing Co.'s fox-trot, "Nola." The Isham Jones Orchestra will tour many of the larger cities west to the Coast.

Chappell-Harms Numbers

Among the songs appearing in the Chappell-Harms, Inc., catalog that are continuing in wide activity are "The World Is Waiting for the Sunrise" and "Roses of Picardy". Both of these numbers are apparently permanent fixtures. Sales which are quite heavy have, however, shown a most steady trend. Other good numbers in this catalog which, although somewhat newer, are, however, worth noting include "Love's First Kiss", "In the Garden of Tomorrow" and "My Thoughts of You".

New McCormack Records

The latest release by the Victor Talking Machine Co. of John McCormack records includes "Marcheta" and "Indiana Moon," the former published by the John Franklin Music Co. and the latter by Irving Berlin, Inc. "Indiana Moon," by the way, has proved a most successful waltz over a long period. The number has had a wide sale, and from present indications it is to be accepted as a standard seller.

MAY TIME

The new FOX TROT by the Writer of "LINGER AWHILE"

"You can't go wrong with any FEIST song"

I found you in May-time. — One sweet golden May-time

© 1924 LEO FEIST INC.

FIVE RECORD RECORD BREAKERS



IN THE CANDLE
LIGHT



NOBODY'S CHILD



WHERE IS THAT
OLD GIRL OF MINE



SUPERSTITIOUS
BLUES



THE
DOODLE
BLUES

ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST
IRVING BERLIN INC., 1607 BROADWAY, NEW YORK

Werlein Features Chappell-Harms, Inc., Catalog

New Orleans Music House Makes Attractive Window Display of This Firm's Publications

Philip Werlein, Ltd., well-known music house and Southern institution of New Orleans, La., has long been noted for its unusually attractive window displays. Despite the fact that this organization does a large business in musical instruments of all kinds, including pianos, talking machines and small musical instruments, it gives more than a little attention to its sheet music department, feeling that this division of its business is not only profitable, but is a vital factor in building up prestige, good-will and adding to the patronage of this thriving music house.

Alice M. Corbett, manager of the sheet music department of Philip Werlein, Ltd., is well known throughout the trade and has been an active factor in seeing that a fair amount of the window showings of the Werlein company, either in whole or in part, carry sheet music displays.

O. E. Pankoph, manager of the player roll department, is responsible for most of the window showings of the Werlein Co. We herewith reproduce an attractive setting for a number of

songs from the Chappell-Harms, Inc., catalog, including "Song of Songs," "Love's First Kiss," "Roses of Picardy" and "In the Garden of Tomorrow." This display attracted unusual attention and, according to Miss Corbett, added to business in a none too active season.

Woodman Has Been Fifty Years in Ditson Service

Manager of the Oliver Ditson Co., Boston, Honored by Associates in Company Upon Celebration of Fiftieth Business Birthday

C. A. Woodman, manager of the Oliver Ditson Co., Boston, was initiated into the Half-Century Club of that organization early in June, marking the fiftieth birthday of his connections with the Ditson Co.

While he was in New York attending the conventions of the National Association of Sheet Music Dealers and the Music Publishers' Association of the United States the younger element of Chas. H. Ditson & Co., who have only been in the organization from twenty-five to forty years, gave Mr. Woodman a birthday party in honor of the above event.

Maurice and Hughes Are Dancing to "Nola"

The Sam Fox Publishing Co.'s novelty "Nola," which, although a standard selection as a piano solo of some prominence for the past few seasons, jumped into further popularity as arranged in fox-trot form, and during the past season has been a feature of several productions and numerous vaudeville programs, has also been used as the subject for an original interpretation dance by Maurice and Leonora Hughes. This couple, now appearing in the Follies Bergere, Paris, has found the French public as responsive to the American fox-trot as it is at home, particularly when danced to the strains of "Nola." Maurice wrote to the Fox Co. that it was the biggest sensation of his career.

Marks in Operetta Field

The Edward B. Marks Music Co., which some years ago was one of the leading publishers of operetta scores, including such successes as "Spring Maid," "Sari," "Chu Chin Chow" and "The Lilac Domino," is again a factor as the publisher of music for the production field. Three shows for which the Marks' Co. publishes the music are now on Broadway. These include "Moonlight," now in its sixth month at the Longacre Theatre, with such songs as "On Such a Night," "Old Man in the Moon," "Forever" and "Honeymoon Blues"; Lew Fields' new piece, "The Melody Man," with the successful melody, "Moonlight Mama," and the French musical farce by Armand Robi, "Flossie," now at the Lyric Theatre.

Brunswick Records "Tell Me You'll Forgive Me"

Late Hit of Garrick Music Sales Recorded by Charles Harrison and Elliott Shaw, Brunswick Artists, and Has Just Been Released

CHICAGO, ILL., July 7.—The popular waltz ballad "Tell Me You'll Forgive Me," published by the Garrick Music Sales, 4040 Dickens avenue, has just been released on a Brunswick record recorded by Charles Harrison and Elliott Shaw.

This ballad, which was written by Ray Hibeler, head of the Garrick Music Sales and writer of many other popular numbers, including the late hit, "Oklahoma Indian Jazz," has been declared an instantaneous hit, and in addition to the Brunswick recording several other records are scheduled for early release. The popular appeal of the number has also been recognized by the music roll companies. Those who have made recordings include the Q R S Music Co., the U. S. Music Co., Columbia Music Roll Co., W. W. Kimball Co., Pianostyle, International and others.

Although this number has been broadcasted by virtually every radio station in the country, its appeal is always apparent and it can be played over and over again without losing this characteristic. Many orchestras are featuring the number in connection with orchestra work and motion picture organists are doing the same in their way.

While "Tell Me You'll Forgive Me" is the outstanding success of the Garrick Music Sales this season, the catalog of this company is very popular and "Lost-My-Baby-Blues," a fox-trot "melody blues," justifies the anticipation that it will be another national hit. This selection has just been released on Okeh Record No. 40124, recorded by Lanin's Arkansas Travelers.

The publishers plan a large publicity program for "Tell Me You'll Forgive Me," and in co-operating with the trade have prepared an attractive display streamer. This is proving a valuable aid in creating a big sale for sheet music as well as stimulating sale of talking machine records.

"Don't Mind the Rain" Is Proving a Best Seller

Among the songs that continue to keep sheet music counters active is the Leo Feist, Inc., number, "Don't Mind the Rain." In recent reports this song has been among the leading sellers and from present indications it will be one of the most important offerings of music dealers for the Summer months.

The J. G. McCrory store, Brooklyn, N. Y., recently made a special campaign on "Don't Mind the Rain" and, in conjunction with this sales drive, gave the title pages of the song an exclusive as well as an attractive window showing. The window attracted more than a little attention which was reflected in the sales.

Ballads Endorsed By The World's Foremost Teachers And Singers.

THERE'S A SONG IN MY HEART	THE LAND OF MIGHT HAVE BEEN
A BROWN BIRD SINGING	WHEN SINGING BIRDS WERE MUTE
THE WAYSIDE CROSS	FLOWER FROM MEMORY'S GARDEN
LOVE'S A MERCHANT	WIND ON THE WHEAT
JUNE'S FIRST ROSE	LIFE'S ROADWAY
ARISE O SUN	DREAMLAND CITY

America's Greatest Melody Ballads

Clouser Waltz

There's a Song in My Heart

In The Garden of To-Morrow

The Song of Songs

Love's First Kiss

Smile Thru Your Tears

If Winter Comes

SINCE THE USE OF BALLADS
CHAPPELL-HARMS, INC.
153 MADISON AVE.
NEW YORK

WE SHALL BE GLAD TO SEND YOU FREE ON REQUEST A COPY OF OUR NEW VITAL THEMATIC CATALOG A BOOKLET WHICH YOU WILL FIND MOST USEFUL WHEN ARRANGING PROGRAMS

HOMING BECAUSE ROSE IN THE BUD YOU IN A GONDOLA O DRY THOSE TEARS THANK GOD FOR A GARDEN WONDERFUL WORLD OF ROMANCE ROAD THAT BROUGHT YOU TO ME LITTLE GREY HOME IN THE WEST WHERE MY CARAVAN HAS RESTED

"You Can't Go Wrong With Any 'Feist' Song"

TWO BOOKS TOO GOOD TO MISS!



The new "Feist" Dance Folio No. 7 (just out) contains 30 of the newest popular song hits arranged as fox-trots, waltzes and blues. Sixty-four pages, full sheet music size, 9x12 inches!

"Good Old Times" gives you the songs of yesterday. 75 oldtime songs and choruses arranged in one book, all perfectly printed in standard note size. A book full of entertainment!

Each book 50c (In Canada 60c). Buy them for your own piano—or make them a gift to a friend.

At your dealers or order direct Leo Feist, Inc., 231 W. 40th St., New York City



- for Your Piano, Phonograph or Player Piano

Reproduction of a full page advertisement which appeared in the Rotogravure Section of the *New York Herald-Tribune*

AN IRRESISTIBLE FOX TROT MELODY—CHARMING LYRIC—A PERFECT SONG

JUNE NIGHT

Give Me A June Night, The Moonlight And You

You can't go wrong with any FEIST song!

Just give me a June night, — The moon-light and you —

©1924 LEO FEIST, INC.

Pessimism in the Sheet Music Field Declining Before Betterment in Trade

During Past Month Sales Have Shown a Steady Advance and All Indications Point to a Normal Summer Trade—Music Counters Again Showing a Fair Degree of Activity

The pessimism that permeated many manufacturing channels some weeks back and which found immediate reflection in a glorified sale in the popular sheet music field has evidently spent itself. At any rate, messages of an optimistic nature are now in the air and even the most depressed of popular publishers has a more cheerful tone. This latter is important in the music business.

During the past month sales were substantially on the incline and, undoubtedly, a normal Summer season is to follow. If those most interested in seeing music counters active will use the same amount of speed in getting aboard the movement for the return of activity that they so suddenly grasped late in March, when things apparently were on a downward trend, a full measure of Summer business will be the result.

Fortunately for the trade particularly interested in popular prints there are, at present, several outstanding hits. This, together with the fact that as far as the retailer is concerned his business has continued normal without any unusual activity, should go far toward speeding up sales.

Leo Feist, Inc., among others, is to be congratulated for the continuance of its exploitation campaigns during the dull period. Of

course, the Feist catalog was never in a more healthy condition. It has, probably, the largest popular catalog in its history, comprising many show numbers as well as a series of leading hits. The Feist organization believes that numbers that are meritorious and have wide appeal will sell in any season and its Summer plans are just as large as those of the late Fall.

The music business undoubtedly had a little too much talk of the effect of radio on sales when, as a matter of fact, the reaction from the high point of sales of January and February was based upon numerous other conditions and possibly radio. The sweeping charge that radio has ruined the music business made a dull period worse and, undoubtedly, brought on a psychological condition that was a distinct detriment to popular music. Radio is not such an important factor in the Summer months, or, at least, it has not been in the past. The ever-ready pessimist will therefore have to look elsewhere for an excuse for depressing "small talk."

The music counters are now fairly active—they will be more so in weeks to come—and those who are actively exploiting their products and going out after business, instead of bemoaning the fates, will undoubtedly do a normal Summer business.

"Wendell Hall's 'Uke' Songs"

Jack Mills, Inc., music publisher, announces the release of "Wendell Hall's 'Uke-Songs,'" a collection of fifteen complete ditties with words and music. The contents include the most popular radio songs of this popular radio artist and Victor record star and arranged for ukulele, piano, tiple, taropatch and the banjo-ukulele. Included in the folio are "Cotton Moon," "It Don't Belong to You," "My Home's in Georgia," "I'd Run Right In," "Sunshine Ev'ry Night" and ten others. The contents are edited by F. Henri Klickman and there is a preface by May Singhi Breen, radio and record ukulelist, as well as an intimate biography of the "red-headed music maker."

New Sherman-Clay Numbers

Among the new successful songs appearing in the catalog of Sherman, Clay & Co. are "Oriental Love Dreams," a melody fox-trot, and "The Hoodoo Man," a novelty fox-trot, written by Nacio Herb Brown, writer of "The Sneak." Both songs are featured in vaudeville and by dance orchestras. In addition to the above songs Sherman, Clay & Co. have two successful numbers which have recently been featured by way of radio, "Patsy," by Earl Burtnett, writer of "Do You Ever Think of Me?" and "My Old Home Town," described as an old-fashioned melody ballad.

Petersen's Ukulele Method

Irving Berlin, Inc., reports a steady sale of Petersen's Ukulele Method. This book has been particularly active during the warm weeks and promises to move in substantial quantities throughout the Summer period. Lundin's Tenor-Banjo Method is also showing renewed activity. This is a thorough and complete instructor for the tenor-banjo, which has proved quite popular with banjo enthusiasts.

Piano Novelty Popular

Ze Z Confrey's newest modern piano novelty, "Dizzy Fingers," appears to be catching on with pianists with about the same rapidity that his immortal "Kitten on the Keys" swept the nation. The newest opus is characterized by the composer as a "nuance in intermezzos" and is full of the intricate tricks and delightful strains in which his many compositions abound. "Dizzy Fingers" is published by Jack Mills, Inc.

Court Again Holds That Theatres Pay Royalties

Federal Judge in Missouri Decides Against Eleven Theatres in Suit Brought by American Society of Composers, etc.

Recently in a sweeping decision Judge Arba S. Van Valkenburgh, sitting in the Federal District Court for the Western district of Missouri, decided against eleven picture exhibitors in as many suits by music publishers for copyright infringements.

In each case \$250 minimum damages, court costs and counsel fees were awarded the plaintiffs and in the aggregate, according to the American Society of Composers, Authors and Publishers, would have paid for the music license fees for these eleven exhibitors for a period of ten years.

Jerome H. Remick sued John G. Hiatt and

the Gilham Theatre Co. in two separate actions; Leo Feist, Inc., named Joseph Stockdale, A. K. Broussard and J. T. Wilson defendants in three suits; Broadway Music Corp. sued Stockdale, as did Stark & Cowan; Jack Mills, Inc., sued Broussard and Irving Berlin, Inc., had claims against H. H. Barrett and A. M. Eisner.

Music Publisher Incorporated

The Edgar Dowell Music Publishing Co., New York, was recently incorporated at Albany, N. Y., with a capital stock of \$5,000. The incorporators were E. Dowell, C. Williams and W. Webber.

Hearst, Ltd., Designated

The Hearst Music Publishers of Canada, Ltd., Canada, were recently empowered to conduct business in New York State. The capital stock of the corporation is \$1,000,000.

WE PUBLISH THE SENSATIONAL RADIO WALTZ HIT

TELL ME YOU'LL FORGIVE ME

GARRICK MUSIC SALES
4040 Dickens Ave. CHICAGO

Tell me you'll for-give me, If I made you

On RECORDS
and PLAYER ROLLS

The CAMERAPHONE

The PORTABLE of PORTABLES

The Smallest REAL Gramophone in the World!

Full Volume Without Loss of Definition

THE PORTABLE WITHOUT A 'SCRATCH' OR 'BLUR'

No loose parts, no adjustments necessary, but always ready for immediate action.

SPECIFICATION:—

MOTOR—Genuine Swiss.

TONE ARM—Highly Plated Gooseneck.

CASE—In selected Oak, Mahogany or De Luxe Leather.



The Cameraphone Ready for Play

Note the special shell amplifier—the round chamber with the round tone.



Dimensions over all 7x6x4¾

PRICES In Oak \$20 In Mahogany \$25 In De Luxe Leather \$35 BUT WORTH DOUBLE Liberal Trade Discount
--

BRITISH MADE THROUGHOUT

This Is the Biggest Dealer Line for Spring and Summer, 1924, in the Trade

SAMPLES SENT ON RECEIPT OF CASH

OUR SLOGAN

"Up to Quality, Not Down to Price"

IT'S QUALITY THAT SELLS BRITISH GOODS

Important Announcement to the American Trade

Lee & Pollak have pleasure in advising that they will open an office this month, most probably in Cleveland, Ohio. This will permit of the famous "Cameraphone" and all spare parts being supplied direct from stock.

First Announcement of New Model

It is proposed to market a new portable comprising all the latest achievements in the gramophone industry. This model will cater for the best class trade, as we are convinced that a good travelling article best made in England to the standard of workmanship for which British goods are world renowned will specially appeal to the American public.

The highest class portable in the world as used by Royalty and the nobility!

LEE & POLLAK, 11-12, FINSBURY SQ., LONDON, E. C. 2
 Phone Clerkenwell 7654

Retail Sales Volume in the Atlanta Territory Continues Very Satisfactory

Recordings by Popular Southern Artists for Leading Companies Instrumental in Creating Strong Demand for Records—Leading Dealers and Wholesalers Report Demand for All Lines

ATLANTA, GA., July 8.—The talking machine trade is going along nicely in a manner that is entirely satisfactory to both the wholesale and retail houses. While it is not booming along at its Fall and Winter pace, the leading dealers all report that for the Summer season the volume of business being accomplished is good, and is ahead of a similar period of last year. Records have been selling in satisfactory fashion, due in large part to the foresightedness of the dealers in effecting tie-ups with visiting artists who record for the different records and also to the fact that several local artists, who are favorites throughout this territory from personal appearances and from their radio performances, have recently recorded for the different companies and these records have sold exceedingly well. Especially is this true of the records made by Gid Tanner and Riley Puckett, both favorites here, in Atlanta, whose first recordings were released by the Columbia Co. in June. Columbia dealers are reaping a harvest from the sale of these records.

The Duffé-Freeman Furniture Co. opened a new music department recently which occupies the entire first floor of the establishment. Victrolas and Victor records are carried exclusively. Sound-proof record demonstration booths have been installed and the department is complete in every detail. Joseph W. Crews, manager of the new department, has been identified with the trade in this city for the past ten years, conducting a store for many years at 55-59 Whitehall street and more recently being connected with the Atlanta Phonograph Co.

James K. Polk, Inc., Okeh distributor, reports business brisk in all the lines carried by the concern. The territory which this concern covers was recently enlarged to a great extent when it succeeded the Southern Sonora Co., distributing to dealers situated in a half dozen States in the extreme South. Both Sonora products and Okeh and Odeon records are selling in brisk fashion, keeping well ahead of this time a year ago.

The Elyea Talking Machine Co., Victor distributor, vacated its quarters at 11 North Pryor street on July 1 and will carry on its business at 15-17 North Pryor street until January 1, 1925,

when it will move into a new home which will be properly equipped to take care of the greatly increased business and will enable the company to take care of the development of its dealer service work. It is interesting to note in this connection that C. L. Elyea, owner of the Elyea Talking Machine Co., and also owner of the Elyea Co. which handles auto accessories, etc., will discontinue this latter business and will throw his entire resources into the talking machine organization, the activities of which will be greatly broadened.

The regular monthly concert of the Music Club, organized by A. B. Willis, manager of the talking machine department of M. Rich & Bros., was held recently. This idea has taken firm root and has become more and more popular. It was announced that 600 members were recently admitted to the club, bringing the total

Talking Machine and Radio Men's Association Meets

Monthly Session Proves Interesting From a Number of Angles—Annual Outing to Be Held at Roton Point Park on August 6

The monthly meeting of the Talking Machine and Radio Men's Association was held at the Café Boulevard during the latter part of June in connection with the regular association luncheon which drew a capacity attendance despite the hot weather.

The various committees appointed in connection with the Association activities made their reports, among them being the Outing Committee, which announced that the annual outing of the Association would be held at Roton Point Park on the Sound on August 6. The party will travel to the park in automobiles, and will be furnished with luncheon and dinner at the resort. There will be the usual outdoors sports and dancing to the music of a good orchestra, a fee of \$6 per head covering all.

The Association passed a resolution to contribute \$50 to the Soldiers' Radio Fund, which is being sponsored by S. A. Rothafel, of the Capitol Theatre, and which has already produced

membership to more than 3,000. A delightful program of dance, vocal and instrumental music was rendered.

Among prominent concerns recently adding the Strand product M. E. Lyle, representative of the Manufacturers' Phonograph Co., reports the Rhodes-Futch-Collins Co., of Jacksonville, Fla.

The Strand-Timmons loud-speaking radio attachment for phonographs has proven so successful in giving "head-phone quality through the horn of a phonograph," as used in the Strand radio-phonograph, that it is now being released for use on any phonograph. M. E. Lyle finds that there is a splendid field for this product and considerable Summer business is being done.

The West Furniture Co., Marshall, N. C., has taken on the Victor agency, it was recently announced. The initial stock was purchased from the Elyea Talking Machine Co.

H. R. Brown, formerly in charge of the talking machine department of the Cable Piano Co., has moved to South Carolina, where he is in charge of the La Salle Extension Institute's salesmanship course for that State.

more than \$75,000 for the purpose of buying radio outfits for wounded soldiers in hospitals.

There was the usual radio feature at the meeting. This time it was demonstration of the Royal Neutrodyne set by the Adler Mfg. Co. The meeting was addressed by Frank A. Hiners, designer of the set, and by Lambert Friedl, of the Adler Co. The former delivered a more or less technical talk, but Mr. Friedl offered some interesting comment on business conditions and prospects, both in radio and talking machine fields.

Wilson Lane, tenor, and Henry Tobias, pianist, of the Tobias Music Publishing Co., demonstrated several of the company's songs, including "In the Old Arm Chair" and a new number, "Keep Happy."

It was reported during the course of the meeting that the Association had realized a profit of \$1,087.98 from the annual banquet held in April with some money still to be realized from outstanding ticket sales.

There were nearly a dozen new members elected to association membership, several of them being representatives of radio concerns, either manufacturers or distributors.

In the absence of Irwin Kurtz, the president, Joseph A. Mayers, vice-president, presided over the meeting. The next meeting of the Association will be held at the Café Boulevard on July 16.

Sonora Retail Sales Increase

The Sonora warerooms at Fifth avenue and Fifty-third street, New York, the display rooms and retail warerooms of the Sonora Phonograph Co., report that business for the month of June more than equaled the total sales of June a year ago, although June showed a falling off in business from the preceding month of May, when the sales volume more than doubled that of May, 1923. Mrs. Brewster, manager of the store, expressed herself as being very well satisfied with conditions. Both the talking machine sales and the radio sales are keeping up, each department making up about 50 per cent of the month's business.

Jordan Heads Morse Plant

Edward B. Jordan, Jr., of the old Jordan Cabinet Works, and son of the founder, one of the best-known managers of woodworking plants in the country, is now head of the Morse Mfg. Co., Brooklyn, N. Y. This concern, financed by the Morse Dry Dock and Repair Co., has over 70,000 feet of floor space for the purpose of woodwork manufacturing, particularly of the cabinet variety. The company has both rail and water shipping facilities and is ideally equipped for cabinet manufacturing on a huge scale.

Okeh and Odeon Records

WHEN prompt, positive deliveries of complete orders on the famous Okeh "hill-country music," the new blues by America's foremost race artists, the new song and dance "hits," or the inimitable, imported Odeon recordings are wanted, write or wire

Wholesale Phonograph Division

JAMES K. POLK, Incorporated

Offices and Show Rooms:

294 Decatur Street

ATLANTA, GA.

Buy Okeh Needles—They Keep Record Sales Alive!



The ORSENIKO RADIO and PHONOGRAPH

The Orsenigo Radio and Phonograph combination is now on exhibition at our galleries.

The radio which is a five tube straight radio frequency set is built in the same high grade manner as the phonograph.

All batteries, loud speaker, etc., are concealed within the cabinets.

Also on exhibition twenty other models embodying the French, English and Italian schools.



The Orsenigo Company, Inc.

383 Madison Avenue

at 46th Street

New York City, N. Y.

Factory: Long Island City, N. Y.

Selectron Arouses Wide Interest in the Trade

Arrangements Completed by Maximilian Weil, Inventor of Device, for Production and Marketing Through the Audak Co.

The Selectron exhibited at the recent music conventions in New York, the invention of Maximilian Weil, the well-known electrical and mechanical engineer and acoustical expert, is to be manufactured and marketed by The Audak Co., 565 Fifth avenue, New York City, through arrangements recently closed.

