

The TALKING MACHINE WORLD

For the
makers &
sellers of
Talking
machines

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



BRUNSWICK PHONOGRAPHS BRUNSWICK RECORDS BRUNSWICK RADIOLAS



The Sign of Musical Prestige

Brunswick

PHONOGRAPHS · RECORDS · RADIOLAS

THE BRUNSWICK BALKE-COLLENDER CO.

Manufacturers—Established 1845

General Offices: CHICAGO Branches in All Principal Cities
New York Office: 799 Seventh Avenue

THE BRUNSWICK-BALKE-COLLENDER CO. OF CANADA, Ltd.

Main Offices: 358 Bay Street, Toronto
Branches at Montreal, Winnipeg, Calgary, Vancouver

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



Introduces



A Radio Receiving Set

*and a Radio Merchandising
Policy that insures Permanent Profits*

Wire your distributor for a Sonora receiving set, hook it up to a Sonora Speaker and you will listen to the most eloquent sales talk you have ever heard. Usual Sonora liberal dealer discount.

\$90

THOUSANDS of dealers have been urging the Sonora Company to bring out a radio receiving set. Why? Because the name Sonora is an insignia of quality, enjoys public confidence—which insures easy selling—ALWAYS. And also because the Sonora sound dealer policy is a guarantee of permanent profitable business. When a dealer handles the Sonora product he knows exactly what his profit will be—and it is a substantial one too.

The Sonora Radio Receiving Set now ready for distribution is the result of three years' intensive study and experiment under the guidance of a leading radio engineer. All the best features of radio science have finally been combined by Sonora craftsmen in a set with the following advantages:

(1) Reliable, sturdy and not freakish; (2) selective to the high degree required by the present multiplicity of stations and their higher powers; (3) possessed of the best possible tone quality; (4) capable of receiving long distance programs; (5) easy of manipulation; (6) simple in internal appearance; (7) beautiful in external appearance; (8) of low battery and tube maintenance cost.

Five storage battery tubes are employed. The circuit used is a refinement of the time-tried radio frequency circuits. There are two stages of tuned radio frequency. Superb tone quality is achieved—with volume to spare.

"Licensed under U. S. Government-owned Schoemilch and Von Bronk basic patents on tuned radio frequency amplification."

SONORA PHONOGRAPH COMPANY, INC.
279 Broadway New York City

The Talking Machine World

Vol. 21. No. 5

New York, May 15, 1925

Price Twenty-five Cents

Chas. L. Hibbard Perfects New Recording Process

Important Announcement Made by Otto Heineman, President of the General Phonograph Corp., Regarding Valuable and Successful Contribution of Its Recording Engineer

Otto Heineman, president and founder of the General Phonograph Corp., New York, announced recently that Charles L. Hibbard, re-



C. L. Hibbard at Work in Okch Laboratory cording engineer of the company and a pioneer in the industry, had perfected a new recording process that had been successful beyond the highest anticipation of the Okch executives. Mr. Hibbard has been working on this process for many years and after thorough and extensive tests finally held demonstrations for Mr. Heineman and the directors of the General Phonograph Corp. that carried out each and every promise he had made as to the importance of the new process.

Commenting upon this very important development in the recording of Okch records, Mr. Heineman said: "We are not quite ready to tell anyone about the details of this new process, which we must keep secret for the time being. Mr. Hibbard told me some time ago that he was developing an entirely new recording method that in his opinion would revolutionize present recording methods and give Okch records exceptional tone quality. A little later he produced it, but we waited until the new invention had been thoroughly tested before we gave our jobbers and dealers the slightest intimation as to Mr. Hibbard's epoch-making developments in this field." Mr. Heineman inferred that Mr. Hibbard would have important statements to make in the near future in connection with his new recording process, and when asked if the new invention was electrical, replied that Mr. Hibbard's invention employed an entirely new method, with the suggestion that the new process is not electrical.

Joseph A. Flanagan, well known in the talking machine trade in the metropolitan section, is now manager of the store of the New England Music Co., Waterbury, Conn.

H. Donaldson Leopold's Important New Position

Becomes Advertising Manager of the Phonograph Division of the Brunswick-Balke-Collender Co. With Headquarters in Chicago—Succeeds Howard Schendorf, Resigned

A. J. Kendrick, general sales manager of the phonograph division of the Brunswick-Balke-Collender Co., announced recently the appointment of H. Donaldson Leopold as advertising manager of the company, with headquarters at the executive offices in Chicago. Mr. Leopold succeeds Howard Schendorf, who resigned from the Brunswick staff to enter a new and important phase of advertising work for which he is exceptionally well qualified.

The appointment of Mr. Leopold as Brunswick advertising manager is a well-deserved tribute to his merchandising and publicity training. For the past three years Mr. Leopold has been a member of the Brunswick organization, winning rapid promotion. When he first joined the Brunswick staff he was assistant to Harry A. Beach, Eastern sales manager of the phonograph division of the Brunswick Co., later being appointed manager of the Brunswick dealer service department at the executive offices in Chicago and more recently being appointed sales promotion manager. In all of these important posts he won the esteem and friendship of the entire Brunswick organization and by working in close co-operation with Brunswick dealers throughout the country, Mr. Leopold has acquired an intimate familiarity with the retailers' sales and merchandising problems.



H. D. Leopold

As advertising manager of the Brunswick organization Mr. Leopold will be responsible for one of the most important publicity campaigns that has ever been sponsored in the phonograph and radio industries. The Brunswick advertising appropriation has steadily increased in size and in volume, keeping pace with the phenomenal success of the Brunswick institution as a whole. The 1925 campaign is exceptionally impressive, representing a program that will give maximum service and co-operation to the Brunswick dealer organization everywhere.

The Royal Line Sales Corp., Boston, Mass., recently took possession of its new quarters in the Pope Building, 221 Columbus avenue. The company distributes the Adler-Royal line of phonographs and radio.

E. W. Guttenberger With Columbia Co., New York

W. C. Fuhri Announces His Appointment as Special Field Representative of Company—To Make Headquarters in New York City

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., New York, announced recently the appointment of E. W. Guttenberger as a special field representative of the company. He will make his headquarters at the executive offices in New York and work in close co-operation with the Columbia branches, jobbers and dealers.

Mr. Guttenberger is ideally qualified for his new work, as he has been identified with the talking machine industry for over twenty years. His first connection was with the St. Louis branch of the Columbia Co. in 1904 where he was associated with Mr. Fuhri, and in later years he was identified with W. H. Reynolds,



E. W. Guttenberger

Victor distributor at Mobile, Ala., and with the Artophone Corp. at St. Louis, Mo. His training and experience will enable him to give practical assistance to Columbia dealers.

Max Strauss, of Lindstrom Organization, in New York

Max Strauss, managing director of the Carl Lindstrom organization in Germany, and one of the foremost factors in the phonograph industry abroad, arrived on the steamer "Deutschland," May 4 for a short visit to this country. Mr. Strauss will spend practically all of his time in conference with Otto Heineman, president and founder of the General Phonograph Corp., who is one of his close, personal friends. The General Phonograph Corp. represents the Lindstrom interests in this country, and the tremendous success achieved by Mr. Heineman and his associates in connection with these products has been a source of keen gratification to Mr. Strauss and his directorate.

Becomes Distributor of Radio Corp. Products

The New York Talking Machine Co., Victor wholesaler, is now also a distributor of the products of the Radio Corporation of America, including Radiolas and all other radio products made by this prominent company. In addition to distributing this line, the New York Talking Machine Co. is, of course, wholesaling the new Victor loud speaker and is also a jobber of Fada neotrodyne panels, made by F. A. D. Andrea, Inc.

"Open Road" Selling Wins for Edison Shop

If Public Will Not Come to the Store to Buy, Go to the Public
With Your Wares, Is Successful Policy of Albany, N. Y., Dealer

"If the public does not come to the store to buy, visit the homes of your prospects and sell, is the business maxim which L. E. Cauchat, assistant manager of the Edison Diamond Disc Shop, Albany, N. Y., is finding profitable. This is in direct opposition to the views of many dealers, who feel that if store sales prove unprofitable and business is hard to get it is better to sit back and wait for the demand to improve than to go out into the field and force sales. The latter type of dealer works on the theory that it costs so much to make a sale on the outside that the effort is not worth while.

The Cost of Selling and Overhead

Undoubtedly it costs considerably more to make a sale on the outside than it does to close a deal in the store. However, if people are not visiting the store and no sales are being made the overhead goes on just the same. Rent, light, salaries, etc., are fixed expenses and there is no way in which the dealer can reduce these expenses by inactivity. On the other hand, while it is admitted that the cost of selling on the outside is far greater than in the store, and undoubtedly this method of selling does not permit as great a margin of profit, the fact remains that it is better to spend some money in an effort to move merchandise and make even a small profit than to sit back in the store and sell enough to pay the rent.

Canvassing-Selling Pays

Mr. Cauchat, as has been mentioned, believes in going after business and he is doing it with considerable success. The firm operates two Ford trucks of the type illustrated herewith, and Mr. Cauchat and his men utilize every opportunity of canvassing the outskirts of the

city, as well as working the country districts nearby and other smaller hamlets in a consistent search for business. And they are succeeding in making sales when other dealers are finding business dull. Instruments are loaded on these trucks and whenever possible a phonograph is left in a home for an overnight



One of the Edison Shop Trucks demonstration. If the salesman succeeds in leaving an instrument in the home of a prospect experience proves that the chances of it staying there permanently are excellent.

Another little stunt, which is bringing in steady profits to the Edison Shop is extra record business secured by the canvassing route. The firm has four men out selling records and approximately \$250 per month is realized in this way. In fact the patrons of the Edison Shop have, to a certain extent, been educated in this manner of buying and many of them look forward to seeing the Edison record representative with the latest recordings. Of course, the men do not spend all of their time in trying to sell records on the outside. This is spare-time selling and the returns from it

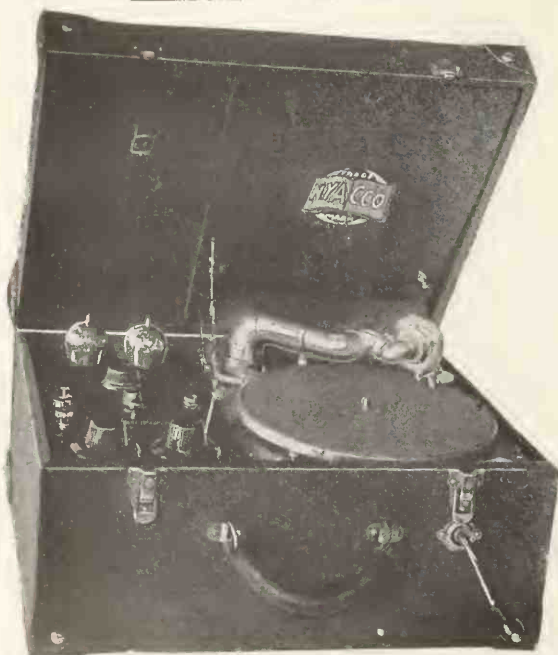
are like so much velvet. This plan has other features to recommend it, not the least important of which is that the store thus keeps in constant touch with many of its customers and it is a power for cementing friendship. Also, if there are any complaints the record salesman find it out and any misunderstandings and trouble can be remedied without loss of time. Often, the record salesman will be sent to the home of a phonograph owner who had not visited the store for several months. In this way the record buying habit is developed.

The Edison Shop, in addition to its regular newspaper advertising and canvassing, makes it a point to bring the latest records to the attention of its patrons through special publicity. This publicity, which is in the form of a post card on which are listed some of the most popular recordings, is supplementary to the regular record bulletins which are sent out weekly.

Seasons Make No Difference

No matter whether it be Summer or Winter, the Edison Shop goes out after business and finds it profitable. The point is that now with Summer coming on undoubtedly the inactivity of dealers will result in the usual cry of "no business to be had." There are plenty of signs that some dealers are already feeling this way. One dealer came out bluntly with the statement that he is going to stop all merchandising effort this Summer "until things pick up." That the next few months are going to cost this dealer a considerable sum in overhead and lost business is undoubtedly true and it is equally true that if this dealer makes a serious attempt to go after business he will have a far more satisfactory year from the standpoint of profits.

NYACCOFLEX
R. P. 1.



Dealers, write your jobber for details, or address

NOW IS THE TIME FOR
Portable Radio Phonograph Combination

R. P. 1

WE
MAKE IT
YOU
PREPARE
FOR BIG
DEMAND



LESS USUAL DISCOUNTS

Radio Panels
for
Console Phonographs

R. P. 3

3-tube reflex loudspeaker
volume, distance selectivity
panel: 10x14

List \$45.00

R. P. 5

5-tube tuned radio frequency receiver. Two
sizes: 14½x17 3/16 or
15 3/16x16¾

List \$65.00

New York Album & Card Co., Inc.

23-25 Lispenard Street, New York



How Brunswick Dealers make Real Profit on their investment

88% on every dollar in stock — in a nationally advertised, long established line!

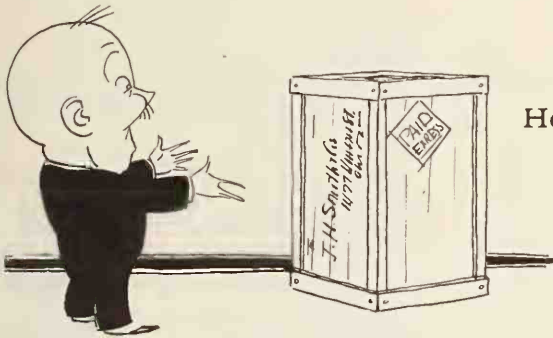
AN EXAMPLE:

Mr. Brunswick Dealer receives an instrument from Brunswick:

LIST PRICE \$200

That's what he gets for it

Here's what he pays for it:



$$\$200 - 40\% = \$120$$

$$\$120 - 10\% = \$108$$

$$\$108 - 2\% = \$106$$

(Brunswick Trade Discount of 40% less 10% less 2%)

Hence this \$200 Merchandise Cost the Brunswick Dealer \$106.

$$\text{His PROFIT on it is } \dots \dots \dots \mathbf{\$94}$$

That's 88% Profit: **.887%**

$$\mathbf{\$106} \text{ investment } \overline{\mathbf{\$94.00}} \text{ profit}$$

On a \$106 Investment in Brunswick Products he makes 88% — \$94.00. *That's real profit on the investment.*

The Brunswick Factory Protected Franchise provides real profit to the Dealer. Is it any wonder that the Brunswick Dealer is prosperous . . . building his own business steadily? The Brunswick is a profitable franchise.

The Sign of Musical Prestige Brunswick

PHONOGRAPHS • RECORDS • RADIOLAS

THE BRUNSWICK-BALKE-COLLENDER CO.

Manufacturers—Established 1845

General Offices: CHICAGO Branches in all Principal Cities New York Office: 799 Seventh Ave.

THE BRUNSWICK-BALKE-COLLENDER CO. OF CANADA, Ltd.

Main Offices: 358 Bay St., Toronto Branches at Montreal, Winnipeg, Calgary, Vancouver

FAVORITE GUARANTEED PRODUCTS At Lowest Prices

FAVORITE HIGHEST QUALITY MAIN SPRINGS

405 1 1/4 in. x .022 x 17 ft. pear-shaped holes on both ends for Victor motor.....	\$0.60
420 1 in. x .025 x 12 ft. pear-shaped holes on both ends for Heinenman Nos. 33-77.....	0.40
427 1 in. x .028 x 10 ft. pear-shaped holes for Columbia two, three and four spring.....	0.38
437 3/4 in. x .025 x 10 ft. pear-shaped holes for Columbia and Heinenman No. 30.....	0.28
440 1 in. x .028 x 16 ft. button holes for latest style Columbia.....	0.65

Write for Full List of Items and Special Prices

FAVORITE COLUMBIA PARTS

12333 Bevel pinion, regular style.....	\$0.75
3834 Spring barrel winding gear, new style.....	0.75
11775 Driving shaft complete.....	0.50

Write for Full List of Items and Special Prices

FAVORITE PARTS FOR VICTOR

5013 Turntable gear, straight cut, small teeth.....	\$0.35
5014 Turntable gear, large teeth, straight cut.....	0.35
5040 Governor springs for Victor.....	Per 100 1.00
5021 Rubber back for exhibition box.....	0.35

Write for Full List of Items and Special Prices

NEW FAVORITE SUPREME ADAPTER ATTACHMENT FOR EDISON

Nickel-plated Adapter.....	\$4.25
Gold-plated Adapter.....	5.00
Oxidized-plated Adapter.....	5.00
No. 1 "Supreme" Sound Box, nickel-plated loud and clear.....	2.00
No. 1 "Supreme" Sound Box, gold-plated loud and clear.....	3.00
No. 1 "Supreme" Sound Box, oxidized.....	3.00
Supreme Sound Box for Columbia Tone Arm (nickel only).....	2.00

Special Prices to Quantity Buyers

NEW FAVORITE EXCELSTONE ADAPTER For Edison to Play Lateral Cut Records

Good Quality, Best Outfit for the Price

Nickel-plated, complete.....	\$2.50
Sound Box, separate, nickel-plated.....	1.10

FAVORITE RUBY MICA DIAPHRAGMS

1 23/32 in. Victor Ex. Box, 1st grade.....	\$0.15
1 1/2 in. new Victor No. 2, very best.....	0.18
1 31/32 in., for Sonora.....	0.20
2 1/16 in., for Meisselbach box.....	0.22
2 3/8 in., for Pathe new style.....	0.35
2 3/16 in., for Columbia No. 6 or Mutual box.....	0.25
2 9/16 in., for Pathe or Brunswick.....	0.45
5034 Motor bottom gear for Trilon motor.....	0.20

SILENT MOTOR No. H. H.

Special Only, \$7.50

Large double-spring silent motor, all complete with 12 in. turntable. Plays five 10-in. records with one winding.

COLUMBIA MOTORS

Special, All Complete, with 12-in. Turntable

2 Spring.....	\$7.50
3 Spring.....	9.50
4 Spring.....	11.50

SUPREME SOUND BOXES

Improve the Tone of Your Machine—Very Loud and Clear—Nickel and Gold-plated

Nickel Plated.....	\$2.00
Gold Plated.....	3.00
For Columbia tone arm, nickel only.....	2.00

STONE ARMS

No. S & B With sound box.....	\$1.50
No. P Nickel-plated without sound box.....	2.75
No. P Gold-plated without sound box.....	4.50
No. M Meisselbach tone arm and sound box.....	4.75
No. M Meisselbach gold-plated sound box.....	7.50
No. L Made of brass tubing, nickel-plated.....	2.50
No. L Made of brass tubing, gold-plated.....	4.50
Columbia Tone Arm, nickel-plated, old or new style.....	2.50

Write for Complete Price List of Repair Parts, Needles, Attachments and Hardware

FAVORITE MFG. CO.

105 EAST 12TH STREET NEW YORK
Tel.: Stuyvesant 1660

Brunswick Co. Re-elects Directors and Officers

Annual Report, Showing Strong Financial Position of the Company, Received With Enthusiasm—The Figures in Detail

CHICAGO, ILL., May 7.—The annual meeting of the stockholders and directors of the Brunswick-Balke-Collender Co. was held in this city the week of April 13, and at the stockholders' meeting all of the directors who held office in 1924 were re-elected and the directors re-elected all of the present officers. The annual report submitted to the stockholders was given in detail in last month's issue of The World, and this report indicated that the company had earned a net income in 1924 of \$2,801,723.08 and after providing for the payment on the preferred dividend stock showed a net profit equal to \$4.95 per share on the 500,000 shares of the no par value stock outstanding. This excellent report was received with enthusiastic approval by the stockholders, particularly as it showed an increase of \$210,366.37 over the net income transferred to the surplus account for the year ending December 31, 1923.

The officers of the Brunswick-Balke-Collender Co. for the coming year are as follows: President, B. E. Bensinger; vice-presidents, B. H. Brunswick, H. F. Davenport, J. C. Schank and P. L. Deutsch; treasurer, R. F. Bensinger, and secretary, Thomas McHale. The directors for the ensuing year are as follows: B. E. Bensinger, B. H. Brunswick, H. F. Davenport, J. C. Schank, P. L. Deutsch, R. F. Bensinger, A. J. Kendrick, J. O. Miller, John M. Hancock, Robert C. Schaffner and Arthur Sachs.

Two New Models of Rivoli Radio-Amplifier Announced

Vincennes Phonograph Co. Places New Models on Market—Enthusiastically Received by Trade—Products Are of Original Design

VINCENNES, IND., May 6.—The Vincennes Phonograph Co., of this city, manufacturer of Rivoli phonographs, has just placed on the market two models of the Rivoli radio-amplifier which are meeting with a very enthusiastic reception from the trade. This amplifier is designed as a cabinet speaker and its all-wood construction has made possible exceptional tone quality. The outstanding feature of the Rivoli radio loud speaker is the half round bell amplifier which permits of very attractive cabinet designs that have made a most favorable impression on Rivoli dealers. The company was granted patents on April 18 covering both models of the speaker, and J. S. Watters, president of the Vincennes Phonograph Co., is keenly enthusiastic regarding the reception accorded the new Rivoli product.

Zenith Radio Corp. Elects S. I. Marks Treasurer

At a meeting of the board of directors of the Zenith Radio Corporation on April 16, 1925, S. I. Marks was elected treasurer of the company. Mr. Marks has been connected with the Zenith organization since its early formation, acting in the capacity of executive in charge of manufacturing operations and assistant treasurer, so his promotion does not come as a surprise to his many friends.

Mr. Marks will continue in charge of all manufacturing operations in addition to his new duties. His offices will be in the new Straus Building, the entire twenty-third floor of which is now occupied by the Zenith organization.

The Wisconsin Music Co., Mayville, Wis., was recently incorporated with a capital stock of \$25,000. The incorporators are Herman Rollfunk, Henry Gutreuter and May Rollfunk.



Retail Prices Maintained

HERE'S proven profit for you. The Adapto Radio Cabinet retail price—has been maintained by our jobbers and dealers against today's price cutting! Standardized in price—not a "bargain sale" product—it assures a definite standardized profit.

Protected patented features, combined with the very finest workmanship, make the Adapto an easy seller. Adapto Cabinets accommodate any radio receiver having a dial panel not larger than 10 1/2 in. high and 31 1/2 in. wide. Equipped with compartment for enclosing batteries, battery charger, and especially designed horn. Made in mahogany and walnut. Price, \$110. West of Rocky Mountains, \$120.

DISTRIBUTED BY

Capitol Distributing Company, Inc.....	New York City
Stanley & Patterson, Inc.....	New York City
Buffalo Radiophone Company.....	Buffalo, N. Y.
G. J. Seidman Automotive & Radio Co., Inc.....	Brooklyn, N. Y.
M. Steinert & Sons.....	Boston, Mass.
Collings & Company.....	Newark, N. J.
E. M. Wilson & Son.....	Newark, N. J.
Penn Phonograph Co., Inc.....	Philadelphia, Pa.
Cohen & Hughes, Inc.....	Philadelphia, Pa.
Cohen & Hughes, Inc.....	Pittsburgh, Pa.
Cohen & Hughes, Inc.....	Baltimore, Md.
Cohen & Hughes, Inc.....	Washington, D. C.
C. B. Haynes Co., Inc.....	Richmond, Va.
Earle Rogers Co.....	Wheeling, W. Va.
American Hdw. & Equipment Co.....	Charlotte, N. C.
Harbison & Gathright, Inc.....	Louisville, Ky.
Electric Power & Maintenance Co.....	Toledo, Ohio
H. J. Cooper Rubber Co.....	Columbus, Ohio
Julius J. Bantlin Co.....	Cincinnati, Ohio
Eastern Auto Supply Co.....	Detroit, Mich.
The Schmelzer Company.....	Kansas City, Mo.
Langstadt-Meyer Co.....	Appleton, Wis.
Lee-Kountze Hdw. Co.....	Omaha, Neb.
W. & E. Radio Service Co.....	Tulsa, Okla.
J. H. Snodgrass Radio Co.....	Fort Worth, Tex.
Redfield Electric Company.....	Ogden, Utah
The F. Ronstadt Company.....	Tucson, Ariz.
Coast Radio Supply Co.....	San Francisco, Cal.
Herbert C. Moss.....	Seattle, Wash.

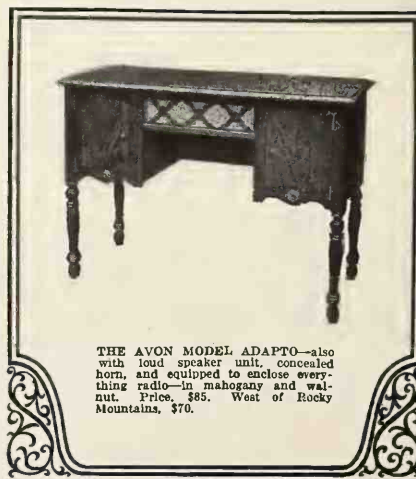
DEALERS

Write your nearest Distributor or us direct.

DISTRIBUTORS

Some profitable territory is still open.

L. R. DONEHUE CO., Inc.
306 State St., Perth Amboy, N. J.



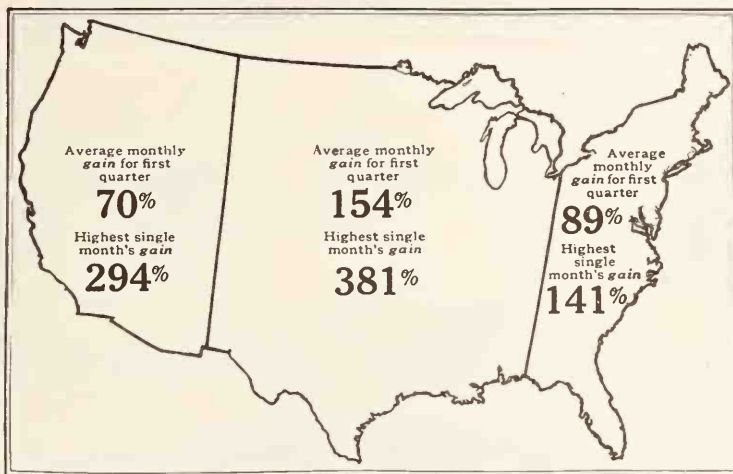
THE AVON MODEL ADAPTO—also with loud speaker unit, concealed horn, and equipped to enclose everything radio—in mahogany and walnut. Price, \$85. West of Rocky Mountains, \$70.



Brunswick New Business Shatters 1924 Results

First quarter for 1925 shows 104% gain in new business—302% gain in new dealers... continued Brunswick activity in gaining wider distribution in unrepresented territories

This map shows how these gains in new sales volume were divided—East, Central and Coast—average gains for January, February, and March 1925 (compared with same period in 1924).



Average monthly gain in sales volume of new business for the entire country during the first quarter: **104%**

Average monthly gain for first quarter for the entire country in new dealers (mainly in unrepresented territory): **302%**

FIRST QUARTER <i>Average monthly Gains in New Brunswick Franchises</i>		
WESTERN SECTION	CENTRAL SECTION	EASTERN SECTION
186 % <i>Gain</i>	486 % <i>Gain</i>	235 % <i>Gain</i>
<i>Highest single month's gain</i> 350%	<i>Highest Single month's gain</i> 762%	<i>Highest single month's gain</i> 400%

© B. B. C. Co. 1925

“Ask the Brunswick Dealer”

The Sign of Musical Prestige

Brunswick

PHONOGRAPHS • RECORDS • RADIOLAS

SUCH figures as these need no explanation. They account for Brunswick's remarkable activity and progress—for the Brunswick Dealer's continued prosperity.

THE BRUNSWICK-BALKE-COLLENDER CO. Manufacturers—Established 1845
 General Offices: CHICAGO Branches in all Principal Cities New York Office: 799 Seventh Avenue
 THE BRUNSWICK-BALKE-COLLENDER CO. OF CANADA, Ltd.
 Main Offices: 358 Bay Street Toronto Branches at Montreal, Winnipeg, Calgary, Vancouver

Record Profits in Turnover, Says Parsons

Schenectady Music Store Carries Small Stock and Makes Big Profit
by Twelve-Time Turnover—Self-Service Proves Sales Stimulator

"We had a one and one-half times record stock turnover last year," declared a music dealer to the writer with very evident pride. This dealer carried a stock which he called complete. Indeed, his shelves held about 15,000 records.

"I have turned my record stock slightly more than twelve times in the last year," stated another dealer, C. H. Parsons, proprietor of the Schenectady Music Store, Schenectady, N. Y.

In the first instance the dealer has a very large sum invested in his record stock. He pointed out that by turnover he meant he had sold one and one-half times the number of records he had in stock. "Of course," said this merchant, "we have many records which have been on our shelves for years and may be considered dead stock, although at rare intervals we get a call for one of these numbers."

The Schenectady Music Store has a far smaller amount of money invested in records, in fact, the stock numbers less than a thousand discs, but less than one per cent of this is in the dead-stock class and each year regularly the entire stock is turned over from twelve to fourteen times.

Who Is Making Profits From Records?

One does not need to be an accountant to figure out which of these dealers is actually making the record department pay. In one case the dealer is endeavoring to keep all of the records listed in the catalog in stock. In the second instance, the dealer is striving to meet the needs of his patrons. He keeps in stock only those records which he knows from closely watching the trend of demand will move quickly. If a record is called for which he does not happen to have in stock he gets it quickly and does not lose the sale.

There is something practical in the methods of the Schenectady Music House for dealers in small towns, who must watch turnover closely in order to come out on the right side of the ledger and who have not the means to order largely. In fact, the dealer in a small town or the small neighborhood dealer finds it inadvisable to keep the large stocks on hand which the dealer in the heart of the city, who caters to a large transient trade, finds necessary. In the small town store the main problem is one of getting the most work out of the capital invested.

Self-service Record Selling

The Schenectady Music Store has evolved a clever system of self-service in connection with

its record department which the small town dealers, especially, will find worth adapting. Six years ago when Mr. Parsons started in business for himself he had the usual wall racks for records and carried a much larger stock than he does now. At the end of the first year he found that his record stock was 35 per cent

The first year during which Mr. Parsons operated a record department his sales were small, and to add to his trouble this dealer found that about 35 per cent of his records were dead stock. Accordingly, he reorganized his methods, with the result that his department, considering the investment, is without question one of the most profitable in the entire State. Self service, a plan which should commend itself especially to small-town dealers and those doing a neighborhood business, proved a boon. Through it two things were accomplished: First, waiting for attention was entirely eliminated, and, second, it was found that the sales of records to individual customers were considerably increased. In addition daily inventory and re-ordering were greatly simplified, adding to general efficiency.

dead, so he did some serious thinking. It was either a case of improving his methods or getting out of the record game, because of limited capital. His analysis of the situation resulted in several changes of a most radical nature. In the first place he decided that his stock of records was too large for the potential business in his neighborhood. Accordingly the stock was pruned down to only those numbers which were really selling. This included, besides the usual popular numbers and a few ever-popular classics, foreign records. In fact, the record stock was cut about in half.

His second move, and one which had an immediate effect on sales, was to place his records out where the customers could select what numbers they wanted without any help. One trouble had been that on Saturdays and other rush periods customers would be compelled to wait for service; about 40 per cent of his customers had to wait before getting attention, Mr. Parsons figured. Many of them walked out of the store and as a consequence sales were being lost continually. This self-service

plan remedied the situation and Mr. Parsons also soon discovered that when these people looked over the records they saw titles which appealed to them, and sales to individuals not only were larger, but where under former conditions many patrons left the store without buying now this rarely happens.

Making it Easy to Buy

Mr. Parsons' plan is simplicity itself. He had a shelf about eighteen inches wide built along the service counter. The shelf is narrow enough so that purchases wrapped at the service counter can be handed to the customer and at the same time it is wide enough to hold the record stock. On this shelf the records are grouped according to the type of music. There is one section devoted to dance music and popular selections. Another section contains the classics which are most in demand. There is a section devoted to foreign numbers, etc. Of course each record is in an envelope. In order to make it easy for the prospective customer to read the titles, Mr. Parsons has cut a number of cardboard strips which fit into the envelope containing each record and extend from the top of the envelope about four inches. On this strip is printed plainly the name of the selection on the record. When a customer selects a record the envelope containing this strip on which is the title of the number remains in its position in the record stock. If the record is purchased it is placed in another envelope. Each morning Mr. Parsons or his assistant goes over the record stock and when an envelope is found empty the strip is removed. The removed strips, of course, give Mr. Parsons a line on what records have been sold and what to reorder.

Professor L. A. Hazeltine Granted Radio Patent

A new patent covering certain applications of the neutrodyne system of radio reception invented by Professor Louis A. Hazeltine has been granted by the United States Patent office. The patent is the third allowed Professor L. A. Hazeltine and is dated April 14, 1925, being assigned to the Hazeltine Corp. The new patent contains seventeen claims.

Owen G. Clark recently purchased the interest of his partner O. L. Van Houn in the Clark Music Store, Neonta, N. Y.

For the Profitable Sale of Records—

The Audak System

The modern method of demonstrating and selling records
Without the Use of Booths

Dealers place as many as six Audak units in space formerly occupied by one booth. There are Audak models to suit each particular need. Write for full information.

The Audak unit illustrated supplied complete, ready for use upon removal from crate

AUDAK CO. - 565 Fifth Avenue - NEW YORK, N. Y.



BIDS WANTED!
 on portable phonographs for:

AUTO TOURISTS
 SUMMER COTTAGERS
 CAMPING PARTIES
 GIRLS' DORMITORIES
 SMALL APARTMENT DWELLERS
 DANCING CLASSES
 SOCIAL CLUBS
 BOARDING HOUSES

and all others who want the best
 and latest music—cheapest!

THERE'S a lot of this business in every locality. Why let it go unsold? These people will want * a portable—can't find space for a cabinet machine—can't carry it around—and don't want to spend so much. A Swanson Jr. will more than satisfy and will leave a substantial fund for buying records.

* People who "didn't believe a portable was good enough" change their minds when you demonstrate the strength and tone-quality of the Swanson Jr.

Swanson Jr. List \$25.00
PORTABLE (In Far West \$27.50)



Distributors of the Swanson Jr. Portable

- ATLANTA . . . James K. Polk, Inc., 181 Whitehall St.
- BUFFALO . . . Wm. A. Carroll, 803 Bramson Bldg.
- CHICAGO: Lyon & Healy, Wabash Ave. and Jackson Blvd.
 Cheney Talking Machine Co., 24 N. Wabash Ave.
 Consolidated Talking Machine Co., 227-229 W. Washington St.
- CINCINNATI Columbia Distributors, Inc., 224 W. 4th St.
- CLEVELAND . . Record Sales Co., 1965 E. 66th St.
- DETROIT Consolidated Talking Machine Co., 2957 Gratiot Ave.
- KANSAS CITY . Artophone Corp., 804 Grand Ave.
- MINNEAPOLIS . Consolidated Talking Machine Co., 1121 Nicollet Ave.
- NEW ORLEANS Junius Hart Piano House, 123 Carondelet St.
 Columbia Distributors, Inc., 517 Canal St.
- NEW YORK CITY . . . General Phonograph Corp., 15 W. 18th St.
- PORTLAND, ORE. L. D. Heater, 357 Ankeny St.
- RICHMOND, VA Richmond Hardware Co., 101 S. 14th St.
- SAN FRANCISCO L. D. Heater Co., 420 Ninth Ave.
- ST. LOUIS Columbia Distributors, Inc., 1327 Pine St.
 Wholesale Musical Supply Co., 208 N. 17th St.



The Swanson Jr.

Consolidated Talking Machine Co.

227-229 West Washington St.

Chicago, Illinois



(Registered in the U. S. Patent Office)

PUBLISHED BY EDWARD LYMAN BILL, Inc.

President, C. L. Bill; Vice-Presidents, J. B. Spillane, Edward Lyman Bill, Randolph Brown; Treasurer, Raymond Bill; Secretary, E. L. Bill; Asst. Secretary, L. E. Bowers; Asst. Treasurer, Wm. A. Low.

J. B. SPILLANE, Editor

RAY BILL, B. B. WILSON, BRAID WHITE, Associate Editors

C. R. TIGHE, Assistant Editor

LEE ROBINSON, Business Manager

FRANK L. AVERY, Circulation Manager

Trade Representatives: V. D. WALSH, E. B. MUNCH, ROBERT C. ANDERSON, JR., V. E. MOYNAHAN, ROYCE CODY, A. J. NICKLIN

Western Division: Republic Building, 209 So. State Street, Chicago, Ill. Telephone, Wabash 5242. LEONARD P. CANTY

Boston: JOHN H. WILSON, 324 Washington Street

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 for display space a special discount is allowed. Advertising pages, \$172.00.

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

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

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

NEW YORK, MAY 15, 1925

The Wisdom of Concentrated Selling Effort

TALKING machine business is admittedly not good, and the dealer whose sales totals have fallen far behind those of previous years has any number of reasons to offer, ranging from general business dullness to a waning interest in the machines and records themselves. It is significant that the condition as it exists is national rather than local in its scope, which gives some color to the plea of a general dropping off in business in all lines which is expected to remedy itself by the early Fall, if not before.

In view of the existing situation, however, it is significant that a surprising number of dealers in talking machines and records are finding business keeping up to normal, and an investigation of their affairs shows that in almost every case these dealers are devoting just as much earnest attention to talking machine and record selling as they did two, three or five years ago.

This is not to be taken as indicating that the dealers doing business are those who handle talking machines alone, for in the majority of cases such is not the case, but it does mean that in the establishment where other lines are handled, each of the products must stand upon its own feet, with a distinct section of the sales staff responsible for results. No sales organization can be expected to divide its interest between a half dozen different lines and show satisfactory efficiency in any one of them.

Let the talking machine salesman sell talking machines and records alone, depending for his income upon results, and it will be found that he is inclined to work hard and generally do well. But allow him also to sell general musical merchandise or radio, and he is naturally going to give his attention to the lines that sell with the least resistance, and give only passing attention to those that require a substantial amount of selling effort.

The small dealer will argue that he is not in a position to maintain a sales force sufficiently large to provide a crew of salesmen for each of his lines or departments, but if he will detail the men and women already on his payroll to certain specified selling tasks, giving them full responsibility for the results, he will find that the concentration will bring in profits worthy of the effort.

This method is not to be accepted as a panacea for all trade ills and cannot always be expected to keep sales up to normal in

sections and under circumstances that are distinctly unfavorable, but it can be relied upon to get much better results than where the salesman is expected to be a jack of all trades and naturally master of none.

Association Marks Progressive Trade Step

THERE has long been recognized in the talking machine trade the need for an effective organization of manufacturers to deal with the problems that arise, both those of general character and those peculiar to the industry, with a view to benefiting all the various concerns—thus aiding rather than checking clean competition. Various attempts to the end of forming such an association have been made, but with indifferent success until a group of progressive trade members meeting recently in Chicago organized the Phonograph Manufacturers' Association.

That the desirability of such a body was appreciated has been evidenced by the interest shown in its activities since the calling of the first meeting. And there is every prospect of the new organization accomplishing much of a constructive nature for the benefit of the industry, not only within the confines of the trade itself, but in bringing to the public at large a proper conception of what the talking machine and its accompanying records represent as a medium for education and entertainment.

Practically every industry of any consequence has its Association which, if it accomplishes nothing else, serves to develop a better feeling among the personnel of the industry, eliminating many of the evils that develop naturally where the individual feels that he is doing business in competition with strangers and has little in common with them to act as a check on his activities.

Elsewhere in The World this month appears the report of the third meeting of the new Association, together with a list of those concerns represented, which list, in itself, represents a fairly impressive directory of active talking machine concerns.

It is admittedly time for action by manufacturers of talking machines, records and parts, for it is only by combining ideas and efforts that it is possible to put over the sort of efficient propaganda that will keep the talking machine to the fore in the face of developments that are constantly making themselves apparent in the entertainment field. It is to be hoped for the new Association that it will continue to prove a live and popular factor in trade circles, for it has an important mission to accomplish.

Distribution Policies Should Protect the Dealer

DURING the past few months the radio trade has been going through what may perhaps be described as a period of readjustment which, in many respects, has proved distinctly painful to legitimate and established dealers who have seen lines of radio products in which they made substantial cash investments unloaded by big department and chain stores at prices often less than the dealer has been compelled to pay at wholesale.

Retailers have naturally been inclined to inquire what it was all about, what they might expect of the future, and how they might guard themselves against these overnight fluctuations that have frequently occasioned heavy loss. The answer seems to lie with those manufacturers who are able to adopt and abide by merchandising policies that will protect the dealer in the handling of receivers as a permanent factor of his business. Certainly the confidence of the retail trade needs bolstering up to a material degree.

In more than one trade manufacturers have made the mistake of misjudging the character of the demand. They have seen back orders pile up on their books during busy seasons, and have made the mistake of assuming that they would be called upon themselves to meet all this tremendous demand, forgetting that other manufacturers in the same line were faced with a similar situation. The passing of the holiday season, a period of general slack business and the approach of Summer, all contributed to making the problem of the manufacturer a serious one.

After the housecleaning that has been going on, the industry will find itself and reach that point of stabilization so much to be desired. It is certain, however, that manufacturers who intend to make progress in the talking machine trade or in any other channel of distribution will have to establish a merchandising policy that will afford to the dealer some tangible backing in his sales and local advertising campaigns.

It is reported that at least two or three manufacturers are prepared to go before the dealers in the near future with a price guarantee, offering to protect the dealer against any loss through reduction in wholesale prices or the possible unloading of surplus merchandise on a bargain basis.

The mistakes that have been made in the past may be ascribed to the very newness of the industry, few precedents being offered upon which manufacturers could gauge the market and its fluctuations, but there will be no excuses for a repetition of those mistakes during another season, and the future of radio merchandising depends in no small measure upon the steps that are taken to restore confidence. That is the most important factor.

Importance of Rapid and Frequent Turnover

THE success of any retail business lies not so much in the net profit realized upon each individual sale as upon the cumulative profits realized through the year as a result of rapid and frequent turnover, as witness the tremendous success of the ten-cent stores. The dealer with limited capital must keep his money in constant circulation or suffer severely from the business trouble known as "frozen" capital, represented by money tied up in slow-moving stock, or in instalment accounts that have a year or more to run.

We frequently find talking machine dealers, as well as merchants in other lines who make a practice of selling on terms, thoroughly solvent and with a big surplus so far as their book accounts go, but with insufficient actual cash to keep business running smoothly and make provisions for necessary or desirable expansion. The reason is that their money, though perfectly good, is tied up in stock and particularly in instalment accounts to a degree that is embarrassing.

It is when this condition arises that the retailer has recourse to those agencies that either discount his paper to the end that he realizes the bulk of it in cash at once for legitimate business purposes, or make other provisions for turning his frozen capital into liquid form.

There are some retailers who hesitate to use their paper as a business asset, being content to keep it in the safe on the assumption

that it is bearing 6 per cent interest, and therefore represents a good investment. On that same theory the dealer might better invest his entire capital in sound 6 per cent bonds and realize the same income without the expenditure of energy required to run a business.

Perhaps the cost of discounting paper may cause the dealer to hesitate, but if he is a good business man he will realize that by freeing his capital and being able to turn it over two or three times in the course of the year he will make several times the amount of the discount charge. Even when he uses the money realized for discounting bills, and this is the soundest procedure he can follow, he is realizing some 36 per cent a year on his investment, figuring on a 2 per cent, 10-day schedule, and even where it is a case of 2 per cent 30 days, or 60 days net he is realizing a discount of 24 per cent per annum, an amount substantially larger than the 6 or 7 per cent he is getting on the paper in his safe.

The financing of business, particularly in times when trade is not active, is not only a matter of securing adequate capital but of keeping that capital working. The proper handling of instalment paper to the end that it takes the form of available cash is a more or less modern development that is rapidly becoming recognized as standard business practice.

Recommendations That Should Bring Results

IN drafting and adopting a schedule of recommendations relating to the retailing of radio apparatus on a sound and profitable basis, with a view to promoting the much-desired stabilization of the industry, the Executive Committee of The Radio and Talking Machine Men, Inc., has accomplished something which should be of great value to the trade at large. In suggesting that dealers handle a limited number of different sets and select those recognized as standard, that they give intelligent attention to the matter of satisfactory service to their customers, that they train their sales force properly, that prices be quoted preferably upon "stripped" sets, the committee gives some good advice, and its suggestions to the manufacturers in the matter of protecting dealers on price changes are particularly pertinent. On the whole, the move is one that holds much promise.

Dollar for Dollar — Sure-Fire Profits!

**ON PHONOGRAPHS, RADIO CABINETS, RADIO-PHONO-
GRAPH COMBINATIONS**

**"MASTERCRAFT" QUALITY PRODUCTS—in the latest
"DUO-TONE" creations and designs are available—at just
this opportune moment.**

**Progressive merchants everywhere will be interested in our
up-to-the-minute proposal—that "Talks Turkey."**

NO ORDER TOO LARGE

**If your jobber cannot supply you—WRITE, WIRE OR
PHONE US.**

**Our trial sample delivery—no obligation—no expense to you
—is a straightforward proposition, whereby we *show you*
that "MASTERCRAFT" products yield SURE-FIRE PROFIT
—DOLLAR FOR DOLLAR.**

THE WOLF MANUFACTURING INDUSTRIES

(Established 1890)

**"MASTERCRAFT" Phonographs, Radio Combinations, Radio Cabinets
QUINCY, ILLINOIS**

New York Offices: 17 West 42nd Street

Real Need for Radio Jobbers' Association

P. A. Ware, Sales Manager, L. R. Donehue Co., Inc., Tells How Radio "Jobber Gyps" Can Be Eliminated and Business Stabilized

One of the questions that should be decided by the radio trade before existing conditions can be overcome is "What is a jobber?"

In view of some recent transactions in the trade between manufacturers and dealers the derisive observer might be inclined to change the question to "Why is a jobber?" but, nevertheless, the first question hardly calls for levity, since it is one that closely concerns the entire future of the industry.

Until the dealer himself decides to consider the matter as to whom he should buy from the whole trade and the dealer, particularly, will be subject to raids from business buccaneers and business adventurers who invade every new and promising industry.

The dealer who will traffic with any man who has something for sale at a "cheap" price should be the chief factor in deciding just who shall be a jobber in this important industry, but he cannot help to solve the question until the reputable manufacturer recognizes it as an issue, and an important one.

At the desk where I have been sitting during the last so-called "season" in an industry that should know no seasons, there has been placed daily a pile of mail that indicates the willingness on the part of the trade to "try anything once" as an experiment in buying and selling.

The "jobber" who carries his office in his hat; the dealer who has learned that all he needs to qualify him as a wholesaler with some manufacturers is the word "jobber" added to his stationery; the "manufacturers' agent" with the "two way" letter system, and the "phantom chain store" buyer are in evidence with every visit of the mail carrier.

The "two way" letter man is worth a word of explanation. He circularizes manufacturers, stating that he is an advisory buyer for a group of dealers, and he circularizes dealers stating that he can buy from manufacturers for them, to good advantage. This "two way" man is a pilot bird for carrion vultures of business who are ready to pay cash for "lots" of merchandise to which there might be any semblance of a clear title.

Now let us sum up the offenders against good business: They are the dealer who poses as a "jobber," the "jobber" who carries no stocks, and the "phantom chain store" buyer whose every order is a "trial purchase" and who so gets small lots at the best discounts. They prey on the manufacturer, and then in turn prey on the dealer by cutting his market from under him. But the champion preyer of them all is the "catalog jobber." He is a very downy being, a lily of the fields, he "toils not, neither does he spin."

The catalog jobber circularizes manufacturers, asking for illustrative cuts of their product. Sometimes he even "sells" them a page in his catalog. Then he "catalogs" the cuts by number and flattering description, but never mentions the name of the manufacturer. He does a mail order business on a money first basis, and when the trusting buyer sends stamps or negotiable paper he gets the article nearest like the picture over the number he so trustingly ordered by. Also the "catalog jobber" is not worrying over the question under discussion here: He sells anyone who has the price, be he dealer or ash collector.

If ever an industry needed an organized

method of deciding "Who is a jobber?" the radio trade is that industry. Perhaps after all the answer lies with the jobber himself.

An organized distributors' association, limiting its membership to firms which carry an investment in stocks of recognized merchandise, could do much both with the dealer and the manufacturer. Such an organization would be in a position to ask the manufacturer "Whom do you sell?" and to ask the dealer "Where do you buy?"

There are "gypts" and "gypts." They are manufacturing, jobbing and dealing, and the crime of it all is that nearly all of us have some dealings with men who might "gyp."

I like the attitude of the music dealer who was complimented for saving a man from drowning. "Oh, it wasn't much," he said, "I could swim and he couldn't, I saw him out beyond the ropes floating on his face, I turned him over, made sure he wasn't a 'gyp' and then towed him ashore."

Increase Insurance Rates

The National Bureau of Casualty and Surety Underwriters recently announced an advance in the price of burglar insurance rates covering risks on radio equipment. The advance applies all over the country and the increase is most marked, advancing from \$17.50 to \$50 per thousand, for each \$1000, effective June 1, an advance of 185 per cent. Radio shops, through this increase, are now in the same class with fur establishments, in which class the losses by theft have always been heavy.

ART PEERLESS COMBINATION ALBUMS



The new Peerless Combination Album holds 8 ten-inch and 4 twelve-inch records. Thus making possible the placing in one album the two-sized records of an individual artist, group or orchestra, etc.

Attractively Bound—Stamped in Gold—At a Popular Price



Portable Machine Album

A new specially designed album, holding ten records, is just the record holder for the portable talking machine. The records are placed in specially constructed pockets—allowing the extraction of records without moving album.



A Necessity For the Portable

Every portable talking machine owner is a prospect for

PEERLESS RECORD CARRYING CASE

It is the traveling companion to all portables—even the finest instruments.

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

PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

636-638 BROADWAY, NEW YORK

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

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



Honest Quaker

Main Springs
Repair Materials



A miniature reproduction of the new Everybody's India stock catalog, the greatest of its kind ever issued in the talking machine industry. It is printed throughout in sepia ink, and illustrates and describes all the many talking machine parts and accessories that we sell.

Should one need a "dictionary" of parts and accessories, he need go no further than this new catalog, for everything in a phonograph is described in detail.

Handsomely bound and equipped with hanger strap. Sent in special cardboard mailing carton, postage prepaid. Mail in your business card now for a copy.

* Trade Mark Registered United States Patent Office and Canada.



PERSONNEL

NO business is greater than its executives and its staff. The founder of this business was a great believer in securing the right men and permitting full exercise of their powers.

Consequently, Everybody's organization operates with smoothness and flexibility, reinforced with the indomitable spirit of serving the customer—"one for all" and "all for one," the latter being the customer.

Running through Everybody's staff is that spirit which is found only in championship baseball teams. Every one from executives to errand boys vie with each other to perform his work with dispatch and accuracy.

We must predict the demand months in advance for thousands of different parts and accessories, which requires constant supervision, and it is only at rare intervals that we are unable to fill the most diversified order complete to the minutest diaphragm screw.

Everybody's success as the largest institution of its kind on earth is due in a great measure to its cohesively functioning organization, which has been responsible for the good will and satisfaction of our customers, whom we regard as our friends.

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

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

Sale Conditions Cut Loeser Radio Service

Excessive Cost of Servicing Radio Sets After Sale Practically Eliminated Through the Use of Forms Outlining Service Given by Firm

The question of service to purchasers of radio receiving sets is recognized as the chief problem that lies between the talking machine dealer handling radio and an adequate net profit for his work. At least it is the chief problem that lies within his power to adjust satisfactorily, although there are other disturbing factors that depend for proper handling upon the merchandising policy of the manufacturer.

Dealers have tried in various ways to cut this servicing cost, which many of them admit ranges from \$10 to \$15 per instrument, and sometimes even higher. There are those who have established a fixed rate for installation and service over a given period, although they have found that the establishment of such a rate sometimes makes it difficult to compete with retailers who make no such charge.

Breaking the Rule to Save the Sale

Others have tried the plan of providing free installation, insuring the proper working of the set in the home and then charging for all service rendered after that time. Still other methods have been adopted, but the majority of them have had one outstanding fault or weakness, namely, that when the receiver was sold on instalments with a substantial balance still payable the dealer had been inclined to break a rule to save a sale.

A Practical Service Check

Few dealers have succeeded in evolving an absolutely airtight plan of service that is both fair to the customer and to the house, but the radio department of Frederick Loeser & Co., Brooklyn, which is operated as a section of the music department of that store under the general management of C. A. Hammond, has adopted a system that is working out particularly well and has apparently reduced the free service cost per instrument considerably.

Under this plan there can be no misunderstanding on the part of the customer as to just what service is to be given free with the instrument, and the purchaser cannot hold the house to some overgenerous statement by a salesman because of the fact that before the machine is delivered the purchaser is called upon to sign a form setting forth the conditions of sale. On this form it is stated that the outfit will be installed and tested; that the seller will not be responsible for the life of tubes or batteries, which are at best uncertain; that the company will be responsible for defects that develop in the set itself within a period of three months, provided the receiver has not been tampered with, and it is specifically stated that the reception of distant stations is not guaranteed on any receiver regardless of make or price.

It will thus be seen that the free service is confined to the installation of the set and to the adjustment of complaints that grow out of defective parts, which under present conditions of manufacture are naturally in the minority. Where a service man is called upon

to replace batteries or other accessories a flat charge of \$1.50 per hour is made.

It is significant that the signing of the Conditions of Sale form by the customer has been found to stop almost automatically extra and unreasonable demands for service, although complaints and all the necessary adjustments

and yet proves satisfactory to the purchaser.

The service department is a unit in itself and is in charge of James Clark, a radio expert of international experience. Mr. Clark holds radio degrees of various sorts from seventeen Governments, and among other things had much to do with the building of a line of radio sta-

Conditions of Sale

In order to avoid misunderstanding salesmen are required to call attention of radio purchasers to the following conditions under which radio receivers and radio equipment are sold and guaranteed:

1.—Frederick Loeser & Company will set up the receiver; erect aerial if necessary; hooking same up to whatever facilities are already available and test set at time of installation as to quality of reception.

2.—Equipment such as tubes and dry batteries furnished with any radio receiver we sell is of standard make and of tested quality. Owing to the fact that the life of the very best of such equipment is uncertain and also because we have no means of determining the amount or kind of usage such equipment receives in the hands of a purchaser, we do not guarantee the life of either vacuum tubes or dry batteries. When our service department is called upon for a man to replace batteries or other accessories in the home of a customer, a cash charge of \$1.50 per hour is made for his services.

3.—A storage battery should be recharged every week or two depending upon the amount of current drained from it. A new battery may need a charge after three or four days of use. Purchasers may charge storage batteries in their own

homes or send them to charging stations for such service.

4.—We hold ourselves responsible for any defects in the set itself for a period of three months, provided the mechanism has not been tampered with, and if any set is found defective by our service man within that period, we agree to repair the set satisfactorily, or, at our option replace it with another of the same make. Where such an exchange is made, tubes and batteries are not included in the exchange.

5.—We do not guarantee the reception of distant stations on any radio receiver we sell, regardless of make or price. The securing of distant stations depends upon elements entirely beyond our control; such as weather conditions, location of the radio, plus skill and patience on the part of the operator.

6.—Purchasers are urged carefully to read the booklet supplied with each receiver entitled "Radio Station Directory and Trouble Finder;" much information of great value is contained therein.

Accepted _____

Purchaser

Frederick Loeser & Co., Inc.

Dated _____ 1925

Loeser Condition of Sale Form Which the Customer Is Asked to Sign

are taken care of with courtesy and despatch.

Through the courtesy of Mr. Hammond the Loeser Condition of Sale form is reproduced herewith for the guidance of those dealers who see the logic of the idea. Basically it is sound, although it may be found advisable to change or amend the wording to suit local conditions. The point is that by attaching his signature to the form the customer acknowledges his liability for service after installation, and this in itself forestalls 99 per cent of the arguments.

In the Loeser department there are two distinct offices to take care of the customers' requirements. One, in charge of a competent young lady, is given over to adjustments, and here are handled all the complaints of purchasers who are not satisfied with the sets they selected or with the accessories. This does not mean that the department is quick to compromise to satisfy a customer, but by careful handling most of the complaints are adjusted in a manner that comes clearly within the rules

tions across China and with work of a much similar sort in India. During the war he served in the Signal Corps of the British Army. Mr. Clark is assisted by A. E. Bevan, also a radio expert of wide experience.

Mr. Hammond states that the advantage of having these experts on the staff is obvious, for they pass upon the type of equipment purchased for resale, can advise the customer authoritatively regarding the best outfit for his particular needs, and meet the real radio fan on his own ground in the discussion of technicalities. In the service department office there is located a young lady who receives telephone and personal order for calls by the service men and keeps the records of the department in order.

It might be said, too, that the Loeser department offers free installation only on standard equipment sold in the regular way and at regular prices. When, as sometimes happens, there is offered a special sale of receivers at reduced prices, charge is made for installation.

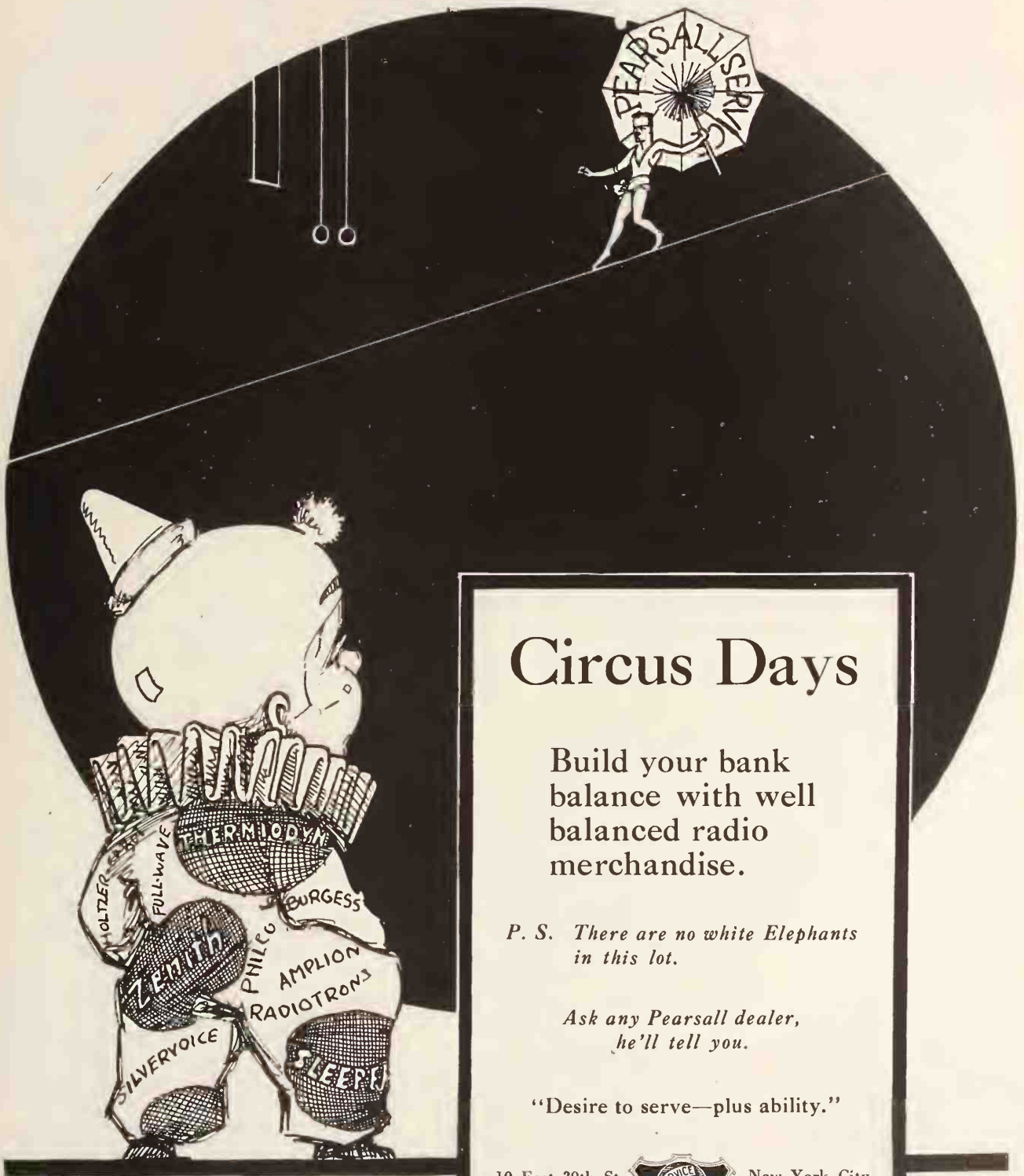
STARR PIANOS STARR PHONOGRAPHS
GENNETT RECORDS

Represent the Highest Attainment in Musical Worth

The STARR PIANO COMPANY

Established 1872

Richmond, Indiana



Circus Days

Build your bank balance with well balanced radio merchandise.

P. S. There are no white Elephants in this lot.

Ask any Pearsall dealer, he'll tell you.

“Desire to serve—plus ability.”

10 East 39th St.



New York City

SILAS E. PEARSALL COMPANY

Wholesale

DISTRIBUTORS

Exclusively

Neighborhood Dealer Must Make Friends

C. B. Clemons, Who Has Achieved Success in a "Neighborhood Store," Says Secret of Prosperity Lies in Cultivating Friendship

C. B. Clemons, of Chicago, is a neighborhood dealer who may be described as one who has his store away from the business center of town, out in one of the residential districts or suburbs of the big city.

C. B. Clemons is a super-neighborhood dealer. That does not at all mean that he is a dealer in a super neighborhood. It simply means that he is a super-dealer in a very ordinary neighborhood.

Let's get a bit of background before we go on with the story.

An Old-Time House

Old-timers in Chicago will tell you that the Clemons & Crane piano was a very good piano years ago. So it was, and the man who made it was the father of C. B. Clemons. "C. B." himself helped his father for years to make those pianos, good pianos made in a small way by good piano makers. For three decades and more the Clemons family had a retail store, first father and then sons, out in the Union Park district, on the West Side of Chicago, about a couple of miles west of the Loop. There, on Madison street, in what was at the time still a good residence neighborhood, and long before the modern phonograph industry was even thought of, Clemons sold pianos. Everybody knew the Clemons store, and everybody patronized it, for it was a neighborhood store, and the neighbors could drop in during the evening, swap fishing stories, smoke, and talk to their hearts' content; and bring the wife and family along, too.

Six years ago the shift of population, always going on in a big city, had made the Union Park district no longer desirable. So the Clemons' business was moved out into the Garfield Park district, to 4620 West Madison street, some six miles from the Loop and in the middle of the neighborhood which had been chosen by so many of the old Union Parkers for their new homes when they had flitted still earlier. Here the C. B. Clemons Co. has been making a name for itself as a repository of novel merchandising ideas, of steady and increasing prosperity and of mounting importance upon the books of the Brunswick house.

C. B. Clemons' name is well known among Chicago phonograph men simply because the man himself is so interesting a personality and his methods so novel as well as successful.

"We Are Neighborhood Dealers"

"We are neighborhood dealers," declared Mr. Clemons, "and our ways of doing business are not the way of storekeepers who do business in the center of the city. We cultivate neighbor-

The problems of the neighborhood dealer are basically different from those of the downtown merchant. The latter is bound to get a certain amount of transient business, but the neighborhood dealer depends entirely upon the good-will of the people residing in the vicinity of his store. For this reason he must know intimately not only his customers but also those people who might be classified as prospects. His whole success depends upon how effective his efforts are to establish himself on a friendly basis with his neighbors. C. B. Clemons, of Chicago, gives some inside dope on his methods of doing this and incidentally building up a neighborhood trade.

hood intimacies and make it our business really to know our customers, actual or potential, not only by sight but intimately. It is my boast that I know men and women around the Garfield Park district literally by the hundreds, and that I am their personal friend. That makes a sort of background for our business methods; the fact, namely, that we know our customers, that we keep in touch with them and that a very large number of families around here have bought from us, first pianos, then phonographs, and then a steady supply of records. The same is also true of radio.

"We do not advertise in the downtown papers, because to do that would be to diffuse our efforts too much. But we use the neighborhood paper. There is one paper in this district that has a circulation of something like 12,000 and

we find that it is read by practically everybody around here. In it we tell our story, and that in a manner which would be absurd, in fact impossible, if we were using downtown papers. We can talk intimately to our neighbors and friends, and we can say things to them that we could not say to the general public with any effect.

"Intimate Talks With Our Friends"

"Then, too, we send our letters to a list of prospects which is always becoming larger. Many of our prospects come to us through existing customers. To such a prospect we may send a letter like this one, which we have used recently with much success:

Dear Mr.—: Some one who bought a Brunswick phonograph gave us your name.

If this person had not been all right, we should not have asked him about his friends.

If you were not all right, he would not have told us about you.

If we were not all right, he would have refused to give us any name at all.

We have put you on our mailing list.

The occasional messages we send may cause you to ask people about us.

We hope you will learn that we are clean business people, that we have been at work thirty years selling good musical things, and that any competing concern must go some to give the service we give.

If you DON'T learn this about us, throw our correspondence away. Our thirty years of work have been wasted.

"You note the intimately friendly tone of the whole letter. Well, we find that in this neighborhood work, such a tone catches on, brings people to visit us and establishes relations that always, or nearly always, end in sales.

"To show you what I mean still further, here is another specimen of our intimate talks with our neighbors and friends. It is taken from one of our regular periodic letters. It went out, like all the others, on our regular letter head and was decorated with a drawing of a solemn gentleman (with a twinkle in his eye) wearing a long beard and a crown.

SOLOMON STUFF.

Here we are, away out on Madison street, where, in Summer, dogs sleep on the sidewalk and baby carriages circulate among 'em.

Here we are, away out on Madison street, and we're sending Brunswick phonographs all over Cook County.

We sell 'em in Evanston and Irving Park, in Englewood and Hyde Park, in Elmhurst and Oak Park, in every old Place and every old Park.

Why is this? How can we do it?

That's just what we don't like to tell.

You see, when we were kids they picked a verse from the Proverbs of King Solomon and taught it to us:

"LET ANOTHER MAN PRAISE THEE, AND NOT THINE OWN MOUTH."

That Solomon Stuff was good. We can't forget it. But in his proverb the most excellent king practically invites our customers to tell you all about us. Ask them.


"By methods like these, using both the newspaper of our neighborhood and our own letters, we have built up a community good-will which is bringing in to us all the time new business in pianos, phonographs and radio. Of course you will understand that we give due credit to the merit of the Brunswick Phonographs and Radiolas that we sell. On the other hand, this sort of approach, unusually intimate and friendly as it is, would be worse than useless if we had not built up for ourselves, both in Union Park and out here, a reputation for being on the square, for making good on our promises and for a business career of forty years, during which we have never been known to go back on our word.

"In other words, it all comes finally down to the question of one's own character and reputation. The best schemes in the world are worth nothing if the man who attempts to put them in operation is tricky, dishonest or shifty.


"We are selling phonographs right along and plenty of records. So, too, we are selling pianos, and radio also. The phonograph business is established and standardized by now and there will always be a place for it."

FULL LINE of HARDWARE


For Radios and Phonographs



1400

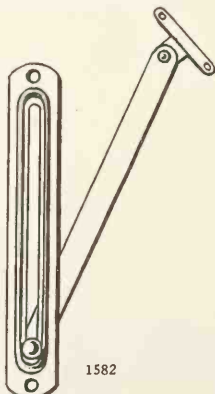


1557




626—4½"

624—6"




1582




1566


Portable Needle Cup



Piano Hinge—any length



Invisible Hinge



H. A. GUDEN CO., Inc.

227 CANAL STREET
NEW YORK, N. Y.



CASH IN On the Big Outdoors

Outdoor days are upon us again—days of camps and summer cottages, of hikes and motor tours, of fishing and canoeing—expeditions where the portable phonograph adds just the finishing touch of enjoyment.

Here's your chance to cash in with the Carryola Master—the quality instrument at the moderate price—the portable with the perfect tone—substantial yet easily carried.

Make a customer out of every holiday maker. They want portables and with the Carryola Master you can offer them the very thing they are looking for. Everywhere it's a favorite. Sells itself on appearance and *stays sold* on Performance.

Built Right—Sold Right

The only portable with the Add-

A-Tone Reproducer, giving a clear, beautiful tone equal to that of a cabinet machine.

Equipped with the famous Silent Motor, absolutely noiseless in winding and operation.

Substantially built veneer case, with Dupont Fabrikoid covering and nicked fittings. Plays any record—any size, any make.

Every One Guaranteed

With every Carryola Master goes a *written guarantee* that unless it completely and unconditionally satisfies, it may be re-shipped at the end of ten days and all charges cancelled. We will even pay the return shipping expense.

There is big money waiting now and every month in the year for Carryola dealers. Get in on it now. Write to your jobber today for complete information.



The

CARRYOLA COMPANY OF AMERICA
647 Clinton St., Milwaukee, Wis.

CARRYOLA MASTER

W. G. Pilgrim Dined by His Former Associates

Former Official of General Phonograph Corp.
Given Tribute of Esteem on Resignation to
Accept Important Position in Germany

W. G. Pilgrim, for the past nine years associated with the General Phonograph Corp., New York, and in recent years treasurer and assistant general manager of the company, was the guest of honor at a luncheon tendered him by the executive staff of the organization on Saturday, May 2. Mr. Pilgrim resigned as a member of the General Phonograph Corp.'s staff a few weeks ago in order to accept an exceptionally attractive offer from prominent business and financial interests in Germany. He will sail for Germany very shortly and while he keenly regretted the severance of his association with the General Phonograph Corp., the offer that he received from Germany was so attractive that it could not be refused.

During his nine years' association with the General Phonograph Corp., Mr. Pilgrim not only won the esteem and affection of the entire organization but also gained the respect and good will of every member of the phonograph industry who had the pleasure of meeting him at the company's executive offices. A keen student of finance and merchandising, he was a tower of strength to Otto Heineman, president and founder of the company, working in close co-operation with Mr. Heineman in all

of his many activities. At the luncheon on Saturday the employes of the General Phonograph Corp. presented Mr. Pilgrim with a handsome gold watch and chain suitably in-



W. G. Pilgrim

scribed, and the high esteem in which he is held by the company's executive staff was manifested in a tangible, concrete way. The luncheon was attended by all of the executives, directors and department heads of the General Phonograph Corp.

F. A. D. Andrea Organizes Canadian Subsidiary Plant

To Handle Manufacture and Distribution of
Fada Products in Canada From Toronto—
Branches in Chicago and West Coast

F. A. D. Andrea, Inc., New York, manufacturer of Fada neutrodyne radio receiving sets and equipment, has recently announced the organization of a Canadian subsidiary for the manufacture and distribution of its products in Canada. The headquarters of the new company, which will be known as Fada Radio, Ltd., of Canada, will be located in Toronto. Plans for its organization were recently completed by F. A. D. Andrea, president, and R. M. Klein, general manager of the company. The Fada company has increased its distribution facilities by the addition of a plant and sales office in Chicago and three warehouses and a sales office on the Pacific Coast.

Reifsnyder Music House Holds Formal Opening

New Branch of Company in Reading Opened
With Fitting Ceremonies—Brunswick Feat-
ured—Brunswick Artists Entertained Visitors

READING, PA., May 7.—The Reifsnyder Music House recently held the formal opening of its establishment in this city. The headquarters of this house are in Lebanon, Pa., where Perry Reifsnyder has been a successful music dealer for the past six years. The new establishment occupies a three-story building of its own with a depth of 227 feet located in the heart of the business section at 119 North Sixth street. Mr. Reifsnyder recently purchased this building for \$65,000.

The Brunswick and Brunswick Radiola are featured by Reifsnyder's and during the opening ceremonies Carl Fenton and His Orchestra, exclusive Brunswick artists, played for the entertainment of the visitors. Souvenirs were distributed to all visitors on opening day.

Telemotive in New Quarters

The Telemotive Radio Corp., distributor for Apex receivers, Amplion loud speakers and other radio merchandise, recently moved to larger quarters in the building in which it is situated at 552 Seventh avenue, New York. Edward M. Lang, president of the company, reports that the Apco "B" battery eliminators are selling exceedingly well.

William J. Gantler recently purchased the stock of the A. P. Mills Music Shop, Kaukauna, Wis., and will operate it with an art department addition. The establishment will be known as the Gantler Music & Art Shop.

Texas-Oklahoma Co. Tops List of Edison Jobbers

Southwestern Wholesaler During Past Year
Led All Edison Jobbers in Total Sales and
Purchases—Strive to Better Mark Made

DALLAS, TEX., May 6.—The Texas-Oklahoma Phonograph Co., Edison distributor, after eight years of striving to head the list of Edison jobbers through an intensive campaign during the past year, has achieved the enviable distinction of being the leading Edison distributor in the United States. The recent report of the Edison Co., on the comparative standing of its jobbers, showed the Texas-Oklahoma organization first in total purchases and sales and first in inventory turnover, although seventh in territorial population.

In order that 1925 will show an even greater volume of sales, A. H. Curry, president of the company, is planning a Summer sales drive.

Opens Forty-seventh Store

The forty-seventh of the chain of Rudolph Wurlitzer Co. stores was recently opened at 111 North Main street, Fond du Lac, Wis. A. J. Hook is manager of the new establishment.

Consolidated Recording Laboratory Reorganized

The Consolidated Recording Laboratory recently moved into its new home at 10 West Thirty-third street, New York City. In its new quarters it has one of the most elaborate and best-equipped recording rooms in the country, arranged to serve commercial organizations and to make personal recordings.

Arthur Cushman, who was formerly associated with the company, has sold his interest, and the company has reorganized with Albert L. Bodine as president, Jack Lawrence, treasurer, and Charles C. Hasin, vice-president and secretary. Mr. Bodine was formerly with the Victor Co., being a member of its recording staff for over eleven years. Jack Lawrence is well known in recording circles as an expert technician, and Charles C. Hasin for many years was an executive of the Emerson Phonograph Co., and later the Emerson Recording Laboratory.

For an hour each day, from twelve to one noon, during the week of April 27, the program broadcast from station WFBL, Syracuse, was under the auspices of the Auburn Music Co., Auburn, N. Y.

National Record Albums

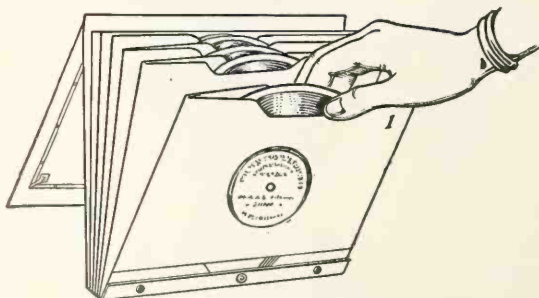
are

Good Albums

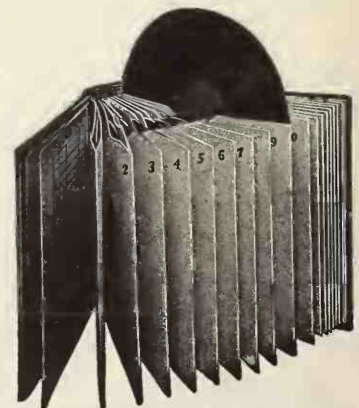
Nationally known because they
give real satisfaction.

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

Write for our list of 1925
styles and prices



NEW PORTABLE ALBUM



THE PERFECT PLAN

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

Columbia



WE know exactly what our policy is, and why.

It concerns and favors every phonograph dealer.

When the Columbia representative calls, listen.

A handwritten signature in dark ink, appearing to read "Henry Sterling".

Chairman of the Board
Columbia Phonograph Company

COLUMBIA PHONOGRAPH COMPANY, 1519 Broadway, New York





Record { ADESTE FIDELES (*Traditional*)
No. 50013D { JOHN PEEL (*Andrews*)

12 Inch \$1.25

The most remarkable recording ever accomplished—4,850 singing voices on one record—The Associated Glee Clubs of America at the Metropolitan Opera House (850 voices) with an audience of 4,000 joining in the final hymn.

“**I** COULD not bring myself to realize that it was a phonograph record. I hardly believe it yet.”

It is not only the magnificent volume of thousands of voices in one great auditorium, but their unapproached definition and their amazing perspective.

COLUMBIA PHONOGRAPH COMPANY

Record
No. 348D

{ DISCOVERY (*Grieg*)
A PLAINSMAN'S SONG (*Bliss*)

10 Inch 75 cents

Also recorded by Columbia from the Associated Glee Clubs concert. These records are entirely different from anything you have ever heard before.



THIS one
r e c o r d
alone will re-
vive ten thou-
sand sleeping
phonographs
in ten thou-
sand homes.

COLUMBIA PHONOGRAPH COMPANY

COLUMBIA

June Brought the Roses
Sung by the **CAVALIERS** *Three Artists*
 Columbia Record No. 331-D

Ukulele Baby
Sung & Played by **EDDY CLARK** *(The Ukulele King)*
 Columbia Record No. 338-D

HITS YOU WILL ENJOY!

335-D	Lady Of The Nile	<i>Tenor Solo</i>	Leo Reisman and His Orchestra
328-D	You Made Me Lonesome	<i>Tenor Solo</i>	The Whispering Pianist (Art Gillham)
334-D	Mother And Home	<i>Tenor Solo</i>	Vernon Dalhart
33053"	Where Are You To-night?	<i>Tenor Solo</i>	Charles Hackett
331-D	Mid-night Waltz	<i>Waltz</i>	The Cavaliers <i>Waltz Artists</i>
338-D	Ukulele Baby		Eddy Clark <i>(The Ukulele King)</i>

Columbia Records
 NEW PROCESS

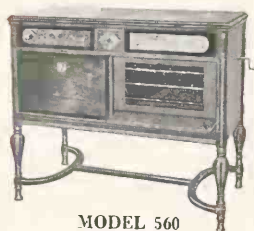
—and a new window-deal, also

TEN piece 8-color eye stoppers for June for a dollar, delivered, make a stepper-in out of the passer-by. Easy record money that you may as well bank.

COLUMBIA PHONOGRAPH COMPANY 1819 Broadway, New York



MODEL 580
\$350



MODEL 560
\$250



MODEL 140
\$50



MODEL 440
\$150



MODEL 340
\$120



MODEL 420
\$100



MODEL 550
\$200



MODEL 530
\$150



MODEL 240
\$75

Profit Winning Sales Wrinkles

Instruction at Time of Purchase of Radio Set Cuts Service Cost—Watkins Bros. Unusual Needle Display—Clever Record Tie-Up With Radio Programs—Other Business-Building Stunts

The question of rendering service to radio customers is one which has been given consideration by all dealers. To many dealers the problem of service has assumed great proportions, for many customers call for service, not once, but many times, and often on such occasions the calls are unnecessary and a few seconds' explanation solved what difficulty presented itself. Hugh Ernst, manager of the talking machine department of the John Wanamaker store, New York, has to a great extent solved the question of service by insisting that his service men render real instruction to purchasers of radio sets. Upon the installation of the radio receiver in the customer's home, the service man spends as much time as necessary to thoroughly instruct the customer in the operation of the set. The time occupied in instruction of this sort is more than offset by the fact that of the thousands who have purchased their radio receivers from the Wanamaker establishment comparatively few have found it necessary to ask for any further service after the initial instruction.

A most novel and ingenious window display arrangement in the show windows of Watkins Bros., Inc., Bristol, Conn., resulted in attracting much attention and greatly increased business. The Tungs-tone needle was featured in the display, but the increased business was not confined to this merchandise but extended also to records and even instruments. A little stage with a revolving record as the floor was made, upon which needles danced, many of them dressed up in tiny costumes, others with no covering at all. Magnets concealed over and

under the record caused the animation, the magnets being galvanized by a make-and-break electric switch. Electric lights about the stage flashed as the needles danced.

By effecting a tie-up with the radio concerts of talking machine artists the Humes Music Co., Columbus, Ga., has greatly increased both its record and radio business. In the case of the concerts recently broadcast by the Victor Co. mimeographed copies of the program were sent to the mailing list, together with an invitation to hear the concert at the store, which is fitted up as a concert hall. The catalog numbers of the different record selections are distributed with the copy of the program. The resultant business has been most gratifying to the dealer and has more than offset the effort and money expended on this form of exploitation.

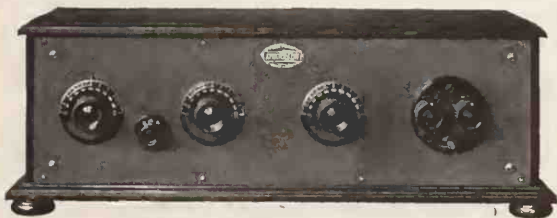
Despite the efforts made by the record manufacturing companies and the successful experiences told of in *The World* regarding the benefits of pushing foreign language records to the limit, many talking machine dealers fail to gain the profit which should be theirs from this business. An example of the manner in which this class of business can be turned into real profits is that of John Wolinski, of Seymour, Conn. Mr. Wolinski is first and foremost a barber, but aside from business he is a music lover. Having a large circle of acquaintances among the Polish people in his town, he saw the chance that was open for a live wire to develop the sale of Polish records among his friends and, in fact, the entire Polish settlement. He ap-

plied to the General Phonograph Corp. for the agency for Okeh records, and upon investigating his business it was loath to grant his application and insisted upon his paying cash for each shipment of records. He was perfectly willing to do this and in a short time developed into a real live Okeh dealer, taking a place in his shop for his talking machine activities, separated by a partition from the tongsorial establishment, and although the space devoted was only about eight by four feet, now carries a large stock of Polish records, in addition to several machines. The incident of this one dealer is mentioned simply to show what a fertile field awaits dealers who will cultivate the foreign field. If a man totally unacquainted with the retailing of talking machines and records can make a success in off moments of selling this merchandise, how much better is the opportunity for the experienced talking machine dealer.

The keeping of a file showing the records purchased by customers of the store has enabled Miss R. M. Quackenbush, manager of the talking machine department of Boardman & Gray, Albany, N. Y., to form a very close contact between the store and its clientele. Immediately upon the purchase of records, the customer's name and address are entered upon a file card together with a list of the numbers of the records purchased. This card is then inserted in its proper place in a box file which is kept in the rear of the record department. Naturally, when the customer again enters the store, reference is made to the file card and at a glance the salesman becomes acquainted with the musical tastes of the customer and he can immediately bring to his or her attention the recent record releases which have an appeal similar to those which the customer has purchased in the past. The benefit of such a system can be readily seen and in addition to the time saved, each customer feels a personal service is being rendered.

LATHAM

Radiola Super-Heterodyne, with Radiola Loudspeaker and 6 Radiotrons UV-199; entirely complete except batteries, \$256.



Atwater Kent Model 20 De Luxe

The Value of REPUTATION

A good reputation does not just happen, it must be earned. It is not by chance that the radio products manufactured by Radio Corporation, Atwater Kent and Freed Eisemann and distributed through E. B. Latham & Co. enjoy the approval of both the public and dealers. This popularity is deserved because the manufacturer gives the best possible value for the money expended.

The products are merchandised along sound lines and definite policies are carried out to protect their reputation.

E. B. Latham & Co. has earned its reputation because for the last four years it has served the dealers satisfactorily and given every possible aid towards making their business a success.

If you have not experienced the service and cooperation that have earned us our reputation, we should be glad to hear from you.

E. B. Latham & Co.,

550 Pearl St., New York, N. Y.

NEW YORK

How Hammann-Levin Build Radio Profits

\$70,000 Gross Business in Five Months Is Achievement of Baltimore Dealer Who Has Effected Unusual Merchandising Policies

Sell your house and your line of radio constantly if you would get your share of radio business in the face of keen competition. This is the principle on which the Hammann-Levin Co., Inc., large talking machine dealer of Baltimore, Md., operates in seeking radio business, and that the firm's methods of sales promotion are successful is proved by the fact that in five months a gross business in radio of about \$70,000 has been done. Contributing policies have been to handle only what is considered the best and standard radio sets and to eliminate store demonstrations entirely.

Wrong Policy Killed Business

In February, 1924, the Hammann-Levin Co. entered the radio field by opening a department in its large store on North Howard street, according to C. J. Levin, president of the company. The department proved unprofitable, due to wrong methods of selling, and consequently it was discontinued after a fair trial. In September the company again opened a radio department after a thorough study of the best methods of merchandising radio, with the sales results mentioned above. A most important factor of the new policy is a continuous campaign of publicity. This includes, in addition to extensive newspaper advertising designed to reach every class of buyer from the person to whom price is a prime consideration to the prospect who seeks the best regardless of price, a consistent direct mail campaign, which is most comprehensive and effective.