The Selectron has created widespread inter-



The Selectron Is Shown at Right in Combination Machine

est in both talking machine and radio manufacturing circles and among those dealers who have had the privilege of seeing it in operation. It is a highly attractive instrument requiring no alterations of any kind in the talking machine cabinet. In describing the instrument Mr. Weil said: "Neither the sound box nor the loud speaking unit has to be removed to operate the instrument for either phonograph or radio reception. The Selectron does not replace or attach to any of the original operating mechanisms of the talking machine. There is no cutting up or tapping of the sound chamber or anything like it necessary, and the acoustic circuit of the phonograph remains absolutely intact.

"After experience of several years with various kinds of loud speakers, no better amplifying chamber has been developed than that used in

good phonographs. There lies the reason for many speaking units being designed and adapted to go on the phonograph tone arm in place of the phonograph reproducer.

"Through the use of the Selectron the sound box is not removed in order to make use of the amplifying horn nor is the tone arm itself made use of. Thus, the talking machine mechanism remains intact, which is a boon to the manufacturer of records; to the dealer's record department, and to the consumer who has the opportunity of making use of either radio reception or the talking machine at will. This, too, without the annoyance of changes in mechanism. The radio enthusiasm rises and falls at various periods, and a combination machine using the Selectron instrument makes the talking machine at all times available and particularly when the interest in radio wanes. This is not assured once the sound box is removed; in fact, it is doubtful whether a very large percentage of talking machines where the sound box is eliminated will ever be re-

turned to use. Certainly the owners of such will be out of the record-purchasing market for many, many months, if not for good.

"The Selectron makes possible the use of the phonograph amplifying horn in an efficient manner for either a phonograph or radio without, however, putting out of commission either one or the other."

A number of talking machine manufacturers who have shown a big interest in the Selectron look upon it as the missing link. To quote one of the foremost manufacturers, after the Selectron was shown and demonstrated to him: "You have made a great contribution to the radio industry—you have also preserved the fidelity and integrity of the talking machine."

The Selectron is not a speaking unit and any speaking unit can be used with it. Briefly, through the medium of the Selectron both the phonograph and radio make use of the same acoustic circuit, but without in the least disturbing the established acoustic circuit of the phonograph.

The Selectron will not only be available to manufacturers of talking machines, but a model has been designed and will shortly be marketed, which will make available its use in the 9,000,000 estimated machines now in the homes of the country. This latter will require no installation, but, by the mere placing upon the talking machine, it immediately converts it into a duplex instrument.

The Logan Music Co., Twin Falls, Idaho, has been incorporated with a stock of \$10,000.

H. S. Maraniss in New Post With the Spartan Co.

Popular Executive Heads Phonograph Dealers' Department of Company

The Spartan Electric Co., 99 Chambers street, New York, manufacturer of the Spartan Speaker and distributor of a number of standard radio products, announced recently the appointment of H. S. Maraniss as head of the phonograph dealers' department of the company. Mr. Maraniss was formerly connected with the Musical Instrument Sales Co., Victor jobber, and is well known in the trade.

The company has for several years been engaged in the sale of radio and is necessarily well versed in the requirements and problems of the dealer who is handling radio. "We have felt for some time that the phonograph dealer is the logical merchant to handle radio and to this end we have organized our talking machine dealers' department and engaged Mr. Maraniss to work towards building up a permanent clientele in the talking machine industry," commented Maurice Despres, sales manager. "Our company enjoys an excellent reputation among the radio and electrical dealers, but up to the present time we have not had any dealings with the phonograph trade. Our policy has always been that the function of a distributor does not end by the mere sale of his product but goes further than that and consists of 100 per cent co-operation with the dealer, backed by our service and knowledge of the radio industry. We plan to carry out the same policy in the talking machine trade, believing that he appreciates our sincere desire to see him successfully carry on the sale of radio on a profitable basis."

Among the products which the company distributes are Cunningham tubes, Eveready batteries, Federal Tel. & Tel. sets, Murdock neodyne, Stromberg-Carlson and Kodak portable radio sets, Exide and Philco storage batteries, and in addition it manufactures the Spartan Speaker.

Vincent Lopez, New York, was recently incorporated at Albany to act as a musical booking agent. The capital stock is \$500,000.

CLARAVOX
CLEAR VOICE
REPRODUCERS
Reflect Credit on Edison Products

Standard Diamond Point
Special Jewel Point
No. 1 Edison Attachment

All Claravox Reproducers employ new Claravox diaphragm—a scientific achievement.

Write for prices and discounts

THE CLARAVOX COMPANY
YOUNGSTOWN, OHIO

The
Toledo Talking Machine Co.
Toledo, Ohio

Wholesale Victor
Exclusively

IN THE MUSICAL MERCHANDISE FIELD

Growing Interest in Music in Schools Opens Big Musical Merchandise Field

Retailers Handling Musical Merchandise Have an Unparalleled Opportunity to Cash in on the Promotion of Interest in the Development of Bands and Orchestras in Schools

One of the most important developments in the musical merchandise field is the growing interest among boards of education and music supervisors of schools in cities, towns and country districts throughout the country. In many schools bands have already been formed and in others they are in process of formation, but this potential business and unprecedented interest, to a large extent, remains in a nebulous state in many schools, awaiting the necessary impetus which a live dealer who handles musical merchandise can give it by the institution of a campaign in his community, to the profit of himself in musical merchandise sales and the benefit of the community in the formation of bands and orchestras.

Broad Scope of the Movement

This interest in the development of bands and orchestras is by no means confined to the higher grades in the primary schools and the high schools, but ranges all the way from the kindergarten up through the various grades through the high school. Indeed, it is not uncommon to hear of kindergarten bands and kiddie orchestras. The younger children, of course, confining their musical efforts mainly to the simpler musical instruments. In some cities there are a number of bands and orchestras in the schools and annually band contests are held, prizes being awarded to the bands considered by selected judges as being the most proficient in the use of their instruments. This in itself is an interesting development and one which music dealers in such cities should encourage to the greatest possible extent, for civic reasons and, of most importance to the merchant who is selling musical instruments, because of the wide interest generated among the people of the city in small musical instruments.

Big Business vs. Small Business

It is just as easy, at least insofar as the sale of musical merchandise is concerned, to go after quantity sales, as in the case of the formation of school, factory and store bands, as it is to go after individual sales. In the first instance the dealer is practicing the methods of big business and in the latter he is not. Of course, in the case of the former the retailer must lay his plans more carefully, there are more difficulties to overcome and the consummation of the sale of

an orchestra or band outfit may take longer, but the bulk sale brings with it rewards in profits which make the extra effort eminently worth while.

Securing School Business

The best field for the dealer is to go after school business. This is so for a variety of sound reasons. First, is the fact that once the board of education of the local schools has been sold on the idea of the formation of school bands and orchestras and the support of the local music supervisors has been gained the rest is easy, because these officials will use their influence and do their utmost to put the proposition across with the pupils and their parents. Second, there are few normal children who are not eager to engage in this form of study, which promises so much in fun and entertainment, to say nothing of eventual profits. Third, parents, if the proposition is put to them in the proper light, will be just as eager as their children to support the formation of a school band or orchestra and to purchase instruments for their kiddies so that they will have the opportunity of "trying" for the school band. There is another method of selling the instruments and that is direct to the schools, although this has the disadvantage to the dealer who by his energy has aroused the necessary interest in the project and secured the support of the educators in that when the instruments are purchased by the board of education for use in schools it is customary to ask for bids, and often the competition to secure the business is so keen that in order to get the business a dealer would find it necessary to sell at a loss. Even this might be profitable in the end, in view of the fact that the initial sale might lead to considerably more business among the pupils themselves.

Initiative Needed

However, as in most projects where the rewards are large, a proportionate amount of energy and ability is needed. The merchant operating a musical merchandise department or the manager of such a department will not get very far unless a definite campaign is planned and then consistently and determinedly carried out. That it is not impossible to put a proposition such as this across is evident from the reports of the many dealers who have already done

so and who have not only profited by the original sale but from many others resulting from the publicity derived and interest aroused.

Summer Is the Time to Get Busy

And most important of all, the dealer who desires to make a try along these lines had better get busy right now. The vacation season is the best time to approach the board of education and to make the definite plans which are necessary for the success of the drive. The boards of education are now busy ordering supplies for the next school year and getting the schools in order. Also they are busy men and women and unless the dealer can offer sound arguments in behalf of his project his plan is bound to fail. It is better to sell members of the board of education separately, and this also applies to music supervisors, before the matter is taken officially before the board. This increases the chances of putting the proposition across.

H. P. Weymann Secures Important New Position

Son of H. W. Weymann Now in Charge of Wholesale Musical Merchandise Department

PHILADELPHIA, PA., July 8.—H. Power Weymann, who has been associated with his father, H. W. Weymann, in the conduct of the large musical merchandise business of H. A. Weymann & Son, Inc., this city, was recently appointed to take complete charge of the wholesale musical merchandise department of that company. H. Power Weymann will also have charge of the musical merchandise factory production, consisting of the Weymann orchestra banjos and other string instruments. In addition to the manufacturing end the Weymann organization is also distributor of the Buescher saxophone and band instruments, Barry drum outfits, Hohner harmonicas and accordions and other lines.

Fred Gretsch in Europe

Fred. Gretsch, president of the Fred. Gretsch Mfg. Co., importers and wholesalers of musical instruments, Brooklyn, N. Y., sailed recently on the S. S. "France" for a short trip to Europe. Mr. Gretsch was accompanied by Mrs. Gretsch and his eldest son, Fred, Jr., who attends Cornell. He plans to visit the most important musical merchandise trade centers on the Continent to secure merchandise in anticipation of a big Fall season in this line.



PAUL WHITEMAN
Victor Records
[New York]



CLYDE DOERR
Solo Victor Records
[On Tour--Far West]



**Buescher Prestige and Distribution
Are Both Nation-Wide**



TOM BROWN
Six Brown Brothers
Victor Records
[On Tour--East]



WM. FINZEL
Okeh Records
[Detroit, Mich.]

FROM Coast to Coast the market for Buescher Band Instruments and Saxophones is supplied by leading Music Merchants. New York and California are both large distributing points, and Buescher dealers in these two states, as in all other states, have the prestige of fine local musical organizations as well as the best nationally known organizations.

Buescher advertisements in the national magazines bring inquiries from prospective purchasers in all

Music Merchants are invited to write for Trade Terms and Territorial Assignments

Buescher Band Instrument Company, G-93 Buescher Block, Elkhart, Indiana

parts of the country. These are promptly turned over to exclusive Buescher dealers in the territory they emanate from. The dealer is given every aid in closing the sale. Buescher "closing" literature is noted for its effectiveness and its excellence.

The radio broadcasting stations that dot the nation, and the record shops everywhere, carry Buescher Tone into practically every home.


A FEW OF THE BUESCHER DISTRIBUTORS IN THE WEST

- Tom Brown Music Co., 17 W. Lake St., Chicago, Ill.
- Carberry-Parker, 125 Grand Ave., Milwaukee, Wis.
- Crawford-Rutan Co., 1013 Grand Ave., Kansas City, Mo.
- Daynes-Beebe Music Co., 61 Main St., Salt Lake City, Utah.
- Fillmore Music House, 528 Elm St., Cincinnati, O.
- G. A. Hausner, 23 1/2 S. 8th St., Minneapolis, Minn.
- H. C. Hanson Music Co., 137 Powell St., San Francisco, Cal.
- Honolulu Music Co., 1107 Fort St., Honolulu, T. H.
- Hook Bros. Piano Co., Madison, Wis.
- A. Hospe Co., Omaha, Neb.
- Knight-Campbell Music Co., 1625 California St., Denver, Col.
- Pacific Music Co., 1615 Third Ave., Seattle, Wash.
- Seiberting & Lucas Music Co., 151 4th St., Portland, Ore.
- Southern California Music Co., 806 So. Broadway, Los Angeles, Cal.
- Vancouver Music Co., 526 Seymour St., Vancouver, B. C., Canada.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 141)

HOHNER Harmonicas and Accordions

THE WORLD'S BEST

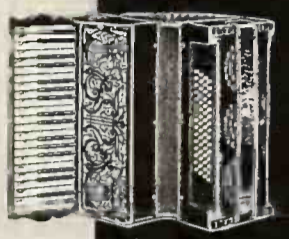


Harmonica Orchestras are being formed in schools, civic organizations and community centres all over the country. The popularity of Hohner Harmonicas is giving a tremendous impetus to dealers' sales everywhere.

Ask Your Jobber

M. HOHNER

114-116 East 16th Street
New York City



HOHNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915

Radio Broadcasting Station Leased by C. G. Conn, Ltd.

Secures Exclusive Control of Station WTAS, Chicago, From Which Conn-equipped Orchestras Will Broadcast Programs

CHICAGO, ILL., July 7.—C. G. Conn, Ltd., has leased for its exclusive use radio broadcasting station WTAS, according to an announcement made recently by J. D. Henderson, general manager of the Chicago Conn Co., the local Conn branch. This move by the Conn organization is one of the most discussed topics in local musical merchandise circles as the station is one of the most powerful stations in existence today, giving C. G. Conn, Ltd., the opportunity of broadcasting the music of Conn instruments throughout the United States, with the resultant publicity and opportunities for Conn dealers to tie up through advertisements and other media with the programs.

According to present plans, arrangements will be made with every Conn-equipped orchestra in Chicago to broadcast its dance music by wire to the station and thence to all sections of the country. WTAS will be in a position to call upon more than twenty well-known orchestras at all times.

N. Y. Musical Instrument Dealers Hold Meeting

Association Votes to Join National Organization—Donates Cup as Prize for Boys' Band Contest—Next Meeting in September

The last meeting of the Associated Musical Instrument Dealers of New York of the present season was held on Monday, June 23, at the Arena Restaurant. A dinner preceded the business sessions and the attendants included many of the prominent men in the industry. One of the most important items of the meeting was the action taken by the Association, which voted in a body to join the National Musical Merchandise Association and through this organization be affiliated with the Musical Industries Chamber of Commerce. In this way the Association will be enabled to keep in close touch with the work of the Chamber and will be assured of the co-operation and support of the Bureau for the Advancement of Music, whose aims for the advancement of music are along the same lines as many projects fostered by Associated Musical Instrument Dealers.

One of the steps taken by this Association to advance the cause of music is the awarding of a large silver loving cup to the winner of the

grand band contest for boys' bands, which is to be held under the auspices of the Golden Band Concerts on August 1 at the Mall in Central Park, New York.

This cup is to be a perpetual trophy descending to the winner at each annual contest. The fact that Edwin Franko Goldman, the well-known musician, is sponsoring the contest assures it of being successful and from the interest already shown competition promises to be very keen. The judges will be five prominent musicians of New York, who will make their decisions and pass judgments on a system of marking which is to be announced later.

The next meeting of the Association, it was announced, would be held in September and a clambake will mark the opening of Fall activities.

Hohner Drive to Continue Throughout the Summer

The closing of the present school year has witnessed a radical development in the advancement of music in the number of harmonica bands that have been established during the school year. M. Hohner, Inc., New York City, manufacturer of the Hohner harmonica, has in its possession photographs of school harmonica bands that have been established all over the country and equipped with Hohner harmonicas, showing that this popular idea is not confined to any one locality, but is nation-wide in its scope. This has greatly popularized the harmonica as is attested to by the sales of the talking machine dealer. It is not expected, in any sense of the word, that the closing of schools will diminish this popularity one bit as the value of the harmonica as an entertainer on the Summer vacation is well known. Through the use of window strips and interesting literature M. Hohner, Inc., is continuing to co-operate with its dealers.

Fred Gretsch Adds Sanora Strings to Wholesale Line

The exclusive wholesale sales agency for the Sanora strings for violin, viola and 'cello was recently granted to the Fred. Gretsch Mfg. Co., manufacturer and jobber of musical instruments and small goods, 60 Broadway, Brooklyn, N. Y., according to an announcement made by Emerson E. Strong, advertising manager of the company. These strings will be distributed to the trade and Mr. Strong has prepared an attractive folder in which their merits are set forth.

The folder is a twelve-page booklet printed in two colors and contains many illustrations. In addition to descriptions of the products it contains endorsements of Sanora strings from well-known authorities.

When You Buy Drums

Ludwig
TRADE MARK

Does the line sell? That's your question when you buy Drums for resale purposes.

A liberal margin, the right selling price, greatest consumer demand and strict dealer co-operation have made Ludwig Drums the best selling line of Drums and Accessories in the World.

Get full particulars about our direct-from-factory service. Send for complete catalogs, prices and discounts. We'll help you.

Ludwig & Ludwig

World's Largest Drum Manufacturers

1611 No. Lincoln Street

Chicago, Ill.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 142)

Big Time at the Annual Outing of C. Bruno & Son

Shore Dinner and Field Sports Feature a Day of Enjoyment—Interesting Talks by William J. Haussler and Other Executives

The second annual outing of the officials and employes of C. Bruno & Son, Inc., one of the leading Victor distributing and musical instrument jobbing houses of New York, early in June, at Karatsonyi's, Glenwood Landing, Long Island, was one of the most enjoyable events

upon for an address and he briefly, but forcefully, emphasized the important part which the spirit of co-operation and service have played in the steady development of the business during the ninety years of its existence. Interesting talks were also made by Jerome Harris, secretary of the company and manager of the wholesale Victor department, as well as Frederick W. Kling, chairman of the committee in charge

The day was concluded with a dance for which the music was furnished by the Bruno Royal Artists Orchestra, and despite the fact that the day had been long and strenuous the syncopation of these artists proved irresistible

Buech Saxophone Shop Opens Second Store

MILWAUKEE, Wis., July 8.—The new store of the Buech Saxophone Shop was recently opened here with appropriate ceremonies, musical programs being given every night of the opening week. The Buech Saxophone Shop was organized about a year and a half ago and the success of the venture warranted the opening of a second store at 503 Wells street. The stockholders in the enterprise are Robert Buech and his sons, William F. and Robert L. Buech. King band



Officials and Employes of C. Bruno & Son, Inc., Present at Glenwood Landing, N. Y., at Second Annual Outing of the Firm

ever held by the Bruno organization. Approximately eighty persons journeyed from Bruno headquarters at 353 Fourth avenue in motor buses and were present to enjoy the shore dinner and field sports, a feature of the latter being a ball game between the married men and the single men, with William G. Haussler, vice-president and general manager of the firm, and G. Koch as the battery for the benedicts and James Slane and J. Robkin on the mounds for the single men, the latter being victorious after a hot contest. The winning players were each rewarded for their strenuous efforts with a silver pencil. Following this event field sports claimed the attention of the company's athletes, suitable prizes being awarded the winners.

During the dinner Mr. Haussler was called

and the dance floor was crowded most of the time.

Among those present were W. J. Haussler, Sr., William J. Haussler, Jr., Miss Ruth Haussler, Miss H. Brown, manager of the Bruno-Victor sales promotion department; Edward G. Evans, E. J. Totten, Philip Silverman, William Wielage, J. Schick, Miss French and Miss Frankel, F. W. Kling and all members of the sales and office forces. In fact the only one missing was Charles Sonfield, buyer for the musical instrument department, who is in Europe on business and pleasure.

Miss Dorcas G. Whaley, secretary of the Bacon Banjo Co., Inc., Groton, Conn., was recently married to Harry C. Brogan.

instruments are featured at the store, which is Milwaukee agent for the line. Holton instruments, Bacon and Vega banjos, Ludwig drums and a number of makes of imported and domestic violins are also carried. A music school is run in conjunction with the store.

F. J. Bacon Regains Health

GROTON, CONN., July 8.—Fred J. Bacon, president of the Bacon Banjo Co., Inc., who was confined to his bed for more than ten days with a bad case of pneumonia, is well on the road to recovery. His many friends in the trade will be glad to hear of his convalescence, as for a time his condition was so serious that doubts were entertained for his recovery.

The Most Valuable Band Instrument Franchise In the World

It is agreed among music merchants that the agency for Conn instruments is the most valuable in the band and orchestra field, because of

the *Quality* of the instruments

—supreme achievements of master builders, the largest in the world, and only makers of every instrument used in the band.

the *Prestige*

—Conns are used and endorsed by Sousa and the other world-famous band, symphony and popular orchestra directors.

the *Advertising*

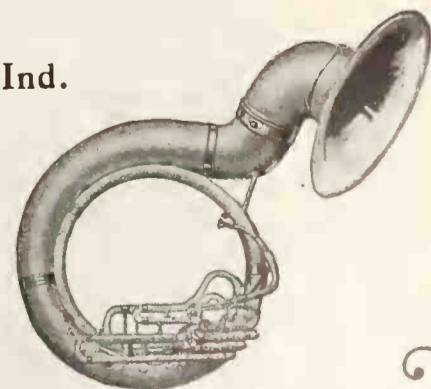
—Conn's advertising campaign, including double spreads in color in the Saturday Evening Post, is continuously bringing business to Conn dealers.

Write now for information about available territory.

C. G. CONN, Ltd.

734 Conn Building

Elkhart, Ind.



CULTIVATE YOUR MUSICAL BUMP

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 143)

Musical Merchandise Manufacturers of Chicago Discuss Technical Body

Last Meeting of the Spring Months Largely Devoted to That Subject and to Affiliating With National Organization—A. L. Smith and William Braid White Principal Speakers

CHICAGO, ILL., July 7.—At the last meeting of the Association of Musical Merchandise Manufacturers, of the Chicago zone, held on Wednesday, June 18, at the Morrison Hotel, two progressive steps were discussed, namely, to develop the musical merchandise organization by having members join the new association known as the National Association of Musical Instrument and Accessories Manufacturers and also to develop a technical body to work along scientific methods of standardization and production in the small instrument field.

President J. R. Stewart presided at the meeting, and after a few remarks introduced Alfred L. Smith, general manager of the Music Industries Chamber of Commerce, who gave an interesting talk on the national associations and the relation of the individual association to the national body. As most of the members present had joined the new association formed in New York and others were contemplating this move, the talk by Mr. Smith was very instructive. He told the members, among other things, the purpose of the Association and the benefits to be derived from the individual associations joining the Music Industries Chamber of Commerce.

Mr. Smith gave several good reasons why

associations were formed, saying that the most important steps taken along these lines in the music industry were during the war, when the individual concern was unable to cope with the Priorities Board in getting materials, etc. Another reason why there is a need for associations is on account of the constant flood of laws and administration rulings, which the association can handle as no individual can, and, third, because all business is interdependent, each business being dependent upon its competitor. Illustrations of the work that the automobile association and other organizations are doing were given.

Mr. Smith also gave a resumé of the formation of the National Music Industries Chamber of Commerce, the purpose of this organization and what it has to offer to the various branches of the music industry. As the manufacturers of small goods and accessories were a missing link in this organization, Mr. Smith expressed his pleasure in the formation of this body and said that it has just as great a future, just as many privileges in calling upon the Chamber as other organizations, stating that the agency was there to serve these members.

F. E. Larson, one of the members of the local

Association and secretary-treasurer of the new national Association, then outlined briefly what had been accomplished in New York in forming the National Association of Musical Instrument and Accessories Manufacturers, and stated that it was the aim of the present organization to have all the members join the national body so that it would have 100 per cent representation.

Mr. Stewart then introduced William Braid White, associate editor of the Talking Machine World, who delivered an address on standardization of design of the small musical instrument and its relation to production and the market. He pointed out the need in the musical merchandise field of collecting material relative to a standard design of each instrument, not accepting any one pattern, and of working along these lines, from the known to the unknown, trying to perfect every instrument, until in design at least we should equal the Stradivari designs in the violin field. He also dwelt on the great amount of work to be done in developing tone coloring.

"As you gentlemen are all manufacturers of musical instruments," said Mr. White, "I might take any instrument and ask you to describe what it is. For instance, what is a banjo? What should be tensions on the strings, what the length, the size, etc.? In my investigations I have found an amazing variety of size, tone, etc. But what is the standard?"

"Every article from a parchment to a violin can be standardized by ascertaining the scientific facts in each factory and then producing the correct design according to the production method. This does not mean taking any one pattern, but discovering the correct design and working from known points to the unknown, such as the old violin masters did from the fifteenth to the eighteenth century, when they perfected a violin that we have never been able to duplicate, much less improve,

"I would suggest, if you will permit me, a technical committee consisting of a small group of factory superintendents and experts who would devote time to collecting information relative to this work so that when you men need such information they can give it to you.

"If you will stop to consider you will find that the typewriter, a standardized article, is found all over the world. It is turned out by the production method, and you can use this method just as well in producing a piano action or a ukulele. That is, you must get the correct design which can then be reproduced by the machine method, and probably the results will be more satisfactory musically than they would be according to the old hand method.

"Now a few facts in relation to the market of musical merchandise. There are 110,000,000 people in this country. Twenty years ago we had only two symphony orchestras. We now have twenty. Not so many years ago we had no music in the schools. We now have music taught in every school, and in many of them find large orchestras. The modern orchestra requires new instruments. Especially important is the new tone coloring that composers are now working out. In order to get new tone colors these musicians must have a wider selection of instruments. For instance, there was recently a symphonic performance where seven tympani were used. Where we can get good piano or violin players, how often can we get good oboe players, bassoonists or viola players? The public is ignorant of these recent developments, but we should take an interest in these things, and develop the use of these instruments as well as develop their perfection in design?"

The evening closed with several popular numbers sung by the Artion Trio, furnished by F. W. Miller, of Ludwig & Ludwig. This is the last meeting until early Fall.

An interesting photograph in a recent issue of Popular Mechanics shows a workman measuring mandolin taps on a scale which records thousandths of an inch.



Utility Drum
\$27.50



Multi-Model Drum
\$32.50

A Few
Sure Fire Hits
For The Dealer

SEND FOR CAT. "M"
ITS-AN-OPPORTUNITY

Leedy
MFG. CO.
INDIANAPOLIS
INDIANA



Boy Wonder Drum
\$6.00



Junior Outfit
\$20.00



Jazz-O-Box Drum
\$15.00



IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 144)

Robert L. Shepherd Heads Buescher Co. Advertising

F. A. Buescher Announces Appointment of Advertising Manager—Change in Policy of Company's National Advertising

F. A. Buescher, president of the Buescher Band Instrument Co., Elkhart, Ind., announced recently the appointment of Robert L. Shepherd as advertising manager of the company. Mr. Shepherd has served previously in the copy and production department of one of the largest advertising agencies in the Middle West and is qualified in every way to carry Buescher advertising to even greater successes than it has scored in the past. He will co-operate with the advertising agencies handling the Buescher appropriation and will supervise all direct mail advertising.



Robert L. Shepherd

One of Mr. Shepherd's first steps following his appointment was to inaugurate a system whereby each type of magazine in the future will have copy with definite appeal to its subscribers. College papers will not get the same sort of copy as women's magazines, and boys' magazines will not get the same type of advertising as fiction magazines and so on down the line. All printed matter will be prepared and produced under Mr. Shepherd's direction and his intimate familiarity with all phases of advertising will undoubtedly be reflected in future Buescher publicity.

Vega Executives Are on Canadian Vacation Trip

BOSTON, MASS., July 7.—Carl Nelson, together with his son, William Nelson, who is associated with him in the conduct of the business of the Vega Co., Inc., this city, will leave shortly for a vacation trip by motor to Canada. This is somewhat in the nature of a return engagement as they have taken this trip before and enjoyed it greatly. They both expect to return in fine condition for the strenuous time anticipated ahead for heavy Fall business. Vegaphone banjos are reported to be selling well.

Death of J. C. Deagan, Jr., Shock to Chicago Trade

Vice-President and General Manager of J. C. Deagan, Inc., Many Years Connected With Business Founded by His Father

CHICAGO, ILL., July 8.—The musical instrument trade of this city was greatly shocked to hear of the death in June at Riverside, Cal., of Jefferson Claude Deagan, vice-president and general manager of J. C. Deagan, Inc., and son of J. C. Deagan, founder and president of the company.

Since Mr. Deagan was in his teens he has been associated with the business and showed ability to grasp technical as well as the executive matters, which secured him steady advance to the position of responsibility, which he occupied before his death. He was thirty-eight years of age and besides his widow and parents two young children survive him.

Ludwig & Ludwig to Make Another Addition to Plant

CHICAGO, ILL., July 8.—Ludwig & Ludwig, makers of drums and accessories, recently commenced work on an addition to their plant at 1611-1623 North Lincoln street. The proposed addition will add approximately 10,000 square feet to the plant. This addition was found necessary despite the fact that it is but a few months since additional floor space was added. The very rapid development of the company is responsible for the expansion which is taking place and the dealers throughout the country are all reporting good business, particularly in small traps and instruments giving trick effects.

C. G. Conn, Ltd., Offers New Trombone Balancer

ELKHART, IND., July 7.—A new band instrument device recently put on the market by C. G. Conn, Ltd., promises to become extremely popular with all trombonists. This device is a new trombone balancer which is readily affixed to the instrument. Dealers who have carried the article in stock report that it sells on sight.

It is a balancing device that is invisibly fastened to the instrument and is artistically engraved with a beautiful design bearing the owner's name. By lifting the trombone on one finger the player can bring the instrument to a perfect horizontal balance and it will float to a natural playing position.

To Market New Instrument

CLEVELAND, O., July 7.—R. M. White, secretary of the H. N. White Co., of this city, manufacturer of King band instruments, stated recently that his company would announce very shortly a new type of brass instrument that will have many distinctive features. While attending the music convention in New York a few weeks ago Mr. White intimated to some of the trade in attendance that this new instrument would have unusual tone qualities in addition to being unique in appearance, and the trade expressed keen enthusiasm over the sales possibilities of the product. Mr. White, in addition to other duties, is developing an intensive sales publicity campaign in behalf of the new instrument that will represent maximum co-operation for the dealers who will feature the new product.

Landay Returns Home

A. W. Landay, general manager of the Progressive Musical Instrument Corp., wholesaler of musical merchandise, 319 Sixth avenue, New York, returned from Europe the early part of this month. Mr. Landay visited all the musical instrument-producing countries of Europe.

BACON BANJOS

Played by Leading Musicians and Orchestras

Sold by Representative Music Merchants

BACON BANJO CO., Inc.

GROTON, CONN.

Broadway Shows Equipped With Buescher Instruments

Buescher band instruments are doing their share to make the theatregoers of New York forget the oppressive heat of Summer, for four Buescher-equipped orchestras are now featured in Broadway Summer shows. George Olsen and His Orchestra appears nightly with "Kid Boots" and with the "1924 Ziegfeld Follies." Harry Yerkes' Jazzarimba Orchestra is in the pit for the musical comedy "Keep Kool" and Paul Specht's Lido-Venice Orchestra is a feature number of "Flossie," and, last but not far from least, Tom Brown and His Six Brothers, together with a saxophone band of thirty pieces, recently was heard at the Strand Theatre.

J. J. Schratweiser Joins Staff of Progressive Corp.

J. J. Schratweiser, formerly sales manager of the Long Island Phonograph Co., Brooklyn, N. Y., has joined the outside sales force of the Progressive Musical Instrument Corp., New York. Mr. Schratweiser will visit the musical instrument and radio dealers in the Brooklyn and Long Island territory, where he is well known and also has a large following among talking machine dealers.

Matt. Hohner Abroad

Matt. Hohner, member of the firm of M. Hohner, Inc., makers of the celebrated Hohner harmonicas and accordions, 114 East Sixteenth street, New York, sailed on the S.S. "Columbus" for Europe last week. Mr. Hohner will visit the big Hohner factories in Trossingen and will return in the Fall.



FRED C. BUCK
Banjoist and Arranger

"Waring's Pennsylvanians"
and His
Weymann Orchestra Banjo

The Most Prominent Banjoists Are
Playing Weymann Instruments

Write for Agency

H. A. WEYMANN & SON, Inc.
1108 Chestnut Street Philadelphia, Pa.

Do You Get Your Share of the Profit in Band Instruments?



OR are you buying various lines only on demand and on a low margin? If you want a small goods department that pays well investigate our proposition to dealers. We offer full dealer protection and satisfactory margin on the finest line of Brass Instruments in America, nationally advertised and featured by extensive direct-mail campaigns. Ample territory given to dealers who are willing to sell. Write for our proposition.

THE H. N. WHITE CO.
5215-53 Superior Ave., Cleveland, O.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 145)

School Harmonica Bands Growing in Popularity

Nation-wide Drive of M. Hohner, Inc., to Encourage Formation of Harmonica Bands in Schools Continuing With Good Effect

M. Hohner, Inc., manufacturer of the Hohner harmonicas and accordions, is continuing its campaign to introduce harmonica bands in the public schools of the country. Chas. Hohmann, Western sales representative of the Hohner firm,



Mark Twain School, St. Louis

has been particularly active in the movement and has organized a number of these bands. He has had the co-operation of Fred Sonnen, the famous harmonica soloist, who has appeared in the various schools and given demonstrations of the Hohner harmonica, which have done much to introduce the art to the youngsters.

Reproduced herewith are photographs of three school harmonica bands organized through the co-operation of M. Hohner, Inc., in Middle Western schools. One of these, the Mark



Boy Scout Troup 87, St. Louis

Twain School, St. Louis, Mo., is unique in that it has an extremely liberal representation of girls. According to Mr. Hohmann, hundreds of girls throughout the Middle West are becoming interested in harmonica music.

The Bristol School, another St. Louis school, has a harmonica band with a membership of seventy-two pupils. Over one-third the member-

ship of this band is comprised of girls. It has appeared in public a number of times and has met with enthusiastic favor everywhere.

The third harmonica band shown is an organization composed of members of Boy Scout Troop No. 87, St. Louis. This troop band has thirty-five members, all of whom can give good account of themselves with a Hohner. This troop, along with hundreds of other boy scout troops throughout the country, has adopted the harmonica as part of the official equipment.

William J. Haussler, general manager of M. Hohner, Inc., is in receipt of a great many letters from school principals and other educators in St. Louis and many other cities, attesting to the value of the harmonica as a factor in the education of youth. According to Mr. Haussler many of these educators find that the harmonica seems to be the entering wedge toward the



Bristol School, St. Louis

development of a healthy interest in music in general. The youngsters begin with a harmonica and soon graduate to other musical instruments.

Mr. Haussler points out that the growing interest in the harmonica is very important to music merchants. A big demand is being created for harmonicas in all parts of the country and it is up to the music dealer to supply this demand. The young people of the nation are being sold on the idea of harmonica music and it is up to the dealers to do their "bit."

New Ludwig House Organ Features Firm's Activities

The second issue of *The Ludwig Drummer*, the new house organ published by Ludwig & Ludwig, drum manufacturers, North Lincoln street, Chicago, has just come off the press and carries the latest news and developments at the Ludwig plant and other Ludwig activities.

Since the first issue of this little booklet the company has received letters full of comment,

VEGAPHONE BANJOS



A Source of Profit

Vega Banjos are ever increasing in popularity. They are in demand and quickly sold, with good profits as a result. Nationally advertised and endorsed by professionals, Vega Banjos are quickly sold to the musical public.

WRITE FOR DEALER INFORMATION

THE VEGA CO.
155 COLUMBUS AVENUE
BOSTON, MASS.

suggestions and approval from dealers throughout the country which affirm its enthusiastic reception and the popularity it has attained.

The *Ludwig Drummer* has been published with an aim to bring the distributors of Ludwig instruments and the manufacturers closer together to co-operate with each other. Plans are being made, for instance, to combine with the *Ludwig Drummer* many notes of interest to professional drummers, along with photographs, which dealers can use to circularize their mailing lists and use subsequent issues to build up their trade. Several other novel features will also be introduced in future issues.

Wanamaker Buescher Dealer

The John Wanamaker New York store was recently appointed a Buescher dealer by the New York Band Instrument Co. The initial order for instruments was placed by Hugh Ernst, manager of the Wanamaker music department, at the recent Music Industries' Convention at the Waldorf.

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

PHONOGRAPHS FOR SALE

500 high-class mahogany varnish finish, 50-inch upright phonographs, all complete. Sacrificed prices in car loads or entire lot. Ship any time. The Houghton Mfg. Co., Marion, O.

Gotham Trade Profits by Radio Convention Tie-up

Many Inquiries Regarding Radio Received by Retailers Who Tied Up With Democratic Convention—Stores Crowded with "Listeners"

Talking machine dealers with radio departments found that the period of two and a half weeks during which the Democratic Convention was in session in New York was an excellent time to demonstrate radio receiving sets to hundreds of interested people. Aside from the subject broadcast being one which interested practically everyone, radio reception was never better, for the majority of stations were either broadcasting the convention or else were not in operation, which allowed the air to be practically free of interference.

The manner in which dozens of people clustered outside the radio shops listening to the programs at all hours during the day and night was indisputable evidence that there is a wide field yet to be cultivated by the radio dealer, for there can be no doubt that if sales arguments show that the radio set can be operated by anyone and that the price range is such that it fits all classes the great majority of these listeners would be converted into purchasers of sets. That those dealers who invited the public into their stores to listen to the program benefited cannot be doubted, for in every instance dozens of inquiries were made regarding the radio lines handled. Events of this kind which have a wide appeal can be made to attract more prospects into a store than an advertisement in the daily papers and the result is gained at no other cost to the dealer than a little trouble.

Memphis Retail Trade Enjoys Busy Season

MEMPHIS, TENN., July 9.—Business is holding its own in this territory, according to reports of retailers and wholesalers.

The twelfth annual convention of the Tennessee Furniture Dealers was held in Chattanooga recently and leading furniture dealers of this city, many of whom feature talking machines and records, were represented.

The wholesale department of the O. K. Houck Piano Co., which features the Victor line in its three big stores in this city, Nashville and Little Rock, is now under one roof. It is reported by executives of this concern that radio has helped the music business considerably.

The Armstrong Furniture Co. is staging an intensive sales drive, preparatory to moving into its own building at North Main and Jefferson streets later in the Summer.

Suggests Special Name for Good Music Merchants

Robert N. Watkin, past president of the National Association of Music Merchants, is of the opinion that there should be coined by the Association and exclusively for the use of its members a special term to designate those engaged in selling musical instruments. In making his proposal Mr. Watkin says:

"There is something I should like to see adopted by the National Association of Music Merchants, i. e., a name for the seller of musical instruments that could be used to protect him and which could only be used by a member of the National Association of Music Merchants subscribing to the ethics and policies of this Association."

Musical Instrument Sales Co. Federal Radio Jobber

The Musical Instrument Sales Co., New York, Victor wholesaler, announced this week that it had completed arrangements with the Federal Tel. & Tel. Co., manufacturer of Federal radio receiving sets and radio panels, whereby the company becomes exclusive jobber in the metropolitan district to distribute the new Federal radio Victor panel for Victrola models numbers 215, 400, 405 and 410. This jobber will be the only source of supply in Greater New York for this panel and in addition will also be able to supply the trade with the other Federal models, including numbers 59, 61, 102, 110, 135, 140 and DX 58. The Musical Instrument Sales Co. has arranged for a Federal exhibit at its offices, 673 Eighth avenue, and an invitation has been sent out to the dealers to visit the exhibit at their convenience.

Victor Educator Talks to Department of Education

WASHINGTON, D. C., July 8.—Mrs. Francis Clark, of the Educational Department of the Victor Talking Machine Co., recently spoke before the department of music education at the Central High School Organization on the subject of music appreciation, which she stated has become the most fascinating phase of school music.

National Phono. Co. Busy

The National Phonograph Mfg. Co., New York City, has experienced exceptionally good business thus far during the month of July. N. Halperin reports that orders in hand for July delivery will keep the factory at Canton, Pa., working at capacity for the balance of the month. Several new models are ready for the Fall season which are expected to prove exceptionally big sales numbers.

Kuehner With Bolway, Inc.

G. R. Kuehner, of Buffalo, N. Y., became associated on July 1 with Frank E. Bolway & Son, Inc., Edison distributor, Syracuse, N. Y. He will cover Buffalo and Rochester principally and the western part of the territory. Mr. Kuehner has had wide experience and is well equipped for his new duties.

Plan State Association for West Virginia Dealers

Members of Charleston and Huntington Trade Form New State Organization

HUNTINGTON, W. VA., July 7.—At a recent meeting of the Retail Music Merchants' Association of Huntington and Charleston plans were drawn up for forming a State organization, designed to advance and widen the influence of music in schools, churches, civic movements and the home. As a result of the meeting, efforts got under way to organize in each city of the State a local association, all of which are to be welded into a statewide organization, which, in turn, will become affiliated with the national organization.

The object of the State organization will be primarily to bring better music into the homes.

At the same time the proposed organization will try to help itself by correcting various misleading and harmful business activities which members say exist.

The visitors from Charleston included R. A. McKee, president of the Kanawha Association; Joe McKee, Jr., Simon Galperin, J. H. Lopin, S. B. Holmes and W. A. Burke.

Huntington was represented by C. V. Miller, the president; J. M. Kenney, secretary and treasurer; J. W. Pool, R. W. Taylor, O. O. Myers, T. B. Newhouse and L. M. Holton.

E. E. Hall, Abilene Music Merchant, Passes Away

ABILENE, TEX., July 8.—A native of Texas and pioneer in the music business, E. E. Hall died at his home in this city after an illness of three weeks caused by an attack of acute indigestion and heart trouble, at the early age of forty-six years. Funeral services were conducted at his late home on Sunday, June 29, at four o'clock, with Masonic service at the Cedar Hill Cemetery, Abilene.

Active in the music business for twenty-five years or more, at the time of his death he owned and operated a music store at Abilene, with branch stores at various points in Texas. Abilene was his home for the past eighteen years.

Mr. Hall was an active member of the Texas Music Merchants' Association. He attended its convention at Galveston just a few weeks before his death.

"Something More"

A good distributor has "Something More" to offer his dealer than the mere filling of orders. That "Something More" may be service or advance market information or sincere advice—at any rate it is a mighty valuable, "Something More."

The Spartan Electric Corporation announce the opening of a Musical Trade Department under the supervision of

Mr. HERMAN S. MARANISS.

Thru this department we offer you this "Something More." Let us help you to develop your Radio Department—to eradicate the petty annoyances that may come up from time to time—to keep you supplied with standard radio material that can be successfully merchandised—to be helpful to you twelve months a year—every year.

SPARTAN ELECTRIC CORPORATION

Manufacturers and Distributors

Electrical Supplies and Radio Parts

Wireless Apparatus

Brass Specialties



Telephone
Worth 2773-2774

99 Chambers Street
New York, U.S.A.

Retail Music Houses Suffer Severe Damage in the Lorain, Ohio, Disaster

Wickens Co., George A. Clark Co., the Witt Music Co., and Max Mayer, Firms That Were Worst Hit by Storm—Ted Wickens Saves Lives of Fifty Customers

CLEVELAND, O., July 2.—A number of retail music houses was badly damaged in Lorain, O., on Saturday, June 28, when a tornado wrecked half that city. Those concerns which suffered the biggest damage were the Wickens Co., Geo. A. Clark Co., the Witt Music Co. and Max Mayer. The Richlein-Reidy-Scanlon Co. escaped all damage, being out of the danger zone. So far as is known at this time none of the proprietors or executives of these houses was seriously injured. As the tornado struck the city at 5.30 in the afternoon, a time when most of these were at supper, the loss of life was smaller than it would have been had the tornado come at a busier portion of the day.

According to the latest advices received in this city the death list in Lorain amounts to 100 and is mounting, with the estimated number of injured being placed at 1,500, 900 of whom suffered seriously. A conservative estimate of the damage to property is placed at \$25,000,000, with the possibility of it reaching \$50,000,000.

The biggest loss suffered by any music house in the city was that of the Wickens Co., the entire top half and rear of the building, said to be the strongest structurally there, being blown

away. Ted Wickens, head of this firm, saved the lives of fifty customers, herding them into the building's cellar at the first approach of the storm. Only a few of these were scratched. Little merchandise was salvaged, part of the stock being found at distances as far as four miles away from the building.

Every effort is being made in the Cleveland music trade to aid its fellow-tradesmen in the stricken city. Already a move is under way to raise a fund for their relief. H. J. Shartle, of the Cleveland Talking Machine Co., immediately upon receipt of information of the disaster, started from Cleveland via auto, carrying military officials and with his car loaded with food.

The disaster is the worst that has taken place in this State since the Dayton flood of 1913. A section of the country thirty miles wide and thirty miles south of Lake Erie has been laid entirely waste. The full death and property losses, it is said, will not be known for weeks as all means of communication were entirely destroyed and they have been slow to recover. The stricken district is now in complete control of military officials and relief work is progressing rapidly.

Polymet Mfg. Co. Marketing New Radio Connection Plug

The Polymet Mfg. Co., New York City, manufacturer of phonograph sound boxes and radio parts, has recently placed on the market a new product which will be merchandised under the name of "Polyplug." This plug is for use in connection with radio receiving sets where both head phones and the loud speaker are employed at different times. The "Polyplug" allows the detaching of the phone tips which can instantly be inserted in the holes provided for them in the "Polyplug" and thus convert the head phone attachment into one for a loud speaker. This article does away with countless inconveniences attached to the unsatisfactory screw type connection. The positive hole is plainly marked on the sleeve contact and no mistake can be made in changing from head phones to the loud speaker. The "Polyplug" is equipped with a

tension slot which enables the phone cords to be pulled and jarred without the slightest disturbance to the actual contact.

"We have established very satisfactory jobber connections throughout the country and look forward to an excellent volume of business during the coming season. The 'Polyplug' particularly is an article which the radio and phonograph industries can use to the utmost advantage, and we feel that in offering such an attachment to the trade we have gone far towards doing away with unnecessary inconveniences and unsatisfactory results in the changing from head phones to the loud speaker," said Otto Paschkes, president of the company, in a recent chat with *The World*.

W. S. Rice, formerly of Indianapolis, has opened a new retail store at 172 North Church street, Spartanburg, S. C., carrying talking machines and pianos. The establishment is fitted throughout with modern fixtures.

Many New Inventions to Be Shown at Radio Fair

James F. Kerr, general manager of the First Radio World's Fair to be held in Madison Square Garden and the 69th Regiment Armory, New York, September 22 to 28, states that it has been found necessary to enlarge the "New Inventions Section" to a size which will allow the exhibition of 100 devices. Among the noteworthy American discoveries to be shown will be at least three different instruments designed for the purpose of radiocasting photographs in motion. Europe also will be well represented in this department and several well-known European inventors will display new devices of a most unusual character.

More than sixty nationally known manufacturers of the United States will have attractive exhibits at the Fair and England, France, Belgium, Italy, Switzerland and Austria will be represented in the foreign section. A number of prominent radio trade organizations are planning to hold their 1924 conventions in New York during the week of the Fair and two hours each day will be set aside for the transaction of business between wholesale buyers and the exhibitors.

D. J. Pieri in Important New Brunswick Position

CHICAGO, ILL., July 8.—The Brunswick-Balke-Collender Co. announced this week that D. J. Pieri, formerly connected with the Radio Corp. of America, had been placed in charge of the Brunswick technical division with relation to the production of Brunswick Radiolas. During the past few months Mr. Pieri has been spending his time at the Eastern offices of the Brunswick Co., getting acquainted with the various manufacturing and selling problems of the Brunswick organization. He is recognized generally as one of the leading members of the technical division of the radio industry and his previous experience well qualifies him for his new work.

Australians Visit New York

George Sotherland and Ivan Tait, of Allen & Co., Melbourne, Australia, are among recent visitors to New York. Allen & Co. are the representatives for some of the leading American popular publishers, operating a number of retail establishments handling musical goods of all kinds. Their plans for exploiting popular prints are along American lines and result in huge sales totals for these products.

New Home for Music Concern

ALLIANCE, O., July 7.—Announcement is made that the J. H. Johnson Sons Co., well-known piano and talking machine house here, will soon start the erection of a modern home in the downtown business district. The present site of the Johnson Co. store has been sold to the Kresge Co., New York, for one of its chain stores.

Maine Co. Opens Branch

PORTLAND, ME., July 5.—A branch of the Maine Music Co. has been opened here at 17 Forest avenue, with Harry Seaford as manager. Mr. Seaford was for many years identified with M. Steinert & Sons, as salesman and manager. The Maine Music Co. will carry a complete line of Victrolas and Victor records, as well as a full line of pianos and radio.