Direct Mail That Sells Radio

In connection with sales promotion by direct mail, the Hammann-Levin Co. launched its activities with an experiment to see whether this method of interesting prospects was worth while. Three letters were sent to a selected list of 500 of the best customers on the mailing list of the house. These were all customers who had made purchases of other musical instruments on a cash or nearly cash basis. The first letter read as follows:

Dear Friend:

You have accorded us, before this time, the privilege of serving you in your quest for music and entertainment.

Now again, we are at your service—this time to place at your disposal the very finest in radio.

Under the guidance of Mr. Fred Requa, a distinguished radio engineer, our Radio Department is offering the most carefully assembled assortment of sets and accessories it is possible to assemble.

And we are setting what we believe is a new standard for helpful, pleasure-insuring SERVICE in selling Radio—counsel in selection of sets, in their use and on any phase of Radio where what we know can be of any aid.

Moreover, we are making a specialty of home demonstration. Without any charge, any set you wish will be demonstrated free of charge right at your home. You need merely tell us that you would like this done.

Come in and acquaint yourself with this ideal Radio Service. Our whole department is at your call—and you

will find we have a wonderful set for you, whether your price is \$15 or \$450!

Let us be of service to you!

Cordially yours,

HAMMANN-LEVIN Co., Inc.

The second letter (reproduced below), was sent out a short time later:

Dear Friend:

Again—we are going to talk radio!

A pleasurable experience is in store for you, whenever you can conveniently visit our splendidly equipped Radio Department.

You will find that our assortment of sets and accessories is the most complete and the most reliable that you could ever imagine!

You will find that we have provided ideally for everybody whom Radio interests—from \$15 sets to the \$450 level.

And whether your purchase be a part or a set, you are assured the same conscientious service, the same careful attention.

Mr. Requa, who has this department under his care, is widely known as a real radio authority. You can bank on his judgment on anything that has to do with radio—and his judgment is always at the service of friends of the Hammann-Levin Store.

Let us show you what's what in this field. Or better still, let us demonstrate any set you say right in your own home, without any charge!

It will be a pleasure to serve you in any respect. Give us the opportunity.

Cordially yours,

HAMMANN-LEVIN Co., Inc.

The third and last letter of the series made a direct attempt to get the customer to take some action. A return post card made answering easy and many availed themselves of the privilege of securing a demonstration. This letter follows:

Dear Friend:

Now is the moment for radio! With the elections near at hand, the baseball season at its height, and a multitude of music marvels on the air every day, radio entertainment is more interesting and enjoyable than it has ever been!

When we wrote our customers a short time ago announcing the opening of our wonderful, new, complete radio department, the response was immediate. If you are not numbered among those who are now enjoying radio entertainment provided by us, it must mean that you do not fully realize the ease and convenience of buying your set here. A nominal deposit places any set in your home—and the balance is arranged for on terms to suit your convenience.

The assortment of radio sets and accessories which comprise our stock are the most highly perfected of their kind; every great set and accessory is represented! Mr. Fred Requa, the well-known radio expert, heads our department and he and his capable staff of assistants will be glad to give you advice on any radio matter.

Also, remember, we will demonstrate any set in which you are interested within one hour after you have made your request. Count on us for one delightful evening of radio entertainment, free of charge; see our marvelous assortment of sets and forward your request on the enclosed card.

Very cordially yours,

HAMMANN-LEVIN Co., Inc.

This direct mail effort proved so successful that the company immediately decided that a continuation of the campaign was imperative. Instead of working only on 500 selected customers the company included its entire mailing list, numbering close to 10,000, in the drive. Two post cards were sent out to this mailing list, containing reproductions of the first two of the three letter series, and the results again justified the expenditure of time and money.

In addition a constant stream of other direct mail matter was being received by the patrons

and prospects of the Hammann-Levin Co. and the cumulative effect of this advertising soon made itself felt in sales. One of the best bits of publicity sent out by the firm was a card six by eight inches. This was in reality a large post card. On the face of this card, in condensed form, were the offerings of the company which had appeared in the local newspapers. This mailing resulted in direct sales of several thousand dollars worth of radio. Another unusual bit of mail matter consisted of a booklet written by C. Levin, entitled "The One Best Way to Solve the Radio Problem." The text of the booklet, which is too long to reproduce here, explained the importance, from the purchaser's standpoint, of selecting a standard radio set and avoiding doubtful merchandise.

Some Radio Sales Hints

Mr. Levin, who has made a close study of radio merchandising, commenting on the success of his methods of doing business, made some pointed remarks which are worthy of repetition. "Most people have some particular set in mind when they visit the store," he said. "It is simply a matter of selling them what they want if you are handling the line. If you do not handle what they are after, of course, the prospect is harder to sell and your talk must be convincing.

"I have come to the conclusion that the best type of man to operate the radio department is one who has the selling instinct. I have found that those who are too much interested in the mechanical side of radio do not make the best salesmen. By handling standard sets the dealer partially solves the service problem. We also find it entirely feasible to charge for antenna installation. We make a charge of \$10 for installing an aerial on a flat roof and \$15 for making the installation on a gable roof. We believe in giving service. If the mail order houses who never even see a customer can afford to give the high grade of service they do and still make a profit we should be able to do the same.

"We make a flat carrying charge of 10 per cent of the value of the set on all instalment sales. This is necessary, because the dealer who sells on time without charging the customer for the privilege is losing money.

"We are careful to whom we sell on the instalment plan. We always secure two names on the contract, the husband and wife. Thus, we have a better chance of getting our money when due. The value of exercising care in selling is evidenced by the fact that in spite of our large radio business we have, to date, found it necessary to repossess only three times. This record speaks for itself."



Wuebben Record Albums are indestructible

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

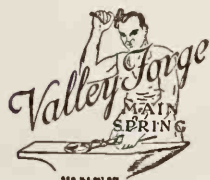
Ask for our illustrated prospectuses and price lists

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

Wrapped in mocolene and packed in separate cartons indicating uses. This double protection against rust and dust was originated by the VALLEY FORGE organization.



OUR chart lists the largest line of Main springs in existence. Send for it.



J. A. FISCHER CO.
Manufacturers
730 MARKET ST. PHILA., PA.



Interesting Talks Mark Third Meeting of Phonograph Manufacturers' Association

Over Forty Leading Members of Industry Present at Chicago Meeting—Aims of Association in Connection With National Publicity Outlined—To Adopt Slogan—Will Meet Monthly

The third meeting of the recently formed Phonograph Manufacturers' Association was held Monday, April 20, at the Furniture Club in the American Furniture Mart, Chicago, and was attended by more than forty members of the trade. This meeting signified in a concrete way the phenomenal progress that is being achieved by organizers of this Association in bringing together the various factors of the phonograph industry, and judging from the activities at the business sessions the Association is going to be a pronounced success. As usual, the meeting was opened with a dinner, followed by the transaction of important business matters pertaining to the industry as a whole and to the activities of this Association in particular.

As stated in the April issue of *The World the Phonograph Manufacturers' Association* will include among its members manufacturers of phonographs, including portables, as well as manufacturers of motors, tone arms, sound boxes, incidental parts and records. With such a complete membership it is expected that the Association will be in a position to function efficiently and effectively for the constructive development of the industry.

The April meeting was noteworthy for the spirit of enthusiasm and co-operative good will that was apparent on all hands. Every manufacturer in attendance appreciated the fact that the Association had been formed to attain definite results and it was recognized that these results could be accomplished solely through the hearty support of every branch of the industry and the co-ordination of every factor in the trade. The constructive suggestions offered at the April meeting emphasized the care and consideration that the members of the trade are giving to the problems of the industry and it was significant that a spirit of sincere optimism was manifested throughout the meeting.

Some Interesting Addresses

Henry A. Otis, president of the Association, officiated as chairman and contributed a number of valuable suggestions that indicated the efforts which he is making in behalf of the organization. He informed those present that consistent progress was being made in the af-

fairs of the Association and that it rested with the members to co-operate with the officers and directors in making their plans practicable and successful.

M. C. Schiff, vice-president and treasurer of the Association, made a very interesting address, outlining in a general way the aims of the Association toward providing the industry with a national publicity campaign that would drive home to the public everywhere the educational and entertainment value of the phonograph. He suggested that a committee be appointed to develop in a practical way the suggestions which he had outlined and this committee will probably be named at the next meeting of the organization.

Lee Robinson, business manager of *The Talking Machine World*, New York City, made a brief address, pointing out the advantages and benefits to be derived from an association in the phonograph industry and pledging the support and co-operation of *The World* in connection with the organization's activities.

To Adopt a Slogan

Franklin B. Ward, president of the Radio Master Corp. of America, Bay City, Mich., and widely known in the lumber and plywood industries, made a very effective and interesting address, during which he discussed the ways and means which had been adopted by other associations toward bettering the conditions in the industries which they were serving. Mr. Ward stated he firmly believed that equally good results would eventually be obtained through the Phonograph Manufacturers' Association, provided it functioned along practical and productive lines.

It was suggested by the officers that the adoption of a slogan emphasizing the importance and value of the phonograph would be an important step in the propaganda work of the Association from a publicity angle and various suggestions for these slogans were offered by members and guests in attendance at the meeting. The slogans will be discussed in further detail at the May meeting when one of them will undoubtedly be adopted as the official slogan of the Association.

The committee on by-laws, headed by S. A. Ribolla, stated that it had completed its work in this connection and a typewritten copy of the proposed by-laws was given to every member of the industry in attendance. It was suggested that these by-laws be given careful consideration from every angle, so that when the May meeting was called to order, they could be adopted with any revisions considered advisable by the members of the Association.

It was also decided that the Association could function more efficiently if the number of vice-presidents were increased to five, so that each branch of the industry would be represented on the executive board. The vice-president of each branch would act as chairman of the particular division of the industry he represented, so that the various factors of the Association would be able to work out their problems carefully and completely, thereby contributing to the value of the Association as a whole.

Monthly Meetings Planned

It is proposed to hold monthly meetings of the Association on the third Tuesday of each month and on this schedule the next meeting will take place May 19. It is expected that the May gathering will be even more successful than the April meeting, particularly in view of the fact that the by-laws of the organization will be presented at this meeting and also because of the very rapid progress the organization has made since it has been in existence.

Among Those Present

The various companies represented at the April meeting were: Vitanola Talking Machine Co., Chicago, Messrs. Schiff and Illing; Perkins Phonograph Co., Chicago, Messrs. Otis and Schuettler; General Phonograph Corp. of Illinois, Chicago, S. A. Ribolla; Wolf Mfg. Industries, Quincy, Ill., F. A. Wolf; Vincennes Phonograph Co., Vincennes, Ind., J. S. Watters; Radio Master Corp. of America, Bay City, Mich., Franklin B. Ward; Excel Phonograph Co., Messrs. Nordlund, Peterson and Sweet; Broadcaster Corp. Chicago, S. M. Meltzer, A. M. Meltzer and S. L. Zax; Caswell Mfg. Co., Milwaukee, Wis., L. B. Casagrande, J. G. Casagrande and J. F. Massopurt; Jewel Phonoparts Co., Chicago, Messrs. Schroeder, Davidson, Davis and Tures; Carryola Co. of America, Milwaukee, Wis., Donald Allen and L. T. Goble; Oro-Tone Co., Chicago, Leigh Hunt; United Mfg. & Distributing Co., Chicago, Frank F. Paul; Blood Tone Arm Co., Chicago, Edward Roetsch; Anton Clemetsen Co., Chicago, Anton Clemetsen; Barnhart Bros. & Spindler, Chicago, Charles Sherman; Mutual Phonoparts Mfg. Co., New York City, A. P. Frangipane and Max Targ, of Targ & Dinner, Chicago; William Brand, William Brand Co., New York City; Gorham Bros., Mt. Pleasant, Mich., Messrs. Preston and Palmer; Plymouth Phonograph Co., Plymouth, Wis., Mr. MacIntyre; H. G. Saal Co., Chicago, Messrs. Neufeld and Decker; E. Toman & Co., Chicago, M. Toman; Eureka Talking Machine Co., Chicago, Messrs. Swidscher and Kaplan; Wizard Phonograph Co., Chicago, Messrs. Cummings and Fricke; and *The Talking Machine World*, Lee Robinson and Leonard P. Canty.

Applications for membership were received from the Empire Phono-Parts Co., Cleveland, O., and the Eureka Radio & Phono-Parts Co., New York City.

Otto Heineman, president of the General Phonograph Corp., New York, and a member of the Association's directorate, had planned to be present at the meeting but was detained in New York at the last moment. He forwarded an interesting letter to Mr. Otis, expressing his faith in the future of the organization, and pledging his company's support.

Arthur C. Hand, leader of the California Ramblers, exclusive Columbia recording artists, although an exceedingly wealthy young man as a result of a recent inheritance, works with his band just as any other hard-working musician. Every night finds young Hand at the California Ramblers Inn with his orchestra.

HARDWARE

for

RADIO and PHONOGRAPH CABINETS

LID SUPPORTS

BULLET CATCHES

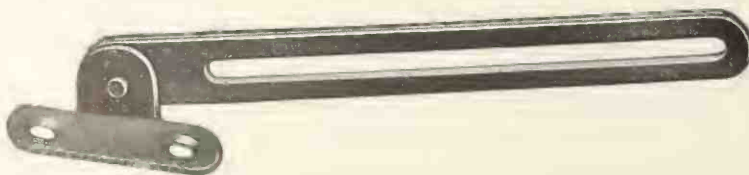
CATCHES

STOP HINGES

CONTINUOUS HINGES

INVISIBLE HINGES

NEEDLE CUPS



WEBER-KNAPP CO.

JAMESTOWN, N. Y.

Leadership ~ in quality in performance and in SALES

Radiola Super-Heterodyne

famous for *performance!* Because it needs no antenna — no connections of any kind, it is the set for summer homes, motor boats, all outdoor places. Don't miss a single sales opportunity!



Radiola

REG. U.S. PAT. OFF.

PRODUCED ONLY BY RCA



*How the
Radio Corporation
of America
is Meeting the
Responsibility of
Leadership*

It has made America the radio center of the world, through the high power radio telegraph circuits that link our country, by direct radio communication, with seven countries of Europe, with Asia and with South America.

It has developed radio ship sets, and a ship-to-shore radio service that makes the high seas safer, and aids all marine commerce.

It has the technical resources of laboratories for research that not only carry on unceasing experiment for the perfecting of Radiolas and Radiotrons, but study the problems of high power commercial transmission, and conduct research into every phase of radio, in every field in which it can serve the nation. It is one such study that has resulted in the transmission of pictures by radio.

With its associates, the Radio Corporation of America maintains ten powerful broadcasting stations, whose programs serve the whole nation: WJZ, WJY, WGY, WBZ, WRC, KDKA, KOA, KFKX, KGO, KYW — from New York to California!

By its extensive research in the development of Radiotrons, the standard vacuum tubes of radio, it has made contributions of inestimable value to radio progress.

It has developed Radiola Super-Heterodyne and other Radiolas, for the improvement of the quality of home reception and the lowering of its cost.

RADIO CORPORATION OF AMERICA
Sales Offices:
233 Broadway, New York
10 So. La Salle St., Chicago, Ill.
28 Geary Street
San Francisco, Cal.

"Frozen Capital" Stunts Business Growth

Discount Companies Open the Way to Expansion for the Dealer of Limited Capital Who Cannot Afford to Carry His Own Paper

The practice of discounting instalment paper covering sales of talking machines is not exactly a new one although it is becoming more common as financing methods improve and the business situation necessitates the maintenance of capital in liquid condition. Not all dealers find it necessary to discount their paper except in amounts that will be accepted by the average run of banks, but there are others who can ill afford to keep paper in their safes till it matures without running the risk of business embarrassment.

It is a recognized fact that business is conducted largely on a credit basis and the discounting of instalment paper simply means that the dealer is utilizing the equity which he has in customers' notes and contracts for the carrying on of his business instead of allowing it to lie dormant until maturity. There are some retailers, of course, who are fortunate enough to have ample capital resources and enough available cash to permit them to carry the paper right through, considering the interest or carrying charge, as a fair return.

Times Have Changed

We find certain old timers in the business who hesitate to deal with discount companies on principle, regardless of how great the need, in the belief that modern concerns of this type are on a par with some of those which existed some years ago and whose methods savored enough of Shylock to scare away the merchant who needed money but did not need it bad enough to pawn his business to get it. In fact, for a time the merchant who went to certain types of discount companies was on a par with the individual who sneaked into the pawn shop with his watch to get rent money. It was the last resort and the action must be carried on under cover.

For that matter it has not been so many years since the purchaser of an article on instalments was regarded with a certain amount of contempt by the neighbors, who felt that it was an indication of poor financial standing. Today, on the other hand, due in no small measure to the work of music merchants, the buying of merchandise out of present and future earnings instead of savings, has become generally recognized as a legitimate method of which there can be no criticism.

Logical Outcome of Instalment Selling

With the instalment method of selling thus recognized, it is but natural that some sound, economical plan be devised for relieving merchants of the necessity of carrying the paper over extended intervals. We thus find the development of discount companies on a legitimate business-like basis, competing for trade and quoting discount rates which, under usual circumstances, may be considered quite reasonable for the service rendered. Several of these companies have made a direct and extensive study of the music trade and base their rates and service upon the situation as it exists in connection with the sale of talking machines, radios and pianos. These same companies finance the paper of automobile, vacuum cleaner, and furniture dealers and other lines of business where term sales are employed.

Stretching Limited Capital

A dealer who enters the field with a limited amount of capital generally needs every dollar of that capital to keep going, for some years at least. When business is active and the turnover is rapid he can generally realize enough from his cash sales and incoming instalment payments to meet his business overhead, but quite often this amount is not sufficient to provide for the necessary expansion of business or

to provide for the discounting of bills and the advantages that accrue from that method. With business good, the talking machine dealer is in a much better position to keep the bulk of his leases in this state and finance the business from current sales than dealers in other lines, for the reason that the bulk of record selling is on a cash basis and this represents, or should represent, a major portion of the business.

However, there come lean times when this cash record business does not measure up to expectations and when to move machines it is necessary to make terms a little more lenient than ordinary. Under such conditions it is quite generally necessary for the dealer to take his paper or, as it has been called, "frozen capital," from the safe, and realize a certain amount of cash on it either through the banker who can sometimes be persuaded to be considerate if the paper is of a short time variety, or otherwise through a discount company.

Especially where the dealer handles radio receivers and other articles that do not encourage a constant recurrence of sales to the same customer, as in the case of records, is it necessary to realize to some extent at least upon the cash capital involved in instalment paper and it is in such cases that discounting becomes a legitimate part of the business activities and not simply a last resort. Money thus realized should be devoted to legitimate business expenses, particularly the financing of stock accounts and moves tending toward expansion. If the dealer finds it necessary under ordinary circumstances to cash in on his paper for the purpose of meeting operation and sales expenses, he might well give the condition of his business serious consideration, for it is an unhealthy situation that, if allowed to continue, will mean the bankruptcy court.

An Example of Frozen Capital

There is a story told of a dealer in New England who, starting with a capital of \$5,000 found himself at the end of his third year with a substantial store, a good stock, some \$18,000 worth of instalment paper in his safe, but no cash and little bank credit. In short, after three years he had simply accumulated a mass of frozen capital that was literally choking his business to death.

It is true that at the end of three years he was theoretically \$13,000 above his original capital to the good, in instalment paper plus a store and stock, but to realize upon his work there were only two methods open to him, the first, to close out his business and retrieve his capital as the accounts paid out, or to discount his paper, meet the discount charge, and have available sufficient cash to carry on the business as it should be carried on. As he was situated at the time every machine sale meant a further aggravation of the condition by adding to the amount of paper and requiring that much more cash, or its equivalent, for stock replacement.

The discounting of paper means simply that the bulk of the dealer's capital is made available for actual business purposes and is freed from dormant instalment accounts. The premium that is paid for this discounting, which is being steadily reduced by leading companies, may, or should be, easily and profitably offset by additional income realized through the turning over of the capital thus released. The practice of discounting paper is also calculated to make the dealer watch his cash payments and terms more closely, for the discount companies have definite regulations as to the character of paper accepted. It also makes him a better collector for the discount company demands its money regularly, and with that pressure the dealer is going to push customers for the money.

It pays best to sell the best

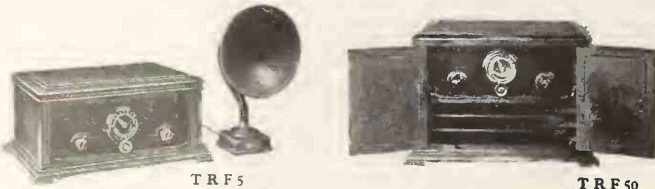
Magnavox sets have everything a good set should have. At their prices they offer a value which insures prompt sales.

SIMPLICITY—Single dial control—no need of "radio tuning."

DISTANCE—A five tube tuned radio frequency set —tremendous reserve for "station hopping."

SELECTIVITY—The power and simplicity of this set make for the keenest sensitivity and high selectivity.

VALUE—At list prices of \$90 and \$110 Magnavox sets offer a value hitherto unapproached in the field of radio.



For Satisfied Customers Who Repeat—Sell

MAGNAVOX SETS

THE MAGNAVOX CO., 350 West 31st Street, N. Y.

In previous advertisements we had the pleasure of featuring the endorsement of **SELECTRON** by such leading concerns as **Stromberg-Carlson** —**Freed-Eisemann**, etc.

We now have the pleasure of presenting the endorsement of

SELECTRON

Reg. U. S. Pat. Off.

by **R. E. THOMPSON MFG. CO.**

the well-known pioneer manufacturer of radio apparatus

(Other Leading Radio Set Manufacturers will be announced in subsequent copy)

\$19.50

LIST PRICE

SELECTRON (CC)
COMPLETE, ready
to plug in any radio
receiver.



\$12.50

LIST PRICE

SELECTRON (BB)
for use with any
speaking unit.

What the Selectron Does

1 At the mere turn of the SELECTRON dial—the talking machine becomes either a radio loud speaker or talking machine—at will.

2 With SELECTRON, the talking machine tone chamber gives greater volume and finer quality than any so-called loud-speaking horn or box, regardless of price—because—

SELECTRON makes use of the highly developed tone chamber of the talking machine and absolutely avoids the use of the tone arm and sound box for radio reproduction—leaving these parts free to perform their intended function, i.e., to reproduce talking machine records.

3 With SELECTRON the radio set and talking machine are absolutely independent of each other—yet, both make use of the same highly developed tone chamber.

4 SELECTRON makes unnecessary the use of make-shifts and becomes an integral part of both the radio set and the talking machine—imparting permanency to the radio set.

5 SELECTRON brings “dead” talking machines back to life and back into the record market.

6 Each of the millions of talking machine owners is a prospect.

7 SELECTRON brings real profit in its sale.

8 SELECTRON is the only instrument which properly and permanently links any radio set with the highly developed tone chamber of the talking machine—at its full efficiency.

9 SELECTRON stimulates the sale of radio sets, as it eliminates the need for a loud speaker, which, after all, is half of any radio receiving set.

10 SELECTRON eliminates the talking machine “trade-in” problem by the sale and linking of radio sets with the talking machine as a loud speaker.

11 SELECTRON stimulates the sale of new talking machines—upright or console—as every prospect for a loud speaker becomes a prospect for the finest of all loud speakers—the amplifying tone chamber of the talking machine.

12 SELECTRON does all of the above without in any way disturbing the talking machine in the least—and without any so-called “installation.”

Have your jobber tell you all about Selectron or write direct to

AUDAK CO., 565 Fifth Ave., NEW YORK, N. Y.

Zenith Export Department in Charge of A. G. Linsig

Export Department of Zenith Radio Corporation With a Well-trained Personnel Opened at 1269 Broadway, New York City

The Zenith Radio Corp., of Chicago, has long felt that its growing export business should be reorganized upon a basis which will give its foreign trade quicker and better service than has heretofore been possible. Realizing that New York is in reality the dominant exporting center of the United States, it has been decided to place the newly organized export department in the Eastern offices of the Zenith Radio Corp. located at 1269 Broadway.

A well-trained personnel will be placed in charge, headed by A. G. Linsig, a well-known exporting executive who has lately resigned a similar position with the Victor Talking Machine Co., for the purpose of taking charge of the Zenith Radio Corp.'s export business. Mr. Linsig has had extensive experience and brings to the Zenith Radio Corp. established ability which will mean much in extending Zenith export business.

When Mr. Linsig was interviewed upon his return from the factory, where he has spent some weeks in familiarizing himself with Zenith products, he stated that he was fully convinced of the close association of the radio and talking machine industries. Allied from the point of view of home entertainers, he pointed out that each product really satisfied entirely different requirements, and did not conflict basically. He declared that a true realization of these fundamental differences by the trade would do away with a great deal of harmful indecision and lead both dealer and manufacturer in both industries to a still closer and more harmonious co-operation. Mr. Linsig felt that the public had realized the different nature of performance between the radio and the phonograph. The music dealer should keep this consideration well in mind, and his combined radio and phonograph business will become increasingly successful and profitable.

Regarding the possibilities of radio abroad, he pointed out that broadcasting everywhere was improving with giant strides. He referred to the superiority of the American radio sets and Zenith sets in particular, as against any sets marketed by European competitors. Outstanding reference was made of Zenith's selec-

tivity; remarkably clear and powerful amplification; ease of operation; quality of tone; and especially long-distance receiving capacity, as proved in Commander MacMillan's successful North Pole experience with Zenith apparatus. These facts, Mr. Linsig feels, are of great importance for all foreign markets. Long distance is the need of the burgher in the Veldt of South Africa, of the wealthy hacendado on his estate on the plains of the Argentine or Brazil, the miner in the Cordillera, the tea or



A. G. Linsig

coffee planter in the interior of Ceylon or Java, and the sheep ranger in Australia. Long distance is equally the greatest radio need for most of these countries where broadcasting stations are centered in two or perhaps three towns to cover a whole country, sometimes larger in territorial extent than our own U. S. A., as in the case of Brazil.

Long distance will be the ideal connection of all these provincial small towns and country estates with the daily social and economical life of the metropolis. Radio carries to the owner of a receiving set the daily heart beat of the country's ever-moving social life and metropolitan entertainment. Not to be forgotten is radio's great value as the rapid carrier of important news, political and economical speeches, weather and financial reports, etc.

The press, the moving pictures and improved means of travel have knitted the nations of the world together, but to radio is reserved the

supreme achievement of letting people hear each other orally and at will, over thousands of miles of land and sea. Radio has thus become the greatest factor for good understanding between nations, also for world peace, friendship and progress.

Columbia Graphophone Co. Stock Issue Oversubscribed

\$1,500,000 Stock Issue Floated by Columbia Co. in England to Finance Taking Over of American Columbia Interest Quickly Purchased

The recent purchase of the controlling stock of the Columbia Phonograph Co., Inc., by Louis Sterling and his associates, has caused considerable favorable comment not only in the trade but in financial circles as well.

Mr. Sterling's broad knowledge of the phonograph industry in Europe and the United States has given rise to a feeling of confidence that has been expressed in many ways. The most recent expression of such confidence was given in a very tangible manner by the investing public of Great Britain, when the Columbia Graphophone Co., Ltd., of London, floated a new issue of stock to increase its capital. The issue was oversubscribed ten times.

The New York Morning World of April 21st carried the following article which describes the various phases connected with this issue:

"The Columbia Graphophone Co., Ltd., of London, is a company with a capital of 400,000 common shares of ten shillings (\$2.50) each, total £200,000 (\$1,000,000).

"In order to pay for the interest acquired by the Columbia Graphophone Co., Ltd., in the Columbia Phonograph Co., Inc., New York, the former company increased its capital and advertised an issue on the morning of April 20 of 300,000 £1 (\$5.00) 7 per cent, preferred shares, total £300,000 (\$1,500,000).

"Louis Sterling, chairman of the board of Columbia Phonograph Co., Inc., reports the receipt of the following cable: 'Within five minutes of the opening of the lists actual subscriptions received for £2,000,000. (\$10,000,000). Estimated the total subscriptions will reach £3,000,000 (\$15,000,000).'"

Frederick Piano Co. Celebrates Anniversary

UNIONTOWN, PA., May 7.—The W. F. Frederick Piano Co., in celebrating its forty-fourth anniversary recently, launched a campaign to put "Music of Some Kind in Every Home." Using this slogan as a keynote, special offers were made to the people of those towns which are served by the Frederick organization and which include Uniontown, Cumberland, Pittsburgh, McKeesport, Greensburg, Connellsville, Grafton, Morgantown, Johnstown and Brownsville. Established in 1881, this establishment has forged ahead to an enviable position among the leaders in the music retail merchandising field of the country.

Permits News Broadcasting

The members of the Associated Press, at its recent meeting in New York, voted, by a big majority, to authorize the Board of Directors to make possible the broadcasting of A. P. news of "transcendent importance." The news broadcasting must be properly credited to the A. P. and safeguarded in other respects. By-laws of the organization hitherto prohibited the broadcasting of news.

Edison Shop Re-opens

The Edison Shop, Fort Worth, Tex., recently opened after extensive alterations were made. W. W. Dyer is manager of the establishment.

Pay Us a Visit at "The World's Largest Building"



WHEN you are at the Music Trades Convention in Chicago drop over any time and let us extend you the hospitality of The World's Largest Building, where our general offices and display rooms are located. You will be interested in seeing this exposition palace, with its Millions of Dollars worth of Fine Furnishings displayed in its acres of space.

From the Drake Hotel, a short walk south along the Lake Shore Drive, brings you direct to Building Entrance at 666 Lake Shore Drive. Then come up to our display rooms, Suite 829. We will be glad to see you and you may be interested in seeing an especially large and comprehensive assemblage of phonographs, radios and combinations. But please remember, you will be our guest and will not be asked to buy anything.

VITANOLA



Everywhere!

LISTEN to the music coming from phonographs—perhaps in a palatial dwelling of a leader of society, perhaps at a gay gathering of pleasure-loving youth, or at a camping site, far from civilization, where wanderlust has led, or in fact, any place where phonographs are capable of bringing musical entertainment—listen, and undoubtedly you'll hear music born of Heineman Motors.

Heineman Motor-equipped phonographs are *everywhere!* Over three millions have been sold. More than three millions of music lovers are enabled to enjoy, without interruption, the music of their liking simply because down underneath each record turn-table a Heineman Motor is on duty—ever ready to give that steadfast, easy and noiseless operation that is made possible by its superior design and durable construction.

And when appreciation for this faithful service is being given, is it really directed to the motor? In nine cases out of ten, no. All the owner knows, and cares about, is that his machine is functioning perfectly at all times. It is ready every time he is. He realizes that he has made an excellent purchase, and to "Mr. John Jones", the dealer from whom he bought the phonograph, goes his full measure of goodwill and appreciation.

Step into "Mr. John Jones'" shoes. Have friendly thoroughly satisfied customers. Insist that the independent phonographs that you sell be equipped, as other phonographs *everywhere* are equipped, with

HEINEMAN QUALITY MOTORS

A Product of the

General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th Street,

New York, N. Y.



Sonora Bell Inaugurates Ad. Criticism Service

Space in Each Issue Will Be Given Over to Ads Written by Dealers With Comments by F. W. Schnirring, Advertising Manager

In the current issue of the Sonora Bell, the publication issued monthly by the Sonora Phonograph Co., Inc., New York, for the benefit of Sonora dealers, F. W. Schnirring, advertising manager, is inaugurating a service to assist dealers in bettering their advertising copy. A page or two in each issue of the Sonora Bell, starting with the May issue, will be given over to reproductions of dealer ads and Mr. Schnirring will comment on each and every ad. In his message to dealers concerning this service Mr. Schnirring says:

"In the future issues of the Bell there will be a page or two devoted to the reproduction of advertisements that were written personally by Sonora dealers. You are invited to send in a number of your best advertisements each month and they will be reproduced and criticized in the Bell. I assure you that in the criticisms I will give in the Bell I shall not hand out any soft soap. If your advertising is rotten I'll tell it to you in no uncertain language—and I'll also tell you why I think it is not so good. By reproducing the various Sonora dealer ads each month in the Bell, it will be an exchange of ideas as well as an effort to increase the productiveness of dealers' advertising."

Columbia Masterworks Receive Critic's Praise

Musical Authorities Enthusiastic in Their Comments on These Recordings

The manner in which the trade and record-buying public have received the Columbia Musical Masterwork Series of Symphonies and Chamber Music has been extremely gratifying to the officials of the Columbia Phonograph Co., but what is more significant from a musical standpoint has been the manner in which musical authorities throughout the country have commented upon the influence these records have in bettering the musical tastes of the people. The critics in the daily newspapers have devoted columns to reviews of the recordings and the comment has invariably been that of high praise. A recent review in the music columns of the San Francisco Bulletin read in part:

"In the movement to improve phonograph records of orchestral works pronounced strides have been made recently. Some of the leading phonograph companies have concentrated upon this endeavor with the result that surprisingly excellent records have made their appearance, to be warmly welcomed by all lovers of good music.

"This move has been more readily appreciated by the fact that the world has been combed to secure the best, with the result that not only the best of this country but that of Europe has been secured for home enjoyment. Foremost in bringing to the home the finest in orchestral music has been the Columbia Phonograph Co., Inc."

Then follows a complete, comprehensive description of the Masterwork Series.

Topeka Music Co. Gives Up Topeka Branch Store

The stock of the Topeka Music Co. at Topeka, Kan., has been moved to the Emahizer-Spielman Co. store at 519 Kansas avenue, and the complete line of Brunswick and Edison phonographs will be handled from the main store hereafter. The employes of the Topeka store have been added to the staff of the main establishment.

Important Additions to Okeh Record Literature

"Blue Book of the Blues," Containing Complete List of Blue Records, and Catalog of "Old-Time Tunes" Are Now Being Distributed

The General Phonograph Corp., New York, is increasing the amount of its publicity for dealer distribution. One of the recent issues was the "Blue Book of the Blues," the first complete catalog of "blue" records issued in some time. The catalog is very attractively gotten up and many favorable comments on its appearance and contents have been received from dealers. The catalog features the Okeh race records and a page is given over to a short resumé of each artist's career, together with a listing of the records made by that particular artist.

To satisfy the demand for "old-time tunes," special literature dealing with this type of music has been prepared. A catalog listing "old-time

tunes" was recently distributed to the trade, and supplements will be issued every alternate month, adding to the listings and making the catalog complete and up-to-date. Dealers are making good use of these catalogs.

Victor Exhibition Salons in New York Are Closed

End of Lease and Demolition of Building Force Move—No Announcement Regarding New Exhibition Rooms in New York

The exhibition salons conducted by the Victor Talking Machine Co. for the past year on Fifth avenue, New York, opposite the Public Library, were closed on April 1, at the expiration of the lease on the premises. It is understood that the building will be torn down with others to make room for a large modern structure. The Victor Co. has made no announcement regarding any plans for reopening exhibition rooms in New York.

BRISTOL THEY MAKE THE BEST AUDIOPHONE MADE IN U.S.A. Loud Speaker



Model S,
\$25.00



Model J,
\$20.00



Baby Grand,
\$15.00



Baby
\$12.50



Model C, \$30.00

Represented by Branches in

NINE PRINCIPAL CITIES

BOSTON
Old South Bldg.

NEW YORK
114 Liberty St.

PHILADELPHIA
Widener Bldg.

PITTSBURGH
Frick Bldg.

BIRMINGHAM
Age-Herald Bldg.

DETROIT
Book Bldg.

CHICAGO
Monadnock Block

ST. LOUIS
Boatman's Bank Bldg.

SAN FRANCISCO
Rialto Bldg.

Send for Bulletin 3022-BS showing the Bristol line.

THE BRISTOL COMPANY, WATERBURY, CONN.

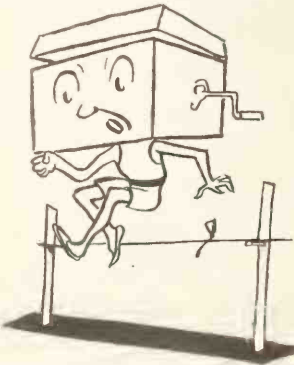


BRISTOL'S RECORDING INSTRUMENTS

Hurdle the Summer Slump With Portables

There Are Real Profits in Selling Vacationists on the Idea of Taking Along a Portable—Don't Forget Auto Owners—Start Now

What are the chances for bringing up the sales volume during the Summer? That is the



most vital question before the dealers at this season. The period between May and the end of August is usually looked upon as a time when little may be expected in the way of sales; in fact, so strong is this state of mind among a certain type of business men that practically no effort is made to move machines and records. It is true that the trade faces an entirely different sales problem than that with which it is confronted at any other time of the year and it is equally true that the thoughts of owners of instruments and prospects alike are turned to amusements other than music. It is vacation time and the public seeks pleasure. It is the season for fun out-of-doors.

The Problem of the Dealer

The main concern of the dealer is how he can break through these thoughts of outside pleasures and make the "going away" public realize the need for music on the vacation, week-end trip or picnic. Certainly the large talking machines are a little out of the picture with this portion of the public at this season, although, of course, the bulk of the population remains at home, with the exception of the usual two-weeks vacation period. Clearly, the answer lies in the portable talking machine and radio outfits, and dealers, consequently, will find that sales promotion campaigns in the interest of these compact little instruments will be most productive now. In the vicinity of every large

city and many small towns there are pleasure resorts of some kind. Then, too, there are the people who own automobiles. Every auto owner is a logical prospect for a portable. The dealer has a powerful sales argument to use in selling portable instruments. In the first place, the portable is an excellent musical instrument. It is indispensable in the Summer cottage or



Make 'em Dance to Portable Music

camp. It furnishes the music for dancing and singing. It adds pleasure to the picnic, auto or boat trip. The great trouble seems to be that dealers have been selling the higher priced units and they do not seem to realize that there is a real profit in portable sales. Besides, portable sales can be made when the larger instruments do not move so well. And this also means an increase in record sales.

Selling Portables for Cash

In selling instruments to transients at the Summer resorts great care must be exercised by the dealer in granting credit. In fact, there is a good chance in many cases of closing the deal on a cash basis, for after all the average portable machine is comparatively inexpensive. Another factor in favor of cash sales

is that when on vacation prospects usually are in an expansive mood and can more easily be induced to pay cash. When a sale hinges on terms and down payment the references of the purchaser should be investigated before the machine and records are delivered. A dealer in the northern part of New York State last year placed a number of portable machines in Summer cottages, accepting a small down payment. In several instances when the next payment failed to come in when due, he journeyed to the stopping place of his customer only to find that both customer and machine were gone for parts unknown. In every case where an instalment sale is made it is wise to secure the home address of the customer and verify it. In this way only can the dealer follow up in his collection efforts.

Window Displays

During the Summer, especially, the portable talking machine or radio set is the dealer's best bet and because of this it seems strange that so few retailers recognize the advantage of making a consistent effort to sell. Rarely does one see a window display devoted exclusively to portables. Yet it is right at home that the dealer has his greatest sales opportunity. Vacations in most cases are anticipated and planned for long in advance. What better form of sales promotion is at the command of the



There Is a Sales Idea in This for Dealers

dealer than to bring home to these people who are looking forward to their annual outings the possibilities of adding immeasurably to the success of the vacation by taking along a portable. These instruments and their purpose during the Summer offer endless opportunities for unusual and strikingly effective window displays. One thing is certain, the portable will not sell itself. It must be brought to the attention of prospects, and window displays will do this.

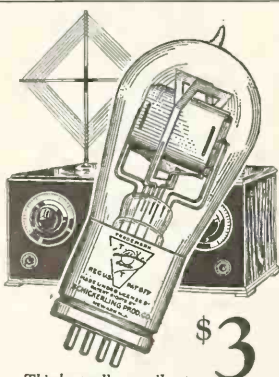
Selling Old Customers Portables

Every dealer has a list of the customers to whom he has sold a talking machine and records. These customers are the best kind of prospects for portable instruments and the dealer has the advantage of being known to them. In other words, they know him and his store and they have shown their confidence in his merchandise and his store by their patronage. The dealer is or should be on a friendly basis with his customers. In bringing the portable talking machine to the attention of customers a salesman making personal contact is, of course, most effective. However, this is not always possible. The telephone and, last but not least, direct-by-mail will also bring home the bacon.

Now Is the Time to Get Busy

At the end of this month the vacation season really starts and consequently now is the time to start the campaign. Waiting until the season is half over means that many potential sales will have been lost. Already there are signs of the usual Summer lethargy insofar as talking machine sales are concerned and it is time a strong effort were made to sell.

Talk about popularity!



This best seller retails at

MODEL S-4000

5 volt Standard Base, ¼ amp.

Detector-amplifier with full,

noise-free distortionless volume

All models sold with a 10 day written guarantee

OTHER MODELS RETAIL AT

5 volt—¼ amp. Standard Base

Model S-200 Detector . . . \$3.00

Model S-700 Special Oscillator,

Detector, Amplifier and Power

Tube for all Multi-Tube sets . \$7.00

3 volt—1/10 amp. Miniature Base

Model S-600 Det. Ampl. . . . \$3.00

5 volt—16/100 amp. Standard Base

Model S-1600 Det. Ampl. Osc. . \$4.00

3 to 4 volt—

8/100 amp. Miniature Base

Model S-8100 Det. Ampl. Osc. . \$4.00

Schickerling tubes have simply stamped the tube market. These are the ONLY tubes with the 4th element—the triangular plates that eliminate distortion and tube noises, so that D.X. stations can be heard more clearly. Sell Schickerling tubes with your radio sets. They make a good set better, keep your customers "sold", and are decidedly profitable!

Write or wire today for dealers' terms

SCHICKERLING PRODUCTS CORP.

Executive Offices and Factory: 401-407 Mulberry St., Newark, N. J.

Chicago Sales Office:

Consumers Gas Building, 220 South State Street

Philadelphia Sales Office:

Jefferson Building, 1015 Chestnut Street

Authorized Phonograph Distributor-Dealer:

RUDOLPH WURLITZER CO., 120 West 42nd St., New York City

Mail orders filled from Newark factory or nearest branch office

SCHICKERLING RADIO TUBES

With the Stabilizing Triangular Plates

Increasing the Safety Factor on Time Sales

L. A. Murray Advocates a Flat Carrying Charge on All Instalment Sales, the Selection of Customers and a "Finding Charge"

In an enterprise such as the talking machine business, where the bulk of sales are made on the instalment plan, the cost of selling is of the utmost importance in determining the profit of the dealer. In instalment selling the cost increases in ratio to the length of contract and the success of the merchant in securing money when due, as well as keeping the customer sold on his purchase and preventing loss of goods before they have been paid for. All of these considerations have an important bearing on profits, so much so in fact that many dealers are making in actual profits no more than the money they have invested in business would earn were it placed out at legal interest.

At the end of a year a dealer who has done an excellent business on the instalment plan looks with satisfaction at the annual statement showing his profits. But in view of the fact that these profits are really on paper and the bulk of the money is outstanding in instalment accounts the actual profits of the dealer when each transaction of the year has finally been concluded may be far less. What happens? John, Jones and Smith may meet all of their obligations. But there is Brown, who skipped out owing the last month's instalment. Brown failed to leave his new address and none of the neighbors know where he has moved to. Brown has the machine on which he has paid only two or three instalments and the dealer in the majority of cases is compelled to take his loss. The paper profits begin to go glimmering. Then there is John Doe, who is inclined to fall behind in his payments. There is then an extra cost of collecting the money each time this individual falls behind and many times repossession of the instrument is necessary. Also many dealers sell on the instalment plan without charging interest. They seem to lose sight of the fact that they are lending the customer the use of their capital for a period between eight and eighteen months without cost. That also means an unnecessary loss.

Overcoming Credit Evils

How to overcome these credit evils is the problem before the dealer. There is no better way to show how this can be done than to outline the methods of dealers who have been successful in accomplishing this very thing. There is the L. A. Murray Co., one of the most successful music concerns in the State of Iowa, which operates a fine establishment in Davenport. L. A. Murray, head of this concern, states that 95 per cent of the company's talking machine business is on the instalment plan, 90 per cent of the radio sets are sold on deferred payments and about 60 per cent of musical merchandise is sold on time.

Charging Interest

Many patrons object to paying interest, points out Mr. Murray, but this is overcome by explaining to prospective purchasers that the instrument is being sold at the cash price, the only difference being in the interest charge. However, Mr. Murray believes that the interest charge is not the most efficient method of making the customer pay for the privilege of purchasing on the instalment plan. He states: "Buyers will always object to paying interest and the trade will suffer the loss of much good will until this policy is discarded and instead a definite carrying charge is made on all instalment sales. As it is we try to overcome their objections by thoroughly explaining at the time of the sale that we are selling them on the cash price and are making only a small interest charge. Also, by adding interest every month to their balances and showing it on the first statement. It is rather difficult a year after the sale to convince the customer that we did not say 'there would be no interest charge,' but very easy to remind them of this if there are any 'kicks' in thirty days or less. Therefore, our method of showing interest charge on the statement each month.

A Move in the Right Direction

"I am pleased to note that the Pacific Coast dealers have started the ball rolling in the right direction by proposing a flat carrying charge rather than a simple bank interest charge for carrying these accounts. The music industry stands alone to-day, I believe, as the one industry which does not differentiate between cash and time sales except in the matter of a small interest charge. We may kid our-

selves for a long time and finally come to the conclusion that we cannot carry time payment deals at the same rate of interest which our banker charges us. But while we are fooling ourselves we are losing money.

Selling to Responsible Prospects

"The dealer who does not exercise care in placing instruments on the instalment plan is running a big risk of loss. We are wasting our time, dissipating our energy and spoiling our merchandise by delivering it to those whom we know cannot pay for it. We are very fortunate here in having an efficient 'credit men's exchange.' When we do make a sale to a customer who may be classed as 'doubtful' we watch the account very closely and never permit the payments to lapse. If the second payment is made on time we find that the chances of trouble later are very small. It is because we exercise care in selecting prospects that we have very few repossessions. Also we keep the customer sold until he has a substantial sum invested and after that he is usually more concerned than we are. When it becomes necessary to repossess we exert pressure until the customer usually tells us to 'come and get the machine.' Even after we repossess the instrument we keep it in storage for a certain length of time to give the customer a chance to meet back payments if he so desires and very often the customer makes good.

A \$3.00 "Finding Charge"

"There is one evil in credits which is often overlooked and that is the problem of following up the people who are always moving and we as a result are always looking for them. Some day this problem will probably be solved by a large and efficient national retail credit system. Much along this line is being accomplished now and every retail music merchant should interest himself in supporting this movement. We find it a help to make a finding charge of not less than \$3.00 on the accounts of those who move their instrument without our consent. We make this known to our customers at the time of the sale and they usually are careful to let us know if they contemplate moving."

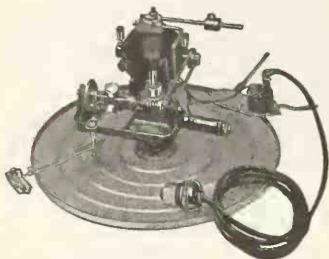
Files Petition in Bankruptcy

The Lyric Music Shop, Port Chester, N. Y., was recently placed in bankruptcy with liabilities of approximately \$3000.

The PHONOMOTOR CO.

WM. F. HITCHCOCK, Proprietor
121 West Avenue Rochester, N. Y.

An Electric Equipment for the
PHONOGRAPH



Fully GUARANTEED

Universal—alternating or direct current. Complete, with every part and ready to run.

Sample, mounted on motor board, 12x12x3/4 unfinished board, \$25.00 C.O.D. Money back if not satisfactory, 1/2 cash with C.O.D. order.

The PHONOSTOP

An automatic stop for all talking machines, 100% efficient.

STANDARD FOR EIGHT YEARS

Guaranteed.

Sold direct to
manufacturers all
over the world.

Nickel or Gold.

Your phonograph
is worthy of the
best stop.

This is the only one.

Your customers appreciate it

We also sell General Phonograph Hardware

Cable Address:

PHONOMOTOR, Rochester, N. Y.

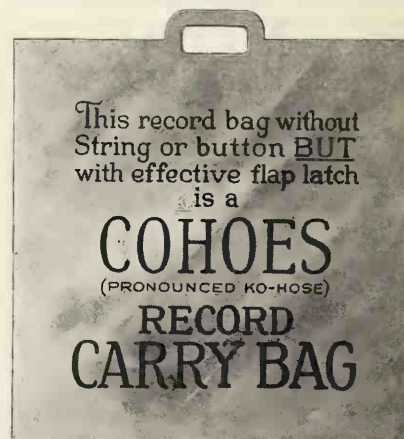
Codes: Bentley's and A.B.C., 5th Edition Improved.

Richardson, Orr & Co., Sydney, Australian and New Zealand Representatives.

Trade Prices upon application

The PHONOMOTOR

Trade-Mark Reg. U. S. Pat. Office



This record bag without
String or button BUT
with effective flap latch
is a

COHOES
(PRONOUNCED KO-HOSE)
**RECORD
CARRY BAG**

Cohoes Envelope Co., Inc.

Sales Office
N. Y. and Vicinity
342 MADISON AVE.

Home Office
and Factory
COHOES, N. Y.



\$25.00
retail!

for Outdoors—PAL is Supreme

For camp—at the beach—for picnics—and for all-around purposes, PAL'S sturdy construction makes it the ideal portable for outdoor use. This important feature, together with PAL'S pleasing tone quality, and attractive appearance has earned for PAL the recognition as being the easiest selling portable.

Dealers' Price

\$15.00

If you are not handling PAL now, order a sample so that you can learn how good a PAL really is. Display and demonstrate PALS and see how quickly they sell. Remember, every time you sell a PAL you make \$10.00 and a friend.

PLAZA MUSIC COMPANY, 10 WEST 20th STREET, NEW YORK

Interesting Analysis of Problems of Talking Machine Trade in South America

Edward J. Bruen, Who Has Been Visiting in South America and Who Has Studied Conditions There in Connection With Talking Machine Merchandising, Describes Sales Methods

BUENOS AIRES, April 2.—The greatest problem presented to the talking machine trade in South America is the bringing of the product to the attention of the buying public. The Victor and Columbia export departments do a great volume of newspaper and poster advertising among our Southern neighbors, but these educational methods are not as productive of business as the same efforts would bring forth in the United States.

The truth seems to be, and the experience of many business men in various lines bears it out, that the Latin-American is not given to the reading of advertising columns—that he receives his impressions rather from the gossip of neighbors than from the most expensive efforts to attract his attention. This is true of the two most important Latin nationalities in South America—the Spanish and the Portuguese.

Direct Appeals Result in Sales

In Venezuela and Argentina the talking machine dealers make direct, personal appeals for trade through following the open road and carrying machines along. Like the sewing-machine vender of recent memory they go to every home, play for the pleasure of the family if they obtain a hearing and, in this way, establish trade relations. The siesta hours in the early afternoons are the most favorable for the dealer's agent and he makes the most of them. Among the Spanish-Americans the making of a friendly relationship and the sale of a machine is most important, its influence reaching out to extensive family connections—sometimes establishing an endless chain of selling.

Expensive Instruments Best Sellers

Dealers' sales are largely due to the sowing of such seed along the roadsides throughout the South American territory, advertising playing only a minor part in the opinion of the important agencies. The natural conclusion to be reached from such a method of selling is that the cheaper and smaller machines are mostly in demand. The contrary is the fact, however, as the cheapest adobe hut, once its owner is sold to the idea, is adorned more frequently with an expensive console than with the cheaper makes.

There is a mistaken impression in the United

States about the ability of the poorer people in South America to pay for anything. Whatever influences are responsible for such ideas are wrong in fact. Talking machine dealers whom your correspondent interviewed in Rio de Janeiro, Montevideo, Caracas, Soledad, La Paz and

It is interesting to note in connection with this article on the talking machine trade in South American countries that United States exports of talking machines to South America for the eight months ending February, 1925, amounted in value to \$754,264. The respective countries to which these shipments were made were as follows: Central America, \$69,463; Mexico, \$115,912; Cuba, \$73,385; Argentina, \$99,246; Chile, \$71,563; Peru, \$68,290; Other South America \$256,486. During the same eight months' period talking machine records to the value of \$1,068,900 were shipped to all foreign countries. An idea of the shipments of records to South American countries may be estimated from the fact that for the month of February, 1925, alone, they amounted in value to \$63,071.

Santos were unanimous in the statement that collections are the least of their troubles.

Fifty Per Cent Cash Sales

It seems that the South American is a hard man to sell, but that once sold he wants to transact the business of completing his ownership as soon as possible. Fifty per cent of the sales in Caracas and Soledad, according to dealers, are made for cash. The number of returns of machines was also said to be negligible in the Venezuelan territory. Where cash is not paid the general collection system is by notes maturing in thirty, sixty and ninety days. The weekly instalment plan would never work satisfactorily, as payment along all lines of work is made mostly by the month and not by the week.

A bill was introduced into the Brazilian parliament last Winter providing for a weekly pay day in all industries. It was bitterly op-

posed by the coffee, mining and herding interests and was tabled indefinitely. Whether it will be brought out again at the coming session is a question. If it should be passed it will, undoubtedly, in the opinion of talking machine men, have an effect on all business payments, and Julio Sabillo, of the Victor agency in Rio de Janeiro, who is familiar with the weekly instalment business because of several years' experience in the United States, voiced the opinion that the change to the weekly wage system will mean a change to the instalment payment plan to the detriment of the business, because the collection costs must be increased.

Sign Notes on Time Sales

"The existing system of signing notes maturing in thirty, sixty and ninety days," Senor Sabillo said, "has a good psychological effect on purchaser. The fact that the name of a bank is on the paper as the place of payment increases its importance vastly, and the banks charge the dealers nothing for this service. Indeed, sometimes the talking machine buyer's note works to the bank's advantage, acting as an introduction to a permanent savings account."

Buenos Aires has a weekly pay system and is known as one of the most "Americanized" cities south of the Gulf. It has strong labor ties with the United States and is unquestionably the most modern of all South American cities. Paradoxical as it may seem, all the talking machine dealers in this city are complaining of business, of the collection situation and of the number of machines they are compelled to take back. One of the leading talking machine dealers here explained this condition by stating that it is simply a reaction from the peak business of two years ago and that it took Buenos Aires about a year longer to get the reaction than cities in the United States.

The Radio Situation

In the larger cities of South America the dealers and jobbers are beginning to feel the radio complex, and are wondering what its ultimate effect will be. They are satisfied that the reaction in their country will be much slower than in the United States, and furnish many reasons for this outlook. In the first place they point out that the Latin-American youth and boy is not given to things mechanical; that the fleeting character of the radio performance does not appeal to the South American who likes his music, when he likes it at all, repeated *ad libitum*; that the talking machine furnishes him with his favorite music at his own discretion and within the walls of his own hacienda or hut.

Most Popular Type of Records

In the record business the situation throughout the Argentine, Brazil, Venezuela and Bolivia is satisfactory with a growing demand in the Victor and the Columbia lines for syn-copation. The most popular records are, of course, those of the great opera stars who sing in Spanish or Portuguese. Some of the Italian records are very popular, especially in the larger cities, where many Italians are engaging in business, coming from their native country through the United States.

Strevell-Paterson Co. to Represent Sonora in Utah

SALT LAKE CITY, UTAH, May 5.—The Strevell-Paterson Co., leading hardware distributor of this city, formerly distributor of the Sonora phonograph, has again taken on the distribution of the radio and phonograph products of the Sonora Phonograph Co. The company will represent Sonora in Utah and southern Idaho and will be an important asset by reason of the high regard in which it is regarded by the entire trade of the Rocky Mountain section.

The Crown Music Co., Pasadena, Cal., has opened a branch store at Glendora, in which a full line of musical instruments and radio equipment is carried.

P E T O F O N E

MADE IN U. S. A.

A real portable talking machine

TO RETAIL AT \$12

Usual Trade Discounts

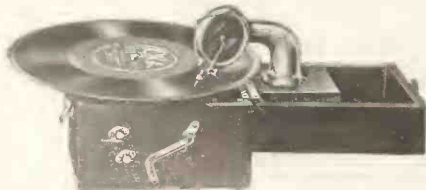
DISTRIBUTORS

Pet O Fone is bound to be a big seller this year—the demand is already great. Good proposition open in your territory.

The Pet O Fone is a sturdy little talking machine—no larger than a camera, and as easy to carry. It has a good motor that will last; and its tone is most pleasing. See it and hear it and be convinced.

DEALERS

A display of Pet O Fones will create sales—and demonstrations will increase them. Quick sales and large profits are waiting for you.



Does all a larger phonograph will do. Ready for action in a minute.



Weights 4½ lbs. Made in black, red, green or blue fabricoid.

PET O FONE MFG. CO., 557 BROADWAY, NEW YORK

The Superspeaker

RADIO circuits are being constantly improved. Radio art moves steadily forward.

But the laws of acoustics are not new. Telephony and the musical instrument art have long since made them final and definite.

The Jewett Superspeaker is merely the foremost musical instrument, applied to Radio reproduction. There is nothing electrical about it—nothing but its performance. And there are no mysterious new principles that threaten to affect its leadership.

In The Superspeaker you sell, therefore, Permanent Radio Equipment—as modern tomorrow as it is today.

That same idea of Permanence is back of every Jewett Product.

Good Permanent-value Merchandise, built to Quality standards! Sell it with confidence.

Run through the list of Jewett Products given below, and see how superbly they meet these essentials of Permanence and Quality. Then ask us for full details.



JEWETT RADIO & PHONOGRAPH COMPANY

5660 TELEGRAPH ROAD

PONTIAC, MICHIGAN

Factories: Allegan, Mich. — Detroit, Mich. — Pontiac, Mich.

Canadian Sales Offices: Walkerville, Ontario

Export Sales Offices: 116 Broad Street, New York City

The Jewett Micro-Dial—Makes tuning 50 times as accurate. Fits any set. Needs only a screwdriver to install. Price \$3.50.

The Jewett Vemco Unit—Makes a loud speaker out of your phonograph. The Reproducer used in the Superspeaker. Price \$12.00.

The Jewett Superspeaker—All that the name implies. Recommended by experts everywhere. Price \$30.00.

The Jewett Parkay Cabinet—With parquetry top. Puts the amateur on a par with the most exclusive cabinet worker. All sizes, prices to correspond.

The Jewett Superspeaker Highboy—Houses Radio set and all batteries. Superspeaker built in. Takes Radio into the realm of fine furniture. Price \$130.00

Jewett Quality Products

Chorus of 5,000 Sings for Columbia Special Record

Concert of Associated Glee Clubs at Metropolitan Opera House and Audience Sing Adeste Fideles—Recorded by Columbia Co.

Through the use of new scientific devices the Columbia Phonograph Co., New York, was recently able to record five thousand voices on a single record. The record is "Adeste Fideles," coupled with "John Peel," and is an extra special release to the trade. The recording was made at a recent concert of the Associated Glee Clubs at the Metropolitan Opera House, New York. A male chorus of 850 voices gave the concert and the Columbia organization installed recording apparatus and was successful in securing several very good records of the selections sung.

The audience at this concert was for the most part members of glee clubs throughout the East and when the last number was sung it

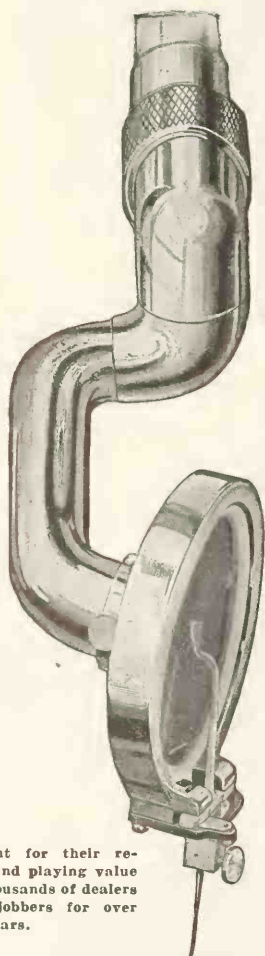
Mr. Edison Man:—

Never Say

"KAN'T," say "KENT"

The KENT No. 1

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



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

Write for catalog of complete line



Reg. U. S. Pat. Off.

F. C. KENT CO.

Irvington, N. J.

was asked to join in the singing of "Adeste Fideles." As the Metropolitan Opera House seats about four thousand and as they readily joined the chorus of 850 in the singing of this beautiful hymn, the effect of this massing of so many voices was beautiful and unusual. The recording engineers of the Columbia Co. were extremely fortunate in securing a perfect recording of this selection and it is now available to music lovers throughout the country.

Trade Changes and News of New Haven, Conn., Dealers

Loomis Temple of Music Adds Brunswick Line—Growing Business Compels Securing Larger Quarters for Live Dealers—Other Activities

NEW HAVEN, CONN., May 4.—The Loomis Temple of Music, Chapel Street, this city, has just added Brunswick phonographs and Brunswick radiolas to its already large line of Victrolas, Cheney phonographs and pianos. The Brunswick line was announced through exclusive windows and large space in the New Haven newspapers.

The Delione Music Shop has moved to new quarters at 106 Temple street, where a variety of musical instruments is being featured.

Amendola Bros., 164 Wooster street, reports the sale of a number of Ricca pianos over the Easter holiday. Anthony Amendola reports a resumption of Columbia phonograph sales and has renewed activities with this line both on the retail floor sales and through truck sales plan.

These live wire merchants have outgrown their present quarters and contemplate securing larger and more spacious display rooms in the immediate vicinity in the course of the next few months.

H. I. Rumanoff, of the Automatic Music Shop, has started a drive for phonograph business and has completed arrangements for an advertising plan through newspapers and fliers coupled up with truck canvassing in securing sales in New Haven and the outlying districts on Victrolas and Columbia phonographs.

Louis Miller, of Miller's Music Shop, 144-146 Congress avenue, has leased another store at this address to take care of the ever-increasing business. Mr. Miller had a local contractor add six hearing rooms, a new complete record department and other fixtures to add to the beautifying of the interior of the store. Mr. Miller reports an increase in his business through the improved store and states that the larger space was necessary to take care of his increasing business.

Dean David Smith, 219 Elm street, reports a very big demand for portable phonographs to the Yale students. Record business has kept up very nicely and there is a very big demand for Columbia and Brunswick records.

Mr. Lundine has been made manager of the Widener Victrola department at the Edward Malley department store. He comes from the Widener store of Worcester. Since taking over the department at Malley's Mr. Lundine has made several improvements in the department to facilitate easier purchasing by prospective customers.

Brodrib & Blair, 183 Orange street, are remodeling their present location to take care of increasing business. This is a branch of the Brodrib & Blair store of Bristol, and Waterbury. In all stores they are featuring Edisons, Brunswicks, Sonoras and pianos.

C. Brandes, Inc., Takes Over Large New Plant

Factory of Radio Manufacturer Moved From New York City to New Quarters in Newark, N. J.—Executive Offices Also Moved

C. Brandes, Inc., has just made an important announcement regarding the removal of its New York factory to a new plant in Newark, N. J. The executive offices of the company are now located at the factories at 200 Mt. Pleasant avenue, Newark, N. J.

It is interesting to note that constant growth of the business has made it necessary for the firm to expand production facilities five times in the past two years, and that these expansions have resulted in an increase of 150 per cent to 200 per cent in manufacturing floor space.

The move of factory and executive offices centralizes all of the Brandes manufacturing facilities, making it possible, they state, to economize in the progressive assembly methods which will be used to further improve the quality of their products. At the present time the office of the vice-president, M. C. Rypinski, and the sales and advertising department will be located at 237 Lafayette street, New York City.

The company has just announced an improved table talker having a goose-neck horn and an adjustment lever conveniently located at the back of the base. The firm is well known for the line of radio head sets and loud speakers which it makes.

Many Dealers Granted the Sonora Franchise in April

During the month of April the agency for Sonora phonographs was secured by numerous dealers throughout the country. Among the representative houses who will now sell Sonoras are Lyon & Healy, Chicago, Ill.; Chalmers Music Co., Miami, Fla.; Homestead Drug Co., West Baden, Ind.; Dunham's Music House, Asheville, N. C.; Sluder Furniture Co., Canton, N. C.; Jugoslavia Jewelry & Phonograph Co., Inc., Milwaukee, Wis.; H. E. Copple, Monroe, N. C.; Davis Music House, Lakeland, Fla.; Bessemer Furn. Co., Bessemer City, N. C.; Rockaway Talking Machine Co., Brooklyn, N. Y.; Bell & Harris Furn. Co., Concord, N. C., and Borden's Music Store, Barberton, Ohio.

Radio Corp. Earns Gross of \$15,229,923 for Quarter

The Radio Corp. of America, in its report just issued for the quarter ended March 31, showed gross income from sales, communication and other income of \$15,229,923. The company showed for 1924 a gross of \$54,848,131, so that quarterly earnings of \$15,229,923 as reported would mean, if maintained for the three subsequent quarters of the year, a gross business of close to \$61,000,000.

The directors declared the regular dividend of 1¼ per cent on the preferred stock, payable July 1 to stock of record June 1.

The Harkan Co., New York, was recently incorporated at Albany, to make radio equipment, with a capital stock of \$10,000. The incorporators are M. J. Levie, V. Gray and J. Kahn.

MAKE 1925 A QUALITY YEAR

Only high grade raw materials produce high grade records.
For the best grades of uniformly cut

COTTON FLOCKS FOR PHONOGRAPH RECORDS

Write to
CLAREMONT WASTE MFG. CO.,

CLAREMONT, N. H.

The Greatest Achievement in Radio History is Here!

This Receiver Works from Either A. C. or
D. C. Current. (No Extra Attachments)

Needs NO BATTERIES Whatsoever

Six Tubes

Indoor Aerial
or
Loop Reception

Two Dial
Control

Life of Tubes
Prolonged

Fool Proof in
Every Respect

Consumes 1/10
Cent of Current
per Hour
of Operation



Look For This Trade Mark For Your Protection

No Rectifying
Tubes or Extra
Attachments

Exclusive
Territorial
Rights
for Jobbers
and
Retailers

Our Franchise
Means
Full Protection

A Wide Range
of Models
also
Phonograph
Panels

A Big Proposition—Write or Wire Today for Full Details

MANUFACTURED BY

ARGUS RADIO CORPORATION

25 WEST 18th STREET

NEW YORK CITY

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

Scope of the R. C. A. Finance Plan Extended

Extension to Present Plan Arranged by the Radio Corp. of America Permits All R. C. A. Dealers to Take Advantage of It

The time-payment plan which the Radio Corp. of America offers to its dealers has been extended so that those who could not afford the opportunity of taking advantage of it, due to the fact that their businesses are comparatively small and their financial statements have not been favorably considered by the financing companies, can now do so. In a statement explaining the details of the new plan, the Radio Corp. of America says:

"This extension to the present plan is known as 'direct collection' and should make the benefits of this plan available to all Radiola dealers as the limitation of the capital invested in their business is not a controlling factor.

"Dealers in Radiolas now have the option of either:—

(1) Collecting the instalments on time-payment contracts and realizing the benefits which accrue from customers coming into their store to make regular payments, with the provision that this plan will only be offered to those dealers whose credit and financial condition meets the requirements of the financing companies; or

(2) Having the instalments collected from their customers direct by the Financing Companies.

"In order to make clear the operation of our Radiola time-payment plan with the extension of direct collection, let us assume the sale of a Radiola having a list price of \$100.00. When an understanding has been reached between the dealer and his customer with regard to the sale the customer will pay to the dealer in cash 25 per cent of the list price, which in this case is \$25, plus 1 per cent of the list price for each month that the customer desires for paying the balance. The amount of 1 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, plus 4 per cent of the list price for interest and all charges or a total of \$29.

"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 remaining \$75 in equal monthly instalments. When the customer has paid the down payment and charges and signed the contract 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 97 per cent of the list price at once.

"With the 'direct collection' method, the customer pays his monthly instalments direct to the finance company, thus obviating the necessity for the dealer to record and forward the monthly payments to the finance company."

The Radiola time-payment plan is being financed by two very large national financing companies. Dealers who are not now using the Radio time-payment plan should write immediately to one of the financing companies (name can be secured from Radio Corp. of America) or to the nearest affiliated company for blank application forms.

Brunswick Salon of Fifth Avenue Has Formal Opening

Elaborate Warerooms Opened With Appropriate Ceremonies—Noted Brunswick Artists Broadcast From Store—Trade Represented

The formal opening of the Brunswick Salon of Fifth avenue, New York, was held on Saturday, April 25, with appropriate ceremonies. The artistic surroundings and luxurious fittings of this establishment were further enhanced literally by bowers of flowers, bearing greetings of good will and success from prominent members of the trade. More than a thousand people visited the new establishment at 668 Fifth avenue on opening day, many of them being members of the trade who wished to extend in person their good wishes to Chester I. Abelowitz on his new venture.

The feature of the opening was the broadcasting through station WJZ of a program of exceptional merit, including Isham Jones and His Famous Dance Orchestra; the Radio Franks; Frank Munn and the Brunswick Concert Orchestra, all Brunswick recording artists. The concert was given during the hour between four-thirty and five-thirty. This was the first appearance of the Isham Jones aggregation before the microphone. Listeners-in were requested to write to the Brunswick Salon and comment on the program and within the next few days hundreds of responses were received and literature dealing with the instruments carried was immediately sent. As there will be broadcasting one night each week from the establishment, an exceptional opportunity of reaching the buying public is afforded.

The complete Brunswick line of phonographs and Brunswick Radiolas is carried and in the radio department the Radio Corp. of America line of Radiolas and the Atwater Kent line of receivers are being featured. A complete library of Brunswick records is in stock and Audak equipment has been installed to demonstrate the records. Mrs. Edmund J. Brewster, who for years was in charge of the phonograph warerooms at this address, has been appointed manager by Mr. Abelowitz. She will be assisted by Harold Mann, formerly of the Sohmer Piano Co.

Among the prominent members of the talking machine and radio trades present at the opening ceremonies were: W. A. Brophy, Walter Rogers, H. Emerson Yorke, Louis Buckner, Harry Beach, Maurice Landay, George E.

Brightson, Mr. and Mrs. James Brooks, A. Dalrymple and Otto Goldschmidt.

Henry Whitter, Okeh Artist, Real Hill Country Type

Big City Holds No Lure for Singer From Hills of Virginia—On Visits Trip From Station to Hotel to Laboratories Is Enough

Henry Whitter, exclusive Okeh artist, was a recent visitor to New York, where he was engaged in making several new records of "Hill" country music. Mr. Whitter is a real specimen of the Hill country, coming from Galax, Va., and on his first few trips to New York could not be induced to stay over night, coming in to the city in the morning, making what recordings were necessary and leaving before midnight arrived. Although he has overcome this shyness to some extent, he is still averse to what might be called "seeing the town." He insists that his trips from the railway station to the hotel and thence to the recording laboratories are sights enough for him. On his present visits to this city he divides his time between the laboratories and the room of his hotel practicing.



Henry Whitter

Mr. Whitter sings the old-time tunes of the Hill country, many of them of his own composition. He plays his own accompaniment on the guitar with incidental music on the harmonica. He is renowned as a musician for dancing in the Hill country, playing continuously throughout the night on many occasions. His Okeh records have a big following throughout the country and he receives many inquiries at his home in Galax for copies of the numbers which he sings on the records.

Lemor Radio, Bradley Park, N. J., was recently incorporated at Trenton, N. J., with a capital stock of \$10,000. The incorporators are Harold M. Lewis, Melvin S. Moore and Paul R. Gordon.

We Welcome You to Chicago and "The World's Largest Building"

—where our office and display rooms are located

You will find many things to interest you about this World's Greatest exposition palace which is probably the most advanced idea in a wholesale display exposition that the commercial world has ever known. With its magnificent entrance,

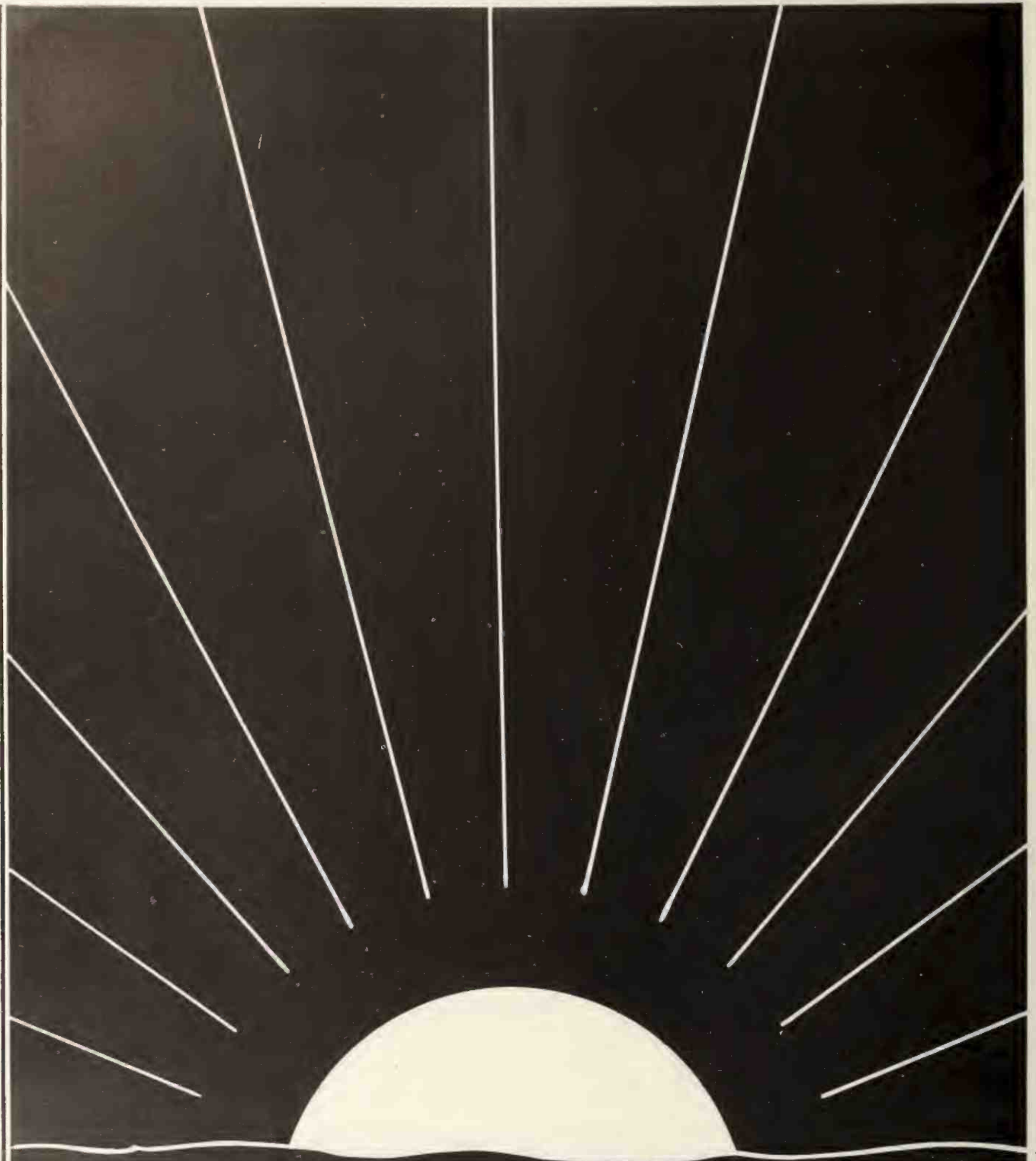
beautiful corridors and display rooms, unique club rooms and restaurants atop the building, we feel sure your time will be well spent in inspecting it.



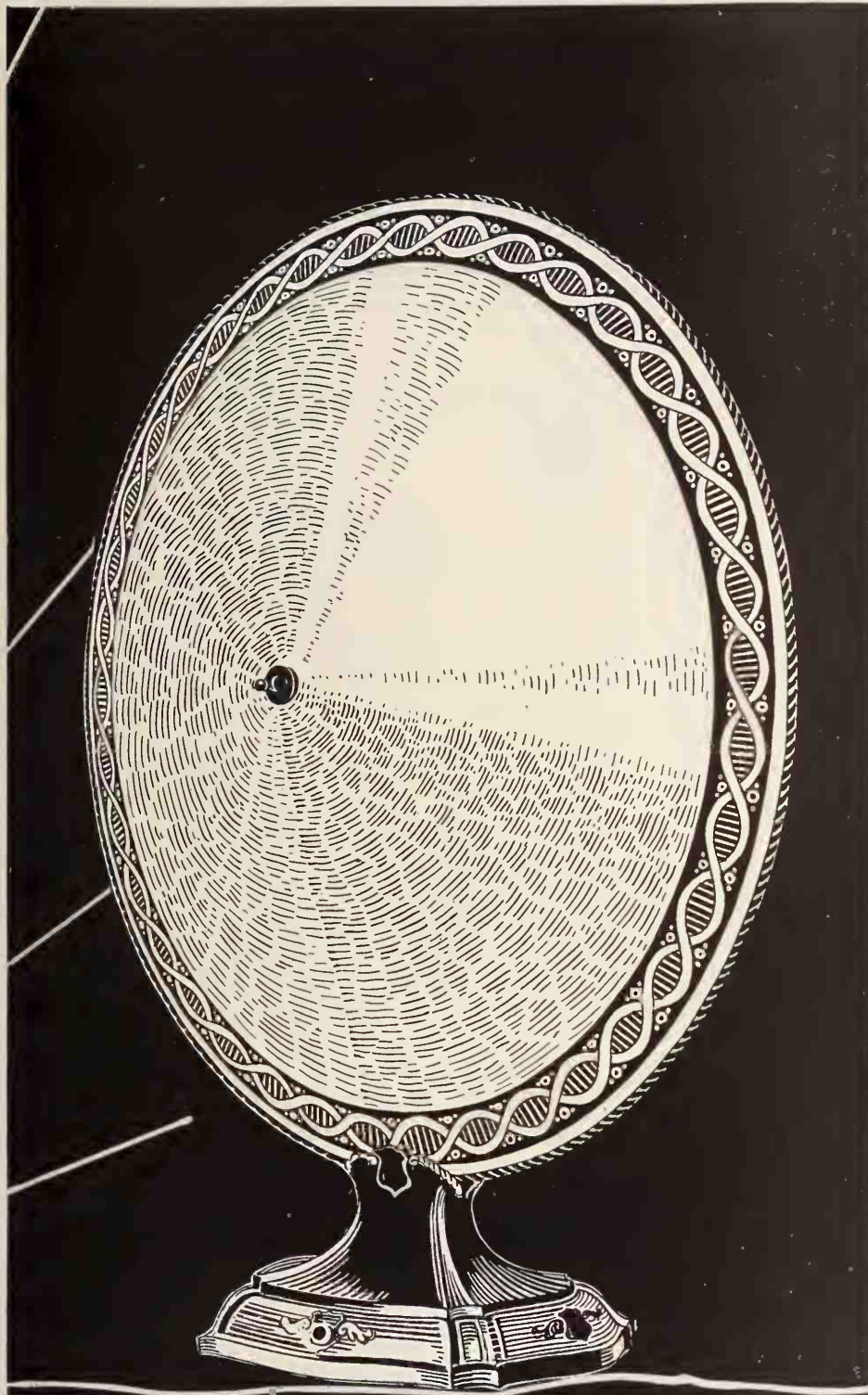
American Furniture Mart

VITANOLA TALKING MACHINE CO., CHICAGO

A short walk south from The Drake brings you to the door, 666 Lake Shore Drive. Then come up to our display, Suite 829. You will see an exceptional showing of phonographs, radio and combinations, but please remember you will be our guest and will not be asked to buy anything.



THE DAWN OF A NEW ERA IN
RADIO RECEPTION



Farrand

Godley
 SPEAKER

The Dawn of a New Era in Radio Reception

In cities, towns, and hamlets—North, East, South, West—thousands of listeners-in are enjoying radio as never before. Verily, the Farrand-Godley Speaker marks the dawn of a new era in radio reception.

The Farrand-Godley Speaker not only sets a new standard for clarity, faithfulness and tonal quality. It "brings in" tonal effects beyond the scope of other speakers—reaching down to the utmost depths of the mellow lower scale; soaring up to the liquid clearness of the highest "C"—without a hint of metallics.

One wonders not that listening ears say *Buy* whenever the Farrand-Godley Speaker is demonstrated. One wonders not that dealers everywhere are "coming back for more."

LIST PRICE
\$32.50

FARRAND MFG. CO.

Incorporated

28 South Sixth Street
 Newark, N. J.



Radio Horns Of Every Description

Cabinet Horns a Specialty

Illustrated are a few of the styles and shapes for cabinets which we have designed.

25 YEARS' EXPERIENCE designing and manufacturing sound amplifiers placed on your work.

All horns sound proof coated for full volume and clear tone

Tell us your requirements. We will give special designs and figures—Particulars free.

STANDARD METAL MFG. CO.

Chestnut - Jefferson - Malvern Sts.

NEWARK, N. J.

Harry D. Schoenwald With Thermiodyne Corp.

Well-Known and Popular Sales Executive of the Middle West Made Manager of the Chicago Headquarters of Radio Manufacturer

It was announced by Leo Potter, president of the Thermiodyne Radio Corp., at 1819 Broadway, that Harry D. Schoenwald, one of the best



Harry D. Schoenwald

known sales executives in the Middle West, has been placed in charge of the Thermiodyne Radio Corp. branch offices, 2047 McCormick Bldg., Chicago, Ill.

Mr. Schoenwald, a very capable and popular young man, has many friends among the dealers in the Chicago territory, where he has been identified with the musical products industries

Phonograph Repair Parts Pal—American—Outing—Carryla

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.
107 WEST 20th ST., NEW YORK
Phone, Chelsea 1715

Repair parts for Pal, Outing, Carryla, American and all Portables

for over ten years. He was formerly associated with the Columbia Phonograph Co. and later capably filled the position of sales manager for the Consolidated Talking Machine Co. In these important capacities, Mr. Schoenwald impressed dealers in the Chicago territory with his sincerity and his personality, and earned their good will and esteem through the untiring co-operation and assistance he gave them in their ever-present merchandising problems.

Mr. Schoenwald is president of the Piano Club of Chicago and a number of other organizations. He is recognized throughout the talking machine world as one of the foremost figures in the Chicago district.

Inasmuch as the tremendous popularity of the Thermiodyne TF6 receiver has resulted in enormous demands upon the organization of the Thermiodyne Radio Corp., the matter of adequate sales service, wholesale and to dealers, has become an important problem. In this connection there is assurance that Mr. Schoenwald will adequately look out for the best interests of the Chicago wholesale and retail trade.

Uses Delivery Cars as Radio Publicity Medium

SHAWNEE, OKLA., May 5.—The A-B Radio Co., Inc., of this city, is a retailer ever on the lookout to take advantage of every possible means of publicity, not only in its warehouses at 210 North Broadway, but it is now also making good use of its delivery cars as well.

This enterprising concern is an Atwater Kent retailer. Accordingly, the sides of the trucks used are painted with the advertisement of the Atwater Kent set, announcing that the A-B Radio Co., Inc., is "Radio headquarters for Atwater Kent receiving sets." There is also painted a large reproduction of a radio set. This store has found delivery trucks a good investment. With them distant points of the city can be easily reached. In reality it takes the store to the rural districts. It broadens the territory from which the dealer can draw trade and for this reason, of course, adds to the effectiveness of sales campaigns.

E. T. Barron Co. Chartered

The E. T. Barron Co., Superior, Wis., has been incorporated to manufacture musical instruments with a capital stock of \$50,000. The incorporators are E. T. Barron, Carolyn H. Barron and Paul F. Lewis.

New York Victor Dealers Inspect New Loud Speaker

Blackman Talking Machine Co. Arranged for Demonstration of Loud Speaker and New Victrola at Recent Association Meeting

At the April meeting of the Metropolitan Victor Dealers' Association of New York, held at the Cafe Boulevard on April 22, there was demonstrated to the dealers for the first time the new Victor Lumiere loud speaker for radios, as well as the new Victrola No. 1-1, the latest addition to the Victor line, a small table model listed at \$15.

Particular interest was displayed in the Victor Loud Speaker, for it was heralded as representing the first move of the Victor Co. in the field of radio. It embodies a number of original principles, is finished in mahogany and has the general appearance of a mantel clock with a parchment diaphragm for its face.

The Victor loud speaker was demonstrated by Wm. H. Bishop, and the new Victrola by W. R. Grew, both members of the staff of the Blackman Talking Machine Co.