N. H. Edwards in New Post

N. H. Edwards has taken charge of the Victrola department of the Arnold-Edwards Piano Co., Jacksonville, Fla.



**Now Plays
10 inch Records**

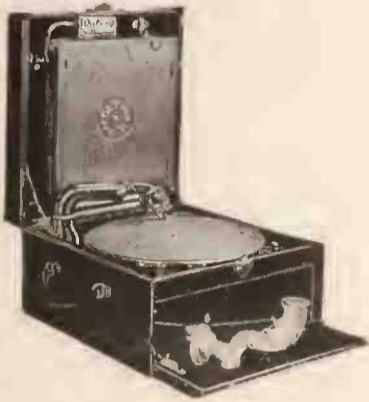
The Baby Cabinet phonograph shown at the left has been reconstructed so as to play all kinds of records. It has a surprisingly life-like tone, and it is beautifully finished in Ivory with colored decalomania. It is 17¼" high, and the high-grade sound box gives a wonderfully clear reproduction.

**Push Toy Phonographs
They Make Money For You**

Hundreds of dealers are selling phonographs for children because the price and salability are good. We manufacture three models, small in size and price but large in volume of sound. They are all quick sellers. Write for full information.

General Phonograph Mfg. Co.
Elyria, Ohio

The "Baby Cabinet"



OUTING SENIOR
Finished in
Red Mahogany
Brown Mahogany
Oak

Eastern retail price

'One handle handles it'
Outing
TRADE MARK
'Master of Movable Music'

Senior
\$37.50

We expect
1924
to be a
banner year
for the
industry

'One handle handles it'
Outing
TRADE MARK
'Master of Movable Music'



OUTING JUNIOR
Finished in
Brown Mahogany
Brown Leatherette
Oak

Eastern retail price

'One handle handles it'
Outing
TRADE MARK
'Master of Movable Music'

Junior
\$25.00

J O B B E R S

- A. C. ERISMAN CO.....174 Tremont St., Boston, Mass.
- BRISTOL & BARBER CO., INC.....3 East 14th St., New York, N. Y.
- NYRAD DISTRIBUTING CO., INC.....250 West 108th St., New York, N. Y.
- GENERAL PHONOGRAPH CORP.....15 West 18th St., New York, N. Y.
- E. B. SHIDDELL CO.....1011 Chestnut St., Philadelphia, Pa.
- BENNETT PIANO CO.....52 W. Market St., Wilkes-Barre, Pa.
- JAMES COWAN CO.....18 West Broad St., Richmond, Va.
- STARR PHONOGRAPH CO.....634 Grant St., Pittsburgh, Pa.
- BELKNAP HARDWARE CO.....Louisville, Ky.
- J. K. POLK, INC.....294 Decatur St., Atlanta, Ga.
- INDEPENDENT JOBBING CO.,
112 East Center St. North, Goldsboro, N. C.
- IROQUOIS SALES CORP.....210 Franklin St., Buffalo, N. Y.
- OHIO MUSICAL SALES CO.....1747 Chester Ave., Cleveland, O.
- STERLING ROLL & RECORD CO... 137 West 4th St., Cincinnati, O.
- C. L. MARSHALL CO.....514 Griswold St., Detroit, Mich.
- CONSOLIDATED TALKING MACHINE CO.,
227 Washington St., Chicago, Ill.
- CONSOLIDATED TALKING MACHINE CO.,
1121 Nicollet Ave., Minneapolis, Minn.
- MAJESTIC MUSIC SHOP.....16 South 7th St., Minneapolis, Minn.
- STUART SALES CO.....502 Occidental Bldg., Indianapolis, Ind.
- THE DUNNING CO.....303 Second St., Des Moines, Iowa
- RENIER MUSIC HOUSE.....545 Main St., Dubuque, Iowa
- JUNIUS HART PIANO HOUSE.....123 Carondelet St., New Orleans, La.
- TEXAS RADIO SALES CO., INC.....2005 Main St., Dallas, Texas
- CARL FLORINE 131 East 4th Ave., Denver, Colo.
- WALTER S. GRAY & CO.,
1054 Mission St., San Francisco Cal.; Los Angeles, Portland, Seattle

Export Department
2 Rector Street, New York, N. Y.
Cable Address: Jamescall, New York

Pick out
your jobber
and write
him today

OUTING TALKING MACHINE CO., Inc., Mount Kisco, N. Y.

Retail Music Merchants Endorse Goods That Are Backed by National Advertising

Leo Landau, of Hazleton, Pa., and Clarence Campbell, of the Knight-Campbell Music Co., Denver, Colo., Both Declare Themselves in Support of This Policy

A number of the successful concerns in the retail music fields are strongly of the opinion that it pays the average store to handle nationally advertised goods—at least it so appears in the replies sent in by several music merchants, among other retailers, in reply to a questionnaire issued by the Retail Ledger of Philadelphia inquiring "Does It Pay the Average Store to Handle Nationally Advertised Goods?"

Certain types of retailers, among them clothing merchants and department stores, took a negative stand in the matter, but music dealers appeared to believe that the nationally advertised goods really aided them in conducting their business.

Reduces Sales Resistance

Among those who answered the questionnaire was Leo Landau, of the Landau Music & Jewelry Store, Hazleton, Pa., one of the best-known retail music establishments in the East, who said:

"In my opinion, nationally advertised merchandise is well worth carrying, and I feel so well convinced on the subject that I believe it is the only class of goods that is worth while stocking a store with if one looks for a successful year.

"My reasons are that when a customer comes into my store and he notices an article which he has already read about or has heard discussed the commodity in question is already half sold, and we know also that if the goods have been nationally advertised the chances are good that it is the best in its line that can be secured.

"We have cases where we have taken in exchange talking machines in trade for pianos or Victrolas, the goods accepted not having been of the nationally advertised type. We have found it ten times as hard to sell that particular article that had not been given national publicity as it is to dispose of a Victrola, concerning which every child in the land has been informed.

"We carry the C. G. Conn musical instruments, and we have sold outfits for complete organizations, such as bands and orchestras, as high as \$2000 being involved in a single sale. The entire band or orchestra has been equipped with the Conn instruments, because the players demanded them. They came in all informed on the Conn line through national advertising, and I claim that it is 100 per cent easier to sell an instrument of a make nationally advertised than one of the types we carry that is not so well known.

"In our jewelry departments we feature nationally advertised lines and find it pays. It is easier to sell such goods, and our clerks save time and labor. It is safer to buy because it depreciates so seldom in value that it never becomes shelfworn and always moves out rapidly.

Pianos and Bicycles

"The same condition of affairs exists in our piano department. We carry only nationally advertised instruments, such as the Lester, Kranich & Bach, Kohler & Campbell, and we find there is little trouble in selling pianos which have been featured and are still played up in

comprehensive national advertising campaigns.

"A remarkable condition exists in this connection in our bicycle department. Old men bring in their grandchildren to buy them wheels. They recognize the brands and the trade-marks of the bicycles they rode twenty and thirty years ago, and the sale is made from that moment, through national advertising, and it is here we find the goods sell themselves most readily.

"Take sheet music, for instance. We have learned that the publishing houses which advertise their songs usually carry the biggest hits. We don't think this is due to the superior quality of their ballads and their jazz; we think it is because they create the demand for the 'best sellers' that we encounter, and we credit the best sellers to the houses which advertise their compositions the most heavily in the national publications.

"We feature nationally advertised merchandise, yet I will concede that there is not so much value to national advertising if it is not followed up by local publicity. Experience has taught us that the people of our community must be told where to get what they see featured in the national magazines of the country, and we feel if we were to abandon our local publicity that the national advertising would lose much of its force, since prospects would not know where to be supplied with the goods in which their interest has been aroused before coming to the store!"

Sales and Service Cost Less

Another music merchant to reply was Clarence Campbell, of the Knight-Campbell Music Co., Denver, Colo., who expressed his preference for nationally advertised goods as follows:

"Ninety-five per cent of the merchandise we sell in Denver and at our branch stores in other cities is nationally advertised.

"We believe that nationally advertised merchandise is far more profitable for us to handle than unadvertised merchandise would be. There are several reasons for this condition.

"Turnover is better on nationally advertised merchandise. The advertising creates a demand for it. It sells faster and in greater volume.

"Cost of selling is less. There isn't the same sales resistance that is met with on unadvertised lines.

"The customer has confidence in the nationally advertised name.

"We sell more quickly to the individual customer than we would otherwise.

"Service on instruments is less. A line which, once in the customer's hands, requires a lot of service from the store can quickly reduce, if not eliminate, the margin of profit. In our field we find that our nationally advertised lines have the advantage that in use they require little or no service.

"Advertised articles in our trade are better values for the customer. Usually articles which are not nationally advertised are overpriced by the dealers who stock them."

Knox's Music Store, Nashua, N. H., has leased a new location at 4 Temple street.

Grunewald Co. Celebrates Seventy-second Birthday

Prominent Music House of New Orleans Was Established in 1852 and Has Enjoyed Steady Growth Ever Since That Time

NEW ORLEANS, LA., July 5.—The Louis Grunewald Co., Inc., the prominent and old-established music house of this city, recently celebrated quietly its seventy-second business anniversary. No special program was arranged for the anniversary, business being carried on in a normal manner, but the local newspapers took cognizance of the event and gave it due prominence.

The Louis Grunewald Co. was founded by Louis Grunewald, Sr., when he first came to this country in 1852, beginning its contact with the public from a tiny store on Magazine street, just large enough for five pianos and organs.

During the Civil War Chartres street claimed it, and there in the little shop began the manufacture of drums that sent off line after line of marching men. Grunewald Hall, on Baronne street, later destroyed by fire, and 127 Canal street, housed its increasing business, next, until the final move brought it to the spacious quarters in the midst of the retail shopping district, in its present location on Canal street.

Louis Grunewald, Sr., remained president of the company until he died at the age of eighty-seven, in 1915, when his eldest son, William N. Grunewald, who had taken active charge for some time, and under whose guidance the firm made big strides of progress, took that place until his untimely death, three months after his father's, when he was but fifty-seven years old.

The management then fell on the shoulders of his son, Benedict Moret Grunewald, then only thirty years old, now president and manager of the company, and who has swung the firm into the well-deserved reputation of being "one of the largest and most complete music houses south of the Dixie line."

Among the large force of the L. Grunewald Co. there are many to whom this anniversary has more than a touch of loyal satisfaction. These are the half dozen men who have been with the firm since its beginning, whose positions have grown with their years of service. Among these is Henry Kronlege, of the music department; L. V. Eckert, of the musical instrument department; G. T. Simon and L. W. Kurten, in executive positions of the office, whose untiring efforts and unusual foresightedness have contributed in no small way to the big development.

In the present management of the store the large sheet music department is operated by the G. Schirmer Music Stores, Inc., of New York; this, with the large talking machine department, handling the Victor and the Brunswick, occupies the entire ground floor. The mezzanine is taken up with the offices and the second and third floors have been made over into piano parlors where the Steinway, which has been handled by this firm for over seventy years (the oldest company on our books, the Steinway people write in connection with this anniversary), the Sohmer, the Mehlin, Milton, Shoninger, Apollo, Gulbransen and others are displayed.

One other branch of the company is in existence in addition to the New Orleans store, in Jackson, Miss. This branch also has developed a substantial business.

Studwell Piano Co. to Move

SOUTH NORWALK, CONN., July 8.—Plans were set in motion recently by the Studwell Piano Co., 56 North Main street, for moving to its new home in the Vogel Building at 68 North Main street. Frederick J. Kane, manager of the concern, has announced that the full line of pianos, players and phonographs will be handled in more appropriate quarters at the new address.

The Stranburg Music Co., Hornell, N. Y., has taken larger quarters at 33 Broadway.

LOUIS JAY GERSON Manufacturer and Jobber

GERSON RADIO-PHONOGRAPHS AND PANELS
GERSON COMBINED LOUD SPEAKER-BATTERY CABINET
23 Union Square (Broadway at Fifteenth Street)
NEW YORK, N. Y.

DISTRIBUTOR:
"FEDERAL" Radio Products
"EXIDE" Storage Batteries
"KIRTON" B Batteries
"HARTMAN" Radio Cabinets

CABLE CODE
"Gersondale," New York

Telephone
Stuyvesant 1987

NEW JOBBING LOTS OF COLUMBIA RECORDS IN FOREIGN LANGUAGES AT 25c EACH

FOR SALE:—COLUMBIA TONE-ARMS—SOUND BOXES—COLUMBIA MOTORS

Sales Policies That Won for Euclid Music Stores

William Murstein, General Sales Manager, Euclid Music Stores, Cleveland, Tells of Successful Merchandising Policy

Too many phonograph dealers go into this business with the idea that mere knowledge, love and appreciation of music will make them successful. As a matter of fact, these qualities have very little to do with success or the lack of it in the music business.

These dealers overlook the fact that selling musical merchandise is a plain business proposition, just the same as selling shoes, neckties or automobiles, and that their businesses must be conducted along the regularly established lines of successful merchandising. I, myself, have no talent for music, although I have a deep love and appreciation of it.

My success here in Cleveland has been based on the axiom of obtaining the greatest amount of sales with the minimum of expenditure rather than to splurge expense hither and thither in a vain attempt to dominate the market absolutely. And the fact that I have increased business with the Superior avenue store 75 per cent while decreasing expenses 25 per cent speaks well for this method.

Service with no question; continued, careful watch of all machines sold by us, has built and solidified a confidence among our patrons which has created a chain of word-of-mouth advertising for Euclid that I believe to be unparalleled in Cleveland.

It is true that most phonograph dealers call on their new customers at least once to see how their recent purchases are performing. But we go farther than this. Every customer who has ever purchased a phonograph from us is called on at least twice a year. The profitable results from this activity are manifold. One of the most direct of these is the sale of rec-

ords resulting. Then, too, it keeps us informed of the condition of all instruments sold, and gives us an opportunity to talk period models to the owners of uprights, resulting in many sales. And the goodwill maintained by these calls is no small item.

Besides these direct results we also find that these periodical calls save a lot of service expense, by catching the start of a motor or other fault before it has the opportunity of developing to serious proportions.

I thoroughly believe that my mailing list is



William Murstein

the greatest asset of my business. This list contains over 12,000 names, which I circularize regularly four times a month. The results are truly remarkable. Nor do I depend entirely on circularizing. In addition, my men call regularly on these people, and the business obtained more than justifies this intensive work.

Our salesmen are instructed to obtain the names of all those who visit our stores. They experience little difficulty in obtaining them. Then the prospect is told that a descriptive

story of the instrument will be sent him. However, instead of mailing out this catalog and trusting to luck that it will be read, or even taken from its envelope, a canvasser delivers it in person. This method proves most effective, for it serves the double purpose of gaining entrance to the prospect's home and assuring a reading of the literature.

Right here let me advise all Sonora dealers to build a mailing list, to work it hard, and, above all, to keep it cleared of old, "dead" names.

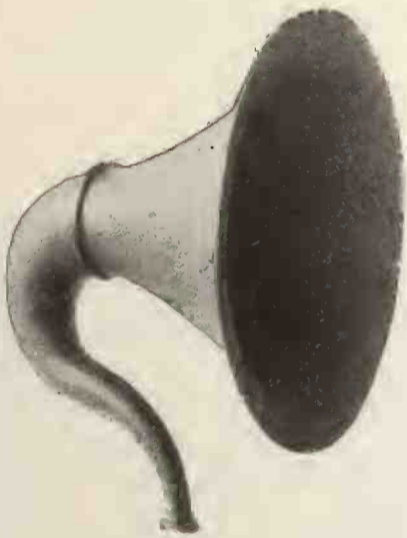
I thoroughly enjoy merchandising Sonora. There can be no question that high quality merchandise is the proper kind to sell. For high quality merchandise not only stays sold, but in addition creates additional sales through the thorough satisfaction it engenders.

Trade Veterans to Open Music Store in Sharon

SHARON, PA., July 9.—G. B. Wooster and R. A. Curran, connected with DeForest Pioneer Music Store, one of the leading music concerns in the State, as department managers, recently resigned, announcing their intention of entering the music business for themselves in the near future. Mr. Wooster was connected with the DeForest Store for fourteen years and Mr. Curran is also a veteran, having been connected with the firm for eighteen years.

Although no site has been selected for the business, both Mr. Wooster and Mr. Curran have announced their intention of opening a complete music store within the next few weeks and they are now seeking a suitable location. Both men are popular in this city and this, combined with their knowledge of music merchandising, should insure their success in the new venture.

F. L. Grannis was recently appointed sales promotion manager of the Southern California Music Co., of Los Angeles, Cal.



MILLER HORNS

improve your Radio or Phonograph

The Miller Radio Horn is a great step forward in the amplification of sound. It amplifies any tone in the audible range faithfully and clearly, without excessive resonance or sympathetic vibration. This is because of the material from which Miller Horns are made.

Miller Radio and Phonograph Horns are made from hard, inert, cellular composition. A hard, reflecting outside surface provides an excellent side-wall for the air column, and with its pebbled finish gives a horn of unusual beauty.

This horn is exceedingly durable. It will not chip off or peel. It will not split or warp. Eliminates the metallic ring heard in music from metal horns. Miller Horns are not affected by sudden or sustained changes in humidity or temperature.

Miller Horns are now in use as standard equipment by some of the largest manufacturers. One reason for this is that Miller production is dependable. Orders for any number, built to manufacturers' specifications, can be supplied at prices which are competitive.

Miller phonograph horns are made from the same high grade materials as the radio horns. Built to manufacturers' specifications, they can be supplied in practically any shape or size.



The Miller Rubber Co., of N. Y.
Akron, Ohio, U. S. A.

Wait'll You See My Gal
 A DANCING SONG

You can't go wrong with any FEIST song

I've got a se-cret but I'll never keep it, Wait'll you see my gal She is a win-ner

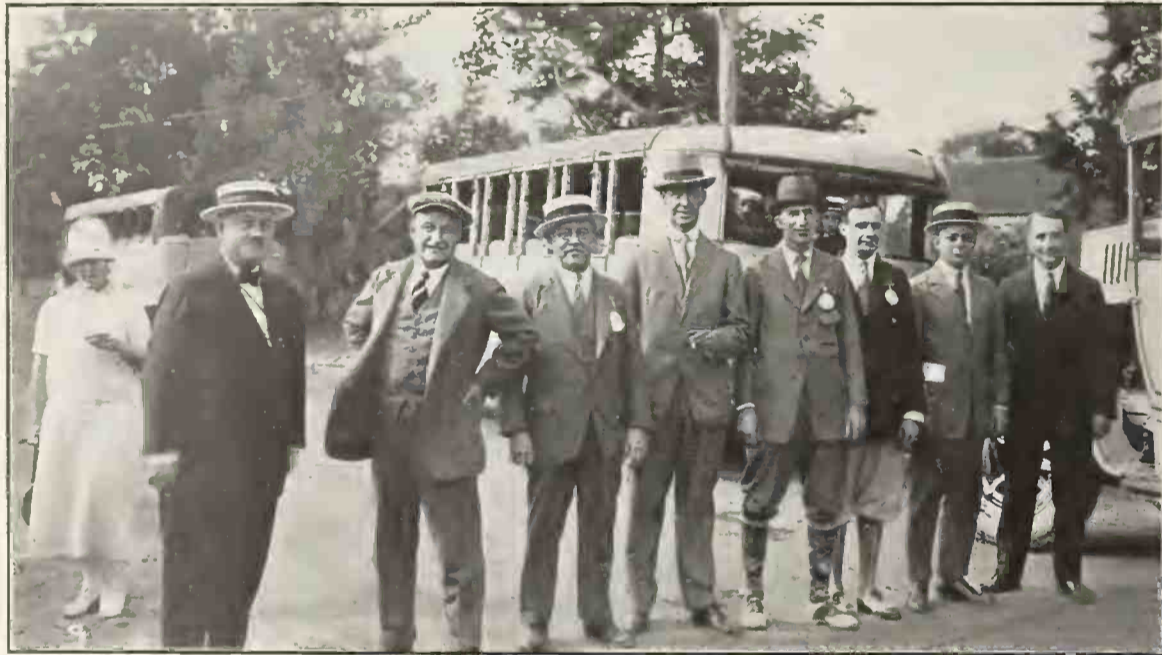
© 1924 Leo. Feist, Inc.

Aeolian Co. Employes Hold Their Annual Outing at Blue Point Beach

Baseball Game Between Forty-second Street Team and One Representing Factories and Branches Ends in Tie—Edna Kenieste Wins Bathing Beauty Contest

The annual outing of the Aeolian Employes' Association, held at Blue Point Beach, L. I., on Saturday, June 28, proved by long odds the most successful affair of its kind held by Aeolian Co. employes, and was attended not only by a

galaxy of beauty, both as to face and figure, that was very restful to the eye. In fact, it is hinted that the judges delayed their decision much longer than was necessary in order that the boys might feast their eyes. Honors were won after



Aeolian Co. Executives at Annual Outing of Employes' Association

Left to right: F. E. Edgar, W. H. Alfring, F. W. Hessin, W. E. Knightly, O. W. Ray, R. M. Kempton, Chas. Votey and C. H. Addams

large representation from Aeolian Hall itself, as well as the factories and branch warerooms, but drew the support of many of the executives of the company, headed by William H. Alfring, general manager.

The lively afternoon started with a delicious roast duck dinner with all the fixin's. During the dinner Frank Edgar, manager of the whole-



W. H. Alfring as "Umps"

sale piano department, together with Al Rienzo and Al Perlman, of the Fordham branch, contributed greatly to the enjoyment of those present by an impromptu musical program.

The outstanding event of the day was the bathing beauty contest, which brought forth a

close contest by Miss Edna Kenieste, of the production department. Walter Eifert, of the Vocalion recording studio, tried to ring in the contest, but his feet betrayed him.

Next in interest to the beauty contest came the baseball game, which had all the earmarks of a big league contest, proven by the fact that at the end of the fourteenth inning the score was 2-2.

General Manager Alfring and Chas. Laurino, manager of the retail piano department, officiated as umpires, and the former was kept busy preventing Mr. Laurino from making big allowances in favor of the team from Forty-second street, as opposed to a team manned by representatives from the branches and factories.

The various athletic events following the ball game were under the direction of Chas. Brady, of the shipping department. They included a fifty-yard junior dash, won by Harry Schankiner, of the Hall; a sixty-yard egg and spoon race for girls, won by Miss M. Daviss, of Fordham; a sixty-yard fat man's race, won by Al Perlman, of Fordham; a special ladies' race, fifty yards, which ended in a dead heat between Miss M. Heindel and Miss M. Steiver; 100-yard water race, won by Miss M. Daly, of Fordham,

and a 100-yard men's race, won by K. Robuson, of the recording studios.

Adding greatly to the success of the day was the attendance of all the department heads and officials of the Aeolian Co., the majority taking part in a fifty-yard dash, won by Oscar Ray, manager of the wholesale record department; second place, by Frank W. Hessin, treasurer of the company. Also ran Charles H. Veoty, manager of the manufacturing department; H. B. Schaad, secretary of the Aeolian Co.; Frank Edgar, manager wholesale department; Charles Addams, manager of the metropolitan division department; R. M. Kempton, manager retail Vocalion and radio department; William Knightley, manager of the export department, and W. H. Alfring, vice-president and general manager of the company.

Folder Features the New Sonora Saginaw Model

The new Sonora Saginaw model, listing at \$100, is attractively featured in a new folder in three colors just released by the Sonora advertising department in New York. This folder describes the various features of the Saginaw to excellent advantage, and Sonora dealers through-



Sonora Saginaw Model

out the country are using the folder as a means of developing an interest in this model, which is meeting with an active sale everywhere it has been introduced.

Athens Co. Chartered

The Athens Music Co., Athens, Ala., was recently incorporated in that State with a capital stock of \$4,000 for the purpose of conducting a general music business.

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.

WANTED—Salesmen now calling upon the talking machine trade to handle as a side line a small novelty nationally known in the trade. An excellent chance to add to your income. Sample will fit in your pocket. Write today for particulars. "Box 1415," care of The Talking Machine World, 383 Madison Ave., New York City.

WANTED—Salesmen regularly calling on phonograph dealers to sell the best Edison attachment made. Retail and dealers' prices are right. State territory covered, lines carried and experience. We have an attractive business, including dealers' accounts, to offer a few established distributors and sales organizations handling kindred lines. Address H. C. Cooley, Sales Manager, Spruce Diaphragm Co., 782 East 105th St., Cleveland, O.

WANTED—Resident salesmen with following among music trade to sell highly efficient radio set and complete line of parts. Representation desired in following cities: Buffalo, Cleveland, Pittsburgh, Philadelphia, Boston, Washington, Baltimore, Atlanta, New Orleans and other populous centers. A real future for men of the right calibre. Write Box B. D., Room 416, 38 Park Row, New York City.