Waterbury, Conn., Retailers Improve Establishments

WATERBURY, CONN., May 6.—The New England Music Shop, 77 Grand street, has completed remodeling both the interior and exterior of its store and now has ample room to display pianos on the main floor. Mr. Kay, the owner of this live music shop, has added musical instruments, sheet music and also a complete radio section.

The New England Music Co. recently opened a branch store in Southington, Conn., where it will carry a complete line of Columbia phonographs and Columbia records, pianos, musical instruments, sheet music and radio.

Julius Koss, 184 South Main street, has moved into his new building at the same address this week. Mr. Koss is carrying Columbia phonographs, New Process Columbia records, musical instruments, etc.

Music in the Air

Two specially constructed Victrolas, fire-proofed and with the metal parts all made of aluminum, were recently presented to the crews of the Navy airships, the Los Angeles and the Shenandoah.

A "Life-Saver"

Every month this year has shown an increase over the preceding month, in the business done by Gulbransen dealers.

This cannot continue indefinitely, of course, but there is a general opinion that summer profits will be unusually good for the music dealers who concentrate on the Gulbransen.

We have long contended that the Gulbransen is the bread-and-butter proposition for music dealers—the money-maker of the retail piano business. Now it is beginning to look as if the Gulbransen is the money-maker not only of the retail piano business, but of the entire music business.

While other departments of the music store have fallen badly behind, have failed to show profit, have necessitated the dealer digging into his earnings on account of service and maintenance expense and "dead" stock, and while his other lines have shown unhealthy seasonal fluctuations, the Gulbransen has gone steadily along chalking up sales and profit.

In many a store, the Gulbransen is the "life - saver" right now. This is not a boast — not an exaggeration. A frank talk with half a dozen Gulbransen dealers will prove it to anyone who may doubt.

The Gulbransen would have a healthy influence on your business, not only as a stimulant now when it may be particularly needed, but permanently. May we tell you more about the situation as it exists today?

GULBRANSEN COMPANY
 3236 W. Chicago Avenue, Chicago.
 Gentlemen—Tell us how the Gulbransen "fits in" with a talking machine business.

Name

Address

City

GULBRANSEN COMPANY, 3232 W. Chicago Ave., Chicago

pronounced Gul-ERAN-sen
GULBRANSEN
The Registering Piano

New Sonora Portable Will

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.
68 34th Street, Bush Terminal, Brooklyn, N. Y.

Eastern Pennsylvania, Delaware, Southern New Jersey:

PENNSYLVANIA PHONOGRAPH DISTRIBUTING Co.

Room 200, Jefferson Building
1015 Chestnut Street
Philadelphia, Pa.

Maryland, Virginia and District of Columbia:

BALTIMORE PHONOGRAPH DISTRIBUTING Co.
417 West Franklin Street, Baltimore, Md.

Western Pennsylvania and West Virginia:

PENNSYLVANIA PHONOGRAPH DISTRIBUTING Co.
405 Wabash Bldg., 410 Liberty Ave., Pittsburgh, Pa.

Alabama, except five northwestern counties, Georgia, Florida, North and South Carolina and Eastern Tennessee.

JAMES K. POLK, INC.
181 Whitehall St., Atlanta, Ga.

States of Oregon, Washington, Northern Idaho,

Nevada, with the exception of Counties Eureka, Elko, White Pine and Lincoln, and all California Counties north of Santa Barbara, Ventura, Los Angeles, and San Bernardino.

THE KOHLER DISTRIBUTING Co.
63-67 Minna Street, San Francisco, Calif.

Ohio and Kentucky:

THE OHIO MUSICAL SALES Co.
1747 Chester Avenue, Cleveland, Ohio

Indiana:

KIEFER-STEWART COMPANY, Indianapolis, Ind.

Illinois, and River Towns in Iowa:

THE TAY SALES Co.
6 North Franklin St., Chicago, Ill.

Wisconsin and Michigan:

YAIR AND LANGE, Milwaukee, Wis.

North Dakota, South Dakota, Minnesota, Montana and Iowa, with the exception of the River towns.

DOERR-ANDREWS AND DOERR, Minneapolis

Missouri, Kansas, Nebraska, 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

Colorado, New Mexico, Wyoming, and Eastern Nevada.

MOORE-BIRD AND CO.
1720 Wazee Street, Denver, Colo.

Utah and Southern Idaho:

STREVELL-PATERSON HDW. Co.
Salt Lake City, Utah.

Arizona and Southern California,

including the Counties of Santa Barbara, Ventura, Los Angeles, San Bernardino and all counties south, and Hawaiian Islands.

THE COMMERCIAL ASSOCIATES
475 Colyton Street, Los Angeles, Calif.

SONORA PHONOGRAPH COMPANY, Inc.

Makers of Sonora Phonographs, Radio Adapted Phonographs
Sonoradios, Sonora Radio Speakers and Reproducers

279 BROADWAY

NEW YORK CITY

Canadian and Export Distributors

C. A. Richards, Inc., 279 Broadway, New York City

Stimulate Summer Sales

Music and Happiness with you Everywhere

YOUR best girl and you in a canoe, idly drifting on a woodland stream, and to the accompaniment of rippling waters and whispering trees, you softly play an Indian love song—a romance more beautiful than words can express!

While sailing 'neath the fluttering canvas, happy voices break into song harmonizing with the sweet melodies of a famous string quartet. Or on a mid-summer night 'neath starlit skies, what is more enchanting than to dance to an exhilarating fox trot?

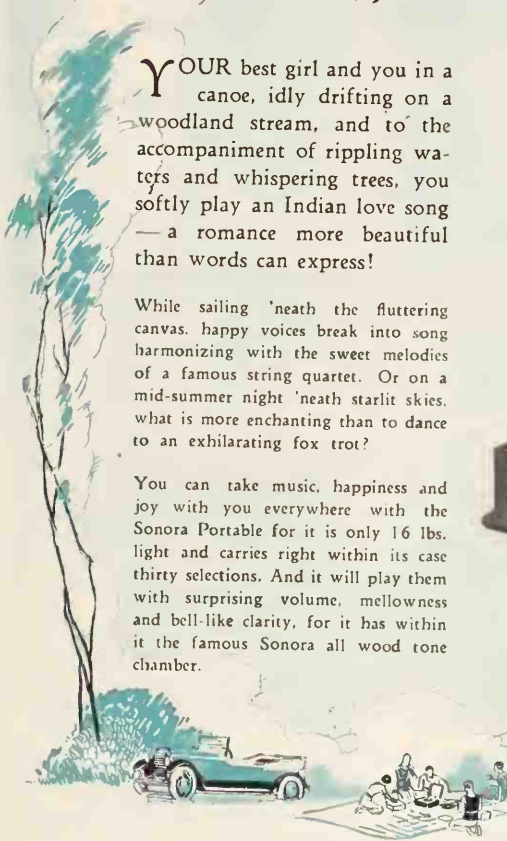
You can take music, happiness and joy with you everywhere with the Sonora Portable for it is only 16 lbs. light and carries right within its case thirty selections. And it will play them with surprising volume, mellowness and bell-like clarity, for it has within it the famous Sonora all wood tone chamber.

Good looking, smart classic lines attractively covered with black Fabrikoid and embellished with distinctive metal fittings. Compact—14½ inches long, 14½ inches wide, 8½ inches high—strong and durable.



\$35.

Standard Portable

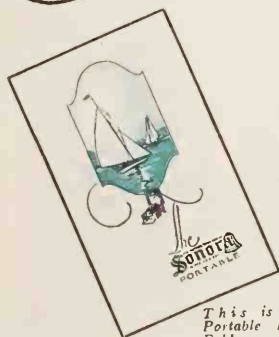


Portable business - Permanent Profits

NOW is the time to prepare for the biggest summer time business you have ever enjoyed. You can offer the world's highest class talking machine for \$35—a record low price for a quality portable. For those who want a more distinctive instrument there is the Sonora deLuxe Portable which is covered with genuine cow hide leather. Display them in your window prominently.

Ingenious merchants may effect a cool, refreshing atmosphere in their windows by building a miniature camp scene in a quiet woodland setting, or a colorful beach view. And be sure to send for this new booklet—envelope size, convenient to send out with your direct mail.

Remember Portable business builds permanent profits, for each portable purchaser is a prospect for radio, records, or a larger machine.



This is the new Portable Phonograph Folder. Make sure your distributor gives you a supply.



JERCO THE (IT) IN TONE ARMS

A QUALITY PRODUCT

"JERCO" Tone Arms and Reproducers will make your phonograph a real musical instrument.

Constructed along scientific lines, it not only gives true tonal value, but also adds beauty to your phonograph.

Let us explain to you the features of our product.

Send us your sample order and judge the product on its merit

Joseph E. Rudell Co., Inc.

144 Chambers Street
NEW YORK CITY, N. Y.



New Okeh Recording Orchestra Plays at Hippodrome

Joe Smith's Martha Lee Orchestra Visits Hippodrome as Spectators and Through Courtesy of Vincent Lopez Renders Several Selections

During the recent appearance of Vincent Lopez and His Orchestra at the New York Hippodrome, at which engagement they played mostly the numbers which they had recorded for Okeh records, a visiting orchestra, Joe Smith's Martha Lee Orchestra, took the opportunity of visiting the Hippodrome and hearing the Lopez aggregation. This orchestra was in town but for a few days, visiting here to record two numbers, "Johanna" and "Nora Lee" for Okeh records. Through the courtesy of Mr. Lopez these artists were invited on the stage of the Hippodrome and they played these two selections for the large audience, receiving enthusiastic applause.

Tells Reasons for Radio Popularity in Summer

E. H. Jewett, President of Jewett Radio & Phonograph Co., Gives Some Logical Reasons Why Radio Is Year-round Business

The attractions of Summer radio have grown to a point where they enlist almost as many devotees as does radio during the Winter months, according to Edward H. Jewett, president of the Jewett Radio & Phonograph Co.

"The seasonal development of radio to a degree where seasons are being obliterated and it is becoming a year-round avocation parallels in a sense the development of the automobile, though each approached its full year's use from opposite seasons.

"Time was when open cars were all the rage and most autoists stored their cars during the Winter. Thanks to mechanical and engineering skill, the closed car was made available to everyone. Nowadays one hardly hears of any autoist who stores his car unused during the Winter.

"Radio has developed similarly. From a purely Winter instrument it has been brought to a development, thanks to the fine engineering talent in the radio industry, where it affords the radio enthusiast a full year's pleasure and utility.

"Modern portable sets are as easily taken along on a Summer journey as the ordinary suitcase. The Summer camper may pick the wildest, loneliest spot for his vacation and yet be in touch with the world via his radio.

"Mighty few vacationists will be without their radio this Summer. I expect the Summer broadcast programs to attract as large audiences as they do in Winter. In other words, radio is now and henceforth a year-round pursuit."

Ansonia, Conn., Firm Erecting New Building

ANSONIA, CONN., May 5.—The Ansonia Furniture Co. has moved to temporary quarters while a new building is being erected on Main street. When the new building is completed Mr. Terry, the owner, states that a modern music department will occupy a prominent place on the main floor. The Ansonia Furniture Co. has had a music department in its store for the past ten years handling Columbia and Victor products.

M. Steinert & Son have opened a branch store on Main street, where a complete line of pianos is on display.

Oscar Feinberg, manager of Miller's Music Shop, 240 Main street, has added musical instruments and sheet music through local demand. Mr. Feinberg reports very good sales on pianos and phonographs over the Easter season, this business being developed through canvassing.

California Ramblers to Broadcast Their Programs

To all intents and purposes the "California Ramblers," famous Columbia recording artists, will have their own radio station when WGBS completes its direct wire to the California Ramblers' Inn at Pelham. Arthur Hand will direct his band in specially prepared programs which will be broadcast several hours each week. Although operating through WGBS, the Ramblers will practically operate their own radio station from the Inn.

Collection of Records to Be Installed in Library

Library of Congress at Washington to Have Collection of Permanently Recorded Masterpieces for Benefit of Public

Announcement was recently made that a comprehensive library of talking machine records will be installed in the Library of Congress at Washington. It will include a large proportion of the recorded music made by artists during the past twenty-five years. The library is now being made up by the Victor Talking Machine Co. and will probably be housed in a special room, together with an instrument for playing the records. Files of dates cross-referenced to the already large collection of music and musical history will also be made.

The addition of such a library is significant in view of the recent gift of \$50,000 to the Library of Congress for the purpose of supplying chamber music concerts. This endowment together with the talking machine record library will greatly expand the function of the music division of the Congressional Library.

The library will contain records made by artists now dead, those of Patti, Tamagno, Caruso having been especially asked for. The collection will contain many thousands, covering different languages and the folk music of different countries. This library is somewhat similar to the collections in Paris and London, although in these countries the records of dead artists are guarded and, in some cases, packed away in vaults not to be opened for fifty to a hundred years, and then only for comparison with the artists of that day.

The installation of this collection is interesting because of the University of London Library's adding talking machine records and piano rolls to the material circulated to enable students to become acquainted with modern music in the easiest way.



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.

Distribution Policy Built Big Farrand Radio Sales

Thorough Manner of Marketing Its Radio Products Instrumental in Building Large Sales Volume for Farrand Mfg. Co.

The Farrand Mfg. Co., Newark, N. J., manufacturer of the Farrand-Godley speaker and other radio products, has been marketing its goods in a manner that has created favorable comment from both dealers and distributors. The distributors and dealers are selected by the organization under a sales policy that assures exclusive and semi-exclusive territory. As these Farrand units display sufficient activity to justify a sales campaign backed up by local advertising the Farrand Co. advertising department immediately arranges an intensive consumer campaign. In this manner several large territories are already being covered in behalf of Farrand products, particularly the Farrand-Godley speaker, and such territory is steadily being added to in a consistent enlargement of the Farrand Mfg. Co.'s distribution.

Introducing its cone-shaped speaker in a field where the competition was so keen that it bordered upon the destructive, the Farrand Mfg. Co., through the sales policies and standards set by George H. Kiley, sales manager of the company, has marketed the Farrand-Godley speaker at a standard price, and in a manner that has won the approval of all talking machine dealers and others who are desirous of seeing the elimination of bad business practices.

In speaking of these sales plans, in a recent chat with a representative of The World, Mr. Kiley said: "The movement that we inaugurated with the inception of the Farrand Mfg. Co. of selective distribution and protection in retail outlets has not only won the confidence of the trade in general and our distributors and dealers in particular, but has demonstrated to other manufacturers the feasibility of following like distribution methods. It is such a plan, or

a similar one, that will bring order out of chaos which is so prevalent in many of the channels of distribution. It is such a far-seeing plan that not only makes for permanency of the manufacturers' product, but assures distribution of character and health for the retailer."

The Farrand Mfg. Co. will shortly announce the names of its distributors in every part of the country. Previously it had built up distributing organizations in New York and Newark territory, shortly followed by Toledo, Detroit, Atlanta and Boston. In each instance when the jobbers in these territories had acquired sufficient trade outlets the Farrand Co. inaugurated consumer publicity drives in local publications. With the more national character of the distribution now under way the Farrand publicity will not only cover the local territories but will be more national in scope as well. Prior to these enlarged activities all the territory selected will have had proper facilities for handling the product, including the advance shipments and the supplementary supplies, and care will be taken that all sales created can be supplied without having in any instance a heavy surplus of goods.

The Farrand Mfg. Co. has found it necessary to greatly increase its manufacturing facilities for producing Farrand-Godley speakers and with enlarged distribution and with the furtherance of its local and national consumer advertising a consistent increase in the demand for its product seemingly is assured.

A. L. Sapinoff Transferred

A. L. Sapinoff was recently appointed manager of the Second avenue, New York, store of Saul Birns. This establishment is the largest in the Saul Birns chain of metropolitan music stores. Mr. Sapinoff has been identified with the Birns organization for a number of years and has had wide experience in the retailing of musical instruments. All of the Birns stores are enjoying a good business.

C. T. McKelvy Addresses Brunswick Sales Staff

Field Representative of Brunswick Co. Gives Special Demonstration of Brunswick Radiola—To Hold Similar Meetings in Other Cities

A special sales meeting of the sales staff of the New York branch of the Brunswick-Balke-Collender Co. was held during the past month, at which C. T. McKelvy, special field representative of the company, gave a demonstration of the Brunswick Radiola. The conference lasted from nine in the morning until ten at night, with intermissions for luncheon and dinner. Mr. McKelvy gave the salesmen high lights on the instrument which they, in turn, can pass on to their dealers. The conference was successful from every angle and the salesmen left the meeting much impressed and inspired by the sales talk which had been given them. Mr. McKelvy spent several days at the New York office. He will hold similar conferences with the sales forces in the other Eastern branches of the Brunswick organization.

Keeping Up Interest in Atwater Kent Programs

PHILADELPHIA, PA., May 8.—The Atwater Kent Mfg. Co. continues to make it possible for dealers to cash in on the interest aroused through the Atwater Kent broadcast programs. This co-operation consists in an announcement of programs mailed to dealers well in advance of the usual Thursday evening concerts. This enables the Atwater Kent dealers to get the most publicity value possible out of these broadcast programs. From present indications it would seem that these fine programs will continue to be broadcast well into the Summer months, thus materially helping to keep alive the interest in radio. The dealers are realizing on this excellent publicity.

THE NATURAL VOICE TONE

Only One Phonograph Produces It—

"THE NATURAL VOICE"

No matter how complete your line is this marvelous machine will bring you new business.

THE MOTOR—Noiselessly perfect—fully warranted for two years.



ST12
H40W18D19 1/2

CABINETS—Chaste and classic in design and popular models. 909—915 are adaptable for Radio installation.

RADIO CABINETS and TABLES—We carry a complete line. We also manufacture to your own specifications.

Write us today for our proposition and catalogues. Your territory may be open.

"THE NATURAL VOICE PHONOGRAPH WITH THE NATURAL VOICE TONE."

Natural Voice Talking Machine Co.
ONEIDA, NEW YORK



ST915
H34W36D21



ST909
H33W33D21

Pearson Co., Indianapolis, Becomes Zenith Dealer

One of the Oldest and Best Known Music Houses in the Country Now Featuring This Fine Radio Line in Middle West

The Pearson Piano Co., of Indianapolis, Ind., one of the oldest and best known retail music houses in the country, has recently completed arrangements whereby it becomes a Zenith dealer. The Pearson Co. is one of the outstanding music houses of the Middle West and has branch stores in Muncie, Kokomo, Columbus, Anderson and Shelbyville, Ind.

Mr. Pearson stated when he made his decision to feature Zenith that "Piano dealers are accustomed to selling high-priced, quality merchandise, backed by a responsible manufacturer who will protect the dealer. Price must be maintained, territorial protection must be given, and quality consistent. The most logical outlet for high class radio receivers is through the music dealer, and when other manufacturers come to realize this fact the present unrest in the radio industry will cease. We sell Steinway, Aeolian, Vose, Kurtzmann and Krakauer pianos because the manufacturers make a quality piano and back it up with a policy which protects the dealer. Zenith offers a music man's policy backed by a receiving set which meets expectations."

Supreme Court to Pass on Rights of Canvassers

Action Brought to Determine Right of Municipalities to Levy Tax on and Require Bond From Canvassers Who Collect Money

WASHINGTON, D. C., May. 1.—The right of a city to impose a license tax upon and require a bond from solicitors engaged in house-to-house canvassing in the course of which partial payments are collected at the time of taking orders was argued before the United States Supreme Court on April 27. The case was brought before the court by the Real Silk Hosiery Mills in opposition to such an ordinance imposed by the city of Portland, Ore., but the issue involved affects also manufacturers of musical instruments, and dealers in all cities where such ordinances exist who may adopt this method of selling. House-to-house canvasses have recently

been undertaken in connection with the sale of talking machines by dealers in many cities.

In the case before the court it was brought out that solicitors for the hosiery company are required to secure a partial payment on each order, being permitted to keep the money so collected as payment for their services, the remainder being collected upon delivery of the goods. Ordinances similar to that of Portland are in effect in other cities in Oregon, Washington, California, Minnesota, Iowa, Arizona, North Dakota, Montana and Louisiana, and counsel for the company declared that not only would the payment of the license fee and the posting of a bond in each be burdensome upon business and materially reduce profits, but there is a tendency to the spread of such ordinances which would eventually result in their adoption in other cities.

It was claimed that the ordinance is an attempt to regulate interstate commerce, that the license fee is excessive, and that there is a discrimination against solicitors who take a payment in advance in favor of solicitors, drummers and others who do not.

Counsel for the city of Portland denied that there was any discrimination and contended that the adoption of the ordinance was necessitated by the great number of unscrupulous door-to-door salesmen who had victimized citizens and that its purpose was prevention of fraud.

Mrs. Emma Green Dead

Mrs. Emma Green, mother of the late Thomas F. Green, who for many years was president of the Silas E. Pearsall Co., New York, died on Monday, April 27, at her residence, 57 West Fifty-eighth street, New York. Mrs. Green was seventy-five years of age and had suffered from ill health since the death of her son in March of last year.

Buffalo Firm Features Sonora in Fine Setting

Adams, Meldrum & Anderson Show Complete Sonora Line in Artistic Surroundings—Window Displays Draw Attention to Line

A fine line of merchandise should be displayed in suitable surroundings, at least that is the thought in back of the care exercised by Mrs. Springer, manager of the phonograph department of Adams, Meldrum & Anderson, one of the leading establishments in Buffalo, N. Y.,



Attractive Warerooms of Adams, Meldrum & Anderson

in displaying the recently added Sonora line in the handsomely appointed department. The Sonora window displays of this progressive retail house are also planned with care—one of the reasons why these exhibits attract wide attention and are proving a powerful publicity factor.

Adams, Meldrum & Anderson have built up a substantial Sonora clientele by utilizing every means to bring its line before the public. Phonographs lend themselves readily to displays of an artistic and eye-arresting character and this concern has proved, to its own satisfaction at least, that carefully planned interior display is of the utmost importance in impressing upon the public the beauty of phonographs.

L. H. Junod & Co. Are Prepared for Big Demand

L. H. Junod & Co., New York, sales representatives in the United States for Herman Thorens, Ste. Croix, Switzerland, manufacturer of phonograph motors, tone arms and sound boxes, recently announced, through Louis H. Junod, president of the company, that the Thorens institution had equipped and was operating an additional factory in order to meet demands from the phonograph industry both here and abroad.

"We are in a position, by virtue of the recent expansion of Herman Thorens, for the first time to carry a stock of motors in this country and meet the requirements of the industry in the United States for Thorens products from stock. Production has been increased to a point where orders will be filled promptly for even the small motor, which has ever been in great demand by manufacturers of portable talking machines.

"The portable motors manufactured by Thorens possess the unique feature of having a casing made of pressed steel instead of cast iron. This is a much lighter material than iron and, consequently, is desirable for use by manufacturers of portables."

Announces New Product

The William Schollhorn Co., maker of the well-known Bernard pliers, has devised an ingenious new plier which will doubtlessly be found useful in talking machine and radio manufacturing and repair work. This new invention is the work of W. A. Bernard, from whom this brand of pliers takes its name.

\$25.00

Regular Discounts

The Oro-Tone Junior No. 250

Height, 7½ inches; Width, 11½ inches;
Length, 15 inches; Weight, 15 pounds.

Produced for the Merchant who
Desires to Give His Trade Quality
Throughout.

CABINET CONSTRUCTION—Body construction of ½ inch stock. Dovetailed corners, ⅜ inch veneer top and bottom panels. Glued and nailed throughout and covered with a durable waterproof leatherette material.

MOTOR—American manufactured, housed in cast frame to insure perfect alignment and withstand rough handling, single spring, easy winding, plays two sides of a ten-inch lateral cut record or more than one side of an Edison record at one winding.

TONE ARM IS NOT REMOVED when lid is closed. Ready to play in five seconds. Convenience itself.

Order Sample on Ten Days Approval.

The Oro-Tone Co.,
PACIFIC MUSIC CO., Distributor

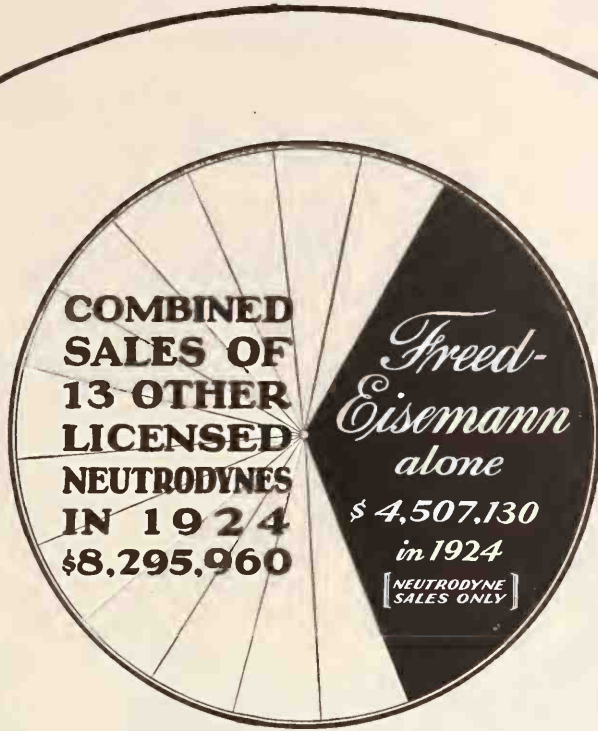
137 Turk St., San Francisco, Cal.

1000-1010 George St.
Chicago, U. S. A.



The licensed Neutrodyne brands (alphabetically arranged) are:

- Amrad
- Carloyd
- Eagle
- Fada
- Freed-Eisemann
- Garod
- Gilfillan
- Howard
- King-Hinners
- Murdock
- Stromberg-Carlson
- R. E. Thompson
- Ware
- Workrite



FIGURES TALK!

Why does the American public accord such overwhelming approval to one receiver?

Freed-Eisemann

FREED-EISEMANN RADIO CORPORATION
Manhattan Bridge Plaza - Brooklyn, N. Y.



Radio Industry's Growth Strikingly Illustrated

E. E. Bucher, Sales Manager of the Radio Corp. of America, Makes Interesting Comparisons to Show Growth of Industry

An interesting article by E. E. Bucher, manager of the sales department of the Radio Corp. of America, making some striking comparisons illustrative of the tremendous growth of the radio industry in the past four years, appeared recently in The Town Crier, the house



E. E. Bucher at His Desk

organ of the Radio Corp. of America. The article is reproduced below because it shows the large potential radio business which awaits development by live retailers:

"Few of us stop to consider the miraculous growth of this infant industry of ours. From a scientific novelty of five years ago, radio has become the necessity of to-day. The home is no longer complete without a radio receiving set. As I look back to the Spring of 1920—six months before the first attempt to broad-

cast voice and music for entertainment purposes—the kaleidoscopic happenings of the succeeding years in the radio industry often seem more like the recitation of a dream than a review of actualities.

"Starting with KDKA, the Westinghouse Electric & Mfg. Co.'s station at East Pittsburgh, Pa., which on November 2, 1920, sent out the first broadcast program, we have to-day almost six hundred broadcasting stations in the United States.

"From sales of nearly \$2,000,000 in 1920, it is estimated the American public spent over \$350,000,000 for radio in 1924.

"Statistics give us these amazing comparisons: Radio in four short years has grown from comparatively nothing to a business which is larger than the combined sporting goods and camera industries; twice the size of the carpet and rug industries; and is now 75 per cent as large as the combined musical instrument trades.

"In 1924 the American public spent 33 cents for radio to every dollar for furniture; 25 cents for every dollar spent for boots and shoes; and 20 cents for every dollar paid for automobiles. And yet there are to-day twenty million homes in the United States without radios!

"It is conservatively estimated that radio sets are to be found in only four million homes to-day. In other words, the radio dealer has as a potential market approximately 83 per cent of the homes in the United States. This industry of ours has grown with almost alarming rapidity, but we have only begun.

"Dealing with the present, the better programs, and the greatly increased power of many broadcast stations will make radio an all-day and all-season necessity. Many stations are already operating with several times the power used a year ago and others are preparing to take this step in the near future. As the power of the sending station increases, the receiving set picks up a stronger signal. Static and similar electrical disturbances will fade into the background and radio become a business without the handicaps experienced in the past."

Columbia Co. Prepares Dealer Window Display

Window Trim Prepared by Advertising Dept. for June Is Extremely Attractive and Seasonal—Dealer Can Secure Same at Small Cost

The Columbia Phonograph Co., Inc., New York, has prepared for the benefit of its dealers a beautiful window display for June. The centerpiece of this display is in three sections, multi-colored and distinctly appropriate to the season, the height of Spring and the coming of Summer. The delights of the phonograph during these seasons are attractively pictured. Included with the display are four cards, each featuring a separate record and three window streamers, one listing several records under the caption "Hits You Will Enjoy," another featuring the first Columbia recording of Eddie Clark, "Ukulele Baby," and the third featuring "June Brought the Roses." The display is extremely attractive and, appropriate as it is to the month of June, will prove a distinct asset to any dealer's display space. The new display service which the Columbia Co. is offering its trade can be secured at a nominal price.

Believes Quality Product Should Have Fine Setting

Cincinnati Retailer Beautifies His Store to Be in Keeping With Fine Radio Line

CINCINNATI, O. May 5.—Under the caption of "A Store that Radiates Quality" the warerooms of the Barriger Radio Sales Co., Atwater Kent dealer of this city, are described and illustrated in a recent bulletin emanating from the headquarters of the Atwater Kent Mfg. Co., of Philadelphia, Pa. Although the Barriger Co. has been established in its new quarters but a comparatively short period of time it is reported that it has been a successful enterprise from the start. Atwater Kent radio is handled exclusively and eight salesmen are employed. This company is a firm believer in the sales value of good windows and attractive interior arrangements, and in the sales salons no decorative detail has been overlooked and none overdone. The rich deep-green carpet, the artistic and colorful draperies and the attractive and appropriate pictures all combine to create an atmosphere that radiates quality and inspires confidence. That artistically arranged warerooms pay and are one of the first essentials in attracting business is proved by the steadily increasing number of sales that this company is making.

J. A. Fischer Co. Issues Price List of Its Line

PHILADELPHIA, PA., May 8.—The J. A. Fischer Co., of this city, manufacturer of talking machine repair parts, has issued its first chart and price list on Valley Forge main springs, which it makes. The frontispiece is devoted to an artistic presentation of the "Valley Forge" trade-mark, which is rapidly taking its place in talking machine circles. The chart, prepared with exceptional care, tabulates a widely varied selection of main springs and is said to be one of the most complete published. For facility in ordering, each type of spring is numbered, after which follows a general description, accurate measurements and the talking machine it is intended for. The table also shows prices in assorted lots of 6, 12, 25, 50 and 100. Included on the back page of the spring chart is the Valley Forge mica diaphragm chart, which is also comprehensive in scope. This company has adopted as its slogan "From a Needle to a Motor."

The Dodge Music Co., Anacortis, Wash., recently enlarged its warerooms.

A-C DAYTON

XL-5



PREFERRED —

by those who know your needs

Jobbers to the music trade know the needs of music dealers. It means something, then, when the leading Victor, Cheney, Columbia and Edison jobbers of the country choose the A-C DAYTON XL-5 as the most practical solution of your radio problems.

The PHONO-SET.—The A-C DAYTON XL-5, five tube Receiver, adapted for installation in any upright phonograph cabinet and most console models,—sells on performance, satisfies and stays sold.

For complete details, prices and discounts, send in the coupon today.

THE A-C ELECTRICAL MFG. CO.
DAYTON, OHIO

Makers of electrical devices for more than twenty years

A-C ELECTRICAL MFG. CO.
Dayton, Ohio

Please send me full information, prices and discounts on the A-C Dayton Phono Set.

Signed _____

Address _____

P.T.M.W-5

The Phono Set, batteries and all, is completely contained within a standard phonograph cabinet.

Phono Set dials are at the most convenient height and angle for operation by a seated person.





**EUROPE'S MOST CELEBRATED
PHONOGRAPH MOTOR**

MANUFACTURER

A GOOD PHONOGRAPH
MUST HAVE A GOOD

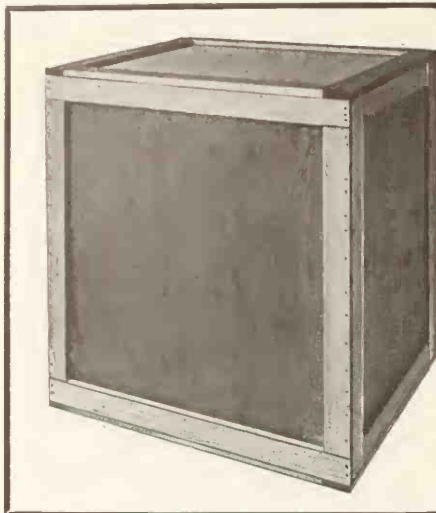
MOTOR

L.H. JUNOD & CO.

SOLE AGENTS

104 FIFTH AVENUE
NEW YORK · N.Y.

FOR U.S.A



Ship in an "Atlas" —and Save Money

Atlas Plywood Packing Cases only weigh about one-half as much as the ordinary wooden box and yet they are much stronger. Think of the saving in freight charges this lighter weight permits. Figure out your present tare and estimate the difference Atlas Cases would make in freight alone.

The greater protection given your shipments by Atlas Cases, due to their greater strength, means further economies. Lighter weight also means greater ease and efficiency in handling.

If you have not already done so, decide to modernize your shipping department and let us show you how it may be done. Our recommendations are conscientious. We are not interested in single orders. For years we have had the same names on our books as regular, satisfied customers. Write us today.

Atlas Plywood Corp.
PARK SQ. BUILDING BOSTON, MASS.
Largest Manufacturers of Box Shook in New England

How the Atwater Kent Co. Studies Its Sales Field

Efficiency and Service Are Keypnote of Sales Organization Headed by V. W. Collamore

Sales analysis has proved itself one of the most important factors in the conduct of modern business. Haphazard guesswork no longer finds a place in the plan of a well-defined organization. That this is so is indicated by the many large concerns which are constantly studying this field. A case in point is the Atwater Kent Mfg. Co., of Philadelphia. Vernon W. Collamore, general sales manager, in whose hands is placed the great responsibility of the sale and distribution of Atwater Kent radio sets, loud speakers and phonograph units, has surrounded himself with carefully picked salesmen, all of whom are unreservedly giving their best in the exploitation of Atwater Kent products.

As a part of the sales analyzation work there is hung upon the walls of the sales department what probably constitutes one of the largest maps of the United States in existence. Upon this map can be noted every move of every Atwater Kent representative as well as visualizing at a glance the headquarters of the vari-

ous Atwater Kent wholesale distributors. In addition to the large map a series of smaller maps divide the country more minutely for sales work. This, backed up by a system of records, enables the sales department to feel the business pulse of all localities and co-operate in a thorough manner with dealers and distributors in all sections of the country.

Fada Canadian Plant to Open in Montreal

Arrangements Just Closed by F. A. D. Andrea and R. M. Klein—An Important Move

F. A. D. Andrea, president, and R. M. Klein, general manager, of F. A. D. Andrea, Inc., have just returned from Toronto, where they completed arrangements for the opening of a Canadian plant.

Mr. Andrea, in commenting on the new project, says, "The ever-increasing demand for Fada radio equipment in Canada, coupled with our desire to render the same standard service in Canada that we have been able to give in the United States, is responsible for the opening of this new plant. The new project will be known as Fada Radio, Ltd., of Canada, and will manufacture complete receivers and phonograph panel units at a fair price for the Canadian market.

"This move toward better service follows the recent opening of a plant and branch office in Chicago and three warehouses and a branch office on the Pacific Slope."

Important Activities in Bridgeport Trade

BRIDGEPORT, CONN., May 6.—The E. K. Music Shop, 933 East Main street, has just added the Victor line and also a high-grade line of pianos. Mr. Krolakoski reports that it was necessary to add these lines to his present lines of Columbia phonographs and Columbia records and musical instruments through local demand.

The West End Music Shop has opened a new music store on State street, where it is handling phonographs, musical instruments, sheet music and pianos.

The Clifford Jewelry & Music Co., 60 South Main street, South Norwalk, has opened a music department featuring the Columbia phonographs and Columbia records together with musical instruments, sheet music and pianos.

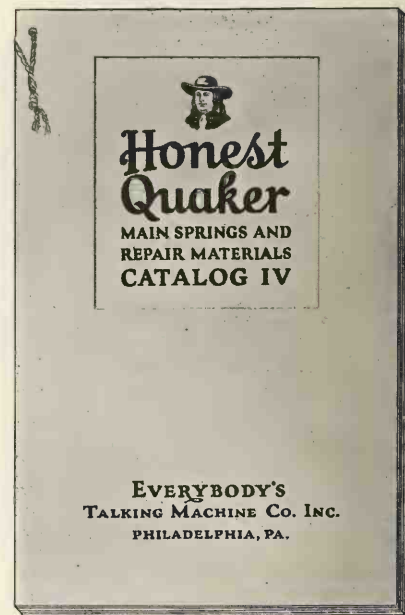
The Fox Piano Co. has moved into its new store in South Norwalk, under the management of Mr. Craig. Pianos and Edison phonographs are being featured.

The Beal & McCarthy Music Co., Brockton, Mass., is holding a special sale prior to its removal to new quarters.

Everybody's Co. Catalog Receives Wide Praise

Manufacturer of Honest Quaker Main Springs and Other Repair Materials Deluged With Letters of Commendation From the Trade

The headquarters of Everybody's Talking Machine Co., Inc., Philadelphia, Pa., maker of Honest Quaker main springs, has been prac-



Cover Page of Everybody's Catalog tically deluged with letters of commendation on the latest issue of Everybody's catalog of talking machine repair parts.

This catalog, with its seventy-six pages of useful data, constitutes probably the most authoritative and attractive compilation of talking machine parts ever prepared. Accompanying the catalog in its mailing was a letter signed by Samuel Fingrut, treasurer of the company, appreciating the business and friendship of the past and expressing the hope that the recipient would derive as much value from the catalog as Everybody's Talking Machine Co., Inc., had in presenting it. It is also announced in the letter that the new prices appearing in the catalog take effect immediately.

In addition to the large numbers mailed to those on the books of the company, many requests are being received for this catalog.

The Broadcast Electrical & Radio Supply Co., Newark, N. J., was recently incorporated at Trenton, with a capital stock of \$125,000. The incorporators are Max Schechter, Anne Schechter, William Lachs and Gussie Lachs.

RECORDINGS for the Phonograph Trade

INDPENDENT is the best equipped and most efficient recording laboratory in the country.

RECORDINGS for the most prominent makes of records are among our successes.

LET us solve your technical problems.

A phone call or letter will bring full details.

Also personal recordings of all kinds.

INDEPENDENT RECORDING LAB.
55 West 16th Street New York
WATKINS 0525

Inherent Selectivity

THIS is one of the strongest selling points of the Synchronphase because it means so much to your customers. Each tuned stage of this set is maintained even when it is operated near a powerful station. The Binocular Coils set up a tuning barrier that prevents any but the desired station coming through.

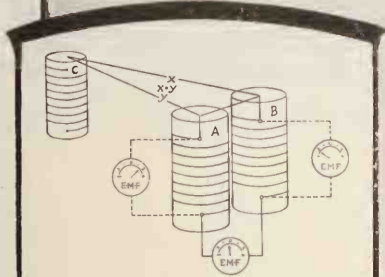
Binocular Coils, S-L-F Condensers and other exclusive features of fundamental importance to the set's performance not only sell the Synchronphase quickly, but keep it sold and the customer happy.

Write for full details and prices

A. H. Grebe & Co., Inc.
 Van Wyck Blvd., Richmond Hill, N. Y.

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

This Company owns and operates station WAHG

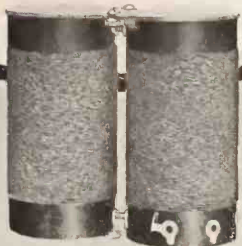


How the Binocular Coils Balance Each Other

A typical arrangement of Binocular Coils, as used in the Synchronphase receiver, is shown in the sketch.

"A" and "B" are similar coils connected in series or parallel in such a manner that their electromagnetic fields are opposing each other.

When a source of electromagnetic field is radiated from an exterior source, such as coil "C," we can assume that an E. M. F. of +2 units value is induced in coil "A" and an E. M. F. of -2 units is induced in coil "B". Therefore, "A" and "B" being connected in the proper manner, the +2 units and the -2 units will counterbalance each other and the resulting E. M. F. across the terminals of the whole inductance will be zero.



That which has inherent worth never loses its value.

Doctor Wu

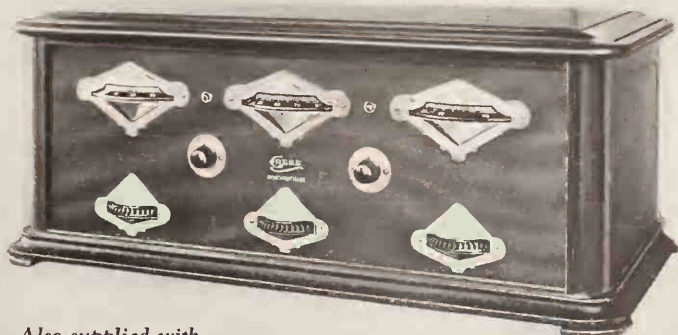


The GREBE SYNCHROPHASE

— TRADE MARK —



All Grebe apparatus is covered by patents granted and pending.



Also supplied with base for batteries.

Okeh
and
Odeon
Records

A
Complete List
of
Okeh
and
Odeon
Distributors

WALTER S. GRAY COMPANY
926 Midway Place, Los Angeles, Calif.

WALTER S. GRAY COMPANY
1054 Mission St., San Francisco, Calif.

L. D. HEATER
357 Ankeny St., Portland, Ore.

TEXAS RADIO SALES COMPANY
2005 Main St., Dallas, Texas

JUNIUS HART PIANO HOUSE, LTD.
123 Carondelet St., New Orleans, La.

CONSOLIDATED TALKING MA-
CHINE COMPANY
1121 Nicollet Ave., Minneapolis, Minn.

YAHN & 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 MA-
CHINE COMPANY
227 W. Washington St., Chicago, Ill.

CONSOLIDATED TALKING MA-
CHINE 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.

EVERYBODY'S TALKING MACHINE
COMPANY
810 Arch St., Philadelphia, Pa.

GENERAL PHONOGRAPH CORPO-
RATION OF NEW ENGLAND
126 Summer St., Boston, Mass.

GENERAL PHONOGRAPH CORP.,
(New York Distributing Division)
15 W. 18th St., New York City

JAMES COWAN COMPANY
18 West Broad St., Richmond, Va.

Okeh
and
Odeon
Records

Tribute From a Dealer in a Far-Distant Land

Talking Machine World Readers Are Located
in All Parts of the Globe—South African Mer-
chant Finds The World of Great Value

One of the most pleasing evidences of the way in which The Talking Machine World is appreciated by the trade throughout the world is not only in its increasing circulation in the United States but particularly in foreign countries. Its position abroad is evidenced by the great number of inquiries and orders which are being received by advertisers in The World. Letters are also reaching the desk of the editorial department from dealers and salesmen in all parts of the world, testifying to the value derived from the impressive number of practical merchandising articles which are appearing in each issue. In this connection the following letter, just received from Woodroffes, Ltd., 366 West street, Durban, Natal, South Africa, an old-time subscriber of The World, reads:

"As a dealer in a far off land, we wish to express our appreciation of The Talking Machine World. It has proved of very great value with its helpful articles to dealers, and we are taking full advantage of its pages."

This letter expresses the spirit of hundreds of others, and while The World is not given to bombast we must confess that it is a pleasure to serve a constituency that is so appreciative of the efforts which are being made to make the dealer a more valuable factor in the community and also enable him to conduct business in a profitable manner.

Declare Regular Dividend on Freshman Co. Stock

At a meeting of the board of directors of the Chas. Freshman Co., Inc., New York, held recently, the regular quarterly dividend of fifty cents per share was declared payable May 25 to stock of record May 5, 1925. Following the directors' meeting, Charles Freshman, president of the company, made the following comment:

"The company has had a highly successful season. The outlook for increased sales is particularly bright because of the perfection of new models which we will shortly bring out on the market and which, in our opinion, will have a greater market than our present models of receivers. These new models include battery eliminators and console type receivers which will be sold to the public at very popular prices."

Many Pfanstiehl Agencies Granted in Past Month

The International Clearing House of New York, Inc., New York, Eastern distributor of Pfanstiehl radio receivers, has opened over half a hundred new accounts throughout the territory which it serves within the past few weeks. The fact that the International Clearing House is exclusive distributor for New England territory and New York, New Jersey and part of Pennsylvania assures dealers who are granted the Pfanstiehl franchise protection against unfair competition, as the company is granting agencies to only reputable dealers, and these dealers have the Pfanstiehl franchise exclusively in those territories which they serve. Among the agencies granted were those to Denton, Cottier & Daniels, of Buffalo, New York, and Rohin, Inc., New York City.

F. T. Douglas Opens Shop

ALTOONA, PA., May 6.—Fred Tait Douglas, local radio entertainer, has taken possession of the store at 1401 Eleventh avenue, in the Capitol Theatre building, this city, and has opened a talking machine establishment.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

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

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

EUREKA NOISELESS TALKING MACHINE LUBRICANT

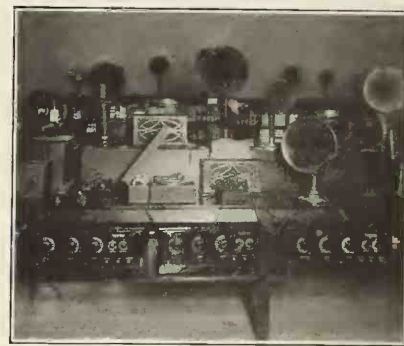
Write for special proposition to jobbers

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

"Comparaphone" Announced as Loud Speaker Tested

New Device Introduced by the Bristol Co. Fills
Real Trade Need

"Nothing on the air" has many times been an obstacle in the way of demonstration of a loud speaker on the part of a dealer and also in testing the comparative merits of various loud speakers. The "Comparaphone," a new product



Comparaphone at Wanamaker Store of the Bristol Co., Waterbury, Conn., has been evolved to meet this condition. Accordingly, many departments and retail radio shops have installed this new instrument in their departments. The accompanying illustration shows the radio department of the John Wanamaker New York Store. This department, one of the finest in the country, is equipped with the Bristol Comparaphone, which may be seen in the center of the picture. The Comparaphone reproduces a phonograph record electrically through any loud speaker. A group of loud speakers may be attached to the control box and with the aid of a six-volt battery and by means of a selector switch, the music from the talking machine is put through the different loud speakers and in this way a fine demonstration and comparison is given the customer, regardless of radio programs.

Hazeltine Corp. Stops Infringement of Patents

The Times Square Auto Supply Co. has been adjudged in contempt of court by Judge Marcus B. Campbell in the U. S. District Court of Brooklyn for violating an injunction restraining them from manufacturing or selling apparatus infringing the inventions of Professor Louis A. Hazeltine which cover the neutrodyne system of radio reception. In the decree Judge Campbell ordered the defendant to pay to plaintiffs its counsel fees and the cost of all expenses incurred in connection with the investigations and presentation of the case.

The Famous BEL-CANTO LOUD SPEAKERS

Have proved themselves superior in Material, Workmanship and Performance—Priced at half their value.

Horn Types \$10.00 and \$15.00
Cabinets at \$17.50

West of the Rockies—\$10.50—\$15.50—\$18.00

Bel-Canto Radio & Telephone
Equipment Co., Inc.

872 BROADWAY

NEW YORK CITY

The Great Blue Book of Blues



The Pride of The Race



**Butterbeans
and
Susie**

(Exclusively Okeh)



There's nuthin' dreary lookin' 'bout this pair, folks. When Butterbeans takes that han'some way he has and turns out lookin' lak a dressin' up fool, and then starts a rollin' that mean baritone of his—that's the time he has a way with wimmin.

And the girl Susie—well, there's nuthin' grander than the stuff she does with so few vocal chords. This is the team that knows how to get them goin'.

Okeh RACE RECORDS

The "Blue Book of Blues"

WHO first thought of getting out Race Records for the Race? OKEH, that's right!

Genuine Race Artists make genuine Blues for Okeh.

That's why Okeh is biggest and best: first and all the time.

It's a cheerful day, folks, for everybody. The Great Blue Book of Blues is off the press. We have been very busy collecting the very best Blues and, knowing these Blues are so mighty fine, it is certain you will want to sell every single one of them.

You will find the titled pages bear the meanest kind of Blues horn ever loosed—the simplest kind of a note rises and swells like the passing shriek of an angry gale. All the greatest songs Blues has ever given are ready; songs of love and joys and griefs; good mammas and good papas, mean mammas and mean papas; haunting memories and stirring desires; the delicate passions of humanity—all have been made real and articulate by our exclusive Okeh Artists. They are artists who have been basking in the applause of a listening nation. They are the greatest Race Artists in the country. There is also a complete alphabetical index.

The big time for Race Records is HERE! The time has arrived for you to check stock and order immediately. A sale in hand is worth two sales on order. A customer wants his Blues when the desire moves him to ask for it; not next week when you expect your diminished stock to be replenished. This Blues Catalog contains the greatest variety of Blues music on the market, and for a group of famous artists ours can't be beat. Be sure to give the "Great Blue Book of Blues" good display and wide distribution when you receive your allotment.



**Sara
Martin**

(Exclusively Okeh)

When it comes to Sara, we're tellin' you there's none finer or grander at warblin' mean and hot the low-down ravagin' Blues. Sara has proven herself no shelf lizard.



Sippie Wallace

(Exclusively Okeh)

"S" in the eyes of Okeh Blues lovers stands for the supermoanin', snappy singin', sparkling handsome SIPPIE, Chicago's high-brown darling. Sippie is sobbin' mamma to a host of the hottest Blues that ever burned a musical pen.

General Phonograph Corp.

OTTO HEINEMAN, Pres.

25 West 45th Street

New York City

Landay Hall, Tenth Store of Chain, Formally Opened

New Landay Bros., Inc., Establishment Has Appropriate Ceremonies on Opening Day. Many Recording Artists Broadcast

Landay Hall, Forty-second street and Sixth avenue, the tenth link in the chain of Landay Bros. music stores, was formally opened to the public on Saturday, May 2. Not only did the



The New Landay Building

thousand or more visitors to the store participate in the opening ceremonies, but countless listeners-in on the radio heard the superb programs which were broadcast from Landay Hall through Station WJZ from four until five-thirty o'clock Saturday afternoon, and from eight-thirty to nine o'clock Saturday evening. The following artists helped make the occasion a memorable one through their broadcasting at the afternoon concert: Brooks John, Gene Austin, Jack Shilkret and His Pelham Heath Orchestra, May Singh Breen and Peter de Rose, and Dan Gregory and His Crystal Palace Orchestra. At the evening festivities the featured artists were Sigmund Romberg, famous

musical comedy composer; Edward B. Lockwood, W. Ralph, and the Romberg String Ensemble.

Landay Hall is a fitting tribute to the quarter century of steady progress covered by the firm of Landay Bros. since its organization. Founded in 1900 by Max and James B. Landay, the partnership, through sound merchandising principles, has prospered and steadily expanded until at the present day, Landay Bros. occupy a position second to none in the metropolitan district as retailers of musical instruments.

Of the ten Landay Bros. stores now in existence, five are situated in New York, the others serving the public in Newark, N. J.; Yonkers and Mount Vernon, N. Y.; Bridgeport and New Haven, Conn. The new establishment is advantageously situated with entrances on both Forty-second street and Sixth avenue. Two floors and a mezzanine balcony are given over to display and demonstration rooms, comprising approximately 10,000 square feet. On the main floor are situated the record, piano roll and sheet music departments, together with elaborately-fitted demonstration rooms. The musical merchandise and band instrument department occupies the balcony and on the second floor, the talking machine, radio and piano salons are situated.

The store is under the management of Arthur Hill, who acts in a similar capacity for the Landay establishment at 23 West Forty-second street. In commenting on the new store, Max Landay, president of the company, said: "The opening of Landay Hall is the beginning of a great program of expansion and development, which within a short time will see Landay Bros. a national institution with branches in all principal cities in the country."

Hundreds of messages of good will and congratulations were received Saturday from leading members of the music trades throughout the country and among the many visitors to the establishment on Saturday were leading figures in the Eastern music trades.

Columbia Artists Score in Retail Store Concert

Concert in the Store of the Haverty Furniture Co., Columbia, S. C., by Warner's Seven Aces, Is Outstanding Success

Warner's Seven Aces, a popular dance orchestra from Atlanta, Ga., who re-signed recently as exclusive Columbia artists, made a visit a few weeks ago to the Haverty Furniture Co., Columbia, S. C., Columbia dealer, for the purpose of giving a popular music concert at that store. The concert was a huge success, every available inch of space in the establishment being occupied by music lovers from the city of Columbia, and nearby points.

This dance organization of collegians is steadily increasing in popularity throughout the South and requests for concerts similar to the Haverty engagement are being received from Columbia dealers in all of the important centers. Of course, it is impossible for Warner's Seven Aces to fill all of these engagements without seriously interfering with their regular activities. The new Columbia record by this organization, "The Blues Have Got Me," released a few days ago, is meeting with a ready sale everywhere.

Music Store Changes Name

The Rialto Music Shop, Newark, N. J., has had its name changed to the Frisoli Victrola Shop, following the securing of the agency for Victrolas and Victor records. The establishment will continue to handle the Columbia line of phonographs and records.

The Desimone Radio Corp., New York, has been granted a charter of incorporation at Albany, with a capital stock of \$100,000. The incorporators are M. G. Desimone and C. H. Liebman.



Model Number One

RIVOLI

RADIO-AMPLIFIER

List Price . . \$25.00

No need of description here! An amateur can tell at a glance that here is the "Real Thing." Suffice it to say that the ALL-WOOD construction of the RIVOLI RADIO-AMPLIFIER, has made possible the same sort of wonderful tone for which the RIVOLI PHONOGRAPH has long been famous.

Appearance Appeal—The most artistic CABINET SPEAKER on the market.
Tone Appeal—The sweetest-toned CABINET SPEAKER YET CREATED.

PRICE APPEAL—\$25.00.

For distributors' proposition inquire of

Vincennes Phonograph Company
VINCENNES INDIANA

or
LEON C. SAMUELS

Vice-president and Manager of Sales,

666 Lake Shore Drive

Chicago, Ill.



Model Number Two

Many Favorable Factors in the Richmond Territory Presage Good Summer Business

Retail Dealers Organize Richmond Radio Broadcasting Corp. to Stimulate Sales—Combination Phonograph-Radio Cabinets Prove Brisk Sellers—Portables Coming Into Favor—The News

RICHMOND, VA., May 8.—Richmond radio merchants, including a number of local music dealers, have organized the Richmond Radio Broadcasting Corp., through which a broadcasting station is to be established here for the purpose of stimulating interest in radio in the daytime. It is planned for the station to function throughout the day. This will enable dealers handling radio to give demonstrations in their places of business during business hours by hooking up with the broadcasting station, and it is expected that it will prove a great stimulus in increasing sales of radio apparatus and equipment. As A. J. Crafts, of the A. J. Crafts Piano Co., who is president of the corporation, points out, it will also enable citizens of this section with radios in their homes or places of business to enjoy them during the hours of the day. The housewife, in particular, may be regaled with music and other things of interest while engaged in her household duties. Mr. Crafts was honored with the presidency of the organization because he was one of the leading spirits in promoting it. Other officers are: S. W. Owens, vice-president; J. A. Steere, secretary, and O. S. Harding, treasurer. The corporation is authorized to have maximum capital of \$5,000, and it is understood that all needed capital has been already subscribed. The broadcasting station will be in direct charge of Mr. Steere and his business associate, R. N. Eubank, both of whom are trained and expert operators. They are members of the firm of Steere-Eubank Co., radio dealers. It is planned to establish the station on West Broad street.

Growing Demand for Combination Cabinets

Local phonograph dealers report increased demand for combination radio and phonograph

cabinets. In some instances, these models are bought with a view of installing radio later as it may suit the convenience of the purchaser. In others, radio sets are purchased already installed along with the talking machine. Goldberg Bros., jobbers of the Kimberley machine, say that dealers handling this line report that the combination model retailing at \$59.50 without radio installed is having quite a run with the trade. The firm announces the appointment of two new local Kimberley dealers here. These are the Globe Furniture Co. and Hopkins Furniture Co. The S. P. Dowdy Furniture Co. is exclusive dealer in this city for the Pathé.

Corley Co. Activities

Fred R. Kessnich, wholesale manager of the Corley Co., handling the Victor line, made a business trip to the western section of Virginia the latter part of April and reports finding conditions satisfactory. O. E. Spott is now in charge of the shipping department of that firm, succeeding Louis I. Dunn, who recently went on the road for the house.

Destroyed by Fire

The plant of the Montague Mfg. Co., this city, which specialized in the manufacture of fancy wood work, was burned a week or so ago. Included in the stock destroyed were about 1,000 phonograph cabinets.

Bright Outlook for Portables

As a general rule, business in the regular phonograph line is not so active at this season as the dealers would like, being not quite up to the level of last year. The outlook, however, for portables is believed to be especially bright, and a substantial business in them during the approaching Summer season is anticipated. The Lee Ferguson Piano Co., Victor dealer, recently

featured portables in a special window display. Other dealers are also featuring the line in anticipation of active business as the vacation season opens up.

Good Record Demand Continues

Practically none of the dealers have any complaint to make of their record business, which is reported to be running considerably ahead of this period last year.

E. W. Feltner, of the Martin Music Co., which recently moved into new quarters at 117 East Marshall street, fitted out with four booths and attractively finished throughout in French gray, says that Cliff Edwards records continue the leaders in his line of Perfect records.

Favorable Trade Factors

Thanks to recent rains prevailing throughout Virginia and the Carolinas, the crop outlook in this territory is reported to be particularly bright. This presages better business for the Fall season. Business has been slow for some time in West Virginia, but with mines in that State showing renewed activity in recent weeks it is believed that there will soon be an appreciable improvement in conditions throughout the State.

Music Heralds Lorain Dealer's Spring Drive

A. B. Sauer, Prominent Ohio Dealer, Draws Crowds to Store by Interesting Program—Manufacturers' Representatives Present

A. B. Sauer, Lorain, O., Columbia and Edison dealer, recently conducted a Spring phonograph and record opening. The store, with its festive



A. B. Sauer's Store Concert

setting, is shown in the accompanying photograph. Mr. Sauer is at the extreme right of the picture. Next to him is Roy Titsworth, Edison representative. F. W. Gumaer, Columbia representative, is standing directly behind the piano, where he is announcing the selections played and relating the record story of each. The Rainbow Girls' broadcasting orchestra furnished music for the occasion. All day crowds thronged the store.

California Ramblers Are Feature at Own Restaurant

The California Ramblers, exclusive Columbia recording artists, are probably the only dance orchestra in America employing themselves, so to speak. As owners of the California Ramblers Inn, located on Pelham Shore Road, Pelham, N. Y., they are their own employers because they are the featured attraction at this well-known road restaurant, which is considered one of the most exclusive near New York, enjoying a clientele of young collegians and the first families of this part of the State.

Secures Long Lease

The Central Talking Machine Corp., Jersey City, N. J., recently leased the three-story brick building at 371 Central avenue for ten years at a net rental of \$60,000 and carrying charges.

The Hamilton Radio Co., New York, has been incorporated at Dover, Del., to make accessories, with a capital stock of \$500,000.

Big Profits in

UDELL RADIO CABINETS



No. 733

**With built-in
loud speaker unit
and horn.**

THIS is just another example of the rare beauty of all Udell cabinets. No. 733 has space for receiving set at top and batteries below. Handles receiving sets up to 31 in. wide, 10 in. high and 12 in. deep. Removable back. Finished in brown mahogany with two-tone effect.

All Udell cabinets are priced to make you attractive dealer profits. Complete illustrated folder gladly mailed upon request. Write for your copy today!

THE UDELL WORKS, Inc.

28th St. at Barnes Ave.

Indianapolis, Ind.

Quality Radio Products

BACKED BY A Huge Advertising Campaign

THE splendid profits and assured stability of a legitimate radio department, added to your phonograph and musical instrument business, are yours if you secure the franchise for Music Master Radio Products in your district because:

Music Master Radio Products cover the whole range of radio from Parts to Receiving Sets — and

—persistent, intensive and intelligent advertising — not mere "blah-blah" — will send customers to merchants who hold the Music Master Franchise.

The cream of radio trade goes to the merchant whose offerings represent sound value backed by CONSISTENT, PERSISTENT, SALES PRODUCING National Advertising.

Music Master as a name stands for the PERFECT and UNIFORM RELIABILITY of ALL radio products bearing that name.

Music Master Radio Products sell on demonstration and STAY SOLD through their long-lived Performance.

Sold by Authorized Distributors and Dealers Everywhere

Music Master Merchants are in position to satisfy the demand for practically all items of radio equipment with Music Master Radio Products as displayed and described in the following pages.

Music Master Corporation

Makers and Distributors of High-Grade Radio Apparatus

WALTER L. ECKHARDT, President

Tenth and Cherry Streets

PHILADELPHIA

Canadian Factory: Kitchener, Ontario

Chicago

Pittsburgh

Music Master

RADIO PRODUCTS

Music Master Receivers



TYPE 350

Five tubes. May be operated either by using batteries or special Music Master Battery Eliminator on house lighting circuit. No antenna or ground required. French Spinet Desk cabinet of solid mahogany in brown mahogany art satin finish. Built-in Music Master Reproducer.

Complete with batteries, tubes, etc. . . \$350



TYPE 215

Same as Type 175 with table base. Base equipped with drawer and battery compartment. Finished in same style as cabinet of Type 175.

Price complete \$215
Table Base only, \$40

WITH the advent of Music Master Radio Receivers an era of greater business opportunities is offered the radio, phonograph and musical instrument dealer.

These masterpieces of radio reception are offered in a complete range of models from the neat cabinet type at \$60 to the decorative Louis XVI design at \$350.

In design, construction, finish and performance each set is supreme in its class.

Modern approved methods of manufacture make each model comparable to the highest types of art-craft furniture while scientific designing and technical skill assure the fullest possibilities of New-Era Radio Reception.



TYPE 250

Entirely new circuit. Five tubes. Great selectivity, extraordinary volume and wonderful tonal quality. Solid mahogany cabinet, beautifully ornamented, brown mahogany art satin finish. Built-in Music Master Reproducer.

Price \$250

Music Master
RADIO PRODUCTS

Masterpieces of Reception



TYPE 175

Six-tube special Music Master circuit. Very selective, long distance and splendid tone quality. (Built-in Music Master Reproducer.) Solid mahogany cabinet in brown mahogany art satin finish.

Price \$175



TYPE 100

Five-tube new Music Master circuit, involving special adaptation to radio frequency. Very selective, good volume. Exceptional tone and distance. Solid mahogany cabinet in brown mahogany art satin finish.

Price \$100



TYPE 60

Five tubes. Two stages of radio frequency, detector and two stages audio frequency. Selective, good volume and distance. Brown mahogany art finish cabinet.

Price \$60

THE constantly applied, sound merchandising principles that, now as always, are back of ALL Music Master Radio Products, offer an inducement of *real* guaranteed character.

Phonograph and musical instrument dealers holding the Music Master Franchise in their respective localities will sell Music Master Radio Receivers for the SATISFACTION they give and the PROFITS they bring.

You can build reputation with Music Master Receivers and MAKE STEADY PROFITS while building it.

You can stress the superlative merits of Music Master Receivers with a degree of confidence and conviction heretofore unknown in radio merchandising —for EVERY Music Master Receiver is UNCONDITIONALLY GUARANTEED.

Music Master

RADIO PRODUCTS



MODEL VIII
Cabinet type. Solid mahogany with full floating wood bell. . . . Price \$35

Music Master

RADIO REPRODUCERS

The Musical Instrument of Radio

THE fastest selling item in radio—and the easiest sold radio reproducer, regardless of type or price—WHY?

Music Master's international reputation as a real standard of value and—in addition—its unfailing excellence of performance in re-creating broadcast originals.

That's why!

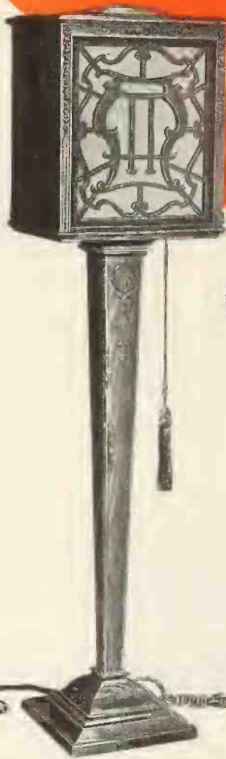
Music Master interprets, re-creates, the natural sound of every broadcast signal. Its carefully constructed WOOD BELL, accurate unit and cast aluminum tone chamber transform mere radio reception into enjoyable entertainment.

Imitated but never equaled, Music Master remains the *supreme musical instrument of radio*—and there is NO substitute.

With QUALITY Merchandise and CONSTANT Service, Music Master Corporation backs the merchant to the limit—helps him build a worth-while prestige and aids him to make a generous profit.



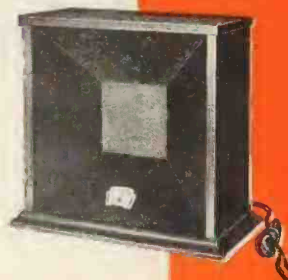
MODEL VI
Fourteen-inch wood bell. Solid mahogany. Cast aluminum tone chamber. Standard Music Master reproducing unit. Price \$30



MODEL X
Pedestal type. Solid mahogany. Full floating wood bell in top section. Shaded electric bulb, concealed within case, reflects a soft, diffused light through silk screen. Price \$100



MODEL VII
21" wood bell \$35



MODEL V
Metal cabinet. Mahogany finish. Wood bell. Price \$18

Music Master

RADIO PRODUCTS



TYPE 451
45 volts "B".
Vertical.
Price \$3.75



TYPE 4
4 1/2 volts "C".
Price \$.60



TYPE 225
22 1/2 volts "B".
Horizontal.
Price \$2.00



TYPE 450
45 volts "B".
Horizontal.
Price \$3.75



TYPE 151
Dry Cell "A" Radio
Battery. 1 1/2 volts.
Price \$.60

TYPE 6-110
Storage "A", 6
volts, 110 am-
pere hours.
Price \$23.50



TYPE 6-90
Storage "A", 6
Volts, 90 ampere
hours.
Price \$19.50

Music Master BATTERIES

They Last Longer

MUSIC MASTER Batteries offer still another opportunity to progressive phonograph, musical instrument and radio merchants for INCREASED business and GREATER profits.

Built to be the best batteries for every radio purpose—they are the best. Music Master's trade-mark was not permitted to go on them until every possible test had proved that utmost quality of every chemical element and every manufactured part had been put in them.

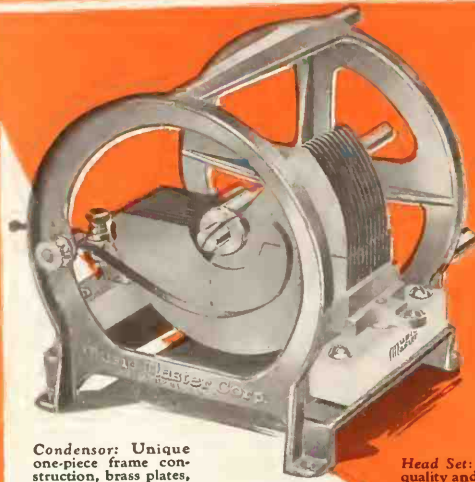
Music Master "B" Multi-Dry Cell Batteries are the most economical source of plate current obtainable at ANY price. They insure clarity and give longer service. Shelf life is guaranteed for six months.

The Bag Type cell construction of the Music Master Dry Cell "A" Battery provides a uniform source of filament energy over a longer period of time.

Music Master "A" Storage Battery is NOT a converted automobile battery. It is built especially for radio—and for nothing else!

With one-third more grid support and conductivity and with improved plate construction, Music Master "A" Storage Battery will last just twice as long as any other battery. Its FULL capacity is maintained, without recharging, for much longer periods.

Music Master RADIO PRODUCTS



Condenser: Unique one-piece frame construction, brass plates, die-cast rotor and stator, high ratio, low loss. Prices: 23-plate, \$6.00 43-plate, \$7.00



Potentiometer 200 and 400 ohms: Clarifies signals by controlling action of vacuum tubes. Price \$1.00



Porcelain Sockets: Unique contact springs and provision for subpanel mounting. Navy Type. Price \$1.00

Rheostat 6-12-20 and 30 ohms: Gives noiseless, uniform filament control. Price \$.75

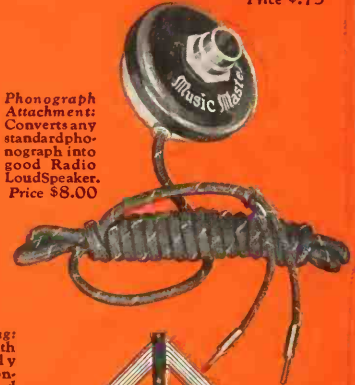


U.V. 199 Type. Price \$.75

Head Set: Tone quality and sensitivity unequalled. Genuine leather-covered patented head bands. Price \$10.00



Phonograph Attachment: Converts any standard phonograph into good Radio LoudSpeaker. Price \$8.00



Music Master ACCESSORIES

Big Profit on Small Items—

EVERY sale of a Radio Receiver makes sales for certain accessories. Sell enough of these small items and you make big money.

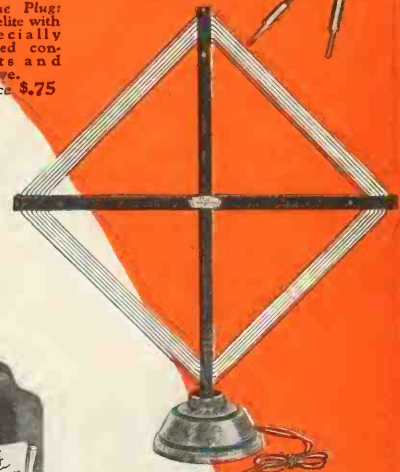
In addition—the right kind of accessories are a distinct sales advantage to any radio department.

The wise merchant, handling radio goods, knows that the sale of accessories means additional profits at practically no expense for overhead.

An accessory department attracts customers for parts and replacements who, in almost every instance, are good prospects for higher priced and more profitable radio, phonograph and musical merchandise.

Pictured here are some of the worthwhile Music Master Accessories. Like everything else that bears the Music Master name they are each and all UNCONDITIONALLY GUARANTEED.

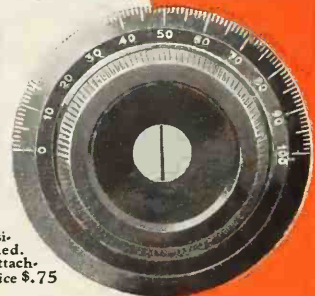
Phone Plug: Bakelite with especially shaped contacts and sleeve. Price \$.75



Loop Antenna: Beautifully finished. Compact. For any Super-Heterodyne or Radio Frequency Set. Improves reception. Wavelength 200 to 600 meters. Price \$10.00



A. F. Transformer: Faithfully reproduces natural tones with greater volume. Price \$7.00



Dial: Finest grade special black composition, richly polished. Patented clutch for attachment to any set. Price \$.75

Music RADIO

Master PRODUCTS

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[Editor's Note—This is the fiftieth of a series of articles by William Brain 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.]

Record's Musical Mission

No one who has given any thought to the more recent developments in the field of talking machine recording can fail to see that an entirely new method of merchandising is being opened up and that retail merchants are acquiring new and powerful weapons to aid them in the fight for sales. One of these powerful weapons is to be found in the new records of complete musical works which are being published, and in the opportunities thus afforded to do demonstrating upon a scale of merit and musical value such as hitherto has been quite out of the reach of the talking machine trade.

I suppose that nothing can be more surprising to the casual observer from the outside than the vast distance which apparently separates the talking machine from that large and steadily growing public which supports music and which of course includes within its ranks the members of the American musical profession. Music teachers are said to be generally most conservative, not to say stodgy, in their attitude towards novelties of any kind, and musicians of all kinds seem to come within the same range of complaint. Nothing is more astonishing than the blank ignorance which characterizes so many members of the musical profession in their attitude towards the talking machine. Not one in ten seems yet to have sensed what has been accomplished in the way of both recording and reproduction during the past ten years; and it is only just to say that music-lovers, amateurs of music, as distinguished from professional musicians, are almost as badly in need of a new view and a new understanding.

An Unimpressible Element

Retail merchants have never been able to make much impression upon these classes of the community. Partly this has been because of the very personal attitude towards art taken by most musicians and of the resulting snobishness which is almost inevitably a part of that attitude. Musicians are not interested in new things because their art is very personal, is very largely, and often wholly, an exhibition of painfully acquired technical dexterity. Wrapped up in the long continued and painful studies which the desire for musical proficiency makes necessary, musicians have acquired an unreasoning prejudice against whatever can be called "mechanical" in musical reproduction. Compelled though they always are, when brought straight up against the marvels of reproduction, to admit that the talking machine disc is not a maker of "mechanical" music, even in the sense in which that adjective may be applied to the reproducing piano, they have nevertheless never quite believed in its artistic status, and have always been inclined to look askance at the claims made for it. How often does one see a fine talking machine and an adequate collection of records in the home of a professional musician?

The Amateurs, Too

Now this is also true, though not to quite the same extent, of the general body of music-lovers, of those thousands and tens of thousands who throughout the land support music, who form the membership of the women's music clubs, who make it possible for musical artists to traverse the country on nation-wide tours at a profit, and who cultivate music in

their homes to a greater or a lesser extent. These women—for they are predominantly women—commonly neither understand nor appreciate the possibilities of the talking machine. Their failure so to do lies very largely at the door of the trade itself, which in the past has not provided them with rounded-out and satisfactory catalogs of music and, moreover, has not made any systematic attempt, through steady salesmanship applied in each community, to attract and capture their interest.

Now a new age is upon us and, as we look round us for new fields in which to operate, we find that we have been provided with new weapons wherewith to capture these interests. The new records are wonderful. Complete orchestral works, complete string quartets, complete piano and violin concertos, complete operas even are available already, and more are being added every day to the lists. The record makers are committed fully to giving the world all of the finest music for the talking machine.

Now it is up to the retail merchant to take advantage of these facts. He can now go to the musicians and the music-lovers with arguments which they cannot overlook. He can show them serious contributions to their musical culture, and especially in the smaller communities he can demonstrate to them that they cannot become connoisseurs save at the cost of having a talking machine and a stock of the latest in fine records. If this statement last made sounds a bit far-fetched, let the sneerer just stop to think for a moment. For already there exists a library of records which covers a wealth of music of the highest types, played by the finest artists, recorded with marvelous fidelity, not one-half of which the average music teacher or music lover living in a small American community is likely to be able to hear otherwise, save at the cost of leaving home for at least one whole musical season to be spent in New York, Philadelphia, Chicago or one of the other few great American cities which have a strongly developed musical life.

Backing Up Our Claims

But to make statements of that sort really effective the merchant must be able to back

them up with demonstration. Now it happens that I personally prefer not to tell men to do things merely because these things seem to my thought to be good, unless I can have some direct knowledge that they are both good and practicable. Demonstration of records on a large scale, public demonstration in fact, has always been a hobby with me, and I have made many experiments in it, experiments which have proved to me, beyond any doubt in my own mind, that there is a public for fine records, a public hardly as yet considered by the generality of merchants, a public which is ripe and ready for fine records, which only has to be told about them and whose prejudices may be broken down by the simple expedient of bringing the actual recorded music to reproduction before their ears.

How To Do It

But to break down prejudice is not so easy. It is not enough simply to announce that one has this or that music on sale. In cases like these one must work more subtly. Imagine a merchant hiring a local musician to take charge of a phonographic performance of a symphony program, at the store, admission by invitation only, and the persons invited being the members of, say, the local music club of women! Think what could be done! A whole program consisting of a complete symphony, a complete piano or violin concerto, a group of songs with orchestra and a big concert selection from, for instance, "Rheingold" could be included, making up a whole concert, and a genuine concert, such as one could only parallel in a great city. Or again, it might be a complete opera, or an historical concert devoted to ancient or classic or modern music. The possibilities are endless.

The sales possibilities are equally endless. To hear such records is for those who love such music to want those records. Nothing is more completely certain than that!

Of course, work of that sort must be done well, if at all. Some one must explain, give the cues, as it were, tell what is going on. Work of this sort does sell fine records, and no other work is equally effective.

Distributors

of

Music
Master

PROVEN RADIO PRODUCTS

to the

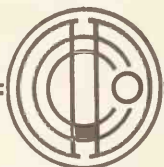
New England Trade

Widener's Inc.

210 Lincoln Street

BOSTON

Mass.



DOEHLER

The World's Largest Producer of

DIE-CASTINGS



Unceasing research, experiment, test, development—daily contact with hundreds of industries using die-castings—an experience of 18 years—a staff of engineers, metallurgists and die-cutters unequalled in the industry—these are the factors which determine and maintain Doehler Quality.

And back of all this are the three Doehler plants, separate and distinct but under one management and policy—which make Doehler service as unvarying as Doehler Quality.

DOEHLER
DIE-CASTING COMPANY
GENERAL OFFICE AND ASSEMBLING DIVISION
BROOKLYN, N. Y.
PLANTS AT
POTTSTOWN, PA. - BATAVIA, N. Y. - TOLEDO, O.

L. E. Gillingham Is Now Assistant General Manager

Of the Nipponophone Co. in Japan—Other Americans Join This Large Organization—Plant Now Running Smoothly

The many friends in the trade of L. E. Gillingham, widely known as one of the foremost recording experts in the industry, will undoubtedly learn with interest that he is making very satisfactory progress in the Nipponophone Co., Ltd., with head offices in Tokyo, Japan, where he has been associated for a number of years. Mr. Gillingham narrowly escaped death in the Japanese earthquake, and after returning to America for a short rest rejoined the Nipponophone organization in Japan.

In a letter received recently at the offices of The World, Mr. Gillingham stated that he had recently been appointed assistant general manager of the company, and R. R. Layte, who joined the organization about a year ago, had been made chief engineer. The Nipponophone Co. is making rapid progress and is in a most advantageous position because of the fact that it has secured long-time contracts with the majority of leading artists.

The company is turning out a quality product in both phonographs and records, which may be attributed, in a considerable measure, to the influence of the foreign experts in charge of the manufacturing. About four months ago Wallace Ougheltree, formerly connected with the Victor Co., and a recognized record expert, joined the Nipponophone forces and John Hudson, formerly associated with the Columbia Co. for many years, also joined the organization recently in charge of its machine activities.

Although the company suffered a great loss in the earthquake of 1923 and its buildings were practically all destroyed, it was running in full force in four months' time. Fortunately, there was no fire at the plant and ninety per cent of the machinery was intact. Mr. Gillingham invites the correspondence of his many friends in this country who are desirous of becoming acquainted with conditions in the phonograph industry in Japan.

Big Radio Sales Field in the Rural Districts

Small Town Dealers and Those Who Have Access to Country Districts Can Cash in on Radio by Soliciting Among Farmers

It is estimated that during the past year the number of radio sets on farms and in rural districts has increased from 145,000 to 370,000. This is indicative of the growing appreciation of radio among rural dwellers. The farmer finds radio especially valuable not only as an entertainment medium but because through it he can get the latest market reports and other information of value to him in his work.

The farm radio market has barely been scratched and the retailer with the foresight and energy to develop sales among the rural population surrounding the city or town in which he is located will find the effort very much worth while. The farmer is usually an excellent risk from the credit standpoint, and because of his real need for radio selling should not be difficult. The large mail order houses realize this and they are placing thousands of radio sets in farm homes, securing business which the talking machine dealer could get with comparatively little trouble. The dealer is in an excellent position to render service, and this with the advantage of making personal contact with prospects should eliminate any trouble in overcoming the competition of the mail order houses. At any rate here is an opportunity of keeping up radio sales during the Summer. The farmer will buy if he is sold on his vital need for radio.

Vincent Lopez and His Orchestra Sail for England

Famous Okeh Artists to Tour England—Guest of Honor at Farewell Party Prior to Sailing—Well-known to Record Fans Abroad

Vincent Lopez and his Hotel Pennsylvania Orchestra, famous dance organization and exclusive Okeh artists, sailed on the "Leviathan" May 2 for a very important engagement of four weeks' duration, during which they will



Vincent Lopez

appear at the Capitol Theatre in London and at the Kit Kat, one of the leading London night clubs. Before sailing, Mr. Lopez was the guest of honor at an informal farewell party tendered him by the directors, executives and department heads of the General Phonograph Corp. The success of Lopez records in the Okeh library has been one of the outstanding features of the phonograph industry in recent years, and Mr. Lopez has evinced the keenest interest in the production and marketing of his records. Lopez records abroad are marketed under the "Parlephone" label, and it is expected that his tour in England will result in a tremendous demand for these records.

Nelson Co. Takes Brunswick

BILLINGS, MONT., May 6.—Announcement was recently made that the Nelson Music Co. had purchased the stock of talking machines and records, together with the Brunswick Radiolas on hand, of the Hammond Furniture Co., which is liquidating its business. By this purchase the Nelson Music Co. is adding the Brunswick line to its stock, having hitherto only carried the Victor line.

Gets Edison Agency

The Soda Shop, of Largo, Fla., of which Gene Howard is proprietor, recently secured the agency for the New Edison phonograph. A complete stock of instruments and records is on display and an advertising campaign is being waged.

Monthly Popular Releases
ITALIANSTYLE

Records and Player-Piano Rolls
REPRODUCING SELECTED ITALIAN POPULAR
SONGS, OPERATIC and DANCES

Distributed by

ITALIAN BOOK CO.

145-147 Mulberry St. New York, N. Y.

CATALOGUES SENT ON REQUEST

Shall the legitimate dealer or the "gyp" dominate the radio industry

THE developments of the past five weeks have shown conclusively there is no "standard of price" in radio today—and, mark you, without standard of price, there is slight hope of permanent profit for anybody.

"What is one man's meat is another man's poison!"

The motley collection of "What-not-humdingers" which spread over the market like a cloud of seventeen-year locusts are rightly entitled to the famine they have brought on themselves; but our avowed enemies, the "gyp," the in-and-outer, the radio panhandler, are having the time of their lives.

For them, it's meat—red meat—each one trying to go the other one better, only to discover that smashing prices is like sin—the lower you go, the rottener it gets.

The legitimate music and radio dealer who has a business to maintain, a reputation to protect, an over-

head to watch and a minimum sales-volume to secure, knows that volume founded on price-appeal is poison to his business.

The spring of 1925, we believe, will go down in radio history as sharply dividing existing radio dealers into two classes:

1. *The legitimate dealer who is interested in maintaining a permanent radio business.*
2. *The "gyp" who walks in the wake of distressed manufacturers.*

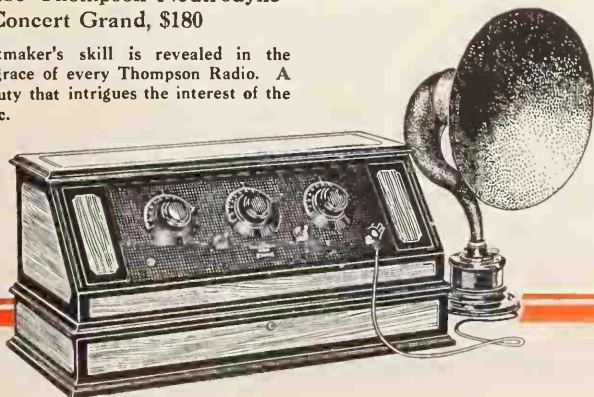
The policy of the R. E. Thompson Manufacturing Company is to work with only such dealers as can contribute to the stability and permanence of the radio industry.

On request, we will forward the name of our nearest distributor to desirable dealers who appreciate a manufacturer's policy as against low-priced "distress" merchandise indiscriminately distributed. R.E. Thompson Manufacturing Co., 30 Church Street, New York City.

THOMPSON RADIO

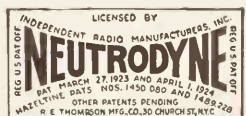
The 6-tube Thompson Neutrodyne
Concert Grand, \$180

The cabinetmaker's skill is revealed in the design and grace of every Thompson Radio. A thing of beauty that intrigues the interest of the most esthetic.