WANTED—Capable credit and sales manager for New York City retail piano and phonograph chain stores. State experience and references. Address "Box 1417," care of The Talking Machine World, 383 Madison Ave., New York City.

WANTED—Gentleman or lady, experienced in record and small musical instrument selling. Must be able to buy and take full charge. Address Mr. Harding, Kelley & Cowles, Inc., 262 Trumbull St., Hartford, Conn.

POSITION WANTED—A competent record making expert, with a considerable knowledge of and experience in radio development, seeks connection with a concern desiring services of such a man in recording laboratory for radio. Collected and amplified recording. Address "Box 1421," care of The Talking Machine World, 383 Madison Ave., New York City.

WANTED—Commission salesmen, experienced, for a line of talking machines and piano benches. State age, territory covered, sales experience, lines sold, and send references with answer. Salesmen covering one state thoroughly preferred. Address "Box 1422," care of The Talking Machine World, 383 Madison Ave., New York City.

WANTED—TRAVELING SALESMEN—Old established house, in the business 19 years, has an attractive opening for a high-grade salesman. Only capable man, accustomed to producing substantial income desired. Commission basis with drawing account. Exclusive territory. Must be experienced and acquainted in the music trade and able to promote the sale of portable phonographs among retail dealers only. Indicate your qualifications fully. Address "Box 1406," care of The Talking Machine World, 383 Madison Ave., New York City.

WANTED—Salesmen, experienced in the phonograph industry. To call on and sell the talking machine dealers one of the foremost radio sets manufactured. Territories open all over the country. Write for information to "Box 1398," care of The Talking Machine World, 383 Madison Ave., New York City.

WANTED

Wide-awake salesmen calling on the music, piano and phonograph trade in any part of the United States. Can easily make five hundred dollars a month. Must have established trade. This is a side-line commission proposition. Will allot exclusive territory. Sales will increase rapidly. Commission paid on all repeat orders. This is no experiment. Several salesmen are now making big money. This proposition will not interfere with your present work. Write today before the best territory is taken. Address "Box 1423," care The Talking Machine World, 383 Madison Ave., New York City.

FOR SALE

Music store in Long Beach, California. Victor-Ivers & Pond-Gulbransen agencies, can be purchased at invoice. No charge for furniture and fixtures. Nice store, good location, fast growing city. Address "Box 1419," care of The Talking Machine World, 383 Madison Ave., New York City.

FOR SALE

Music store in live town near Los Angeles. Exclusive Victor agency with complete Victor catalog of records. Small goods. Good lease worth \$3,000. \$15,000 will handle. Best location. Thirty-five thousand people to draw from. Most desirable place in California to live. Paid \$9,000 net profit last year. Address "Box 1420," care of The Talking Machine World, 383 Madison Ave., New York City.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

WANTED—Salesman, familiar with the phonograph trade in the metropolitan district to handle sales of radio among the talking machine dealers. Prefer man who has been connected with Victor wholesaler. Address "Box 1397," care of The Talking Machine World, 383 Madison Ave., New York City.

WANTED—Long-established manufacturer of portable phonographs wants a sales manager who will be a traveling representative and call upon the company's jobbers to help them promote sales and develop business. Splendid opening for a man who is well known in phonograph trade. Address with full particulars to "Box 1424," care of The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—By phonograph man with all-around repairing, assembling and polishing experience. Address "Box 1416," care of The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—Married man, thirty-five years old, with fifteen years' experience as manager with one company. Would like to make a change at this time, and prefer Boston or vicinity. Address "Box 1418," care of The Talking Machine World, 383 Madison Ave., New York City.

Farny Succeeds Kimberly

E. R. Farny, manager of the Buffalo branch of the Rudolph Wurlitzer Co. for the past five years, has been appointed manager of the Chicago store at 329 South Wabash avenue, following the resignation of P. J. Kimberly, who has been manager for the past two years.



SELLING MUSICAL MERCHANDISE

By J. R. FREW

This is a practical book that describes the methods pursued by a successful music dealer in conducting his musical merchandise departments. It covers every routine problem incident to establishing and operating a department devoted to band and orchestra instruments.

This branch of the music industry has had a very prosperous year and an excellent opportunity awaits other dealers who take it up. It requires a small investment, gets quick turnover, involves no risk and, in addition to being highly profitable itself, increases the sale of talking machines, records, etc., and helps make a given store the music center of its community.

READ THE CONTENTS of THIS PRACTICAL BOOK

Chapter	From the Publisher. Introduction.
	PART I
	THE PROBLEM OF BUYING
	I. Buying in General.
	II. Importance of Quality in Buying.
	III. Where to Buy.
	IV. Future Buying.
	V. Buying for Special Sales.
	VI. Some Don'ts for the Buyer.
	PART II
	THE PROBLEM OF PUBLICITY
	VII. Advertising in General.
	VIII. Space or Display Advertising.
	IX. Advertising by Personal Contact.
	X. Advertising Through Service.
	XI. Direct and Mail Advertising.
	XII. Advertising Through Musical Attractions.
	PART III
	THE PROBLEM OF MANAGEMENT
	XIII. Management in General.
	XIV. Stock Display.
	XV. The Care of Stock.
	XVI. Inventory and Sales Analysis.
	XVII. The Question of Credit.
	XVIII. The Repair Department.
	XIX. The Value of Co-operation.
	PART IV
	THE PROBLEM OF SELLING
	XX. Selling in General.
	XXI. The Sales Organization.
	XXII. Psychology of Salesmanship.
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	XXIV. Organizing a Band or Orchestra.
	XXV. The Used Instrument Problem.
	PART V
	INSTRUMENTATION
	XXVI. Musical Organizations and Their Instrumentation.
	XXVII. The Principal Instruments of the Band and Orchestra Described.
	APPENDIX
	List of Principal Musical Merchandise Products

FREE INSPECTION OFFER

Edward Lyman Bill, Inc.,
383 Madison Avenue, New York.

You may send me, on five days' free inspection, your book **SELLING MUSICAL MERCHANDISE**. I agree to return it to you within five days, or remit \$2.00.

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



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON



W LIONEL STURDY MANAGER

Gramophone Production to Keep Up Despite Abolition of Import Duties

Analysis of Situation Which Will Result When McKenna Import Duties Are Dropped Shows Many Reasons for Encouragement—Important Court Action—Fire at Columbia Offices

LONDON, ENG., July 1.—The British music merchant has now, as it were, had time to regain his composure after what at first appeared to be a staggering blow, i. e., the abolition of the McKenna import duties. Particularly does this appear to be the case in talking machine circles where apparently the larger warrant for apprehension would seem to be more justified than in other sections of the trade. In piano manufacturing circles confidence in the ability to successfully compete with foreign manufacturers is slowly but surely permeating the trade, and after cool contemplation of the economic position on the Continent and recent large increases in the cost of production as well as workers' wages, the manufacturers and dealers are awaiting the actual abolition of the duties on August 1 with something approaching equanimity. The few big talking machine concerns, who themselves mostly manufacture the bulk of their parts, are not unduly restricting their output and recent trading reports from them are decidedly optimistic. The smaller concerns, too, who, prior to the imposition of the duties, were compelled to obtain the bulk of their tone arms and sound boxes from Germany and Switzerland, now know that these parts are to be obtained in better value in this country. But while foreign competition is likely to become increasingly acute, the tremendous advances made during recent years by British manufacturing concerns and the hold acquired by them is not likely to be easily displaced. In view of the increasing costs of manufacture abroad, the prices of all gramophone parts exported to our market will surely rank progressively high; indeed, advices have already been received here from both German and Swiss manufacturers that after August 1 prices will definitely be increased. This applies to motors, tone arms, sound boxes, etc., and varies from 15 to 20 per cent.

The obvious deduction is that if British manufacturers of these components believe it necessary to amend their prices, and that is highly problematical, a reduction of 5 to 10 per cent may be regarded as the limit. It is more than likely, according to my information, that the season's demand will keep selling costs

in most cases at the present level, maintaining the present stability of the industry.

A Gramophone (H. M. V.) Patent Action

On June 17 last, in the Chancery Division, the Gramophone Co. (His Master's Voice) applied for and obtained an interlocutory injunction in a patent action in respect to improvements in diaphragms for acoustical instruments. The plaintiff was represented by Mr. Whitehead, K. C.; the defendants, Messrs. Saunders and Phillips, of East Ham, not being represented. Lovell Newton Reddie, a chartered patent agent, who had charge of the patent matters of the plaintiff company, declared, on affidavit, that he examined the Lumiere patent, No. 11015, of 1909 when the company was considering buying it in 1908, and the search at that time and subsequently failed to reveal a prior publication. The letters patent obtained were for an improvement in diaphragms for acoustical instruments, and the invention consisted in the substitution for the plane diaphragm generally used in such instruments of a diaphragm consisting of one or more elements composed of a sheet of elastic material twisted out of its natural or unconstrained condition into a condition of molecular stress, resulting in an improved sound reproduction, and permitting the use of a diaphragm several times larger than the plane diaphragm, with a consequent increase in proportion of the volume of air vibrations, enabling, in the case of a gramophone or loud speaker, the use of an amplifying horn to be dispensed with. A diaphragm for loud speakers exhibited and which he, Mr. Reddie, had examined, was alleged to be a decided infringement. A piece of twisted paper was utilized.

Justice Tomlin made the order for the interlocutory injunction requested.

Two New Companies

The recent registration of two new companies calls for mention in view of special claims made in respect to methods of recording sound. The Filograph (Parent) Co., Ltd., is formed to acquire and work certain inventions in connection with sound recorders and reproducers comprised in British Patent Office specification No. 130,585, and French Patent Office specification No. 500,363. The claim for this invention is that it

enables sound to be recorded and reproduced by means of structureless thread. I am promised particulars of this system later. The other concern is called the Scratchless Record Co., Ltd., a name which, if lived up to, promises something distinctly interesting. Here again it is impossible to obtain information sufficient to explain whether or not a new system is involved.

Fire at Columbia Offices

The premises of the Columbia Gramophone Co., in Clerkenwell road, this city, were in considerable danger of being destroyed by fire on the evening of June 6. The conflagration broke out in the adjacent premises of the Westclox Speedometer Co. and was only under control after some hours of keen fighting with the flames. It was thought at one time that the Columbia premises would be involved, but the only damage was by water, one of the recording rooms being slightly affected and necessitating the holding over of one or two recording sessions.

Gramophone Problems Discussed at Convention

At the British Music Industries Convention, held at Folkestone, a meeting was arranged by the Gramophone Dealers' Association at which considerable discussion took place regarding the following subjects: (1) The best method of disposing of second-hand and obsolete gramophones; (2) the necessity of audition rooms for every gramophone dealer.

In opening the meeting the president, Sydney E. Moon, referred to the comparative youth of the industry which, from its inception, had been worked on a businesslike basis. For the reason of price maintenance it had been decided there should be no official recognition of second-hand instruments. It was now necessary, said Mr. Moon, to consider the question. They had all to take gramophones in exchange, many of which could not be classed as second-hand but obsolete. The dealers could not afford to give those instruments away and the time had come to recognize the fact of second-hand machines. The introduction of the cabinet and console models had brought about an increased sale, and many more people would buy them if they were allowed a fair price for the machine they had bought a few years previously. Why should not they (the dealers) be allowed to dispose of such machines in an ordinary straightforward way? It was to guide the committee in putting up a plan to the manufacturers that the meeting had been called.

Thereafter considerable discussion followed, although a definite method of disposing of sec-

The VULCAN
Mainspring for
TALKING
MACHINES.
MANUFACTURED BY
J. Stead & Co. Ltd.
SHEFFIELD, ENGL.

Size 7/8
No 40

Vulcan
MAINSRING
MANUFACTURED BY
J. Stead & Co Ltd
Established 1901
SHEFFIELD,
ENGLAND.

FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 154)

Hornless, Table Grand, Upright and Horizontal Cabinet Grands

Actual Manufacturers Export a specialty

REX GRAMOPHONE COMPANY

59 Chiswell Street, LONDON, E. C., England
Cable Address "Lyrecodisc, London"

ond-hand machines was not put forward. One suggestion was that there would be no difficulty in reselling them if, on being taken in exchange, they were promptly reconditioned. Another suggestion, which was strongly favored, was that, in view of the strong objections of the manufacturers to the advertising of second-hand machines, the dealers should be permitted to make a special feature of them for a specified period in each year. This latter suggestion obtained a concurrence of opinion and further consideration of the question was left to the committee.

Audition Rooms

The necessity for audition rooms was next discussed and in introducing the subject the president stated that no doubt all present were agreed on the matter, and it was hoped that the publicity given to the expression of their views would lead to the agreement of those dealers who did not attend the convention.

Louis Sterling, managing director of the Columbia Graphophone Co., a member of the convention and who had been invited to attend the meeting, referred to the prevalence of audition rooms in the United States, but said that on his recent visit he had been impressed by the number of audition rooms here that were being disposed of to make place for what was known as the Audak, "a sort of telephone instrument to put to your ear and you hear an excellent reproduction of the record." The Audak, said Mr. Sterling, required less room, less salesmen, and the small dealer who had not sufficient space for an audition room could easily install a couple of Audaks and still have space to spare. He, Mr. Sterling, thought so highly of the Audak that he had bought several for his own company's use and he strongly urged the dealers to consider the Audak for their showrooms.

Gramophone and Wireless

Several times in the course of the meeting the question of the relation of the trade to the handling of wireless was mentioned. A special committee had been formed to consider the necessity for the Association to form a separate branch to deal with wireless, and Ernest Marshall, a prominent member of the committee, strongly urged the music trade generally and the gramophone dealers particularly to increase their interest in the development of wireless, as undoubtedly they were the people who should handle the wireless trade.

Sir Henry Wood Eulogizes the Gramophone

In the course of a highly interesting speech on "The Influence of the Gramophone on Musical Culture," Sir Henry Wood, the famous conductor of the Queen's Hall Orchestra, at the British Music Trades Convention, eulogized the value of the gramophone in the following significant words:

"In my opinion the gramophone, as we know it to-day, is a musical instrument capable of highly artistic performance of music. It is an instrument which is already—and will increasingly be—of great influence on musical culture. Its reproduction of the tones of voices and instruments is not only a mechanical triumph; it is an artistic godsend.

"Musical culture is influenced by three things in particular: first, by the frequent performance of music, and, in consequence, the frequent hearing of music; second, by the quality of music performed and the quality of its performance, and, third, by the expansion of the musical public. The first and second of these influences tend to deepen and broaden the musical culture which already exists in a community, and the third influence naturally develops musical culture where it does not exist. The gramophone is influencing musical culture in all three ways.

"There is a vast field for the gramophone's work in

the education of children. I should rejoice to see a gramophone in every school in the land. It is an invaluable aid in the teaching of music to children. It has the power not only to interest them, but to place before them with clearness, and with the repetition that is so necessary, facts and features of music they must learn if they are even to understand it. Moreover, the gramophone can play to the children untiringly, and there is no better way of persuading them to love music than to play it to them. As an influence on the musical culture of the children in our schools, I personally know of nothing which approaches the gramophone in convenience or capacity."

An interesting suggestion put forward by Sir Henry Wood in the course of his speech was that an important governing body, society or the government should found a permanent home for the making, the storage and the classification of speech records. A building should be allotted with a small staff where a large and varied quantity of records could be made and kept of twentieth century speeches.

Brief Paragraphs of Interest

Hubert C. Ridout, the well-known advertising

manager of the Columbia Graphophone Co., who attended the 1923 Advertising Convention in Atlantic City, U. S. A., is again a delegate of the Thirty Club to the International Advertising Congress to be held at the British Empire Exhibition this month.

The annual general meeting of the Gramophone Manufacturers' Association is announced to be held shortly when a new president for the forthcoming (fiscal) year will be elected. In a secretarial announcement matters of particular interest are down to be discussed. More anon.

The president of the Emerson Phonograph Co., Inc., Mr. Abrams, is at the Savoy Hotel, London, where I had the pleasure of a chat with him. On this trip he combines business and pleasure; the former I may have something to say about later on if certain plans mature. After leaving London Mr. Abrams intends to visit the Continent before returning home.

Another Phase of False Advertising Under Ban

Federal Trade Commission Prohibits Use of Brand Names and Terms Designed to Mislead Public Regarding City of Origin

WASHINGTON, D. C., July 7.—A decided improvement in advertising ethics is being sought by the Federal Trade Commission, which has recently launched a campaign to eliminate the use by manufacturers and others of brand names and advertising terms which will mislead the public into thinking that the commodities advertised are made in well-known trade centers when such is not a fact.

Several instances of this have recently been taken up by the Commission, which has issued orders prohibiting the use of the word "Rochester" in connection with men's clothing not made

in Rochester, N. Y., a center of the clothing industry. It has also prohibited the use of the word "Tampa" in connection with cigars made elsewhere than in the Tampa, Fla., district, and the word "Havana" in connection with cigars not actually made of tobacco grown in and imported from Cuba.

The Commission now has before it other cases where "key" words are used to give the impression that a commodity is made in a certain city or from certain ingredients when such is not a fact. It has taken up, for instance, use of the word "Sheffield" in connection with silver-plated ware not made in Sheffield, England, and will take up similar practices in other industries.

It is the attitude of the Commission that the use of these "key" words misleads the public into thinking a commodity is produced in a certain city or from certain materials, and is an unfair method of competition with manufacturers who do not resort to the same practice.

IF YOU handle or are thinking of handling other products, in addition to talking machines and records—you need **THE MUSIC TRADE REVIEW**, which is the most authoritative and informative business paper at your command, covering every branch of the music industry—pianos, players, reproducers, organs, automatics, band instruments, musical merchandise, small goods, sheet music, talking machines, radio, etc., etc.

Twelve to fourteen feature articles, showing how the other fellow is increasing his profits, appear each month in **THE REVIEW**—that's why it is the most profitable weekly paper in the field for you to read and why it will assuredly help you increase your profits.

\$2 Brings You 52 Issues of The Review.

WATCH



IN 1924

383 MADISON AVE.

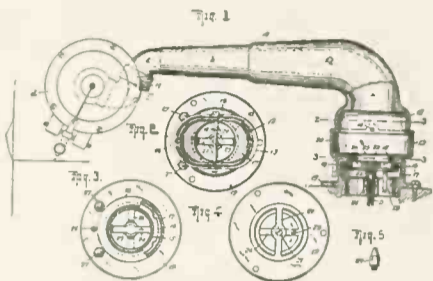
NEW YORK CITY

Established 1876 — The Oldest and Largest in Its Field.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., July 9.—Tone Arm for Phonographs. Ramon Rodriguez, New York. Patent No. 1,495,359.

This invention relates to phonographs and more particularly to the tone arms thereof and has for its object to provide a novel tone arm construction whereby the efficiency of the pho-



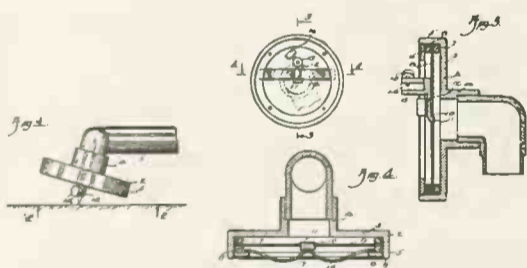
nograph as a reproducing instrument is materially improved.

In the accompanying drawings, which show an example of the invention without defining its limits, Figure 1 is a side elevation of the tone arm; Fig. 2 is a sectional view on the line 2—2 of Fig. 1; Fig. 3 is a sectional view on the line 3—3 of Fig. 1; Fig. 4 is a fragmentary, inverted plan view; and Fig. 5 is a detail view of a stop included in the construction.

Sound-box for Talking Machines. Karakin Nalbantian, New York, Patent No. 1,491,723.

This invention relates to sound boxes for talking machines and has for an object to provide an improved construction which may be readily used with either zigzag or hill-and-dale records. The object of the invention is to provide an improved construction of sound box adapted to be used with the usual talking machine tone arm and adapt the tone arm to operate properly in association with either hill-and-dale or zigzag grooved records. Another object is to provide a sound box in which the parts are so arranged that they may be readily removed but when in use are firmly clamped together.

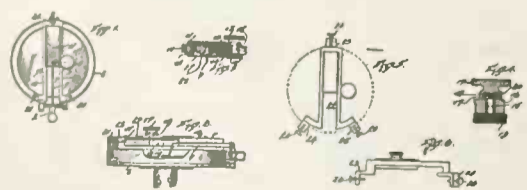
Figure 1 is a side view of a sound box embodying the invention, the same being shown in connection with part of the tone arm of a talking machine; Fig. 2 is a view of the sound



box shown in Fig. 1 approximately on line 2—2; Fig. 3 is a sectional view through Fig. 2 approximately on line 3—3, the same being on an enlarged scale; Fig. 4 is a sectional view through Figure 2 approximately on line 4—4, the same being on an enlarged scale.

Sound Box. Anthony P. Frangipane, Kingsland, N. J., assignor to Wm. J. Bauer, New York. Patent No. 1,491,745.

This invention relates to improvements in sound boxes for phonographs, one of the ob-



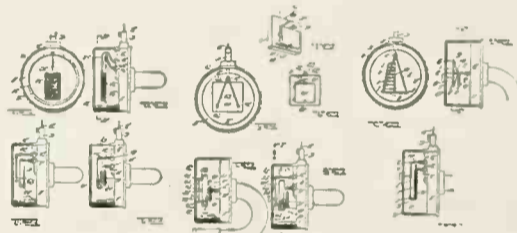
jects being to provide means to vary the tones; in other words, to soften the tones at will and to a desired degree. To carry out the invention a device or element is provided to restrain the vibrations of the stylus arm, or arm which imparts vibration to or receives same from a

needle. The improved vibration restraining device is adjustable longitudinally of the stylus arm in order that it can be caused to contact with the restraining element to a desired extent. The improved device can be incorporated with a sound box or may be in the form of an attachment.

Figure 1 illustrates a top plan view of a sound box provided with the improvement; Fig. 2 is a sectional view thereof, partly in elevation, the section being taken on line 2—2 in Fig. 1; Fig. 3 is an enlarged sectional detail view, the section being taken on line 3—3 in Fig. 1; Fig. 4 is a similar view, the section being taken on line 4—4 in Fig. 1; Fig. 5 is a top plan view of a modified form of the invention, and Fig. 6 is a side view thereof.

Sound Box and Attachment. Frank B. Crosier, University, Miss., assignor of one-half to Arthur B. Crosier, same place. Patent No. 1,495,888.

This invention relates to an improved attachment for sound boxes of the type used in association with sound reproducing machines, such as phonographs and the like. The object of the patent is to obtain better tone quality from reproduction machines through use of an attachment which functions as a weight so that the inertia of the system is increased, and for the inhibition of the vibratory action of the vibrat-



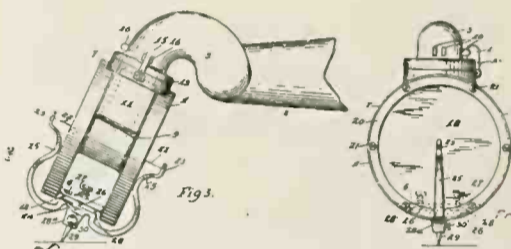
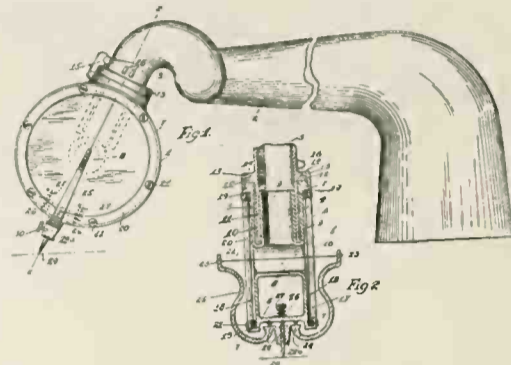
ing bar of the sound box for the obtaining of tone betterment. In the recording of records using above, the object is to secure an inhibition of the mechanical vibrations set up in the recording disc of the recording instrument, so that only the vibrations of the instruments played before the recording machine are recorded on the recording record, so that from records obtained from original recording record, better tone quality is obtained, through inhibiting the mechanical vibrations induced in sound recording instrument. The attachment also acts as a resonant body, or in the capacity of an auxiliary sound board, which being capable of high vibration rates produces better tone production. The sound box and attachment function in two capacities: First, for the obtaining of tone betterment in reproduction and recording; second, the inhibition of mechanical vibrations from a reproduction or recording machine, for obtaining better sound reproduction and recording.