Thompson Speaker, \$28

To get best results from the Thompson or any other good receiver, use the Thompson Speaker. Extremely sensitive. Contains over-size magnet and coils, amplifying armature, diaphragm in scientific cone shape, and includes simple thumb-screw volume-regulator. Uses no battery current. For supremely natural home radio—the Thompson Speaker!



Basis of Future Talking Machine Selling

Recent Developments in Recording Give Dealers Opportunity to Meet Unusual Competitive Conditions by New Sales Arguments

The future of the talking machine business is in the hands of the retail merchant; but the talking machine record in turn will in the future be the determining and controlling element of the merchant's business. These two truths are at the basis of all sane and sound thought about the talking machine industry, about talking machine salesmanship and about the probabilities for expansion and prosperity in this industry.

Sooner or later this truth had to push itself forward to the front of every question in the whole industry; for ever since there was a talking machine, the record has been the determining factor in its progress. The talking machine is the body but the record is its brain; and if a brain must function through a body, certainly a body without a brain is useless. And when one thus speaks of "the record" in the singular, one means of course records in general, one means all the records, the idea of record in its collective sense, and by no means any one single disc.

It ought perhaps to be unnecessary to say anything so obvious as this about the sense in which the word record was used and it would be quite unnecessary if the practice of the trade, whatever their theory has been, did not so steadily lead one to suppose that a talking machine sale was well and satisfactorily made when one record had been added to the purchase. In a word, if the trade had always realized that not one record, but many records, sold with every talking machine and bought steadily by all owners of talking machines, form the only sound basis for trade prosperity, it would not be necessary to lay so much stress upon obvious truths.

Obvious Not Always Acceptable

Obvious indeed these truths are but the obviousness of a truth is no guarantee that it will be generally accepted by those whom it principally concerns.

To-day salesmanship in the talking machine trade has to solve the not very simple problem of expanding to its proper dimensions a public demand which has of late been diverted by

formidable competition of many sorts. The talking machine no longer reigns without competition in a realm itself unique. It no longer finds itself sole provider of the universal reproduction of music. Consequently there is no longer the certainty that the public demand will account for a satisfactory output of machines and records. It is no longer possible to sit by and wait for the public to come in and buy. To-day, there are half a dozen interesting, fascinating and plausible attractions competing with the talking machine for the spending money of the people. Some of these attractions obtrude themselves directly upon the talking machine's own region; all of them are fascinating and formidable.

"New Stuff"

Consequently, then, talking machines to-day have to be sold. But when we have said this we have said something which we can contradict with equal truth and without the least hesitation as to our meaning. For we can say at once that it is not the talking machine at all which we must heretofore sell. The sales of talking machines have been large in the past because there was no effective substitute for them. To-day there are substitutes, not of equal merit, not even indeed within a hundred miles of it in general adaptability. These substitutes attract attention because they are new. To talk merely "talking machine" as against these is to talk what may succinctly be called "old stuff." Talking "old stuff" is not effective in dealing with competition which is made up of very "new stuff."

New stuff must be countered by other "new stuff" and fortunately in the present case the "new stuff" is to hand, and requires on our part no effort save the very slight one of stretching out the hand to grasp it.

What is this "new stuff?" It is of course the present exalted, wonderful and fascinating condition of the recording department of the talking machine business.

The New Record

Always the talking machine record has furnished the reason for the possession of a talk-

ing machine. Always the record has been the controlling feature in that sense; but only to-day is it seen to be true that the profit-making possibilities of the selling are in future to be bound up with increased sales of records. Record selling is to-day the great, the new, the hitherto-unexplored country which is open to all and which promises the greatest results for the exercise of even slight amounts of intelligent effort. That, in brief, is the "new stuff," the use of which may be guaranteed to cure any slow-sale evils of which the trade is complaining or is ever likely to have to complain.

There was a time when the condition of the record catalog of any first-class house was not a condition to cause the merchant any particular joy. The listing of records, the choice of things to be recorded, and the manner of recording, were all subordinated to the personality of the recording artists. This of course could not but be so in the early days, for it was mainly the acceptance of the talking machine by great artists which brought about its acceptance by the masses of people. There has now however come a time when the mere lure of a name is not enough and when scrappy selections of this or that worn-out song, scene or fragment of a complete musical work no longer please. The people are learning more about music and beginning not only to know what they want but to ask for it. Therefore we now find that instead of little bits of things, whole works are being done. That is why we find that great orchestral works are being done complete, by great orchestras, in two, three or four disc sets. That is why to-day one can get a whole opera in an album, complete from overture to final curtain. In a word, the talking machine is entering a new era. It used to be an interesting toy, then later it became an interesting and saleable example of the possibilities of the future, a prototype of the home music equipment of the future, when every family shall have its opera, its symphony orchestras and its solo artists in complete repertoire, all contained in one machine and one cabinet of marvelous, almost unimaginably perfect records. And lo! it is already coming to pass.

The Music-Means of the Age

To-day, be it understood, the talking machine business is in a retail position such as never before it could have enjoyed. To-day there is a new record age upon us. To-day every owner of a talking machine is fair game for new sales of records. To-day every suggestion of the purchase of a talking machine may be winged with words of compelling power, for to-day the claim to give all music, whenever wanted, and however wanted, is within a short distance of complete fulfillment. The talking machine is no longer a toy. It is the one and the only actually indispensable music-means of the age.

With the certain co-operation of the great manufacturing houses, now so fully committed to the policy of providing absolutely the whole literature of music for the talking machine owner's use and behalf, it is no exaggeration to say of the talking machine merchant that his business is entering upon a wholly new and wholly wonderful phase, with possibilities of expansion which only a few years ago could hardly have been imagined. Perhaps some will find themselves unable to see these possibilities so clearly, yet this blindness can only be temporary at the best.

The new wine of the talking machine business is the new age of recording which is now upon us and this new wine has the inestimable advantage of filling old bottles without doing them the slightest harm and in fact with the certainty of doing them very much good.

YOUR NAME

Means something in your town



The most valuable sort of advertising is the kind that "gets into the home."

Your name, imprinted on every one of your needle envelopes, is valuable advertising to you, for it goes into the homes of prospective record buyers.

When it is linked to a nationally known product, such as Okeh Needles, and appears under the caption "packed expressly for" the tie-up is doubly strong.

Your Okeh distributor is prepared to furnish Okeh Needle envelopes with your name printed in large, bold type, right on the front.

Write at once for complete information.

General Phonograph Corp.

OTTO HEINEMAN, Pres.

25 West 45th St., New York, N. Y.

OKEH Needles



Model 1400-R-1
 Console, 31½ inches
 high, 34 inches wide
 and 15¾ inches deep.
 Of English brown
 mahogany, with
 Built-In Pooley Float-
 ing Amplifying Horn
 and ATWATER KENT
 Reproducing Unit.
 Price without \$75
 Receiving Set



The New *Pooley* Radio Console

Is Just What They Want

BEAUTIFULLY designed—Pooley high standard of quality throughout. A completely equipped radio console, with ample battery space especially ventilated, arm rest slide, radio log, drop sliding door for the horn grille and the unique, super-efficient

*Built-In Pooley Floating Amplifying Horn (patent pending)
 With the Celebrated Atwater Kent Reproducing Unit*

a combination found only in Pooley Radio cabinets. It gives unusual volume with a clarity and sweetness of tone surpassing anything radio science has yet developed.

Compare and Prove It Beyond Question

The Pooley Radio Console will accommodate ATWATER KENT Receiving Sets Models 20, 20 De Luxe, 19, 10 and 9. Size of top, for placing the radio is 28½ in. wide by 10½ in. deep.

All Owners of ATWATER KENT Receiving Sets
 Are Sales Prospects

Show them this outfit . . . it means immediate business. We can make deliveries NOW.

THE POOLEY COMPANY

Indiana Ave., 16th—17th Sts.

Radio Sales Department C

PHILADELPHIA, U. S. A.

Intensive Campaigns Bring Up the Sales Volume in the Pittsburgh District

Outstanding Event of Month Was Big Victor Sales Campaign—Miss Hildegard Wehrle in New Post—Drive on Sonora Portables—Death of L. J. Schoenberger—Other Activities of the Month

PITTSBURGH, PA., May 7.—One of the outstanding events in talking machine circles in Pittsburgh in connection with the Victor Sales Drive was the banquet held at the Fort Pitt Hotel on Thursday evening April 23, when more than 250 persons were present from Pittsburgh and vicinity. The Standard Talking Machine Co. and W. F. Frederick Piano Co. co-operated in making the affair a rousing success.

The guests were seated at small tables grouped according to the firms and stores represented. E. B. Heyser and George Rewbridge headed the W. F. Frederick Piano Co. delegation. At the C. C. Mellor Co. table was seated W. C. Dierks, H. H. Fleer, Anthony L. Herrle, Miss M. Ferrall, E. Kantner, Mrs. M. L. Gardner, who was formerly in charge of the educational department of the C. C. Mellor Co., and C. C. Latus.

J. C. Roush, Wallace Russell, Thomas T. Evans and Mr. McCormick, of the Standard Co., were much in evidence greeting the guests and seeing that everybody had a good time. During the dinner an orchestra furnished music and a number of songs were sung. Following the dinner there were brief addresses by Miss Streeter, Mr. Morgan, Mr. Mayer and Mr. Egner, when the details of the campaign were announced by Mr. Egner.

After the speaking there was dancing, which lasted until midnight. Among the firms represented at the banquet were Boggs & Buhl, S. Hamilton Co., Joseph Horne Co., Kaufmann & Baer Co., Kaufmann's department store, Spear & Co., and the Rudolph Wurlitzer Co.

The campaign started on Friday, February 24, and continues until midnight May 29.

Following the appearance of the Eight Popular Victor Artists in Uniontown, Pa., on April 23, the Morning Herald of that city paid a tribute editorially to the merits of these artists collectively and individually. W. F. Frederick Co. was thanked for bringing these artists to the city.

Miss Hildegard Wehrle, for a number of years connected with the talking machine department of the S. Hamilton Co. at the main store, 815 Liberty avenue, relinquished her position there recently and is now associated with

the Columbia Music Co., the Edison, Brunswick and Columbia dealer. Miss Wehrle is widely known to the trade and enjoys the reputation of being one of the best-informed persons in the retail talking machine business.

The Pittsburgh Post, on April 26, ran a lengthy article describing the Music Master Corporation and the activities of Walter L. Eckhardt, the president. In the article a photograph of Mr. Eckhardt was used.

The Pennsylvania Phonograph Distributing Co., Sonora distributor, with offices in the Wash Building, in this city, is making a special drive on the new Sonora portable, which sells at \$35, and the Sonora Portable De Luxe, which is priced at \$65. With the coming of the Spring and Summer months there is always a big demand for portables and the local Sonora dealers are making appropriate window displays of the two types of Sonora Portables.

Sales of the Brunswick phonographs and Brunswick Radiolas are reported as very satisfactory by the local Brunswick offices. Much interest is being taken by music lovers in the weekly programs that are broadcast by the Brunswick-Balke-Collender Co. and the fact that one of the major prizes in the last Brunswick Memory Contest was awarded to a Pittsburgher has stirred up much local interest in the Brunswick products.

The Buehn Phonograph Co., Edison distributor, reports a good demand for the Edison lines. A. A. Buehn, treasurer of the company, stated that the outlook was very satisfactory for a neat volume of business. Reports from the Buehn Co. travelers indicate that local Edison dealers are much pleased with the inquiries that are being made by prospective purchasers of Edison phonographs.

The Esenbe Co., distributor of the Atwater Kent equipment, Colin B. Kennedy equipment, Pooley radio cabinets, Music Master loud speakers and Pennsylvania radio phones, are gratified over the general trend of business.

The wedding of Mrs. Catherine Norris Leech, of Greenville, Pa., and Chauncey R. Parsons, manager of the talking machine department of the Rosenbaum Co., was solemnized in Christ Methodist Episcopal Church on Thursday eve-

ning, April 30. Edward Kuntz presided at the organ. The bride is soprano at Christ Church, while Mr. Parsons is tenor at Shadyside Presbyterian Church.

Death of L. J. Schoenberger

Louis J. Schoenberger, secretary of the Lechner & Schoenberger Co., piano dealers and Edison, Victor and Brunswick dealers, died at his home here on May 3 after a brief illness. Mr. Schoenberger was fifty years of age and is survived by his widow, two sons and four daughters, one brother, Homer, and his parents, Mr. and Mrs. Jacob Schoenberger. The father is president of the firm. Interment was made on May 6. Mr. Schoenberger was widely known to the trade and had been a member of the firm since its formation over thirty years ago.

Radio Instruction Book Is in Its Sixth Edition

French Battery & Carbon Co.'s Publication, "Ray-O-Vac Radio Trouble Finder and Broadcasting Station Directory," Popular

The French Battery & Carbon Co., Madison, Wis., manufacturer of Ray-O-Vac dry cell batteries, has just issued a sixth edition of its popular publication "Ray-O-Vac Radio Trouble Finder and Broadcasting Station Directory." This booklet is being distributed generally by Ray-O-Vac jobbers and dealers and in addition a return postal card is being included in each "B" battery carton. When the postal card is returned to the company by the consumer, one of the booklets is immediately forwarded.

The success of this interesting publication is due primarily to its practical value, for included in its contents are important paragraphs relative to information for the beginner, types of radio receiving sets, loud speakers, radio batteries, battery chart, how to test Ray-O-Vac batteries, vacuum tubes, tuning units, locating and eliminating trouble, simple repairs, a directory of broadcasting stations and illustrations of the various Ray-O-Vac dry cell batteries, including the B, A and C batteries. The fact that the publication is in its sixth edition is a tangible indication of its value to the trade.

Issue Attractive Series of Gennett Folders

Special Record Catalog and Musical Instrument Folders Also Issued by Starr Piano Co.

The Starr Piano Co., Richmond, Ind., manufacturer of Starr phonographs and Gennett records, issued recently a very attractive series of folders, featuring Gennett records in the Italian, Spanish and German languages. A special catalog listing Gennett records designed especially for the Latin-American trade, together with a photograph of Starr phonographs, is being used to excellent advantage in the development of this important export business. The catalog is attractively illustrated and gives the music lover an adequate idea of the vast resources of the Starr organization.

Another interesting folder issued under the direction of R. C. Ball, advertising manager of the company, is devoted to Starr musical instruments for educational purposes. Featured in this folder are the Star style XXVII phonograph, designed exclusively for class use; the Starr style 3/8 phonograph, the Starr pianos style D upright and the Princess Grand. The Starr XXVII phonograph has met with exceptional success everywhere and is ideally adapted for class use, for it may be pushed about the room by the touch of the hand and is extremely light in weight. It is equipped with a movable shelf for records and Silver Grain Spruce horn.

The K. G. Walter Radio Corp., New York, was recently incorporated at Albany, with a capital stock of \$5,000. The incorporators are S. Kay, D. M. Caterer and R. Greenburg.

Exclusively Wholesale Service in the PITTSBURGH DISTRICT

Colin B. Kennedy Equipment
Atwater Kent Equipment
Pooley Radio Cabinets
French Ray-O-Vac Batteries
Exide Storage Batteries
Gold Seal Homchargers
Music Master Loud Speakers
Weston Radio Plugs
Pennsylvania Radiophones
Brach Antenna Sets

ESENBE CO.
SWARTZ & BUEHN O.

909 Penn Avenue

Telephone: Atlantic 0539
Catering especially to music dealers

Pittsburgh, Pa.

ATWATER KENT RADIO

READY 22 YEARS WHEN RADIO CAME

THERE is one radio set that rode into the industry on half a million automobiles. That set is the Atwater Kent.

A quarter of a century ago we built our first Ignition System for automobiles and motor boats. That business grew and grew. Its growth expressed the confidence of leading motor manufacturers and of owners that we were truly trying to produce "the spark that couldn't fail."

And when radio came, it called for the same sort of manufacturing machinery, performing the same operations and run by the same experienced hands.

Perhaps the fact that we were ready, coupled with an earnest desire for precision and care, explains the confidence with which the Radio Industry regards Atwater Kent Receiving Sets and Radio Speakers.

ATWATER KENT MFG. CO.

Philadelphia



Salt Lake Dealers Enjoy Good Business

Outlook Better Than at This Time a Year Ago—
and Entire Trade Is Optimistic Over Summer
Prospects—News and Activities of Month

SALT LAKE CITY, UTAH, May 5.—The talking machine business is normal for the season. Manager Spratt, of the Brunswick-Balke-Collender Co., said he regarded the outlook for business as much better than it was a year ago at this time. Mr. Spratt said R. F. Perry, the company's traveling representative, had just returned from a month's tour of the Idaho territory and reported things as looking up in that section, whereas Idaho has been considered in the recent past as one of the States that were almost crippled by the crop failures. It was stated by Mr. Spratt that the Brunswick Radiolas are moving at a very satisfactory rate. He said he is well pleased with the way this instrument is going. The record department is holding its own, the demand for popular music being strong. The John Elliot Clark Co., Victor distributor and dealer, reports conditions to be very much as the Brunswick people described them. "Things look pretty good to us for the immediate future," it was stated.

Some of the dealers of Salt Lake City report the talking machine business as rather quiet, especially those who have been doing so well with radio merchandise. However, at one store it was stated that the phonograph business was "Picking up again." No one complains about the record business.

Mrs. Arzella Fullmer, in charge of the record department of the Glen Bros.-Roberts Piano Co., has resigned on account of ill health.

During the recent general conference of the Church of Jesus of Latter-day Saints, or Mormon, held in this city and attended by many thousands of people from the Mountain States and elsewhere, the Consolidated Music Co. had as a special window attraction a large collection of the favorite Mormon hymns recorded by the Victor Co.

This conference, which was held since our last letter was written, brought larger crowds to the city than ever before and more money, too, judging by the reports of business men in many lines. The music stores generally did well, especially those located near the great tabernacle, because they caught the crowds as

CARTER "ONE-WAY" Plug



50c

For Headset or
Loudspeaker

MADE IN U.S.A.

Offices in Principal Cities.

This is the plug that has become the standard by which all others are judged. The "just as good as" or "just the same" are not genuine Carter and will not give Carter results to your customers.

Order from your jobber.

In Canada—Carter Radio Co., Limited, Toronto.



soon as they turned down South Main street on shopping bent.

Phil Heilbut, manager of the phonograph department of the Bates Stores Co., Provo, is quoted in a recent "Sparks From Live Wires" department of the Evening Herald of that city. Mr. Heilbut commented on the successful municipal Spring clean-up conducted in the city.

A phonograph-radio store has been opened by Lee & Roberts at 1062 E. Twenty-first street, Salt Lake City, or in what is known as the Sugar House suburb. "Watch us grow" is the slogan. The Columbia phonograph will be carried. A young lady named Miss Glenona Duckworth will be department manager. Something new, to these parts, at least, will be given in the way of service, and will consist of free delivery of records. Also, in the matter of radio equipment, persons interested in radio will be called for in an automobile and taken to the studio unless they prefer to have a free demonstration at their own home.

The Glen Bros.-Roberts Piano Co. has announced that it will accept Brunswick, Victor or Aeolian records in exchange for new Brunswick records, plus an adjustment in cash.

Concert by Eight Popular Artists Stimulates Sales

STUEBENVILLE, O., May 7.—The Eight Popular Victor Artists recently gave a concert at the Grand Theatre here to a capacity audience. The occasion was under the auspices of the Robinson Music Co. and it profited by the unusual demand for the records of these artists.

Louis Mandelstam, formerly associated with the Lewis Co., recently opened "The Music Shop" at 116 N. Phillips Ave., Sioux Falls, S. D.

Urges Promotion of Radio During the Summer Months

L. E. Latham, Sales Manager of E. B. Latham & Co., Makes An Interesting Analysis of Summer Radio Sales Possibilities

E. B. Latham & Co., New York, distributors for the Radio Corp. of America, Atwater Kent and other well-known radio manufacturers, have recently been conducting an educational campaign among their dealers with the view of stimulating radio sales to the consumer during the Summer season.

"A radio receiving set or product which sold well during the Winter months and on which the consumer received full value for the money expended is just as good to-day as it was during the Winter," pointed out L. E. Latham, sales manager of the company, in discussing Summer sales opportunities. "Practically all owners of radios are using them constantly at this time and will continue to do so during the Summer months. With the great improvement in broadcasting very satisfactory results will be obtained all through the Summer, from all indications. It is reasonable to assume that if the owners of radio sets continue to use them there is no reason why prospective buyers cannot be sold and obtain just as much enjoyment from their sets as those who bought them earlier in the year. A good radio receiving set does not deteriorate during the warm months and is every bit as good a value for the money as it was in January or December. If a dealer allows himself to become convinced that there can be no radio sales made during the Summer months he is beaten before he even starts, with the resultant lack of sales. On the other hand, dealers will find that by redoubling their efforts there is a great deal of desirable business to be obtained. We have concrete examples during last Summer of large quantities of radio receiving sets being moved during the Summer season by large retail outlets. This was accomplished, of course, by methods which the ordinary music dealer cannot pursue, such as extensive advertising, etc. However, the dealer who will put additional impetus behind these big line sales efforts will find that he is securing just that business which might be going to other sources through the Summer season. It is our firm belief that by pursuing aggressive merchandising methods and concentrated sales efforts every dealer handling reputable radio products will enjoy a good volume of business during the next few months."

Okeh Completes Recordings in Atlanta and St. Louis

The recording unit of the General Phonograph Corp., under the direction of Charles Hibbard, recording engineer, recently concluded a week of recording in Atlanta, where new records by Fiddlin' John Carson, the Jenkins family and other popular Atlanta artists were made. Mr. Hibbard was assisted by Pete Decker, also a recording engineer and the party also included George Jeffers, sales representative. A number of new releases by St. Louis Okeh artists were made the week prior to the Atlanta trip.



Have You A Genola in Your Toy Shop?

It's a great little money maker—a child's phonograph retailing at \$5.00—that plays all flat records up to 10 inch size with the clear reproduction of a large machine. It is bright and appealing in appearance and makes a hit with both parents and children.

The Genola stands but 7½ inches high. Then to retail at \$10.00, there is The Baby Cabinet, standing 17 inches high and which is a delightful piece of nursery furniture as well as a splendid little talking machine.

Order Samples Today

THE GENERAL PHONOGRAPH MANUFACTURING CO.

Elyria, Ohio.

Speed With Which Stock Issue Was Taken Shows Strength of Columbia in England

Louis Sterling, Who Heads Columbia Interests in the United States as Well as in England, in Announcement to The World States That Improved Merchandising Plans Are Under Way

Louis Sterling, chairman of the Board of the Columbia Phonograph Co., Inc., and managing director of the Columbia Graphophone Co., Ltd., London, England, is being congratulated upon the phenomenal success of the stock offering made by the latter company recently. The London company has a capital of 400,000 common shares valued at \$2.50 each, or \$1,000,000, and it announced its plans to increase its capital by an issue of 300,000 seven per cent pre-

made in London, although it has no relation whatsoever to our interests in America. It indicates, however, a confidence in our policies that is very gratifying, and which is based primarily on the fact that the Columbia company's profits in London last year were \$750,000 on an ordinary capitalization of \$1,000,000. The London public has recognized in our activities a sincere effort to establish the phonograph industry firmly and soundly.

"As mentioned in my first announcement to The Talking Machine World a few months ago, it is our plan to conduct the American Columbia interests on the same lines that we have used in London. We are going to make a good product, build up and maintain a feeling of good will and confidence with our trade and with the public.

"We have already received significant and

concrete signs of the future prosperity awaiting Columbia activities in this country, provided we do not deviate from the plans I have set forth above. We believe and recognize the fact that we are selling music and we intend to concentrate on the music business.

"The wonderful success that we achieved abroad with our symphony works in album collections is an interesting indication of the public's attitude towards quality recordings if properly merchandised. When we first issued these symphony sets we considered ourselves fortunate to secure orders for 500 sets. However, we developed merchandising plans that eventually brought these orders up to 5,000 sets for new recordings as they were released.

"Within the near future we expect to develop new features in our merchandising plans for the Columbia interests in this country that will be of keen interest to the trade. We are firmly convinced that the phonograph business in this country has exceptional possibilities for the future, and we are welcoming suggestions from our dealers towards maintaining and developing our business on a foundation of strength and stability."



Louis Sterling

ferred shares valued at \$5.00 per share, or \$1,500,000. Within five minutes of the opening of the lists actual subscriptions for the new offering were received totaling \$10,000,000 and it is estimated that the total subscriptions will easily reach or even exceed \$15,000,000.

This wonderful reception on the part of investors in the United Kingdom to this stock offering is a distinct tribute to the accomplishments and success of the Columbia Graphophone Co., Ltd., of London, England, and a personal tribute to Louis Sterling, who has been the dominating factor in the activities of this organization. Mr. Sterling sailed for London recently on the S. S. "Mauretania" and will be there up to July 1, after which date he will devote his entire time the balance of the year to the activities of the American company.

Commenting upon the reception accorded the English stock offering Mr. Sterling said: "We are, of course, delighted with the enthusiastic response to the preferred stock offering that we

Opens New Music Section

MAQUOKETA, IA., May 4.—A new music department has been established in the Lee Dry Goods Co.'s store, handling pianos, phonographs and musical accessories. The store has

Attractive Window Display Feature of Brunswick Salon

One of the most attractive phonograph and radio warerooms in the Metropolitan district is



Window Display of New Brunswick Salon

been recently remodeled to provide suitable quarters for the musical department, and a formal opening will be held in the near future. The Schmidt Orchestra, of Davenport, will be provided by the Schmidt Music Co. of that city for that occasion, when, it is expected, there will be a large attendance.

the recently opened Brunswick Salon of Fifth Avenue near the corner of Fifty-third Street, New York City. Situated in the heart of one of the most exclusive sections of New York, this establishment, featuring the Brunswick phonographs and Brunswick Radiolas, fits perfectly into its surroundings. The accompanying illustration gives an idea of the attractive display which greets the eyes of Fifth Avenue strollers. The interior of the establishment is equally attractive, being furnished with fixtures

which harmonize with the period models of Brunswick phonographs which are on display and the prospective buyer sees the phonograph or Brunswick Radiola combination unit, in surroundings which give an adequate idea of the manner in which the instrument will look in the home.

Heard 70 Stations
Between 8 and 11 P.M.

In appearance, too, the Resas compares favorably with high-priced sets. It has a handsomely finished solid Mahogany cabinet, 26 1/2" x 8 1/2" x 9 1/2", with genuine bakelite panel and dials. Tone Modulator permits controlling volume and tone. Is fully guaranteed.

Dealers everywhere report the Resas one of their biggest sellers. Write for booklet and special low prices.

RESAS, Inc.

112 Chambers Street

New York City

John F. Davidson, Rutherford, N. J., writes: "Following is a list of 70 stations I heard in two weeks on my Resas Tone-A-Dyne Receiver between 8:00 and 11:00 P. M. All of these stations were received while New York stations were broadcasting yet there was no interference."

Included in this are stations in Montreal, Ottawa, Nebraska and Georgia.

Some record! Yet no better than any one should be able to do under similar conditions.

In performance the Resas Tone-A-Dyne 5-tube Receiver is unequalled even by sets selling for twice the price.



Three New Song Hits!!!

"WHEN I THINK OF YOU"
A New One by Harry Owens and Vincent Rose
Writers of "Linger Awhile"

"LET ME LINGER LONGER IN YOUR ARMS"
A fascinating Fox Trot by Cliff Friend and Abel Baer
Writers of "JUNE NIGHT"

"PAL OF MY CRADLE DAYS"
Marshall Montgomery and Al Piantadosi's Great "Mother" Ballad!

"You Can't Go Wrong With Any 'FEIST' Song"

© 1925 LEO FEIST Inc.

Important Trade Activities Boost Sales Volume of Los Angeles Retail Dealers

Dealers and Members of Their Sales Organizations Entertained at Sherman, Clay & Co. Banquet as Preliminary to Launching Sales Drive—Convention Plans—Portable Radio Show

LOS ANGELES, CAL., May 4.—About one hundred and thirty dealers, sales managers and salesmen were entertained at a banquet last month by the Victor Co. and Sherman, Clay & Co., Victor distributors, the manufacturer and jobber acting thus as joint hosts. The occasion was the launching of the great sales campaign of Victrolas throughout Los Angeles.

Otto May, of the Victor Co., occupied the chair and Philip T. Clay, president of Sherman, Clay & Co., traveled to Los Angeles especially to attend the meeting.

Philip T. Clay Draws Analogy

Philip T. Clay, president of Sherman, Clay & Co., said that the attitude of some dealers reminded him in many ways of the Children of Israel and the Golden Calf, who, after a lifetime devotion to the God of their fathers, were suddenly attracted to a new form of religion and bowed down and worshiped the Golden Calf; dealers and salesmen, after years of training and experience in the sale of talking machines—an enviable and remarkable attainment—had suddenly switched over to that which they regard-

ed as the line of least resistance, and put forth all their energies toward the sale of radio, neglecting talking machine sales almost entirely. He believes that the talking machine and records are just as necessary in the home with or without a radio as are books and a library.

Music Trades Convention Plans

The Western Music Trades Convention will take place at the Biltmore Hotel, Los Angeles, June 23, 24, 25 and 26. The committees of attendance, program, finance, publicity and others are busily engaged in arranging plans for a successful second annual convention which will at least equal that which was held in San Francisco last year. Subjects for debate and discussion are being carefully selected and radio promises to occupy a considerable period of the sessions.

E. R. Potter, chairman of the exhibitors' committee, has sent out the following letter to manufacturers and others who may desire to exhibit samples during the Convention:

Gentlemen—The Western Music Trades will hold their Second Annual Convention in Los Angeles, June 23, 24, 25 and 26, at the Biltmore Hotel.

Last year's convention held in San Francisco owed its success to the splendid attendance at the business sessions and this was due to the exhibitors' co-operation by keeping their rooms closed until these meetings adjourned. We are asking you, therefore, to follow a similar procedure this year. The hours for meetings are 9:30 till 12 noon and from 2 till 3:30 p. m., affording ample opportunity for visiting the exhibits thereafter.

Also exhibitors are requested to refrain from arranging for any form of entertainment during the hours of business meetings of the convention.

The business meetings and banquet will be held on the first floor of the Biltmore Hotel, the third floor being reserved for the accommodations of those who may desire to stop at the Biltmore. The exhibits will be on the second floor, which is specially adapted for this purpose. The size of these rooms vary a little, but approximately all are 15'x26'. The prices are \$6, \$7 and \$8 per day. Many of these rooms are connecting so that two or three may be engaged; each has a private shower bath, also a disappearing bed which does not occupy any of the room space during the daytime.

From the present indications a large attendance is promised and we hope that you are interested and will make reservations with the Biltmore Hotel, Los Angeles, direct. However, as chairman of the exhibitors' committee, it will be a pleasure to co-operate with you in any possible manner by your addressing the writer at 711 So. St. Andrews place, Los Angeles, Cal. Yours very truly,

E. R. BORRER

Portable Radio Show in Los Angeles

The second annual Portable Radio Show was held at the Paul G. Hoffman Co.'s salesrooms April 20 to 25 inclusive. The Paul G. Hoffman Co. is the great Studebaker dealer and distributor of Los Angeles and Southern California and arranged for a similar show last year which was attended by 20,000 people. The gate this year amounted to 29,300 and the results obtained are declared to have been most satisfactory. Although the booths were put in and supported by the jobbers, they arranged with their dealers so that the latter made the actual sales. Among the exhibitors were: Listenwalter & Gough, Sherman, Clay & Co., Munson, Rayner Corp., Fitzgerald Music Co. The following lines were shown: Freed-Eisemann, Crosley, Colin B. Kennedy, Crosley radio, Zenith, Fada, Thompson neutrodyne, Federal, Mohawk, Pathe, Marwol, Radiolas, Gilfillan, DeForest, Atwater Kent, Whitestone & Kodol, Operadio, Brunswick Artists Score

When one of the world's greatest dance orchestras plays in the world's largest arcade building in one of the world's greatest cities it is a positive certainty that the affair will turn out a huge success. That is exactly what happened with Herb Wiedoeft and His Brunswick Recording Orchestra appeared in the spacious promenade of the famous Los Angeles Arcade Building. An enormous noonday crowd filled this shopping lane to overflowing and cheered at first hand the music which thrills hundreds of dancers at the Cinderella Roof, Los Angeles.

Miss Anna M. Osterhout was married to Theodore Edison, son of Thomas A. Edison, on April 25 in the Appleton Chapel at Harvard. Mr. and Mrs. Theodore Edison plan to make their home in Orange, where the former is actively associated with the Thomas A. Edison, Inc., industries.

JOS. W. JONES

TRADE MARK
STANDARDIZED, PRECISION-MADE RECEIVERS

Adapted to All Makes of TALKING MACHINE CABINETS

These Receiving Sets meet the insistent demand of Talking Machine owners.

Model J-80 (illustrated) is a 4-tube, non-oscillating, tuned radio frequency receiver, completely enclosed in drawer-shaped cabinet. Fits into the space occupied by two record shelves. List price, without accessories ----- \$80

Model JW-90 Phonograph Panel Type is a 5-tube tuned radio frequency receiver which can be fitted into any console phonograph cabinet. List price, without accessories ----- \$90

All Jos. W. Jones Receivers are built of the celebrated Jones Precision Parts, unexcelled for quality, tone, volume, selectivity and endurance.



JOS. W. JONES RADIO MFG. CO., Inc.
40-46 West 25th Street
New York City

Capitalizing Experience

It is an old and true saying that "Experience is the best teacher." The budding salesman, the college graduate, and the promising young lawyer or doctor, do not at first admit this. Later on, whether they have made a failure or a success, they find out that experience is the best teacher. However, training and preparedness, plus experience, make an ideal combination as a foundation for permanent success.

Those pioneers among talking machine men who have seen the industry grow from nothing to a success only dimmed by the usual business depression cycles, realize that there have been times when inventive ingenuity had to be called upon to stimulate or revive the demand. The introduction of radio created an interest and demand unprecedented during the present generation, not excepting the automobile or the movies. Consequently, it took the experience, obtainable only through the passing of time, to properly analyze the effect of radio upon the talking machine business.

The experience of manufacturers of talking machines and radio, together with that of distributors, dealers and the buying public, has, I believe, now reached a point where they can capitalize it.

We have been experiencing the "survival of the fittest"—and the survivors will be of the more dependable type—those probably who have been in the business for many years, and to whom therefore a temporary depression or a curtailment of sales and profits was merely an incident in their success as measured over a period of years.

So, Mr. Victor Dealer, I suggest that you apply your experience, and in choosing your product bear in mind the manufacturer, the distributor, and the reputation that has been made. Large sales do not always show net profits, and business success is usually not a hundred-yard dash but more of a marathon. The responsibilities of a reputation often make impossible hasty decisions or actions, but when the "zero hour" has arrived great things are expected, and usually result.

I believe Victor Supremacy is about to re-assert itself, and the Victor dealer who maintains or establishes close relations with a dependable Victor distributor will be prepared to share to the fullest the greater things just ahead.

J. NEWCOMB BLACKMAN.



Blackman
TALKING MACHINE CO.

28-30 W. 23RD ST. NEW YORK N.Y.

VICTOR WHOLESALE DISTRIBUTORS

Oregon Music Trades Association Is Reorganized at Portland Dinner-Meeting

G. F. Johnson Elected President—Dealers Vote on Return to 5 Per Cent Carrying Charge on Instalment Sales—Atwater Kent Distributor Stages Music Memory Contest—The News

PORTLAND, ORE., May 5.—After almost a year of inactivity the Oregon Music Trades Association reorganized April 30 at a dinner held at the Portland Chamber of Commerce. Seventy-six dealers, salesmen and saleswomen attended, and greeted with enthusiasm the effort made to put the Oregon Association on a firm foundation. E. P. Kelly, of Hopper-Kelly Music Co., of Seattle, and first vice-president of the Western Trades Association, and Charles Corbin, manager of Bush & Lane Piano Co., of Seattle, were invited by the local dealers to come to Portland and help in the reorganization plans. New officers were elected as follows: G. F.

Johnson, of the G. F. Johnson Piano Co., president; H. N. Quackenbush, manager of Bush & Lane Piano Co., first vice-president; Frank Lucas, of Seiberling, Lucas Music Co., second vice-president; J. J. Collins, of Collins & Erwin Piano Co., treasurer, and Elmer Hunt, manager Sherman, Clay & Co., wholesale, secretary. A board of trustees was elected as follows: B. R. Brassfield, manager Wiley B. Allen Co.; Julius Meier, of the Meier & Frank Co.; E. B. Hyatt, of the Hyatt Music Co., and L. D. Heater, of the L. D. Heater Co.

The by-laws of the Washington Association were adopted unanimously. Another drastic measure voted on was a return to a 5 per cent carrying charge on phonographs and radio to go into effect May 15.

Unique Music Memory Contest

Portland did not officially celebrate National Music Week this year or hold a music memory contest in its public schools, but the Sunset Electric Co., local Atwater Kent distributor, is featuring a unique music memory contest over The Oregonian, KGW, radio broadcasting station. A series of three concerts is being presented one week apart, the first April 23. Julius Walter, KGW pianist, plays from memory approximately 200 popular and semi-popular airs and has picked forty-five of these to be played. He will play fifteen pieces in each program, which, instead of being announced by title, are played in numerical order. Listeners-in will identify the numbers as played, and at the termination of the contest will send in the titles. To the listener having the most correct list will be awarded a model 10 Atwater Kent five-tube receiver, complete with loud speaker, tubes and batteries; second prize will be a model 9 Atwater Kent four-tube receiving set; third prize, a model M Atwater Kent de luxe loud speaker; fourth prize, a model L loud speaker; fifth prize, a model R loud speaker; sixth prize, a set of five Cunningham tubes to fit the set of the listener. These have been donated by the local Atwater Kent dealers, among them Hyatt Music Co., McCormick Music Co. and the G. F. Johnson Piano Co. Special printed contest forms containing instructions have been distributed from these stores and a great deal of interest is being shown in the event.

Doing Excellent Business

H. J. Ebert, manager of the talking machine department of Sherman, Clay & Co., reports excellent business for April with the report of his department having sold twice as many instruments in April than in March. Mr. Ebert says the sale of portable machines started very early this Spring and he predicts a larger sale of these little vacation machines than ever before.

Columbia Portables Popular

Randall Bargelt, district manager of the Columbia Phonograph Co., reports the portable as meeting with hearty approval of the local dealers, who are pushing the sales as never before.

Exhibits at Home Beautiful Week

The annual Home Beautiful Week was held the week of April 19 at the Municipal Auditorium, under the auspices of the Portland Realty Board. The G. F. Johnson Piano Co. had an attractive display featuring the Chickering Ampico, the Marshall & Wendell Ampico and the Cheney phonograph. Sherman, Clay & Co. displayed the RCA line, and the Grand Electric Co. featured an attractive Atwater Kent display.

Art Gillham, Columbia Artist, Scores

Art Gillham, "The Whispering Pianist," exclusive Columbia artist, appeared in Portland May 1 to 4, under the auspices of the Columbia Phonograph Co. and under the local supervision of Randall Bargelt, district manager of the Columbia Co. Mr. Gillham was presented in concert at the larger stores handling Columbia rec-

ords, among them the Meier & Frank Co., Hyatt Music Co. and the McCormick Music Co. Mr. Gillham played to great throngs and autographed scores of records for customers.

Annual Banquet of Radio Ass'n.

The Radio Trades Association of Oregon held its first annual banquet April 25 at the Hotel Multnomah with 400 radio manufacturers, jobbers and dealers and their families and friends present. The event was labeled "A Night in Radioland" and the entertainment consisted of a varied program of musical features, talks and novelty features, all of which were sent out into the air for the entertainment of radio fans listening in to The Oregonian KGW.

Record Artists in Local Concerts

Many noted artists appeared in concert during the month of April, all singing and playing before capacity audiences. Georges Euesco, violinist and Columbia artist; Rosa Ponselle, celebrated prima-donna and Columbia artist; the London String Quartet, also Columbia artists, also appeared locally.

Here and There in the Trade

Leita Hayes, for eight years in charge of the record department of the G. F. Johnson Piano Co., is now manager of the record department of the Seattle branch of the Bush & Lane Piano Co. Kathryn McCarthy is her successor.

Custeloid Loud Speaker Line

The marked development of radio sets along artistic lines has led the Custeloid Co., of Ozone Park, N. Y., to present to the talking machine trade its line of loud speakers. The Custeloid line is distinctive in design and consists of three models, one in the form of a flower vase and two in small cabinet form which might be likened to an enlarged jewel case. The cabinet models are produced in Colonial model at a popular price and the cabinet model deLuxe at a slightly higher price.

These models are made of Custeloid and another material, both carefully developed for this specific purpose, and which composition seems to materially add to the tone of the speaker.

The initial presentation of this line at the Spring radio show in New York City caused considerable comment and developed an opening market for it. The company under the general managership of J. Lefkowitz has found the reception of the line has proved so enthusiastic that he is placing behind it an energetic campaign for the months to come and is making intensive plans for its sales distribution.

The Thermodyne Unico Co., New York, was recently incorporated at Albany with a capital stock of \$5,000. The incorporators are H. S. Oudmore, J. Hogan and F. G. Jaraban.

STYLUS BARS

Stylus Bar & Mfg. Co.

Clague Rd.

North Olmsted . . . OHIO

Thor Speaker Lamp

[Patents Pending]
offers you a bigger volume of sales than for any other type loud speaker. It is exquisitely finished—with either parchment or any color silk shade. To demonstrate it is to sell it. Table lamp models list at \$35. Big discounts offered responsible dealers. Write for full particulars.

THOR Radio Division

OF THE
GOLDEN GATE
BRASS MANUFACTURING CO.

1239-1243 SUTTER STREET
SAN FRANCISCO

Charges

"A" or "B"

Storage Batteries

ULTRA

HANDY CHARGER

Charges all storage batteries "A" or "B." No complicated adjustments. The Ultra Handy Charger will charge batteries from 2 to 48 volts.

Charges Quickly

The Ultra Handy Charger is speedy. It will charge 5 to 7 amperes per hour to a 6-volt Battery. "B" batteries at recommended rate.

Simple to Operate

Easy to use—connect the sturdy clips to the battery—plug the cord into a light socket and turn on the current. No care required when in or out of use.

Fireproof

The Ultra Handy Charger is absolutely fireproof. Even if allowed to run for several days there is no danger of fire or over-charging the batteries.

Write for illustrated folder.

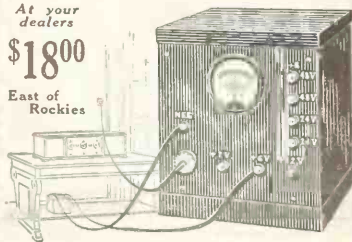
INTERSTATE ELECTRIC CO.

4339 Duncan Ave., St. Louis, Mo.

At your dealers

\$1800

East of Rockies



Outlook for Busy Season Creates Better Feeling Among San Francisco Dealers

Record Sales Continue Excellent—Portables Coming Into Favor With Approach of Summer—Starr Piano Co. Moves—Association Elects Officers—Convention Plans Mature

SAN FRANCISCO, CAL., May 4.—The general feeling toward business among members of the music industry and trade is one of real optimism and dealers are preparing for a busy year. The rainfall has been heavy as compared with a far less than normal rainfall last year in the southern part of the State, where agriculture is practically the sole source of revenue, betokening better business conditions.

Record Sales Consistently Good

Radio sales still lead in comparison with other departments, although the record end of the business has brought nothing but satisfaction to dealers during the past few months. The visit of the United States Navy fleet to San Francisco brought a surprising demand for records and all dealers participated in supplying the sailor boys with the means of musical enjoyment when afloat. Robert Bird, of the Victor wholesale department of Sherman, Clay & Co., in commenting on the sale of records, stated recently that it is surprising the manner in which record sales stay consistent, although machine sales have remained rather quiet.

Portables Coming Into Favor

The approach of Summer and the vacation season is noticeable in the increased demand for portables. This type of instrument, although a consistent all-year seller, always reaches its highest point during the Summer season and the climb toward the apex starts during April.

Starr Piano Co. to New Quarters

The local office of the Starr Piano Co. is soon to be moved from the Furniture Exchange to 680 Howard street. For years past the company has had an office, display space and ware-rooms on floor 2 of the San Francisco Furniture Exchange, at New Montgomery and Howard streets. The move will afford more space for the activities of the branch. J. W. Steinkamp is the local representative of the Starr Piano Co. He is a very active traveler of this section of the State for his company.

Music Firm Represented in Chamber

Fred R. Sherman, vice-president of Sherman, Clay & Co., has been nominated a director of the San Francisco Chamber of Commerce, which is a very large and influential organization, with many ramifications, all laboring for the building up of business in this city. Shirley Walker, of Sherman, Clay & Co., has just been made second vice-president of the Retail Merchants' Association of San Francisco.

Trade Association Elects Officers

The very successful annual meeting of the Music Trades Association of Northern California was held at the Stewart Hotel, April 21. About twenty members of the trade were present. The reports for the past year presented by the various officers were very satisfactory. The following officers and directors were elected for the coming year: President, Shirley Walker, of Sherman, Clay & Co. (the retiring president of the Association who was re-elected); first vice-president, George Q. Chase, president of Kohler & Chase; second vice-president, J. Raymond Smith, of the J. Raymond Smith Co.; treasurer, Lawrence S. Lindsey, of the Wiley B. Allen Co.; directors, elected in addition to the foregoing officers, were: James J. Black, treasurer of the Wiley B. Allen Co.; B. P. Sibley, president, Western Piano Corp., and H. C. Hanson, of the H. C. Hanson Music House.

Purchases Broadcasting Station

Paul Verdier, president of the City of Paris, recently purchased the KFRC broadcasting station in the Whitcomb Hotel here. During the week that the station has been in the hands of the City of Paris a good deal of talent has been used in broadcasting. W. S. Storms, manager of the radio and phonograph departments, is leaving shortly for a trip to the East. He said

to-day that they hope to be able to give concerts by artists, in person, who have recorded for the phonograph records carried in the store. These are Victor, Vocalion and Columbia.

Convention Plans Completed

The second annual Western Music Trades Convention, which is to be held June 23 to 26 at the Hotel Biltmore, Los Angeles, gives every indication of being an even more successful event than the initial gathering of last year. Invitations have been dispatched to the trade embodying copies of the convention program. Discussions will be held on Association matters, general business subjects and special sessions will be devoted to pianos, talking machines and radio. Each subject will be assigned to one or

two dealers well known in the trade and particularly fitted to discuss it. There will be displays of talking machines, radio receivers and other musical instruments. The usual entertainment features have been arranged for.

Drissel Martin Manager of Emporium

Drissel Martin was recently appointed manager of the phonograph and radio departments of the Emporium, succeeding Charles Mauzy, who has taken charge of the music department of the John Breuner establishment.

Remodeling Department

The talking machine department of Nathan Dohrmann is undergoing extensive remodeling, with six new demonstration rooms being added.

R. L. Rayner Visits Gotham

R. L. Rayner, vice-president of the Munson-Rayner Corp., Pacific Coast distributors for Vocalion Red records, Cheney phonographs and Colin B. Kennedy radio receivers, was a recent welcome visitor to New York.

ASSURES CRYSTAL-PURE TONE

The 199 Radio Tube That Needs No Adapters!

Here is a super-tube—a rigidly guaranteed tube—that fits 201A sockets. Your customers can convert their sets into semi-portables by using these tubes and dry cells instead of storage batteries. Splendid for Summer time!

In Three Types

Cleartron tubes come in three regulation sizes: C-T 201A, C-T 199 SMALL BASE with regular 199 base and C-T 199 STANDARD BASE. All retail at \$3.00 apiece.

Dealers are to be aided by strong local newspaper advertising. Unusually liberal discounts. Jobbers only.



Iron-Clad Guarantee

All Cleartron Tubes are guaranteed to deliver positively perfect service and we authorize our distributors to make replacement of any Cleartron Tube which proves unsatisfactory to the user. The only requirement is that the tube must not have been burned out.

CLEARTRON VACUUM TUBE CO.

26 West 44th Street

New York, N. Y.

CLEARTRON
GUARANTEED RADIO TUBES

Improvement of General Business in the Cincinnati Field Reflected in Sales

Trade Making Plans for Summer Campaigns—Dealers and Jobbers Optimistic—Okeh Record Recorded Locally Enjoys Unabated Popularity—Lyric Co. Launches Portable Drive

CINCINNATI, O., May 8.—Sellers of talking machines and records report material increases in sales during the past month. General business conditions have improved so much in the past few weeks that there is a feeling that normal conditions will be here when Summer arrives. Enterprising dealers in talking machines are even at this early date making preparations to ward off the usual Summer sluggishness of trade. One outlet for their merchandise is afforded by campers and another is afforded by those who will go on automobile tours. Practically all of these are prospects for portable talking machines and a supply of records, and a good portion of them can be induced to take along a portable radio outfit in addition. One method of getting names of these prospects is to make arrangements with sporting goods stores to furnish them, and these are sent a personal letter and suitable advertising matter.

Business Forging Ahead, Says C. H. North

It was stated by C. H. North, secretary of the Ohio Talking Machine Co., wholesaler, at 427 West Fourth street, that business is returning consistently and evenly, as it gradually returns to other lines of merchandising and industry. "After all," he said, "the conservatism that came after the collapse of the post-war boom was beneficial to the whole country, even though it was a hardship for a while." One of the recent visitors to this establishment was Henry Hughes, a talking machine dealer, of Prestonburg, Ky.

New Okeh Record Going Big

"The new Okeh record, 'Because They All Love You,' which was made by the Chubb-Steinberg Orchestra at the recent Radio Show in Music Hall, continues to be a great seller," stated Howard L. Chubb, of the Chubb-Steinberg Music Shop, an exclusive talking machine store at 17 East Sixth street.

Launches Portable Campaign

Walter Timmerman, manager of the Lyric Piano Co., stated that now they are pushing the portable instruments in the talking machine and radio line, and in this effort they are meeting with no small success. "The fine Spring weather we have been having right along," he stated, "has made the people think of camping

and automobile tours, and a great many are making preparations for Summer outings. The tendency to 'take a vacation in the great outdoors' is increasing, and for this reason the demand for portable outfits is growing." Mr. Timmerman is a great believer in the power of suggestion, and to this end he makes good use of his show windows. His idea is to beautify the window display as much as possible, but at the same time to get the goods before the public in a way that will carry out the law of suggestion to the fullest extent.

Advocates Complete Stock

A business that is somewhat unique and out of the ordinary in character is Link's Record Shop, located at 1709-11 Vine street, and owned by George H. and Clifford B. Link. As the name implies, records are the specialty of this handsome store, which, although in an uptown location, does a large business, carrying a stock of about 25,000 records, comprising the entire Victor line, including the domestic, English and German. The full record line includes Edison, Victor, Columbia, Okeh and Odeon. "The secret of our success," stated Clifford Link, "is that we have what the people ask for. This brings people back to us. One gets the habit of going to a certain place for a certain thing, you know, but if a customer finds the line incomplete a few times he will finally go elsewhere, and his patronage will be lost."

Good Brunswick Demand Continues

"Business continues to be splendid with us," said Charles Henlein, of the local branch of the Brunswick Co. "Some of our combination models were in such an unexpected demand for a while that our supply was not equal to it, but we soon increased our output of these, so nobody will be disappointed from now on."

The Brunswick Music Memory Contest has closed, he explained, the only winner in Cincinnati being Mrs. C. S. Browning, a well-known pianist and accompanist, who received a \$50 prize. "Our Hour of Music will be continued," stated Mr. Henlein, "and it will be broadcast every Tuesday for some time to come. Music by the artists of our 'New Hall of Fame' will be broadcast from New York, Schenectady, Washington, Pittsburgh and

Chicago from 9 to 10 p. m., Eastern time. It is probable that the Music Memory Contest will be resumed in the Fall, and in this event announcement will be made in due time."

Pleased With Columbia Business

"We are greatly pleased with the result shown by our check-up of our past month's business," said Miss R. Helberg, manager of the Columbia Distributors, at 122 West Fourth street. "Recently we had a pleasant visit from W. C. Fuhri, vice-president, who came here from New York. Other visitors were H. E. Hughes, of Prestonburg, Ky., and P. J. Murphy, of Maysville, Ky. W. F. Pierce, one of our sales representatives, has just returned from West Virginia, where he found conditions much improved."

Grebe Radio Station Is Heard in Distant Lands

WAHG, of Richmond Hill, was one of the nine high-powered stations which recently broadcast special programs in the early hours of the morning in the hope of reaching Australia. This station is operated by A. H. Grebe & Co., of Richmond Hill, N. Y., manufacturers of the well-known Grebe Synchronphase receiving sets. Since its broadcasting, cablegrams have been received from Australia and France saying that this station had been heard in both places. The cablegram from Australia stated that a locomotive bell, the Nassau Club Orchestra and singing by Walter J. Neff, which had been broadcast from WAHG, had been heard in Melbourne and that station WAHG would receive a silver trophy for its accomplishment. Lloyd Jaquet, American representative at the International Amateur Radio Convention, now in Paris, cabled that the WAHG entertainment had been heard there. These messages from Australia and Paris showed that WAHG had covered a span of 15,000 miles. A feature of the programs that is proving very popular with radio fans is a series of discussions on the cost, construction and operation of radio sets by the chief engineer of the Grebe factory.

Heintzman to Merchandise Super-Zenith in Canada

The Zenith Radio Corp. Chicago, Ill., announced recently that the Heintzman Co., with headquarters in Toronto, Can., had arranged to merchandise the Super-Zenith line. This firm is widely known in music circles throughout Canada, having been identified with the industry since 1850. In addition to its home offices in Toronto it operates branch stores in Windsor, St. Catherine, Chatham, Niagara Falls, Hamilton, London, Brantford, Peterborough, Regina, Saskatoon, Calgary, Edmonton and Fort William. This is a very desirable connection for Zenith products, and the Heintzman Co. is planning an aggressive sales campaign in behalf of these well-known radio sets which, it believes, will have a material effect on sales.

Human Jazz Band, Okeh Artists, Give Concerts

The team of Gogert and Motto, exclusive Okeh recording artists, are winning much fame both with vaudeville and record audiences. Billed as the Human Jazz Band, they, without the aid of musical instruments of any kind with the exception of being accompanied by Fred Hall on the ukulele or piano, give all the effects of a real jazz band. Their recent recording, "O Katherina," has proved a big seller, and as they co-operate with Okeh dealers in the cities in which they are appearing at vaudeville houses their records are in great demand. During the past month, while playing in Newark and Jersey City, N. J., they gave noonday concerts at the leading Okeh stores and the lunch hour crowds invested heavily in their records.

Your Success Lies in the Choice of Records You Sell

Think it over and you will see why it is easy for anyone to be a happy record dealer if he sells

Okeh Records

The latest popular tunes are made by nationally famous orchestras.

The greatest Race artists in the country make our Blues Records. Real Hill-Country folk bring their own old-time tunes to us to be recorded.

Don't you think an OKEH RECORD Agency would be a mighty good thing? If so—why not write us?

Wholesale Phonograph Division

STERLING ROLL and RECORD CO.
137 West 4th Street CINCINNATI, OHIO

FADA

Radio

The vultures are busy

BY telephone, telegraph and mail the price vultures are haunting us.

"We'll move all your obsolete and surplus stock if you make us the right price."

Our reply is always the same: "Absolutely nothing to offer. We have no obsolete or surplus stock and even if we did, we'd throw it in the river before we'd throw it on the market."

* * * *

Fada isn't interested in flash-in-the-pan methods. It is in business to stay. Its policy is to protect the distributor, the dealer, the purchaser and its own reputation. It is building a solid, stable business—the backbone of a solid, stable industry.

The tidal wave of dumping and bargain sales is uncovering those makes on the market which the public *won't buy on merit*. In spite of the terrific cut-price competition, however, Fada sales in New York City for March showed an *increase* over February.

Fada is a standard product. Its performance is recognized by discriminating buyers, who willingly pay the full price.

Tie up to Fada. Build for yourself a profitable growing business based on sound merchandising principles and the confidence of the public in your product.

F. A. D. ANDREA, INC.
1581 JEROME AVENUE
NEW YORK

Chicago: 326 West Madison Street

San Francisco: 5 Third Street



Many Important Activities Feature the Month Throughout Cleveland Territory

Fixed Carrying Charge on Instalment Sales to Be Decided on at the Annual Convention of Ohio Dealers—W. E. Ennis in Important New Post—New Companies Formed—Other News

CLEVELAND, O., May 7.—Talking machine, radio and band instrument dealers who are members of the Music Merchants' Association of Ohio will probably be called upon during their annual convention in Cincinnati, September 15-16, to decide whether or not they are in favor of adopting the plan of making carrying charges on instalment sales. The matter came up at the mid-Winter Council meeting of the Association in Columbus, March 30, and was discussed, the consensus of opinion being that the plan might be satisfactory for sales in radio, talking machines and band instruments.

A Linguist Salesman

Talking machine records usually sell themselves, but George Milovanovich sells records. Not only in the English language but in sixteen other languages. He is the salesman in the foreign language record section of the May Co., Cleveland's largest department store. George has been in Cleveland about six months, yet his English is good. He is a Serbian.

With his ability to speak so many languages he is able to handle the growing number of customers who buy talking machine records of the May Co., whose regular music section is on an upper floor, in charge of Dan E. Baumbaugh.

The question of admitting radio dealers to the State Association was discussed and it was decided that merchants handling radio only are not to be invited to join or admitted to the State Association. This action, however, is not to apply to dealers handling radio along with other musical merchandise.

The matter of accepting an offer of the Brunswick Co. to meet a committee of the Association to discuss record and talking machine conditions and the retail trade situation was deferred until a subsequent meeting of the Council.

Unusual Sales Drive

L. Meier Sons, for twenty-seven years in the music business on the West Side, and now operating three retail stores, have a slogan, "A Victrola in Every Home." The firm is co-operating in a drive by the Pearl Street Savings & Trust Co. and offers a \$5.00 bank account in the financial institution to every boy or girl taking a Victrola purchaser to any of the three

music stores. No collections are required and children may bring their parents.

W. E. Ennis in New Post

William E. Ennis is now district manager of the Wurlitzer Co. and has supervision of six of the firm's stores in Buffalo, Syracuse, Rochester and other New York points. He was succeeded by Dan J. Nolan as manager of the Cleveland store a few weeks ago.

To Organize Trade Golf Association

Henry Dreher, president of the Dreher Piano Co., Cleveland, has been appointed a committee of one to frame by-laws and plans for organizing the Ohio Music Trade Golf Association which is to hold annual tournaments during the yearly gatherings of the Music Merchants' Association of Ohio. He will report at the September 15-16 convention. A postal survey of members to decide upon six subjects for discussion at the convention is being made by Rex C. Hyre, State secretary. Among the subjects to be discussed are: Overhead compared to volume, the carrying charge, "bait" advertising, radio discounts, future of the talking machine, trade-ins, advantages of handling smaller musical instruments in music stores, business systems and prospects, shop, connection, etc., how to create and secure trained piano and musical merchandise salesmen, financing, tuning and service, mutual insurance.

President Grau announced E. C. McMahon, of Youngstown; Omer E. Westerfield, of Greenville; and Dan E. Baumbaugh, of this city as a committee to investigate and report on the radio manufacturers who are inclined to provide proper discounts for music stores.

Cyclone Damages C. A. House Stock

The cyclone which swept across eastern Ohio and caused \$500,000 damage in Wheeling, W. Va., April 19, damaged heavily the musical instrument stock of the C. A. House Co.

New Companies Formed

The Battery & Radio Co., Dayton, O., has been formed with an authorized capital of \$3,000 by Roy A. and Janet Wiley Horn, David E. and Marie M. Johnson.

The Calendar Radio Co., of Cleveland, with an authorized capital of \$50,000 has been formed

MICA DIAPHRAGMS

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

INTERNATIONAL MICA CO.

Phone Baring 535 PHILADELPHIA, PA. Cable Filaste, Phila.

by M. Staab, N. Gotschalk, S. Graham, Rees H. Davis and C. M. Vrooman.

The Radio Equipment Co., of Cleveland, has been incorporated with \$10,000 capital by Burros Barston, Wilbur T. Smith, M. B. Tilby, E. L. Heasley, and William F. Hecker.

Giant Organ for Crosley Station

Cleveland radio dealers are informed from Cincinnati that the first great organ especially for broadcasting is nearing completion in the studio of the Crosley station, WLW, at Cincinnati. The cost will be about \$30,000. The organ incorporates an orchestra unit and every conceivable effect can be obtained. Some of the world's best organists are to participate in recitals from WLW on the new instrument.

Wright Music Co. Opened

The Wright Music Co., which recently opened its store at East 102 street and Euclid avenue, is the last word in music merchandising. The president of the company is A. Wright, a Cleveland business man. His son, Laurence P. Wright, is vice-president, and William Murstein, former manager of the stores of the Euclid Music Co., is manager, while the sales force has largely been drawn by him from the concern which he formerly managed. These include A. B. Lapham, E. J. Conners, M. P. Cantillon, and Florence Hesse.

The stock carried includes Brunswick Radiolas, records and talking machines, R. C. A., Atwater Kent, Stromberg-Carlson, Sleeper, Monotrol, and Ware radio outfits, sheet music, drums, Weymann and Vega banjos.

Circularizing Foreign Residents Increases Business

Ress Music Store With Mailing List of 5000, Divided Into Forty-five Languages, enjoys Large Foreign Record Business

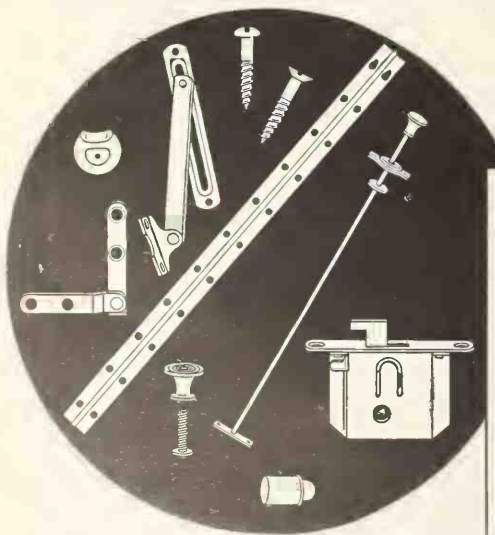
By exerting sales effort in building up a clientele of the foreign residents of its city and by constantly reminding this clientele of the new recordings issued in the native language of its customers, the Ress Music Store, of Youngstown, O., has built up an extremely profitable foreign record department. The mailing list of this establishment comprises 5,000 names, which are divided into forty-five different classes, denoting the nationality or type of record which appeals to each separate person listed.

As soon as the record listings are received from the record manufacturers, this live retailer sends the catalogs to its customers and Mr. Ress attributes this method of serving his customers with an increase in business of over 35 per cent.

Okeh Artist Stimulates Sales

Gerald Griffin, Okeh artist, recently appeared at Proctor's Theatre, Newark, N. J., and his appearance materially increased the demand for his recordings. The Goerke Co., and George Schorr, Okeh dealers, effected a tie-up with the artist and profited greatly thereby.

Radio Jobbers, New York, were recently incorporated at Albany, with a capital stock of \$50,000. The incorporators are S. Kavesh, C. L. Amensdorff and D. Fredman.



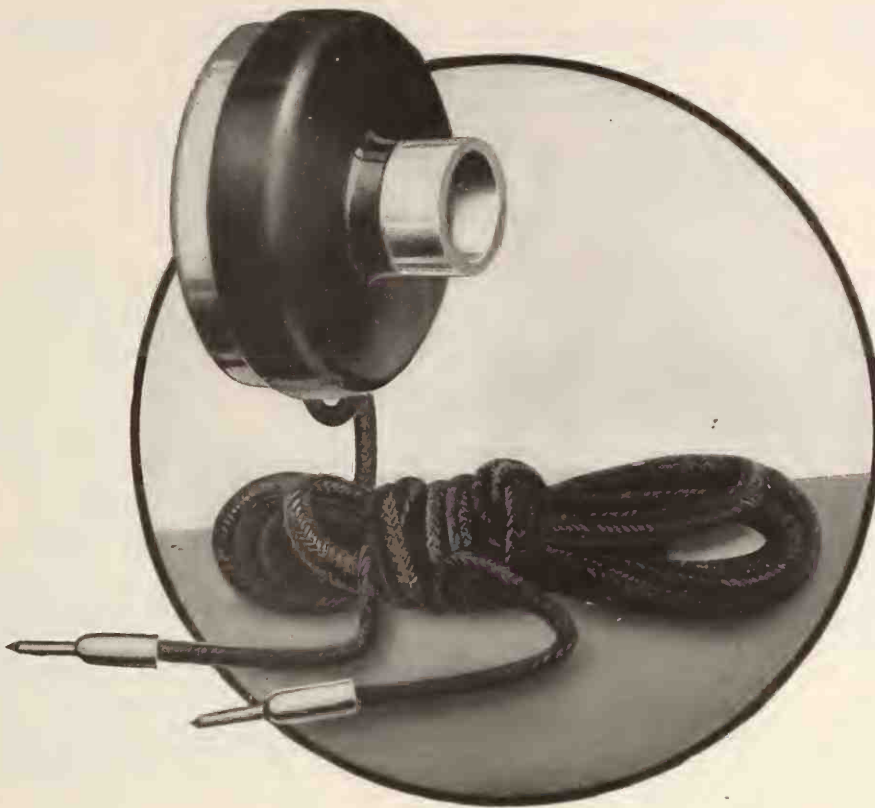
Rockford Hardware

Hinges, locks, butts, lid supports, catches, screws, knobs, fall supports, stop hinges—you can fill your every hardware need from the complete Rockford Line of Hardware for pianos, phonographs and radio cabinets. Our special 96-page catalog illustrates and describes more than 300 items; it will give you valuable ideas for bettering cabinet work and lowering costs. Write for it today.

National Lock Co.
Rockford, Ill.

Branch Sales Offices:

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



N & K Imported Phonograph Unit

slips into place instantly on Victrola or other standard phonograph, exactly as the sound box does. No screws or other attachment device necessary. Diaphragm thoroughly protected. Has the famous clear, mellow, natural N & K tone. Retail list \$7.50. In cartons of twelve, each unit in gold embossed leatherette box.

A Market That's Ready and Waiting

THE percentage of radio set owners who also own phonographs is a great big one. The percentage of such owners who object to radio loudspeakers on the grounds either of appearance, space consumption or price, is also very high.

Right in these big groups lies an important market—a market which the N & K Imported Phonograph fits to a T.

Because of the exquisitely clear, mellow quality of N & K tone;

And because of the ease with which it attaches to standard phonographs.

Built especially to co-ordinate with the amplifying prop-

erties of the Victrola and other standard phonographs, the N & K Imported Phonograph Unit offers phonograph owners an exact equivalent of a loudspeaker of the very highest tone quality, without requiring the space that most loudspeakers occupy.

Every dealer who handles this N & K product and who lets his trade KNOW that he handles it will attest to the truth of the above statement. If your jobber is not yet supplied get in touch with us, for NOW is one of the best times of the year to feature this money maker.



**Imported
PHONOGRAPH
UNIT**

**Clear, Rich, Mellow
Tone**



N & K IMPORTED LOUDSPEAKER

Revolutionary in principle, appearance, space saving and in clear, natural tone quality. Choice of artistic finishes. Each speaker in display carton, packed in shipping cartons of three. Retail list \$27.50.



N & K IMPORTED PHONES
4000 ohms. Clear, natural tone. Comfortable to wear. Exclude outside noises. Sanitary leather-covered head bands. Generous length of cord. In cartons of ten, each pair of phones individually packed. Retail list \$8.50.

TH. GOLDSCHMIDT CORPORATION
Dept. T5, 15 William St., New York



Twin Cities Dealers Optimistic as the Portable Instruments Come to the Fore

Summer Demand for Small Instruments Starts Earlier Than Usual—Construction Started on New Foster & Waldo Building—Attending Des Moines Radio Conference—Many Trade Visitors

MINNEAPOLIS and ST. PAUL, MINN., May 7.—With one or two exceptions music dealers of the Twin Cities report a moderate volume of business for April. Sales of portables are briskly under way.

Foster & Waldo Start New Building

The new Foster & Waldo Building has been started and has been blocked off from the street. This is the only important piece of construction work on Minneapolis's principal business artery—Nicollet avenue. R. O. Foster states that the company will add to its present lines a complete stock of "small goods." Mr. Foster also says that the sales force will probably be doubled in the Fall. This firm has for forty-two years been one of the important piano houses of the Northwest, and for fifteen years an important factor in the talking machine business.

Attending Radio Conference

W. L. Sprague, of the Sprague-Warren Co., which handles the Adler-Royal products, is in Des Moines attending the "Farm Market for Radio" conference called by the E. T. Meredith Publications co-operating with the U. S. Department of Commerce and Agriculture. Mr. Meredith, it will be recalled, was Secretary of Agriculture.

Ralph H. Meade, of the advertising department of the New York office, with Allan Strauss, of the Adler radio department, is also at the conference. Mr. Meade will return to Minneapolis with Mr. Sprague to look over the territory.

W. F. Warren is making a trip through the Northwest in the interest of the Adler-Royal line of phonographs and radio.

New Victor Products Introduced

Victor dealers are enthusiastic over the new portable that the George C. Beckwith Co. is sending out. It has a new carrying feature that was designed by Fred Strom, of the local firm. This added improvement enables the owner to carry six records, the reproducer and the winding key in the lower part of the machine.

The new Victor radio loud speaker, which has been tried out at WCCO broadcasting station, is attracting the attention of the trade.

Wendell Hall, Victor artist and composer of that insidious and prophetic ballad, "It Ain't

Gonna' Rain No Mo,'" was in the Twin Cities the week of April 13 to 20. He broadcast his old and new songs over WCCO and between times visited Victor dealers in the Twin Cities.

Finds Conditions Satisfactory

J. E. Date, manager of the phonograph and radio department of the Minneapolis Drug Co., Sonora and Zenith distributor, has been on a trip through the Dakotas and Northwest. Mr. Date found business conditions satisfactory. There is a brisk demand for the new Sonora portable.

Sewall D. Andrews, who is president of the National Association of Wholesale Drug Dealers, is at the convention in St. Louis.

Many Trade Visitors

There have been quite a number of out-of-town music dealers who have dropped in at Sonora headquarters.

H. L. Miles, of the Miles Music Co., Duluth, Minn.; William Hardt, from the Hardt Music Co., of Winona; W. J. Hall, of the music firm of that name in Brainerd, and H. A. Mackoff, of Dickinson, N. D., were all in town the past week. They report a brisk demand for radio and radio accessories and much enthusiasm among the dealers for the new Sonora loud speaker console.

Phil. J. Meyer, of the Hoskins-Meyer Co., was in the Twin Cities on a trip from Bismarck, N. D. Mrs. Meyer has gone on to Washington as a delegate to the National Convention of the D. A. R.

Fred C. Harms, president of the Harms Music Co., of Aberdeen, S. D., arrived in Minneapolis to open his Summer home at Lake Minnetonka.

J. E. Date has also moved to Minnetonka for the Summer.

Columbia Activities

Helen D. Beggs tells a pleasant story of a splendid business in April last that passed the March sales. The new Columbia portable is going well with the trade.

Carl Johnson, of the Johnson Supply Co., Virginia, Minn., was in Minneapolis last week.

O. A. Trienen came from Hancock last week and spent a few days in St. Paul and Minneapolis.

Columbia dealers report good sales of the new record "Adeste Fideles," which is a wonderful reproduction of 5,000 voices made by the Associated Glee Clubs of America. In addition to the voices on the stage, all the female voices in the audience are recorded.

Good Brunswick Demand Continues

The Brunswick Co. reports collections good, a steady gain in radio sales and out-of-town dealers' stocks fairly light.

The Nelson Music House, of Billings, Mont., has bought the Hammond Furniture Co.'s stock and will carry on the Brunswick business. Mr. Nelson has for a number of years been a well-known Victor dealer.

Fair Demand for Edison

J. Unger, manager of the Lawrence-Lucker Co., Edison distributor, says the phonograph business is very fair, especially in the rural districts. The company has five men on the road and there is a gratifying demand for the Jewel and Oro-Tone portables.

The company had an Edison display at the Northwest Jewelers' Convention which began April 28. Many of the jewelers in the smaller towns handle phonographs and radio lines.

E. T. Barron Incorporates

E. T. Barron, of the firm of that name, has incorporated his Superior store and placed it under the management of Paul Lewis. Mr. Barron has purchased a home in Minneapolis and after May 1 will handle his varied interests from here. He is best known for his slot-machine lines.

G. Zeller Resigns

G. Zeller, for some time in the music department of the Golden Rule, of St. Paul, has left the store. His place has been taken by Mr. Smith, of the book department.

Part Played by Store Equipment in Radio Sales

That the phonograph dealer has become an established factor in the radio manufacturer's plan of sales and distribution is the opinion of A. Bitter, of the Zimmerman-Bitter Construction Co., New York, installers of equipment in music stores.

"One of the outstanding reasons for the selection of the phonograph dealer as a retail outlet for radio is the fact that the interior of his store is so equipped as to make it not only attractive to the eye of the consumer but also to facilitate satisfactory demonstrations of radio receiving sets, loud speakers and other radio products," he declared. "It has been our experience that the phonograph dealer who, previous to taking on radio, had his store modernly equipped for the sale of phonographs and musical instruments needed little or no change in the interior of his store in order to make radio sales. The hearing rooms used for the demonstration of phonographs and records fit ideally the same purpose in the demonstration of radio receiving sets and loud speakers. The display cases used for musical instruments, small goods and so forth can be utilized equally as well for the display of radio parts, accessories and other equipment. The average phonograph dealer has always had a large space devoted to window displays and is accustomed to draw considerable trade from the attractive displays which he places in this space and it naturally follows that it is just as easy for him to arrange eye-arresting radio displays."

W. Brand on Extensive Trip

William Brand, of the William Brand Co., New York, manufacturer of mica diaphragms, is on an extensive trip throughout the country in the interest of his line. He will return to New York about the middle of the month.

A petition in bankruptcy was recently filed against the Electrical Supply and Radio Corp., New York, with liabilities of approximately \$2,500.

Does Your Income Need a Prop?

Successful record dealers say, "If you want to boast of record sales achievements it can be done by selling

ONLY Okeh Records"

We say, "If you want dependable service you should become an Okeh dealer under the cooperation of

GENERAL PHONOGRAPH CORPORATION"

New York Distributing Division

15 West 18th Street

New York City

What the Trirdyn gets where it's hotter than Summer!



Crosley Trirdyn—on the Sahara Desert at mid-day—brings in Radio-Paris on the loud-speaker!

Not only at mid-day, but in February—in Northern Africa and far hotter than any American summer.

The picture above, a post card snap shot sent from Tunis to Mr. Crosley, by D. F. Keith of Toronto, Ontario, tells this story on the other side:—

Tunis, North Africa, March 3, 1925

Dear Mr. Crosley:

Fishing here is rotten but radio is fine. On the Sahara, using three tubes on the Trirdyn circuit, reception from Paris came through on the loud-speaker. Along the south coast of the Mediterranean, using this set, six or eight high power European stations came in with good volume by day-light and all of them after dark. Can usually get a few American after 1 a.m. Can you fish with us this year?

Cordially,

(Signed) D. F. Keith

Further details on the margins of the picture:—

Sahara Desert, 250 miles south of Algiers, February, 1925. Receiving noon-day concert from "Radio-Paris", Paris, using aerial and counterpoise.

Dealers who are interested in *summer sales* will order Crosleys at once from their jobbers.

On the Trirdyn is the beautiful new Crosley Musicone, radio's most startling development. The Musicone's abilities and its beauty are so superior that we expect it to replace half a million loud-speakers this year. \$17.50.

The Crosley Radio Corporation

526 Sassafras St., Cincinnati

Powel Crosley, Jr., President

CROSLEY RADIO

Better~Costs Less

\$65.00
Accessories Extra

Crosley Trirdyn Special

Three Tubes Better the results of five or six

Highly efficient, non-radiating combination of tuned radio frequency, Armstrong re-generation and reflexed amplification.

New cabinet, sloping panel Battery self-contained exclusive Crosley 3-tube circuit

CARTE POSTALE
Tunis, North Africa
March 3, 1925

Dear Mr. Crosley, REPLY PLEASE
Fishing here is rotten but Radio is fine. On the Sahara, using 3 tubes on the Trirdyn circuit reception from Paris came through on the loud speaker. Along the south coast of the Mediterranean, using this set, six or eight high power European stations came in with good volume by day-light and all of them after 1 a.m. Can usually get a few American after 1 a.m. Can you fish with us this year? Cordially, D. F. Keith

Mr. Powel Crosley Jr.
Crosley Radio Corp.
Cincinnati
Ohio.
ETATS-UNIS

Receiving Noon-day concert from "Radio-Paris" using aerial and counterpoise.

Indianapolis Business Below Par—Remedy in Talking Machine Drives, Say Dealers

Growing Feeling in the Trade That Dealers Must Not Neglect Their Talking Machine Business if Normal Sales Volumes Are to Be Enjoyed—Portable Season Starts Early—The News

INDIANAPOLIS, IND., May 8.—Dealers in this territory report that the talking machine sales both in machines and records are not up to standard. The situation as it appears to E. G. Wilson, manager of the local Widener's store, reflects the attitude of the dealer toward the talking machine. "Dealers are neglecting the talking machine end of their business. Now, when the talking machine and record sales fall off, the dealers cry." The remedy, thinks Mr. Wilson, lies in the fact that the dealer must again go out as in the past and sell the phonograph on its musical value to the home.

This condition is brought out in a like manner by W. J. Baker, manager of the Brunswick shop. The remedy that this store has brought forward has been more phonograph publicity through advertising and window displays.

B. F. Friedman, manager of the talking machine department of the Charles Mayer store, which handles the Sonora line, reports that instruments sold in this department have been of the higher priced de luxe machines.

"It is interesting," states Mr. Friedman, "that the portable sales have started earlier than in previous years." The new Sonora portable is proving very popular in this territory.

F. X. Donovan, for the past three years manager of the talking machine and small instrument departments of the Pearson Piano Co., has resigned and gone to California to enter a new line of business. It will be remembered that Mr. Donovan instituted the small instrument department at the Pearson store less than a year ago, and largely through his efforts this department has proved a paying one.

At the present time no successor has been named to succeed Mr. Donovan.

Nick Lucas, Brunswick artist, scored in an engagement at the Circle Theatre the week of April 26. The local Brunswick Shop tied up with a window display featuring his records.

Miss Priscilla Dean, motion picture star, appearing at a local theatre the last week, talked over the local broadcasting station WFBM, and in the course of her talk she incidentally did a little advertising for the Brunswick Radiola by announcing that she owned one and how much pleasure it gave her.

James E. Bingham, ex-attorney general of

Indiana, was the principal speaker at a banquet of the Pennsylvania Street Association at the Indianapolis Athletic Club, April 12. Mr. Bingham spoke on "A Bigger Indianapolis." Jud R. McCarthy, president of the Association, presided at the meeting.

The Pennsylvania Street Merchants' Association was started four weeks ago with three members and now has a membership of eighty merchants who are conducting businesses on downtown Pennsylvania street. It has become an aggressive association, putting on a "Trade on Pennsylvania Street" campaign, and has already obtained results, it was said.

In this area, which comprises the Pennsylvania Street Merchants' Association, are the Baldwin Piano Co., Widener's handling the Victor and Columbia; the Brunswick Shop, the Pearson Piano Co. and the Indianapolis Music House.

Harry Robinson, Novelty Singer, New Okeh Artist

The General Phonograph Corp., which recently announced the first release of records by



Harry Robinson

Harry Robinson, new Okeh artist, believes that this young man is going to be a real "find." He sings novelty songs, accompanying himself on the ukulele. Mr. Robinson comes from Brooklyn, N. Y., where he had a reputation as a boy soprano. Naturally his soprano voice disappeared some years ago. He next appeared in the public eye as a prize fighter.

Following this experience, Mr. Robinson be-

came known in local cabarets as a banjo player, and his first appearance in recording laboratories was as a feature player in a novelty orchestra. He had been singing vocal choruses for the orchestra and had developed a fondness for the ukulele. Under the careful guidance of Justin Ring, musical director for Okeh records, he developed his present style, which gives every indication of proving immensely popular with Okeh record buyers. Favorable comments on his first release have been received from practically all Okeh distributors and so certain are the officials of the Okeh organization that this young man will find public favor that he is being featured by a special hanger.

Radio Firm Chartered

Swan-Haverstick, Trenton, N. J., has been granted a charter of incorporation at Trenton, with a capital stock of 1,000 shares of no par value. The concern will manufacture radio supplies. The incorporators are Charles E. Swan, Daniel F. Haverstick and Harlan H. Cope.



THE SYMBOL OF SERVICE

CONTINENTAL

"New York's Leading Radio House"

We can supply you promptly

Whether or not you are prepared to make a sale depends largely upon what kind of service your jobber or distributor offers.

As wholesale distributors for the Radio Corporation of America and other manufacturers of standard radio equipment we are able to offer a very comprehensive line of products—and prompt shipment. Our trucks, shipping department, and entire office routine are based on a policy which we intend to maintain and still further develop—*Service for the Dealer.*

Such service as this will help increase sales and put your business on a firm foundation. You can depend on our service and line of equipment to make every customer satisfied and a repeated buyer. Write for further information about our Dealer Service.

Wholesale Distributors only

Distributors for:

Alden Mfg. Co. ("Na-ald")	Lopez Low-Loss Tuner
Allen Bradley Electric Co.	Manhattan Electric Supply Co.
American Transformer Co.	Mitchell-Rand
L. S. Brach	R. Mitchell & Co. ("Se-ar-de")
Cornish Wire Co.	Mueller Electric
Crosley Radio Corp.	Multiple Electrical Products
Chaslyn Co.	National Carbon (E. R. Batt)
Como Apparatus Co.	Pacent Electric
Daven Radio	Premier Electric
Diamond State Fibre	Radio Corp. of America
Dubilier Cond. & Radio Corp.	Sterling Mfg. Co.
Eby Mfg. Co.	Testrite Inst. Co.
General Radio	U. S. Tool Co., Inc.
Jewell Elect. Instrument	Ward-Leonard
Colin B. Kennedy	Western Electric Co.
King Electric	Weston Electrical Inst.

CONTINENTAL RADIO & ELECTRIC CORPN.

Fifteen Warren Street

New York, U. S. A.

2105-Q

Toledo Dealers Launch Spring Sales Campaigns and Plan for Summer Drives

Radio Exposition Aroused Wide Interest Among All Factors of the Trade—Lion Store Enlarges Sales Organization—Columbia Co.'s Territory Expanded—News of the Month

TOLEDO, O., May 8.—There are two events which are consuming the time and the attention of musical merchandise and radio dealers here. The first is the Radio Exposition at the Terminal Auditorium, the other is the Victor Co.'s intensive sales drive. The former has more than thirty radio exhibitors, including national manufacturers and local jobbers and retailers. The exhibition which closed May 3, was a distinct success. One of its features was a glass broadcasting studio which permitted more than 2,000 persons to view the broadcasting at one time. The station was equipped and operated by the Zenith Radio Corp., Chicago. Further, the large yellow Zenith radio truck for receiving and broadcasting, with its station display signs WJZ, paraded the streets for several days and aroused much interest in the show. With the outfit were Messrs. Stucke, Pierce and Mathews, radio experts. Engineers from the Chicago plant were in charge of company activities. Many other well-known makers of radio had representatives at the show—practically every standard set made was displayed and much interest was shown by the public.

To Stage Intensive Drive

In order to properly direct its local sales campaign the Victor Co. has opened an office at 760 Spitzer Building under the management of Lloyd Egner. With him are Arthur Deas, Wm. Lewis, Robt. Hopkins, Lawrence Richardson, Wallace Early and Miss Madeline Davies. Stores co-operating in the drive include Grinnell Bros., J. W. Greene Co., Lion Store Music Rooms, United Music Store, Cable Piano Co., Peoples Outfitting Co., and Whitney-Blaine-Wildermuth Co. A dinner dance on Thursday evening preceding the opening of the campaign, at which about 100 persons were present, was an event.

Service People Aid in Selling

The J. W. Greene Co. is attaining unusual results by enlisting the co-operation of its service people in selling. E. A. Kopf, manager of the talking machine and radio departments, stated. Cash rewards are producing the desired enthusiasm. To start the drive, President W. W. Smith called a meeting of the service force and asked for one machine prospect or one record approval order a week from the group. Within 24 hours three approval orders and two machine prospects were turned in.

The success of the plan illustrates forcefully the advisability of enlisting everyone in the business, from the porter to the president, in getting new business. So many workers are too close to their proposition to realize how many sales are overlooked daily by not taking the entire force into the selling scheme. The house deals in Cheney, Brunswick and Victor ma-

chines. Phonographs and records are sent on approval, 75 per cent of which stay out permanently. The store is co-operating in a big way with the Victor intensive drive. Several additional canvassers are augmenting the regular force. Miss Ella Linmer and Miss Ena Eichman are new members of the record force. The Greene Co. is exhibiting the Zenith, Atwater Kent, Thompson and Radiola in straight sets and combinations at the Radio Show. Edgar A. Kopf is a member of the committee on arrangements for the show.

Lion Store Adds to Sales Staff

The Lion Store Music Rooms, dealer in Brunswicks and Victrolas, has increased its outside canvassing and sales force for a sales drive. Fourteen thousand inserts went out with the statements the first of the month. The annual May sales of the store are drawing a crowd of customers to the house and a fair proportion of these visitors are taking advantage of the extra machine offerings.

Doyle Wyre, formerly connected with the department, has opened a radio shop in Cincinnati. Atwater Kent sets will be featured.

Robt. Kaine and W. C. Griffith, of the Chicago Talking Machine Co.; Howard Shartel, of the Cleveland Talking Machine Co., and R. Martin of Grinnell Bros., Detroit, were recent visitors to the store; they also attended the Victor banquet. Through the courtesy of Manager Reeves, of the store, the Eight Victor Artists appeared at the luncheon of the Chamber of Commerce and entertained the members the day of the local concert. Further, the Radio exhibit of the house at the Show is in charge of H. Lochmiller. Zenith, Thompson, Thermodyne, Kennedy and Carnival outfits are among the sets in the department booth.

Goosman Co. Spring Drive Under Way

The Goosman Piano Co. is conducting a very successful Spring sales drive on Columbia phonographs and other musical merchandise at the Montpelier and Bryan, O., branches of the store. Patrick Carroll is in charge of the sales. C. E. Colber, sales manager, is endeavoring to organize local dealers into a 5:30 o'clock Saturday closing club.

"Baseball" Window

The United Music Co. is employing a baseball window tie-up with records with good success. An artistic sign showing a batter landing on the ball stated: "Always new Brunswick and Victor hits." Portable machine sales are opening with a bang, Harry Wasserman, proprietor, stated. Kameraphone, Swanson, Pal, Gypsy, Aristocrat, Victor and Brunswick models are dealt in. The fine Spring weather has given portable interest a good start here.

The Talking Machine Shop, Columbia dealer, according to Fred Frame, manager, is getting excellent results from the foreign lists. The clientele of the store buys many German, Polish, Italian and Spanish discs. Playtime juvenile records are new merchandise added.

Featuring Radio

Grinnell Bros. are featuring Zenith and Freed-Eisemann radio sets in the section opened in the Victor Salon on the third floor of the large store.

Columbia Territory Enlarged

F. W. Gumaer, Columbia representative for the Toledo district, recently received a promotion, whereby his territory was enlarged to include Columbus, Springfield and central Ohio. S. S. Larmon, manager Columbia Phonograph Co., Cleveland, accompanied Mr. Gumaer over the new section lately. New Columbia accounts opened within the recent past include A. L. & R. Piano Co., Bellevue, O.; Stentz Piano Co., Norwalk, O.; A. Zinder Music Co., Lima, O.; Ohly's Drug Store, Oberlin, O.; Stern Furniture Co., Jackson, Mich.; and the Campbell Furniture Co., Piqua, O. John Shaw, Columbia dealer, Toledo, has opened a branch store in the W. Toledo Market. He reports business very satisfactory.

The Columbia records which went on sale May 1 seem to mark the beginning of a new era in recording. The Columbia disc, "Adeste Fideles," a recording of more than 4,800 voices, made in the Metropolitan Opera House, is the record hit of the month.

Mrs. Ruth Leidley Resigns

At the LaSalle & Koch Co., operated by F. C. Henderson Co., Boston, Mrs. Ruth Leidley, manager, has resigned. She will return to Cleveland, where she will engage in another line of business. The department is plugging Pal, Brunswick and Victor portables.

Allan W. Fritzsche on Six Weeks' Trip to West Coast

Allan W. Fritzsche, vice-president of the General Phonograph Corp., left New York Sunday, May 3, for a six weeks' trip to the Pacific Coast. Mr. Fritzsche will call on Okeh jobbers on this trip, and also visit all of the company's clients in behalf of their general activities. According to his present plans Mr. Fritzsche will reach Chicago the early part of June to attend the music conventions in that city, and without a doubt his trip will be of considerable interest and value to the General Phonograph Corp.'s organization.

Radio Firm Chartered

The Hamilton Radio Corp., New York, was recently incorporated at Albany, with a capital stock of \$8,000. The incorporators are J. Burfeindt, C. M. Kukulhorn and C. E. Jones.

"The Portable with a Guarantee Bond"

SPENCERIAN

Portable PHONOGRAPHS

Correspondence Invited

WESTPHONO, Inc., 46 W. 4th St., ST. PAUL, MINN.



Build For The Future With The ADLER-ROYAL Franchise



ADLER-ROYAL Table Type Neutrodyne Model 201-A. Used with wet "A" batteries; "B" batteries concealed in cabinet. Five tubes (either 201-A or 301-A). Cabinets either mahogany or walnut.



ADLER-ROYAL Table Type Neutrodyne Model 199. The first five-tube Neutrodyne built expressly for operation on dry batteries with 199 type tubes. All batteries concealed in cabinet. Can be had in walnut or mahogany.



ADLER-ROYAL Cabriole — Model 10. Combination Royal Phonograph and ADLER-ROYAL Neutrodyne. Cabinets in either walnut or mahogany.



ADLER-ROYAL Radio Speaker. Mahogany or duotone walnut.

DO you know that you can obtain a franchise to handle the ADLER-ROYAL line, which protects you from unscrupulous competition? The Adler Manufacturing Company was the first to offer a radio franchise. We are the leaders in helping to place the dealer in radio on a sound, substantial basis.

ADLER-ROYAL Discounts are Better

Do you know that the liberal and unusual ADLER-ROYAL discounts enable you to sell and service for lasting customer satisfaction and still make a good profit? The Adler Manufacturing Company was the first to recognize the crying need of the dealer in radio for better discounts and the first to offer them to him. Dealers handling ADLER-ROYAL merchandise obtain their full share of profit.

Sound Merchandise — Sound Policies

ADLER-ROYAL'S wholesome, equitable dealer policies are back of a line of Neutrodyne Radio Receivers, Phonograph-Radio Combinations, Phonographs and Radio Speakers which have proved their high quality and excellence of performance and on which you can build a lasting, substantial business.

We offer the ADLER-ROYAL franchise to the better type of dealer who sincerely desires to build for the future. We invite correspondence from you regarding the details of our proposition.

Build for the future with ADLER-ROYAL

ADLER MANUFACTURING CO., Inc.
881 Broadway, New York
Factories: Louisville, Ky.

District Representatives

ROYAL LINE SALES CORP.,
218 Tremont St., Room 204,
Boston, Mass.

ADLER MANUFACTURING COMPANY,
881 Broadway,
New York.

ADLER MANUFACTURING COMPANY,
1015 Chestnut Street,
Philadelphia, Pa.

WILLIAM A. CARROLL,
802 Bramson Building,
Buffalo, N. Y.

ADLER MANUFACTURING COMPANY,
Pittsburgh, Pa.

JAMES M. ERVIN,
4900 Euclid Avenue,
Cleveland, Ohio.

H. N. BUCKLEY,
Grand Hotel,
Cincinnati, Ohio.

S. E. LIND,
2765 West Fort Street,
Detroit, Mich.

H. N. BUCKLEY,
134 No. Pennsylvania St.,
Indianapolis, Ind.

ADLER MANUFACTURING COMPANY,
400 So. State St.,
Chicago, Ill.

SPRAGUE & WARREN,
39 So. 8th Street,
Minneapolis, Minn.

ADLER MANUFACTURING COMPANY,
408 Benoist Bldg., Cor. 9th & Pine Streets,
St. Louis, Mo.

BLACKMAN SALES COMPANY,
17 E. 14th Street,
Kansas City, Mo.

RADIO EQUIPMENT CO. OF TEXAS,
1319 Young Street,
Dallas, Texas.

ROYAL SALES CO.,
313 California Bldg.,
Denver, Colo.



ADLER-ROYAL

Phonograph and Radio

Akron-Canton Dealers Handling Machines and Other Lines Enjoy Best Business

Business Fair Throughout the Territory—Demand for Talking Machines Increasing, Report Dealers—Artists Appearing Locally Aid Record Sales—Trade News and Activities of the Month

AKRON-CANTON, O., May 8.—Dealers in talking machines exclusively report business the past month only fair, but those who sell talking machines in connection with other merchandise state their volume of sales have been satisfactory. There has been a noticeably increased demand of late for the straight phonograph, according to retailers.

W. E. Pyle Reports Business Normal

At the talking machine department of the William R. Zollinger Co. business has opened up satisfactorily for Spring, according to W. E. Pyle, manager of the department. There has been a good demand for talking machines and combinations to date and there has also been a better call for records.

Weigand Starts New Store

Work has been started on the construction of a new music and radio store by Frank Weigand, well-known Barberton music dealer. The building is of brick two stories in height.

A large portion of floor space will be given over to the display of talking machines and records. It is expected the new store will be ready by early Fall.

Bennie Krueger at Akron

Bennie Krueger, well-known Brunswick artist, inaugurated the Summer season at East Market Gardens, Akron, playing there two nights to capacity business. Local Brunswick dealers tied up with the personal appearance of the well-known band leader, and the Brunswick Co., used much display space in the newspapers informing the public of his newest dance records.

E. W. Bond Now Covering Northern Ohio

E. W. Bond has been appointed to handle the Brunswick dealers' business in Akron and Canton as well as in a number of other northern Ohio cities. Mr. Bond comes to the Canton district from the Carryola Co., of Milwaukee, Wis.

Earle Poling Gets Publicity

A well-written feature story with Earle Poling, Akron Victor dealer, as the subject appeared in a recent issue of the Akron Times-Press. A two column head was used and almost a column of space devoted to telling how Mr. Poling has won fame for Akron and himself in the music world. It carried with it an

excellent photo of Mr. Poling. He has been responsible for the fostering of concerts in Akron for the past five years and during this time has brought to the "Rubber City" the world's most famous concert artists.

Snodgrass Record Hit

The new Harry Snodgrass "King of the Ivories" record, now available at Brunswick dealers, has made a big hit in Canton and Akron. The Brunswick Music Shop, Canton, reports it has been one of the best sellers since coming out and there is no indication of a let-up in popularity.

Grant Co. Store Opens in Canton

Sheet music, records and radio accessories are music lines featured in the new store of the W. T. Grant Co., recently opened in Canton. This store, one of the largest of Canton

How Adler Mfg. Co.'s Model Plant Aids Production

N. P. Bloom, Secretary of Company, Tells of Advantage of Modern Facilities in Keeping Down Labor Turnover and Overhead

Evidence that the music trades are keeping even pace with the world's progress and development is contained in a very interesting letter recently received from an insurance agency by N. P. Bloom, secretary of the Adler Mfg. Co. In it the insurance agency, which under-

writes fire insurance for this concern, lays special stress on the excellent condition of the plant, its splendid lighting, heating and ventilating facilities and general efficiency and excellence. The letter follows:



Model Factory of the Adler Mfg. Co.

In commenting on the letter, Mr. Bloom made the statement that the results of maintaining a model plant such as that of the Adler Mfg. Co., redound to the advantage of the concern in a number of interesting ways. For one thing, it has resulted in the building and maintaining of a factory personnel consisting of the finest artisans who are glad to work under these excellent conditions, and who have stayed with the company with only minor changes year after year. Nearly all Adler employes are old in the service of the company. Besides materially reducing the cost and general disruption of high labor turnover, this has tended towards the constant maintenance of a high standard of product year in and year out. It is interesting and a source of keen satisfaction, Mr. Bloom says, to observe the personal pride each man takes in his work, and the very tangible atmosphere of loyalty and interest in the company's welfare, which is so in evidence, even to the casual visitor to the plant.

Atwater Kent Radio Set Entertains Hotel Guests

WINTERHAVEN, FLA., May 7.—The Roseart Hotel of this Southern resort city has provided additional pleasure and entertainment for its guests through the installation of radio reception in every room. An Atwater Kent five-tube set has been installed in the lobby and by means of a multiple plug attachment the program being received is carried to every room of the hotel where a head set is hung for that purpose. This novelty has proved very popular with the guests of the hotel and it has created considerable comment in the local press.

Pay Us a Visit at "The World's Largest Building"



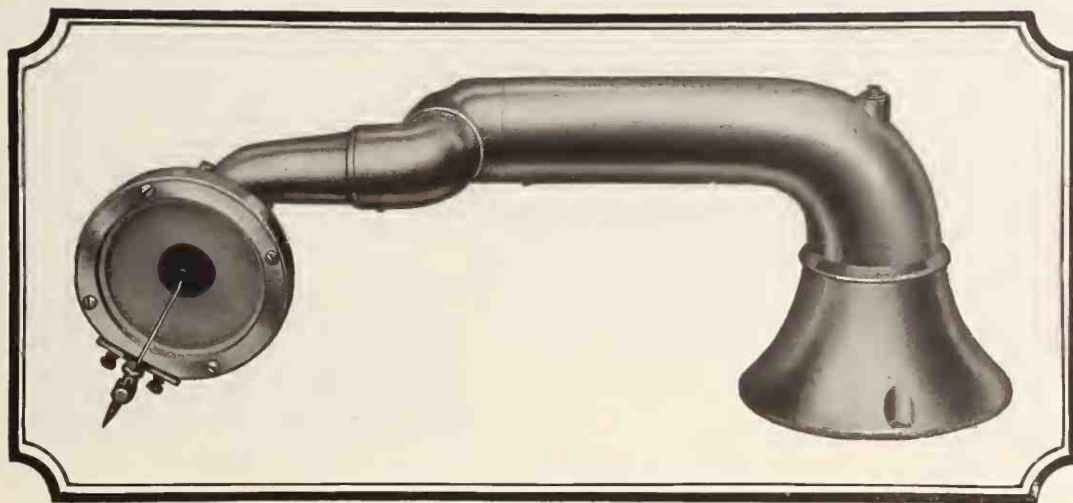
WHEN you are at the Music Trades Convention in Chicago drop over any time and let us extend you the hospitality of The World's Largest Building, where our general offices and display rooms are located. You will be interested in seeing this exposition palace, with its Millions of Dollars worth of Fine Furnishings displayed in its acres of space.

From the Drake Hotel, a short walk south along the Lake Shore Drive, brings you direct to Building Entrance at 666 Lake Shore Drive. Then come up to our display rooms, Suite 829. We will be glad to see you and you may be interested in seeing an especially large and comprehensive assemblage of phonographs, radios and combinations. But please remember, you will be our guest and will not be asked to buy anything.

VITANOVA

The Sign of  Good Tone Arms

Tone—More Important Than Any Other Two Features



Empire Tone Arms Produce Better Tones and Help Make More Sales

TO produce the best Phonograph in its class, is the aim of every talking machine builder, and in these days of keen competition and unique selling methods every forward-looking manufacturer is on the alert to build and sell only such instruments as will do him credit and show him a profit.

Item for item and feature for feature there is no talking point or selling argument that can in any way equal "Tone Quality." It is the final argument, the one point upon which a sale is made or lost. Tone is more important than any other two or three features.

We've been telling you each month that *Empire Tone Arms* and *Reproducers* would enhance the tone quality of YOUR instruments, that there was a style and type **EMPIRE** for every Phonograph requirement — and that the complete **EMPIRE** line was decidedly moderate in price. What we want you to do is to prove these things to your own satisfaction, in your own plant. Tell us your requirements, we welcome comparative tests.

W. J. McNamara

President.

Makers Also of the Superb

EMPIRE 5 TUBE RECEIVING SET

"KING of RADIO"



EMPIRE PHONO PARTS COMPANY
2261 EAST FOURTEENTH STREET - CLEVELAND



Period Effect in New Sonora Radio Speaker



Equipped with deLuxe
radio reproducer . . . \$60

*Place your set on top of it
—Your batteries within it
—And beautify your
home*

This new console speaker will make an irresistible appeal to the music lovers who take pride in their home, for beneath its graceful, classic lines is concealed the famous Sonora wood tone chamber, and the storage batteries, the B batteries and the charger may be installed within—and all unsightly wiring is cleverly hidden too.

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

**Sonora Phonograph
Company, Inc.**

279 Broadway New York City
Makers of Sonora Phonographs, Sonora
Radio Speakers, Reproducers
and Sonoradios

Export and Canadian Distributor:
C. A. RICHARDS, Inc.

279 Broadway New York City

Brunswick Music Memory Contest Prizes Awarded

Chicago Salesman Wins the Big Cash Award in the Second Radio Music Memory Contest of the Brunswick Co.—Other Winners

CHICAGO, ILL., May 6.—Awards for the second music memory contest of the Brunswick Co. were recently announced, the first prize of \$1,000 being awarded to Robert Lanyon, insurance salesman of this city. The conditions of the contest were for participants to listen-in over the radio to the five concerts broadcast by Brunswick artists during the month of March and identify the artists and the selections which they sang. An additional requirement was the writing of a brief essay on the voice of Mario Chamlee, Brunswick artist and Metropolitan opera star.

Robert Lanyon graduated from the Chicago University in Liberal Arts last June. He worked his way through college and for some time acted as usher at the Auditorium, thus gaining the foundation of a knowledge of good music. The second prize of \$500 was given J. A. Daniels, of Butler, Ind.; third prize of \$300 was gained by Mrs. Iva Hamilton Butler, of Des Moines, Iowa, and the fourth prize of \$200 was awarded to Elmina Rupert, a thirteen-year-old school girl of Pittsburgh, Pa.

There were ten \$100 prizes, awarded as follows:

Herman S. Dreyer, Brooklyn; Albert Adams Lund, Elmhurst, L. I.; Herbert L. Rothwell, New York; Mrs. F. M. Smith, Brooklyn; Charles D. MacDonald, New York; James Woodside, New York City; Marvin L. Frederick, Schenectady; Annie Wollmer, Agawam, Mass.; Marjorie E. Smith, Bennington, Vt., and Mrs. A. L. Lorraine, Richmond, Va.

Forty fifty-dollar prizes were distributed as follows:

Irving Banks, Brooklyn; Delavan D. Rhodes, Jr., Cohoes; Leo Arthur Klein, Brooklyn; Edward J. Matthew, Brooklyn; Adelaide R. Caylin, Brooklyn; Emma Uhlenhoff, Edgemere; Harry J. McGreevy, Cohoes; Norman W. Kempf, Long Island City; Eleanor Graefenecker, New York; Max Liebman, New York; Mrs. Leslie Austen, Jackson Heights; Freda Somerset, New York; Miss M. E. Dixon, New York; Willis G. Barnes, New York; P. H. Ackert, New York; Miss Hilda Zeller, New York; Mrs. H. B. Enson, New York; G. H. Murray, New York; Miss Miriam Harzstein, New York; James E. Carty, New York; and Rina Faccini, of Schenectady, N. Y.; Mrs. George H. Murray, Saddle River; Barbara Kempf, Newark; Mrs. John Apalo, Bernardsville; Mrs. A. Silberg, Westfield; Mrs. William Haselmayer, Newark; Mrs. Joseph Schumacher, Little Falls; Mrs. Norman W. Kempf, Newark, all of New Jersey; Mrs. K. M. Blaney, Pittsburgh; Mrs. Henrietta Baier, Pittsburgh; John Conway, Pittsburgh; Reynold Beegel, Etna; Miss Letitia Dunseath, Pittsburgh, all of Pennsylvania; Donald G. Freed, Ironton, Ohio; August Duga, Wheeling, W. Va. Mrs. H. Willis Davis, Kokomo, Ind. Miss Helen Stark, 500 Polk Boulevard, Des Moines, Ia. Mrs. F. C. Sivier, Greensboro, N. C. James Kennedy Foster, Winston-Salem, N. C. J. Hughes, Birmingham, Ala. Edgar A. Simpson, Savannah, Ga.

Announces Recording of Beethoven's Fifth Symphony

The most recent addition to the Music Arts Library of Victor records is the Beethoven Fifth Symphony album, containing four double-faced, twelve-inch records. The recordings were made by Sir Landon Ronald and the Royal Albert Hall Orchestra of London. The album is uniform with those previously issued and the music is explained with annotations in a simple, interesting style, which adds to the salability of records.

The Retail Stores Corp., New York, has been incorporated at Albany, with a capital stock of \$50,000. Incorporators are H. M. and H. Stein and M. Cohen.

New Zenith Radio Station, WJAZ, Has Many Features

Programs to Be Transmitted From Handsomely Appointed Studio Through Distant Station—"Movie Audience" Aids Artists

Distinctive developments in lighting effects will play an important and unusual part in WJAZ studio broadcasting from the new location in the Straus Building, Chicago. In 1923-4 the Zenith Radio Corp. owned and operated Station WJAZ at the Edgewater Beach Hotel, Chicago. This station was known to the entire radio world and when Zenith sold the station hundreds of thousands of letters were received appealing to WJAZ to come back on the air. Although the station was sold, the call letters were retained and the radio listening public will soon hear the familiar WJAZ going out over the radio waves. These old listeners and a host of new friends will again be able to hear the high-class, pleasing programs previously associated with Zenith WJAZ broadcasting.

It is stated that the new studio will mark an epoch in the construction of radio broadcasting apparatus. The entire twenty-third floor in the beautiful new Straus Building will be utilized by the studio, reception room and executive offices of the Zenith Corp. The studio architectural furnishings will be in Spanish style with Louis XIV period furniture. Oriental rugs, heavy drapes and rich tapestries will further enhance the effect. Acoustical experts have arranged interiors so that the delicate pitch of the violin and the deep resonant tones of the bass viol will all be harmoniously perfect in their transmission.

Dr. M. Luckiesh, director of the Lighting Research Laboratory, has been secured to plan and direct the indirect illumination for this studio.

Artists broadcasting from this new super studio will not experience that strangeness associated with the knowledge that they are entertaining vast audiences, to them invisible. An entirely novel and new microphonic speaker will be part of the modern equipment installed. This speaker will be so designed that by the use of motion picture photography an audience is thrown on the screen of the microspeakephone and is constantly before the artist performing. Grand opera stars have enthused over the arrangement and have voiced their whole-hearted approval. In connection with the studio will be a reception room for artists awaiting their time for broadcasting. Soft-cushioned rugs and sound-proof walls prevent sounds from reaching the microphone and the interior decorations provide a restful atmosphere for guests. All broadcasting will be by remote control from the studio in the Straus Building, through the station located thirty miles from Chicago. WJAZ will be on the air within the next few weeks.

Philpitt Opens New Store

MIAMI, FLA., May 5.—The formal opening of the new store of the S. Ernest Philpitt & Son Music Co. was held recently in the building, just completed at Lincoln Road and Jefferson avenue, which is located on the Beach. The interior of the store is artistically arranged.

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.



Two dials ~ and ONLY
two ~ control its easy
positive operation

Station H-O-M-E broadcasting ~ ~ stand by

IT'S station H-O-M-E and they are asking for the name of the music merchant selling the new Federal in their neighborhood.

Thousands of letters have been received at Federal offices—thousands of letters written by people who want to buy the new Federal.

Tune in on this business. Write us now—for new illustrated Federal

catalog and prices. Ask us to show you the new Federal in its table type and beautiful console models.

Let us show you the dramatic demonstration features of this astonishing radio set. Ask about the enclosed amplifying unit that saves service. Ask about the Federal iron-clad performance guarantee that protects you and your customers.

Write for the NEW Federal catalog NOW.

FEDERAL TELEPHONE MFG. CORP.

Buffalo, N. Y.



Federal

Standard RADIO Products

Plans for MacMillan Trip to Arctic Are Perfected

U. J. Herrmann, Member of the Board of Directors of the Zenith Radio Corp., and Eugene F. McDonald, President, to Go On Expedition

As announced recently in The Talking Machine World, Eugene F. McDonald, Jr., president of the Zenith Radio Corp., Chicago, will be in charge of radio activities on the forth-



U. J. Herrmann, E. F. McDonald, Jr., Donald MacMillan

coming North Pole expedition sponsored by Commander MacMillan, famous Arctic explorer. The expedition will leave Wiscasset, Me., about June 20, and in all probability will stay in the North until the latter part of October. It was also stated recently that U. J. Herrmann,

a member of the board of directors of the Zenith Radio Corp. and the active head of the Radio World's Fair in New York and the annual Chicago Radio Show, will be a member of the party on this trip.

The accompanying illustration presents Commander Donald B. MacMillan, E. F. McDonald, Jr., and Mr. Herrmann. They are all members of the U. S. N. R. F. and the U. S. Navy department is co-operating actively with Commander MacMillan in his endeavors to make this trip epoch-making in the annals of Arctic exploration. Naval aircraft will be utilized in connection with the trip and reports from Washington, D. C., state that the planes will proceed north from Maine, skirting the Labrador coast to the Davis Strait, which they will fly across to the Greenland shore. The party also plans to visit Cape Columbia, the "jumping off" place of Commander Peary, and to obtain there copies of the vitally important records which he left there.

A dispatch from Washington says that plans are being made by the Bureau of Aeronautics of the Navy Department, to dispatch the dirigible Los Angeles or her sister ship, Shenandoah,

from Lakehurst to Etah, Alaska, should an emergency call be raised by the men while mapping the unknown region between Alaska and the North Pole.

Columbia Sales Improve in Connecticut Territory

F. C. Collins, sales representative for the Columbia Phonograph Co., Inc., in Connecticut, in a chat recently with the Talking Machine World, reported a very substantial increase in sales during the month of April, due to improved industrial conditions in that section and a more optimistic outlook on the part of the music merchants. All the live music merchants in Connecticut are inaugurating sales drives through newspaper advertising and truck sales work with the idea of securing sales in the city districts and the outlying country sections of the State. The outlook for the balance of the year 1925 looks very bright indeed for a big volume of business for those dealers that are alive to the thought behind extensive advertising, canvassing and truck sales work.

Lund & Co., of Seymour, Conn., is now handling the Victor in conjunction with the Edison line.

Winslow's Music Shop, Church street, Naugatuck, Conn., is closing its store and will confine its activities entirely to the new store recently opened in Milford, Conn, where Columbias, Victors and pianos are featured, together with other musical instruments and sheet music.

B. Kolakoski, 200 Bridge street, Union City, Conn., has joined the Columbia family and will feature now new Columbia Phonographs and New Process records.

New Crosley Sales Plan Protects Its Dealers

CINCINNATI, O., May 4.—The Crosley Radio Corp., announced recently to its dealers and jobbers that its new selling plan would consist of the appointment of authorized dealers everywhere, and it is believed that the distribution of Crosley radio merchandise by authorized retailers will result in increased business for the dealer and later will undoubtedly provide more profitable outlets for the jobber and manufacturer.

Crosley salesmen and distributor representatives are signing up dealers as quickly as possible and forwarding the appointments to the Crosley executive offices, who are responsible for the issuance of franchises. The executives of the company are working in close co-operation with every factor in the selling organization, and sales suggestions from the dealers are receiving immediate consideration.

Ralph S. Peer Visits Important Points South

Ralph S. Peer, director of Okeh record sales for the General Phonograph Corp., New York, returned to his desk a few days ago after a very interesting Southern trip. Accompanied by P. C. Brockman, sales manager of James K. Polk, Atlanta, Okeh jobber, Mr. Peer visited Okeh dealers throughout the State of Florida. Both he and Mr. Brockman were highly gratified to find that Okeh records had achieved considerable popularity throughout this State, and they offered important sales suggestions to Okeh dealers that will undoubtedly be reflected in the retailers' activities during the next few months.

Victor Artists Give Concert

WASHINGTON, PA., May 5.—The Eight Popular Victor Artists gave a concert at the State Theatre on April 30 under the auspices of the G. W. P. Jones Music Co. These artists appeared before a capacity audience and greatly stimulated the sale of their recordings.

NEXT MONTH

in this magazine
will appear a startling announcement
of the

Permanent Sales Policy
under which the

New and Improved
FRESHMAN
MASTERPIECE

line of radio frequency
receiving sets will be

Sold, Serviced and Protected

Since our original declaration a month ago, we
have been swamped with letters from live mer-
chants demanding consideration when territory
is allotted.

If you haven't already registered your
name, do so immediately to insure com-
plete, first-hand information.

Chas. Freshman Co. Inc.
Radio Receivers and Parts
FRESHMAN BUILDING
240-248 WEST 40TH ST.—NEW YORK, N.Y.

CHICAGO OFFICE, 327 SOUTH LA SALLE ST.

Milwaukee Dealers Looking Forward to Good Portable Business This Summer

Demand for These Small Instruments Increasing Steadily—Annual Milwaukee Music Analysis Gives Some Interesting Facts—Radio Jobbers Organize—Records Continue in Good Demand

MILWAUKEE, Wis., May 7.—Demand for talking machines was not particularly brisk during the month of April, according to local jobbers and wholesalers. Portables are just beginning to figure in wholesale business and interest already evidenced in these smaller machines is considered very encouraging locally. The record business holds up very well and the appearance of recording orchestras and various artists of note has helped to stimulate the demand in this line.

Milwaukee Music Analysis

Some interesting figures regarding phonograph sales during the past five years were contained in the Consumer Analysis prepared by the Milwaukee Journal. The survey was made at the end of 1924, and figures were compared with similar figures in 1920. The number of phonograph owners showed an increase of 26 per cent in the past five years, bringing the figure up to 68 per cent of the total number of families in the city. The year 1920 marked the greatest sale of upright models, while since that time there has been a steady increase in demand for consoles, while uprights have decreased in popularity. Total sales of phonographs reached their highest point during 1923, but the total dropped in 1924.

Although the number of radio owners increased by 100 per cent during the year 1924, the total number of radio owners in this city is only 16.74 per cent of the total number of Milwaukee families. The survey showed a marked increase in the number of commercial set owners in comparison to those who own home-made sets. Three tube sets are owned by the greatest number, while five tube models rank second. To the question of what kind of programs the majority liked to receive, the answer was in preference of quality music rather than jazz.

Brunswick Sales Make Good Showing

"Business has been very hard to get, but my figures for the year are ahead of last year up to the end of April," stated Carl Lovejoy, Brunswick representative in Milwaukee and this territory. "Dealers in Sheboygan and Fond du Lac are showing a great increase in business this year. In Milwaukee many of them are complaining, but some of them are finding the business if they go after it hard enough."

Brunswick record business has been going along very well, although there have been no outstanding hits but rather a demand scattered over a wide range of numbers. Interest is holding up in Harry Snodgrass recordings, and this demand should be stimulated by a return engagement of this pianist at the Palace Theatre. A new Brunswick account has been opened in the city in the past month. Rinsel-Tesch, Inc., a music store on the South Side.

Disposes of Sonora Obsolete Models

Business at Yahr & Lange for the month of April will run into satisfactory figures due to the drive on all straight phonograph models by Yahr & Lange, wholesalers for Sonora in Wisconsin and Michigan, who have been offering these discontinued models to their dealers throughout these two States. Hereafter, Yahr & Lange will concentrate on the Sonora line of combination instruments as well as those adapted to use with radio.

Ray Reilly, new district sales manager of Sonora Co., was in Milwaukee for a short time to assist with some of the sales.

Introduces New Models

The Badger Talking Machine Co., Victor jobbers in this territory, have been showing the two models recently put out by the Victor Co. Interest has been shown in the table model, according to Harry Goldsmith, secretary of the Badger Co., who states further that

dealers are already beginning to show interest in portable phonographs, and he expects this business to be very good.

Radio Jobbers Form Organization

Twelve radio distributors of the State attended a meeting called by David M. Kasson, vice-president of the Interstate Sales Co., which handles De Forest, Freed-Eisemann and Operario sets, for the purpose of forming an unofficial organization which is to be entirely informal and will be used as a means of discussing various merchandising problems which arise in the radio field. From the standpoint of distributors they will consider such questions as advertising, credits, merchandise exchange and other problems. Mr. Kasson was selected to act as unofficial chairman as the organization will have no other officers. The firms represented at the meeting were Julius Andrea & Sons Co., Yahr & Lange, Lemke Electric Co., G-Q Electric Co., Badger Radio Co., Shadbolt & Boyd, Taylor Electric Co., Madison; Radio Specialty Co., American Radio & Equipment Co., Alexander Kailing Co., and the Interstate Sales Co.

A. J. Seyfert, formerly of the Seyfert Radio Corp., has joined the force of the Interstate Sales Co. and will act as its representative in Fox River Valley and northern Michigan territory.

Satisfactory Carryola Demand

"Business conditions as far as our company is concerned are very good," stated D. F. Allen, vice-president of the Carryola Co. of America. "Our production is up to and beyond normal at the present time." Mr. Allen mentioned particularly the Carryola Master which the company is getting out in several colors this Spring to add variety to the line. He states that dealers are taking considerable interest in the new model. In fact, the Carryola line is going over big everywhere.

Brief But Interesting

Radio will be one of the prominent features of the new store which is being opened in Kenosha, Wis., under the name of the Zabel-Martin Drug & Radio Co. R. O. Martin, formerly head of a radio distributing and service agency,

is in charge of the radio end of the business.

In order to cope with its growing business, the French Battery Co. of Madison, Wis., has announced plans for floating a \$750,000 bond issue which has been underwritten by Paine, Webber Co.

The Rudolph Wurlitzer Co. has opened a new store in Fond du Lac, Wis., handling all lines of musical instruments. A. J. Hook, formerly with the Milwaukee store, has been appointed manager.

Bollinger Co.'s Attractive Gulbransen Window Display

Fort Smith Company Illustrates Its Faith in the Value of Artistic Windows

FORT SMITH, ARK., May 5.—The R. C. Bollinger Music Co., of this city, is an enthusiastic believer in the value of effective window displays and recently the company prepared a very attractive window using as a basis the display material furnished by the Gulbransen Co., of Chicago. The accompanying description will give some idea of the originality of the window. In the display there is presented the plaster baby, the card-board baby cut out, the miniature baby, the window flasher, the monthly raised letter window card, four instruction rolls, opened up, and three special window cards prepared by the Bollinger window decorators.

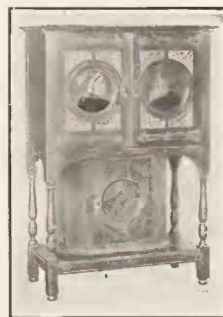
W. A. Willson Resigns

W. A. Willson, for many years manager of the educational department of the Columbia Phonograph Co., Inc., resigned this position May 1, and will take the entire Summer for rest and recreation. Mr. Willson is planning an extensive automobile tour in his "faithful Franklin" to Pikes Peak, Grand Canyon, California, Oregon, Washington, Yellowstone Park, Denver, Chicago and Niagara Falls, after which time he will announce his future plans.

Fire Damages Eclipse Stock

The basement of the building owned and occupied by the Eclipse Talking Machine Co., Inc., 168 Main street, Paterson, N. J., was recently gutted by fire. The Eclipse Co. purchased the building about two years ago and has since remodeled it.

RADIO CABINETS



In our 46 years of Building Furniture

Let Us Build Your Radio Cabinets

Aside from our regular line of cabinets, we are building them by the thousands for large users of cabinets. With substantial orders, we build special, exclusive designs.

BURT BROS., Inc.

2000 S. 9th St.

Philadelphia, Pa.



Sell

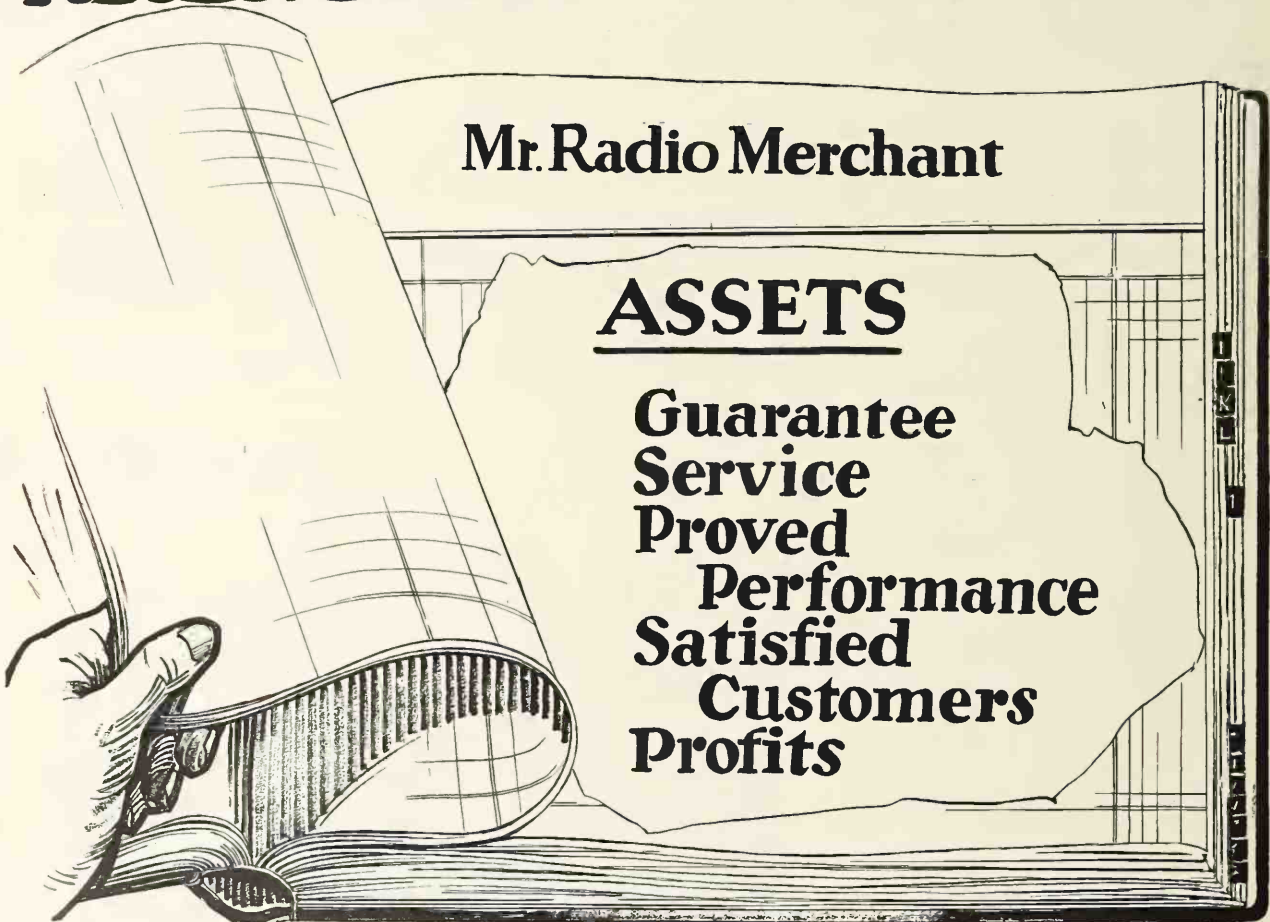
EAGLE

RECEIVERS for GOOD business

Mr. Radio Merchant

ASSETS

Guarantee
Service
Proved
Performance
Satisfied
Customers
Profits



Get on the Right Side of the Ledger

Copy of Eagle-Life sent on request. A helpful, interesting and amusing monthly. Get on the mailing list.



EAGLE RADIO CO.

22 Boyden Pl, Newark, N. J.



BRUNO

*“Bruno
Means
Security”*

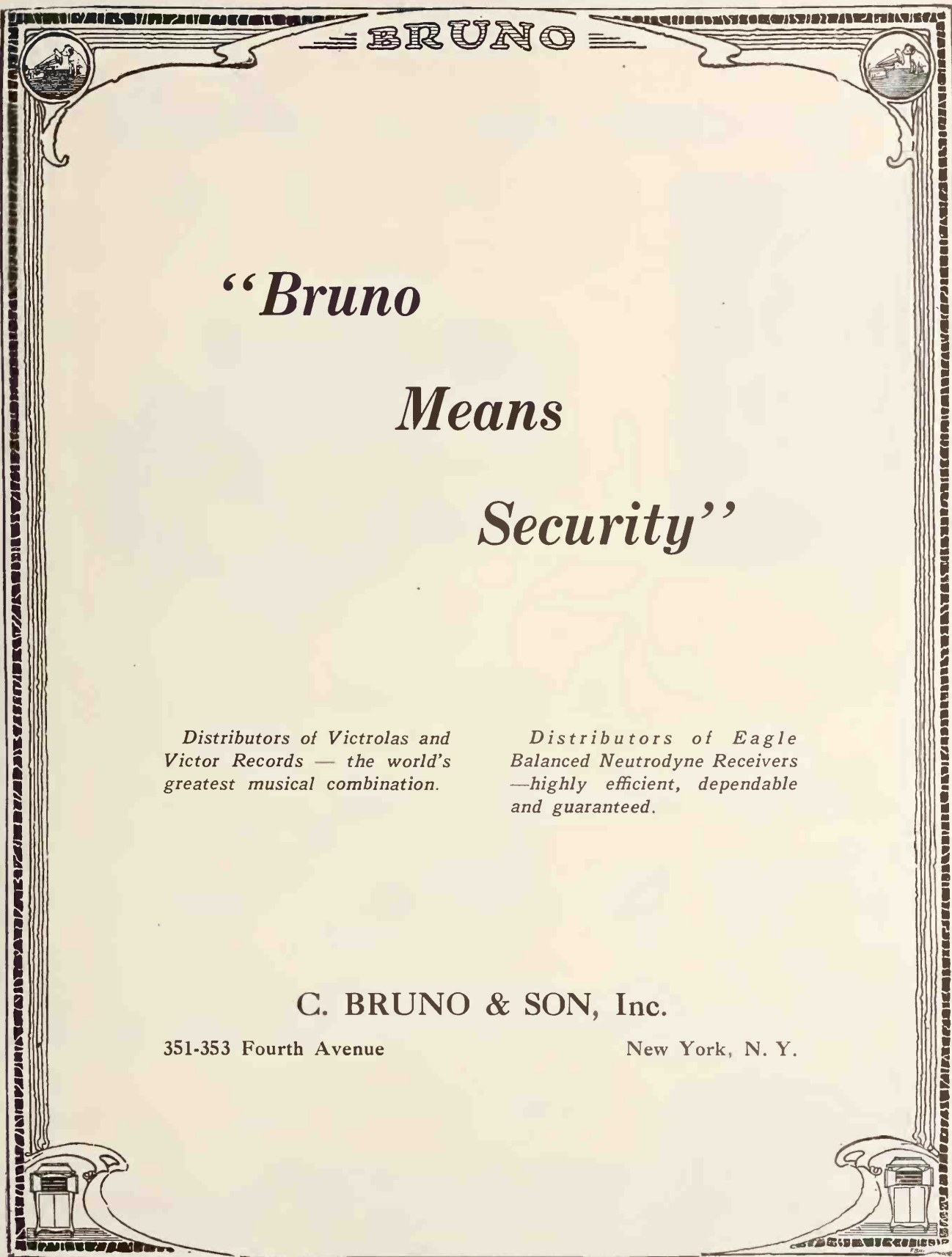
*Distributors of Victrolas and
Victor Records — the world's
greatest musical combination.*

*Distributors of Eagle
Balanced Neutrodyne Receivers
—highly efficient, dependable
and guaranteed.*

C. BRUNO & SON, Inc.

351-353 Fourth Avenue

New York, N. Y.



Wide Appeal of Radio an Aid to Dealers in Putting Over Strong Selling Talks

Oscar O. Krause, Vice-President, Secretary and General Manager of the Eagle Radio Co., Emphasizes That the Variety of Broadcasting Programs Holds Something of Interest for All

Oscar O. Krause, vice-president, secretary and general manager of the Eagle Radio Co., Newark, N. J., manufacturer of Eagle neutrodyne receivers, has some very decided views on the functions of radio besides the ability to render musical programs. These are really more than views, in most instances, they are facts, and as such are of interest to every seller of radio goods because they relate to the avail-



Oscar O. Krause

ability of receiving instruments for many purposes. In the aggregate they are a series of facts that should be part of every retailer's sales arguments.

For instance, Mr. Krause believes that the old-fashioned home life is fast returning, due to the fact that radio wins over the competition of many outside forces for the leisure hours of Americans. An impressive instance of this is related by him of a friend with seven children who for over twenty years, until he had a radio set, did not have the pleasure of having his entire family at home for an evening.

"There are enough features in radio to make

it possible to sell receivers in every season," says Mr. Krause. "Passing by the well-recognized functions of a receiver to bring in stock reports, prices, music, baseball and other amusements, the possibility of listening to history in the making is not to be slighted—the inauguration, the voice of our President several times a year, and the reporting at first hand the details of momentous gatherings. When an airship broke loose the news was broadcast; when an earthquake shook a mountain listeners thousands of miles away were informed before the last quiver had died; when the President's loved son was ill the whole nation listened anxiously for reports of the boy's progress, and when a tornado swept the cities of the South radio listeners were apprised of it within a few moments. The furtherance of these news features is assured by the vote of the directors of the Associated Press at the last annual gathering in New York, who decided to lift the ban on important news. The smallest church community with its tiny meeting house struggling under a mortgage with an underpaid and overworked pastor handicapped by limited assistance and opportunities can bring to these impoverished souls through radio the voice of men like Dr. S. Parkes Cadman, Raymond Fosdick, Dr. Jefferson and Dr. Steinmetz. The voices of cardinals and bishops are available to the smallest community.

There is really something of special interest available through radio for every taste. This is apart from the well-recognized functions of radio as are known by the man on the street. During the war the need for physical training of our growing youth was impressively demonstrated. Over a year ago station WOR started a physical training course and other stations have added this excellent feature. Now the Metropolitan Life Insurance Co. has a well-paid director who puts one through the paces in a morning drill broadcast from the Metropolitan Tower.

"Nations will soon be called together in international conferences participated in by every civilized country. Held in a common language the actual conferences will be available for

We Welcome You to Chicago and "The World's Largest Building"

—where our office and display rooms are located

You will find many things to interest you about this World's Greatest exposition palace which is probably the most advanced idea in a wholesale display exposition that the commercial world has ever known. With its magnificent entrance,



American Furniture Mart

VITANOLA TALKING MACHINE CO., CHICAGO

beautiful corridors and display rooms, unique club rooms and restaurants atop the building, we feel sure your time will be well spent in inspecting it.

A short walk south from The Drake brings you to the door, 666 Lake Shore Drive. Then come up to our display, Suite 829. You will see an exceptional showing of phonographs, radio and combinations, but please remember you will be our guest and will not be asked to buy anything.

COMING!

An *A*NNOUNCEMENT
of vital importance to
every radio retailer
from the

PRIESS RADIO CORP.
693 Broadway, N. Y.
The Radio Manufacturer

That protects your
interests and your
profits.

WATCH FOR IT!

every receiving set. Thus it will be impossible for any overambitious head or stupid and selfish government to set another world war in motion. With these and many other features to present to prospective purchasers there is no reason why a normal business cannot be secured by the average dealer during the Summer months," said Mr. Krause. Continuing, he said: "Of course Summer business will not be as active as that of the height of the Fall season, but properly presented radio will create many, many sales in any season. The trade should discount at once the absurd notion of the fellow who is waiting until radio attains greater perfection before making his purchase. There are too many things now coming in on programs for him to miss and they come in with good quality on present-day receivers. The first automobile was far from perfect, but we bought them and they gave us a thrill, when the awkward things would go. To-day those obsolete specimens look ungainly and stupid. In 1925, however, one gets into a car with balloon tires, presses a button and it starts, but even at that the 1926 model is by no means a finished article and the 1930 car may make the present-day model look old-fashioned."

Mr. Krause and Franklin B. Kellogg, president of the company, have watched their product attain a prominent place in the list of radio receivers. They entered the field early as it is known to-day, and have built their organization and their distribution on a standard one-price policy. What is more, every Eagle is sold with a guarantee and these things with the merit of the Eagle neutrodyne set as the basic asset assure a future for the company.

Witzmann-Stuber, Inc., Moves to Central Store

MEMPHIS, TENN., May 7.—Witzmann-Stuber, Inc., is moving to a new and more central location in the new Peabody Hotel. The new store will have a frontage on Union avenue of fifty-four feet, about the same amount in the hotel lobby and still another street frontage on Third street. Brunswick phonographs and records and Brunswick Radiolas are featured by this establishment.

Plans to Open Music Store

NEW HOLLAND, PA., May 8.—J. F. Werner is remodeling his property on East Main street, prior to the opening of a complete music store. The entire lower floor of the building will be turned into a showroom and two large display windows are being installed.

Opens Twelfth Radio Store

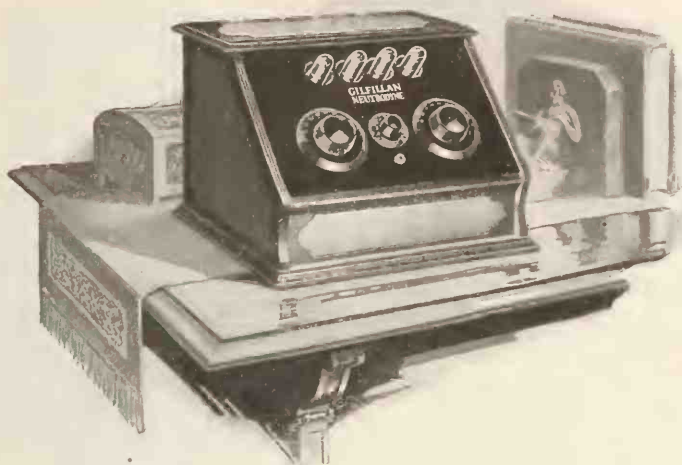
The Liberty Radio Chain Stores, Inc., has opened in the Hotel Biltmore building, New York City, its twelfth store.



GILFILLAN NEUTRODYNE

The New 4-tube Dry Cell Set

at a popular price **\$65**



without accessories, but giving you a genuine Neutrodyne operating with Dry Cell Tubes and Dry Batteries — all enclosed in the handsome Walnut Cabinet.

HERE is a low-cost investment in permanent Radio Equipment. A worthy addition to the GILFILLAN NEUTRODYNE line. Built in our factories by Radio Experts, who say this is a most unusual value for the money. Operates on Locals without antenna and brings in 500 to 1000 miles on indoor antenna. Beautiful true tone—no howls or squeals or distortion, with remarkable ability to select exclusively what you want. Good for years of delightful enjoyment.

The Music Dealer can now satisfy his customers with the splendid Gilfillan Line at a wide range of prices.

PRICES REDUCED

on our Standard 5-tube Neutrodyne Sets. The GN-1, formerly \$175 is NOW \$150. The GN-2, formerly \$140 is NOW \$120. These Sets are regular stock and *not* discontinued patterns!

Write your jobber or our nearest office for Liberal Discounts.

GILFILLAN BROS. Inc.

KANSAS CITY
2525 W. PENN WAY

1815 W. 16th St., LOS ANGELES, CAL.

NEW YORK CITY
225 WEST 57th ST.

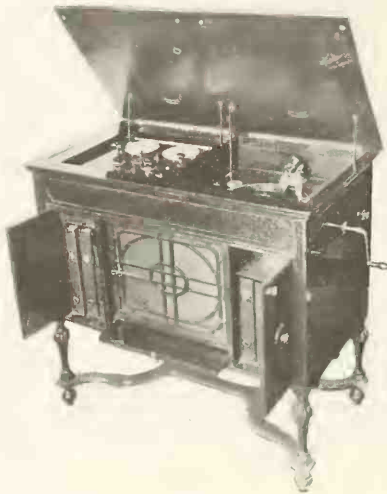


Discusses Construction and Acoustical Features of the Brunswick Radiola

Dr. Alfred M. Goldsmith, Chief Broadcaster Engineer of the Radio Corp. of America, Is the Author of an Interesting Article Entitled "Radio Engineering and Phonograph Engineering"

One of the very interesting articles in *Highlights of Radio Broadcasting*, a publication written in its entirety by Dr. Alfred M. Goldsmith, chief broadcaster engineer of the Radio Corporation of America and widely known in radio circles throughout the world, is entitled "Radio Engineering and Phonograph Engineering." This article, which is devoted to a most important discussion of the constructional and acoustical features of the Brunswick Radiola, reads as follows:

Engineering forever widens its scope, and new fields which are at first developed by a



Brunswick Radiola

hit-or-miss method gradually become the subject of orderly and rapid development by skilled engineers. No devices more fully illustrate this evolution from chance trials to systematic technical improvement than those two related instruments: the radio receiver and the phonograph. The nature of the music originally put out by phonographs, and later by the first radio loud speakers, "designed" by a wild guess, is too notorious to require comment. When it is contrasted with the superb effects which can be obtained to-day under suitable conditions, the debt owed to engineering becomes evident and the possibilities of the future are seen to be even more attractive.

Up to the present the acoustic problems in the production of desired sounds have been very similar for the radio receiver and the phonograph. Each uses a small vibrating sheet or diaphragm to produce the sounds. In the case of the phonograph, the diaphragm is generally a circular piece of mica mounted in the reproducing head of the phonograph and vibrated by mechanical connection to the needle resting on the record. In the case of the radio loud speaker, an iron diaphragm (or one of other suitable material) is vibrated electromagnetically through the agency of currents which are produced by the radio receiver and its amplifier. The defects of such diaphragm

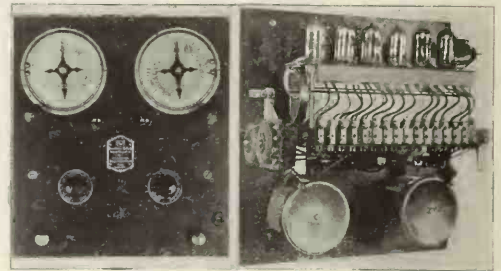
systems may be very serious unless every feature of the dimensions, mounting and control of the diaphragm is thoroughly understood and accurately worked out. The sound produced by the diaphragm in each case passes through and is modified by a horn, and here again is ample opportunity for bad or good design and objectionable or desirable results. The material of the horn, its size, shape and mode of attachment are all of importance, and require careful study and experimentation to get the best results. The radio receiver has the best of the problem, in one way, because one can, after all, increase the amount of available power for vibrating the diaphragm as much as may be desired by radiotron tube amplifiers, whereas the power obtainable from a needle riding in the groove of the phonograph record is strictly limited. Each field has found its own acceptable solutions, and satisfactory results are now being obtained.

The output of a phonograph and that of a radio receiver are not so much alike nor so competitive as is sometimes believed to be the case. A phonograph record is of course a reasonably permanent article. Even if the record is worn out, it can be replaced by the purchase of a duplicate. It represents the result of a considerable number of rehearsals of the artist, and may fairly be assumed to be the best recording possible of the particular selection. The broadcast performance is, generally speaking, final—that is, if it is not quite what the broadcaster desired, it can nevertheless not be recalled or modified. And, as a general rule, it is heard once, and is not available for indefinite repetition. A phonograph record can also give the auditor music or speech from persons who are unavailable at the time, either through absence or death. The broadcaster must confine himself to personalities and performances of the present unless he too uses records for his "raw material" for broadcasting. Unless one has a great number of broadcasting station programs at his choice, the phonograph will be more likely to furnish exactly the type of music which is wanted at the very moment it is desired, always assuming that the user is financially very solvent and willing to purchase the assortment of records required for his desired range of entertainment.

The capabilities of the radio receiver are unique in a number of respects. An important speech is to be delivered on a given evening. It can reach a million homes by radio, with all the timeliness and personal interest which attaches to it. It can carry to the radio audience the words of the greatest statesmen or leaders in other fields of activity at the instant they are spoken, and with all the delicate individual touches which make such speeches so interesting. This is not possible of achievement in the form of a permanent record, the psychology of the response to the record being quite different from that of the reaction to the actual broadcast speech. Broadcasting can carry the best concert being given in a group of cities even at considerable distance from each other,

to all residents of the great area surrounding these cities, and at the very instant that the concert takes place. It can give performances lasting for many hours, where the trouble and expense of gathering approximately the equivalent entertainment in phonograph records would be prohibitive even if, indeed, it were not frequently impossible to assemble the desired program in the form of records. The continuity of the performance of a play or an opera is not disturbed in radio broadcasting, and it is an admirable means of bringing the most recent artists and aspirants before the entire public and probably before their efforts have been in part stabilized in record form. The recent rapid development of the radio drama and of political broadcasting indicates other fields which will in all likelihood remain exclusive to radio. The romance of radio is replaceable in no other way. Through the miles of darkness, carried by no visible force, come the concerts and speeches which entertain and instruct the radio listeners. There is and must always be a thrill in the knowledge that an annihilator of space has been placed at the disposal of mankind. Men have always felt the cramping limitations of their own slow capabilities of travel. The task of carrying oneself to a distant city is sufficiently trying to make its elimination by radio a permanent and stable human asset.

It is therefore logical to expect that radio and the phonograph will be, to some extent, mutually supplementary. Each will supply its



Panel for Brunswick Radiola

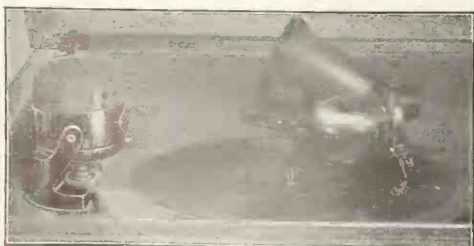
quota of enjoyment in its own way and utilize its own capabilities to the full. The combination of the two fields of endeavor is, in fact, rapidly proceeding in certain technical directions. The first of the accompanying photographs shows a radio receiver specially designed for inclusion in the cabinet of a certain console phonograph. The most noticeable and unusual feature of this receiver is its careful adaptation to phonograph requirements, and in particular its careful panel arrangement.

The appearance of the combined phonograph and Radiola receiver is shown in the second accompanying photograph. The possibilities of such an instrument are indeed striking. One listens to one's favorite broadcasting station concert and then, deciding to hear some particular favorite dance or song, one has only to play the desired record on the same instrument and to hear the music coming from the same horn. The scope of each instrument is therefore widened by the combination. It seems likely that the development of the radio field will again show, as has repeatedly been the case, that new scientific inventions do not necessarily supersede existing agencies but that they supplement them and broaden their usefulness.

J. F. Hilliard Made Manager

HOLLYWOOD, CAL., May 4.—J. Fred Hilliard was recently selected as manager of the local branch of the Platt Music Co. Mr. Hilliard has been identified with the Platt organization for three years and has had a wide experience in the retailing of musical instruments. He is well-known to the Coast trade.

The Paper Radio Corp., Jamaica, L. I., N. Y., has been incorporated at Albany with a capital stock of \$5,000. The incorporators are W. F. Pape, C. D. Heckman and W. B. Philipbar.



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.

SHELTON ELECTRIC CO.,

THOMPSON AND MANLEY STREETS
LONG ISLAND CITY, N. Y.

Radio's Squarest Tube Selling Policy

New \$ **3.50**
Price

Formerly \$6.00

WITHOUT previous pledge, Mr. George E. Brightson has granted a merchandise rebate to all True Blue Dealers affected by the recent price reduction from \$6.00 to \$3.50. Jobbers and their excessive discounts and credits compelling a \$6.00 price have been eliminated.

60-Day Written Guarantee

Every individual True Blue Tube can be replaced within 60 days, if due to mechanical defect it does not operate perfectly.

10-Day Return Privilege

Unless users are satisfied with True Blue Tubes they need not keep them. We refund purchase price if tubes are returned within ten days, without demanding proof of defects.

Order a Demonstration Set

Power Plus True Blue Tubes give 6 volt results from 3 volt sockets, helping you cash in on summer demand for super-heterodyne and other 3 volt loop sets. Storage battery required.

Terms cash—Write or telephone our nearest office for details and discounts

BRIGHTSON LABORATORIES

Waldorf-Astoria Hotel 16 West 34th St., New York

PHILADELPHIA OFFICE
50 N. Eleventh St., Philadelphia, Pa.

JERSEY CITY REPRESENTATIVE:
Triad Sales Co., Trust Co. of N. J. Bldg., Jersey City, N. J.
MILWAUKEE REPRESENTATIVE:
Yahr & Lange, 207 E. Water St. Milwaukee, Wis.

BOSTON REPRESENTATIVE:
Wm. C. Oakes, 832 Park Sq. Bldg., Boston, Mass.
DETROIT REPRESENTATIVE:
H. C. Schultz, 2831 Gratiot Ave., Detroit, Mich.



SPECIFICATIONS:—

Standard Socket Type, 6 v., .25 amp. Small Socket Power Plus Type, Storage Battery Tube, 4-6 v., .2 amp., at 4 v. Two to three times longer filament life.

SAFETY CASED

Standard Socket Type Tubes are packed one, three and five in a safety case. Power Plus Type Tubes one, three, six and eight in a safety case.

BRIGHTSON TRUE BLUE TUBES

Unaccountable Depression Felt by the Trade Throughout St. Louis District

Fact That There Is No Logical Reason Why Depression Should Exist Is the Cause for Feeling That Improvement Is Due—Stanwood Miller Gets Control of Smith-Reis Co.—Important News

St. Louis, Mo., May 8.—Early May talking machine business was not materially better than April business, and April business was considerably short of satisfactory, but the most encouraging thing about the situation is that there is no cause for it. Being without cause, business logicians point out that it cannot continue that way. In other words, the conditions are right for good business. Bad business, therefore, is an anachronism, and again, therefore, it must pass away. Whether or not the logic is sound, it is a fact that nobody can account for the depression. The favorite indoor pastime along Olive street is trying to account for it. And, as suggested above, the very failure to account for it gives encouragement. Music week was observed by most of the St. Louis music dealers. There were special window displays and special offerings of machines and records. It had a stimulating effect upon all branches of the business.

Smith-Reis Co. Changes Hands

The Smith-Reis Piano Co., 1005 Olive street, which was one of the first St. Louis piano firms to take up talking machines, has passed to the control of Stanwood Miller, of the Continental Piano Co., Boston. The change is an outgrowth of the consolidation of the Smith, Barnes & Strober Piano Co., of Chicago, of which the St. Louis store was a branch, and the Henry F. Miller & Sons Piano Co., of which Mr. Miller was the head, to form the Continental Co. After that transaction the interest acquired by the Continental Co. in the St. Louis store was traded to Mr. Miller for his factory stock. The latter will be president and treasurer of the St. Louis house. Val Reis, who was general manager of the house under the old control, retains his interest.

Mrs. Dorothy Howard in New Post

Mrs. Dorothy Howard, formerly with the Aeolian Co. of St. Louis, has taken charge of the record department of the new talking machine store in Nugent's. Her assistant is Miss Marie Schnurr.

C. J. Hunt on Vacation

C. J. Hunt, manager of the Victor department of Hellrung & Grimm, has been spending several weeks' vacation at his home in Minneapolis. This is Mr. Hunt's first visit to his home since coming to St. Louis.

Celebrates Diamond Jubilee

The talking machine department of the Scruggs, Vandervoort & Barney Co., under the direction of Manager Hosier, joined in the celebration of the firm's diamond jubilee during the past month, by making special offerings in talking machines, which were conspicuously displayed on the piano floor as well as in the

talking machine department. One striking exhibit was a specially designed Victrola placed in contrast with the Chickering piano to the accompaniment of which Jenny Lind sang in St. Louis in 1851. The exhibit was named "The old and new in music."

Music Box Out of Business

The Music Box, 415 North Seventh street, was closed April 30 because the building occupied by it is to be torn down. The closing was preceded by a clearance sale of talking machines and records.

Columbia Portables Lead the Demand

General Manager C. R. Salmon, of the Columbia Distributors, reports that business in the three branches operated by that company is exceptionally good. The movement of portables is said to be especially heavy, dealers having placed good orders in anticipation of a lively demand as soon as the weather warms up.

A. J. Guttenger, of the Columbia Phonograph Co.'s general sales department, visited St. Louis recently.

Frederick H. Brandt, formerly connected with the Artophone Corp., has been engaged by the Columbia Distributors to cover parts of Tennessee, Arkansas and northern Mississippi, where he is well known to the trade and has many friends.

Ted Lewis, Columbia jazz artist, appeared at the Orpheum Theater the first two weeks in May, and the sale of his records was greatly increased.

L. C. Schooler on the Road

L. C. Schooler, of the Silverstone Music Co., has been traveling in northern Missouri. The wife of M. Goldberg, vice-president of the Silverstone Music Co., has recovered from an illness.

Classes for Salesmen

C. C. Hicks, Victor traveling representative, held the first of a series of classes for Victor dealers and salespeople in the offices of Koerber-Brenner recently. The subject of the first meeting was "The Ideal Sales Presentation." The interest was such that Mr. Hicks plans to continue these classes from time to time.

Tie-Up With Music Memory Contest

Quincy, Ill., has just completed its first Music Memory Contest, and the tie-up reported by dealers was excellent. The Scovill Co., under the direction of Miss Erna Trapp, threw open its hearing rooms at all times to pupils and general public to hear the contest numbers. The last day found certain booths set apart for them constantly filled, and both adults and children taking turns at listening. The contestants were divided into two groups, the first

of children from the fifth to the ninth grades and the second of high schools, Notre Dame Academy and general adult public. Three hundred and fifty people took part in the final contests. There were sixty-nine prizes distributed.

Another Music Memory Contest which brought good results to dealers was that at Evansville, a part of the Indiana State-wide contest. While this is not new to Evansville, a contest of this kind having been a part of their public school music course for years, it was particularly successful. Miss Daisy Leffell, who heads the talking machine department of the Harding & Miller Music Co. of that city, reports the sale of almost 800 records of the contest list, an increase of 250 over last year.

Artophone Corp. in New Home

Need of increased office and sales floor space has necessitated removal of the Artophone Corp. from the third to the fourth floor of the Thiebes Piano Co. building, 1104 Olive street. The space formerly occupied on the third floor is now devoted to radio display. The fourth floor is utilized for the offices and the phonograph display.

Charles R. Lee, formerly manager of the talking machine department of the Jones Store at Kansas City, Mo., has been appointed manager of the Kansas City store of the Artophone Corp. succeeding E. W. Guttenger, who has been transferred to the St. Louis organization. Cliff Rogers, formerly for several years in business for himself at Springfield, Mo., has taken a position with the Artophone Corp. to travel through Missouri and Arkansas. His headquarters will be at Springfield.

"Monterey" on U. S. Music Rolls

"Monterey," music by Thomas Phillips, formerly of the Lehman Piano Co., and words by Carl Zerse, has appeared on a U. S. Music Roll and is being published in song form by the Elite Music Publishing Co., St. Louis.

Adler Mfg. Co. Branch Shows Complete Line

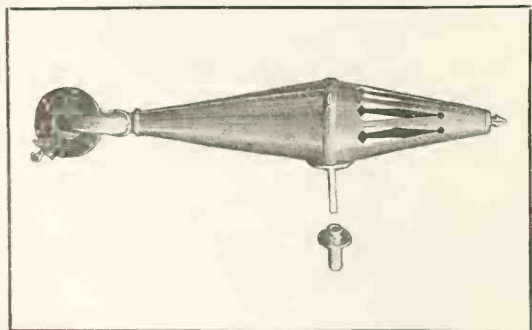
Louis Marks, who recently opened the St. Louis branch of the Adler Mfg. Co. in the Benoist Building, Ninth and Pine streets, has a complete stock of the Adler-Royal phonographs and neodyne radio products, and has met with substantial encouragement from the dealers he will serve in St. Louis territory.

New Music Stores Opened

Two new talking machine stores were opened here recently, the first, a branch of the Kaernerer Music Shops, Inc., is located at 6315 Delmar boulevard and will carry a full line of Brunswick instruments. The other is the Tivoli Music Shop and is a branch of the FG Shop, of 327 De Baliviere avenue.

Radio Incorporations

The Hyde-Shotwell Phonograph & Radio Corp., Nashville, Tenn., was recently incorporated with a capital stock of \$50,000. The incorporators are E. E. Hyde, J. A. Shotwell, H. Scott, T. W. Shotwell and Alfred T. Levine.



HERE IT IS!

The last word in Phonographs. The Minnelli Tone Arm, a new invention that revolutionizes the entire industry.

The Minnelli Tone Arm can be placed on any kind of machine, either small or large. The Minnelli Tone Arm can also be placed on a table, writing desk, or any place that you wish, for it has a motor to turn the records. After placing the Minnelli Tone Arm you can obtain the best and the softest tone you have ever heard. Better information can be obtained by writing. We are interested in both dealers and manufacturers.

Complete samples will be sent to any part of the United States for \$10.00.

MINNELLI PHONOGRAPH CO., Inc.

Pittston, Pa.



The Truth About Portable Radio

A Timely Message to the Radio Retail Trade

For the past three years, The Operadio Corporation has centered all its efforts on the development and production of one style of set—the self-contained, or so-called portable type. Today this organization is by far the largest producer of six-tube portable radio receivers in the world.

The remarkable growth in business which the company has enjoyed in this comparatively brief time is due entirely to the fundamental merits of the product and to the unceasing efforts of Operadio engineers to improve this unique set.

During the course of this progress, other portable sets have, of course, appeared. Each Spring witnesses many such announcements. But no set of this type has ever challenged or even approached the popularity of the Operadio.

This is because the public realizes that as specialists, Operadio engineers have had an advantage over manufacturers of big lines of sets, who naturally can devote but a portion of their time and attention to designing a really successful portable—wherein extreme compactness must be secured without sacrifice of efficiency.

When "Light Weight" is Underweight

The 1925 Operadio has won an enviable reputation in comparison even with large, costly stationary receivers for splendid performance. Its tone quality, razor-sharp selectivity, volume, easy tuning and uncanny ability for long-distance reaches have attracted wide comment and enthusiastic praise.

But right now when rumors are afloat of sets of extremely light weight and great power, it is significant to note that Operadio engineers are building a 1925 set which, though slightly smaller, weighs eighteen pounds more than their thirty-three pound model of a year ago.

Ample Battery Supply and Good Loud Speaker

The added weight of the 1925 Operadio is due to increased battery supply, which gives more economical operation, and adds to the serviceability of the set.

The public has learned that to replace batteries every week or two, is far less desirable than to carry a few pounds more weight. Moreover, they have found that with small batteries, the set operates at maximum efficiency only a short time, as the voltage begins to diminish almost immediately.

The Operadio has four of the largest "B" batteries built, providing more than 400 hours' service, and the "A" batteries deliver a minimum of 150 hours' service. This is unquestionably one of the biggest reasons why the set has given such universal satisfaction, and has proved so phenomenal a success.

It has taken three years to learn how to put so big a battery supply into so small a space, and at the same time improve every other quality. And it is the firm conviction of the Operadio Corporation, based on three years' experience, that no portable receiver can be a complete and lasting success with a smaller battery supply.

The marvelous clarity and fidelity of tone for which the Operadio is noted is the result of the most exhaustive research in loud-speaker development. Tests lasting over periods of months were made, and innumerable units were designed before one that was up to the high specifications of the engineers was accepted.

What makes the 1925 Operadio such a remarkable achievement, however, is that while offering portability, it also provides every other advantage found in radio. It meets every requirement, whether at home, touring or on vacation.

Now on the threshold of the biggest selling summer in radio history, investigate portable radio thoroughly. It will pay you to consider more than the weight of the set, the size of the case or the number of tubes. Look into experience; look to the proven results that such experience has produced. Then, we feel sure you will do as thousands are doing profitably—turn to the Operadio, the pioneer portable set of the radio industry. Write for further facts and details of the Operadio proposition to dealers.

THE OPERADIO CORPORATION
8 SOUTH DEARBORN ST., CHICAGO, ILLINOIS

OPERADIO

Reg. U. S. Pat. Office

\$189 Complete (East of Rockies)

MEMBER
RMA

Intensive Campaigns of Buffalo Dealers Effective in Overcoming Lagging Sales

When Record Sales Commenced to Slow Up Dealers Inaugurated Drives Which Were Instrumental in Overcoming Lethargy—Brisk Radio Sales Continue—Local House Suffers Heavy Fire Loss

BUFFALO, N. Y., May 7.—When record sales began to lag early in April, dealers and jobbers inaugurated campaigns which stimulated sales to an appreciable degree, later in the month, consequently carrying on a volume of record business that almost equals that of the earlier months of the year.

Buffalo recordings on Okeh records have reached the peak of expectations here. Dance records of the Yankee Six have been placed on special accounts and lead to first-class new business for the Iroquois Sales Corp. The new Buffalo Polish records, made by three Buffalo Polish artists, broke a record in this district for volume of one-day sales, after they had been released. Jos. Dombrowski, Okeh dealer and artist, put on a campaign on Saturday preceding Easter, selling more than 500 records of local artists during the day. Three musicians, who took part in making the Polish records, played in Mr. Dombrowski's store window, proving one of the best attractions the dealer could have conceived. Records made by the Blue Ribbon Syncopators, local colored orchestra, have also broken the sales records in this district for race recordings. The artists appeared behind the counters of dealers in the colored district and handed out their records as fast as the money could be received, during that day.

Outing Portable machines are selling in good volume, according to Mr. Clare, of the Iroquois Sales Corp.

The new Victor models, No. 1-1 retailing for \$15 and No. 1-2, listed at \$18, are two of the most popular models, particularly in the Buffalo district, according to C. E. Siegesmund, sales manager for Curtis N. Andrews. "The Flapper Wife" is decidedly the best selling record from the catalog at this time, Mr. Siegesmund declares.

Samples of the Victor-Lumiere loud speaker, on display in showrooms of the Buffalo Talking Machine Co. and Curtis N. Andrews, are creating much enthusiasm among dealers, who have called to see the instrument and hear it demonstrated.

Radio is selling in better volume than had been anticipated for this time of year. The Iroquois Sales Corp opened several WorkRite ac-

counts since the first of April, one of which is with the Kenyon Brothers, Syracuse. While Curtis N. Andrews did not expect to do such a great volume of A. C. Dayton radio business when he took these sets over for distribution early in March, his list of accounts for these sets, numbering twenty-five, is said to be good for this time of year. The sets applicable to upright phonographs are selling especially well.

Brunswick records made by Snodgrass, the famous "convict pianist," are leading everything else in the Brunswick catalog, in sales here, according to C. W. Markham, new district manager, with headquarters in Buffalo. Other record sales have slowed down somewhat. Orders for the Brunswick Radiola are coming to the Buffalo office in pleasing volume. The model No. 60, retailing at \$400, is one of the best sellers in the Buffalo territory.

William Carroll, manager of the local office of the Adler-Royal Products, is busy breaking into virgin territory in this section and is reporting some real live accounts in western New York. Buffalo dealers handling the Royal, particularly the J. N. Adam Co., and the Adam, Meldrum & Anderson Co., report a good turnover in these machines.

The latter company has moved its music department from the mezzanine floor of its annex to the fourth floor of the new building. The department now occupies double the amount of floor space formerly used and is particularly attractive through a well-planned decorative scheme. Two elevators give direct access to the department. Another valuable feature is that the phonograph and piano departments are separated, each having been given an allotted space in equal attractive positions. Detailed arrangements for the department were made by its manager, Mrs. Loretta Spring, who was given complete co-operation of the executives of the store.

The Robert Loud Music Co. suffered heavy loss when the store in 569 Main street was destroyed by fire on April 19. A large stock of pianos and phonographs on the second and third floors was completely wiped out. Instruments on the first floor of the warerooms were made valueless through smoke and water. The

fire originated in the furniture store of the F. G. Goellner Co. in Washington street, which was also completely destroyed. It carried a large stock of Cheney phonographs. The loss was partly covered by insurance. Loud's have opened temporary quarters in 667 Main street and business is uninterrupted.

Goold Bros., Inc., has sold part interest in its Niagara Falls store to C. E. Campbell, who for many years has been the store's manager. Tom Goold, member of the firm, said that the Niagara Falls store was one of the few retail music stores in this section to make a good profit last Summer and much of this was due to the capable management of Mr. Campbell. The store name has been changed to the C. E. Campbell Music Co. Goold Bros., however, retain a financial interest in the stock of the store.

C. N. Andrews, Victor jobber, has returned to his desk after several weeks' illness, contracted after his return from Miami, Fla.

Roy G. Robinson is a new member of the sales staff of the Buffalo Talking Machine Co.

Thermodyne Radio Is Featured in Canada

The C. W. Lindsay Co., Montreal, Que., Devotes Unusual Window Display to Radio—Intensive Sales Promotion Is Resultful

The C. W. Lindsay Co., Montreal, Que., one of the leading retail music houses in the Dominion of Canada, has been attaining very pleasing success with the Thermodyne TF-6 receiving set. This company operates seven retail stores in Canada, employing twenty-five salesmen, and



C. W. Lindsay's Thermodyne Display through the use of intensive, energetic sales methods, has built up a very large following among radio enthusiasts for the Thermodyne product. The accompanying illustration shows one of the many attractive windows that the Lindsay organization has featured in behalf of the Thermodyne receiving set.

Burt Bros., Inc., Enter Radio Cabinet Mfg. Field

PHILADELPHIA, PA., May 7.—Burt Bros. Inc., of this city, well known as manufacturers of high grade furniture, are now featuring in an energetic manner their line of radio cabinets. In the production of this line Burt Bros. have employed cumulative knowledge of forty-five years of furniture production. The line is varied in scope and presents a wide range of finishes and designs. Perhaps the more popular model of the line is number 2400, which is made in solid American walnut, with antique finish, gold leaf and hand-painted carving. This number is of the wall cabinet style. Other wall cabinet models are to be found in 1100, 2300, 2200, 700 and 1000. Models 1200 and 1400 are of the radio table type.

Each model of the line provides ample room for the radio set and with the ingenious use of removal panels all openings around the set are filled in, giving a finished appearance. A loud speaker compartment is provided for the horn and adequate space is also provided for batteries in all models.

The executive staff of the company is as follows: C. H. Burt, president; H. C. Burt, son of the president, vice-president and general manager, and F. M. Livezey, secretary.



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.





ATISFACTION is built into the APEX Super 5 Radio Receiver — not talked into it by advertising nor promised into it by salesmen.

Its tone-carrying quality is superb. Its selectivity unparalleled. Its volume beyond compare. And its distance-getting ability always dependable. Experts, engineers, dealers and users are united in saying that the APEX Super 5 is, by very far, one of the best and most efficient Radio Receivers in the United States.

The APEX Super 5 is a highly developed Radio Frequency Receiver, most advanced in design and construction. It is housed in a splendidly finished Walnut Cabinet, APEX Vernier Dial equipped, complete with Jones Multi-plug Battery Cable. All fittings highly gold-plated. It sells for ninety-five dollars, excepting accessories.

Your APEX Radio Dealer Franchise Plan is ready. It's new. And *free*. It will be sent promptly on your application, with our compliments. Will you write or wire?

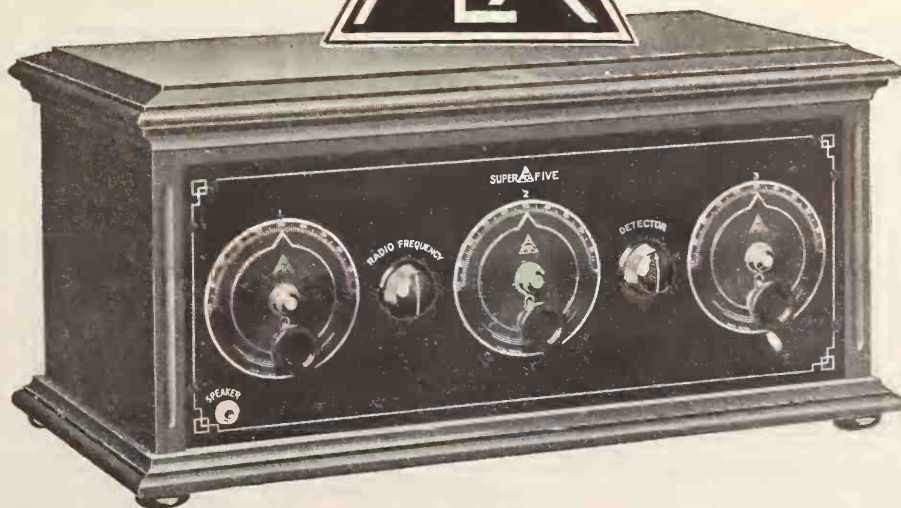
Also makers of the nationally famous APEX Vernier Dials, which sell for, in Royal Brass, \$2.00; in Satin Silver Finish, \$2.50 and in De Luxe 24 Karat Gold Plate, \$3.50.

APEX ELECTRIC MFG. CO.

1410 W. 59th Street Dept. 517 Chicago, Illinois



Quality
Radio
Products



Retail Trade in Baltimore Brisk

Columbia Wholesalers, Inc., Enjoying a Busy Season—Braiterman-Fedder Co. Enters the Wholesale Field—Other News of the Month

BALTIMORE, Md., May 9.—“April phonograph business was extremely satisfactory, being ahead of last month and almost equal to April, 1924,” said William H. Swartz, vice-president of the Columbia Wholesalers, Inc., when asked about business conditions here.

Columbia Wholesalers Are Optimistic

“Actual dollars and cents volume of business was about 25 per cent ahead of April, 1924, which is all the more remarkable in view of the reductions in price of machines and the additional discounts allowed dealers. The biggest proportion of this increase has come through the regular Columbia dealers, who are pushing sales because of the exceptional profit on both machines and records, and not from new dealers. The 100 per cent profit and 10 per cent returns plan, coupled with the exceptional sales demand for Columbia records, are chiefly responsible for this showing.

“Material increase in advertising by our company and dealers in Baltimore and Washington has done much to stimulate business. We have been using more space in the local papers every week than ever before, and one of the dealers in Washington advertised more extensively during April than during the month of December.

“This has also been true of dealers in the smaller towns in our territory. One firm, the Boggs-Rice Co., of Bristol, Va., ran twenty-five three-column ten-inch ads during a twenty-three-day period and reports excellent results, business for the month averaging \$2 for each person in the town. This shows conclusively what I have always maintained,” concluded Mr. Swartz, “and that is that the phonograph business to-day is just as good as it ever was and that business is there if the dealers will only go after it.”

Other Cheerful Reports

This appears to be the consensus of opinion of the trade, according to a canvass of both jobbers and retailers here.

“Business has been fairly good the past month, considering the big month of March when we had our selling campaign on,” said W. C. Roberts, manager of E. F. Droop & Sons



COLUMBIA

“The Best in Music”

The name “Columbia” stands for the best in music. The list of Columbia New Process Records includes the recently issued series of Musical Masterworks (album sets of complete symphonies, recorded in Europe by famous orchestras, conducted by men of world-wide reputation); the popular “hits” of the day; foreign records in all important languages; race records by race stars; “fiddle” records by the artists who are in demand. The best to be had in music.

Let Us Serve You!

Columbia Wholesalers, Inc.

L.L. Andrews — Wm.H. Swartz
Exclusively Wholesale
205 W. Camden St., Baltimore, Md.



Co., Inc., Victor jobbers. “While business in Victrolas did not by any means come near equaling the previous month it was very satisfactory and record sales showed a very material increase. Dealers are now buying records in larger quantities than for several years and are anxiously waiting for the reported return plan to be put into effect. This is going to have the effect of greatly stimulating the record business, and I look for a still greater increase in record sales as soon as the plan becomes operative.”

“The Brunswick keeps moving right along, and we have no cause for complaint about business,” declared Charles F. Shaw, manager of the local branch of the Brunswick. “Our business continues to show a very gratifying increase over the corresponding period of 1924, and I look for this condition to continue. We have just taken over the distribution of the Vocalion records in Washington from the O. J.

DeMoll Co. and will supply the trade in connection with our own records.

Braiterman-Fedder Co. New Distributor

A new distributing organization in the talking machine field has just been formed in this city, which will be known as the Braiterman-Fedder Co. Attractive headquarters have been opened at 1110 Laurens street and will specialize in talking machine repair parts and phonograph accessories. The company has been appointed distributor of Valley Forge main springs, Valley Forge mica diaphragms and phonograph repair parts. This line is made by the J. A. Fischer Co., Philadelphia, Pa.

William Braiterman, founder and one of the executives of the firm, has taken complete charge of sales. Mr. Braiterman has had many years' experience in the field as a traveling representative and has looked forward for many years to the time when he could execute his own merchandising plans and make use of the many ideas which his selling experience had taught him.

Mr. Braiterman has associated with him William Fedder, who, although engaged in another field in the past, has marked executive ability and has followed the talking machine field closely.