In the accompanying drawings Figure 1 is a side elevational view of one embodiment of the aforesaid device constructed in accordance with this invention, showing the same attached to a sound box, the housing for the casing being shown in section. Fig. 2 is a top plan view thereof with the casing in section. Fig. 3 is a sectional view taken substantially on the plane of the line 3—3 of Fig. 2. Fig. 4 is a view similar to Fig. 1 disclosing a different embodiment of the invention. Fig. 5 is a top plan view thereof. Figs. 6 and 7 are sectional views taken substantially on the planes of the lines 6—6 and 7—7 respectively of Fig. 4. Fig. 8 is a detail perspective view of the device with the casing removed. Fig. 9 is a view similar to Fig. 4 disclosing still another modified form of the invention. Fig. 10 is a view approximating that shown in Fig. 9 disclosing a slightly different embodiment of the invention. Fig. 11 is a view simulating Figs. 9 and 10 showing a further modification of the invention. Fig. 12 is a sec-

tional view taken substantially on the plane of the line 12—12 of Fig. 11.

Reproducer for Talking Machines. Carl Scrabic, Urbana, O. Patent No. 1,495,265.

This invention relates broadly to talking machines, and has particular reference to the re-



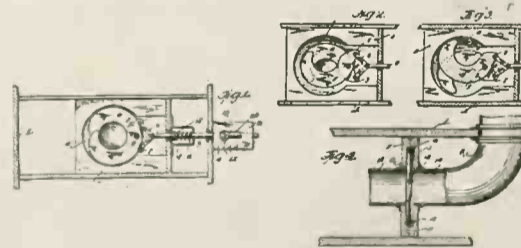
producer structure thereof, the object of the invention being to provide a reproducer of simple and yet efficient construction, capable of being employed with records of standard manufacture and to be of a highly sensitive and accurately balanced character in order that the same may efficiently reproduce all of the sound undulations of a record in a clear, positive and pleasing manner.

Figure 1 is a side elevation of a sound box constructed in accordance with the preferred principles of the invention. Fig. 2 is a transverse vertical sectional view taken through the sound box on the plan disclosed by the line 2—2 of Fig. 1. Fig. 3 is an edge elevation of the sound box and disclosing the same as employed for playing the so-called "hill and dale" type of record. Fig. 4 is a front elevation of a sound box with the parts positioned as shown in Fig. 3.

Talking Machine Modulator. Carl Scrabic, Urbana, O. Patent No. 1,495,266.

This invention has particular reference to an improved structure for regulating the intensity or volume of the sounds emitted from the amplifier structures of talking machines.

The primary object of the invention resides



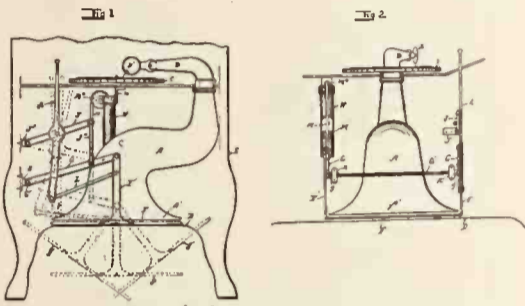
in the provision of a tone modulator of the aforesaid character wherein is embodied a pair of pivotally movable jaws which are relatively disposed in such manner that the same may be moved to increase or decrease the diameter of that portion of the amplifier structure in which the modulator is mounted, the construction being such that the modulator will simply tend, when substantially closed, to soften the tonal qualities of the sound vibrations without in any way sacrificing their real values. In other words, the modulator comprising the present invention is constructed with the view of not merely muffling sounds within an amplifier, as is common in past constructions, but with the view of merely lessening the sound intensity and at the same time preserving over-tones and partials.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 156)

Figure 1 is a transverse vertical sectional view taken through the amplifier structure of a talking machine and disclosing the location and construction of the modulator forming the subject matter of the present invention. Fig. 2 is a similar view disclosing the jaws of the modulator in a position partially obstructing the amplifier. Fig. 3 is a similar view disclosing the jaws in their fully closed position. Fig. 4 is a vertical longitudinal sectional view taken through the amplifier and the co-operative modulator.

Phonograph. Wm. T. Carnes, Kansas City, Mo., assignor to Carnes Artificial Limb Co., same place. Patent No. 1,495,951.

This invention relates to phonographs, and the object thereof is to provide a resonator or horn which projects the tones through the bottom of the machine case. Also to provide a mute or muffler and controlling mechanism

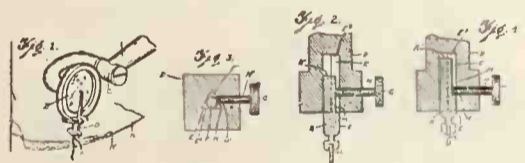


therefor which can be positioned close to or spaced away from the resonator, or which can be used as a deflector to deflect the sound laterally when desired.

Figure 1 is a side elevation of the improved resonator and mute mechanism with the casing of the machine outlined thereabout. Fig. 2 is a front view of the same.

Sound Reproducing Needle. Nelson C. Ovatt, Detroit, Mich. Patent No. 1,495,609.

The present invention particularly contemplates an improved needle construction wherein the needle is automatically positioned in the holder and can thus be removed and reinserted numerous times without interfering with the sound reproducing qualities of the mechanism. A further very important feature of the invention is the arrangement whereby the shank of the needle is so formed that the end of the needle cannot be shoved into the seat far enough to contact with the end of the seat, thus avoiding the possibility of double vibration caused by the contact of the end of the



needle with the seat. Other objects of the invention are to provide a construction whereby needles of the type now on the market can be economically formed or constructed to automatically position themselves in the holders; and in general to provide a new and improved needle construction of the character above referred to. This invention is a substitute for the subject matter of applicant's prior application filed April 15, 1918. Serial No. 228,605.

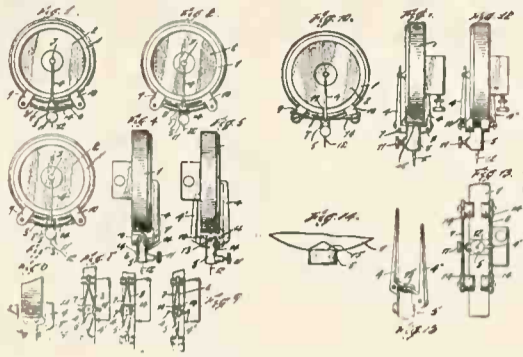
In the drawings Figure 1 is a perspective view of a sound box of a phonograph, showing one of the needles in use. Fig. 2 is an enlarged detail view of the needle. Fig. 3 is a cross-section on the line 3-3 of Fig. 2. Fig. 4 is a view showing the manner in which the end of the needle is automatically kept out of contact with the end of the seat.

Phonograph Sound Box. Joseph Hoffay, New York. Patent No. 1,496,313.

This invention relates to sound boxes for

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SEND \$2.50 U. S. A.
for our No. 24 Touch Up Outfit, consisting of 1 pint varnish, set of stains, polish and instructions
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phonographs and the like, and more particularly to the means for mounting the stylus lever, or carrier, on the sound box whereby the sound



reproduction is greatly improved. An important feature of the invention resides in the fact that yielding forces are applied to the diaphragm, said forces acting in opposite directions so that the diaphragm is not only quickly responsive to movement but also quickly returns to its normal state when displaced therefrom.

Another feature of the invention relates to the complete insulation of the diaphragm from any sound vibrations not communicated through the stylus by the record.

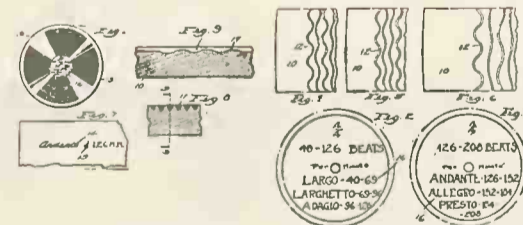
Figure 1 is a front elevation of one form of the improved stylus mounting. Fig. 2 is a front elevation of a form of mounting in which the stylus lever is forked. Fig. 3 is still another form, and differs from that shown in Fig. 2 in the manner of mounting the resilient rods or wires. Fig. 4 is a side elevation of Fig. 1. Fig. 5 is a side elevation of Fig. 2. Fig. 6 is a broken side elevation of Fig. 3. Fig. 7 is a bottom plan view of Fig. 3. Fig. 8 is a bottom plan view of Fig. 1. Fig. 9 is a bottom plan view of Fig. 2. Fig. 10 is a front elevation of still another and preferred form of the invention. Fig. 11 is a part sectional and part side elevation thereof, showing the manner of mounting the stylus carrier and showing the manner in which the rods 7 and 8 pass through said carrier. Fig. 12 is a side elevation showing more particularly the manner of securing the ends of the rods by means of screws carried in the brackets carried by the casing. Fig. 13 is a bottom plan view, showing the substantial parallel arrangement of the rods 7 and 8. Fig. 14 is a detailed view showing the manner of engagement of the flat surface 15 of the stylus carrier with the notch in the sound box casing.

Fig. 15 is a detailed view in perspective of the forked stylus carrier.

Device for Counting Time. Adelaide L. Ewing, Des Moines, Ia. Patent No. 1,496,258.

An object of the invention is to provide a simple device for counting the time for a student of music while practicing. A further object is to provide such a device which will be of such character as to attract the attention of the pupil.

Another object is to provide in such a device



means for accenting certain beats in a measure.

More specifically, it is the object to embody such a device in a phonograph record wherein the beats may be expressed by means of a human voice, a triangle, a combination of the two, or by means of any sound which will be individual enough in character to attract the student's attention.

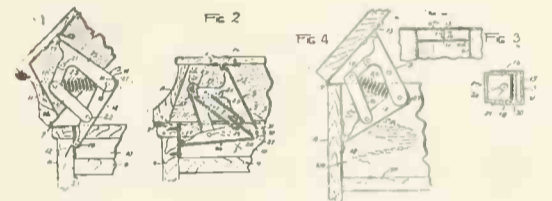
In addition to the foregoing objects, it is contemplated to provide on the record means whereby the timing of the beats may be regulated and determined by the use of the speed regulator on the phonograph.

Figure 1 is a plan view of a phonograph record embodying the invention. Fig. 2 is a view of a central portion of a record, illustrating a

table which may be printed on the record, whereby a tempo expressed on the music in words may be translated so as to enable a student to set the phonograph at the proper speed. Fig. 3 shows the central portion of the reverse side of the record shown in Fig. 2. Fig. 4 is an enlarged view of a portion of a record wherein every other beat is accented. Fig. 5 is an enlarged view of a portion of the record wherein every third beat is accented. Fig. 6 is an enlarged view of a portion of a record wherein one beat is accented and another beat is slightly accented. Fig. 7 shows a portion of a sheet of music upon which the tempo is expressed in two different forms. Fig. 8 is a sectional view of a record wherein the vibrations are produced vertically. Fig. 9 is a sectional view of the same taken on the line 9-9 of Fig. 8.

Phonograph Lid Support. William G. Aldeen, Rockford, Ill., assignor to National Lock Co., same place. Patent No. 1,496,965.

This invention relates to a support for phonograph lids adapted effectively to prevent the lid from dropping and also to insure the proper counterbalancing of the lid so that it may be left at will in either open, intermediate or closed position.



One of the principal objects of the invention is to provide a support of exceedingly compact form which is arranged to be mounted above the motorboard at the hinge connection between the lid and the cabinet, thereby obviating the necessity for making holes in the motorboard which, besides being unsightly, are objectionable in that dust and dirt and frequently reproducer needles fall through them and lodge in the driving mechanism suspended under the motorboard. The manner of attachment, furthermore, enables individual users to procure the support as an accessory and to apply the same to replace the ordinary prop type of supports with which phonographs have commonly been equipped in the past.

In the accompanying drawings illustrating a preferred embodiment of the invention Fig. 1 is a vertical section through the upper rear portion of a phonograph of the dome type, showing a lid support constructed in accordance with the invention operatively connected between the cabinet and the lid thereof, the lid being illustrated in open position. Fig. 2 is a similar view showing the lid support in section, the phonograph lid having been moved to closed position. Fig. 3 is a transverse sectional detail of a portion of the lid support and is taken on the line 3-3 of Fig. 2. Fig. 4 is a view similar to Fig. 1 showing the support applied to a phonograph of the console type. Fig. 5 is a sectional detail on a reduced scale of a phonograph cabinet illustrating how, in accordance with the invention, a single lid support may be attached at the middle of the lid to support the same without causing it to warp.

The D. Z. Phillips Co., Pueblo, Colo., has completed alterations which afford more floor space for the music department.

REPAIRS

All Makes of Talking Machines
Repaired Promptly and Efficiently
REPAIR PARTS FOR ALL MACHINES

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Advance RECORD BULLETINS for August, 1924

Victor Talking Machine Co.

- LIST FOR JUNE 27**
- 45419 Out Fishin' and The Junk Box—Recitations, Edgar Guest 10
Bread and Gravy and Pretending Not to See—Recitations.....Edgar Guest 10
- 19347 June Brought the Roses.....Marcia Freer 10
Waiting for the Dawn and You.....Lewis James 10
- DANCE RECORDS**
- 19345 Pale Moon—Fox-trot, Paul Whiteman and His Orch. 10
Fox-trot Classique—"From the Land of the Sky Blue Water"—"To a Wild Rose," Jean Goldkette and His Orch. 10
- 19344 Big Boy!—Fox-trot—Ted Weems and His Orch. 10
Savannah—Fox-trot...Ted Weems and His Orch. 10
- 19346 Wa-Wa-Waddle Walk—Fox-trot, Waring's Pennsylvanians 10
Nobody's Sweetheart—Fox-trot, Charles Dornberger and His Orch. 10
- 1012 Music of the Spheres—Molto Lento (Rubinstein), Flonzaley Quartet 10
Quartet No. 3 in E Flat Minor—Scherzo (Tschaikowsky).....Flonzaley Quartet 10
- 1013 Maria, Mari! (Di Capua)—Neapolitan, Rosa Ponselle 10
Carmè (De Curtis)—Italian.....Rosa Ponselle 10
- FEATURE RECORDS**
- 704 Simple Confession (Thome)—Violoncello Solo, Kindler 10
Killarney (Balfe)—Violoncello Solo...Kindler 10
- 45304 Song of Love (from "Blossom Time"), Marsh-Dadmun 10
Serenade (Donnelly-Romberg, Murphy-Orpheus Quartet 10
- LIST FOR JULY 3**
- 19324 Face to Face.....Henry Burr 10
Pass Me Not, O Gentle Saviour, Charles Harrison-Clifford Cairns 10
- 19295 Lady Moon (2) The Village Dance, Anna Howard-Laura Littlefield 10
I Know a Bank...Anna Howard-Laura Littlefield 10
- 19352 Tom Boy Blues.....The Duncan Sisters 10
Bull Frog Patrol.....The Duncan Sisters 10
- DANCE RECORDS**
- 19353 Paradise Alley—Fox-trot, Paul Whiteman and His Orch. 10
Where the Rainbow Ends—Fox-trot, Paul Whiteman and His Orch. 10
- 19351 A Thousand Kisses—Waltz, International Novelty Orch. 10
Apache Dance....International Novelty Orch. 10
- 19354 I'm On My Way Back Home—Fox-trot, Charles Dornberger and His Orch. 10
Just to be Held in Your Arms—Fox-trot, Charles Dornberger and His Orch. 10
- RED SEAL RECORDS**
- 1015 By the Waters of Minnetonka (An Indian Love Song) (Lieurance).....Renée Chemet 10
Under the Leaves (Thomé).....Renée Chemet 10
- 952 Napulitanata (Fair Maiden of Naples) (Di Giacomo-Costa)—Neapolitan.....Tito Schipa 10
Chi se nne scorda cchiù! (Oh, How Can I Forget!) (Marvasi-Barthélemy).....Tito Schipa 10
- FEATURE RECORDS**
- 725 Melody in A Major (Dawes)—Violin Solo, Kreisler 10
Paradise (Viennese Folk Song) (Krakauer-Kreisler).....Kreisler 10
- 55093 American Fantasia—Part I ("Hail Columbia"—"Old Folks at Home").....Herbert's Orch. 12
American Fantasia—Part II ("The Girl I Left Behind Me"—"Dixie"—"Columbia, the Gem of the Ocean"—"Star Spangled Banner"), Herbert's Orch. 12
- ADVANCE LIST FOR JULY 11**
- 45420 In the Garden of To-morrow (Graff, Jr.—Deppen).....Elsie Baker 10
My Thoughts of You (Rosamonde-Davis), Elsie Baker 10
- 19355 You Know Me Alabam, Georgie Price with The Troubadours 10
Nobody's Child, Georgie Price with The Troubadours 10
- INSTRUMENTAL RECORD**
- 19331 La Gazza Ladra—Overture—Part I (The Thiev-ish Magpie) (Rossini), Victor Symphony Orch. 10
La Gazza Ladra—Overture—Part II, Victor Symphony Orch. 10
- DANCE RECORDS**
- 19356 To-night's the Night—Fox-trot, Philip Spitalny and His Orch. 10
Just Leave Me Alone—Fox-trot, Jack Chapman and His Drake Hotel Orch. 10
- 19357 There's No One Just Like You—Fox-trot,

- Coon-Sanders Original Night Hawk Orch. 10
Why Don't My Dreams Come True—Fox-trot, Coon-Sanders Original Night Hawk Orch. 10
- 19362 Good Night Sleep Tight—Fox-trot, Waring's Pennsylvanians 10
I'm Haunted by That Swance River Song—Fox-trot.....Waring's Pennsylvanians 10
- RED SEAL RECORDS**
- 1022 Widmung (Dedication) (Schumann)—In German, Maria Jeritza 10
Dein blaues Auge (So Clear Thine Eyes) (Brahms)—In German.....Maria Jeritza 10
- 945 Brown October Ale (from "Robin Hood") (Smith-De Koven).....Reinald Warrenrath 10
Stein Song (Hovey-Bullard), Reinald Warrenrath 10
- FEATURE RECORDS**
- 6143 Aloha Oe (Farewell to Thee) (with Orpheus Quartet).....Gluck 12
My Old Kentucky Home (with Male Chorus) (Foster).....Gluck 12
- 16529 La Paloma (The Dove).....Sousa's Band 10
Over the Waves Waltz.....Pryor's Band 10
- LIST FOR JULY 18**
- 19335 Love's First Kiss.....Della Baker 10
Out of the Dusk to You.....Della Baker 10
- 19358 Just for Remembrance.....Elliott Shaw 10
Just Some Roses.....Lewis James 10
- 19359 Hard Times.....Eddie Hunter 10
Mamie.....Eddie Hunter 10
- INSTRUMENTAL RECORD**
- 19363 On the Mall—March.....The Goldman Band 10
The Pioneer—March.....The Goldman Band 10
- DANCE RECORDS**
- 19360 That's the Tune—Fox-trot, Charles Dornberger and His Orch. 10
Tropical Palms—Fox-trot, Charles Dornberger and His Orch. 10
- 19361 Lonely Little Wallflower—Fox-trot, The Benson Orch. of Chicago 10
Worryin' Blues—Fox-trot, Philip Spitalny and His Orch. 10
- RED SEAL RECORDS**
- 6457 Album Leaf—Romance (Albumblatt) (Wagner-Wilhelmj).....Mischa Elman 12
The Gondolier's Song—Gondoliera (Ries), Mischa Elman 12
- 6456 Lucrezia Borgia—Vieni la mia vendetta (Haste Thee, for Vengeance) (Donizetti)—In Italian, José Mardones 12
Pipelè—Questa notte mentre a letto (At Night While Sleeping) (De Ferrari)—In Italian, José Mardones 12
- FEATURE RECORDS**
- 770 Little Grey Home in the West (Eardley-Wilmot-Löhr)—Cello by Bourdon.....McCormack 10
Mavis (Lefevre-Craxton).....McCormack 10
- 17701 Hawaiian Waltz Medley—Hawaiian Guitars, Pale K. Lua-David Kaili 10
Kilima Waltz—Hawaiian Guitars, Pale K. Lua-David Kaili 10

- Ricketts)—Blues Fox-trot, The Tennessee Tooters 10
- POPULAR SONGS**
- 140-D Monkey Doodle (Morse)—Columbia Novelty Orch. Accomp.....Eddie Cantor 10
Oh, Papa! (Elman)—Columbia Novelty Orch. Accomp.....Eddie Cantor 10
- 136-D Bringin Home the Bacon (Bannister-Colwell-Van-Schenck)—Comedienne with "The Georgians" (Direction of Frank Guarente), Blossom Seeley 10
A New Kind of Man With a New Kind of Love for Me (Clare-Flatow)—Comedienne with "The Georgians" (Direction of Frank Guarente).....Blossom Seeley 10
- 132-D Hinky Dinky Parlay Voo (Dubin-McHugh-Mills-Dash)—Tenor and Baritone Duet, Billy Jones and Ernest Hare 10
I'm Gonna Bring a Watermelon (Conrad)—Tenor and Baritone Duet, Billy Jones and Ernest Hare 10
- 133-D Wait'll You See My Gal (Sullivan-Wilber)—Male Quartet—Orch. Accomp., Shannon Four 10
Any Old Time at All (Ringle)—Male Quartet Orch. Accomp.....Shannon Four 10
- 141-D Deep In My Heart (Schenck)—Tenor Solo—Orch. Accomp.....Lewis James 10
Old Familiar Faces (Edwards)—Tenor Solo—Orch. Accomp.....Lewis James 10
- 138-D Memory Lane (Spier-Conrad)—Mezzo-Soprano—Tenor Solo—Orch. Accomp., May Meredith-Lewis James 10
Where the Rainbow Ends (Ayer)—Mezzo-Soprano—Tenor Solo—Orch. Accomp., May Meredith-Lewis James 10
- NOVELTIES**
- 130-D The Wreck of the Southern Old '97—Harmonica and Guitar—Vocal Chorus, Ernest Thompson 10
Arc You From Dixie (Cobb)—Harmonica and Guitar—Vocal Chorus...Ernest Thompson 10
- 129-D Big-Eyed Rabbit—Fiddle and Banjo—Vocal Chorus...Samantha Bumgarner-Eva Davis 10
Wild Bill Jones—Banjo—Vocal Chorus, Eva Davis 10
- 137-D Haste to the Wedding—Accordion Novelty with Singing.....Francis Quinn 10
Miss Wallace's Reel—Fiddle Novelty, Francis Quinn 10
- NEGRO SPIRITUALS**
- 128-D Deep River (Burleigh)—Negro Spiritual—Carroll Clark with Fletcher Henderson at the Piano 10
I'm So Glad Trouble Don't Last Away (Dett)—Negro Spiritual—Carroll Clark with Fletcher Henderson at the Piano 10
- 20018-D I'm Falling in Love With Some One (Herbert)—Tenor Solo—Orch. Accomp., Tandy Mackenzie 10
Flirtation (Meyer-Helmund)—Tenor Solo—Orch. Accomp.....Tandy Mackenzie 10
- 30007-D A Little Coon's Prayer (Hope)—Soprano Solo with Male Quartet, Alice Nielsen-Shannon Four 10
Nebber Min' Mah Honey (Riker)—Soprano Solo with Male Quartet, Alice Nielsen-Sbannon Four 10
- 20019-D To Spring (Grieg)—Violin Solo with Samuel Chotzinoff at the Piano...Sascha Jacobsen 10
Capriccio-Valse (Wieniawski)—Violin Solo with Samuel Chotzinoff at the Piano, Sascha Jacobsen 10
- NEGRO RECORDS**
- 14022-D Mean Papa Turn in Your Key (Miller)—Guitar and Piano Accomp.....Clara Smith 10
Back Woods Blues (Brooks)—Guitar and Ukulele Accomp.....Clara Smith 10
- 14023-D Hateful Blues (Bradford)—Violin and Piano Accomp.....Bessie Smith 10
Frankie Blues (Bradford)—Violin and Piano Accomp.....Bessie Smith 10
- 14021-D Cold Weather Papa (Miller)—Clarinet and Piano Accomp.....Clara Smith 10
War Horse Mama (Miller)—Clarinet and Piano Accomp.....Clara Smith 10
- 144-D Ground Hog Blues (Gray)—Blues Fox-trot, The Tennessee Tooters 10
Chattanooga (Down in Tennessee) (Grainger-Ricketts)—Blues Fox-trot, The Tennessee Tooters 10

Columbia Phonograph Co.