Dealers Add New Lines

More and more dealers are lining up right with Brunswick, the latest being B. Marks, of Roanoke Rapids, Va.; Charles L. Whitman, Mount Airy, N. C.; W. S. Raich & Son, Elkin, N. C., and Reins Bros., of North Wilkesboro, N. C.

We have just received three new upright models of the Brunswick-Radiola, No. 217, 212 and 210, and they are making quite a hit with the trade in this territory.

New Columbia agencies opened by the Columbia Wholesalers, Inc., during the past month include Martin Music Co., Rocky Mount, N. C.; Philips Furniture Co., Richmond, Va.; Piedmont Phonograph Co., Victory, N. C.; Enfield Furniture Co., Enfield, N. C.; Reidsville Furniture Co., Reidsville, N. C.; Freeland Music Co., Greensboro, N. C., and the Walker-Thomas Furniture Co., Washington, D. C.

The convention of the music teachers held here the first of this month has greatly stimulated the sales of educational records. During the convention many of the records were played and discussed. W. H. Swartz, of the Columbia Wholesalers, attended one of the meetings and

(Continued on page 96)

FAST SERVICE TO THE SOUTH



From Pennsylvania to Florida



COLUMBIA WHOLESALERS, Inc., is known as the Radio Distributor with a real cooperative dealer service and merchandising plan.

The ONLY DISTRIBUTOR in the South with an exclusive dealership proposition.

Distributors of

FADA
CROSLLEY
MAGNAVOX
(Exclusive Distributors)

PHILCO (Radio and Automotive)
BURGESS
BRACH
TOWERS SCIENTIFIC (Exclusive)

THOROLA
KING CHARGERS
APCO
CUNNINGHAM

COLUMBIA WHOLESALERS, INC.

WHOLESALE ONLY

205 W. Camden St.

Baltimore, Md.



“Tubes Make or Mar the Performance of Your Broadcast Receiver”

Quoted from our full-page advertisement directed to nine million Americans—readers of the May 2 issue of the Saturday Evening Post—this sentence is of paramount importance to the music radio dealer.

Tone character and rigid fidelity of reproduction are inbuilt qualities of the Cunningham Radio Tube which the music merchandiser can best appreciate because of his training and experience. He realizes that Radio sets are first and foremost musical instruments—not electrical devices.

He knows that safety and profit go hand in hand when he recommends and sells

Cunningham

RADIO TUBES

Since 1915—Standard for all Sets
Types C-301A, C-299, C-300, C-11, C-12
In the Orange and Blue Carton

Price \$3.00 Each

E. J. Cunningham Inc.

Branch: CHICAGO Home Office: 182 Second Street, SAN FRANCISCO Branch: NEW YORK

PATENT NOTICE—Cunningham Tubes are covered by patents dated 2-18-18, 12-30-13, 10-23-17, 10-23-17, and others issued and pending.

Baltimore Trade Activities

(Continued from page 94)

made an address in which he told what the Columbia Co. was doing in the way of educating the public in music.

Dealers here report large sales during the month of the complete recordings of Dvorak's New World's Symphony which was played at the Lyric and voted one of the most popular by Baltimore music lovers.

Good Radio Business

"The radio business has been fairly good the past month considering the number of cut-price sales that have been held for some time back," said L. L. Andrews, president of the Columbia Wholesalers, distributors of the Fada and Crosley sets. Mr. Andrews expressed satisfaction over the fact that his company had been appointed exclusive distributor for the Fada in Maryland, Delaware, Virginia and the District of Columbia, which was formerly covered by five jobbers.

Mr. Andrews said he believed the policy of the company in limiting the number of dealers in each town or city was a very good one and one which was bound to work to the benefit of both the jobber and dealer.

News Briefs

After complete tabulation of the business for the month the Mueller Music Shops, one of whose sales force, Miss Edna Jenkins, carried off first prize, announces that they sold 126 machines and \$6,100 worth of records during the campaign in March.

Robert Bensinger, treasurer of the Brunswick-Balke-Collender Co., was a visitor to the local branch this month.

Because of irreconcilable differences which have arisen between S. Marshall Harrell and W. Hamilton Gemmill, partners, J. Harry Schad has been appointed receiver in the circuit court for the G. & H. Radio Co.

The National Radio Corp. has been incorporated with a capital stock of \$100,000. The company is authorized to manufacture and sell radio parts and accessories. J. M. Mann, J. M. Mills and G. D. Adler are the incorporators.

Winslow Music Shop, Church street, Naugatuck, Conn., is closing its store and will confine its activities entirely to the new store recently opened in Milford, Conn., where Columbias, Victors, and pianos are featured.

Preliminary Programs for National Convention Are Announced From Chicago

June 9, 10 and 11 Set Aside for Business Sessions of Divisional Member Associations of Music Industries Chamber of Commerce—More Than 100 Expected to Exhibit

CHICAGO, ILL., May 10.—The program for the Annual National Music Industries Convention, scheduled to be held at the Drake Hotel during the week of June 8, is now being whipped into shape, and already many of the details have been handled.

The program as it now stands sets aside three days, Tuesday, Wednesday and Thursday, for the business sessions of the several associations affiliated with the Music Industries Chamber of Commerce and for the general meetings of the latter body. The opening day, Monday, will be given over to registration and to getting exhibits in place and other incidental matters in shape.

Of particular interest this year will be the exhibit held at the Drake under official sanction and already there are prospects of over 100 manufacturers exhibiting. Visiting dealers will therefore have an opportunity of viewing the latest period model pianos, the new cases in two-tone finishes, reproducing and playing mechanisms, musical merchandise, phonographs and radio. In short, it is expected to be in a large sense a selling convention.

While an important business program has been planned arrangements have also been made to offer the visitors to this year's gathering something unusual in the way of entertainment. In addition to the official entertainments, such as the noonday luncheons and the Merchants' banquet, which will have all of the features of former years, there will be a special entertainment for the lady visitors at the large store of Marshall Field & Co., Tuesday, June 9, with a program of sports, and a golf tournament on Friday, June 12.

The Frolic

The third annual Piano Club Frolic will be the climax of a week's business and fellowship. This party will be given on Thursday, June 11, for the convention guests by the Piano Club of Chicago under the personal direction of Gordon Laughead, secretary, and his committee.

Orchestras and artists from the leading phonograph companies will entertain, with singers from current musical shows. Decorations and lighting effects will be by Edward Moore of the Chicago Civic Opera Association.

The main dining room and avenue of palms of the Drake Hotel for this party will be transformed into a double theatre with two stages and two dance floors. The stages and dance floors are operated very much as a large theatre. The orchestra and artists will all work on a schedule which is synchronized with the lights, stages, scenery and properties.

"Make America Musical"

The slogan of this convention is "Make America Musical" and all the advertising will carry the emblem for which this slogan stands, and will feature the idea of a drive to inspire the entire nation with a further love and appreciation of the product of our industry: Music.

The tentative day-by-day program for the convention as at present laid out is as follows:

Sunday, June 7.—Meeting of special train from New York and Pacific Coast by Reception Committee and escorting of visitors to their respective hotels.

Monday, June 8.—Registration of members of all associations who are in turn members of the Music Industries Chamber of Commerce. Exhibits open all day, except between hours of 2 and 4 P. M. Official luncheon at noon under direction of Music Industries Chamber of Commerce. Richard W. Lawrence presiding. Evening, private entertainments and exhibits.

Tuesday, June 9.—Ladies entertained at the store of Marshall Field & Co. by special concert, style revue and luncheon. Business meeting 10 A. M. to noon, and 2 P. M. to 4 P. M. during which hours exhibits will be closed

Official luncheon at noon. Private theatre parties and dinners in the evening.

Wednesday, June 10.—Business meetings 10 A. M. to noon, and 2 P. M. to 4 P. M. Official luncheon at noon. Banquet of National Association of Music Merchants in the evening with W. W. Smith, president, presiding. Principal speaker to be announced later.

Thursday, June 11.—Business meeting 10 A. M. to noon, and 2 P. M. to 4 P. M. Official luncheon at noon. Meeting and dinner of National Piano Travelers' Association at 7 P. M. Eleven P. M., third annual Piano Club frolic.

Friday, June 12.—Exhibits open all day. Convention Golf Tournament under personal direction of Kenneth W. Curtis at Olympia Fields Golf Club, for forty elaborate prizes.



Mu-Rad Triplex

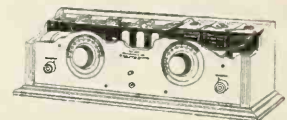
3 Tube—Dry Cell Receiver

\$75

ADVANTAGES that ordinarily cost twice the price of the *Mu-Rad Triplex Receiver*. That's value—value that speeds turnover, increases profits, and builds good-will.

Four-tube efficiency with only 3 tubes. Sweeps the continent. Can be logged; highly selective. Most conveniently portable; all batteries contained inside the handsome mahogany cabinet.

Plenty of "cheap" sets but the *Mu-Rad Triplex Receiver* is the quality product of a quality manufacturer, selling at a popular price.



Other dealers have had to repeatedly reorder their stock of this receiver to keep up with demand. You're missing some valuable business.

Write for details of the *Mu-Rad Dealer Policy NOW*

MU-RAD LABORATORIES, INC.
813 FIFTH AVE. ASBURY PARK, NEW JERSEY

Announcing!



have been appointed distributors of



Valley Forge Main Springs
Valley Forge Repair Parts
Valley Forge Mica

Inquiries from Southern Houses for our latest price lists are especially solicited since we are in a position to best serve you from this point.

1110 Laurens Street
BALTIMORE, MD.



The Starr Piano Company

STARR PIANOS for over half a century have represented highest ideals of craftsmanship. Each Starr Made Grand, Player-piano 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

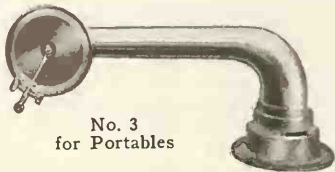
NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO, PORTLAND, KANSAS CITY, BIRMINGHAM, NASHVILLE, DETROIT, CINCINNATI, BOSTON, CLEVELAND, INDIANAPOLIS.

BRASS Tone Arm Complete for Miniature Outfit 60c

(Not illustrated)

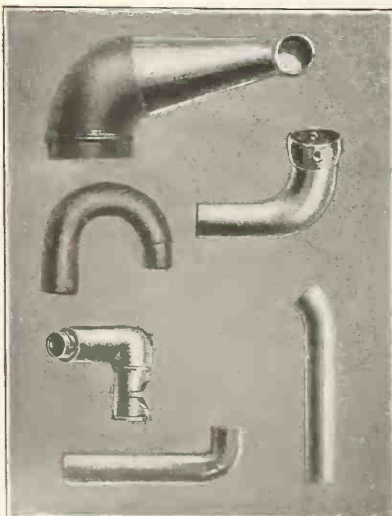
Also Tone Arms and Reproducers for PORTABLES

At Attractive Prices

No. 3
for PortablesNo. 4
Universal full sizeNo. 5
High Class Perfect
Universal

Tone Arms and Sound Boxes and All Parts for These Products in Raw or Finished State, also Metal Stampings.

In Small or Large Quantities



GLOBE ART MFG. CO.

"Specialists in Plating and Finishing"

75-77 Winthrop St.

Newark, N. J.

Many Music Features at Gotham Ass'n Frolic

Annual Banquet and Ball of Talking Machine and Radio Men, Inc., Attended by Trade Leaders of the Metropolitan District

The 1925 banquet and ball of the Talking Machine and Radio Men, Inc., although not as well attended as usual, due to the fact that the event was held on a religious holiday, drew a representative crowd of talking machine and radio men from New York, New Jersey and Connecticut to the grand ballroom of the Hotel Pennsylvania on the fifteenth of last month.

As usual the feature of the evening was the appearance of many famous recording artists, who entertained until the wee sma' hours. Leading orchestras, who have achieved national fame through their record making, furnished the music for dancing.

Those present included representatives of various manufacturers, wholesalers and of course the retail trade of the Metropolitan district. The Brunswick Co. was represented both on the stage, where several of its artists played an important part in making the evening a success from the entertainment standpoint, and at the banquet. H. Emerson Yorke and H. A. Beach, sales manager of the Eastern phonograph division of the company, were present. Other manufacturers present were the Emerson Radio & Phonograph Co., represented by President Benjamin Abrams and his brother, Max, Harry T. Leeming, vice-president and general sales manager, accompanied by Mrs. Leeming. The Grimes Radio and Cameo Record Corp., E. P. H. Allen, general sales manager; Mrs. Allen and Miss Henrietta Mastin. The Freed-Eismann Radio Corp. was especially well represented by Joseph D. R. Freed, president; Alex Eismann, treasurer; Arthur and Leo Freed, N. D. Patti, Frederick McIntyre, Edgar K. James, Edward Freed, James Gibson, P. V. D. Stern and Eric H. Palmer, head of the publicity division of the company. Frank Walker, of the recording department of the Columbia Phonograph Co., Inc., who secured the service of several of the Columbia artists who entertained; James P. Duffy, Columbia advertising manager; F. W. Schnirring, recently appointed advertising manager of the Sonora Phonograph Co.; Eugene A. Widmann, president of the Pathe Radio & Phonograph Corp.; this firm also being responsible for the appearance of several of its leading artists.

Among the wholesale representatives present were Charles B. Mason, sales manager of the New York Talking Machine Co., accompanied by Lester E. Francis and Ernest Fontan. Included in this group was Albert M. Blackman, son of J. Newcomb Blackman, of the Blackman Talking Machine Co.; Mrs. Lydia M. Green, president of the Silas E. Pearsall Co.; Lloyd L. Spencer, general manager of the company; S. B. Schoonmaker, Eugene Latham, Elmer Howells and the Misses Slinger and Hubner were present. Others were Phil Silverman, William Wielage and Miss Barrett, of C. Bruno & Son, Inc.; Paul W. Carlson and Joseph May, of the wholesale talking machine department of Charles H. Ditson & Co.; Walter I. Brunner and S. W. Lucas, who take care of Adler-Royal distribution; Maurice Landay, president, and Arthur Morris, secretary, of the Greater City Phonograph Co.; Edward Biel, secretary and sales manager of the Progressive Musical Instrument Corp.; Louis Unger, sales manager of the Reflexo-Brilliantone needle business, and his fiancée; P. Paul Graef, metropolitan sales representative of the Radio Distributing Corp.; Herbert Weil, Sr., Joe Kerr and Herbert Weil, Jr., of the Herbert-John Corp.; Benjamin Gross and H. A. Brennan, of the Gross-Brennan Corp.; P. A. Ware, of the L. R. Donohue Co.; Bernard D. Colen, president, and Murray Gruhn, secretary, of the Musical Products Distributing Co.; H. A. Linde and Mrs. Linde, of the Triangle Radio Supply Co.;

A. E. Wildermuth, president of the firm bearing his name, and Mrs. Wildermuth; Mortie Salzmann and O. P. Graffen, Wholesale Radio Equipment Co., and others well known to the trade.

Of course the music publishers were interested and Irving Mills and Jimmy McHugh, of Jack Mills, Inc., had the pleasure of hearing several of their numbers played by the record artists who entertained. Ed. Bloeden, of the E. B. Marks Music Co., was another publisher who graced the "frolic."

G. R. Gould Appointed Sleeper District Manager

To Cover Pennsylvania, Delaware, Maryland and Virginia in Interest of Sleeper Monotrol Radio Sets—Is Well Known to Trade

The Sleeper Radio Corp., Long Island City, manufacturer of Sleeper Monotrol receiving sets, recently announced, through Gordon G. Sleeper, president of the company, the appointment of G. R. Gould as district manager for the company in Pennsylvania, Delaware, Maryland and Virginia. Mr. Gould was formerly with the Music Master Corp. and has been engaged in the radio industry from the pioneer days. He has recently completed a trip through the territory, getting acquainted with the trade. He will maintain headquarters in Philadelphia, Pa.

The new type 54 Sleeper Monotrol is selling in a more constant volume since the first of the year than ever before and a large volume of this increase was contributed by the talking machine dealers in the Pennsylvania territory. Dealers are enthusiastic about the performance of the set and also the protective dealers policy of the Sleeper Radio Corp., according to Mr. Gould.

Now Gennett Artist

Artists who recently contracted to record for Gennett records include the Ritz Male Quartet, vaudeville headliners, who will make old-time tune records, and Razaf, the Melody Man, who will record novelty songs, accompanying himself on the ukulele. Publicity helps will be prepared for dealers' use.

BUILT EXPRESSLY FOR RADIO USE

Handle a Battery Charger Built for Radio Use!

Ful-Wave—the charger designed for radio use—waterless, acidless. Sell it for its convenience—no maintenance; for its economy—more efficient than any other charger.

Model "A-B" charges "A" and "B" storage batteries simultaneously. Model "A" charges "A" storage batteries almost twice as fast as other chargers. Both are backed by the manufacturer's full guarantee.

LIBERTY ELECTRIC CORPORATION
of New York

342 Madison Avenue

Eastern Distributors

H. B. SHONTZ CO., Inc.

161 West 64th Street

N. Y. City

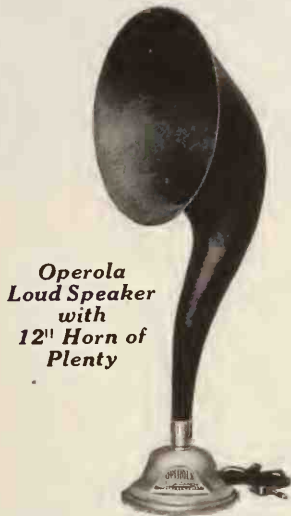
SILAS E. PEARSALL CO.

10 East 39th Street

N. Y. City

FUL-WAVE
Makes use of
full A.C. Current
—not half of it.

INTER-OCEAN Radio Corporation Products



**Operola
Loud Speaker
with
12" Horn of
Plenty**

Here's a Money Maker "It Speaks for Itself"

This speaker eliminates metallic tones and distortion. Black or Mahogany Crystal finish. Silver-plated base with disc adjustment. Special adjustable unit, mounted on non-vibrant base. A popular, fast selling number that assures a good profit.

List Price \$20.00



Units That Sell!

Inter-Ocean Type "A" and type "B" Units are the greatest value in radio today. Specially designed diaphragm. Die cast cases. Distortionless. Send today for samples of these profitable, fast-selling units.

Type "A" List Price \$3.50
Type "B" List Price \$5.00

A Fast Selling Profitable Line

Inter-Ocean Radio Products are fast profitable sellers. Their high quality brings satisfied customers and friends. This means bigger business, quicker turnover and more profits. Every Inter-Ocean Product is guaranteed. Stock Inter-Ocean Products. Display them. They'll mean money in your pocket.



Operola Cabinet

Feature This Operola Big!

"It Speaks for Itself"

More than a Speaker—a musical instrument. Unusual mellow tone, quality and clarity. Beautiful Golden Brown fiberoid leather cabinet, embossed in yellow Gold. Special high grade adjustable unit mounted on Bakelite base. When the best in loud speakers is desired, first show the Operola cabinet to your customers.

List Price \$18.00

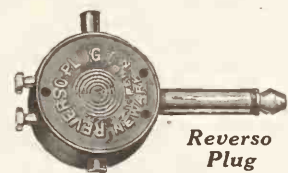


**Operola
Loud
Speaker
With 14"
Goose
Neck**

Another Big Seller! "It Speaks for Itself"

The 14-inch goose neck horn assures beautiful tone and exceptional volume. Highly polished silver plated base, enclosing highest quality special disc adjustable unit. Mounted on non-vibrant base. Grained oak or mahogany finished inside, black crystal outside.

List Price \$20.00



**Reverso
Plug**

No More Changing Wires

Polarity instantly reversed. Simply press button like an electric light switch and know in a second if the polarity of head set or speaker is correct.

List Price \$.75

[DEALERS AND JOBBERS—Write or wire today for an unusual sales proposition with special discounts and sales promotion literature]

INTER-OCEAN RADIO CORPORATION

FACTORY NO. 2:
26-28 Prospect Street
Newark, N. J.

FACTORY NO. 1:
Mfrs. of Radio Horns and Loud Speakers
205-215 Tenth Street Jersey City, N. J.

FACTORY NO. 3:
243 Mercer Street
Jersey City, N. J.

Art Gillham Given Big Reception by Coast Trade

"Whispering Pianist," Columbia Artist, Makes Trip From Los Angeles to Frisco in Taxiplane—Addresses Columbia Dealers

SAN FRANCISCO, CAL., May 5.—Art Gillham, known as the "Whispering Pianist," exclusive Columbia artist, received a most enthusiastic reception upon his arrival in this city recently to fill engagements in the local radio broadcasting stations. After leaving Los Angeles, Mr. Gillham covered Bakersfield, Fresno and Stockton. He was met in the latter city by A. J.



Greeting the "Whispering Pianist"

Schrade, of the Columbia organization, and after calling on the Stockton dealers it was necessary to make a hurried trip to San Francisco to fill a radio engagement. Arrangements were made to make the journey by taxiplane and Mr. Gillham, together with Mr. Schrade were the first passengers to use this unique form of service. The flight was made in forty-eight minutes and Mr. Gillham was given an elaborate send-off by the mayor of the city, Chamber of Commerce officials and other dignitaries.

While in San Francisco, Mr. Gillham appeared at stations KGO, KOP and KFRC. An interesting meeting for Columbia dealers was held during his visit to San Francisco and Mr. Gillham gave a splendid talk regarding Columbia recordings and other phases of the music industry. Newspaper copy was used in the local papers and numerous window displays featured his appearance in this city.

New Gennett Recordings

The Gennett record division of the Starr Piano Co. recently released a new and modernized version of "Casey Jones" and "There'll Be a Hot Time in the Old Town To-night." These two old popular numbers are played in fox-trot time by Straun's Pullman Porters, and they are expected to be very popular.

Music Master Corp. to Hold a Radio Congress

Plans Completed for Third Annual Event to Be Held at Bellevue-Stratford Hotel, Philadelphia—New Policies to Be Announced

The success of the various radio congresses held in Philadelphia in the past, under the auspices of the Music Master Corp., of that city, has made them become an important feature in the radio field. The third annual radio congress to be held by this progressive company will open at the Bellevue-Stratford Hotel, Philadelphia, on May 28. The forthcoming congress takes on a very important aspect, for at this affair Walter L. Eckhardt, president of the Music Master Corp., will announce the future sales and service policies of his corporation. It is generally agreed by those who are on the "inside" that the establishment and support of its policies will do much to improve radio sales.

Reservations have already been made to accommodate 200 jobbers and 1,000 retailers, who will represent the radio interests of nearly every State in the Union. Because of the extreme importance of the session attendance this year will outnumber that of either of the two previous congresses.

At this congress the Music Master Corp. will show and demonstrate its new products, which will take their places in the market this Fall. Perhaps the most attractive feature will be the showing and demonstration of the new Music Master receiving sets. It is understood that the range is from inexpensive instruments on up to cabinet types with built-in speakers. It is known that the corporation has long been experimenting to secure absolute synchronization between the receiver and the reproducer.

The corporation will demonstrate its new "A" storage battery, and further demonstration of the Music Master Multi-Cell "B" batteries will also be made.

The future merchandising and sales policies for the whole industry will command much of the time and thought of the session. Leaders in the industry will be the principal speakers on these topics. The matter of service will be an especially important topic and the announcement of the corporation's service policy will show the guests the length to which the corporation is ready to go to assure satisfaction to every purchaser of a Music Master product.

New Brunswick Department

YOUNGSTOWN, O., May 7.—The McKelvey department store has completed the installation of a complete line of Brunswick phonographs and Radiolas in an attractively equipped new department.

New Jewett Console Unit Superspeaker on Market

Recent Model Superspeaker Contains Many Refinements, Notably a Cadmium Plated Interior and Special Grill Design

DETROIT, MICH., May 7.—The Jewett Radio & Phonograph Co. recently placed on the market the Jewett Superspeaker console unit of Vemco design, containing many refinements over previous models. The notable improvements are the cadmium plated interior, which eliminates all sweating, and a new method used in the



New Jewett Console Superspeaker

winding of the two-pole pieces, eliminating all wire stretch and consequent breaking down of the enameled insulation.

The horn in this unit is made of identical materials and by the same process as the regular Jewett Superspeaker horn, with the exception of the final finish coat which, being enclosed, is not necessary. The horn floats within the cabinet, being thoroughly padded on three sides with piano felt, there being a resonance chamber below the horn, naturally adding to the tonal qualities.

The grill is not made of wood but of a patented secret process. It is removable by turning the two thumb buttons on the bottom and may be bent and twisted without damage. Other improvements are the inlaid top and the adjustment knob, which is handled the same as in the Superspeaker model.

Adds Battery Eliminator

Ford Radio & Mica Corp., with executive offices at 38 East Eighth street, New York City, announces the addition of a battery eliminator to its line of Super Tram and F. M. C. audio frequency transformers for the coming radio season. The Ford Co., which is well known in the industry for its mica products, has sold its factory building at 14 Christopher street, New York City, and will make an announcement shortly of its new factory quarters, which will contain much larger floor space, made necessary by the constantly growing business of the firm.



Plays All Records

Exact Size of The New No. 50 ORO-TONE Arm and Reproducer

Price \$1.50 In Quantities
Send for Sample on Approval

THE ORO-TONE COMPANY

1000-1010 George St., Chicago, U. S. A.

important news!
 ... the **BIG 3**
 IN PHONOGRAPH NEEDLES
COMBINED!

Quality plus Quality plus Quality! That summarizes the recent consolidation of these three famous Bagshaw-made Phonograph Needles.

Concentrate your buying on Gilt Edge, Reflexo Blues and Brilliantone Needles—always the three biggest sellers in the field. It will mean increased sales and satisfied customers, not to mention the added convenience of prompt delivery on “hurry-up” fill-in orders.

BRILLIANTONE
 STEEL NEEDLE COMPANY OF AMERICA, Incorporated

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

370 SEVENTH AVENUE, at 31st Street, Suite 1214, NEW YORK

W. H. Bagshaw Co., Export Dept., 44 Whitehall St., New York City. Cable Address: "Brillneed!"

SOLD THROUGH JOBBERS EVERYWHERE



Self-selling Display Stands and Display Cartons—attractive, convenient—are but one of scores of sales-aids furnished by Brilliantone.

Improvement in Industrial Situation in Detroit Has a Marked Effect on Business

Continued Improvement a Source of Satisfaction to Dealers—People's Outfitting Co. to Expand Department—Weil & Co. Constructing New Store—Other Trade Activities of the Month

DETROIT, MICH., May 9.—Talking machine business has not been booming the past thirty days, yet as compared to last year it has more than held its own. True, the first three months did not fare so well, but we can say with authority that since the first of April the improvement has been a decided one. The fact that the labor situation has improved and that the dealers themselves have made a more concerted effort to create sale is responsible for "better business" conditions. The special campaign conducted some time ago by the Victor Co. proved a boon to not only the Victor dealers but to all retailers regardless of the line they handle.

Good Edison Business

The Edison Shop on Woodward avenue has had very good April business, according to Peter Sweeney, manager there. He states that Edison phonographs and records have been selling very actively and that the radio sales have jumped ahead of all expectations.

Adds to Lines

The Artonian Piano Co., at Grand River and Bagley avenues, recently added the Victor and Brunswick lines, having taken an entire store adjoining its piano store to handle this new department. The new store has been attractively fitted up with booths and is already enjoying good business. This store, in reality, takes over the franchise for both Victor and Brunswick lines formerly handled by the Henry S. Doran Co., on Washington boulevard, which discontinued business.

People's Outfitting Co. to Expand

The addition to the People's Outfitting Co., on Michigan avenue, at Shelby street, will mean an enlarged talking machine and piano department, according to Manager Reddaway, of these departments. "We certainly need the room, as these departments are very crowded," he declared. Mr. Reddaway is one of the few managers who report an increased business for the first four months of this year.

Local Orchestras Record Artists

Detroit now has at least four or five orchestras who record regularly for the national talking machine companies. We refer to the Jean Goldkette Orchestra, the Finzel Orchestra and

others. This week the Emerson Gill Orchestra, which records for Okeh records, is playing an engagement at the Capitol Theatre, prior to opening the season at one of the Summer road-houses. This orchestra has been playing all Winter in Cleveland.

Doing Well With Adler-Royal

S. E. Lind, of the S. E. Lind Co., jobber for the Adler-Royal line of phonographs and combination radio phonographs, reports that he has enjoyed a satisfactory business since the first of the year. "We are opening new accounts right along and our old accounts are constantly re-ordering," he declared. "This indicates that not only are the dealers satisfied but that the line is going in this territory."

Mitchell Co. in New Home

The Mitchell Co., which handles a big line of

Big Call for Audak Record Demonstrating Product

A. Hospe & Co., of Omaha, Pays Tribute to the Merits of This Equipment

The Audak Co., 565 Fifth avenue, New York City, manufacturer of the Audak record demonstrating product, states that the demand for its equipment has greatly increased during recent months. This is, no doubt, due to the rearrangement of many stores in order to care for enlarged departments devoted to radio, which often necessitates the curtailment of space previously given to records.

Dealers find that the Audak record demonstrating tables allow for the care of many customers in a minimum of space. To-day with space so valuable in retail establishments this method of conservation is welcome. The attractiveness of these Audak units has served in many cases to renew interest in records and increase sales.

A. Hospe & Co., the well-known talking machine dealers of Omaha, Neb., recently installed a series of Audak units with exceptional results. In a letter to the Audak Co., William Zitzman, vice-president of the Hospe firm, said:

phonographs and records, has just moved into its new and enlarged store at 3000 Gratiot avenue, directly across the street from its former location. This is the only neighborhood store that carries on a consistent newspaper advertising campaign in the dailies, using large space with every insertion.

Good Brunswick Demand Continues

Manager Quinn, of the Brunswick Shop, on East Grand River, reports a big change for the better since the first of April. Of course, the high-priced combination phonograph is what sells best at this store and at times Mr. Quinn is unable to carry enough in stock. This store has also been enjoying a very good record business. In fact, the sale of records is very consistent and does not vary a great deal from month to month, unless there is some particular hit.

Weil & Co. Building New Store

Weil & Co., who handle the Brunswick line in their downtown store, are building a new store on the West Grand boulevard, and will handle the Brunswick line at the new location as well.

"We were able to cut down our overhead, less rent, less help and better service to our customers." These are facts that must be given consideration in what is to-day a highly competitive field.

Kameraphone De Luxe Is Introduced to the Trade

The Specialty Trading Co., New York, manufacturer of Kameraphone portable talking machines, has recently placed on the market a new model which will be merchandised under the trade name of the Kameraphone De Luxe.

"The Kameraphone De Luxe will embody several new features, the most notable being that it has a real phonograph tone arm and sound box. The method of reproduction is by means of using the lid of the machine as an amplifier. This feature has been patented by the Specialty Trading Co., in the United States, and we will vigorously prosecute all infringements on this patent," declared Emil Bornstein, president of the company. "In addition to the sound box and tone arm, the machine has a solid plush-covered turn-table. The new Kameraphone is very simple to assemble in preparation for playing, each component part has a definite place provided for it so that it may be instantly prepared to play or assembled and closed for carrying. It is about the same size as an ordinary camera and is very light in weight," said Mr. Bornstein, in discussing the new product.

A number of jobbers have been appointed in the phonograph trade and an excellent volume of business is being anticipated, in addition to the orders already on hand for the new model.

Second Radio World's Fair Plans Maturing

The Second Radio World's Fair is making very rapid progress, and the management has already arranged with the welfare bureaus of eleven well-known industrial institutions in New York territory to purchase large blocks of tickets which they will in turn retail to their employes at slightly below box office prices. Orders for 26,000 of these admission cards have already been distributed. Three unique features have been arranged for the Second Radio World's Fair, whereby one night will be designated as a "Radio Factory Employee's Night," the second a "Radio Salesman's Night" and the third an "Amateur Radio Club Night." The 258th Field Artillery Armory, at Kingsbridge road and Jerome avenue, is going to house the Second Radio World's Fair, and James F. Kerr, manager of the exhibition, states that the space reservations to date assure the success of the enterprise.

WESTON

never enters a field with its electrical measuring instruments unless it can contribute to the economy or the accuracy of the work being done in that field.

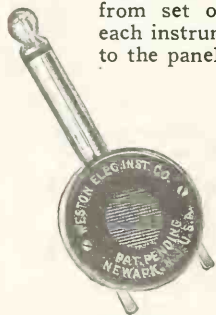
Radio dealers are benefiting today by selling to their trade Weston Table Voltmeters and Weston Radio Plugs.

The Weston Radio Table Voltmeter—invaluable for improving reception, prolonging tube life and for removing guess-work from set operation. Pin jacks and a pair of cables accompany each instrument. The pin jacks serve to connect the filament circuits to the panel so that the voltmeter may be plugged in at will.

Weston Radio Plug—for instantaneous and positive switch from headset to loud speaker.

Dealers can get immediate results with a supply of "Weston Radio Instruments" on their counters. Write for your supply of this famous booklet today.

WESTON ELECTRICAL INSTRUMENT CORP.
190 Weston Avenue Newark, N. J.



STANDARD THE WORLD OVER
WESTON
Pioneers since 1888



Thermiodyne

REG. U. S. PAT. OFF.

[Ther-my-odyne]

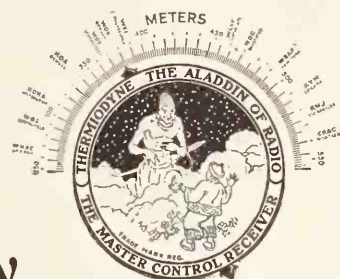
—Aladdin of Radio



Wants to Meet YOU at the MUSIC CONVENTION June 7-10, 1925 HOTEL DRAKE—CHICAGO



Make it a point to see THERMIODYNE! Compare it—for distance, selectivity, clarity, ease of operation, and quiet performance—with any other set on the market. No other Receiver—regardless of price—equals it.



Thermiodyne Policy

SELL through Music Distributors.

Advertise extensively, both nationally and locally.

Maintain prices firmly at all times and under all conditions.

Co-operate, through trained experts, in teaching dealers how to sell THERMIODYNE and to give service.

Supply advertising literature to Dis-

tributors and Dealers, liberally and without charge.

Back every THERMIODYNE with an absolute guarantee to perform as advertised.

Make it possible for every Distributor and every Dealer to reap real and continuous profit by selling a Receiver of genuine merit to a public that refuses to be humbugged.

There may be distributor's territory still open that you can obtain. Now is the time to get it!

THERMIODYNE RADIO CORPORATION • 1819 Broadway, NEW YORK CITY

Thermiodyne

REG. U. S. PAT. OFF.

[Ther-MY-odyne]

Licensed under Trade and other patents pending

Reasons Back of Music Master Corp.'s Growth

Walter L. Eckhardt, President of Company, Largely Responsible for Development of the Enterprise Which Is a Leader in the Field

In the man behind the product is often found the basic cause of the success of an organization. In the case of the Music Master Corp., Philadelphia, it is no secret that the untiring efforts of Walter L. Eckhardt, its president, has



Walter L. Eckhardt

been the determining factor that has brought the Music Master Corp. to its present high position and it may also be said that the results of his efforts have not alone been confined to his own corporation but have benefited the entire radio industry as well.

Mr. Eckhardt is well known to the talking machine industry. Twenty-five years ago he saw the latent possibilities of the talking machine as a contribution to American culture, education and refinement and for many years he contributed his tremendous physical and mental energies to raising the talking machine to

the position of dignity which he visualized for it. After many years of conspicuous work with the Columbia Phonograph Co. Mr. Eckhardt joined the Pathé organization and opened the Pathé Shop in Philadelphia, which did a million-dollar business in 1917. He later managed the general sales for Pathé and it is said that within a period of three years had raised the figure of sales from \$1,200,000 to \$10,000,000. Upon the development of radio Mr. Eckhardt saw the same elements which had impressed themselves upon him concerning the talking machine, and in 1922 formed the General Radio Corp., which was later superseded by the Music Master Corp., and the remarkable growth and expansion of this latter company is a matter of common knowledge throughout the length and breadth of the talking machine industry.

One of the most important contributing factors to Mr. Eckhardt's merchandising success has been his peculiarly fine sense of the responsibility which devolves upon a seller of merchandise and an equally fine appreciation of the type of merchants who should be allowed to offer certain merchandise to the public. He has already formulated and proved the soundness of the merchandising quality which will be back of all Music Master products.

Mr. Eckhardt's plans for the coming season are more extensive than ever before and at the forthcoming congress of his distributors and dealers he will outline the merchandising plans of the company for the coming year.

Special Window Display Material for Pal Portable

The Plaza Music Co., 10 West Twentieth street, New York City, is forwarding to the trade some special exclusive window display material for use in making exclusive window showings of the Pal portable. This material is in seven colors showing the availability, by illustration, of the portable machine in the home and for outdoor events. This layout is of good size and allows for the insertion of an actual machine in one of its panels. In addition, the advertising department of the company has issued a two-color broadside which is appropriate as a window hanger or can be placed in a conspicuous position in the interior of the store. The above sales helps together with consumer circulars should create many sales for Pal portables.

Artistic Publicity Tells the Gulbransen Story

"The Finishing Touch" Is Title of Handsome Brochure Featuring Gulbransen Registering Grand and Straight Grand

"The Finishing Touch" is the title of a very handsome brochure issued recently by the Gulbransen Co. of Chicago, featuring the Gulbransen registering grand and straight grand. The publication is noteworthy for the use of two



Cover of Gulbransen Brochure

handsome large-sized illustrations showing in detail the attractive design of these instruments and emphasizing their artistic beauty. The text consists of a few important paragraphs telling how world famous pianists have made music rolls for the Gulbransen registering grand and emphasizing the fact that the owner of one of these instruments has at his disposal all the beautiful things in the world of music. The Gulbransen registering grand is playable by roll and pedals or by hand and may be played also as a straight grand piano. The same instrument, so far as size and proportions are concerned, is available as a straight grand piano without the registering feature and for hand playing only.

Children's Playtime Records Grow in Favor

The Playtime records for children distributed by the Plaza Music Co., 10 West Twentieth street, New York City, now comprise a catalog of close to a hundred selections, covering practically every idea that appeals to the child mind, including songs, games and stories. The sales department of the Plaza Music Co. states that the demand for these popular priced children's records continues active. Undoubtedly, the featuring of these records throughout all seasons makes possible sales in any month, due to the particular titles available and appropriate for practically every occasion.

In order to continue the dealer and consumer interest in these Playtime records and set them apart from seasonable goods, the Plaza Co. has issued some window display material and advertising cut-outs for counter display. These should help considerably in keeping Playtime records before prospective purchasers.

Holds Formal Opening

ROYAL OAK, MICH., May 6.—A special musical program has been given by the Royal Oak Music House on the occasion of the dedication of its new quarters at 307 South Center street. Several radio artists from station WCX rendered selections and a large crowd of patrons was entertained.

Now—

You can sell **Okeh** Needles in packages imprinted with **Your Name!**

THIS new Okeh service has a two-fold value. First, it is real advertising for you.

Your name imprinted in bold type on the needle envelope gets into the home and registers your name on the mind of the purchaser.

Secondly, by selling these superior needles you are giving greater customer satisfaction and consequently protecting your record sales.

Write at once for prices and complete information.

Okeh Needles

A Product of the

GENERAL PHONOGRAPH CORPORATION
25 West 45th St. OTTO HEINEMAN, Pres. New York, N. Y.

ZENITH

TRADE MARK REG.

RADIO

→ LONG DISTANCE ←
TRADE MARK REG.

While MacMillan Charts the Arctic Zenith Broadcasts to the World!

Between Alaska and the North Pole stretches an unexplored area one million square miles in extent—the last remaining “blind spot” on the face of the globe.

Over this vast area will fly, this summer, two great planes of the amphibian type, piloted by U.S. Navy air pilots and equipped with the most highly perfected scientific apparatus obtainable by the United States Government. This entire expedition, which has rightly been described as the greatest expedition of modern times, is under the direction of Commander Donald B. MacMillan.

The purpose of the expedition is the study and photographic charting of this unknown area—and—new tests in radio transmission and reception of unparalleled importance. The section to be explored has never been heard from by radio. Communication will of necessity be *day-light* communication, for in this area the days are six months long.

On an expedition representing so great a risk, both in capital and human life, only the *best* in radio equipment can possibly command a place. Once

more, therefore, MacMillan chooses ZENITH exclusively, both for his ships and for the two great planes flying across uncharted seas of ice.

Thus, while the world awaits reports from this greatest expedition of modern times, it is worth remembering that the only way these reports can possibly be transmitted is by Zenith radio.

Never in all your life, it is safe to say, will your customers require of a radio set such *outstanding* performance as MacMillan requires of ZENITH in the Arctic. But can you imagine a more powerful selling point than the fact that Zenith receiving sets can

deliver such performance, any time they're called upon to do so?

The tremendous publicity which Zenith has received and is destined to receive as a result of its pioneer work in the Arctic will mean a great deal to merchants who are fortunate enough to possess an exclusive Zenith franchise. Write or wire today regarding Zenith opportunities in your territory.



Super-Zenith IX

ZENITH RADIO CORPORATION
310 S. Michigan Ave., Chicago, Ill.

Costs More—But Does More

THE complete Zenith line ranges in price from \$100 to \$475.

With either Zenith 3R or Zenith 4R, satisfactory reception over distances of 2,000 to 3,000 miles is readily accomplished, *using any ordinary loud speaker*. Models 3R and 4R licensed under Armstrong U. S. Patent No. 1,113,149. They are **NON-RADIATING**.

Zenith 4R - \$100
Zenith 3R - \$175

The new Super-Zenith is a six-tube set with a new, unique, and really different patented circuit, controlled exclusively by the Zenith Radio Corporation. It is **NOT** regenerative.

SUPER-ZENITH VII—Six tubes—2 stages tuned frequency amplification—detector and 3 stages audio frequency amplification. Installed in a beautifully finished cabinet of solid mahogany—44½ inches long, 16½ inches wide, 10½ inches high. Compartments at either end for dry batteries. Price (exclusive of tubes and batteries)..... **\$240**

SUPER-ZENITH VIII—Same as VII except—console type. Price (exclusive of tubes and batteries)..... **\$260**

SUPER-ZENITH IX—Console model with additional compartments containing built-in Zenith loud speaker and generous storage battery space. Price (exclusive of tubes and batteries)..... **\$355**

SUPER-ZENITH X—Contains built-in, patented, Super-Zenith Duo-Loud Speakers (harmonically synchronized *tw*in speakers and horns), designed to

reproduce both high and low pitch tones otherwise impossible with single-unit speakers. Price (exclusive of tubes and batteries) **\$475**

All Prices F. O. B. Factory

Zenith Radio Corporation

Dept. 5W
310 S. Michigan Avenue, Chicago, Illinois

Gentlemen:
Please send me particulars of your dealer proposition.

Name.....

Address.....

MUSIC MEN: See our exclusive display and meet our representatives, who are all old music men, at the **Piano Convention, Drake Hotel, Chicago, June 7th to June 12th**

Following are a few of the music houses actively behind Zenith:

Wiley B. Allen
Bissell Weisert
Bradford Piano Co.
Cable Piano Company
Cleveland Talking Machine Co.
Otto Grau Piano Co.

J. W. Green Co.
Grinnell Brothers
Heintzman Company
A. Hospe
O. K. Houck Piano Co.
J. W. Jenkins' Sons Music Co.
Knight Campbell Music Co.

Marshall Field Co.
Silas E. Pearsall Co.
Pearson Piano Co.
Southern California Music Co.
Talking Machine Co.
Wade Twichell Co.

ZENITH RADIO CORPORATION, 310 S. Michigan Ave., Chicago

Discussion of Trend of the Broadcasting Art and Who Is to Pay for the Programs

Fear of Obsolescence of Present Radio Sets Because of Change in Wave Length and Cessation of Broadcasting Groundless, Says Charles Henry, Radio Engineer of Sonora Phonograph Co.

"The music trades are vitally concerned in radio broadcasting, particularly since they are marketing radio and are keenly interested in the future trends of the art. There has been much speculation recently on the future of this now all-important factor in the American everyday life," says Charles Henry, radio engineer of the Sonora Phonograph Co., Inc.

"Two questions have become subjects of daily conversation—who is going to pay for broadcasting—what are broadcasters going to do about wave lengths?"

"Our investigations into these subjects indicate clearly that no one need fear the obsolescence of present radio sets, because of a change in wave length or because of a cessation of broadcasting.

"The United States Department of Commerce is not willing to grant further licenses for broadcast stations in Greater New York. They are besieged with demands from radio corporations, department stores, newspapers and public service companies for licenses for more broadcasting stations. Far from being unwilling to finance further broadcasting, more people are desiring to broadcast than can be accommodated.

"It is important that one large communication company wishes to establish ten huge broadcasting stations, placed at intervals across the continent. But it now appears that it will be necessary for a large future broadcast operator to purchase or lease the rights of broadcast stations already established. The same situation is true in practically every metropolitan area in the United States. The Department of Commerce recognizes that there are already too many broadcast stations for the present wave length band.

"On the other hand, broadcasters are investing huge sums of capital in the expansion and perfection of their equipment and particularly in the increase of power which involves a much heavier expenditure than the radio public appreciates. In the past, the average so-called high power station was rated at $\frac{1}{2}$ kilowatt. Superpower stations are now under way which have ratings of between 10 and 20 kilowatts.

"The fact of the matter is that a Department of Commerce license has become an asset. Unfortunately, there is a portion of the broadcast band which is very little used, namely, that part of the band between 225 and 270 meters. In this area there are seventeen



Sonora Speaker of New York Broadcasting Studio of WOR

broadcast channels, but it seems that nearly every one prizes wave lengths above 300 meters. Perhaps one reason for this is that so many broadcast stations are located on the top of high city buildings which tend to absorb the output of stations which operate below, say, 400 meters. Radio waves, in passing over the buildings of a large city, seem to be dimin-

ished in amplitude to a greater extent as the wave length becomes shorter.

"Speaking of radio channels, there are in reality only forty main channels in the American broadcast allocation, which, as is well known, takes in only the wave lengths between 225 and 550 meters. Of course this band contains forty more channels which are not considered so desirable and which are separated from other stations by the least minimum of margin. Since the wave lengths between 225 and 270 meters have not proven popular, it is to be said that there are only forty-six channels in active use by important stations.

"Any one readily appreciates the problem of the Department of Commerce in finding space for some 500 broadcasters; at the same time attention must be paid to the rapidly growing Canadian and Mexican activities. Many eminent minds have been seeking for another band of wave lengths to turn over to broadcasting, but the radio atmosphere is so crowded to-day with communication of all sorts that the only remaining possibilities are in wave lengths below 225 meters.

"Even in this area there is a great deal of new-born activity. Commercial trans-oceanic radio telegraph service companies have been employing channels between 6,000 and 16,000 meters, and it has long been recognized that this wave length area has been overcrowded and that it has been only possible to make consistent use of it through the use of very specialized equipment for the purpose of eliminating interference.

"Fortunately, as the lower wave lengths are explored for broadcasting and radio telegraphy, new radio channels are opened up.

"It is hoped that whatever low wave length band might be selected the daylight communication would be almost as favorable as that at night time. Present experiments seem to indicate that this might be possible. The daylight range of transmission seems to be as great as that during the hours of the darkness. This would be a great advantage, and from the radio dealers' standpoint it should excite no worry, since whatever is done will call for entirely new sets and will not cause his present stock to become obsolete. It will simply increase his sales, since it will be possible to sell a second set to people who already possess equipment capable of receiving the present band, since there is no indication that the present band will ever be removed."

L. C. LeVoie Opens Branch

PITTSBURGH, PA., May 9.—Lawrence C. LeVoie on May 1 became general manager of the Franklin Electric Co., of Philadelphia, Pa., and is now opening a branch of the organization in this city in which he is financially interested. The lines handled will include the Day-Fan, exclusive in Pittsburgh; the Jewett super-speakers; Crosley musicone speakers; Dictogrand speakers; Supertron tubes; Eveready batteries; chargers, etc.

New Quarters in Salina

SALINA, KAN., May 7.—A new location for the piano department of the Chappell Music Co.'s store here has been chosen recently and will be over the Wiegner Shop. J. F. Chappell, of the company, stated that it is planned to operate the phonograph and radio department separate from the piano division in the future.

Stand By!
for an important
message from
David Grimes, Inc

1571 BROADWAY
New York

SilverVoice

The LOUD SPEAKER de Luxe
with the Natural Tone

**WHOLESALE
DISTRIBUTORS**

Baltimore
Cohen & Hughes

Boston
Cheney Sales Corp.
336 Boylston Street
M. Steinert & Sons
30 Arch Street

Buffalo
The Radio Studio

Chicago
Automobile Supply Co.
1601 Michigan Blvd.
John V. Farwell Co.

Cleveland
The Cleveland Talking
Machine Co.

Detroit
Detroit Electric Company

Kansas City
Schmelzer Co.

Kentucky
Miller-Keuper Radio Co.
938 Monmouth St.
Newport

Knoxville
Economy Drug Co.

Milwaukee
American Radio
Equipment Co.

Newark
Collings & Co.

New York City
Cheney Sales Corp.
117 Broadway
Musical Instrument
Sales Co.
673 9th Avenue
Silas E. Pearsall Co.
10 E. 29th Street
Royal-Eastern Supply Co.
114 W. 27th Street

Pittsburgh
Cohen & Hughes
Ludwig Hommel & Co.

Philadelphia
Cheney Sales Corp.
808 Jefferson Building
Cohen & Hughes, Inc.
Trilling & Montague
49 N. 7th Street

San Francisco
Alexander & Lavenson
Electrical Supply Co.

Schenectady
James F. Burns' Electrical
Works

Washington
Cohen & Hughes

Worcester
Duncan & Goodell Co.

BALANCE is the ideal sought
after in Radio sets.

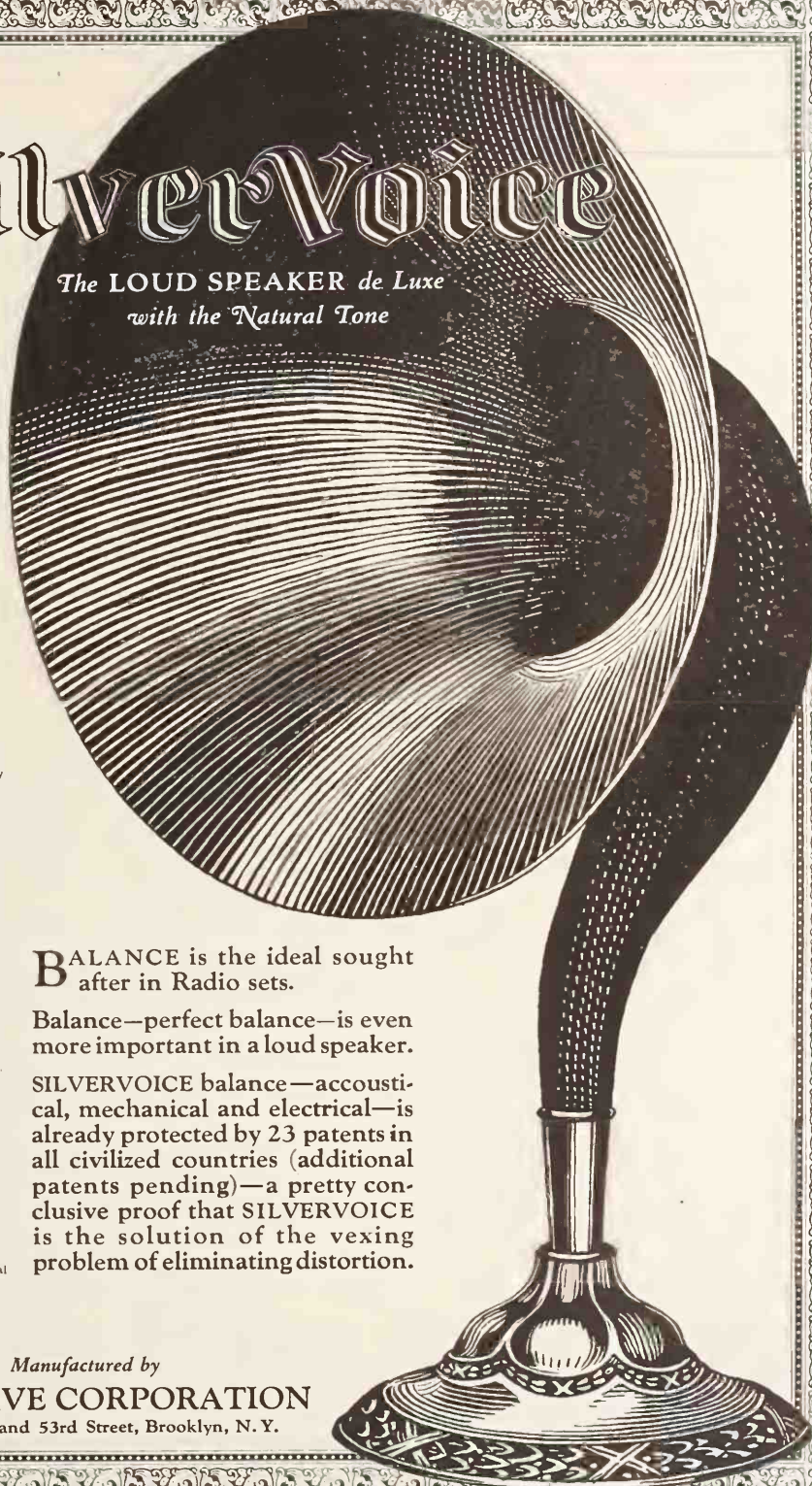
Balance—perfect balance—is even
more important in a loud speaker.

SILVERVOICE balance—acoustical,
mechanical and electrical—is
already protected by 23 patents in
all civilized countries (additional
patents pending)—a pretty con-
clusive proof that SILVERVOICE
is the solution of the vexing
problem of eliminating distortion.

Manufactured by

RADIOTIVE CORPORATION

21st Avenue and 53rd Street, Brooklyn, N. Y.



Many Brunswick Franchises Granted Eastern Dealers

New York Division of Brunswick Co., Under Direction of H. A. Beach, Grants Many New Agencies to Leading Talking Machine Houses

Since the first of the year the sales staff of the New York division of the Brunswick Co., under the direction of H. A. Beach, Eastern sales manager of the phonograph division of the company, has been engaged in an intensive campaign to secure representation for the Brunswick instruments with the leading phonograph dealers throughout the Eastern States. That success has rewarded their efforts is evidenced by the following list of new accounts which have already been granted the Brunswick franchise this year: Fifth Avenue Salon, New York City; Foster Piano Co., Troy, N. Y.; Harry W. Perlman, New York City; The Chalmers Co., Newark, N. J.; St. Lawrence County Utilities, Inc., Gouverneur, N. Y.; Sol. Sokler, Carteret, N. J.; Morris Music Shop, New York City; McCoy's, Inc., Waterbury and Hartford, Conn.; Sherman Music Shop, New York City; Peoples Music House, Easton, Pa.; Riggins, Gaskill & Hunt, Bridgeton, N. J.; Miller Piano Co., West Chester, Pa.; Phillips Music Store, South Bethlehem, Pa.; A. N. Plates, Atlantic City, N. J.; Ramsdell & Son, Philadelphia, Pa.; Reifsnnyder's Music Store, Reading, Pa.; Miller Piano Co., Coatesville, Pa.; J. R. Wilson Co., Philadelphia; C. J. Hepp & Son, with two stores in Philadelphia; Emery's Music House, Columbia, Pa.; B. B. Todd, Philadelphia; J. H. Lanterman, East Stroudsburg, Pa.; Bennett Piano Co., Wilkesbarre, Pa.; D. Tattersdill, Camden, N. J.; American Music Sales Co., Inc., Waynesboro, Pa.; Foy, Inc., Washington, D. C.; Radio Sales Studio, Washington, D. C.; Fuller Music House, New Bern, N. C.; Central Carolina Furniture Co., Sanford, N. C.; Kingston Electric Co., Kingston, N. C.; Ready Undertakers, North Wilkesboro, N. C.; W. S. Reich & Sons, Inc., Elkin, N. C.; and Charles L. Whitman, Mount Airy, N. C.

Hazeltine Corp. Issues an Important Statement

The stockholders of the Hazeltine Corp. received recently a very interesting statement from R. T. Pierson, president of the company, immediately after a meeting of the board of directors. The Hazeltine Corp. is the exclusive owner of all patents and trademark rights of the neutrodyne system of radio reception. Mr. Pierson's statement, in part, said: "In view of the acquisition of your company of 80 per cent of the stock of the recently formed Latour Corp., for the sum of \$275,000, which was paid in cash out of your earnings, and certain guarantees, totaling \$50,000, it was voted at a meeting of the board of directors of your com-

pany held April 29, 1925, that we omit the dividend for the present quarter.

"The Latour Corp. owns, subject to four non-exclusive licenses, the entire right, title and interest in and to the inventions, pending applications for United States Letters Patent and issued United States Letters Patent, together with all Cuban rights to the inventions, applications and patents of Professor Marius C. A. Latour, the famous French scientist and inventor. Your directors are unanimous in the opinion that the Latour inventions will have a far-reaching effect in the radio industry, and that the purchase thereof will ultimately prove to be a profitable acquisition.

"The directors were further influenced in omitting the dividend by that fact that the industry is passing through a process of stabilization. This is the natural sequence of an unprecedented and rapid development. It is not surprising and need not shake confidence in the future, but rightly viewed spells for a larger industry on a better and sounder basis."

Will Sell With a Ten- Day Return Privilege

Brightson Laboratories, Inc., whose executive offices are in the Waldorf-Astoria Hotel, 16 West Thirty-fourth street, New York City, which recently radically reduced its five and six dollar "True Blue" tubes, and changed its sales policy, makes the further announcement that all of its products will now be sold with a ten-day return privilege and a sixty-day written guarantee against mechanical defects. In both its trade and consumer announcements the Brightson Laboratories features this new sales policy. The Brightson organization recently discontinued its plan of distributing "True Blue" tubes through jobbers. It will continue to have representatives in some of the largest trade centers, but through the elimination of jobbers it is now possible to market its product at the lower prices.

A. Atwater Kent Honored

A. Atwater Kent, president of the Atwater Kent Mfg. Co., Philadelphia, Pa., is an executive of exceptional ability, as is visualized in the great Atwater Kent organization which has had such tremendous growth and success under his able direction. Many honors have been fittingly paid him. One of the latest is a march dedicated to A. Atwater Kent and written by Carl Bonawitz, organist of the Germantown Theatre of this city, and broadcast by him a half-dozen times or more with gratifying success. It is stated that Mr. Bonawitz is a friend of Mr. Kent and has frequently visited the big Atwater Kent plant, the operation of which, he states, furnished him inspiration for the march.

R. M. Rath and J. Meyers have purchased the Dodge City Music Co., Dodge City, Kans.

COTTON FLOCKS

Air floated, all injurious foreign matter eliminated for

Record and Radio Manufacturing
THE PECKHAM MFG. CO. 238 South Street
Newark, N. J.

Stromberg-Carlson Report Shows Financial Strength

Company's Assets Total \$4,441,822.87 and Surplus, December 31, 1924, Was \$1,611,332.35

ROCHESTER, N. Y., May 7.—The Stromberg-Carlson Telephone Mfg. Co., of this city, manufacturer of neutrodyne receivers, loud speakers, telephone apparatus and other products, submitted to its stockholders recently a very excellent report showing the balance sheet for the year ending December 31, 1924. The company's assets total \$4,441,822.87 and the surplus on December 31, 1924 was \$1,611,332.35. This company is recognized throughout the country as one of the foremost factors in the manufacture of electrical products, and as a neutrodyne licensee it has won a leading position in the ranks of radio manufacture. The products made by the company are used the world over, and the same successful methods that have been utilized for many years in the manufacture and marketing of its other products have been followed in its radio activities. In 1925 the Stromberg-Carlson Telephone Mfg. Co. has a very ambitious and interesting manufacturing and sales program that assures the continued success of its radio division as well as the success of dealers handling its products.

New Peerless Album Style Just Announced

The Peerless Album Co., 638 Broadway, New York City, manufacturer of record albums, record carrying cases and other talking machine products, has just announced a new popular-priced album designed exclusively for portable talking machines. This album, made at a popular price, fits perfectly the portable lids. The record pockets have end openings which allow the extraction of selected records without removing the album from its resting place. The album holds ten records and should prove of interest to retailers as well as manufacturers inasmuch as it is available for installation in portables that have been sold during the past several years.

Wells Co. Branch Moves

LONGMONT, COL., MAY 7.—The Charles E. Wells Music Co., of Denver and this city, which has been located in the Kirkpatrick Building, has moved to the Ledger Building.

PROTECT YOUR RECORDS BY USING
THE ORIGINAL TEN TIME NEEDLE
(EACH NEEDLE GUARANTEED TO PLAY TEN RECORDS ON ANY PHONOGRAPH)



EACH NEEDLE CHEMICALLY TREATED TO PROLONG THE LIFE OF YOUR RECORDS

A PACKAGE OF 50 NEEDLES EQUIVALENT TO 500 ORDINARY STEEL NEEDLES

PRICE
15¢ U.S.A.
20¢ CANADA



EXTRA LOUD



MEDIUM



LOUD

MADE IN U.S.A.

150% PROFIT

on WALL-KANE NEEDLES

The only needle recognized as the original 10-record needle, established for over ten years, put up in handsome displays that sell themselves.

WALL-KANE NEEDLE MANUFACTURING CO., Inc.
3922 14th Avenue Brooklyn, N. Y.

Special prices on
JAZZ, CONCERT and PETMECKY NEEDLES

The New Display Case Holding 100 Packages Assorted

ROYALFONE LOUDSPEAKER UNITS

are logical parts of phonograph sales. Your customers will welcome the chance to hook up radio with the talking machine. Write for details on units and headsets.

ROYAL ELECTRICAL LABORATORIES
NEWARK, NEW JERSEY DEPT. T. W.

New Canadian Distributor for the Outing Portable

R. S. Williams & Sons of Toronto to Represent Well-known Portable Talking Machine in Canada—Export Trade Is Growing

The Outing Talking Machine Co., Mt. Kisco, N. Y., manufacturer of the Outing portable talking machines, has recently announced through A. J. Coté, president of the company, the appointment of R. S. Williams & Sons, Toronto, Canada, with branches in Montreal and Winnipeg, as distributor for the Outing products in the Dominion of Canada.

R. S. Williams & Sons are well known throughout the territory as distributors of phonographs and anticipate doing a substantial volume of business in the Outing portables throughout the Dominion of Canada.

"The Outing portables, both junior and senior models, have always been in great demand for export to foreign countries, particularly during the last several months, and we have made substantial shipments to New Zealand, Australia, Africa, South America, and other foreign countries. We attribute this to the fact that until recent years there has been very little phonograph business carried on in these countries and as most of them have a population which is very musically inclined it would necessarily follow that once the talking machine was introduced it would win instant popularity. The Outing portable ideally meets the requirements of any country or climate and the fact that it may be used either as a table machine or out-of-doors as a portable has gone far towards establishing it as a best seller in these markets. We are busily engaged in the manufacture of both the junior and senior models in order to take care of the demands for Outing abroad as well as in the United States," said Mr. Coté, in discussing the export business done by his company.

Feature Starr Phonographs

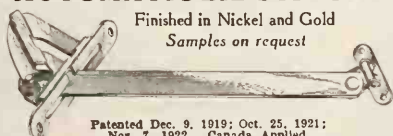
KNOXVILLE, TENN., May 6.—An intensive sales campaign featuring the Starr phonographs and Starr combination unit phonographs and radio sets was recently waged by the Henry G. Trent Furniture Co. for one week. During this period a widespread advertising campaign was indulged in and the various models of Starr instruments were featured in displays. Other Starr dealers in the principal cities of eastern Tennessee co-operated with the Trent organization in making this week a brilliant Starr success.

Health Builders, Inc., Move

Health Builders, Inc., makers of the Health Builder record sets of Walter Camp's Daily Dozen set to music, and its associated company, The Radiolamp Co., manufacturer of the Radialamp library lamp loud speaker, have moved their headquarters to 254 West Thirty-fourth street, New York City.

AUTOMATIC LID SUPPORT

Finished in Nickel and Gold
Samples on request



Patented Dec. 9, 1919; Oct. 25, 1921;
Nov. 7, 1922. Canada Applied.

The Most Dependable Lid Support on the Market
Star Machine & Novelty Co., 9-11 Watsoosing Avenue
Bloomfield, N. J.

Cyrus L. Adler Discusses Radio, Present and Future

President of Adler Mfg. Co., Just Before Embarking for England, Makes Some Pertinent Remarks Regarding Situation

When the "Leviathan" of the United States Lines sailed Saturday, May 2, on her voyage to Southampton, England, she carried as a passenger one of the leading members of phonograph and radio manufacturing circles, Cyrus L. Adler, president of the Adler Mfg. Co., Inc., of New York and Louisville. Mr. Adler is on his way to London to join Mrs



Cyrus L. Adler

Adler, who has been abroad for several weeks, in a tour of England and the Continent. In a chat with The World at the New York offices of the Adler Co. shortly before embarking, Mr. Adler made many interesting observations regarding the present conditions of the industry and the future outlook.

"It behooves all of us to take a perspective view of the present situation," Mr. Adler remarked, "and gaze into the future, carefully and seriously. Present conditions in the radio business particularly are the most logical that could be expected when one considers the many errors of commission and omission which have been made on the part of nearly everyone in the industry.

"It is high time that the manufacturer, distributor and dealer get together. A good old-

fashioned set-to around a big stove with a cracker box handy, where the whole problem could be thrashed out and some suggestions made for mutual betterment would be the best thing that could possibly happen. But of course that is impossible. Failing in that, then it looks to me as though the responsibility for taking the initiative is placed definitely upon the shoulders of the manufacturer. He is the original source of both product and policy. From him must come the first action toward the bettering of conditions.

"Most modern manufacturers worth talking about realize that their interests are closely bound with those of the dealers who form the final link in their merchandising chain to the consumer. It is impossible to overlook that fact, and the manufacturer who deliberately does so is riding for a fall, make no mistake. No manufacturer can hope for anything approaching lasting success unless he shapes his policies in such a manner that the dealer, as well as himself, will profit thereby. Mere quality of product is not enough. Indeed, the product is merely the beginning. Any experienced manufacturer with a good plant and personnel can build more or less salable merchandise.

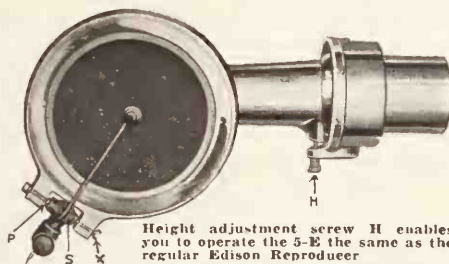
"In addition, and of fundamental importance, there must be a merchandising plan which embodies protection to the dealer, close co-operation and service to him, careful, thoughtful consideration of his needs and requirements, and the advancement of liberal, living discounts which will enable the dealer to earn a fair and just return on his investment and labor.

"The Adler Mfg. Co. feels that it has hit upon the answer to the problem. That answer is embodied in our merchandising policy which protects the dealer by giving him a franchise and insures his profits by allowing him better discounts."

Ressler in New Quarters

POMONA, CAL., May 6.—The Ressler Music Co., formerly located at 365 West Second street, has taken new, modern quarters in the Investment Building. The piano wareroom and recital hall have been adequately decorated for the display of such pianos as the Baldwin, Ellington, Hamilton and Gulbransen. In addition, up-to-the-minute sheet music and phonograph departments have been created, the latter featuring the Brunswick Radiola as the leader of its line.

For Playing All Needle Records on the Edison Diamond Disc



Height adjustment screw H enables you to operate the 5-E the same as the regular Edison Reproducer

NICKEL ORO-TONE No. 5-E
\$6.00

Usual Discounts to Dealers

GOLD OR OXIDIZED
\$7.50

WITHOUT QUESTION OR DOUBT the No. 5-E is the most perfect equipment made for playing all needle records on the New Edison.

ATTACH IN ONE SECOND—Swing it over and lower on the record with the operating lever just the same as when using the Edison reproducer and the Edison record.

TONE QUALITY—Deep, rich and powerful. You will be pleased with both the volume and quality of tone.

AUTOMATIC SELF-ADJUSTING REPRODUCER—Nothing to get out of order. Compression spring S is compressed by plunger P when pivot screws X are seated, which insures a perfect flexible adjustment at all times.

Ask Your Edison Jobber or Send for Sample on 30 Days Approval

The Oro-Tone Co.

1000-1010 George Street

Chicago, U. S. A.

To Our Friends in the Industry:—

A re-organization of the United Manufacturing and Distributing Company has been effected and we are now in better shape to take care of your phonograph motor and radio needs than ever before.

A company well financed. A large modern, well-equipped plant. A product of recognized superiority. An organization that knows every angle of the business thoroughly. A management that is strong and experienced. The new organization starts with these advantages.

It will be our aim to work earnestly for the upbuilding of the phonograph business as a whole. We believe in the future of the phonograph business. It will be our endeavor to co-operate with the other branches of the industry to the end of accomplishing the greatest good for the greatest number.

**UNITED MANUFACTURING
AND DISTRIBUTING CO.**

9705 Cottage Grove Avenue, Chicago, Ill.

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

LEONARD P. CANTY

Sales in the Middle West Maintain Even Pace Despite Unfavorable Conditions

Inclement Weather Instrumental in Holding Back Portable Business Although Increased Demand Is Noted—Record Business Remains the Same as in Previous Months

CHICAGO, ILL., May 10.—Business in retail talking machine circles in the Chicago territory during the month of April and the first ten days of May seemed to maintain about the same pace as was experienced during March. Firm executives in almost every line of business are complaining of a slump in the volume of sales, and the causes named in each case are many and varied. Talking machines, records, radio sets and combination instruments are not classed as absolute necessities of life, hence a falling off in certain instances of the amount of business transacted at this time of year is not to be viewed either with surprise or as a calamity.

Cold and inclement weather for the past several weeks has slightly retarded the sale of portable phonographs, which started so auspiciously about three weeks ago. Dealers are devoting considerable window space to attractive displays of portable machines and, judging from the number of sales made during the very few warm days which the Middle West has experienced, they should capitalize upon the outdoor season to the fullest extent this Summer. A number of dealers report a nice volume of sales already despite the fact that a delayed Summer is hindering their progress, and are enthusiastic over the prospect of a profitable Summer on the small machines. Portable phonographs are approaching a high degree of perfection, for the manufacturers have improved their models both in appearance and mechanical detail.

Jobbers and dealers in almost every case state that the record business is holding true to the mark set in previous months, or only slightly behind the first quarter, and this condition is no doubt the result of consistent dealer advertising and tie-ups with late hits and records. The demand seems to be slightly greater for records of the lighter type, dance selections, musical comedy and light opera hits, although recordings of the higher type have their steady monthly following and are consistently gaining in sales volume.

Consoles selling for a low price and the combination talking machine and radio set continue to be the most popular instruments, according to the sales figures of the majority of jobbers

and retailers. Direct refutation of the oft heard remark that the talking machine industry is in the midst of a disastrous slump is found in the statement of several local talking machine manufacturers, who, during the past four months, have built up a volume of sales which far outshadows that of the corresponding months last year. The factories of these concerns are employing their full quota of men, and are increasing, rather than decreasing, production.

The month of April was marked by several important events in local manufacturing circles, among them being an important merger of large talking machine motor and radio interests with other firms allied financially, and the return to the field of one of the leading manufacturers of motors and radio sets and panels. Such happenings in the trade help to instill confidence in the future of the talking machine business. Another important movement is noted in the progress made by the Phonograph Manufacturers' Association, which is adding constantly to its ranks and bids fair to become a factor of some consequence.

Krasco-Monarch-Foster Consolidation

Of unusual interest to the talking machine trade was the announcement made about the first of May of the consolidation of the Krasco Mfg. Co. and its radio division, the Monarch Radio Corp., 451 East Ohio street, Chicago, with the Foster Machine Co. and the Foster, Johnson, Reamer Co., of Elkhart, Ind. In addition, the stock of Monarch Tractors, Inc., of Watertown, Wis., becomes one of the properties of the new corporation. With the exception of Monarch Tractors, Inc., all of the firms mentioned will be located in Elkhart, Ind.

The new corporation will be known as the Monarch Industries, Inc., but under the new arrangement each firm will continue to maintain its own name and separate entity. On May 1 the machinery and equipment of both the Krasco and Monarch plants were moved to the new home in Elkhart, where, in a plant which covers four and one-half acres and is ideally equipped with manufacturing facilities, Krasco phonograph motors and Monarch receiving sets and panels will be made in the future. For some time past the Foster Machine Co. has

been making castings for the Krasco Manufacturing Co. and under the new arrangement it is expected that the majority of the parts used in Monarch radio sets and panels will be manufactured in the Elkhart plant.

There will be no change in the management of either the Krasco Manufacturing Co. or the Monarch Radio Corp. Merwin Ashley, president of the Krasco Mfg. Co. and the Monarch Radio Corp., and Thos. H. Devereaux, sales manager for both firms, will continue to hold their respective positions. According to Mr. Ashley, a Chicago office will be maintained but its location has not yet been decided.

W. J. Byrnes Assumes Important Post

W. J. Byrnes, of the advertising department of Lyon & Healy, wholesale department, who was recently appointed advertising manager, has been a member of the Lyon & Healy organization for the past six years, serving as assistant to B. J. Jefferson, former advertising manager, who retired a short time ago.

Vitanola Co. Extends Invitation to Conventions

The Vitanola Talking Machine Co., 666 Lake Shore Drive, has issued an invitation to all music dealers planning to attend the convention of the music trades at the Drake Hotel the week of June 8, to visit the Vitanola offices in the American Furniture Mart. This building, which is the largest of its kind, devoted exclusively to the display of house furnishings, is a short walk from the convention headquarters. It contains one and one-half million feet of floor space and houses seven hundred and fifty exhibits. In the Vitanola offices is a large and complete display of phonographs, radios and combination instruments and visiting dealers are cordially invited to make the acquaintance of Vitanola executives and see the display.

E. C. Morris Now With Lakeside Co.

E. C. Morris, formerly Western representative of the Efficiency Electric Corp., of New York City, manufacturer of electric talking machine motors, is now connected with the Lakeside Supply Co., 73 West Van Buren street, Chicago. Mr. Morris will act as sales representative, calling upon the trade in Chicago and vicinity.

Death of Louis Valiquet

The talking machine trade was shocked to learn of the death of Louis P. Valiquet on March 19, at his home, 5102 Kenwood avenue, this city, after an illness of over two years. He was an inventor and manufacturer of note, and was well known and popular throughout the trade, being known as the talking machine

(Continued on page 112)



Kimball Style X Tudor
One of many beautiful models

W. W. KIMBALL CO.

Phonographs and Pianos

THE prestige and reliability of the Kimball assure satisfaction.

Not the lowest in price but the *BEST* at the *PRICE*.

Ask about agency franchise, territory and terms.

W. W. KIMBALL CO. Established 1857 306 So. Wabash Ave., Chicago

Makers of Kimball Phonographs, Pianos, Reproducing Pianos, Players, Pipe Organs, Music Rolls.
Distributors Columbia Records and Welte-Mignon (Licensee) Reproducing Rolls.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 111)

motor man. He was one of the pioneers of the industry, inventing the Zonophone talking machine, which was made by the Universal Talking Machine Co., of New York. This organization was taken over by the Victor Co. several years ago. The deceased is survived by his widow and two daughters, Miss Octavia and Mrs. Drake Shafer.

New Location of Starr Co. Offices

The retail and wholesale offices of the Starr Piano Co. Sales Corp., the Chicago branch of the Starr Piano Co., Richmond, Ind., moved several weeks ago from 423 South Wabash avenue to its new home at 234 South Wabash avenue. The Davidson Talking Machine Shop, located at this address, will represent the Starr Co. in a retail capacity. The second floor will be devoted to the talking machine and radio department while the retail piano department

will be located on the third floor of the new headquarters building.

Introduce New "Friction Slide" Hinge

A new "friction slide" hinge for use on talking machine and radio cabinets was introduced by the Lakeside Supply Co. several days ago, which is intended to prevent the cover from falling and injuring the filament in radio tubes. While the cover is being raised its weight falls, as it does in any ordinary support, but just before the full length of the support is reached, a series of metal bumpers are thrown into position. The thickness of the slide is increased, thus creating friction that will not allow the top to fall.

Earl Rickard, Okeh Artist, Scores

Earl Rickard, widely known in vaudeville and musical comedy circles and an exclusive Okeh artist, is attaining exceptional success as the

feature performer at the Moulin Rouge, a popular cabaret in the Chicago loop. Mr. Rickard is appearing at the Moulin Rouge for twenty weeks and it is a well-deserved tribute to his ability and popularity that the cabaret has been drawing capacity audiences since his first appearance eight weeks ago. Earl Rickard's Okeh



Earl Rickard

records are proving active sellers in the Chicago market and the dealers in this territory are keenly enthusiastic as to the sales possibilities of future recordings by this well-known singer.

Kimball Co. Report Sales Increase

The first quarter of the year 1925 has been very encouraging for the W. W. Kimball Co., manufacturers of Kimball phonographs, for according to J. V. Sill, assistant secretary of the company, the first three months of the present year have exceeded the corresponding months of 1924 in volume of phonograph sales. The trend of business took no downward slide in April, for that particular month's figure was considerably larger than a year ago. The W. W. Kimball Co. has been sponsoring a progressive sales campaign during the past few months and dealer tie-ups with national advertising by the use of local newspaper space, together with direct business solicitation, have been directly responsible for the increase in business.

F. S. Spofford Again at Helm

F. S. Spofford, Sonora and Cheney dealer, located on the seventh floor of the Republic Building, returned April 24 from a four months' vacation. Mr. Spofford was quite seriously injured in an automobile accident last December and he has spent a large portion of his time recuperating at his Winter home at Sarasota, Fla. His many friends in the trade will be glad to learn that he has returned to his desk in Chicago, feeling fit and in the best of health.

Neutrowound Co. Introduces New Model

The Neutrowound Radio Manufacturing Co., 1721 Prairie avenue, this city, recently introduced to the trade the 1926 model six-tube set. The new model Neutrowound is said to be the first receiving set ever made with an all metal case. The "shielding principle" has been developed and perfected by Neutrowound engineers so that the all metal case not only serves as a protection for the vital parts of the receiving set but acts as an electro-magnetic shield against outside interference.

The Neutrowound is a six-tube set, shipped completely sealed, and weighing twenty-three pounds. The Neutrowound Radio Mfg. Co. is a division of the Advanced Automobile Accessories Corp. of Chicago.

Important Blood Announcement Coming

An announcement which will keenly interest the talking machine trade will soon be made by the Blood Tone Arm Co., 222 West Madison street, according to E. Roetsch, president of

(Continued on page 114)

Balkite Battery Charger.
For charging 6 volts storage batteries.

Price \$19.50
\$20 West of Rockies
\$27.50 in Canada



Balkite "B"—replaces "B" batteries or dry cells. Operates from light socket.

Price \$55
\$75 in Canada

Balkite Radio Power Units

*two of the fastest-moving
and most profitable items in radio*

Balkite Radio Power Units supply constant uniform voltage to both "A" and "B" radio circuits and increase the power and clarity of any set. The Balkite Charger charges storage "A" batteries. Balkite "B" replaces "B" batteries entirely and supplies plate current from the light socket.

Both the Balkite Charger and Balkite "B" are entirely noiseless. They are based on the same principle. Both have demonstrated their entire success over a long period of time. Both are free from service trouble, well advertised and fast-moving. They make ideal radio accessories for the music trade.

Order through your jobber

FANSTEEL
Balkite Radio Power Units

BALKITE BATTERY CHARGER—BALKITE "B" PLATE CURRENT SUPPLY

Manufactured by FANSTEEL PRODUCTS CO., Inc., North Chicago, Illinois

Where Value Is - Trade Follows



and now
the Caswell Aristocrat

NOW, the quality-built, pure-toned Caswell can be had in a de luxe model—the Aristocrat.

The outside covering is the highest grade of Dupont Fabrikoid handsomely embossed, then hand rubbed with color, bringing a delightful and unique duotone effect of soft color tones shot with old ivory. The panels are embossed in a simple though beautiful design. May be had in Blue, Gray and Old Ivory.

Altogether an example of inspired craftsmanship, the Caswell Aristocrat will hold a place of honor among the other fine furnishings of the finest homes, either as a table decoration or as a piece of swagger luggage.

In mechanical construction all Caswell elements are features. Consider the famous Heineman Motor; the Caswell throwback type Universal Tone Arm is designed exclusively for portable

use; the New Caswell "Microtone" reproducer of knife-edge type is designed by one of America's best known acoustic engineers. The Caswell tone chamber, due to its exclusive design and peculiar construction and suspension, gives an astonishing wealth and verity of tone with vibration eliminated. Specially constructed album, a part of the cover, holds 18 records or 36 selections. Unique with Caswell.

This new model makes the Caswell line, more than ever, the greatest value line of portable phonographs for the distributor. The Caswell line supreme in quality and workmanship is truly the leader in distinctive beauty as well.

Successful distributors whose experience with the Caswell Gypsy has convinced them of Caswell value are finding that the Aristocrat is opening up a profitable, virgin market. The Caswell full line is now being shown by appointment only. Write for details.

List Price Aristocrat Model \$30

\$32.50 in Far West and South

Caswell Manufacturing Co.

PORTABLE PHONOGRAPHS OF DISTINCTION

MILWAUKEE, WIS.
U.S.A.



ST. PAUL AVE.
AT 10TH STREET

Western Sales Office: Oakland Tribune Tower, Oakland, Cal.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 112)



THE ALTO Automatic Stop
For Phonographs.

Nothing needs to be screwed onto the tone arm. Simple in construction. It fits under the turn table. Our customers say it is the most accurate stop they found yet in spite of its low cost.

ALTO MFG. CO., 1647-51 Wolfram Street CHICAGO
Canadian Distributor Universal Supply Co., Toronto, Ont.

that firm. Plans are now being laid which will provide for increased manufacturing facilities and the Blood organization within a short time will be in a position to render the trade even more valuable service than in the past. Mr. Rietsch also announced that several new Blood products would soon be on the market.

Tonofone Co. in New Quarters

The Tonofone Co., manufacturer of Tonofone needles, formerly located at 110 South Wabash avenue, is now settled in its new quarters on the fifth floor of the Champlain Building, 37 South Wabash avenue. The new offices, which are very attractive and modern in appointment, include two stockrooms, one on the fifth and a second on the thirteenth floor.

Sol Strauss Now a Benedict

Sol Strauss, one of the proprietors of the Strauss Bros. Music Shop, Columbia dealer at 8908 Commercial avenue, South Chicago, recently renounced his standing as a bachelor and joined the happy ranks of the benedicts. This popular retailer is one of the most enterprising phonograph men in the city and the announcement of his marriage brought him letters of congratulations from his friends throughout the trade.

Eagle Radio Co. Opens Branch in Chicago

The Eagle Radio Co., 16 Boyden Place, Newark, N. J., has opened a branch sales and service department at 2447 South Michigan avenue, this city, for the purpose of furthering the interests of its Eagle neotrodyne receivers in the mid-West. This new factory branch will be under the personal direction of D. A. Betts, assisted by Harry Melroy in the service department. Mr. Melroy has been a member of the technical staff of the Eagle Radio Co. for over a year and is thoroughly trained in the construction and maintenance of Eagle receivers. The Eagle representation by dealers in Middle Western territory during the past few months

has greatly increased and these enlarged demands necessitated the factory representation in nearby localities.

United Mfg. & Distributing Co. Reorganized

An event of unusual importance to the phonograph industry was the announcement made about the middle of April of the reorganization of the United Mfg. & Distributing Co., 9705 Cottage Grove avenue, manufacturers of United enclosed phonograph motors and Unidyne and Super-Unidyne radio receivers. The new company is amply financed and promises to be in

faith in the future of the phonograph industry, and under the new organization this effort will be carried on with greater zeal than in the past.

The management is vested in strong, able hands, with H. L. Mills, general manager, at the helm, backed by many years' experience in the industry. He has made a host of friends in the trade and is known and recognized as an able executive and an aggressive leader. Frank F. Paul, who has had charge of the sales department of the firm for several years, will continue to maintain that position. He is also a man of wide experience in sales work, is possessed of a winning personality, and enjoys a large following in the trade.