COLUMBIA NEW PROCESS RECORDS

- DANCE RECORDS**
- 135-D From One Till Two (Bard-Hoover)—Fox-trot, Paul Specht and His Hotel Alamac Orch. 10
Forget Me Not (Conrad-Hanbury-Gillen)—Fox-trot, Paul Specht and His Hotel Alamac Orch. 10
- 142-D Doodle Doo Doo (Kassel-Stitzel)—Fox-trot, (Direction of Frank Guarente), The Georgians 10
Savannah (Fisber)—Fox-trot (Direction of Frank Guarente).....The Georgians 10
- 131-D Why Did I Kiss That Girl? (King-Henderson)—Fox-trot (Incidental Chorus by Billy Jones).....Columbia Novelty Orch. 10
Oh, Baby! (Donaldson)—Fox-trot (Incidental Chorus by Billy Jones), Columbia Novelty Orch. 10
- 134-D Spain (Jones)—Tango Fox-trot, Leo F. Reisman and His Orch. 10
Driftwood (Gold)—Fox-trot, Leo F. Reisman and His Orch. 10
- 143-D When Dixie Stars Are Playing Peek-a-Boo (Bernard-Henning)—Fox-trot, The Columbians 10
I Love Mizzoura (Silverman-Kippel)—Fox-trot.....The Columbians 10
- 139-D Adoration Waltz (Magine)...The Romancers Colorado (Hirsch-Dellon)—Waltz, The Romancers 10
144-D Ground Hog Blues (Gray)—Blues Fox-trot, The Tennessee Tooters 10
Chattanooga (Down in Tennessee) (Grainger-

Brunswick Records

- 15076 Heart O' Mine (Victor Herbert)—Soprano, with Orch., Violin Obligato by Fredric Fradkin, Florence Easton

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- Over the Hills (Logan)—Soprano, with Orch., Florence Easton
- 15077 Serenade (Drigo)—Tenor, with Orch., Mario Chamlee
- The Old Refrain (Mattullath-Kreisler)—Tenor, with Orch., Violin Obligato by Fredric Fradkin
- 15078 Noche Serena (Serene Night)—Baritone, with Orch. (Spanish-American Folk Song)—In Spanish, Giuseppe Danise
- Linda Mia (Spanish Folk Song)—Baritone, with Orch. (Arr. by Sturgis-Blake)—In Spanish, Giuseppe Danise
- 50050 Liebesfreund (Kreisler)—Soprano, with Orch.—In German, Maria Ivogun
- O Schoner Mai (O Lovely May) (Strauss)—Soprano, with Orch.—In German, Maria Ivogun
- 5198 No Night There (City Four Square) (Clements-Danks)—Contralto and Male Trio, with Orch., Elizabeth Lennox and Male Trio
- The Promised Land (Moore)—Contralto, with Orch., Elizabeth Lennox
- 20023 Faust—Ballet Music (Cleopatra and Her Golden Cup) (Gounod)—Concert Orch., Capitol Grand Orch., (Capitol Theatre, New York), Erno Rapee, Conductor
- Faust—Ballet Music (Dance of the Trojan Maidens) (Cleopatra and Her Nubian Slaves) (Gounod)—Concert Orch., Capitol Grand Orch., (Capitol Theatre, New York), Erno Rapee, Conductor
- 2638 Visiting the Old Home Town—Part I—Monologue, Senator Ford
- Visiting the Old Home Town—Part II—Monologue, Senator Ford
- 2634 Wait'll You See My Gal (Sullivan-Wilber)—Fox-trot, for Dancing, Bennie Krueger's Orch
- Easy Goin' Man (MacBoyle-Layton)—Fox-trot, for Dancing, Bennie Krueger's Orch.
- 2635 Drifting to You (Gunnell-Smith-Short)—Tenor and Male Trio, with Orch., James Sheridan and Male Trio
- Tell Me You'll Forgive Me (Hibbeler-Anderson), Tenor and Baritone, with Orch., Charles Harrison-Elliott Shaw
- 2632 Where Is That Old Girl of Mine (Gus Kahn-Isham Jones)—Fox-trot, for Dancing—With Vocal Chorus, Ray Miller and His Orch.
- Mama's Gone, Good Bye (Bocage-Piron)—Fox-trot, for Dancing, Ray Miller and His Orch.
- 2633 Step, Henrietta (De Sylva-Meyer)—Fox-trot, for Dancing, Oriole Orch.
- You'll Never Get to Heaven With Those Eyes (Clarke-Leslie-Monaco)—Fox-trot, for Dancing, Oriole Orch.
- 2627 Hoodoo Man (Brown)—Fox-trot, for Dancing, Herb. Wiedoeft's Cinderella Roof Orch.
- Oh, Peter! (Wiedoeft-Rose-Stafford)—Fox-trot, for Dancing, Wiedoeft's Cinderella Roof Orch.
- 2628 My Beautiful Mexican Rose (Based on "Cielito Lindo") (Ash-Dolin-Mills)—Fox-trot, for Dancing, Paul Ash and His Granada Orch.
- Oriental Love Dreams (Burtnett-Kerr-Miller)—Fox-trot, for dancing, Paul Ash and His Granada Orch.
- 2631 Mandalay (Burtnett-Lyman-Arnheim)—Fox-trot, for Dancing; Vocal Chorus by Charles Kaley, Abe Lyman's California Orch.
- Sweet Little You (Bibo)—Fox-trot, for Dancing; Vocal Chorus by Charles Kaley, Abe Lyman's California Orch.
- 2629 Driftwood (Kahn-Gold)—Fox-trot, for Dancing, Paul Ash and His Granada Orch.
- Wa Wa Waddle Walk (Coburn-Zany-Rose)—Fox-trot, for Dancing, Paul Ash and His Granada Orch.
- 2636 Spain (Gus Kahn-Isham Jones)—Tenor, with Orch., Allen McQuhae
- Forget-Me-Not (Conrad-Hambury-Gillen)—Tenor, with Orch., Allen McQuhae
- 2630 Helen Gone (Rose-Johnson-Owens)—Fox-trot, for Dancing, Vic Meyers and His Orch.
- Springtime Rag (Pratt)—Fox-trot, for Dancing, Vic Meyers and His Orch.
- 2637 I Need Some Pettin' (Kahn-Fiorito-King)—Fox-trot, for Dancing, Oriole Orch.
- Little Old Clock on the Mantel (Fiorito-Kahn)—Fox-trot, for Dancing, Oriole Orch.

Edison Disc Records

ALREADY RELEASED SPECIALS

- 80789 Red Rose of Spain (Coralito Mine), Gregor Skolnik and His Orch.
- Until Tomorrow (Hasta Manana), Gregor Skolnik and His Orch.
- 82320 Dove son?—Loreley, Claudio Muzio
- Merce, dilette amiche (To All, Dear Loyal Friends)—Vespri Siciliani, Claudia Muzio
- 82321 Wiener Volkslied (Vienna Folk Song)—Violin Solo, Carl Flesch
- Lied ohne Worte (Song Without Words)—Violin Solo, Carl Flesch
- 51348 Softly, Unawares, Imperial Marimba Band
- Mexican Kisses (Habanera), Imperial Marimba Band
- 51350 Humoreske—Piano Solo, May A. Meyer
- Melodie in F (Transcription)—Piano Solo, Ferdinand Himmelreich
- 80790 Ivory Palaces, Aida Brass Quartet
- Brightly Gleams the Silvery Starlight, Aida Brass Quartet
- 51349 Pal of My Dreams, Charles Hart
- Little Pal of Long Ago, Charles Hart-Helen Clark
- 80792 Eres tu—Spanish, Jose Mojica
- Golondrina Mensajera—Spanish, Jose Mojica
- FLASHES
- 51343 Spain—Fox-trot, Harry Raderman's Dance Orch.
- Don't Blame It All on Me—Fox-trot, Tommy Monaco's Orch.
- 51346 Savannah (The Georgiana Blues)—Fox-trot, Georgia Melodians
- You Are Too Sweet for a Dream—Fox-trot, The Merry Sparklers
- 51347 Teapot Dome Blues—Fox-trot, Georgia Melodians
- When Dreams Come True—Fox-trot, The Merry Sparklers
- 51351 Paradise Alley (From "Paradise Alley")—Fox-trot, Song by Arthur Hall, Harry Raderman's Dance Orch.
- Bringin' Home the Bacon—Fox-trot, Song by Vernon Dalhart, Kaplan's Melodists
- 51352 Burning Kisses—Fox-trot, Kaplan's Melodists
- What's To-day Got to Do With To-morrow—Fox-trot, Tommy Monaco's Orch.
- 51355 Driftwood—Fox-trot, Song by Arthur Hall, Harry Raderman's Dance Orch.
- Love Is Just a Gamble (Take Another Chance)—Fox-trot, Song by Arthur Hall, Nathan Glantz and His Orch.
- GENERAL GROUP
- 51344 Hawaiian Twilight, MacDowell Sisters
- Dear Evelina, Sweet Evelina (Intro: "Waialeale"), MacDowell Sisters
- 81345 If I Can't Sing About My Mammy (I Don't Want to Sing at All), George Wilton Ballard and Chorus

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- Where Have Those Old-Timers Gone? Vernon Dalhart-Ed. Smalle
- 51354 The Buckeye Medley Quadrille—Champion Old-Time Fiddler, John Baltzell
- Money Musk Medley (Reels) (Intro: "Baltzell Reel")—Champion Old-Time Fiddler, John Baltzell
- 80791 Coriolan Overture—Part 1, American Concert Orch.
- Coriolan Overture—Part 2, American Concert Orch.
- 51353 Any Old Time at All, James Doherty
- Immigration Rose, James Doherty
- NORWEGIAN RECORD
- 78018 Mit Hjerte og min Lyre, Carsten Woll
- Taaren, Carsten Woll
- SWEDISH RECORD
- 78019 Svarmeri, Carsten Woll
- Om dagen vid mitt arbete, Carsten Woll

Edison Blue Amberol Records

- 4879 What'll I Do, Betsy Lane Shepherd-Charles Hart
- 4880 Wop Blues—Slow Fox-trot, Georgia Melodians
- 4881 It Looks Like Rain, Ernest Hare
- 4882 Wait'll You See My Gal—Fox-trot, Georgia Melodians
- 4883 I Popped the Question to Her Pop, Billy Jones
- 4884 Lonesome (As Can Be)—Fox-trot, Harry Raderman's Dance Orch.
- 4885 In the Evening, Vernon Dalhart-Ed. Smalle
- 4886 Life and Love Seem Sweeter After the Storm—Fox-trot, Harry Raderman's Dance Orch.

Aeolian Co.

VOCALION RECORDS OPERATIC

- 70039 Mira, di acerbe lagrime (Here at thy feet a suppliant) (From "Il Trovatore") (The Troubadour) (Verdi)—Soprano and Baritone, in Italian; Aeolian Orch. Accomp. (Conducted by Gennaro Papi, Metropolitan Opera House Conductor), Rosa Raisa-Giacomo-Rimini
- Ernani! Ernani! involami (Ernani, Fly With Me) (From "Ernani") (Verdi)—Soprano, in Italian; Aeolian Orch. Accomp. (Conducted by Gennaro Papi, Metropolitan Opera House Conductor), Rosa Raisa
- 48003 Blick' ich umher in diesem edlen Kreise (Gazing around upon this fair Assembly) (From "Tannhauser") (Richard Wagner)—Baritone, in German; Harp and Cello Accomp. (Recorded in Europe), Joseph Schwarz
- Valentins Gebet (Valentine's Prayer) (Even the

- Bravest Heart) (From "Faust") (Gounod)—Baritone, in German; Orch. Accomp. (Recorded in Europe), Joseph Schwarz
- SACRED
- 60060 Abide With Me (Lyte-Monk)—Soprano; Aeolian Orch. Accomp., May Peterson
- Softly Now the Light of Day (Gottschalk)—Soprano; Aeolian Orch. Accomp., May Peterson
- INSTRUMENTAL
- 35039 Rustle of Spring (Frühlingsrauschen) (Sinding) (Recorded in Europe), Stern's Orch. (Hotel Adlon, Berlin)
- Autumn Airs (Herbstweisen) (Emil Waldteufel)—Waltz, in concert time (Recorded in Europe), Stern's Orch. (Hotel Adlon, Berlin)
- 35040 Cantabile (Cesar Cui)—Cello Solo, Piano Accomp. (Recorded in Europe), Arnold Földesy
- Nina (Pergolesi)—Cello Solo, Piano Accomp. (Recorded in Europe), Arnold Földesy
- 35041 Angel's Serenade (La Serenata) (G. Braga)—Violin, Cello, Piano (Recorded in Europe), Berlin Instrumental Trio
- None But the Lonely Heart (Tschaiakowsky)—Violin, Cello, Piano (Recorded in Europe), Berlin Instrumental Trio
- 14826 Estudiantina Waltz (Emil Waldteufel)—In concert time, Aeolian Light Orch.
- Amoureux (Berger)—Waltz, in concert time, Aeolian Light Orch.
- 14827 Vision of Salome (Valse Orientale) (Joyce)—Accordion Solo, A. Palet Gallarini
- Valse Bleue (Margis)—Accordion Solo, A. Palet Gallarini
- DANCE
- 14816 Shine (Ford Dabney)—Fox-trot, The Bar Harbor Society Orch.
- It Ain't Gonna Rain No Mo' (Hall)—Novelty Fox-trot; Vocal Chorus by Irving Kaufman, The Bar Harbor Society Orch.
- 14810 Spain (Isham Jones)—Fox-trot, The Ambassadors
- Savannah (The Georgiana Blues) (Fred Fisher)—Fox-trot, The Ambassadors
- 14820 Oriental Love Dreams (Burtnett-Miller)—Fox-trot (Under the direction of Louis Katzman), The Ambassadors
- The Hoodoo Man (Brown)—Fox-trot, Ben Selvin and His Moulin Rouge Orch.
- 14822 I Can't Get the One I Want (Handman)—Fox-trot, Ben Bernie and His Orch.
- Driftwood (Kahn-Gold)—Fox-trot, Ben Bernie and His Orch.
- 14823 (If You Don't Want Me) Stop Doggin' Me (Continued on page 160)

ADVANCE RECORD BULLETINS FOR AUGUST—(Continued from page 159)

- 'Round (Van Arman-Hughes)—Fox-trot (Under the direction of Louis Katzman), The Ambassadors 10
- Tell Me If You Want Somebody Else (Austin-Bergere)—Fox-trot (Under the direction of Louis Katzman).....The Ambassadors 10
- VOCAL**
- 14819 Don't Mind the Rain (Miller-Cohn)—Fox-trot, Accomp. by Selvin's Orch....Irving Kaufman 10
- Why Did I Kiss That Girl? (Henderson)—Fox-trot, Accomp. by Selvin's Orch., Irving Kaufman 10
- 14817 (What has become of) Hinky Dinky Parley Voo? (Dubin-Mills)—Comedy Song, Orch. Accomp. Billy Jones 10
- It Looks Like Rain (Hall)—Comedy Song, Orch. Accomp.....Ernest Hare 10
- 14821 A Thousand Miles From Here (Austin-Bergere)—Comedy Duet, Accomp. by Piano Duet and SaxophoneAustin-Bergere 10
- All Day Long (Austin-Bergere)—Blues Duet, Accomp. by Piano and Trumpet, Austin-Bergere 10
- VOCAL—RACE**
- 14818 I Don't Want Nobody That Don't Want Me (Higgins-McCoy)—Blues, Piano Accomp. by Edgar Dowell.....Viola McCoy 10
- Mamma Mamma (Don't Love Her Papa No More) (Edgar Dowell)—Blues, Piano Accomp. by Edgar Dowell.....Viola McCoy 10
- 14825 Black Star Line (Dowell-Williams)—A West Indian Chant, Piano, Accomp. by Edgar DowellRosa Henderson 10
- Barbadoes Blues (Dowell-Williams)—Piano Accomp. by Edgar Dowell.....Rosa Henderson 10
- DANCE—RACE**
- 14828 Strutter's Drag (Blues) (Coleman-Warfield)—Slow Fox-trot, F. Henderson and His Club Alabam Orch. 10
- I Don't Know and I Don't Care (Blues) (Fletcher Henderson)—Slow Fox-trot, F. Henderson and His Club Alabam Orch. 10
- SPECIAL RECORDS FOR SOUTHERN STATES**
- 14809 The Wreck on the Southern 97—Guitar and Mouth HarpGeorge Reneau 10
- The Blind Musician of the Smoky Mountains Lonesome Road Blues—Guitar and Mouth Harp, George Reneau 10
- The Blind Musician of the Smoky Mountains 14811 You Will Never Miss Your Mother Until She Is Gone (Carson-Brockman)—Ballad, Guitar and HarpGeorge Reneau 10
- The Blind Musician of the Smoky Mountains Life's Railway to Heaven (Abbey-Tillman)—Hymn, Guitar and Mouth Harp, George Reneau 10
- The Blind Musician of the Smoky Mountains 14812 Turkey in the Straw—Reel, with Dance Calls; Guitar and Mouth Harp.....George Reneau 10
- The Blind Musician of the Smoky Mountains Little Brown Jug—Guitar and Mouth Harp, George Reneau 10
- The Blind Musician of the Smoky Mountains 14813 Casey Jones—Guitar and Mouth Harp, George Reneau 10
- The Blind Musician of the Smoky Mountains Arkansas Traveler—Reel, Guitar and Mouth HarpGeorge Reneau 10
- The Blind Musician of the Smoky Mountains 14814 Here, Rattler, Here (Calling the Dog)—Guitar and Mouth Harp.....George Reneau 10
- The Blind Musician of the Smoky Mountains When You and I Were Young, Maggie (J. A. Butterfield)—Guitar and Mouth Harp, George Reneau 10
- The Blind Musician of the Smoky Mountains 14815 Blue Ridge Blues (Roy B. Carson)—Guitar and Mouth HarpGeorge Reneau 10
- The Blind Musician of the Smoky Mountains Susie Ann (Austin-Bergere)—Guitar and Mouth HarpGeorge Reneau 10
- The Blind Musician of the Smoky Mountains

Odeon Records

(RECORDED IN EUROPE)

- 3098 Madame Butterfly—Fantasie, Part I (Puccini)—Orch.Michailow and His Orch. 12
- Madame Butterfly—Fantasie, Part II (Puccini)—Orch.Michailow and His Orch. 12
- 3099 Kol Nidrei—Part I (Bruch)—Orch., Marek Weber and His Orch. 12
- Kol Nidrei—Part II (Bruch)—Orch., Marek Weber and His Orch. 12
- 5041 Parsifal—Oh, Wunden-Wundervoller Heiliger Speer! (Oh, wounding, wonderful and hallowed spear!) (Wagner)—Basso, with Orch. Accomp. (Sung in German)...Michael Bohnen 12
- Parsifal—Titirel, Der Fromme Held (Titirel, the pious Lord) (Wagner)—Basso, with Orch. Accomp. (Sung in German)...Michael Bohnen 12

Okeh Records

DANCE RECORDS

- 40101 Christine (Amy Loper-C. E. Murphy)—Fox-trot (Recorded in New Orleans), Original Crescent City Jazzers 10
- Sensation Rag—Fox-trot (Recorded in New Orleans)Original Crescent City Jazzers 10
- 40106 From One Till Two (I Always Dream of You) (Joe Hoover)—Fox-trot, Chubb-Steinberg Orch. of Cincinnati 10
- Walking, Talking Dolly (Harold Robe)—Fox-trotChubb-Steinberg Orch. of Cincinnati 10
- 40107 Blue Evening Blues (Art Kahn-Vic. Burton)—Fox-trot...Chubb-Steinberg Orch. of Cincinnati 10
- Horsey! Keep Your Tail Up (Keep The Sun Out of My Eyes) (Walter Hirsch-Bert Kaplan)—Fox-trot, with Singing Chorus, Chubb-Steinberg Orch. of Cincinnati 10
- 40111 Big Boy! (Jack Yellen-Milton Ager)—Fox-trot, Vocal Chorus by Billy Jones—The Lanin Orch. 10
- Oh Baby (Don't Say No, Say Maybe) (Bud De Sylva-Walter Donaldson)—Fox-trot, The Lanin Orch. 10
- 40112 Adoration Waltz (Frank Magine)—Waltz, Green Brothers' Novelty Band 10
- Oriental Love Dreams (Earl Burtnett-Henry Miller)—Fox-trot, Green Brothers' Novelty Band 10
- 40113 Frankie and Johnny—Fox-trot (Recorded in New Orleans)...Fate Morables Society Syncopators 10
- Pianofole (Roy Bary)—Fox-trot (Recorded in New Orleans), Fate Morables Society Syncopators 10
- 40117 You Don't Know My Mind Blues (Clarence Williams-Virginia Liston-Sam Gray)—Fox-trot, Jamaica Jazzers 10
- West Indies Blues (Edgar Dowell-Spencer Williams-Clarence Williams)—Fox-trot, Jamaica Jazzers 10
- 40123 After the Storm (Jack Nelson)—Fox-trot, Vincent Lopez and His Hotel Penn. Orch. 10
- For-Got-Me-Not (Means Remember Me) (Art Conrad-Harry Hanbury-Frank Gillen)—Fox-