The United plant includes 60,000 square feet of manufacturing space, all on one floor, and the property covers an area of eight acres. The machinery, which is modern in every respect, representing an investment of considerably over a half million dollars, is so arranged as to se-



H. L. Mills



Frank E. Paul

better shape to serve its many customers than ever before.

The announcement should come as good news to the trade because of the fact that in recent years the United Co. has been one of the most prominent in the phonograph industry. Before internal troubles last Fall made necessary the appointment of a receiver, this concern was maintaining a production schedule of one thousand phonograph motors a day. In addition the firm was one of the pioneers in the radio industry and was a large producer of receiving sets, panels and parts. The United motor, which is of unique construction, being entirely enclosed and self-lubricated, has been in recent years in great favor in the trade. Early in their work of marketing motors United executives launched a campaign to secure consumer acceptance for their motor, and how well they succeeded in accomplishing this task the above statement of their production schedule clearly indicates. The officials of the organization have

cure maximum capacity. There has been no lull in the manufacture of motors, and with the new arrangement described above all signs augur well for the success of the organization.

An Artistic Consolidated Window

An attractive window greeted pedestrians who passed the offices of the Consolidated Talking Machine Co., 229 W. Washington boulevard, during the latter part of April. The display was divided into two sections, an outdoor scene
(Continued on page 116)



Excel Phonographs

and

Radio-Phonograph Combinations

The illustration shows one of many late models of our line, which has been re-designed, right up to the minute, with especial reference to the Radio-Phonograph Combination, destined to be the standard household unit. Characterized by

Beauty of Design, Finish and Tonal Quality

These instruments are produced in all the popular finishes and styles, including Uprights, Consoles and Wall Cabinets, and our facilities enable us to make prompt deliveries and most attractive trade prices. *Catalog and price list mailed on request.*

EXCEL PHONOGRAPH MANUFACTURING COMPANY
402-414 West Erie Street - - - - - Chicago, Illinois



The Jewel Tone Baby Grand Phonograph

Reproduces Edison, Victor, Brunswick and all other records in the most natural way exactly as recorded by the artist.

Special Features

Size 17½ in. deep, 13½ in. wide, 8½ in. high. Case of handsome waterproof leatherette. Equipped with spring top Needle Cup, which holds needles securely. Has Album which holds six Edison Records or twelve lateral cut Records; specially built to fit conveniently inside the cover.

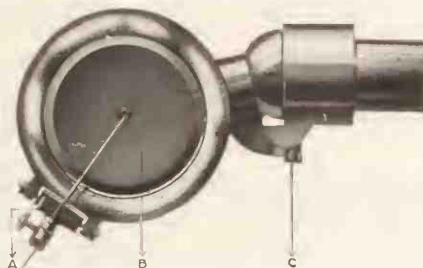
Jewel Tone Attachment for the Victor



Showing Jewel Victor Attachment in position for playing Edison and Pathé Records

Quickly and easily attached to the gooseneck in place of the regular Victor soundbox.

Jewel Tone Needle Equip- ment for the New Edison



Showing Jewel Needle Equipment in position for playing Victor and all lateral cut Records on the New Edison Phonograph

A perfectly balanced reproducer which can be inserted in a few moments in place of the regular Edison reproducer.

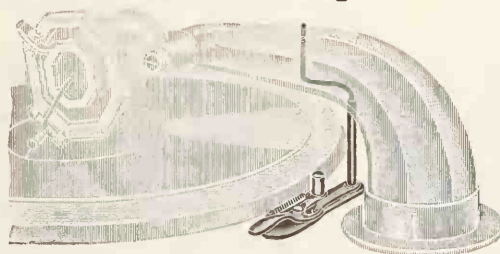
The Jewel Tone Mute



A Jewel invention built in the reproducer, that controls the volume of sound at its source and functions in such a way that the length of the vibrations are minutely regulated and the tone reduced without interference with clear articulation.

Operated by means of a thumb screw instantly adjustable and practically fool proof.

The Jewel Tone Auto- matic Stop



Strong and substantial in construction. Easily installed. No parts to attach that damage or deface the tone arm. The simplest, most efficient, most positive stop ever devised.

THE JEWEL PHONOPARTS CO.

150-160 Whiting St., Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 114)

A Better Fibre Needle Cutter for Less Money
 RETAIL PRICE \$1.00

The ALTO



Manufactured by
ALTO MFG. CO.
 1647-51 Wolfram St. CHICAGO, ILL.

on the left and an interior on the right. The first named represented a woodland scene, with flowers and trees in the background. A camper's tent was pitched with a brightly burning campfire in front of it. An Operadio portable receiving set rested upon a tree stump, while nearby was a Swanson, Jr., portable phonograph.

The DeLuxe Operadio receiving set, shown in both Tudor and Empire models in walnut cabinets, formed the center of the interior display. On the left were shown pictures of operatic, moving picture, musical comedy and athletic stars, each enjoying music from their Operadio sets. The set itself, surrounded by every part used in its construction, completed the display.

Ajax Co. Establishes Jobbers in South

The Ajax Record Co., of this city, recently launched a campaign to secure State jobbers for its popular race records and a few days ago added the names of the "Arto" Musical Sales Co., Baltimore, distributor for the State of Maryland and Sterchie Bros., Knoxville, Tenn., jobbers for that State.

Death of E. G. Sabelli Regretted

News of the death of E. G. Sabelli, export manager of the United Mfg. & Distributing Co., on April 23, came as a shock to his many friends in the trade. Mr. Sabelli suffered an at-

tack of heart trouble, was ill for a very few days, and died suddenly at St. Luke's Hospital, Chicago. He was born in Italy forty-nine years ago, received a fine education in Italian schools and rose to the position of captain in the army of his native land. About two years ago he accepted the position of export manager of the United Mfg. & Distributing Co. and lived up to his reputation of being one of the best export men in the United States. According to executives of that firm, Mr. Sabelli succeeded in building up the foreign business to a surprising figure. He was a man of wide experience and acquaintance, had circled the globe many times, was a fluent linguist, and had the faculty of winning and holding friends. His loss will be keenly felt by his business associates and his vast circle of friends.

Establishes New Jobbing Connections

E. A. Fearn, president of the Consolidated Talking Machine Co., spent several days during the latter part of April at the Detroit Consolidated branch. Since the death of John P. Fearn, Detroit manager, several weeks ago, no appointment has been made, but the activities of the firm are being carried on by the other executives.

Mr. Fearn returned from a Southern trip several weeks ago during the course of which he established several new jobbing connections for the popular Swanson, Jr., portable phonograph. The new jobbers are reporting a fine reception in the trade for the Consolidated product and have been placing large repeat orders.

Okeh Race Records Featured

The General Phonograph Corp. has attracted much attention to its race records through the intensive advertising campaign which it is waging in the Chicago Defender, the publication devoted exclusively to the news and interests of the colored population of this city. Full-page advertisements, featuring the different colored artists, appear once a month, in addition to the space used in the regular issues.

Burns
 THE PERFECT REPRODUCER
 Tone loud and pleasing
 Handsome material and design
 Black—22.50, Shell—25.00
American Electric Company
 State and 64th Sts. CHICAGO



The sales messages contained in these advertisements are exceptionally high-type dialect, especially prepared to appeal to the colored race. Artists recently featured were "Butterbeans and Susie" and Sippie Wallace.

Espenhains Featuring Columbia Line

Among the recent important deals closed by W. E. Pugh, of the sales staff of the local Columbia branch, was the appointment of Espen-



Espenhains Fine Columbia Window

hains, well-known department store in Milwaukee, Wis., as a Columbia dealer. The accompanying illustration shows how this successful establishment is featuring Columbia records

(Continued on page 118)

Fletcher No. 3 Brass-Drawn Tone Arm



**Non-Vibrating
 One Piece
 Hexagon Taper**

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
 REG. TRADE MARK



**Reproducer
 and Connection
 for
 NEW EDISON**

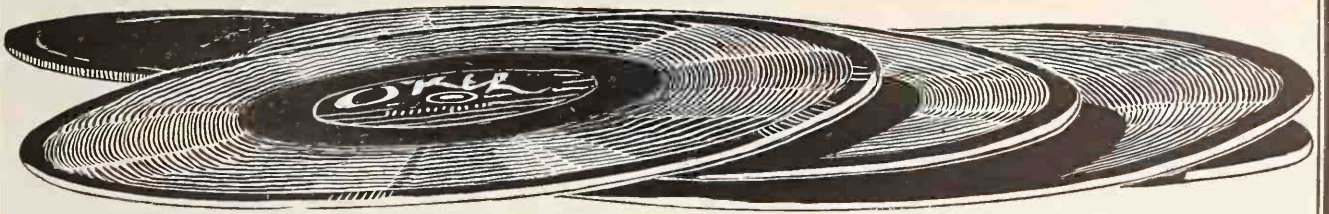
Plays all Records

Dealers, Send for
 Prices and Terms

Fletcher "Straight" and Fletcher "Universal" still made and carried in stock

FLETCHER-WICKES COMPANY

116-122 WEST ILLINOIS STREET, CHICAGO



DISTRIBUTOR

Versus

DEALER

CIRCUMSTANTIAL evidence has proven the high character of the service rendered to dealers when promptness was a necessary feature for the sale of a release and that Okeh Records are the most easily sold.

It is therefore announced because of this reputation that the best distributor to do business with is

Consolidated Talking Machine Co.

If you are not familiar with the varied programs of music released monthly on Okeh Records write us for samples of Okeh literature and for information regarding an Okeh Record Agency. Okeh music consists of

THE GREATEST DANCE *and*
VOCAL HITS

RARE IMPORTATIONS *of*
CLASSICAL MUSIC

NATIONALLY FAMOUS
RACE ARTISTS

OLD TIME TUNES

227-229 W. Washington St., Chicago, Ill.

Branches:

2957 Gratiot Avenue, Detroit, Mich.

1121 Nicollet Avenue, Minneapolis, Minn.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 116)

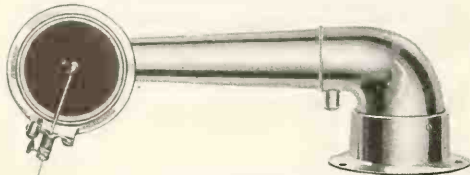
and this window not only attracted attention, but produced sales. Espenhains is paying particular attention to the development of Columbia record business and its efforts to date have been very successful.

Introduce Echophone Portable Receiver

The Echophone Radio Corp. of this city has just placed on the market a new Echophone portable receiver. This set weighs twenty-eight pounds fully equipped and measures 9"x12½"x-18". One of the distinctive features of the set is the standard 60-foot aerial, which winds on a reel built into the case, and which is ready for use with a few turns of the wrist. For carrying purposes the handle quickly winds back into place and out of sight. The set has a built-in loud speaker that has won considerable approval and the case is finished in Du Pont leather. It is available with a three-tube receiving unit and is very simple to operate, having only two dials to turn. Dry batteries are used, which fit compactly into the case.

New Tone Arm and Sound Box Outfit

Leigh Hunt, secretary and general manager of the Oro-Tone Co. of this city, announced recently that this company has just placed on the



New Oro-Tone Tone Arm

market a new tone arm and sound box outfit designated as No. 50. This tone arm was designed to meet the demand of the trade for a dependable low-priced outfit. It is particularly suitable for use on portables and is meeting with great favor among the Oro-Tone clientele.

P. L. Deutsch Visiting Pacific Coast

P. L. Deutsch, vice-president of the Brunswick-Balke-Collender Co. of Chicago, is now on the Pacific Coast enjoying a well-deserved rest. He left Chicago April 23 and will probably remain on the Coast until the early part of June. He is accompanied on the trip by Mrs. Deutsch and their two children and undoubtedly this vacation will do him a world of good, for he has been working day and night since the early part of the year.

Max Richsteig Now Factory Head

The Excel Phonograph Mfg. Co., of this city,

announced recently the appointment of Max Richsteig as head of its factory organization. Mr. Richsteig is well known throughout the music trade in the Middle West, for he was identified with the piano industry for many years and is generally recognized as one of the foremost factory men in the piano trade. He is doing splendid work for the Excel organization and under his direction the factory is working with maximum efficiency and turning out a product that is meeting with the hearty approval of its dealers throughout the country.

Publicity for Caswell Portable

In the April issue of the Du Pont Magazine, the organ of E. I. du Pont de Nemours & Co., Inc., considerable space was devoted to illustrations and a description of the "Aristocrat" model, portable phonograph which is manufactured by the Caswell Mfg. Co., Milwaukee, Wis. The article, appearing under the caption, "An Eye-Pleasing Portable Phonograph," treated mainly with the attractive external appearance of the instrument, and particularly with the Fabrikoid covering, its design, embossing and color treatment.

The Fabrikoid covering on the "Aristocrat" is unusually artistic. The top lid of the case has a special panel motif embossed upon it and the substance enclosed in the panel is of a contrasting grain. To add to the beauty of the embossing a gray-blue color has been washed into the grain of the Fabrikoid, and has been so treated that the added color appears only in the valleys of the grain, while all of the tops of the grain and of the embossed figures are of a smooth contrasting black.

The entire inside of the portable case is lined with gray Fabrikoid as is also the record album which is a separate box permanently installed in the cover of the machine. The effect of this method of covering the "Aristocrat" portable is that it presents an extremely attractive appearance in addition to its value as a musical instrument.

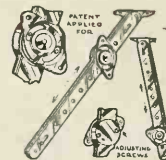
J. W. White Now Manager at Hartman Co.

J. W. White, formerly connected with Gimbel Bros. department store, Milwaukee, Wis., and well known throughout the trade, is now manager of the phonograph and radio department of the Hartman Furniture & Carpet Co., Chicago, one of the largest concerns of its kind in the country. He will also act as buyer for the phonograph and radio departments of the entire Hartman chain of stores.

LAKESIDE TYPE M SPEAKER



Furnished complete, or units and horn separate. Write for prices.



LAKESIDE FRICTION SLIDE

For radio and phonograph cabinets, prevents accidental dropping of covers. Write for samples and prices.

Lakeside Supply Co.

73 West Van Buren St. Chicago, Ill.

The Hartman Furniture & Carpet Co. has just erected a new store at the corner of Adams street and Wabash avenue, the formal opening taking place on May 2. The phonograph and radio department is admirably located on the mezzanine floor, in well-arranged space, overlooking the main floor. The demonstration booths are so situated as to allow the patrons quiet and freedom from distraction.

Miss Bess B. Jackson holds the position of assistant manager and has charge of the record department. Miss Jackson was formerly connected with John Elliott Clark, Victor wholesalers in Salt Lake City, Utah.

A complete line of Brunswick and Victor talking machines and records will be handled by the department in addition to the radio products of the Radio Corp. of America, R. E. Thompson Mfg. Co., Freed-Eisemann Radio Corp., Atwater Kent Mfg. Co., and the Howard Mfg. Co.

Extensive Mohawk Billboard Campaign

The Mohawk Electric Corp, manufacturer of the famous Mohawk "One dial to tune" radio receiving sets, located in this city, recently contracted for an extensive billboard campaign to begin early this Fall, according to an announcement made recently by Gustave Frankel, president of the company. The Chas. W. Wrigley Co., one of the leading outdoor advertising firms of Chicago, has obtained the account and is now planning the campaign. Through this medium the Mohawk one-dial five-tube receiver will be displayed on the principal thoroughfares of Chicago as well as in a number of other large cities.

"Billboard advertising," said Mr. Frankel in speaking of the coming campaign, "is most effective when backed by liberal newspaper and trade paper advertising. It serves as a constant reminder to the public and aids materially in institutionalizing a product."

Axel Nordlund Off to Europe

Axel Nordlund, president of the Excel Phonograph Co., 400 West Erie street, left this city on Sunday, April 19, for an extended European trip, accompanied by Mrs. Nordlund. Stops were made at Philadelphia and other Eastern points and the couple sailed from New York on April 25, landing at Gothenberg, Sweden. Mr. Nordlund has been absent from the land of his birth for thirty years and plans to spend about three months with relatives and friends and in visiting the scenes of his boyhood days.

On April 18 a farewell dinner was tendered

(Continued on page 120)

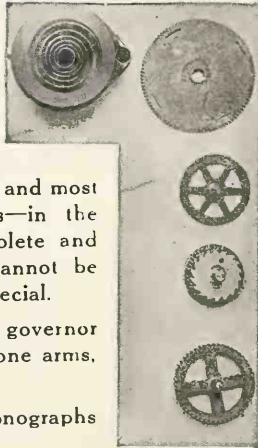
Repair Parts

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.

SUCCESSORS TO Standard Talking Machine Co. United Talking Machine Co. Harmony Talking Machine Co. O'Neill-James Co. Arvino Co.

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.



TRADE MARK "CONSOLA"

CABLE ADDRESS "CONSOLA"

227-229 W. WASHINGTON ST. CHICAGO, ILL. Branches: 2957 Gratiot Ave., Detroit, Mich. 1121 Nicollet Ave., Minneapolis, Minn.



Broadcaster Highboy Closed.—50 inches high, 20 $\frac{1}{2}$ inches deep and 34 inches wide. Inside specifications for radio panel, 30 inches by 10 inches. Gold-plated trimmings. Built-in loud speaker unit.



Radio Cabinet AA.—49 inches high, 35 inches long and 16 $\frac{1}{4}$ inches deep. Inside specifications for radio panel, 32 inches by 10 $\frac{1}{2}$ inches. Equipped with loud speaker amplifying horn. Loud speaker unit installed upon request only.

BROADCASTER

Life's Voices

1—Attractiveness

Beautiful, symmetrical, elaborate designs.

2—Tone

A scientifically constructed amplifying chamber renders an incomparable, clear tone of volume.

3—Quality

Skillful workmanship. Finest selected woods and panels of heavy construction. Superb finish. Best Heineman equipment.

4—Price

Value for value we will not be undersold. Our extremely low prices open a new avenue of success—for live wire dealers.

5—Phonograph Radio

When ordered complete as illustrated combinations are furnished with the FAMOUS FADA 5 tube Neutrodyne Phono Panel set, properly installed in the console cabinet, insuring the same wonderful radio performance as is always found in FADA 5 tube sets.

Write for our new 1925 catalog and price lists.

The Broadcaster Corporation

2414-2420 W. Cullerton Street

Chicago, Illinois

Established 1913 Incorporated 1923



Broadcaster Highboy.—An open view. Note arm rest for tuning in and which may be used as writing desk.



Radio Cabinet A.—Outside measurements: 36 $\frac{1}{4}$ inches wide, 16 $\frac{1}{4}$ inches deep and 42 inches high. Equipped with loud speaker horn.



R P 2.—Radio phonograph combination. 37 inches wide, 23 $\frac{1}{2}$ inches deep and 35 $\frac{1}{2}$ inches high. This model equipped with FAMOUS FADA 5-tube radio panel.



C 3 Special.—Radio phonograph combination. 40 inches wide, 23 inches deep and 35 $\frac{1}{2}$ inches high. This model equipped with FAMOUS FADA 5-tube radio panel.



E 1.—Radio phonograph combination. 34 inches wide, 20 $\frac{1}{2}$ inches deep and 34 inches high. This model equipped with FAMOUS FADA 5-tube radio panel.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

to Mr. and Mrs. Nordlund at the Excel plant by the executives and employes of the firm.

Harry L. Weedon a Visitor

Harry L. Weedon, president of the Harry L. Weedon Co., of Denver, Colo., spent two days about the middle of April at the offices of the Caswell Manufacturing Co., Milwaukee, Wis., with L. B. Casagrande, president of that firm. Mr. Weedon's organization acts as Inter-Mountain distributor for the Caswell portable phonographs.

Jay L. Kraus, Vice-President of Harmony Co.

Jay L. Kraus recently succeeded J. R. Stewart as vice-president and treasurer of the Harmony Co., manufacturer of musical instruments. William J. T. Schultz remains as president of the company and L. M. Vining as secretary. It was announced that there were no changes either in the policies or personnel of the company with the appointment of the new official.

Piano Club Hears Noted Singers and Speakers

The Piano Club of Chicago at its Monday noonday luncheons is steadfastly maintaining the reputation it has earned for fine entertainment



J. Kapp

and good fellowship. Preparations for the coming music trades convention are being pushed to completion and individual members, as well as the club as a whole, are taking a leading part in an endeavor to make the conclave an event never to be forgotten by the delegates and visitors.

At the April 13 meeting, members of the club were entertained by Earl Rickard, Okel record artist, who is now appearing at the Moulin Rouge, one of the leading loop cafes, where he is meeting with tremendous success. He was assisted by Jack Edwards, also appearing at the Moulin Rouge. Johnny Black, the writer of "Dardanella," and Joe Lewis, appearing at the Trocadero, North Side supper club, completed the bill.

The program of April 20, arranged by J. V. Sill and Ben Duval, of the W. W. Kimball Co., included a stirring address by Hal S. Ray, director of Personnel and Public Relations of the

Chicago, Rock Island and Pacific Railway Co. Mr. Ray chose as his subject, "Friendship" and exhorted his listeners to forget political, religious and social differences in both their business and social life. His address ranks as one of the best ever delivered before the Piano Club. Henry A. Otis, president of the Phonograph Manufacturers' Association, was a guest of honor at this meeting and outlined the work of the new organization briefly to the club members.

Jack Kapp, manager of the record department of the Chicago office of the Columbia Phonograph Co., Inc., had charge of the program given on Monday, April 27, and presented an unusual galaxy of musical talent. Ford & Glenn, radio stars, who broadcast from Station WLS, Chicago, and who are Columbia artists, sang "Lullaby Time" and other sections made famous on the air and on Columbia records.

Serge Borowsky, also a Columbia artist of note, sang two selections: "Song of the Volga Boatman" and "On the Road to Mandalay." Other entertainers were Billy Cripps, of the J. H. Remick Co., Joseph Santley, Rubey Cowan, radio star, who is at present making a country-wide tour of broadcasting stations, Jack Irving and Art Linick, radio star. Irving Mills, publisher of the song hit, "My Kid," and H. Davis, managing director of the D. Davis Co., Ltd., Brunswick distributors of Sydney, Australia, were guests of honor at this meeting.

The Piano Club membership drive, under the leadership of Henry Hewitt, vice-president, is resulting in the signing of many new members, among them a number of men prominent in local talking machine trade circles.

W. Braid White to Preside

William Braid White, associate editor of The Talking Machine World has been appointed to preside over the annual Spring meeting of the forest products (wood-using industries) division of the American Society of Mechanical Engineers to be held on May 19, at the Hotel Pfister, Milwaukee, Wis. At this meeting there will be present a number of representatives of manufacturers' associations in the wood-using industries as well as officials of the Forestry service of the Government and of the Department of Commerce. The piano industry will be represented and an invitation has been sent to representative officers in the phonograph industry, inviting them to send technical men to attend the session.

The principal subjects to be taken up during this important session are:

1. The uses of substitutes for expensive grades of wood.
2. The new policy of the Government toward conservation of our forest resources, as set forth in the recently passed Clark-McNally act.
3. Practical means for the elimination of waste in lumber using factories.
4. Standardized methods of grading hardwood lumber.

Since the formation of a division of the American Society of Mechanical Engineers to deal with the wood-making industries, which took place only three years ago, the importance of these industries from an engineering standpoint has been continually increasing and today it is universally recognized that the wood-working profession has essential and even vital interests in all that pertains to the commercial use of wood. Results of the highest importance and advantage to manufacturers of phonographs, pianos, and musical instruments generally have already occurred through the operation of this division and there is every reason to believe that the meeting on May 19 will be one of the most important and valuable that has yet been held.

Enjoys Her Aristocrat Portable Phonograph

"Sell them on the phonograph while they're young," seems to be the motto of Harry L.



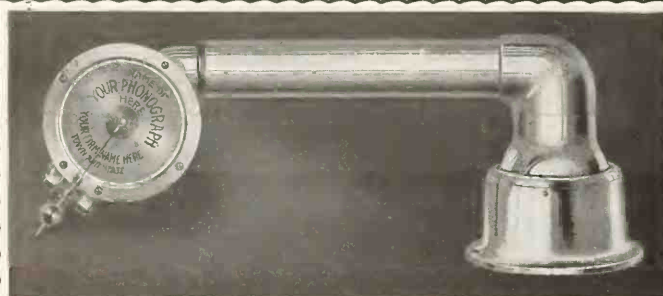
Enjoying the Caswell Portable

Weedon, president of the Harry L. Weedon Co., Denver, Colo., for here we see his baby daughter, Mary Patricia, aged ten months, seated on the veranda of the Weedon home enjoying the music of her Caswell Aristocrat portable phonograph. Mary Patricia has not definitely decided whether she prefers operatic selections or enticing fox-trots, but in any event, she seems well pleased with the performance and tone of her Aristocrat. Mr. Weedon is Inter-Mountain distributor for the Caswell Manufacturing Co. of Milwaukee, Wis., manufacturer of Caswell portable phonographs.

Lyon & Healy's New Golf Association

Thirty-six members of the Lyon & Healy organization were guests of M. A. Healy and C. Healy at a dinner on April 30, at the Chicago Athletic Club. The event marked the beginning of the firm's new golf association, formed with

(Continued on page 122)

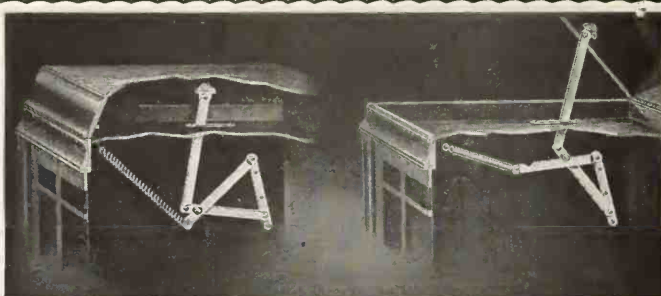


Scotford Tonearm and Superior Reproducer

Manufactured under patents of Louis K. Scotford. Plays all makes of records. Famous for tone—without the usual metallic sharpness and without the scratch. Standard length 8 1/2 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

RADIO-MASTER

Combination Radio-Phonographs and Radio Cabinets



MODEL No. 215

Combination Phonograph, with Radio compartment—butt walnut doors. Gold-plated phonograph equipment.

ALL
RADIO
MASTER
RADIO
CABINETS
USE
NOTHING
BUT
WARD
QUALITY
VENEER



MODEL No. 15

Console Radio Cabinet; will accommodate any panel size up to 8x24. Complete, with built-in loud speaker and famous Blood Master-tone Unit. Space for "A" and "B" Batteries. Doors of beautiful butt walnut, two-toned and gold striped.



MODEL No. 14

Mahogany Radio Console; panel, size 7x26. Complete with horn and loud speaker unit.

BLOOD
TAPERED
SPEAKER-TUBES
AND UNITS
USED IN ALL
MODELS



MODEL No. 40

Radio Speaker Table, furnished in mahogany or walnut; size of top, 15x37; built-in horn and speaker unit.

Prices and Liberal Dealers' Proposition on Request

RADIO-MASTER CORP.

OF AMERICA

F. B. WARD, President

BAY CITY, MICH.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 120)

the intention of fostering better acquaintance and good fellowship among the executives and employees. Those who qualify in the elimination rounds will go to the Healy estate at Lake Geneva, Wis., for the finals on May 21.

File Suit Over Name

The Wasmuth-Goodrich Co., Peru, Ind., filed suit recently in the United States District Court against the Emerson Radio & Phonograph Co., of New York, involving the trademark patent rights in connection with the name "Emerson." The petition asks for an injunction restraining the defendant from using the name "Emerson" in connection with phonographs or a combination phonograph and radio instrument known as the "Radiograph."

R. H. Meade a Business Visitor

R. H. Meade, advertising manager of the Adler Mfg. Co., Inc., of New York City, manufacturer of Adler-Royal phonographs and neodyne radio products, spent the first week in May with Allan Strauss, factory district manager, at the local Adler offices, 400 South State street. They devoted most of their time in going over the territory together, visiting the Adler-Royal dealers and making a first-hand survey of mid-West business conditions.

C. F. Summy Co. Chartered

The Clayton F. Summy Co., of this city, was recently incorporated to manufacture and deal in musical instruments and to publish and deal in sheet music, with a capital stock of \$75,000. The incorporators are Clayton F. Summy, M. M. Hyland and F. Bruce Johnstone.

Attractive Gulbransen Exhibit

The Gulbransen Co., of this city, manufacturer of Gulbransen Registering pianos, maintained a very attractive exhibit at the Woman's World's Fair, held recently in this city. The Gulbransen exhibit itself was given an atmosphere in keeping with the spirit of the Fair, for its outstanding feature was the display of a panel picturing "What One Woman Accom-

plished." This panel showed Mrs. Zonah Borg, of Superior, Nebr., who in 1924 sold eighty-three Gulbransens in spite of various handicaps, such as poor business conditions, terrible roads

sored by the Cable Piano Co., of Chicago. Fifty dollars in gold, divided into prizes of twenty-five, fifteen and ten dollars each, was offered for the best compositions written by a



Attractive Gulbransen Exhibit at the Woman's World's Fair

and a limited market. The Gulbransen booth was one of the most attractive in the entire building, and the co-operating dealers were Glick's Music Shop, the Reichardt Piano Co. and the Riviera Music Shop, all of Chicago.

Braid White to Be Music Week Judge

William Braid White, associate editor of The Talking Machine World, was chosen as one of the judges of the Music Week Contest, spon-

Chicago boy or girl on the theme "What Music Means to Chicago." The winning contestants broadcast the prize compositions over radio soon after the decision was made.

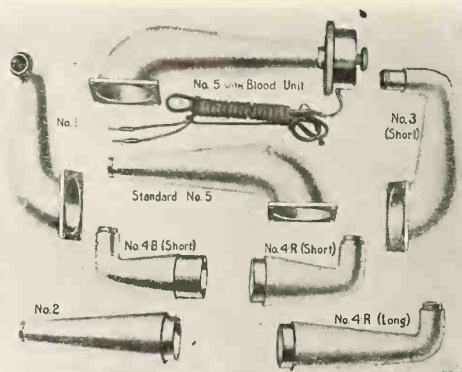
Serving with Mr. White were Miss Olga Menn, president of the Junior Friends of Art, and William B. Owen, principal of the Normal Schools. Chicago Music Week was sponsored by the Chicago Federation of Women's Organi-



RADIO

TAPERED SPEAKER TUBES

Ask any reputable radio engineer and he will tell you that in order to secure positively best results in loud speaker construction a metal neck or throat attached to the unit is most necessary—

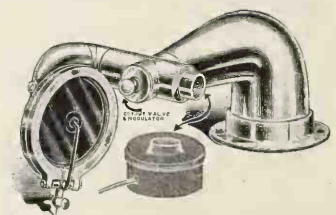


We have made it possible for you to build a successful radio speaker with our own original TAPERED SPEAKER TUBES.

Maximum Amplification in Minimum Space



TONE ARM CO.
222 W. Madison St., Chicago, Ill.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 122)

zations, with the aid of local newspapers, the trade press, Chicago Piano Club and other organizations. Among those who participated prominently was Harry D. Schoenwald, Chicago branch manager of the Thermodyne Corp., and president of the Piano Club.

Freshman Opens Chicago Quarters

The Charles Freshman Co., Inc., of New York, manufacturer of the Freshman Master-piece line of radio receiving sets, has just opened a direct factory office and warehouse at 327 South La Salle street, Chicago.

The new office will operate under the direct supervision of S. Freshman, vice-president of the company.

All sales in Central and Far-Western States will be handled from Chicago in the future. The trade in this territory will materially benefit by the fact that shipment of all sets will be made from the Chicago warehouse; a stock, sufficiently large to meet any emergency, will be carried at all times.

Hudson-Ross Co. Moves

Hudson-Ross, Inc., wholesale radio distributor, formerly located at 123 West Madison street, is now in new quarters at 116 South Wells street. The firm was established three years ago, and according to Robert Himmel, president, has made such rapid strides that in order to continue giving maximum service to dealers it was decided to acquire more commodious space. The firm has extended an invitation to mid-West dealers to visit the new address and note the strides which are being made in the merchandising of radio equipment.

N. A. Fegen Off to Pacific Coast

N. A. Fegen, sales manager and secretary of the Zenith Radio Corporation, left Chicago about the first of May for a tour of the Pacific Coast. He plans to spend several weeks in California, Oregon and Washington, studying business conditions affecting the radio industry.

Mr. Fegen, in taking this trip, is carrying out the Zenith policy of keeping in personal contact with the field, and bringing about a closer co-operation between the manufacturer, dealer and distributor. He intends to obtain an insight into trade conditions, dealer's and distributor's problems and gather sales slants not obtainable in any other way. The material which he will gather will be placed at the disposal of other dealers and jobbers and used to advantage in the formation of sales plans and ideas.

A. E. Nelson in Charge

A. E. Nelson, formerly of Moline, Ill., assumed the management of the Stone Music Store, 6747 Stony Island avenue, a few weeks ago, succeeding Thomas B. Stone. The shop is located in one of the best business sections of the city, in the center of a rapidly developing neighborhood. A complete line of Victor talking machines, records, pianos, sheet music and musical merchandise is carried, and, in addition, several lines of radio will soon be selected.

Eric Palmer, of Freed-Eisemann, to Test Reception

The Brooklyn Chamber of Commerce on its "Trade and Good Will Trip Through the Golden West" will never, throughout its 10,000-mile journey, be out of touch with the happenings of the day, as an elaborate radio installation with additional loud speakers for each car is being put into the special train. Eric Palmer, of the Freed-Eisemann Radio Corp., will leave with the delegation on May 17, and he expects to listen in from tops of mountains and depths of valleys, from caverns and in forests, from trains and from automobiles, so as to test Summer radio reception from every possible vantage point. The Freed-Eisemann Co. has installed a powerful receiving set in the assembly car of the train for the entertainment of the travelers.

Brunswick Representatives Trained to Aid and Instruct Dealers in Selling

Company Has Developed a Plan Covering Every Phase of Selling Brunswick Products, and Travelers Have Been Instructed to Spend Their Time in Helping Dealers Promote Sales

CHICAGO, ILL., May 7.—All representatives of the Brunswick-Balke-Collender Co. have recently received instructions to spend practically all their time with dealers, to assist in placing active selling plans in actual operation. Before instructing its men to do this sort of intensive work, the company developed a complete plan covering every phase of retail selling. For months several of its representatives experimented with various methods of demonstration, and as a consequence a very excellent and productive system was evolved. So that every Brunswick dealer may have an opportunity to benefit from this plan upon an equal basis, special portfolios with full instructions have been placed in the hands of each representative of the Brunswick Co. This portfolio presents a quick practical sales drive, consisting of four definite and necessary steps. It is a complete effort, and step for step can be made to develop public interest, individual consumer interest, etc., to the point of closing retail sales transactions.

The Brunswick sales division believes that the first and most important move is the proper sort of demonstration, because at this point the prospective purchaser finally is asked for a decision. "The Demonstration," contained in an illustrated book, is one that has been thoroughly tested and found to be most effective. The Brunswick salesman will not only discuss this method very fully with the dealer, but at the same time will conduct an actual demonstration before him and his sales organization.

Recognizing that some dealers have not as yet built their prospect lists to the degree where they would like to have them, the second step in the presentation is a tested direct-by-mail campaign. This unit, too, is most complete, and the representative not only places before the dealers a very excellent direct-by-mail series, but explains a definite method by which the series can be productively used.

The third item in this complete retail sales campaign is entitled "Follow-Up By Canvass." In this part of the plan the Brunswick representative is not only equipped to assist the

dealer in mustering his canvassing forces, but also to be of real assistance to him in planning the schedule and follow-up which is most eminently suited to his individual needs. Full recognition is of course given to the fact that dealers in some locations must necessarily have to handle this matter differently from those situated at other points. The canvassing plan outlined can be operated at a real profit, and facts and figures will be placed before the dealer which will demonstrate that this particular method can actually be used more economically than that of just having outside solicitors operate upon a broad and indefinite basis.

The fourth step presents newspaper advertisements that are available to all Brunswick dealers, without charge. This advertising can be used to create public interest in the dealer's store; and the Brunswick representative will effectively illustrate just how the beginning of this public interest, by advertising, and the consequent abolition of sales resistance, is definitely linked with the problems of the canvasser, and of the representative of the retail store, who actually puts on the tested demonstration. This part of the plan is definitely linked up with the national advertising effort of the Brunswick Co. with the Saturday Evening Post, Pictorial Review, Ladies' Home Journal, etc.

The fact is shown that newspaper advertising breaks the sales ground. It brings the prospect nearer to the closing point, and thus the sales follow-up, including the important direct-by-mail campaign and canvasser solicitation, carries the sale on up to the point where the demonstration will actually clinch it.

This complete practical sales drive is proving of vital interest to Brunswick dealers, for it contains no theory and is based entirely upon thoroughly tested methods. The story is unfolded in its logical way, and the entire plan demonstrated for the approval of interested dealers.

The Radio Development Corp., Wilmington, Del., was recently incorporated at Dover, with a capital stock of \$3,000,000.

Greater Sales Through Greater Values

Secure a larger share of the public demand for the Combination Radio and Phonograph by offering unusual values. Clemetsen Radio-Phonographs will attract the buyers of your locality. Their rich beauty and outstanding quality will draw the interest of your trade and make sales easy.

Clemetsen Radio-Phonographs are equipped with high grade phonograph instruments, and have a radio compartment which any set will fit—taking panels up to 15 1/4"x16 1/2"x6" deep. Can also be furnished with radio unit if desired. All are gracefully designed and richly finished, embodying excellent workmanship and select materials.

Our aim is to give the trade something better at a reasonable price, and the popularity of Clemetsen Radio-Phonographs has proved our success. Ask us for the facts.

Let Us Send You Our Catalog and Trade Prices on the Complete Line of Clemetsen Radio-Phonographs

Anton Clemetsen Co.
4223 W. Lake St., Chicago, Ill.



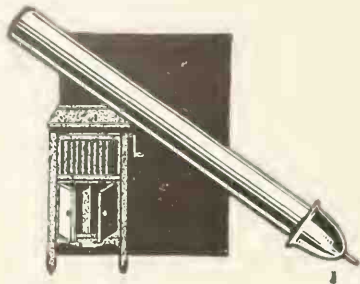
No. 650
A popular cabinet as shown above—38 in. wide, 22 in. deep, 35 1/2 in. high. Four doors. Veneer stock, 5-ply striped mahogany. Handsomely finished. With or without radio unit.

Clemetsen

RADIO-PHONOGRAPH

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 123)

Tonofone Performance Brings Repeat Sales



Tonofone needles have built a reputation for themselves during the past ten years by bringing satisfied customers back to the Tonofone dealer's store. Accurate tonal reproduction and elimination of surface noises are the qualities sought in needle purchases and the Tonofone embodies both.

TONOFONE NEEDLES ARE SOLD BY OVER 8,000 DEALERS AND 30 WHOLESALE DISTRIBUTORS



Packed in neat display cartons.
 12 needles in box 25c
 4 needles in box 10c
 Dealers profit 100%
 Write us or your jobber for proposition

37 S. Wabash Ave.

THE TONOFONE CO.

Manufacturers

Chicago, Ill.

Discusses Business-Getting Methods of Australians

H. Davis, Brunswick Distributor, in Australia and New Zealand, Makes Interesting Comments on Business During Chicago Visit

CHICAGO, ILL., May 9.—H. Davis, known to his friends in the trade as "Bert" Davis, managing director of D. Davis & Co., Ltd., Queen Victoria Buildings, Sydney, New South Wales, Australia, spent several days at the offices of the Brunswick-Balke-Collender Co. during the latter part of April. Mr. Davis' organization represents and acts as distributor for Brunswick phonographs, Brunswick Radiolas and records on the continent of Australia and in New Zealand. In addition, arrangements have just been completed which will extend the territory to include India, South Africa, Dutch East Indies and the British Straits Settlement. Singapore, the leading port of the Settlement, is a British naval base and at the present time millions of dollars are being expended by the government in enlarging the base and increasing its facilities. This project should greatly increase the white population and bring about a stimulation of trade in that section.

During the course of an interview with The World representative, Mr. Davis stated that the Australians are ardent lovers of music. Popular hits and dance selections seem to be in greatest favor in the Antipodes at the present time, but the fact that music of the better type holds a place of high esteem in the minds of the people of that land is shown by what might be termed national sorrow at the departure of Henry Verbrugghen, conductor of the New South Wales Conservatorium Orches-

tra. Mr. Verbrugghen had risen to be by far the most popular conductor in Australia and concerts by his orchestra brought forth overflow crowds. He is now conducting the Minneapolis Symphony Orchestra, and while his loss is keenly felt by Australian music lovers, they feel recompensed in some measure by being able to hear selections by the last named organization upon Brunswick records.

D. Davis & Co. received a Brunswick record pressing plant in July, 1924, and immediately began operating on a twenty-two-hour-a-day schedule. On March first of this year Mr. Davis states that his firm was one quarter of a million records behind on orders, so overwhelming is the demand in his country. He arranged for the shipment of another pressing plant while in Chicago, and with this additional equipment the output will be greatly increased.

D. Davis & Co., Ltd., is one of the oldest music houses in Australia, having been founded by D. Davis, father of the present managing director, forty years ago. The founder is now retired from active business, and acts only in an advisory capacity. The firm is one of the largest of its kind on the continent, maintains several branches, and covers its territory in a very complete manner. It so happens that the largest city in each of the states is also the capital, and in Adelaide, Perth, Melbourne, Victoria, Brisbane, Hobart, and Wellington, New Zealand, leading wholesalers have been commissioned to distribute for the Davis firm. Each of the distributors has an efficient sales organization which covers its individual territory completely and effectively.

The Australian dealer operates much along the same lines as does the talking machine retailer in the United States, according to Mr. Davis. He advertises in the local newspapers,

uses direct mail matter in an effective way, and in the majority of cases employs direct solicitation. He tries to make his store as attractive as possible, and is a thoroughly up-to-date merchant.

Mr. Davis sailed from Sydney on March 12, visited Honolulu for a week and landed in San Francisco on April 7. He spent several days there and in Los Angeles, arriving in Chicago on April 21. While in this city he spent considerable time with executives of the Brunswick and at the plant in Muskegon, Mich. He plans to spend some time in New York and then sail for Europe, visiting London, Holland, Germany, Switzerland and France, returning to the United States in the late Summer. He will sail for Australia from Vancouver, B. C., on Sept. 23.

Brunswick for Dwyer Co.

NEW ORLEANS, LA., May 2.—The Dwyer Piano Co., 131 Carondelet street, has stocked a complete line of Brunswick Radiolas and phonographs. This is the Dwyer concern's initial participation in the radio field. Display advertising was carried in the New Orleans Sunday papers April 26, informing the public of the advent of the line, the response indicating the Brunswick goods are being received enthusiastically by the public.

Heads Retail Bureau

C. G. Campbell, head of the Knight-Campbell Music Co., Denver, Colo., was recently elected president of the Retail Merchants' Bureau. This institution represents the leading retail establishments of Denver.

Close Out

of a limited quantity of high quality phonographs.

Price way below cost of manufacture

Write or wire

BROADCASTER CORP.
 2414 W. Cullerton St., Chicago, Ill.



XXV

\$40.00

48 1/2" high
 22 1/2" wide
 22 1/2" deep
 Heilmann No. 77
 Motor. Throw back arm. 3/4" thick
 —5-ply Genuine Mahogany and Walnut veneers. Hand-carved legs.



E 2

Specifications:

36" wide, 23" deep and 35 1/2" high



XXX

\$43.00

52" high
 24" wide
 23 1/2" deep
 Heilmann No. 77
 Motor. Throw back tone arm. 3/4" thick
 —5-ply Genuine Mahogany and Walnut veneers. Hand-carved legs.



UTAH

Made In Salt Lake City

SUPER REFLEX SPEAKER

Tone Quality—Volume

A New Exclusive Idea in Loud Speakers
—Improved Reception at a Price That
Means Big Quick Sales and Profits.

*Act Quick — Stimulate Sales Now — Be the
First in Your Town to Offer This Innovation*

\$14

Retail Price

GUARANTEE
Buy a UTAH and use it for two weeks. Compare its tone with the best others are able to produce. If the UTAH does not give at least 50% better reception, return it to your dealer and he will cheerfully refund your money.

HERE it is—a neat, compact and trim speaker—that gets distance, gives beautiful tone—volume—and you can offer it at a price that will amaze your customers. Only Utah offers it.

The Utah Super Reflex Speaker is built on a new principle. Utah Radio engineers have perfected it. It attracts immediate attention. Every radio fan is interested in seeing just how it works. It is a real radio loud speaker—not an adapted phonograph horn. It perfectly meets all of the peculiarities of radio reception.

You have never seen or heard a speaker at equal price that will equal Utah Super Reflex reception. Its tone is sweet and clear. We cannot over-emphasize the perfect reception of the Utah Super Reflex Speaker. After hearing it you might easily expect it to sell for much more than it is priced. You can easily sell a large number on excellence of reception alone. Its popular price is an extra and added inducement.

You know the instantaneous response of the public to a radio innovation.

The Perfecting Principle

Utah engineers have carried loud speaker efficiency one step further. By three added deflections of sound they have produced a tone quality unequalled. The Utah Super Reflex stands just 8½ inches high and measures 6 inches across at the base. By principles of deflection it provides in small compact space a tone chamber the equal of a long horn loud speaker. It is an exclusive Utah idea.

This is one of the most notable improvements in the development of loud speakers. It has already won approval from coast to coast. Listeners everywhere have been amazed at the finer reception of the Utah Super Reflex Speaker.

The famous Utah guarantee stands in back of your recommendation. Every Utah must sell and stay sold on merit. Read the guarantee.

We invite comparison of any Utah with any other speaker. The Utah line is built to help you build business and make money. With the Utah line you can meet every customer's requirements. Write today for the Utah proposition. We will show you how to make real money selling loud speakers. It's a live wire line for a live wire dealer.

Utah Standard Loud Speaker

There's a reason for the popularity of this old reliable. Sold from coast to coast on the strength of our usual guarantee. Real merit keeps it sold—makes those who hear it want one. Wonderful tone depth. Profits are big. There's real money for you in the Utah agency. A good-will builder for your entire line.



Utah Radio Products Co.

Dept. T. M. W.

1427 Michigan Ave., CHICAGO

John Graham Appointed to Important Position

Made Manager of Radio Division at New York Headquarters of the Stewart-Warner Speedometer Corp.—Well Known to the Trade

John Graham, well known in the metropolitan radio and phonograph trade, has been appointed manager of the radio division at the New York headquarters of the Stewart-Warner Speedometer Corp., 37 West Sixty-fifth street. This company is one of the leaders in American industry and its entrance into the radio industry has been received with enthusiastic approval by all factors of the trade.

Mr. Graham for the past three years was identified with the Federal Telephone Mfg. Corp., and while associated with this organization visited jobbers and dealers throughout the Eastern territory. He is recognized as one of the most popular and efficient sales executives in the Eastern trade and Stewart-Warner radio sets will receive aggressive representation in New York under his protection.

A. H. Grebe Co. Plans Another New Building

A. H. Grebe Co., Richmond Hill, N. Y., manufacturer of the Grebe Synchrophase receiving set, and owner of radio broadcasting station WAHG, plans to shortly erect a new building adjoining the present one, which will approximately double the floor space and in actuality more than double the production. The building plans call for the same modern fireproof construction that is to be found in the present building, which itself is only a few years old. The A. H. Grebe Co. is one of the pioneers in the radio field, and its history has been one of continuous and remarkable growth. A comparatively few years ago the entire production

facilities were in a small frame factory building.

The popularity of the Grebe Synchrophase set has created an exceptional demand, a demand so strong that it well warrants the erection of the new building at this time to cover the future growth of the business.

Upon Alfred H. Grebe, president of the company, and Douglas Rigney, treasurer and general manager, has rested the management of the affairs of the organization from its beginning, and no small credit is due them for the remarkable success which it has enjoyed.

Greater City Co. Launches Sales and Publicity Drive

An intensive sales and advertising campaign has recently been launched by the Greater City Phonograph Co., Sonora distributor for New York City, New Jersey and the lower Hudson Valley. The campaign is based upon the new line of radio receiving sets which will be manufactured by the Sonora Phonograph Co.

"The dealers throughout the territory are particularly pleased with the fact that the Sonora Co. is manufacturing radio sets in addition to its loud speakers and radio-phonograph combinations. Sonora dealers realize that in the new Sonora radio receiving sets they will have a product which will give them the same protection as far as clean-cut merchandising policies are concerned, as all Sonora products have given since the beginning.

The Sonora Phonograph Co. has always stood firmly behind its products and has been particularly careful to protect dealers. This same policy, of course, will be carried out with the new radio sets so that dealers may feel assured of absolute protection," said Maurice Landay, president of the Greater City Phonograph Co., in discussing the new Sonora product.

E. M. Henderson & Son, Cedar Rapids, Ia., have opened a music store on Third avenue.

Latest Summary of Exports and Imports of "Talkers"

Figures on Exports of Records Summarized in March, 1925, Show Increases—Other Data

WASHINGTON, D. C., May 7.—In the summary of exports and imports of the commerce of the United States for the month of March, 1925 (the latest period for which it has been compiled), the following are the figures bearing on talking machines and records:

The dutiable imports of talking machines and parts during March, 1925, amounted in value to \$39,893, as compared with \$32,298 worth which were imported during the same period of 1924. The nine months' total ending March, 1925, showed importations valued at \$336,809, as compared with \$470,734 worth of talking machines and parts in the same period of 1924.

Talking machines to the number of 5,134, valued at \$164,593, were exported in March, 1925, as compared with 5,893 talking machines valued at \$218,706, sent abroad in the same period of 1924. The nine months' total showed that we exported 54,224 talking machines, valued at \$1,894,858, as against 50,985 talking machines, valued at \$1,999,768, in 1924.

The total exports of records and supplies for March, 1925, were valued at \$161,123, as compared with \$145,662 in March, 1924. The nine months ending March, 1925, show records and accessories exported valued at \$1,230,023, as compared with \$1,050,670 in 1924.

The countries to which these instruments were sent during March and their values were as follows: France, \$815; United Kingdom, \$3,719; Other Europe, \$9,207; Canada, \$3,662; Central America, \$9,829; Mexico, \$27,801; Cuba, \$12,663; Argentina, \$10,459; Chile, \$1,425; Peru, \$6,809; Other South America, \$25,762; China, \$2,305; Japan, \$1,755; Philippine Islands, \$5,909; Australia, \$17,494; New Zealand, \$3,430; Other Countries, \$21,549.

Start The Portable Season Right

SELL THE IMPROVED KAMERAPHONE—(De Luxe)

Made in U. S. A.

Special Features of Kameraphone De Luxe

1. Newly patented sound chamber employing cover as amplifier.
2. Real throwback tone arm and regular mica diaphragm sound box.
3. Plush covered solid turn table—plays any size record.
4. Easy to assemble, with ample space for each component part when closed.
5. Every machine carries a full guarantee against all defective parts.
6. Has the tonal quality and volume equal to any cabinet phonograph.

JOBBERS: A few choice territories still open.

DEALERS: Communicate with your jobber to fill your order, or

Special Warning to the Trade

The new improved Kameraphone De Luxe features a patented sound chamber contained in the lid of the instrument. Patent No. 1533949, granted April 14, 1925, covers thoroughly this feature. Imitations and infringements of the Kameraphone Portable will be prosecuted to the fullest extent of the law. Dealers and jobbers are warned against selling instruments that infringe on this patent.



4 3/4" wide by 6" long. Weight 5 lbs.



Write or Wire Sample Order to

KAMERAPHONE CORP. OF AMERICA

Formerly SPECIALTY TRADING CO.

547 Broadway

New York, N. Y.

The Trade in PHILADELPHIA and LOCALITY

Intensive Sales Drives Stimulate the Retail Trade Throughout the Philadelphia Field

Talking Machines Especially Benefit From Vigorous Campaigns—Special Window Displays and Newspaper Advertising Help—J. A. Fischer Appoints Distributor—News of the Month

PHILADELPHIA, PA., May 9.—Sales of talking machines during the past month were considerably stimulated by the concentrated sales energy that was placed behind them by the manufacturers. While the main efforts of the trade were centered around the Victor there also was much attention given by other concerns to sales promotion. Records, of course, naturally would be more active as a result of the concentrated sales efforts placed back of the machines and so the trade enjoyed a betterment all along the line.

The radio sales were not as large as they have been during the Winter months. Many of the trade houses have been complaining that they have been hard hit by the dumping of large numbers of radios on the market in the department stores. The bright side of the radio division is the tendency of the public to patronize the music dealers rather than the cut-rate radio stores where all sorts of radio appliances have been offered at concessions that have made deep inroads into values. Many of these cut-rate shops have been growing like mushrooms all over the city but with the perfection of the many types of radio sets that have recently made their appearance on the market the tendency has been to keep purchases confined to the music stores rather than outside channels.

Big Sales Promotion Drive

Of course the outstanding development in the trade during the month of April was the sales campaign on the Victrola which began with a banquet at the Ben Franklin Hotel, April 8, when 300 trade associates joined at the dinner table to discuss the plans for the drive. The following day their stores and headquarters were the scene of the active and practical fulfillment of the campaign. There were numerous diversions interspersed with the campaign talks given by the experts of the Victor forces who conducted the campaign in co-operation with the dealers and the local distributors, H. A. Weymann & Son, Inc., and the Philadelphia Victor Distributors, Inc. Those who were listed among the speakers were R. A. Bartley, Jr., of the Victor Co., chairman of the campaign committee, who briefly outlined the purpose of the campaign; F. K. Dolbeer, general sales manager of the Victor Co., who told of the constructive influence of the campaign as it was carried out in other cities and its influence as a trade stimulant for new business, and John Gregg Payne, also of the Victor Co. Those who represented the distributors were Louis Buehn, president of the Philadelphia Victor Distributors, Inc., and firm associates, Harry Ellis, and Frank Reineck and President H. A. Weymann and his son Herbert Weymann, and Manager Charles Bahl, of the wholesale department of H. A. Weymann & Son, Inc. Fifty-two Victor dealers were assembled at the banquet table in the Crystal Ball Room of the Ben Franklin for the occasion. In following out the plans of the campaign the representatives of the Victor Co. co-operated with the sales organizations of the dealers by directing the sales and follow up work in the homes after the Victrolas had been installed therein for demonstration purposes. The drive continued until May 9.

"Children's Party" Aids Sales

In conjunction with the campaign the Estey Co. gave a Children's Party, for 100, which was

arranged under the direction of Miss Beatrice Eckhardt, of the educational department of the Victor Co., and Mrs. Therese Quimby, head of the talking machine department of the Estey Co. Ice cream and cake were served the children, followed by dancing and games accompanied by record music of youthful interpretations. The children presented Miss Eckhardt and Mrs. Quimby with bouquets of flowers.

Another firm which tied up in the drive with splendid results in profits was that of the J. R. Wilson Co. in its five stores.

Miners Like Guarantee Portable

In the coal regions of Pennsylvania there has been distributed a large number of Guarantee portable machines made by the Guarantee Talking Machine Supply Co., manufacturers and dealers in springs and other accessories for the trade. The distribution of the portables in the coal regions was facilitated by the visit of General Sales Manager E. Bauer, who had just returned from these parts enroute to a trip through the Southern territory, including Washington, D. C., and Baltimore, where he will feature the sales of the Guarantee portable for the Summer requirements.

Demonstration Through the Window

M. Grass & Son held window demonstrations all during the month when on Fridays and Saturdays weekly an employe stood in the display window and practically showed the usage of the radio in the Victor combinations.

Adds to Lines Handled

Mortons, Inc., is now confined to a single business with headquarters at 5610 Germantown avenue. In addition to talking machines a full line of musical merchandise is carried.

New Adler Royal Console Arrives

Initial shipments of the new console table model Royal phonograph with the built-in

speaker and place for batteries were made in the Philadelphia branch territory coming under the local headquarters of the Adler Mfg. Co with offices in the Jefferson Building during the past month. The local territory covers eastern Pennsylvania and southern New Jersey and the shipments were generously distributed over the field, among the trade. Since opening up the Philadelphia branch with W. A. Hanst in charge, the Royal phonographs have been gaining headway in this section.

Appoints Distributor for Valley Forge Line

J. A. Fischer, president of the J. A. Fischer Co., of this city, manufacturer of Valley Forge main springs and mica diaphragms, and a full line of talking machine repair materials, has announced the appointment of the Braiterman-Fedder Co., of Baltimore, Md., as a distributor of its line.

The Braiterman-Fedder Co. is a well-equipped organization which has adopted as its slogan "Desire to serve plus ability" and has already taken up the wholesaling of the Valley Forge line with much enthusiasm. The announcement of this new distributor is in line with President Fischer's plan for the establishment of representative distributing channels in the important trade centers of the country.

Firm Changes Hands

Control of the South Ninth Street Talking Machine Co., 938 South Ninth street, during the month passed into the hands of Joseph Coroley, who took over the interests of his former associate, Anthony Gallo. The firm deals in the Columbia, Victor and Okeh products and string instruments.

Stages Starr Exhibit

Exhibition of the Starr phonographs and the Gennett records and other musical instruments manufactured by the Starr Piano Co., was held in the final week of April at the Ben Franklin Hotel. The exhibition was under the direction of the Witlin Musical Instrument Co., of which Ben Witlin is president, local Starr distributor. During the week concerts, with the Starr phonographs and Gennett records and Starr pianos and accompanied by vocal and instru-

(Continued on page 128)



GUARANTEE PORTABLE

RETAILS FOR \$25.00

"LOOK below the motor board." Be sure you get a guaranteed American motor; then your comebacks will bring new customers, and not exchange machines. We guarantee our portables unconditionally.

SPECIFICATIONS:

1. Textene Leather Case.
2. Standard Heimenan Motor.
3. Plays Two 10" Records.
4. Standard Taper Tone Arm.
5. Specially Loud Reproducer.
6. Device for Carrying Records.
7. Machine Will Play 12" Records.
8. Patented "Non-Spill" Needle Cup.
9. Size 14½" x 11½" x 7¾".
10. Weighs 14½ lbs.



Costs you \$10.50

GUARANTEE TALKING MACHINE SUPPLY CO.

109 N. Tenth Street

PHILADELPHIA

Write for our latest Main Spring Chart

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 127)

mental were given for the purpose of demonstrating the good qualities of the tone and renditions on these instruments. Dealers were invited to attend the demonstrations and to view the newest "School" phonograph which has been added to the line. This new school type is adapted for educational purposes. Other Starr instruments included in the exhibit, which was freely patronized by the dealers and educators in musical institutions, were the loud speakers and radio combination phonographs. This display was productive of orders from Supervisors of Music who attended the show and from the trade generally for the Starr and Gennett instruments and records.

Increases Line of Products

The Cheney Sales Corp., with offices in the Jefferson Building, during the month introduced its newest acquisition, the Paramount radio loop or aerial. This product is made of Bakelite. It is in wheel form with several spokes radiating from the central hub and has a coil

of 85 feet of wire wound round the spokes. It can be used with any radio set. This with the other recent product of the Cheney, the Receptad radio, a multiflex radio type which does away with the use of A and B batteries, gives the company attractive and profitable factors in the way of radio devices.

Lupinnacci & Gallo Open Store

A new dealer was added to the talking machine trade during mid-April when the store of Lupinnacci & Gallo opened its doors for business at 763-765 South Eighth street as retailers of the Victor and Columbia lines. The members of the firm are Anthony Lupinnacci and Anthony Gallo.

Big Okeh and Odeon Record Sales

Greatly increased sales of the Okeh and the Odeon records have been effected through the recent offer of the General Phonograph Co., which permits the cutting out of 400 numbers that are returnable at the rate of one of the old numbers for any other which the company manufactures. That this offer has been productive of greatly expanded demand for the records is verified by the business which the record division of Everybody's Talking Machine Co., 810 Arch street, distributor of the Okeh and Odeon, is enjoying under the management of Sigmund Lehrman. Since annexing the records to their stock the owners of the Everybody's Co., Samuel Fingrudt and Philip E. Grabuski, have materially increased the number of dealers. Among dealers who were added in late April are Strawbridge & Clothier, People's Talking Machine Co., F. Rosen, the Dumbosky Music Store and F. Royer Smith, of Philadelphia and the H. E. Minkler Store, 36 Maple avenue, Trenton, N. J.

Home From Successful Trade Trip

Irvin R. Epstan, sales manager of the J. A. Fischer Co., of this city, manufacturer of the Valley Forge main spring, has just concluded a successful business trip in the interests of this organization. He secured numerous important contracts and in addition has established a number of jobbers, announcements of which will be made in the near future. Mr. Epstan was greatly encouraged by the reception accorded the new organization by the many friends of J. A. Fischer. Edwin H. Mobley, head of the service department, is glad to announce the addition to his family of a little girl named Edwina.

Ernest R. Mobley, also associated in the serv-

ice department, has just returned from an extended trip in the interest of his health.

Fine Pooley Publicity

The Pooley Co., of this city, has issued an attractive broadside in colors on Pooley radio cabinets with Atwater Kent radio. The message is based upon the national advertising campaign conducted by the Pooley Co. and is headed "Build Your Business on a Firm Foundation." The entire Pooley line is depicted by means of half-tone illustrations and there are also shown many specimens of the publicity which is carrying the Pooley message far and wide in national publications. The front covers of the group of magazines used visualize the extent of this publicity. Various Pooley-Atwater Kent distributors are sending these broadsides out to the dealers with their imprint.

Fine Guarantee Portable Publicity

The Guarantee Talking Machine Supply Co., manufacturer of talking machine parts and supplies and also manufacturer of the Guarantee portable, has issued an attractive circular on the latter product. This leatherette-covered portable is well equipped and has been produced at a price that has given it a strong position in the popular price market. The circular illustrates the Guarantee portable and gives its various specifications. Space is also left for the dealer's imprint.

It is reported that the demands for this portable have necessitated an increased schedule of production extending well into the future.

New Brunswick Dealers

New dealers who have been added to the list of the Quaker City branch of the Brunswick Co. are the D. Tattersdale Co., Camden; J. H. Lansterman, E. Stroudsburg, Pa.; Bennett Piano Co., Wilkes-Barre, Pa.; Prince Furniture Co., Hazleton, Pa.; and the B. B. Todd Co., Philadelphia. Manager E. B. Shiddell attended the opening of the new store of Reifsnnyder, Inc., of Reading, during the month, when the firm took possession of its new home at 951 Penn street in a formal opening and entertainment program consisting of concert and reception to a large crowd of patrons. A complete Brunswick department was installed and the Carl Fenton Orchestra, Brunswick artists, accompanied the musical numbers on the program. The trade is preparing to tie up with the local appearance on May 4 of Nick Lucas, Brunswick guitar and vocal artist.



Fada Neutrodyne Receiving Sets

Fada Phonograph Panels

Fada Phono Unit

A-C Dayton Phono Sets

Atwater Kent in Pooley Cabinets

Marwol 5-Tube Receiver

Freed-Eisemann, 5 Tube Phono Panels

Superspeaker Horn

Jewett Vemco Phono Unit

Music Master Loud Speaker

Philco Batteries

Willard Batteries

Eveready Dry Batteries

R C A Tubes

Timmons "B" Eliminator

Balkite "B" Eliminator

Balkite Charger

R 148 Signal Loop

[Distributed by Philadelphia's leading Musical Radio Wholesaler]

PENN PHONOGRAPH CO.

913 Arch St. Philadelphia, Pa.



Jos. W. Jones

J 80

Upright Victrola Receiver

Four-tube, non-oscillating, tuned radio frequency receiver. Designed for dry cell tubes, type 199, affording maximum volume, sensitivity and clearest tone. Adaptable to all upright victrolas. Can be installed into the space occupied by three record shelves. Drawer shaped cabinet. Receiver self contained. Housing A, B and C batteries. Two tuning controls.

List \$80.00.

Write us.

H. A. Weymann & Son, Inc.

1108 Chestnut Street PHILADELPHIA

VICTOR WHOLESALERS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 128)



RADIOLOG RECORD CLEANER
Log your stations and clean your records

An attractive, useful, almost indispensable advertising accessory for Combination Sets.
Either Given Away or Sold—Will help to break down Sales resistance for the dealer.
Stations and dial readings—recorded in either pencil or ink. Dealer's adv. in centre of top. Record cleaning surface on back.
JOBBER: Your retailers will be interested in this business stimulator.
Write at once for sample and details

PHILADELPHIA BADGE CO.
— Manufacturers of the Famous Velvaloid Record Cleaner —
942 Market Street Philadelphia, U. S. A.

3 1/2" in Diameter.

Pooley Co. Introduces a New Radio Table to Trade

New Product Designed for Use With Atwater Kent Cabinet Models

The newest product of the Pooley Co. and one which gives great promise of becoming the most popular number of the Pooley line, is the new Pooley radio table, particularly designed for use with the cabinet models of the Atwater Kent line. It is equipped with a battery compartment and a built-in loud speaker of marked merit. It also has a sliding shelf which contains at one side the Pooley log for listing dial settings. In addition to its general utility it constitutes a handsome piece of furniture, matching well with the set which is placed upon it and it is well built and attractively finished with a two-tone effect.

An idea of the growth of the Pooley Co. and the volume of business it is doing is to be gleaned from the report that present business is 100 per cent over the same period of last year. Big business is being planned for the coming Fall season. In anticipation of this big business a new building is being erected adjoining the present Pooley building, which will provide extra mill capacity, storage and garage. These added facilities will allow greatly increased production. The name of the company has been changed from the Pooley Furniture Co., Inc., to The Pooley Co. While the department for Pooley radio cabinets and Pooley radio phonographs constitutes the biggest end of the business, the manufacture of Pooley bedroom furniture will be continued as heretofore.

Additional attractive literature continues to be issued by the Pooley Co. for the use of its distributors. Another broadside was recently presented entitled "Come with Pooley into the Living Room." The distinctive design presented in the previous broadside was maintained, with a change in the message presented.

B. R. Stauffer, treasurer and general manager, states that the Pooley Co. will be prepared for the Fall season with a line well destined to build big business for the Pooley retailer.

The Music Master Corp. Augments Radio Products

This Development in Line With Policy of Company to Make Everything in Radio

Coincident with the annual radio congress of Music Master retailers and distributors, the Music Master Corp., of Philadelphia, Pa., has made public announcement of the expansion of the Music Master line. Back of this augmented line will be placed an advertising campaign greater than ever before in the history of the organization.

The Music Master loud speaker, with which the Music Master Corp. originally entered the radio field, is well known from coast to coast, and the quality of this horn has given a high standing to the name Music Master. This same quality is preserved in all the new Music Master products which are announced and all of which bear the Music Master name. The Mu-

sic Master radio reproducer is now presented in the familiar horn type, also the cabinet model, and two other styles which are newly introduced—a metal cabinet with mahogany finish, and a pedestal model of solid mahogany.

The recent announcement of the Music Master B battery in 45 volts upright and horizontal is followed by the announcement of the B battery in 22 1/2 volts, C battery in 4 1/2 volts, and dry cell A battery in 1 1/2 volts. At this time announcement is also made of the new Music Master storage A battery.

Perhaps of greatest importance is the announcement of Music Master receiving sets. These are presented in a wide range of styles and prices from a decidedly popular-priced set to the set enclosed in cabinets representing the highest types of aircraft furniture construction.

In the radio parts field there are presented Music Master condensers, potentiometers, rheostats, transformers, dials, phone plugs, porcelain sockets, loop antenna, head sets and phonograph attachments.

Upon the acquisition of the manufacturing plant of the company at Betzwood, Pa., it was hinted that before long the Music Master Corp. would make everything in radio. From its recent announcement it would seem that this is rapidly coming to pass.

The Carrisi Music & Furniture Co., Detroit, Mich., has been incorporated with a capital stock of \$30,000.

Edison Dealer in Java Finds Canvassing Pays

Rural Districts Covered and Instruments Left on Approval—Truck Specially Constructed for These Campaigns

Larsen, De Brey & Co., Edison dealers in Batavia, Java, in the Dutch East Indies, are attaining considerable success in selling Edison phonographs, not only to the residents in Batavia but also through an intensive canvassing campaign to those people who live in the country and outlying towns.

So implicit is the faith of this concern in the appeal of the Edison that it leaves the instruments in the homes of prospects on approval, feeling that a few evenings' enjoyment with the



Putting Edisons Out on Approval

Edison will result in a sale, and experience proves the wisdom of this plan. The accompanying photograph shows a specially constructed truck for taking the Edison to the homes in rural districts.

L. Latham on Fishing Trip

Leslie Latham, general sales manager of E. B. Latham & Co., radio distributors, is spending several weeks in Maine luring the wary trout. On the last trip Mr. Latham caught an exceptionally large brook trout that now reposes on a mounting in the Latham home. He hopes to duplicate or even better this catch on his present trip.

EVERYTHING FOR THE RADIO DEALER

ZIMMERMAN · BITTER CONSTRUCTION · COMPANY

LANDAY BROS'. NEWEST STORE EQUIPPED BY ZIMMERMAN-BITTER CONSTRUCTION COMPANY

For the last three years the Zimmerman-Bitter Construction Company has completed the following installations for Landay Brothers:

- 1923 Landay Bros., 42nd St. Store
- 1923 " " Store Broad St., Newark
- 1924 " " 5th Ave. Store
- 1924 " " Bronx Store, Southern Blvd.
- 1924 " " Yonkers Store
- 1924 " " Main Offices, 6th Ave.
- 1924 " " 6th Ave. & 35th St. Store
- 1925 " " Landay Hall, 42nd St. & 6th Ave.

The fact that Landay Bros. call on us for the installing of equipment year after year is conclusive proof of our ability and quality of workmanship.

quality  *design*

Record Racks Display Cases
Hearing Rooms Musical Instrument Cases, Etc.
Service Counters

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 INSTRUMENT CASES

New Jewett Sales Policy Gives Exclusive Franchises

Jewett Radio & Phono. Co. Will Lessen Number of Jobbers and Dealers by Granting Exclusive Territories—Five-tube Set Announced

T. F. W. Meyer, general sales manager of the Jewett Radio & Phonograph Co., Pontiac, Mich., manufacturer of the Jewett Superspeaker, Highboy and other radio products, was a visitor to New York last week and while here announced the advent of the Jewett five-tube radio set. In connection with this important announcement Mr. Meyer also set forth in detail the new Jewett sales policy, which will undoubtedly prove of keen interest to the radio industry as a whole. A statement by Mr. Meyer regarding this new distribution plan was as follows:

"With the advent of the Jewett set, which becomes part of our line this Summer, the Jewett products enter a new era of distribution. Its basis will be one of protection to the distributor. To effect this a highly restrictive policy will be put into effect. The number of our distributors will be greatly reduced; likewise the number of dealers.

"Those to whom will be issued a franchise to merchandise Jewett products will be the fortunate possessors of an iron-clad contract, guaranteeing them a specific territory in which to do business unhampered by competition with any other Jewett distributor.

"They will be protected absolutely against any price-cutting or any other practice which will tend to lessen the value of their franchise. They will be supported by the soundest merchandising practice and a sound and consistent advertising and publicity policy in addition to A-1 grade of product.

"This policy is certain to reap rich rewards for the distributors and dealers to whom the franchise is awarded. Naturally the Jewett Co.

must pick as its representatives distributors and dealers whose standing is such as to make the most of this plan. It goes without saying that our whole idea is to eliminate what the radio trade commonly refers to as the 'gyp.' The distributors and dealers we want to enfranchise are those whose financial standing, whose past trade practice and whose future prospects make certain that they will handle the Jewett line with the care and energy that is necessary to insure a profit right down the line from manufacturer to distributor to the dealer—and finally to insure satisfied customers.

"How close we are going to hew to the line we have laid out is quickly apparent when we say that in such big metropolitan centers as New York and Chicago there will be only one distributor to serve the trade.

"It will be the duty of this distributor to allot the franchises to the dealers, but the Jewett Co. reserves the right to pass on each such franchise before it is accepted.

"Just as each distributor in his respective territory is protected against competition, so will each dealer be protected against competition in the trade zone he serves.

"This policy of merchandising Jewett radio apparatus is a forerunner of what ultimately will become standard radio merchandising practice. It follows the trade policy of selling automobiles, a policy that has proved immensely satisfactory in that field and will certainly prove to be so in the radio field. It will eliminate unfair practice, at least so far as Jewett products are concerned, and will protect twelve months in the year every radio merchant who holds a Jewett franchise.

"Our line this Autumn will include the Jewett five-tube set, in two models; the Jewett Superspeaker, both in the familiar \$30 model and in the new \$40 console model; the Jewett Highboy, an extraordinary piece of fine furniture containing the Superspeaker and selling at \$130; the Vemco Unit, the Micro Dial and the Parkay cabinet."

Sonora Co. Announces a Radio Receiving Set

Important Announcement in This Connection Made by Frank V. Goodman, General Sales Manager—Trade Enthusiastic

Frank V. Goodman, general sales manager of the Sonora Phonograph Co., Inc., announced this month the Sonora radio receiving set. The advent of this set has been awaited with keen interest by dealers everywhere and the first announcement has met with the enthusiastic approval of the entire Sonora selling organization.

The same Sonora channels of distribution that have applied to Sonora phonographs, radio



New Sonora Radio Receiving Set

and phonograph combinations, loud speakers and console speakers, will be followed in the distribution of the new Sonora radio receiving set. The Sonora Co. has always adhered closely to a policy of close co-operation with its dealers and distributors and new channels of dealer distribution will be carefully selected and protected.

The Sonora radio receiving set will be nationally advertised at \$90, and the accompanying illustration will give some idea of the attractiveness of the design. It is a five-tube set, and it is stated that the drain upon the "B" batteries has been reduced to a degree which assures a great saving in maintenance. The circuit used is a refinement of the time-tried radio frequency circuits, and there are two stages of tuned radio frequency. The construction also eliminates the use of either the grid leak or the grid condenser. Three tuning dials are utilized to provide for maximum facility in this important direction, and two filament adjustments allow volume control and economical battery operating posts.

The cabinet itself is typical of the artistic and attractive designs that characterize the Sonora products as a whole. It is of rich brown mahogany, beautifully finished with edges artistically carved in an unusual effect. Lustrous black dials give an effective contrast with the brown mahogany tone of the panel.

Summing up briefly the Sonora radio sets' various features, Mr. Goodman's announcement stated as follows: "(1) Reliable, sturdy, and not freakish; (2) selective to the high degree required by the present multiplicity of stations and their higher powers; (3) possessed of the best possible tone quality; (4) capable of receiving long-distance programs; (5) easy of manipulation; (6) simple in internal appearance; (7) beautiful in external appearance; (8) of low battery and tube maintenance cost."

J. D. R. Freed Anticipates Better Summer Reception

In a recent statement to dealers Joseph D. R. Freed, of the Freed-Eisemann Radio Corp., Brooklyn, N. Y., exploded the theory held by many that radio reception cannot be made pleasurable during the Summer months. He states that during April, while static was marked, receivers in New York were able to get stations as far away as Texas and California on the loud speaker. In part Mr. Freed states: "We know that with increased power and improved transmission, with selective receivers, aided by good tuning on the part of the listener, in July and August we will be hearing these stations with regularity.

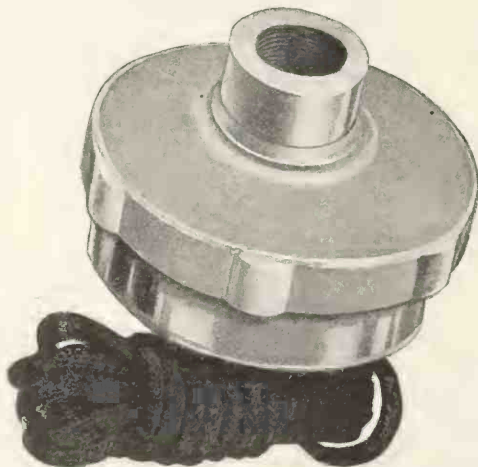
OUR LATEST ADDITION! Non-Adjustable Units!

Attention—

Horn, radio cabinet and radio combination phonograph manufacturers. Our new non-adjustable unit, the Peer of them all, is ready for deliveries now.

Supplied both ADJUSTABLE and NON-ADJUSTABLE in any finishes required. UNFINISHED ALSO.

You'll understand why our units are such big sellers when you compare them with others selling for double the price.



JOBBERs, write today for details of the **MUTUAL** exclusive proposition.

Address our Executive Office at

149-151 Lafayette Street

New York City

MUTUAL PHONO PARTS MFG. CORP.

DISTRIBUTORS

Canadian Acme Screw & Gear, Ltd.	1209 King St., West, Toronto, Can.
Industries Unidas, S. A.	Baldras 110, Mexico City, Mexico
Tary & Dinner Music Co.	229 W. Randolph St., Chicago, Ill.
Arthur Brand & Co.	1818 Vine St., Cincinnati, Ohio
Shapleigh Hardware Co.	4th St. and Washington Ave., St. Louis, Mo.

The Zimmerman-Bitter Co. Equips New Landay Hall

Artistic Creation Wins Praise of Critical Visitors and General Public

The Zimmerman-Bitter Construction Co., New York, designer, manufacturer and installer of equipment in music stores, has recently completed the installation of the handsome new Landay store known as Landay Hall at Forty-second street and Sixth avenue, New York, the formal opening of which is referred to elsewhere in this issue.

The installation consists of the first floor, which is equipped as a display room for pianos,



View of Interior of Landay Hall

phonographs and radios, and houses the record department, with counters, rack and eleven demonstration booths. The mezzanine floor is equipped with a sheet music department composed of racks and five demonstration rooms. This floor also contains display cases for small goods, band instruments and musical merchandise. The second floor is given over to piano, phonograph and radio salons and demonstration booths. The decorative scheme is most artistic.

"This latest installation at Landay Hall makes the eighth installation done by us for the Landay Co. since we started business in 1923," remarked Mr. A. Bitter, "and we are greatly pleased with the confidence shown in us by this company in awarding the contract for their latest and most important installation."

Among other installations recently completed by the company is the complete remodeling of the Lerch Music Shop at Port Jefferson, N. Y.; Freidman's Music Shop, Springfield avenue, Newark, N. J., which has recently been equipped with record demonstration booths, sheet music and musical instrument departments, piano rooms and radio display counters.

Third National Music Week Celebrated Week of May 3

The third annual National Music Week was celebrated throughout the United States during the week of May 3. The practice of setting aside one week of the year for the observance of music has grown tremendously since its inception and this year's observance far surpassed former efforts. In the larger cities municipal associations, federations and clubs, theatres and music dealers and manufacturers co-operated in making the week one in which music was in the thoughts of all. Posters were displayed in public places throughout New York, carrying the message of music and asking that the passersby give a thought to music. Special programs were played at the leading motion picture theatres and free concerts were given in the auditoriums of the larger music houses. One of the crowning features of Music Week in New York was the finals of the harmonica contest, held in the Mall at Central Park on Saturday, where the winners of the preliminary contests met in the competition to decide the harmonica champion player of the metropolis. Similar contests were held in other cities and free symphony concerts were held in many centers. Music dealers were alive to the opportunity afforded them for effecting tie-ups

Edison Denver Distributor Has First Anniversary

Edison Phonograph Distributing Co. Completes First Year as Jobber—In This Period Increases Number of Dealers Eleven Per Cent

DENVER, COLO., May 6.—William R. MacDonald of the Edison Phonograph Distributing Co., Edison distributor for this territory, in commenting on business for the past year, the period for which this concern has distributed Edison products, states that "the first year is the hardest." The past twelve months have seen, however, this progressive company increase the number of its dealers by eleven per cent, not including dealers located in additional territory recently allotted it.

Mainly responsible for the success which the company is encountering is the dealers' sample system of "Try before you buy," which has been installed extensively and which has resulted in a considerable increase of new release sales.

Other methods include a weekly sales letter entitled "Edison Sales Talks," inaugurated in connection with plans for a general canvassing campaign throughout the entire territory. A tone test featuring Signor Friscoe also had the effect of increasing sales. The distributing concern handles direct mail circularizing to customers and prospects for more than a third of the dealers it serves.

Remo Corp. Is Marketing Junior Radio Tube Reviver

MERIDEN, CONN., May 7.—The Remo Corp., of this city, has just placed another new product on the market which is to be known as the Junior Type Remo radio tube reviver. This device revives one standard tube of the 201A type or 199, or by the use of an adapter two tubes of the 199 type.

L. Groener has purchased the Platteville Music Shop, of Platteville, Wis.

One handle handles it"

Outing

TRADE MARK

"Master of movable Music"



4

**YEARS HAVE PROVED
OUTING PORTABLES
ARE THE BEST**

SENIOR, \$37.50

finished in
Red Mahogany, Brown
Mahogany and Oak

JUNIOR, \$25.00

finished in
Redwood Mahogany, Brown
or Black Lathierette and
Oak.

DISTRIBUTORS

A. C. ERISMAN CO.....	175 Tremont St., Boston, Mass.
GENERAL PHONOGRAPH CORP.....	15 West 18th St., New York, N. Y.
EVERYBODY'S TALKING MACHINE CO., INC.,	810 Arch St., Phila, Pa.
IROQUOIS SALES CORP.....	210 Franklin St., Buffalo, N. Y.
JAMES COWAN CO.....	18 West Broad St., Richmond, Va.
JAMES K. POLK CO., INC.....	294 Decatur St., Atlanta, Ga.
BELKNAP HARDWARE & MFG. CO.....	111 E. Main St., Louisville, Ky.
STERLING ROLL & RECORD CO.....	137 West 4th St., Cincinnati, O.
OHIO MUSICAL SALES CO.....	1747 Chester Ave., Cleveland, O.
C. L. MARSHALL CO.....	514 Griswold St., Detroit, Mich.
TARG & DINNER MUSIC CO.....	229 West Randolph St., Chicago, Ill.
EDWARD G. HOCH CO.....	27 No. 4th St., Minneapolis, Minn.
MAJESTIC MUSIC SHOP.....	16 South 7th St., Minneapolis, Minn.
RENIER MUSIC HOUSE.....	545 Main St., Dubuque, Iowa
MARKS PHONOGRAPH & RADIO CORP.....	2215 Pine St., St. Louis, Mo.
SCHMELZER CO.....	2015 Grand St., Kansas City, Mo.
CARL FLORINE.....	514 Charles Bldg., Denver, Colo.
WALTER S. GRAY & CO.....	1054 Mission St., San Francisco, Cal.
WALTER S. GRAY & CO.....	926 Midway Place, Los Angeles Cal.
WALTER S. GRAY & CO.....	2602 Fourth Ave., Seattle, Wash.

OUTING TALKING MACHINE CO., Inc., Mt. Kisco, N. Y.

Export Department

No. 44 Whitehall Street, New York City, N. Y., U. S. A.

Cable Address "OUTING" New York

Representatives in:

Sydney, New South Wales; Melbourne,	Havana, Cuba.	Barranquilla, Colombia.
Brisbane and Perth, Australia;	Buenos Aires, Argentine Rep.	Genoa, Italy.
Wellington, New Zealand.	Santiago de Chile.	Dublin, Ireland.

HAPPENINGS IN THE DOMINION OF CANADA

Montreal Radio Trades Association Is Formed to Wage War on Trade Evils

Protest Against Proposed Amendment of Copyright Act to Be Forwarded to the Prime Minister—C. W. Lindsay, Ltd., Decides to Pay Bonus After Very Successful Year—The News

MONTREAL, CAN., May 7.—Surplus radio stocks in the hands of some manufacturers still have a bad effect through being dumped on the market at auction prices. Buyers who purchased from the same manufacturers in good faith are forced to meet retail prices below their costs, and no improvement is expected until the public takes up the cut price items now available. In order to cope with the situation, dealers are showing more interest in products of manufacturers who have more stable prices, and who apparently refuse to add to the disturbed condition of affairs by slashing prices. Standard parts and sets of several leading manufacturers have not been as seriously affected as those made by firms who have been attracted to the radio field, and who went ahead on production programs far ahead of the ability of the market to absorb their output. Hope for improvement is displayed by a section of the trade, and a slightly more optimistic tone is in evidence. The public appears to show some doubt about quality of low priced articles even when marked with the manufacturer's name. Batteries and tubes are in good demand and appear to have become established as a staple line because of the number of radio sets in use. In order to combat the various evils in the local trade as well as trying to remedy the situation the Montreal Radio Trades' Association has been formed, the basis of organization being to secure closer business relations between its members and to protect the public and the members from impositions, to secure legislation for the best interests of the trade and correct merchandising methods of the radio trade in Montreal.