- trot, Vincent Lopez and His Hotel Penn. Orch. 10
- 40124 Georgia Blues (Bully Higgins-V. Benton Overstreet)—Fox-trot...Lanin's Arkansas Travelers 10
- Lost-My-Baby Blues (Ray Hibbler)—Fox-trot, Lanin's Arkansas Travelers 10
- 40125 The Hoodoo Man (Vacio Herb Brown)—Fox-trot.....Eddie Elkins and His Orch. 10
- Jealous (Jack Little)—Fox-trot, Eddie Elkins and His Orch. 10
- VOCAL RECORDS**
- 40114 Back in Hackensack, New Jersey (Art L. Beiner-Dan A. Russo)—Tenor Duet, with Ukulele Accomp. by Harry Keser, Vernon Dalhart-Ed. Smalle 10
- Red Nose (Where Did You Get That Nose) (Lew Brown-Morris Davidson-Leo Scott)—Tenor Solo Accomp. by Frank Herrera Trio, Billy Jones 10
- 40115 Love Has a Way (Victor L. Schertzinger)—Tenor Solo Accomp. by Justin King Trio, Juan Harrison 10
- Just for Remembrance (Bring Me a Red, Red Rose) (Mitchell Parisa-Eleanor Young-Harry D. Squires)—Tenor Solo Accomp. by Justin King TrioVernon Dalhart 10
- 40116 What's to-day Got to Do With to-morrow? (Walter Donaldson)—Baritone Solo Accomp. by Justin King Trio.....Bernard Ferguson 10
- Waiting for the Dawn and You (Irving Caesar-Leo Edwards)—Baritone Solo Accomp. by Justin King Trio.....Bernard Ferguson 10
- 40122 The Unky Unky Sextette Band (King-Hager)—Male Quartet Accomp. by Banjo and Drums, National Male Quartet 10
- Street Corner Quartet (National Male Quartet—Male Quartet.....National Male Quartet 10
- 40126 Any Old Time at All (Dave Ringle)—Male Quartet, with Ukulele Accomp. by Harry Keser, Shannon Four 10
- Swanee River Rose (Frank Davis-Sam Braverman)—Male Quartet, with Ukulele Accomp. by Harry Reser.....Shannon Four 10
- 40127 A Man Never Knows When a Woman's Gonna Change Her Mind (Cliff Friend)—Baritone Solo, with Ukulele Accomp. by Harry Reser, Ernest Hare 10
- Somebody Stole My Gal (Leo Wood)—Baritone-Tenor Duet, with Ukulele Accomp. by Harry Reser....Jack Kautman-Johnny Ryan 10
- 40128 What has become of Hinky Dinky Parlay Voo? (Al Dubin-Jimmy McHugh-Irving Mills-Irving Dash)—Tenor-Baritone Duet, with Orch. Accomp.....Billy Jones-Ernest Hare 10
- Old Familiar Faces (Billy Rose-Gus Edwards)—Tenor Duet, with Orch. Accomp., Vernon Dalhart-Ed. Smalle 10
- 40129 Hula Lou (Milton Charles-Wayne King)—Contralto, with Orch.....Sophie Tucker 10
- Red Hot Mama (Gilbert Wells-Bud Cooper-Fred Rose)—Contralto Solo, Piano Accomp. by Ted ShapiroSophie Tucker 10
- INSTRUMENTAL RECORDS**
- 40110 Bonaparte's Retreat—Fiddling Solo...A. A. Gray 10
- Merry Widow Waltz (Franz Lehár)—Fiddling SoloA. A. Gray 10
- 40119 The Cat Came Back—Fiddling Solo, Vocal ChorusFiddlin' John Carson 10
- I Got Mine—Fiddling Solo, Vocal Chorus, Fiddlin' John Carson 10
- 40120 Double Headed Train—Harmonica Solo, Henry Whitter 10
- The Weepin' Blues—Harmonica Solo, Henry Whitter 10
- 40121 Dansopation (Martin K. Mortensen)—Piano Solo, Willie Eckstein 10
- Putting on the Dog (Ted Shapiro)—Piano Solo, Willie Eckstein 10
- COMIC DIALOGUE RECORD**
- 40118 The Raid (Miller-Lyles)—Dialogue...Miller-Lyles 10
- Travelling (Miller-Lyles)—Dialogue...Miller-Lyles 10
- RACE RECORDS**
- 8142 Everybody's Blues (Irene Scruggs-Clarence Williams)—Contralto Solo, Piano Accomp. by Clarence Williams.....Irene Scruggs 10
- Why He Left Me I Don't Know (Richard A. Bunch, Jr.)—Contralto Solo, Piano Accomp. by Clarence Williams.....Irene Scruggs 10
- 8143 Dark Alley Blues (George McClennon)—Fox-trot.....George McClennon's Jazz Devils 10
- Box of Blues (George McClennon)—Fox-trot, George McClennon's Jazz Devils 10
- 8144 Underworld Blues (Sippie Wallace-George W. Thomas)—Contralto Solo, Piano Accomp. by Clarence Williams.....Sippie Wallace 10
- Caldonia Blues (Sippie Wallace-George W. Thomas)—Contralto Solo, Piano Accomp. by Clarence Williams.....Sippie Wallace 10
- 8145 Ghost of the Blues (Tim Brymn-Sidney Bechet)—Contralto Solo, Accomp. by Clarence Williams' Harmonizers.....Eva Taylor 10
- When You're Tired of Me (Just Let Me Know) (Thomas Waller-Andrea Razaf)—Contralto Solo, Accomp. by Clarence Williams' HarmonizersEva Taylor 10
- 5443 When I'm With You (Robison)—Tenor, Ambrose Wyrick 10
- My Old Home of Days Gone By (Walter Melrose)—TenorAmbrose Wyrick 10
- 5465 Mother (Wyrick)—Tenor.....Ambrose Wyrick 10
- Battle Hymn of the Republic (Howe), Criterion Quartet 10
- S-5450 La Casita—Baritone.....Luis Zanindio 10
- El Carro Del Sol—Soprano.....M. Magana 10
- 5451 Moran's Hornpipes (Plains of Boyle-Leitrim Fancy)—Hornpipes and Irish Pipes, Michael J. Gallagher 10
- Medley of Reels (Lucy Campbell—The Cup of Tea)—Hornpipes and Irish Pipes, Michael J. Gallagher 10
- 5453 Oh Baby (De Sylva-Donaldson)—Fox-trot, Wolverine Orch. 10
- Copenhagen (Davis)—Fox-trot...Wolverine Orch. 10
- 5455 Blarney Roses—Irish Chorus—Foggy Dew—Irish Medley Two-step, McNamara's Emerald Orch. 10
- Boys of Kilkenny—Tanyard Side—Irish Medley One-step.....McNamara's Emerald Orch. 10
- S-5460 Mérida Cabaret (Paso-Doble) (Raimundo Nunez S.).....Orquesta Texana 10
- Formalito (Paso-Doble) (Raimundo Nunez S.), Velez y su orquesta 10
- S-5462 La Casita (Danzon) (A. M. Rios)—Orquesta Texana 10
- Beso De Luna (Moon Kiss) (Vals) (F. Vasquez)Orquesta Texana 10
- 5464 La Paloma (Chevalier De Yradier), Ferera's Hawaiian Serenaders 10
- Señora (Nathan-Feist), Ferera's Hawaiian Serenaders 10
- 5466 When (Sprangle-Roderick)—Fox-trot, Bernie Cummins and His Orch. 10
- St. Louis Blues (Handy)—Fox-trot, Bernie Cummins and His Orch. 10
- 5469 Blarney Roses—Tenor.....Shaun O'Farrell 10
- The Darling Girl From Clare (Percy French)

Gennett Lateral Records

- TenorShaun O'Farrell 10
- 10091 Praeludium (Jarnfelt)...Gennett Symphony Orch. 10
- Journeying Homeward (Heimwerts) (Grieg), Gennett Symphony Orch. 10
- 5470 Driftwood (Kahn-Gold)—Fox-trot, Naylor's Seven Aces 10
- Say, Say, Sadie (Conrad-Coslow)—Fox-trot, Naylor's Seven Aces 10
- C-2 Valse Bluette (Miche)—Violin.....Robert Perutz 10
- Zapateado (Sarasate)—ViolinRobert Perutz 10
- C-3 Valse Caprice (Wieniawski)—Violin.Robert Perutz 10
- Swing Song and From the Canebrake (Barns-Gardner)—ViolinRobert Perutz 10
- 5471 Wait'll You See My Gal (Sullivan-Wilber)—Fox-trotBailey's Lucky Seven 10
- I Can't Get the One I Want (Handmas-Rose-Ruby)—Fox-trotBailey's Lucky Seven 10
- 5473 Red Hot Mama (Wells-Cooper-Rose)—Fox-trotMiami Lucky Seven 10
- Heart-Broken Rose (Hagen-Gould)—Fox-trot, Miami Lucky Seven 10
- G-2543 Mein Liebling—Waltz, Original Frankische Bauern Kapelle 10
- Lustige Madln (Landler), Original Frankische Bauern Kapelle 10
- I-5474 Gigolette La Danza Della Libellule—Fox-trot ShimmyVelez y su Orquesta 10
- Occhi Di Giovinezza (Youthful Eyes) (Arturo Tolentino)Orquesta Texana 10
- 10092 Mary of Argyle (Jefferys-Nelson)—Tenor, Henry Moeller 10
- Loch Lomond (Old Scottish Melody)—Tenor, Henry Moeller 10
- P-5479 Dziadus' OberekPolish Orch. 10
- Babuna OberekPolish Orch. 10
- 5480 Select Airs From Grand Opera—Part I (The Prophet) (Aida) (Hungarian Dance) (Moses-Tobani)...Lieut. Matt's Famous 106th Inf. Band 10
- Select Airs From Grand Opera—Part II (Fackeltanz) (Walther's Traumlied) (William Tell) (Moses-Tobani), Lieut. Matt's Famous 106th Inf. Band 10
- 5483 Hinky Dinky Parlay Voo (Al Dubin-Irving Mills-Jimmy McHugh-Irwin Dash)—Duet, Kaufman-Ryan 10
- Oh Sarah (Won't You Please Pull Down That Shade) (Clarence Goskill).....Jack Kaufman 10
- 5484 You Know Me, Alabam' (Yellen-Aher)—Fox-trot.....Howard Lanin and His Orch. 10
- June Night (Baer-Friend)—Fox-trot, Howard Lanin and His Arcadia Orch. 10
- 5482 Mandalay (Burnett-Lyman-Arnheim)—Fox-trot, Duke Yellman and His Irene Castle Orch. 10
- Step! Henrietta (De Sylva-Meyer)—Fox-trot, Duke Yellman and His Irene Castle Orch. 10

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(Needle Cut Records)

- POPULAR VOCAL RECORDS**
- 032054 Hard Hearted Hannah (Ukulele and Voice), Cliff Edwards (Ukulele Ike) 10
- When My Sweetie Puts Her Lovin' On (Ukulele and Voice).....Cliff Edwards (Ukulele Ike) 10
- 032056 Hinky Dinky Parlay Voo?.....Maureen Englin Foolin' Me.....Maureen Englin 10
- 032057 There's Yes! Yes! In Your Eyes...Sargent-Marvin Big BoySargent-Marvin 10
- 032058 Norseen (My Irish Queen).....Charles Warren I Wonder If She's Waiting.....Frank Sterling 10
- 032059 In a Rendezvous...Frank Wright-Frank Bessinger Believe Me.....Frank Wright-Frank Bessinger 10
- 032060 A New Kind of Man With a New Kind of Love for Me.....Ernest Hare 10
- It's About Time (You Forgot All the Others), Billy Jones 10
- 032061 Land of My Sunset Dreams.....Billy Jones Memory Lane.....Charles Warren-Frank Sterling 10
- HAWAIIAN GUITARS AND VOICES**
- 021120 Aloha Oe.....MacDowell Sisters 10
- One, Two, Three, Four.....MacDowell Sisters 10
- DANCE RECORDS**
- 036103 Hinky Dinky Parlay Voo?—Fox-trot, Nathan Glantz and His Orch. 10
- Arroganise and Simple Confession—Fox-trot, Van Eps Trio 10
- 036104 Oh, Sarah (Won't You Please Pull Down That Shade) —Fox-trot — (Vocal Chorus—Vernon Dalhart)Nathan Glantz and His Orch. 10
- Bagdad—Fox-trotLanin's Arcadians 10
- 036105 Maytime—Fox-trotLanin's Arcadians 10
- Your Charm—Fox-trot.....Casino Dance Orch. 10
- 036106 Burning Kisses—Fox-trot, Nathan Glantz and His Orch. 10
- Happy Moments—Fox-trot...D. Onivas and Orch. 10
- 036107 Innocent Eyes—Fox-trot.....Lanin's Arcadians 10
- Chamson Sans Parole and Paderewski's Minuet —Fox-trot.....Van Eps Trio 10
- 036108 Red Nose Pete—Fox-trot; (Vocal Chorus—Vernon Dalhart...Nathan Glantz and His Orch. 10
- Parting—Fox-trotCasino Dance Orch. 10
- 036109 You Know Me Alabam—Fox-trot, Golden Gate Orch. 10
- The Clocks Story of Love—Fox-trot, D. Onivas and Orch. 10
- 036102 I Can't Get the One I Want—Fox-trot, Lanin's Arcadians 10
- Operatic Medley—Fox-trot.....Golden Gate Orch. 10
- 036110 San—Fox-trot.....Lido Venice Dance Orch. 10
- When Things Go Wrong (from "Flossie")—Fox-trotLido Venice Dance Orch. 10
- 036111 Mexicali Rose—Waltz.....Lenox Society Orch. 10
- Dreams—WaltzLenox Society Orch. 10
- 036112 Goodnight Moonlight—Waltz, Harry Barth's Novelty Orch. 10
- When You're Many Miles From Home—Waltz, Casino Dance Orch. 10
- 036113 Where Is That Old Girl of Mine?—Fox-trot, Golden Gate Orch. 10
- The Girl I Adore—Fox-trot, Harry Barth's Novelty Orch. 10
- INSTRUMENTAL RECORDS**
- 021121 Swedish Waltz—Part I...Royal Scandinavian Orch. 10
- 021122 The Girl That Broke My Heart—Irish Reels, Shamrock Trio 10
- The Humors of Ennistymon—Irish Jigs, Shamrock Trio 10
- 021123 Old Time Reels—Part I (Ukulele and Harmonica)Uncle Eph 10
- Old Time Reels—Part II (Ukulele and Harmonica)Uncle Eph 10

Emerson Records

MID-SUMMER SPECIALS

- 10770 To-night's the Night I Should Be With You, Glantz and His Orch. 10
- Driftwood—Fox-trot.....Emerson Dance Orch. 10
- 10769 Please—Fox-trot....California Melodie Syncopators 10
- Jealous—Fox-trotPennsylvania Syncopators 10
- 10759 Don't Blame It All on Me—Tenor Solo, Orch. Accomp.Billy Jones 10
- June Night—Baritone and Tenor Duet, Orch. Accomp.Sloane-Mitchell 10
- 10767 Why Don't You Smile?—Fox-trot, Bennie Krueger's Orch. 10

The Missing Link—Fox-trot,
Ray Miller's Black and White Melody Boys
10766 Three O'clock in the Morning—Waltz,
Erdody and His Orch.
Love Sends a Little Gift of
Roses—Waltz,
Glantz and His Orch.

Banner Records

DANCE RECORDS

- 1372 Jealous—Fox-trot,
Fletcher Henderson and His Orch.
- You Know Me, Alabam—Fox-trot,
Fletcher Henderson and His Orch.
- 1373 Wait'll You See My Gal—Fox-trot,
Fletcher Henderson and His Orch.
- Sioux City Sue—Fox-trot... Original Memphis Five
- 1374 Where Is That Old Girl of Mine—Fox-trot,
The Chiclet Orch.
- Never Again—Fox-trot... The Chiclet Orch.
- 1375 Oh, Eva, Ain't You Coming Out To-night?
Fox-trot... Fletcher Henderson and His Orch.
- A Man Never Knows When a Woman's Gonna
Change Her Mind—Fox-trot,
Original Memphis Five
- 1376 Please—Fox-trot... Lucky Strike Dance Orch.
- Innocent Eyes (from "Innocent Eyes")—Fox-
trot... Sam Lanin's Dance Orch.
- 1377 Memory Lane—Waltz... Imperial Dance Orch.
- Adoration—Waltz... Imperial Dance Orch.

POPULAR VOCAL RECORDS

- 1378 I Wonder What's Become of Sally—Duet, Orch.
Accomp... Robert Craig-George Bronson
- Land of My Sunset Dreams—Duet, Orch. Ac-
comp... Robert Craig-George Bronson
- 1379 Shine—Tenor Solo, Orch. Accomp... Billy Jones
- 1379 Hide Me Away in the Hills of Va.—Tenor Solo,
Orch. Accomp... Vernon Dalhart
- 1380 June Night—Tenor Solo, Orch. Accomp.,
Billy Burton
- Old Familiar Faces—Duet, Orch. Accomp.,
Vernon Dalhart-Ed. Smalle
- 1381 Jump Fritz, I Feed You Liver—Comedy Solo,
Arthur Hall & Co.
- Wait'll You See My Gal—Banjo-Ukulele Ac-
comp... Arthur Fields
- 1382 Hinky Dinky Parlay Voo—Male Quartet,
Broadway Quartet
- You'll Never Get to Heaven With Those Eyes—
Tenor Solo, Orch. Accomp... Arthur Hall

Regal Records

- 9668 Where Is That Old Girl of Mine—Fox-trot,
Nathan Glantz and His Orch.
- You Know Me, Alabam—Fox-trot,
Fletcher Henderson and His Orch.
- 9669 Please—Fox-trot... Hollywood Dance Orch.
- Never Again—Fox-trot... Hollywood Dance Orch.
- 9670 Innocent Eyes (from "Innocent Eyes")—Fox-
trot... Roseland Dance Orch.
- A Man Never Knows When a Woman's Gonna
Change Her Mind—Fox-trot,
Original Memphis Five
- 9671 Memory Lane—Waltz... Continental Dance Orch.
- Adoration—Waltz... Continental Dance Orch.
- 9672 Oh, Eva, Ain't You Coming Out To-night?
Fox-trot... Fletcher Henderson and His Orch.
- Sioux City Sue—Fox-trot... Original Memphis Five
- 9673 Jealous—Fox-trot... Fletcher Henderson and His Orch.
- Wait'll You See My Gal—Fox-trot,
Fletcher Henderson and His Orch.
- VOCAL**
- 9674 Shine—Tenor Solo, Orch. Accomp... Billy Jones
- Jump Fritz—Comedy Solo... Arthur Hall & Co.
- 9675 I Wonder What's Become of Sally—Duet, Orch.
Accomp... Craig-Bronson
- Hide Me Away in the Hills of Virginia—Tenor
Solo, Orch. Accomp... Vernon Dalhart
- 9676 June Night—Tenor Solo, Orch. Accomp.,
Hugh Donovan
- Old Familiar Faces—Duet, Orch. Accomp.,
Dalhart-Smalle
- 9677 You'll Never Get to Heaven With Those Eyes—
Tenor Solo, Orch. Accomp... Arthur Hall
- Land of My Sunset Dreams—Duet, Orch. Ac-
comp... Craig-Bronson
- 9678 Hinky Dinky Parlay Voo?—Male Quartet, Orch.
Accomp... Broadway Quartet
- Wait'll You See My Gal—Baritone Solo, Orch.
Accomp... Arthur Fields

Domino Records

DANCE RECORDS

- 352 June Night—Fox-trot,
Clarence Sherman's Dance Orch.
- Never Again—Fox-trot,
Clarence Sherman's Dance Orch.
- 353 Where Is That Old Girl of Mine—Fox-trot,
Lucky Strike Dance Orch.
- Memory Lane—Waltz... Lucky Strike Dance Orch.
- 354 Jealous—Fox-trot... Club Alabam Orch.
- Innocent Eyes (From "Innocent Eyes")—Fox-
trot... Gotham Dance Orch.
- 355 Please—Fox-trot... Gotham Dance Orch.
- You Know Me, Alabam—Fox-trot,
Club Alabam' Orch.
- 356 I Can't Get the One I Want—Fox-trot,
Rialto Dance Orch.
- Wait'll You See my Gal—Fox-trot,
Club Alabam' Orch.

VOCAL RECORDS

- 357 Jealous—Tenor Solo, Orch. Accomp... Edward Clarke
- Wait'll You See My Gal—Baritone Solo, Uku-
lele Accomp... Lee Knight
- 358 I Wonder What's Become of Sally—Duet, Orch.
Accomp... Edward Blake-Chas. Graham
- Hide Me Away in Hills of Virginia—Tenor
Solo, Orch. Accomp... Harry Britt
- 359 Jump Fritz, I Feed You Liver—Comedy Solo,
Orch. Accomp... Allen Craig & Co.
- You'll Never Get to Heaven With Those Eyes
—Tenor Solo, Orch. Accomp... Allen Craig
- 365 June Night—Tenor Solo, Orch. Acc... Harry Stuart
- Hinky Dinky Parlay Voo—Male Quartet, Orch.
Accomp... Domino Quartet

VOCAL BLUES RECORDS

- 360 Jail House Blues... Flora Dale and Her Boys
- Kiss Me Sweet... Flora Dale and Her Boys
- 361 Mama's Gone Good-bye—Guitar Accomp. by
Melville Ames... Bessie Williams
- Plug-Ugly—Piano Accomp. by Clarence Nelson,
Mae Harris
- 362 How Come You Do Me Like You Do?—Piano
Accomp. by Emmet Taylor... Bessie Williams
- Tain't a Doggone Thing But Blues—Piano Ac-
comp. by Clarence Nelson... Mae Harris
- 363 You Don't Know My Mind—Guitar Accomp. by
Melville Ames... Bessie Williams
- Buzzin' Round—Piano Accomp. by Emmet Tay-
lor... Bessie Williams

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364 I Don't Know and I Don't Care Blues—Piano
Accomp. by Emmet Taylor... Bessie Williams
Clearing House Blues—Piano Accomp. by Emmet Taylor... Bessie Williams

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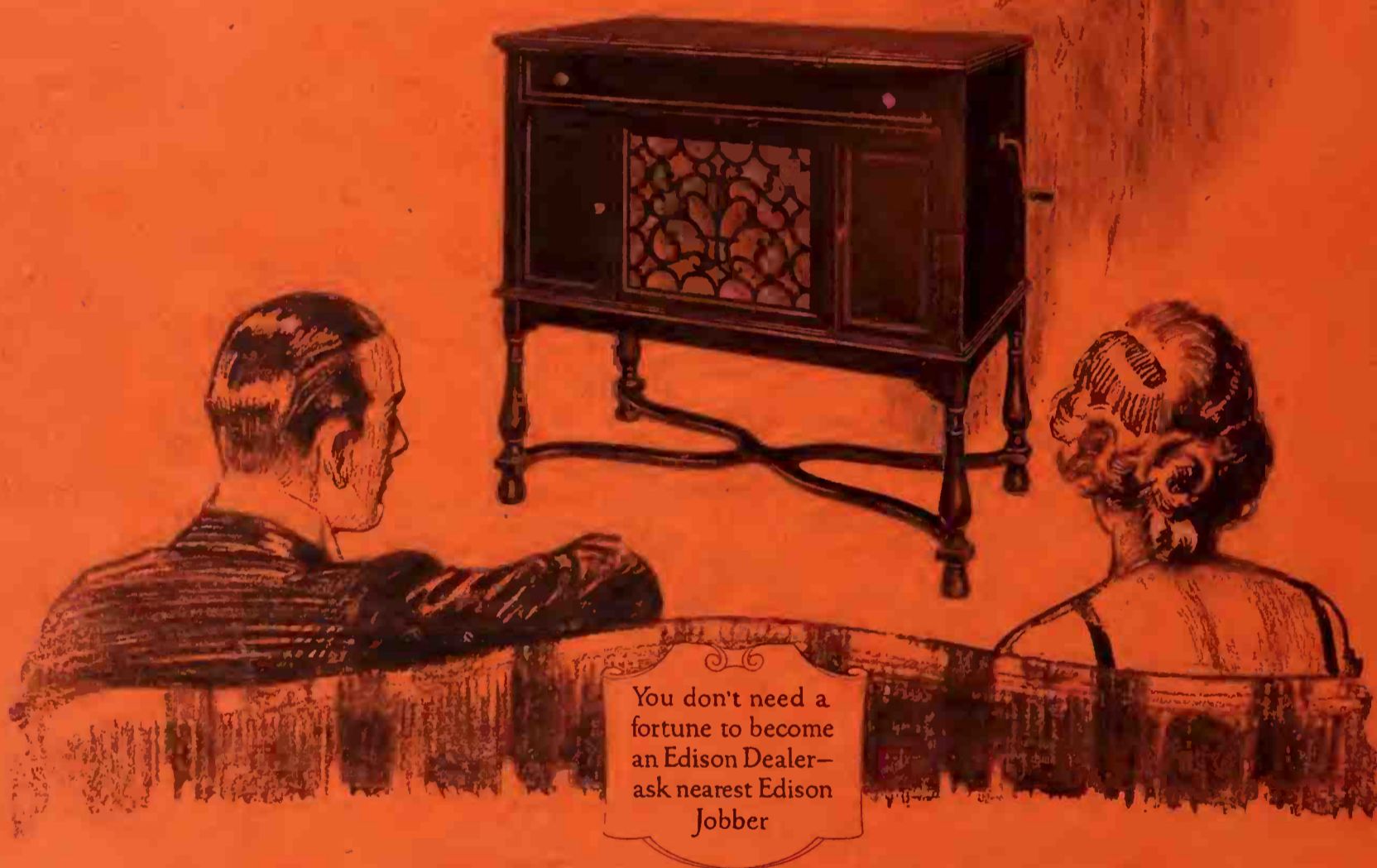
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There's a message for you on pages 36 and 37, inside.

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Atlanta—Phonographs, Inc.

ILLINOIS
Chicago—Edison Phonograph Distributing Co.
Wm. H. Lyons (Amberola only).

INDIANA
Indianapolis—Phonograph Corporation of Indiana.

IOWA
Des Moines—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.
Iver Johnson Sporting Goods Co. (Amberola only).

MICHIGAN
Detroit—Phonograph Co. of Detroit.

MINNESOTA
Minneapolis—Laurence H. Lucker.

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.

MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.

NEW JERSEY
Orange—The Phonograph Corp. of Manhattan.

NEW YORK
Albany—American Phonograph Co.
Syracuse—Frank E. Bolway & Son, Inc.
W. D. Andrews Co. (Amberola only).

OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.

OREGON
Portland—Edison Phonographs, Ltd.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittsburgh—Buehn Phonograph Co.
Williamsport—W. A. Myers

RHODE ISLAND
Providence—J. A. Foster Co. (Amberola only).

TEXAS
Dallas—Texas-Oklahoma Phonograph Co.

UTAH
Ordgen—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—The C. B. Haynes Co., Inc.

WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.

CANADA
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Babson Bros. (Amberola only).