Protest against the proposed amendment to the Copyright Act which would prevent copyright music being broadcast by radio will be forwarded to the Right Hon. W. I. Mackenzie King, Prime Minister, by the Electrical Club of Montreal. Unanimous decision to do this was made at a recent weekly luncheon of the club in the Queen's Hotel.

Second reading has already been given to the amendment, and it has now been referred back to committees, said F. W. Johnson, advertising manager of the Northern Electric Company, who addressed the club on the subject of "Radio Broadcasting." "If the amendment is passed radio broadcasting in Canada will be killed," Mr. Johnson told the club.

The annual meeting of C. W. Lindsay, Ltd., took place recently when reports were presented for the fiscal year ending February 28, 1925, which showed a very satisfactory year, the volume of business being substantial and the

profits exceptionally good. It was made evident by the report on collections that transactions had been of a high character. In view of the showing, the president, C. W. Lindsay, announced that the directors by way of appreciation of the efforts of the staff, arranged to pay a full bonus of 10 per cent of their respective salaries to all their employes in Montreal and certain other branches who have been in the continuous service of the company since March 1, 1924. The bonus was paid to the employes in cash on May 1. The regular

Clever Stunts and Tie-Ups of Toronto Retailers Create Interest in Their Lines

Sonora Phonograph Replaces Orchestra in Theatre Tie-Up—Brunswick Radiola Popularity Continues—"Canadian" Portable Makes Debut—Radio Window Makes 'Em Stop and Look

TORONTO, ONT., May 7.—A clever stunt was recently staged by Manager Leonard Bishop, of the Regent Theatre, Ottawa, in co-operation with the C. W. Lindsay, Ltd., branch of that city during the presentation of the clown tragedy, "He Who Gets Slapped." In place of the usual orchestra overture a phonographic selection of appropriate nature was played. Lindsay's loaned a Sonora phonograph for the week with a Victor record from Pagliacci, this being "Vesti la Giubba" as sung by Enrico Caruso. A special loud needle was used in the machine. The phonograph was not displayed, the house being darkened while the selection was being played, so that the audience did not know how the selection was being presented. The machine was placed in the centre of the orchestra pit and actual accompaniment was played on the pipe organ, the organ and the phonograph being synchronized as to key, volume of tone, etc.

The Ouellette Brunswick Shop, Windsor, Ont., has removed to new and more commodious premises, located at 20 London street, where it now has at the disposal of its increasing number of customers one of the finest and most complete music stores in the Dominion. Mr. Ouellette claims the largest and most healthy record business in Windsor, and points with pride to the exclusive selection of Brunswick artists as one of the main reasons for this growth.

Wm. F. Hitchcock, head of the Phonomotor Co., Rochester, announces that he was advised recently by the Hydro-Electric Power Commission of Ontario, that the Phonomotor had been approved by the Commission's laboratories and

dividend of 7 per cent on preferred shares and 8 per cent on the common shares was declared, and the old board of directors re-elected. This firm controls the jobbing rights of the Sonora phonograph in certain territories.

H. M. Connolly & Co., of Montreal, are offering 10,000 preferred shares of the Dynergy Radio Co., Ltd., at \$10 per share, carrying a bonus of 50 per cent of common stock. The Dynergy Radio Co., Ltd., has been incorporated under a Dominion charter to acquire the Canadian manufacturing rights of the Lavenburg Corp., of the United States, inventors of the Dynergy radio receiving set, and the Dynergy power unit, which enables any and all other makes of radio now on the market to operate without batteries; and to carry on the manufacture and distribution throughout Canada of these two separate products.

distribution permitted in Canada. Mr. Hitchcock is naturally highly elated with the recognition accorded his electric motor.

V. B. Hodges, sales manager of the Brunswick phonograph division, states that the music trades of Canada are now undoubtedly realizing the tremendous possibilities of the Radiola line, and are aware that the Brunswick policy of protecting dealers is thoroughly appreciated. He states they are well satisfied with the efforts put behind the Brunswick Radiola by the music trades, and is of the opinion now that the combination model has been properly introduced to the music trades and the public, the returns will be even greater.

C. R. Fraser Co., Ltd., Canadian representative of F. A. D. Andrea, Inc., has distributed to its jobbers and dealers a beautiful and very effective window display featuring FADA neotrodyne receivers.

A new Canadian-made portable phonograph, to be known as the "Canadian" and to retail at \$30 has just been placed on the market by W. H. Banfield & Sons, Ltd., Toronto.

Purser Bull & Co., Ltd., radio distributors, have removed to the Radio Building, 445-447 King street, West, where they have more space available for their ever-growing clientele.

At the recent annual meeting of the Burndep of Canada, Ltd., S. B. Trainer was re-elected president, and H. B. McKenzie was elected to the office of general manager.

Robertson Pingle & Tilley, Ltd., Ottawa, in order to direct and attract attention to their radio sets, recently placed in their show window a handsome receiving outfit in which were placed electric light bulbs of small size which were attached to the electric service, these lights were allowed to burn all day and night and gave the idea to the general public that the radio tubes were being used up. More than one passerby stopped and notified this firm that they were ruining their batteries by leaving the set on all night.

The Harry Whitehouse Music Co. has opened in the Masonic Block, Port Arthur, Ont., carrying phonographs, records, etc.

The R. S. Williams & Sons Co., Ltd., have secured the Canadian distributing sales rights for the Outing portable talking machine, which is so well known on the American side through its up-to-date slogan: "One handle handles it." They expect to place a large number of these machines throughout the Dominion.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

THANK YOU MR. ADVERTISER FOR LETTING US KNOW OF THIS INTERESTING RESULT OF YOUR ADVERTISING

C. ALFRED WAGNER, PRESIDENT

C. R. WAGNER, VICE PRESIDENT

J. N. GALWAY, TREASURER



Musical Instrument Sales Co.

Victor Wholesalers
673 Eighth Avenue
NEAR 42ND STREET
New York

Mr. Lee M. Robinson
Advertising Manager
Talking Machine World
New York City.

Dear Mr. Robinson:

The attached postal card, embodying a request from a Victor dealer in Austria for information relative to our Weekly Victor Record Display Card Service, as advertised in a recent issue of your publication, is eloquent of the extent to which your paper is read and not at all unfavorable as evidence of a widespread circulation.

The ad referred to appeared in the November issue of the World and was successful in bringing numerous new "domestic" subscribers into our fold aside from producing this European request.

Very truly yours
MUSICAL INSTRUMENT SALES COMPANY

Courtland B. Shaw
Advertising Manager.

Budapest, January 2d, 1925

MUSICAL INSTRUMENTS SALES CO.,
673 Eighth Avenue, NEW YORK CITY.

Gentlemen:

Having read your advertisement in The Talking Machine World, number of November 15th, we would like you to send us samples of your painted show-cards respectively to give us information about the M. I. S. service.

We are therefore awaiting your samples as well as a description of the service and hoping to enter into profitable business relations with you, we are,

Yours faithfully,
ROZSAVOLGYI & Co. *[Signature]*

The "Big Book with the Orange Cover" has maintained a paid circulation and a world-wide influence for over 20 years.



Published by EDWARD LYMAN BILL, INC.

383 Madison Avenue, New York

Radio Corp. of America Announces Two Portables

New Radiola Portable Super-Heterodynes Have Many Interesting Features—Expected to Meet Summer Need for Small Radio Set

The Radio Corp. of America has just announced two new Radiola portable super-heterodynes which are also being announced to the general public in the Saturday Evening Post



Portable Radiola No. 26

of May 16. The accompanying illustration will give some idea of the attractiveness of these two new sets, and Radiola jobbers and dealers have predicted that the new instruments will meet with a tremendous sale this Summer.

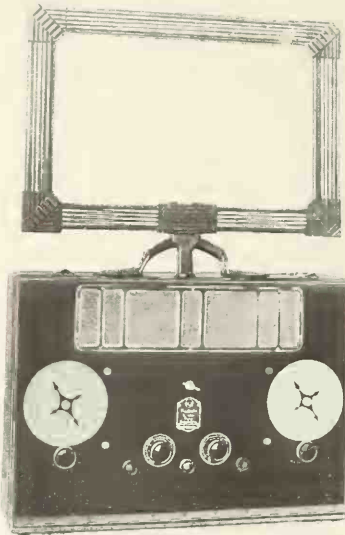
The Radiola portable super-heterodyne model 24 is a leather suitcase model, dress-case size, covered with cobra grain leather. The circuit is the RCA standard six-tube super-heterodyne catacomb, dry battery operated. The tuning controls are identical with the vernier operated controls for the present type of Radiola super-heterodyne and Radiola Super-VIII, the usual paper dials being provided for marking in the tuning points of broadcast stations. The loop is a demountable rotating type, carried on the inside cover of the suitcase when the set is carried from point to point. When the set is in operation the loop is removed from the inside cover and inserted in socket at top of suitcase. The model 24 employs six of the standard UV-199 tubes and the loud speaker has a specially designed horn, providing unusual tone quality. Dry battery operation is used throughout and a four-point connector plug with cables permits

the use of external batteries of the larger size.

The Radiola 24, when fully equipped, including batteries, weighs approximately forty pounds, and measures $21\frac{3}{8}$ " x 16 " x $7\frac{1}{4}$ ". The new instrument, complete with six Radiotrons but without batteries, lists at \$195.

The Radiola 26 portable super-heterodyne is enclosed in a grained walnut cabinet, $14\frac{1}{4}$ " x 13 " x $9\frac{1}{2}$ ". It also has a home battery box finished to match a portable set proper. The circuit and tuning controls are of the general type employed with the Radiola 24, and other super-heterodynes. The loop is specially designed so that it may be removed from the front door frame and attached to the rear of the cabinet, thus permitting the set to be operated while it is being carried. The Radiola 26 employs six of the standard UV-199 tubes and has a specially designed horn, "snake" type. The portable set proper has the necessary space for three standard size "A" dry batteries, four intermediate size "B" batteries and the tubular type of grid batteries.

The home battery box provides space for the



Portable Radiola No. 24

six "A" cells of standard size, standard type "B" batteries used in the present type of Radiola super-heterodyne and the standard $4\frac{1}{2}$ volt grid bias battery. A plug connector in the rear of the portable set permits the set to

be operated either from the shorter life batteries in the cabinet proper or the longer life batteries in the home battery box, and also contains an antenna tuning element with binding posts for connections to an aerial or ground wire. With the addition of either an indoor or outdoor aerial, Radiola 26 provides loud speaker operation over very great distances.

The Radiola 26, complete with batteries for portable use, but without the home battery and box, weighs approximately forty pounds. The list price of the new instrument, complete with the home battery box containing the antenna couple and six UV-199 Radiotrons, is \$225

Unusual Numbers in Edison Record Release

The new releases of Edison records for the current month include a record by the distinguished artist, Anna Case. On one side is "The Indian Love Call" from "Rose Marie," and on the other, "Indian Dawn," by Zamecnik.

There is also another organ record which is a recording of ("Most of All") "I Want Your Love." On the reverse side is "I Found a Way to Love You," sung by the well-known tenor, James Dougherty.

The vaudeville headliner, Ben Smith, also is included in the new releases in a number entitled "I Am Looking for a Union Sweetheart." On the other side Bill Jones, the popular tenor, sings "I'll Make the Pies Like Mother Made."

Among the important orchestra releases is a record by Mel Craig's Orchestra, well known in vaudeville, who on one side play "By the Waters of Minnetonka," and on the other, "In the Garden of To-morrow"

Distinguishing Features in Utah Loud Speaker

CHICAGO, ILL., May 7—The engineering department of the Utah Radio Products Co., in this city, has just announced an interesting development in loud speakers, representing a new principle of sound deflection. In a speaker that stands only $8\frac{1}{2}$ inches high and six inches across at its base, the Utah engineers have compressed a tone chamber that they state is equal to the chamber found in the usual long horn type of speaker. This is accomplished by three deflections of sound, each deflection amplifying the sound volume.

The Utah Super Reflex Speaker, as the instrument is called, incorporates the advanced Utah unit which has already attained wide popularity. This unit is self-adjusting to all radio receivers and eliminates all need of diaphragm adjustments. No springs are used and it is of Utah non-metallic construction. The speaker is finished in a beautiful dull mahogany brown and fits into a very small space. Production facilities at the Utah plant will enable the company to co-operate with its dealers to excellent advantage.

Combine Proves Sales Aid

The combination of the selling organizations of the W. H. Bagshaw Co., of Lowell, Mass., Brilliantone Steel Needle Co. and the Reflexo Products, Inc., of New York City, into one organization has proved a big factor in sales promotion. Other contributing factors to the notable sales increase made by this company have been the new counter cards of the Reflexo Co. and the imprinting of the dealers' names on Brilliantone envelopes.

A. J. Walsh Honored

Arthur J. Walsh, Musical Director of Thomas A. Edison, Inc., was elected this month to be president of The Rotary Club of the Oranges. Mr. Walsh has been active as a member of this organization for the past six months.

The Sonora Radio Set and Merchandising Policy Mean Permanent Profits

Dealers who have had the Sonora franchise in the past have always enjoyed prosperity. As one of the largest distributors of radio instruments we realize the need of the Sonora policy in the radio field today. We believe that with the entrance of Sonora in the radio field we can look forward to a stabilization of prices and a successful season.

Maurice Landau

GREATER CITY
PHONOGRAPH COMPANY INC
234 WEST 39TH STREET NEW YORK NY

Metropolitan Distributors for FREED-EISEMANN

Peter Pan

The Smallest Phonograph



Put up in a neat compact kodak box, same size as No. 2-A Brownie Camera, open same up and you have a machine that will play any size record, producing a loud and clear tone. Just the thing to take on picnics, Ideal for vacation time. Guaranteed in every way. Reg. \$16.00 value..... **\$8.48**

Attention Dealers and Jobbers

In the upper left-hand corner of this page is a reproduction of an advertisement that appeared in the Kansas City Star on April 5th. We want to call your attention to three things in this add.

First—The Retail Price—\$8.48

Second—The Picture—it is Not a Peter Pan

Third—The Words—“Peter Pan” in Large Type

As to the first two we have nothing to say as we make no pretense of competing with the cheaper types of machines.

BUT AS TO THE USE OF THE WORDS

“PETER PAN”

in connection with such machines we must protest and take exception.

The name PETER PAN when used in connection with any musical instrument including the RADIO has been filed with the U. S. Patent Office by the PETER PAN GRAMOPHONE CO. and we shall prosecute its use by any other concern. This ad. is run in response to protests from DEALERS who, having seen it, believed the price of the GENUINE PETER PAN was being cut.

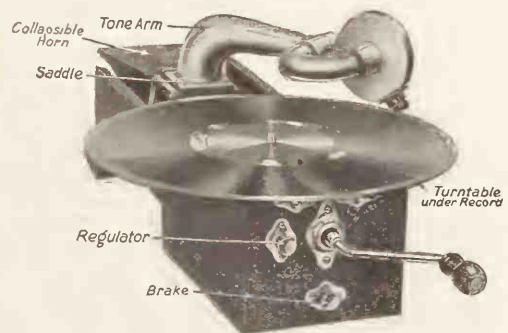
The PETER PAN GRAMOPHONE sells at one price EVERYWHERE and we are doing our utmost in having this price maintained—mainly by supplying a machine that is worth the money.

Take a good look at the pictures of the REAL PETER PAN GRAMOPHONE and don't confuse with any other make.

Black
Imitation
Leather
\$20



De Luxe
Brown Leather
or Imitation
Crocodile Leather
\$25



One Price Everywhere F. O. B. New York

Dealers Discount 40% From List Price

PETER PAN GRAMOPHONE CO.

342 Madison Ave., New York

Rumors Galore About Victor Co. Plans and Purposes

Despite Fact That Annual Meeting Revealed Only Regular Business Session and Interesting Address by President Johnson

There were great expectations in the trade recently regarding some specific announcement as to the plans of the Victor Co. to be made in connection with the President's report at the annual meeting of the stockholders of the company on April 24. Those who expected something definite, however, as to the plans of the company in the radio field or otherwise were doomed to disappointment, for in his statement Mr. Johnson simply reviewed general conditions and stated that the company was developing deliberate plans towards meeting those conditions, and the situation as it was expected to develop in the future, so that the prestige of the Victor Co. would be maintained.

There were those, including some trade paper editors, who deduced certain conclusions from President Johnson's statement, with the result that rumors regarding Victor Co. activities which have been abroad in great numbers during the past months received a new lease of life and were augmented by other statements made by "friends of a friend who had a friend who knew somebody who had the low-down." The result has been that the Victor Co. has in rumor at least become affiliated with about half the leading radio concerns of the country, has come under the control of at least one of these, has taken over many patent rights and licenses and has otherwise been active.

To all of these statements and rumors the company directors remain deaf and announce that no statement will be made until such time as it has some basis of sound and immediate fact.

Just how far President Johnson went to satisfy the craving of trade members and outsiders for some direct hint as to Victor Co. activities may be gleaned from his annual report to his stockholders which is reproduced, herewith:

"The year 1924 was unusual in the experience of the company. In all prior years it had been impossible to satisfy the demands of the trade at the Christmas season. Consequently, with the additional facilities provided by recent plant enlargements, an increased manufacturing schedule, considered adequate for the anticipated demands for the year, was put into effect. The sales for the first ten months were about on a par with the previous year (one of the largest in the history of the company), thus indicating that the program was well advised. However, an exhaustive canvass in October gave indications of a decrease in the holiday trade, owing to the great demand for radio receiving sets and the general business depression. Schedules were reduced, but it was impossible to check the output before a considerable surplus of instruments, which under normal conditions would have been absorbed in November and December, had accumulated, resulting in the increase in inventory as compared with the previous year.

"It is noted that the volume of the export business showed a substantial increase over that of the previous year.

"A controlling interest in the capital stock of the Berliner Gramophone Company, Ltd., of Montreal, Canada, was purchased during the year, thus forging another link in the chain for international distribution of Victor products. The name of the company has been changed to 'Victor Talking Machine Company of Canada, Ltd.' Plans carefully and deliberately developed toward meeting the conditions confronting the industry are rapidly nearing maturity and are anticipated to maintain your Company in its position in the van of the entertainment field."

The New Priess "Straight Eight" for May Announced

Former Models Withdrawn From Market Without Loss or Disturbance to Trade of Distributors or Dealers

The Priess Radio Corp., 697 Broadway, New York City, manufacturer of the Priess radio receivers, of which William H. Priess is the head, has announced a new product to be known as the Priess "Straight Eight." Prior to making the above announcement the Priess Radio Corp. withdrew from the market, without loss to its distributors or dealers, its former models P.R.3 and P.R.5. In extending this full protection to its distributors and retailers the announcement from the Priess organization to its trade outlets said: "Let us point out to you that under our distributors' sales agreement giving you territorial protection you are also protected against change in prices and change in models. Please immediately advise us of the number of sets you have in stock and the number of sets that your dealers have which are not proving entirely satisfactory, have these sets packed in their original cartons and return them to us for full credit."

Coincident with the announcement of the new Priess model, the Priess organization stated that all goods withdrawn from the market would be destroyed and that none would be sold at reduced prices.

The new Priess "Straight Eight" will enclose within its cabinet every needed accessory, making it self-contained. This will include dry batteries, loop operation, five stages of audio frequency, tube detector and two stages of audio frequency. The sales and territorial policy of the Priess organization will be continued. While the new sets will carry some radical improvements they will be identical in external appearance with the previous models of the company, with the addition of a volt meter on the front of panel to show the filament potential and controlling knob of the rotate loop.

It will be the Priess policy to bring out improved sets from time to time. These, however, will not be seasonal additions. Any improvements will be added as progress is made and the designs of the sets, cabinet work, etc., will never be radically changed. Thus neither the trade nor the consumer will be approached with radically new products or with revolutionary sales features.

Columbia Cleveland Branch Installed in New Quarters

New Headquarters Located in More Central Section—Wm. Taylor Son & Co. Celebrate Their Fifty-fifth Anniversary

CLEVELAND, O., May 8.—The Columbia Co.'s branch here is now installed in its new quarters, which include salesrooms and warehousing facilities on the sixth floor of the Premier Press building, 1821 East Eighteenth street. The headquarters were moved from 1812 East Thirtieth street. The new quarters are more centrally located in the downtown section and closer to "Music Row," where more than a score of talking machine and other musical instrument dealers and distributors are quartered. The branch is under the management of S. S. Larnon and the territory covered goes as far north as Detroit and south to Springfield, O., taking in the eastern section of northern Ohio.

Most of the Cleveland talking machine dealers are looking forward to a good demand for portable machines this Summer. The Wolfe Music Co. sold many of them last year and inquiries are being received from people who contemplate automobile tours and camping expeditions to Summer resorts.

William Taylor Son & Co., who are celebrating their fifty-fifth anniversary, scored a good run on Columbia machines and records all during the last week of April. The talking machine section was busier than during any previous anniversary sale. Taylor's also featured the Sonora "Marquette" model in their anniversary sale successfully.

R. E. Taylor, district manager for the Starr Piano Co., reports that orders for the last half of April were very satisfactory. This firm has been doing considerable newspaper advertising this Spring.

Death of Miss Elsie Buehn

PHILADELPHIA, PA., May 9.—After many months illness Miss Elsie Buehn, daughter of Mr. and Mrs. Louis Buehn, passed away on Wednesday evening of last week. Her father, Louis Buehn, president of the Philadelphia Victor Distributors, Inc., is one of the most prominent members of the talking machine industry. His host of friends throughout the talking machine trade learned with sorrow of his bereavement and extend to him their sincere sympathies in the loss which he has suffered.

Miss Buehn was the oldest of the children and is survived by, in addition to her parents, a sister, Adeline, and brother, Louis Buehn, Jr.

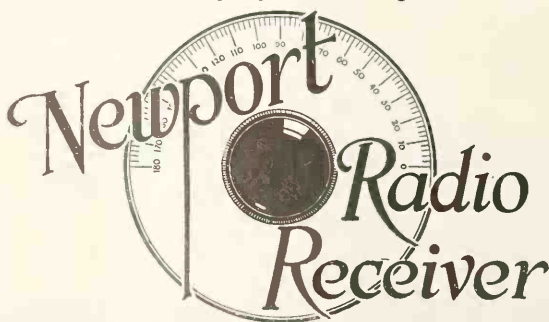
Ira Greene, well known in radio circles and who recently placed on the market the new Power radio receiving set, is receiving the congratulations of his many friends in the trade upon the birth of a son, Roger Horace Greene, who was born on Monday, May 4.

Dealers Know Newport Is Balanced Properly

The Newport Receiver is so built that the four qualities of radio reception, Tonal Quality, Selectivity, Range, and Volume, are properly balanced. No undue emphasis is placed on any characteristics. Tonal Quality, for example, is not sacrificed to Volume.

Each of these four prime characteristics has been given painstaking and highly technical study. Each has been developed to a point of excellence in and has been designed to function with each other quality. That is why more and more dealers are daily demonstrating enough volume from distant stations for dancing. The Newport "tunes-out" locals at will. Tonal Quality? Newport Dealers call attention to it.

The Newport emphasizes no particular reception factor. It is the remarkable teaming of all four of them that makes Newport a good receiver.



Newport Radio Corp.
250 West 54th Street,
New York City

The Newport Is a Good Receiver Built in a Piece of Fine Furniture

Declaration of Principles in Radio Merchandising Adopted by Association

Executive Committee of Talking Machine and Radio Men, Inc., New York, Adopts Schedule of Suggestions on Sound Merchandising of Radio for Guidance of Both Retailers and Manufacturers

At a meeting of the Executive Committee of The Talking Machine and Radio Men, Inc., held on May 8, the most dominating business transacted was the adoption of a comprehensive schedule of recommendations on the matter of handling radio apparatus designed to aid the retailer in selling radio on a profitable basis and to help the manufacturer in so adjusting his affairs as to assist in the stabilization of the industry.

The schedule, which contains a number of interesting and pertinent suggestions, both for the dealer and the manufacturer, is in a sense the outgrowth of two meetings of radio manufacturers and their representatives with the members of the Executive Committee of the Association during the past couple of months, wherein an effort was made to reach some general understanding of merchandising policies that would prove advantageous both to the maker and seller of radio.

It was largely through the efforts of Irwin Kurtz, president of the Association, that that body has made such earnest efforts to improve distributing methods in the radio field, and although some of the results may not be apparent on the surface there is no question but that the work of the dealers' body has been effective to a marked degree.

The schedule of recommendations as adopted by the Executive Committee and submitted for ratification to the membership at large at the monthly meeting on May 13 read in full as follows:

A Few Lines Rather Than Many

1. Success in business comes from concentration. It is therefore that we recommend that the general handling of sets by dealers should be discontinued. A dealer should handle the products of no more than three manufacturers; and these products should cover the field in price, style and hook-up; thus, by confining themselves to four products, the proper presentation and sales push can be put behind the products of the manufacturer. Proper representation given to manufacturers will encourage them in their future development. In selling the four products we earnestly urge that the dealers employ every precaution to select manufacturers who use proper merchandising methods and whose past can commend itself to the dealer, to the end that the industry can as rapidly as possible be put on a real business basis and be taken out of its gold mine rush days.

We believe that a real dealer's franchise proposition, backed by an earnest endeavor by the manufacturer to make the franchise a valuable one, may be the solution of the difficulties of the trade. At this time, however, we made no recommendation that there be a general issuance of franchises.

Handle Receivers of Reputation

2. For the dealer's own protection, he should handle only such sets as are standard, nationally advertised and steer clear absolutely from any stenciled merchandise. Such merchandise becomes practically valueless as soon as the height of the season is passed and his profits then are tied up in unmovable inventory on which great losses are taken. Very frequently the dealer makes a handsome profit during the season and gives it all back in the way of losses on inventory at the end of the season, having gotten nothing more than a mere living out of his hard work. Standard merchandise purchased at a living discount and backed by a manufacturer of reliable standing, financially and otherwise, is profit insurance.

The Question of Service

3. We recommend that all dealers be prepared to give proper service upon sets sold, and that the service portion of their business be stressed in advertising and window displays; so that the public will have an assurance that after a set is installed in their home the dealer service will stand back of the set, and see to it that it continues to function properly. The proper service given to a consumer will develop the dealer's good will and bring him an endless amount of repeat business, thereby assisting in the reduction of his percentage overhead and the increase in his net profit. An investment made now in service work and a service department will reap a big return. In lieu of a home service department, arrangements can be made

with certain well-known service organizations now being used by some of the leading retailers.

4. We recommend that an immediate effort be made to train yourselves and your clerks so that intelligent service and advice shall be given not only to purchasers in regard to the operation and maintenance of their sets, but also to all prospective purchasers.

5. We recommend that all sets that are advertised for sale or displayed in store windows or in stores, be advertised and marked under their "stripped" price only and never equipped; unless the set is one of those in which the parts are made by the manufacturers of the set, in which event the set shall be marketed under its complete price, fully equipped. When advertising complete sets, all accessories should be named.

Pertinent Suggestions to Manufacturers

6. We earnestly recommend to the manufacturers of the country that there be only one discount price offered to dealers, regardless of the quantity purchased, and that the price offered should enable a dealer to make a fair profit; also that at no time should the manufacturer offer further discounts for quantity purchases, thus putting all dealers on an equally fair basis.

7. We desire to call to the attention of the manufacturers of the country the fact that more jobbers do not necessarily mean more business; that there should be fewer and better jobbers. That they should earnestly endeavor to see to it that those receiving jobbers' discounts are real jobbers and not the purchasing agents for chain stores, department stores, etc.

8. We earnestly recommend to all manufacturers that if they change their models or their prices they notify their jobbers and dealers in writing at least ninety days in advance of the change and at termination of said ninety days that a satisfactory adjustment be made.

Copies of the schedule will be sent to all the associations in the music trade throughout the country, as well as to a number outside the field, with the suggestion that they ratify it either in whole or in part, suggest additions, and endeavor to make the move for better radio merchandising a national factor.

New Radio Freight Rates Suspended Until Sept. 14

Interstate Commerce Commission Orders Suspension of Increased Rates Until That Date to Await Results of Pending Cases

WASHINGTON, D. C., May 11.—The Interstate Commerce Commission has ordered the suspension until September 14 of a proposed classification of radio sets under which railroad freight rates would be substantially increased. The new classification was to have become effective May 17.

The Commission now has before it a similar case, in which a proposed classification of radio sets was suspended until next week in order that an investigation might be made. Hearings were held on this case last month, and attorneys for the various parties interested were given until May 15 in which to file briefs.

Brandes Gotham Office Moved

C. Brandes, Inc., manufacturer of Brandes table talkers and head sets, has moved its New York office to the Woolworth building. The office is under the direction of M. C. Rypinski, vice-president in charge of sales. The growth of Brandes popularity in England is also notable. Two and a half years ago, W. A. Bartlett sailed for England as a sales representative and so great has been the demand for the products that a subsidiary company, Brandes, Ltd., has been formed with a large manufacturing plant in Slough, Bucks, England and office headquarters at London.

New Music Store Opens

A new music store has been opened in the Baker Building on Limestone street, Gaffney, S. C., by Gaffney, Willis & Smith, handling a general stock of music goods.



PURATOAN

TRADE MARK
PATENT APPLIED FOR

A Loud Speaker

that is different from any other on the market.

Talking machine dealers will find the Puratoan a loud speaker that they can sell readily for two reasons—

First, for its remarkable fidelity in tone reproduction. It is made of Custeloid, a new material eliminating all vibrations and harsh metallic rasping sounds. It is acoustically perfect.

Secondly, it is an instrument of art—a musical instrument that will grace the wareroom of the dealer or the finest home in which it may be placed.

There are three models, two cabinet models and a vase model.

With the Puratoan you can defy competition. Be the first in your neighborhood to sell it.

Write today for full information

Our guarantee of your money back protects you

Flower Vase Model \$14.00.
Colonial Cabinet Model \$17.00.
Cabinet Model de Luxe, \$25.00.

Made by

Custeloid Co., Inc.

10545 Woodhaven Blvd
OZONE PARK, N. Y.

Dictogrand

The Articulating
True Tone
LOUD SPEAKER

Thomas A. Edison, Home From South, Gives Views on Vital Trade Questions

Famous Inventor Expresses Confidence That the Phonograph Is Certain to Increase in Popularity—Regards Instalment Selling Essential to Trade Prosperity—Discusses Rubber Growing

Thomas A. Edison, the world-famous inventor, returned from his Winter vacation in Fort Meyers, Fla., on April 20 and again assumed active charge of the company bearing his name, of which he is president. When seen by a representative of The World, Mr. Edison seemed to have benefited greatly by his sojourn South, being in the best of health as well as in the best of spirits.

In chatting with The World, he said that the Edison company during the past six months has conducted a very extensive and detailed survey in the phonograph industry and that, as a result of the data which has been secured, he is thoroughly confident of the future of the phonograph.

Now that radio has passed through its initial boom, Mr. Edison feels that the phonograph is certain to become increasingly popular as a type of musical instrument which can be depended on at all times to deliver an essentially satisfactory musical result and an opportunity to listen to exactly what one desires at any given time. Mr. Edison has, therefore, the greatest faith in the future public demand for high-grade phonographs backed by service.

When queried about the recent vigorous propaganda being conducted by savings banks to discourage instalment selling, Mr. Edison stated that in his judgment there is no likelihood of there being any great curtailment of instalment selling in the musical instrument field or, for that matter, to a great extent in other fields. He regards the instalment method of selling as the one means by which the great mass of working people and others of moderate income can acquire those things which they desire. He takes the well-grounded position that if the majority of the American people must wait to acquire the full purchase price before they procure what they desire their hopes will never be realized. Hence, he concludes that, not only will instalment selling continue on an extensive scale, despite any propaganda to the contrary, but that this form of selling has blessed many people with the only means of securing phonographs and other things which they earnestly desire to own.

When asked about Florida, Mr. Edison con-

firmed the prevalent reports regarding realty speculation and profits. He looks for a continuation of prosperous conditions in Florida for some years to come, because of the remarkable climate of Florida during the Winter period and the fact that it offers health advantages for older people during that season which are being appreciated by a larger and larger group of Americans each year. He said that the rubber-growing project, which is now being conducted by himself and Henry Ford in the State of Florida, is being carried on quite an extensive scale and, now that many of the first difficulties have been overcome through actual experience, there is considerable likelihood of developing a successful rubber-growing industry in this country, although it is still too soon to make definite commitments.

Thermiodyne Radio Corp. Closes Important Contract

Leo Potter, president of the Thermiodyne Radio Corp., New York, announced this week the signing of a five-year contract with the United Cigar Stores Co., whereby the Thermiodyne radio receiver will be extensively advertised and recommended by all of the 2,800 United stores and agents throughout the United States. With the closing of this contract the Thermiodyne Radio Corp. has at its disposal one of the most comprehensive distributing organizations in the country.

The national campaign featuring Thermiodyne sets opened in New York a few days ago and simultaneously with the appearance of advertising in the leading New York newspapers, other forms of advertising are appearing in all of the 500 United stores in greater New York. The instrument itself is being displayed in over eighty of these stores, while actual demonstration of the Thermiodyne in all of the branches in which the United Cigar Stores Co. maintains its principal radio departments is adding materially to the success of the campaign.

The Thermiodyne set has made very rapid progress during the past year, necessitating the material expansion of its factory facilities at

Plattsburgh, N. Y. The company has never introduced a cut in price since the instrument was placed on the market, and it is expected that the deal with the United Cigar Stores Co. will give the product exceptional popularity. Mr. Potter states that the contract was closed after consulting with several of the leading Thermiodyne jobbers and retailers, who advised him that they would welcome the new idea of distribution because the prestige, advertising and sales efforts of the United Cigar Stores Co. plus the activities of the Thermiodyne Corp. would give the Thermiodyne set tremendous publicity.

New House Organ Issued by the Adler Mfg. Co.

The "Adler-Royal" is the name of the new house organ just issued by the Adler Mfg. Co., of New York and Louisville, manufacturer of Adler-Royal neutrodyne and phonograph products. While Adler-Royal is officially designated as the name, a contest is now current whereby a new name will be chosen for this very attractive house organ. All Adler-Royal dealers and their employes are eligible to compete and the prizes include an Adler-Royal neutrodyne, a number 200 console radio speaker, and a number 100 speaker.

Ralph H. Meade, advertising and sales promotion manager of the Adler Mfg. Co., is responsible for the new house organ, and if the first number is any indication of future editions, this publication is going to be of real value. The opening article, written by Lambert Friedl, vice-president and general sales manager of the company, is entitled "What the Adler-Royal Franchise Holds For You," and a double-page spread presents the officials of the Adler Manufacturing Co., including the entire executive personnel and factory heads. Dealers are invited to contribute to the new house organ, which is going to be issued monthly, and which, it is planned, will contain much that is helpful in a merchandising way.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

OF THE TALKING MACHINE WORLD, published MONTHLY, at NEW YORK, N. Y., for April 1, 1925. State of New York, County of New York, ss.

Before me, a Notary Public, in and for the State and county aforesaid, personally appeared J. B. Spillane, who, having been duly sworn according to the law, deposes and says that he is the Editor of The Talking Machine World, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 4111, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business manager are: Publisher, Edward Lyman Bill, Inc., 383 Madison avenue, New York City; Editor, J. B. Spillane, 383 Madison avenue, New York City; Managing Editor, J. B. Spillane, 383 Madison avenue, New York City; Business Manager, Lee Robinson, 383 Madison avenue, New York City.

2. That the owner is: (If the publication is owned by an individual his name and address, or if owned by more than one individual the name and address of each, should be given below; if the publication is owned by a corporation the name of the corporation and the names and addresses of the stockholders owning or holding one per cent or more of the total amount of stock should be given.) Edward Lyman Bill, Inc., Caroline L. Bill, Edward Lyman Bill, Raymond Bill, Randolph Brown, H. R. Brown, Carleton Chace, Lee Robinson, J. B. Spillane, B. B. Wilson, all located at 383 Madison avenue, New York City; Edward Van Harlingen, 209 South State street, Chicago, Ill.

3. That the known bondholders, mortgagees and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest, direct or indirect, in the said stock, bonds or other securities than as so stated by him.

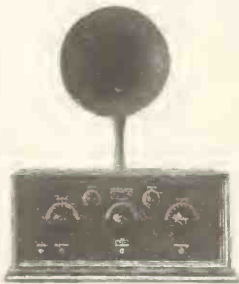
5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is (This information is required from daily publications only.)

J. B. SPILLANE.
Sworn to and subscribed before me this 30th day of March, 1925.

W. A. Low, Notary Public, New York County, No. 619, Register No. 5466. Certificate filed in (Seal) Queens County No. 3920. (My commission expires March 30, 1925.)

Murdock Neutrodyne

without loudspeaker retails for \$92.50



Same set with built-in loudspeaker complete for \$100.00 With adjustable loudspeaker unit, \$110.00

DEALERS: You can offer this well-known set WITHOUT the built-in loudspeaker for only \$92.50—a saving of \$7.50 on the cost of the set with the loudspeaker built-in.

This offer is made so that people who already have a loudspeaker will not have to buy another. Any make of loudspeaker can be attached to this set.

This Murdock Five Tube Neutrodyne is a set of outstanding value. It is encased in a handsome mahogany-finished cabinet with room inside the cabinet for your "B" batteries. Batteries and tubes are the only accessories needed.

Every "Murdock" set is backed by our 20 years of successful experience in making radio apparatus.

WM. J. MURDOCK COMPANY
Dept. C 3, Washington Ave., Chelsea, Mass.

Branch Offices:

NEW YORK WASHINGTON CHICAGO
LOS ANGELES SAN FRANCISCO SEATTLE



MURDOCK

RADIO PRODUCTS

Standard since 1904

The Trade in **BOSTON** and **NEW ENGLAND**

JOHN M. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

Improvement in New England Business Creates Better Feeling in the Trade

Music Week Largely Responsible for Stimulation of Sales—Columbia Dealers Looking Forward to Good Business—Brunswick Dealers' Gathering a Great Success—Other Trade Activities

BOSTON, MASS., May 8.—Business has shown a little improvement these past two weeks, and the houses that are carrying radio have been the first to feel the effects of the improved conditions. Of course a spurt is due to Music Week—the second music week is under way and the programs have begun very well. All the music headquarters are stressing these seven days, and making as much as possible of them. Demonstrations are going on all around and many of the houses have arranged to have their programs broadcast. Thus, while many persons will hear all kinds of concerts, vocal and instrumental, a vast army of others are receiving their programs via the air. Judging by the way the week has begun it looks as if the second Music Week was going to be a profound success.

Columbia Trade Optimistic

William S. Parks, manager of the New England department of the Columbia Co., was down in Maine a week or so ago and he reports that he found conditions improving, and with everyone looking for pretty good business the next few weeks. Mr. Parks also was in New York a few days ago, his trip over being primarily to procure a stock of French and Portuguese recordings, which he says is an end of the business that has been neglected. The trade, which caters to the Portuguese, and who are largely in mill centers, are most enthusiastic over the prospects of getting something that can be sold readily, and several large orders already have been placed. Mr. Parks has just had here at his guest Arthur Burgh, the supervisor of the recording laboratories, who was in town for a few days.

Great Gathering of Brunswick Dealers

The tremendous success of the gathering of Brunswick retailers held recently in this city under the direction of Harry L. Spencer, branch manager of the Brunswick-Balke-Collender Co., is best evidenced by the telegram that Mr. Spencer forwarded to A. J. Kendrick, general sales

manager of the phonograph division of the Brunswick-Balke-Collender Co. This telegram read as follows: "140 New England dealers met at Boston office to-night; wonderful success; most enthusiastic meeting ever held. Watch Boston go from now on."

This gathering of 140 music merchants was accomplished within forty-eight hours by telegram and personal communication and the response was almost spontaneous. A buffet luncheon was served at 6 o'clock and the meeting was opened by Mr. Spencer, who introduced Wm. R. Piper, special representative of the Brunswick sales division in Chicago. Mr. Piper made an exceptionally forceful and interesting address that gave the dealers present an intimate idea of the sales and musical importance of the Brunswick Radiola product.

Commenting upon this very successful meeting, Mr. Spencer said: "It was indeed gratifying to secure such a large gathering in view of economic conditions as they exist at the present time. It showed us that the average music merchant in the New England States will be able to see the light of day without any delay and intelligently understand the selling and merchandising of the Brunswick line as well as its possibilities."

In connection with this very interesting Brunswick meeting, the Boston Herald-Traveler carried in its Sunday edition a complete account of Mr. Piper's address, using photographs of both Mr. Spencer and Mr. Piper. The dealers throughout the New England States are keenly enthusiastic as to the practical results secured at the meeting, and Mr. Spencer has been congratulated upon the program presented to the retailers under his direction.

Featuring the Operadio

The A. C. Erisman Co., of this city, is now focussing attention on the Operadio, for which it is finding large sales. Advertised as the "original self-contained radio set," it is being heralded locally as the "truly wireless radio."

Mr. Erisman has a mass of good literature on this set and the trade is being well-informed as to its merits. Dealers, therefore, are looking into the proposition carefully and many of them have decided to carry it in stock.

Fire in Walter Gillis' Store

Walter Gillis, the Boylston street talking machine merchant, suffered a slight fire a few days ago and he is now advertising a fire sale. Walter was sitting at his desk when he saw a volume of smoke roll up from the basement and upon investigation found a brisk blaze in a closet. He grabbed a fire pail and doused the blaze with water. While his stock of Victor and Brunswick lines suffered no actual damage from fire there was a smoke damage.

Platt Spencer Injured

Platt Spencer, of the sales force of the Brunswick Co., is going around these days with his right hand bandaged and his friends are full of words of compassion and sympathy. Platt was fooling not long ago with one of his friends and in attempting to jokingly deliver a broadside he broke several of his fingers, thus necessitating medical attention. However, Platt keeps right on the road, going hither and thither, and by persistence and personality selling the Brunswick line.

The East Boston Music Store in Meridian street has lately taken on a line of the Brunswick goods and already has found a good demand for them.

The Brunswick headquarters in Kingston street are resplendent in a big and striking sign in green and gold, which runs vertically on the front of the building. No one can possibly miss the sign, which is an unusual one.

Widener's Made Music Master Distributor

Widener's Inc., has been appointed New England distributor for the products of the Music Master Corp., of Philadelphia, Pa. This firm, under the able direction of James G. Widener, president, is a well-organized distributing organization and is well and favorably known among talking machine retailers throughout the entire New England territory. The nationally known Music Master products at the present time include the Music Master loud speaker, in both horn and cabinet type, Music Master phonograph unit and head set, Music Master radio

(Continued on page 140)

Prepare for Vacation Time

In a few weeks the annual vacation season will begin with its demand for portable Victrolas and supplies of records of lighter music for cottage, bungalow and camp.

Are your stocks in proper shape to meet this summer demand?



OLIVER DITSON CO.
BOSTON, MASS.

CHAS. H. DITSON & CO.
NEW YORK

Trade News From Boston

(Continued from page 139)

parts, and the latest addition to the line, the Music Master "B" battery of the dry cell type. It is further expected that in a comparatively short period of time the Music Master line will embrace everything in radio. The tie-up with this nationally known product and efficient New England distributing organization is, therefore, destined to prove particularly valuable to the New England radio retailer.

Cheney Sales Corp. Busy

According to Manager G. Dunbar Shewell, Jr., the Cheney Sales Corp. has been meeting with good fortune as to business these past few weeks, all the specialties that the house carries having found many purchasers throughout the trade. Mr. Shewell spent several days over in New York and Philadelphia recently.

Achieving Success in New Post

Since taking hold of his new job Archie Chamberlain has been meeting with encouraging success with the Stromberg-Carlson line. His offices at 950 Little Building are centrally located. He refutes the theory that Summer is an unfavorable season for radio and he is, accordingly, looking for a good business from now on through the warm months.

Henderson Closes Branch

Henderson, who has operated an additional store at 2 1/2 Park Square for a couple of years, where a full line of talking machines and records has been carried, closed this place the first of the month, and has consolidated with his other store at 22 Boylston street.

Unique Music Week Tie-Up

As a feature of Music Week observances the C. C. Harvey Co. on Boylston street entertained the passing throng each noon that week with a concert by the Clarion Trumpeters, who played from the balcony over the first story. It proved a very entertaining feature.

Good Sonora Business

Manager Joe Burke, of the Musical Supply & Equipment Co., reports having closed a very good April with the May prospects quite encouraging, and he hastens to add that the talking machine business, that is, Sonoras, is noticeably picking up all through the field. Mr. Burke is eagerly looking forward to the receipt of the first of the new Sonora radio receivers which the company is about to put on the market and which are sure to make a hit with all radio enthusiasts. Tom Burke, Joe's brother,

"PERFECTION"
Reproducers and Attachments

11 Years of Quality

Prices Right

N. E. Distributors of

"GRIMES"

Inverse Duplex Radio Sets

Valley Chargers—Philco Batteries

L. S. Brach Antenna Outfits

Fleron Accessories & Equipment

New England Talking Machine Co.

93 Federal Street, Boston, Mass.

has just got back from a trip to Vermont and western Massachusetts where he found things pretty good. Joe is planning to run over to New York in a few days to confer with the factory people relative to the Summer plans for forwarding goods, as the firm expects to enjoy brisk business the next few months.

Radio Trades Assn. Formed

MEMPHIS, TENN., May 4.—The radio wholesalers and dealers of this city recently met to form the Radio Trades Assn. of Memphis, to the end of safeguarding the interests of the public from unscrupulous dealers, to protect the legitimate dealers and to promote interest in radio. All of the leading music dealers and radio merchants participated in the meeting and the following officers were elected: R. S. Dimmock, president; B. F. Wiley, vice-president; and L. D. Semmes, secretary and treasurer.

"Stromberg-Carlson Week"
Celebrated by Retailers

Special Window Displays and Extensive Advertising Marked the Event

The week of April 20 was celebrated throughout the radio trade as "Stromberg-Carlson Week" and dealers handling Stromberg-Carlson neotrodyne sets and loud speakers prepared special window displays that proved of keen interest to the buying public. The Stromberg-Carlson Telephone Mfg. Co. is co-operating with its dealers in every possible way and the week of April 20 was utilized to splendid advantage by the retail merchants who featured the product exclusively.

Gross-Brennan, Inc., 342 Madison avenue, New York City, Stromberg-Carlson representatives in this important territory, were particularly active in making Stromberg-Carlson week a success in the metropolitan district. The executives of this company and the members of their staff worked in close co-operation with the dealers, preparing window displays and other timely publicity material that helped "put over the week" in great shape. Many of the dealers used newspaper advertising to tie up with the Stromberg-Carlson publicity in seven of the leading metropolitan newspapers, and the windows in this district were particularly impressive.

Walter Haenschen a Benedict

Walter Haenschen, one of the chiefs of the Brunswick recording laboratories, surprised his friends recently by deserting the ranks of bachelors and "committing" matrimony. Mr. Haenschen was married to Miss Rose Anna Genevieve Hussey, and they are now away on a honeymoon trip to California. It is understood that this trip will also be utilized by Mr. Haenschen in the interests of Brunswick recordings, and it is expected that when he arrives on the Coast he will arrange for new recordings by Abe Lyman and other orchestras recording exclusively for the Brunswick library.

A petition in bankruptcy has been filed against the Ramstone Corp., New York, manufacturer of Ramstone radio receiving sets. Liabilities were listed at about \$40,000 and assets at about \$20,000.

OUR PROSPERITY CAN BE
YOUR PROSPERITY

Okeh Records

show no partiality—they cater to the taste of a buying and selecting nation.

Our carefully planned features of classified music are keeping other dealers on a straight road to PROSPERITY.

The signs of this success are: Okeh popular records, Rare Importations, Race Records and Old-time Tune Records.

A request for information regarding an Okeh Record Agency will place us at your immediate service.

General Phonograph Corporation
of New England

126 Summer Street

Boston, Mass.

Argus Corp. Announces Power Six-Tube Radio Set

Ira Greene and Dr. Marcel Wallace Form New Radio Manufacturing Organization—Already Marketing Power Radio Products

Ira Greene, prominent figure in the radio industry who, it was announced last month, was busily engaged in the preparation of a new radio set which would be of much interest to this field, has now made formal presentation to the trade of this product.

Mr. Greene has become actively identified with the Argus Radio Corp., with headquarters at 25 West Eighteenth street, New York City, and is now ready to place on the market the Power six-tube set. This set uses neither "A," "B" nor "C" batteries but takes the current directly from the electric light socket of the house, whether AC or DC current is used and without any extra attachments or the use of rectifying tubes. A wide range of artistic cabi-

net models has been prepared. In addition this set is being produced in phonograph panel form for those who wish to make a combination instrument out of their talking machine. The set is of two-dial control and may be effectively used with indoor aerial or loop.

Mr. Greene and Dr. Marcel Wallace, the inventor, have been at work on this set for a long period of time but held off the actual announcement until every part of it had been developed to the high standard which had been originally set. Mr. Greene needs no introduction to the trade. His many years of successful radio merchandising have fitted him for his duties with the new company. Dr. Marcel Wallace, Mr. Greene's associate, is a chemical and electrical engineer of many years' experience. Mr. Greene and Dr. Wallace will actively cooperate in the conduct of the affairs of the new company and their present extensive plans would seem to insure its rapid development.

Col. S. H. Mapes Home From Middle West Trip

Col. S. H. Mapes, vice-president and general sales manager of the Jos. W. Jones Radio Mfg. Co., recently returned from a two weeks' trip to Chicago. During his stay Col. Mapes spent considerable time with jobbers and dealers in the city and reports having closed several very satisfactory deals in behalf of his company.

In commenting on the rapid growth of the radio industry and the results that have followed it, Col. Mapes said, "At the present time the dealers have no traditions to hold to and they must formulate a definite policy as to how best to merchandise and sell radio at a profit. The dealer will have to determine a number of important facts in order to have a policy that will stand up to the test which it

SPRINGS

VICTOR

1 1/4"x.022x17', bent each end.....	No. 6543	\$5.57
1 1/4"x.022x18' 6" marine ends.....	No. 3014	.57
1 1/4"x.022x17' bent arbor.....	No. 5392	.56
1 1/4"x.022x13' bent arbor.....	No. 5423	.48
1 1/4"x.022x9' bent arbor.....	No. 5427	.38
1 1/4"x.022x9', bent each end.....	No. 6542	.38
1"x.020x13' 6" marine ends.....	No. 2141	.35
1"x.020x15' marine ends.....	No. 3335	.38
1"x.020x15' bent arbor.....	No. 4394	.39
1"x.020x15', bent at each end.....	No. 6546	.39

COLUMBIA

1"x.028x16' crimp arbor, new style.....	No. 20009	.61
1"x.028x10' Universal.....	No. 2951	.32
1"x.028x11' Universal.....	No. 2951	.36
1"x.030x11' hook ends.....	No. 1219	.40
1"x11' for motor No. 1.....	No. 1219	.34

HEINEMAN

1"x.025x12' motors, Nos. 33 & 77.....75
1 3/16"x.026x19', also Pathé.....30
1 3/16"x.026x17'.....	No. 4	.60

SAAL-SILVERSTONE

1"x.027x10', rectangular hole.....	No. 144	.39
1"x.027x13', rectangular hole.....	No. 145	.45
1"x.027x16', rectangular hole.....	No. 146	.53

Terms, 2% cash with order.

TALKING MACHINE SUPPLY CO., PARK RIDGE, N. J.
Complete catalogue on request

Announcing Piano Playing Mechanisms

The Only Authoritative and Standard

Technical and Practical
TREATISE
on the
PLAYER-PIANO
and
REPRODUCING PIANO

Their Construction, Design and Repair

by
WILLIAM BRAID WHITE

Technical Editor of the Music Trade Review, Associate of the American Society of Mechanical Engineers, and Author of "Theory and Practice of Pianoforte Building," "Modern Piano Tuning," etc.

WILL BE OFF THE PRESS
THIS MONTH

Price \$3.00

Published by
EDWARD LYMAN BILL, Inc.
383 Madison Ave., New York

Edward Lyman Bill, Inc.,
383 Madison Avenue, New York.

Enclosed find \$3.00—check—money order—cash—for which you will please send me "Piano Playing Mechanisms". Postage prepaid.

Name _____
Address _____ City _____

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—Nationally known manufacturer of radio cabinets, phonographs and phonograph-radio combinations has opening for salesmen. Commission basis. Party must know trade. Active accounts in territory will be turned over. Apply "Box 1502," care of The Talking Machine World, 383 Madison Ave., New York City.

WANTED—Prominent phonograph manufacturer in Middle West requires services of a high-grade sales and advertising executive. Must have had experience in phonograph merchandising and know the business. Send full details regarding experience, qualifications, salary, etc. Address "Box 1507," The Talking Machine World, 383 Madison Ave., New York City.

FOR SALE

Only music store in city of 10,000 population in best city in radius of 80 miles. Stock about \$6,000. Lines carried are Victrolas, Cheney. Can handle any other line. No competition. Owner wants to leave to develop certain property in California. Good prospects for radio, stock about \$5,800. A gold mine for right man. Address "Box 1506," care of The Talking Machine World, 383 Madison Ave., New York City.

WILL BUY FOR CASH

Any quantity of phonographs, records or radio. Describe fully and quote lowest cash price in first letter. All transactions confidential. J. K. Morgan, Box 406, 20 E. Jackson Blvd., Chicago, Ill.

POSITION WANTED—Radio and phonograph salesman formerly with large manufacturer wants position; New York, Ohio and Pennsylvania territory. Address "Box 1503," care of The Talking Machine World, 383 Madison Ave., New York City.

FOR RENT

Piano department, heart of Trenton, N. J., 20x50 ft. in well-established music house. Heat, light and use of window included. Will lease. You must be reliable. This is a wonderful opportunity for a real piano dealer. Address E. F., 42 E. State St., Trenton, N. J.

ARE YOUR INVOICES CORRECT?

Just out, Commercial Discount Book, printed in large type, showing extensions of any amount from one cent to \$1,000, arranged consecutively, and then in multiples of \$100 to \$10,000, carrying discounts of 25%, 30%, 33 1/3%, 35%, 40% and 40-10%. Eliminates 85% invoice checking. Saves money. Purchase price refunded if not entirely pleased. Price, \$1.50. Hyatt Music Co., Portland, Oregon.

ATTENTION!

Manufacturers, phonograph, radio and cabinet. Have perfected and protected an amplifying sound chamber, which has made it possible to produce 10 different models of phonographs, six model phonographs combined with radio. Portables. Portable phonograph with radio. Cabinet radio loud talkers. The acoustic producing qualities is proving one of the wonders of the phonographic world. Ready for manufacturing on a cash or royalty basis. Address "Box 1505," care of The Talking Machine World, 383 Madison Ave., New York City.

WANTED

Phonographs and records, best cash prices for quantity and job lots. Address
1736 Burnham Building,
Chicago, Ill.

POSITION WANTED—Bookkeeper-typist, seven years' experience in phonograph line. Firm giving up New York office. Complete charge. Trial balance control accounts. executive ability. Address "Box 1504," care of The Talking Machine World, 383 Madison Ave., New York City.

must necessarily meet. He will have to decide what type of set is most suited to the requirements of his clients and just how many different lines he will carry.

Trade-Mark Violation

The Greater Atlantic & Pacific Radio Co., New York, was recently charged by Magistrate Simpson, sitting in the Commercial Frauds Court, with a violation of the law prohibiting the illegal use of trade-marks. The company was accused of advertising neotrodyne radio sets, without right to do so.

The Radio Silver Corp., New York, has been incorporated at Albany with a capital stock of \$5,000 to deal in radio merchandise. The incorporators are H. Klein, E. S. Blackstone and T. J. Keane.

Tone Reproduction Is Important Point to Emphasize in the Radio Sales Talk

Robert W. Porter, Vice-President and General Sales Manager of the R. E. Thompson Mfg. Co., Urges the Need of Selling Radio on Its Merit as a Reproducer of Tone

In speaking of the mistake made by radio manufacturers in the early days of the trade in merchandising the radio receiver as a scientific electrical machine rather than a reproducer of music, Robert W. Porter, vice-president and general sales manager of the R. E. Thompson Mfg. Co., New York, touches on the betterment which became apparent in the radio trade when the music stores took over, to a large extent, the merchandising of radio receivers. In part, Mr. Porter said: "Until the music trade came to its rescue, the marketing of radio receiving sets was conducted in a manner which greatly limited its sales field. Receiving sets were presented to the public as scientific electrical machines instead of as musical instruments. Indeed, there was no alternative, because the quality of reproduction obtainable with the early sets was hopelessly inadequate to interest any true music lover in the idea of possessing one.

"The technical trend which the radio industry has taken is evidenced by the large sales of parts and the large amount of space in newspapers and magazines devoted to the construction of receiving sets. At first, radio was considered as a technical hobby, appealing particularly to those who enjoyed experimenting with electrical apparatus. Naturally, most of the business was done through radio and electrical stores.

"What a deliberate limitation to the sales field has this scientific appeal been! The search for 'new circuits' and greater range of reception has completely subordinated the study of the all-important subject of good tone reproduction, so that a large percentage of music lovers were discouraged from investment in radio receivers. Salesmen still talk of dynes and supers while their bewildered customers wait to hear good music. The radio public, as a consequence of this policy, has been recruited largely from those to whom such qualities as long range, selectivity and sensitiveness have predominated over faithful reproduction and the high quality of available programs. Summer radio, to those having such a limited in-

terest in the art, is necessarily unattractive. This is one of the principal reasons for the limited Summer sales in the past."

The Thompson organization, with fifteen years of experience in the manufacture of receiving sets, hesitated before placing a receiver on the market. It realized that something more than sensitiveness and selectivity was necessary, and in the words of Mr. Porter, "appreciated that there existed a tremendous market for radio among music lovers and concentrated on the task of developing radio apparatus which would not only be sensitive and selective but would also faithfully reproduce tone."

In explaining the sales and advertising policies of his organization, Mr. Porter continues:

"The R. E. Thompson Mfg. Co. worked out a sales policy which would insure that these outstanding qualities of Thompson receivers would be brought to the public's attention by salesmen who could properly appreciate them and who would present its products, not as electrical instruments, but as musical instruments. Hence the distribution of Thompson receivers is largely in the hands of the music trades, fitted by precedent and experience in selling music, and in the hands of leading radio and electrical dealers who appreciate the importance and salability of good tone quality. This policy has vindicated itself in a remarkably short period by a rapidly and persistently increasing volume of sales.

"Enthusiasm for long-distance reception and the need for extraordinary selectivity may some day become a thing of the past, due to changing conditions, such as super-power broadcasting and nationwide linking of radio stations by telephone lines. But reputation for quality of reproduction will inevitably remain a permanent asset to the products which attain an enviable standing in this respect.

"A tendency which has focused attention upon the appeal of good tonal quality has been the marked improvement in the grade of programs now available to the radio listener. This still further fortifies the position of the

music dealer as the logical outlet for quality radio products for everything that typifies good music is bought and sold over his counters. His clientele is accustomed to good music. Therefore his clientele responds to demonstrations of radio receivers and loud speakers which exhibit the ability to deliver good music.

"Those radio and electrical stores which present radio products as technical instruments will remain a distributing factor only so long as radio is predominantly a technical business. This short-sighted point of view must give way to a more liberal interpretation of the sales appeal of a radio receiver. There is ample evidence in sales records of the rapid swing of radio sales toward the complete receiver, accompanied by marked falling off of parts sales. The technical clientele has either been sold or is rapidly losing interest in home construction of radio receivers. The day is already here that the complete receiver, made with scientific accuracy and beauty of finish and possessing quality of tonal reproduction, coupled with the ability to meet existing broadcasting conditions, is available at a price which removes the principal incentive for home construction. The result is an increasing proportion of total sales for complete radio receivers with a waning proportion in parts and components."

Fighting Misleading Peter Pan Portable Advertising

The attention of the executives of the Peter Pan Gramophone Co., Ltd., of New York, manufacturer of the Peter Pan portable phonograph, was called recently to an advertisement that appeared in the Kansas City newspapers, wherein the advertiser showed an illustration claiming to be a Peter Pan phonograph, but which was false and misleading. The cut that was illustrated shows the Peter Pan instrument, and the use of the name was unwarranted. The price listed was far below the standard retail prices of Peter Pan instruments, and the company has taken steps to protect its interests in Kansas City.


During the past few months Peter Pan phonographs have been attaining exceptional success in all of the leading trade centers throughout the country. Jobbers have been appointed to market the instrument and in turn they have established dealers who are exploiting the work to splendid advantage. The executives of the company are doing everything possible to cooperate with their clientele.

Registration of Trade-Marks Should Be Watched

WASHINGTON, D. C., May 11.—Trademarks registered in 1905 under the act of February of that year will expire during the current year and must be renewed if continued protection is desired, since the law provides that registrations continue in force only for a period of twenty years. The first trademarks to be registered are now maturing and a large number will hereafter expire each year, and it will be necessary for owners to watch closely the dates of their registrations.

The law provides not only for expiration of trademarks issued in this country, after twenty years, but also for their expiration in the United States, in cases where trademarks were previously registered in a foreign country, on the date when protection ceases in the foreign country. Registrations may be renewed for periods of twenty years, and applications for renewal may be made at any time within six months prior to their expiration. If application for renewal is not filed before the expiration of the period, a new application for registration must be filed.

Failure to renew registrations of trademarks leaves the owner without any protection other than that which can be secured under the common law, in cases of infringement.




RADIO PARTS

"The Line Complete"
from Insulator to Ground Clamp


Manufacturers of Sets have access here to a line of more than a hundred parts. One source of supply; one standard of engineering correctness. 35 years' experience in electrical manufacturing behind our present developments in

<p>Loud Speaker Units Transformers—Audio and Radio Rheostats and H. R. Leaks Condensers—Variable and Fixed Potentiometers and Switches Sockets—Bakelite and Porcelain Headsets, Plugs, Jacks, etc.</p>	<p>They are all standardized, interchangeable, radio-electrically balanced.</p>
---	---

Your needs for parts in any quantity will be backed by ample facilities for prompt deliveries. Safeguarded by stability of policy, and ability to finance any sized contract. What may we quote you on?



HART AND HEGEMAN
HARTFORD, CONN. U.S.A.



Radio Material

Dealers see stable profits in this complete, standardized line. It's the one way out of a duplicated, disjointed stock. With a smaller investment it means better service to set owners—in parts that work perfectly together. Substantial quality—every basis for growth and stability in your parts-business. Catalogue? Promptly.

RADIO DIVISION OF THE

HART & HEGEMAN

MFG. CO.

HARTFORD, CONN.

IN THE MUSICAL MERCHANDISE FIELD

Eastern Manufacturers of String Instruments Meet

Name of New Organization to Be "Musical Merchandise Manufacturers Association—Eastern District"—Committees Named

A meeting of the Eastern manufacturers of string instruments and accessories was held recently at the Hofbrauhaus, New York. Walter Grover was in the chair and spoke most optimistically concerning the future of the Association. The principal business of the meeting was the adoption of the constitution and by-laws.

The name of the Association was accepted as "Musical Merchandise Manufacturers Association—Eastern District." The purposes of the Association shall be the improvement of the products and methods of manufacture, betterment of business relations among the members of the trade and the fostering of all movements to increase public interest for music in the home and in schools.

The following committees were named by President Grover: Membership—G. F. Chapin, Walter Schmidt, E. E. Felsberg, J. P. Grant and D. L. Day. Entertainment and Meetings—H. C. Lomb, A. Houdlett and E. Stathapoulo; Standardization—J. G. Sparkes, M. Lifton, F.

Gibson; Publicity—H. C. Lomb, Frank Gibson, Walter Schmidt; Convention—M. Lifton, L. A. Elkington, F. Theiss, C. F. Martin, J. P. Grant; and Misrepresentation in Advertising—E. E. Felsberg, F. Theiss, S. Drenecki.

Hohner Dealers Cashing in on Philadelphia Contest

Harmonica Contest in Quaker City Aroused Unusual Interest—William J. Haussler Present—Retailers Benefit Through Publicity

PHILADELPHIA, PA., May 6.—Hohner dealers in this city have reported an unprecedented demand for Hohner harmonicas during the past month. Events leading up to the great harmonica contest held in this city on April 30 created extraordinary interest throughout the entire city. The interest manifested by the mayor and his staff gave the contest an official standing and the daily press of Philadelphia through illustrations and stories developed tremendous interest during the time preceding the event. On the night of April 30 William J. Haussler, general manager of M. Hohner, Inc., with a party visited the Quaker City and attended the event. The great wave of harmonica popularity that has spread over the country is due in no small way to the untiring work of Mr. Haussler. He returned enthusiastic over the quality of the playing and it seems likely that the interest aroused by this event will be felt by music dealers for a long time to come.

Vega Banjo Gets Some Fine Publicity in London

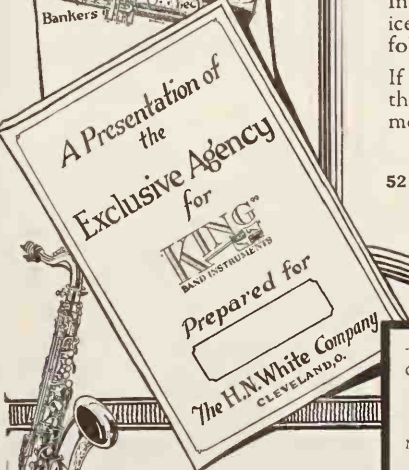
BOSTON, MASS., May 6.—The Vega banjo, made by the Vega Co., Inc., this city, has received considerable publicity in London through the playing of Joseph Brannelly, Vega artist. Mr. Brannelly is a pupil of Bert Fandel, head of the banjo department of the Vega Co., and left this country for England several years ago to play with the Hotel Savoy Orchestra, London. He took his Vega banjo with him and has been using this make ever since, building an enviable name and reputation for himself. He has recorded a number of records for His Master's Voice Co., Vocalion records and the Columbia Graphophone Co.

In this country among the many ways in which the Vegaphone is being featured is through Eddie Peabody, feature artist of radio broadcasting station WTAM, operated by the Willard Storage Battery Co. Mr. Peabody is a Vega enthusiast and uses a Vegaphone banjo in his broadcasting work. He has further featured the Vega banjo on applause cards which contain his photograph and that of the Vegaphone he uses.

Duet Named After the Bacon Silver Bell Banjo

GROTON, CONN., May 8.—The Bacon Silver Bell banjo, made by the Bacon Banjo Co., of this city, has been honored through having a recent musical composition named after it. May Singhi Breen, ukulele and banjo artist, well known to vaudeville and radio fans, has long been a user of Bacon banjos and recently purchased another B. & D. Silver Bell banjo in gold and silver. Her accompanist, Peter de-Rose, was so enthusiastic over the tone of the banjo that he composed a banjo and piano duet which has been named "Silver Bell Tricks."

A Plan for Financing Payment Sales of KING Band Instruments



HAVEN'T you sometimes said "We don't handle band instruments" when some customer inquired about a saxophone, etc., just because of the difficulties in selling on time payments?

With the new plan for financing payment sales which we can now offer to "King" dealers, this obstacle is removed. You can have a small-goods band instrument department without tying up any capital; and what is most attractive, dispose of your leases without sacrificing a cent of profit. The difference between our published cash and payment prices will cover the cost of financing so you receive the full list price.

This financing plan is clearly explained in a folder now ready for distribution. There is no red tape or complicated accounting connected with it, and the plan is available to every dealer selling "King" Instruments. If this plan will be of service to you we'll gladly send one of the folders upon receipt of your request.

If you are interested in this plan and in the exclusive agency for "King" Instruments clip out and mail the coupon below.

THE H. N. WHITE CO.
5215-63 Superior Ave. Cleveland, Ohio
Manufacturers of
"KING" BAND INSTRUMENTS

THE H. N. WHITE CO., 5215-63 Superior Ave., Cleveland, O.
Gentlemen: Kindly send the booklets checked:

- Plan of Financing Payment Sales.
- Exclusive Agency for King Instruments.


We (do) (do not) handle band instruments.

Name _____
Address _____
City _____ State _____

SEND COUPON FOR BOOKLETS!


IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 143)

HOHNER *Harmonicas* THE WORLD'S BEST *and Accordions*



Hohner Publicity is keeping up Hohner Profits for Hohner Dealers.

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

Weymann Banjo Featured in Broadcast Programs

David Berend Uses Weymann Orchestra Banjo in Radio Work—Fans Indicate Interest

The Weymann orchestra banjo was recently featured on the air, through radio broadcast-



David Berend

ing stations WJZ, New York, WGY, Schenectady, and WRC, Washington, through the

courtesy of the New York Band Instrument Co., distributor of Weymann products and other musical merchandise.

The program was broadcast on Tuesday, April 21, from 8:25 to 8:55. The banjo artist of the evening was David Berend, who is a Weymann enthusiast and uses a Weymann Keystone State tenor banjo. He was formerly connected with Vincent Lopez's Hotel Pennsylvania orchestra, and is now director of the Berend School of Music, New York. Mr. Berend obliged with a number of banjo solos on the Weymann instrument. Applause cards received indicate that the concert proved popular with radio listeners and that both the artist and Weymann banjo will be heard again on the radio before long.

Ohio Band Contest May 21

AKRON, O., May 6.—An all-Ohio band contest will be held in this city from May 21 to May 23. Approximately twenty-five entries have been received as against eight last year. Ten of those entering the contest are high school bands, four being junior and grammar school organizations. A State school band association has been formed in Ohio, with J. W. Wainwright as president. This body is doing much to promote band organizations in the schools.

George W. Marsh Visits Plant of Leedy Mfg. Co.

Drummer of Paul Whiteman Orchestra, Who Uses Leedy Products Exclusively, Inspects New Model Floating Head Drum

INDIANAPOLIS, IND., May 5.—One of the strongest boosters for Leedy drums, made by the Leedy Mfg. Co., is George W. Marsh, drummer



George W. Marsh at Leedy Plant

with the Paul Whiteman orchestra, who is shown in the accompanying photograph, inspecting the new Leedy Professional (floating head) drum. The drums and drummer's accessories used by Mr. Marsh in his professional capacity are all supplied by the Leedy Co. The new professional model Leedy drum has received much favorable comment from drummers throughout the country.

It so happened that Mr. Marsh visited the Leedy factory on the exact day that the company produced its first model of the new Leedy "Professional" drum, which will be announced to the trade shortly in the new Leedy catalog now on the press. It is stated that the floating head, which is the paramount feature of this new drum, has never been used heretofore in the manufacture of an orchestra or band snare drum.

Fred J. Bacon Scores at Schenectady Concert

SCHENECTADY, N. Y., May 8.—Fred J. Bacon, president of the Bacon Banjo Co., Groton, Conn., was soloist at a recent concert held in this city. Mr. Bacon, in addition to being the chief executive of the firm, is one of the foremost banjo soloists in the country. This concert was given by Stephen St. John, who is a distributor of the Bacon line in this section of the country. The concert was held in a large auditorium and was well attended. Mr. St. John is a live wire in the musical merchandise field and has a number of large orchestras under his direction.

"Drumming Up" A Business



No business is self-sustaining—it requires the earnest effort of push and pull with a mixture of sound sense and the sincere endeavor to render good service to make any business profitable.

Ludwig Drums and Accessories lend themselves so admirably to this combination that they are the leader in the field and the chosen favorite of thousands of prosperous dealers.

Write us today for the necessary information regarding Ludwig Drums and their profit making possibilities.

Ludwig & Ludwig

World's Largest Drum Manufacturers

1611 No. Lincoln Street

Chicago, Ill.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 144)

Annual New York City Harmonica Contest Arouses Enthusiasm and Draws Crowds

Thousands of Young Musicians Take Part in Preliminary Contests in the Mall in Central Park to Determine City Champion—Interest Benefits Retailers of Harmonicas

For the past three weeks thousands of aspiring young musicians, exponents of the harmonica as a musical instrument, have met in contests, striving to be chosen to compete in the finals of the annual New York City harmonica contest. This year's contest, which is the third annual event, will be held Saturday, May 16, at

playgrounds on the East Side and more than five hundred contestants were present when the bus provided by William J. Haussler, general manager of M. Hohner, Inc., arrived at the playground. Mr. Haussler has been very active in promoting this event and more than 95 per cent of the harmonicas used were Hohners.

The complete list of prizes is not yet available but the music stores are expected to donate prizes, as usual, and the winning youngsters should be well rewarded for their efforts. It is probable that the winner will be booked for a vaudeville circuit as in former years. An interesting sidelight of the manner in which the harmonica has taken its place in the life of the people of the city is shown in the editorial comment which the New York World made on the opening day of the



The Hohner Delegation in the Harmonica Contest

the Mall in Central Park and the best juvenile mouth organ player of the city will be selected.

The annual contest is held under the auspices of the New York Department of Parks. It has grown to vast proportions since it was started three years ago out of the movement sponsored by the New York World and M. Hohner, Inc. The tournament is open to all New York children who have not reached their sixteenth year. Eighteen of the city's playgrounds are represented in the contest. Preliminary contests were held at each of the playgrounds and, at each concert three of the contestants were chosen to compete in the finals. The first elimination contest took place at the Hamilton Fish

contest. The editorial read in part as follows:

"It is gratifying to learn that 5,000 boys have entered the elimination contest for the harmonica championship of New York City. The harmonica, more properly called the mouth-organ, is one of the noblest inventions of man. It is capable of nuance, of shading, of contrapuntal subtleties utterly impossible, say, to the piano. It is, in addition, a fine developer of strong lips, tongue and lungs.

"But haven't the promoters of the contest overlooked one important feature? At the end, when the champion has been proclaimed, there should be a grand gala concert, to be given in the open air, and at which all 5,000 contestants

The Most Prominent Banjoists are Playing Weymann Instruments



J. J. FRMATINGER
of the Art Kahn Orchestra
Chicago

Write to us

H. A. WEYMANN & SON, Inc.
1108 Chestnut Street Philadelphia, Pa.

should be performers. Hot dogs and pink lemonade should be distributed free. The program should consist of six numbers, each number to last twenty minutes. Services of a conductor should be dispensed with except to indicate the beginning and end of each piece. For the first five numbers all of the performers, although playing in unison, should choose their own music. Thus, in addition to achieving harmony and counterpoint, they would also achieve dissonance and cacophony, which would be in line with the modern trend."

Increasing Demand Noted for Armour Music Strings

Armour & Co., manufacturers of music strings, report a large demand for their product because of the increasing popularity of stringed instruments and the additional business that these instruments enjoy, especially the ukulele line, during the Summer.

According to H. O. Gable, manager of the music string department, surveys and data gathered recently would tend to show that there are about seven and one-half million ukulele owners alone throughout the country. These instruments are in great demand for Summer outings, beach parties, etc., and naturally demand a replacement of strings from time to time whether they are used or not.

Dealers Making Good Use of New Gretsch Catalog

The new catalog announced by the Fred Gretsch Mfg. Co., Brooklyn, N. Y., last month has had a hearty and enthusiastic reception in the trade. A special edition of this catalog has also been prepared with space for the dealer's imprint. As only the retail prices are mentioned dealers are making good use of this catalog to good effect as sales literature.

Scouts Select King Bugle

CLEVELAND, O., May 6.—R. M. White, secretary of the H. N. White Co., of this city, manufacturer of "King" band instruments, announced this week that his company had secured the contract for the Boy Scout Official Professional Bugle. The company is preparing a campaign to help dealers make the most of this opportunity.

SPECIAL Combination Offer

Make
100%
Profit



This \$25
Cabinet FREE

This Beautiful Cabinet is 22 1/2 inches high, 25 3/4 inches wide, and 12 inches deep; in mahogany piano finish. Has 12 glass tubes.

Armour's Music Strings

You will make 100% by taking advantage of this Special Combination Offer of the most complete and varied assortment of straight length high-grade gut and wound strings ever assembled in a case. It is a fine money-making ornament that will bring the better class of musical trade to your store.

Assortment costs you..... \$51.75
Assortment retails at..... 103.50

Your Profit 100% — You Get This Cabinet FREE

Send Today for Complete Details

ARMOUR AND COMPANY Write Section W. 3 Music String Dept. CHICAGO

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 145)

Sales Policy of Ludwig & Ludwig Praised in Article

Growth of the Business of This Prominent Manufacturer Described in Interesting Article in Recent Issue of Printers' Ink

In the April 23 issue of Printers' Ink, the authoritative advertising publication, an interesting description is given of the growth and expansion of Ludwig & Ludwig, makers of drums and drummers' accessories, with headquarters in Chicago. Under the caption "This Plan Kept Sales Growing in a Thin Market," sub-titled "Ludwig & Ludwig Add Thickness as Well as Breadth to Their Market," the article explained in detail and at length the policies of the company which supplies the professional market with its instruments and takes care as well of the musical desires of the school children, with the object not only of effecting

immediate sales, but also to cultivate the future buyers of drums, banjos and kindred lines.

In an interesting vein the writer tells how William F. Ludwig originally started to manufacture drums. While playing as drummer in a Chicago orchestra, he found it impossible, with the equipment at hand, to satisfy the demands of the conductor for quick drum beats. He set about devising a foot pedal which was successful and at the request of other drummers he manufactured several of them and took out a patent on his device. From this humble beginning grew the firm of Ludwig & Ludwig, which now has 6,000 retail dealers and sells annually a million dollars' worth of drums and banjos.

The Larkin Music House, of Albany and Binghamton, is organizing a band at Central Bridge, New York. A meeting of those interested was held recently and plans are going forward rapidly.

Large Increase in Imports of German Harmonicas

During the Year 1924 3,488 Tons of Mouth Organs Imported Into This Country From Germany—Substantial Increase Over 1923

WASHINGTON, D. C., May 6.—The popularity of the harmonica in this country is evidenced in a report on the German music industry recently received at the Department of Commerce. These figures showed that enough harmonicas are exported from Germany to the United States to supply each American child with one. As this is the only branch of the music industry maintaining a high volume of sales in the United States, the average value of German musical instruments imported into the United States is very low. Exports of mouth organs, however, increased from 2,448 tons in 1923 to 3,488 tons in 1924.

Uses Weymann Banjo in Washington, D. C., Concert

WASHINGTON, D. C., May 7.—At the recent Georgia State Club reception held at the Washington Club, George McCauley, tenor banjoist,



George M. Cauley

was one of the featured performers. Mr. McCauley gave a very interesting musical program, using the Weymann tenor banjo and the Weymann mandolone. During several of his selections Mr. McCauley was accompanied by the Ampico in the Knabe piano. The artist appeared through the courtesy of the Homer L. Kitt Co., Weymann representative in the District of Columbia.

King Band Instruments for Santa Fe Troubadours

CLEVELAND, O., May 7.—L. L. Fox, of the H. N. White Co., manufacturer of King band instruments in this city, reports the sale of a full set of King instruments to the Santa Fe Troubadours, Topeka, Kan. The sale was made through Fox & Cochran, Kansas dealers in Topeka. The Troubadours are well known throughout the Middle West, and the Santa Fe Railroad is sponsoring this very popular organization. Mr. Fox states that the sale was made after keen competition and the H. N. White Co. is very well pleased to enroll the Santa Fe Troubadours as King users.

The Hohner on Broadway

Borrah Minnevitich, well-known harmonica soloist who uses Hohner instruments, has added greatly to his reputation through his performance in "Puzzles of 1925." The artist and the Hohner have both come in for their meed of praise because of the manner in which metropolitan audiences have received the playing of Mr. Minnevitich.

A Leedy

Drum Department

IN YOUR STORE

MEANS

REPEAT BUSINESS

*"THE SATISFIED DRUMMER
ALWAYS COMES BACK"*

The "POPULAR" outfit at \$40.00 retail is only one of seven wonderful sellers at prices from \$25 to \$100.

Leedy helps the dealer with,—newspaper ads—mats and electros—cuts of all items—broadsides for mail and counter use—display cards—catalogs, etc.

WRITE TO US.



Leedy Mfg. Co.

INDIANAPOLIS
INDIANA

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 146)

Whiteman Orchestra Is Royally Entertained

Visit of World-Famous Orchestra to Buescher Band Instrument Plant Occasion for Day of Festivities—Town Decorated for Occasion

ELKHART, IND., May 7.—The recent visit of Paul Whiteman and His Orchestra to this city to play at the new Lerner Theatre was a gala occasion. The "king of jazz" and his party were welcomed by cheering townfolk in streets dec-



F. A. Buescher Welcomes Paul Whiteman

orated for the occasion, and hospitality was the keynote of the day. The visiting musicians were greeted at the station by F. A. Buescher and a representative detachment from the Buescher Band Instrument Co. plant, including Otis E. Beers, assistant manager; F. O. Williams, superintendent; Robert L. Shepherd, advertising manager; F. D. Dennis, of the advertising department; E. L. Best; A. J. Scanlon; Ed. Beardsley; R. H. Tainter; A. O. Steimer; W. W. Wagner and W. G. Govanus.

The first of the series of events in honor of the visitors was a motor trip to the Christiana Country Club for a luncheon given by Mr. Buescher. The Buescher Orchestra, with Albert Steimer leading, supplied the music. The afternoon was spent at the Buescher plant and a banquet was given at the Elkhart Hotel prior to the evening's concert. Following the concert the Buescher boys gave Mr. Whiteman and his men and their wives a dance at a popular roadhouse. This ended a day that was enjoyed to the utmost by all who were fortunate enough to have participated.

Request Reduction of Freight Rates on Drums

Alfred L. Smith, general manager of the Music Industries Chamber of Commerce, recently appeared before the Official Classification Committee in New York, with reference to the request for a reduction of freight rates on drums. After a preliminary discussion was indulged in the committee postponed the hearing until the next docket in July, at which time the Chamber will have collected and tabulated the statistics necessary to support its claim that the rates should be reduced.

L. L. Fox a Gotham Visitor

L. L. Fox, of the H. N. White Co., Cleveland, O., manufacturer of King band instruments, was a recent visitor to New York, calling on his friends in the trade and also visiting the offices of the Bankers Commercial Security Co., which is co-operating with the H. N. White Co. in the new finance plan recently introduced to King dealers. Dealers who have tried the new plan are very enthusiastic regarding its features, and Mr. Fox states that the company is receiving applications for the service from King dealers throughout the country, who have been quick to recognize its merit.

Fretted Instrument Concert Given at Aeolian Hall

Associated Musical Instrument Dealers of New York Sponsor the Event to Stimulate Interest in This Type of Instrument

One of the first steps taken to stimulate interest in fretted instruments was the concert given at Aeolian Hall, New York, the early part of this month by The Serenaders. This organization is a group of fretted instrument

players who have banded together for the purpose of furthering interest in this type instrument. The concert was sponsored by the Associated Musical Instrument Dealers of New York.

"An Evening With The Serenaders" was the title of the concert, under the direction of William E. Foster, nationally famous mandocellist. Incidentally, it

is the fifteenth anniversary of the founding of The Serenaders. The following artists appeared on the program: Shirley Spaulding, banjoist; William Foden, guitarist; Alice V. Conklin, mandolinist; Samuel Siegel, mandolinist; William E. Foster, mandocellist; Gedney and Magee, banjo duetists; Detborn, Howard and Smith, Kamikil Hawaiian trio, and a banjo ensemble under the direction of W. D. Kenneth.

Hausler Addresses Teachers

William J. Hausler, vice-president and general manager of M. Hohner, Inc., New York, manufacturer and importer of Hohner harmonicas and accordions, recently addressed the graduating class of Teachers' College of Columbia University. Mr. Hausler gave an interesting talk on the value of the harmonica as a force for developing musical appreciation, and the means it offers for self-expression musically.

Leedy Reliance Drums Featured in Ad Campaign

New Moderate Priced Line of Bass Drums Offered to Meet the Rapidly Increasing Demand for This Type of Instrument

INDIANAPOLIS, IND., May 7.—Special advertising material featuring the Leedy Reliance lines of bass drums is being distributed by the Leedy Mfg. Co., manufacturer of drums and drummers' accessories. This line is being placed on the market to meet the demand for a moderate-priced instrument. The drums have laminated reinforced shell, rock maple flesh and counter hoops, pressed steel rods and good quality heads.

These models supersede the Special and Resotone bass drums shown in the Leedy catalog, which have been discontinued. Leedy is also featuring a new drummers' trap, known as the Egyptian Fangangle, and a new double rattle for drummers.

Landau Co-operates With Music Memory Contest

HAZLETON, PA., May 7.—To stimulate the interest in music appreciation among the pupils of the Hazle township high school, Landau's Music & Jewelry Store is donating a silver loving cup to be awarded to the winner of the music memory contest which is being held this week. The contest consists of some fifty selections being played on a talking machine, the records to be played being those of the best artists and composers. The pupil having the most or all of the selections correct will be awarded the cup. Landau's offers to co-operate with any school desiring to stage a music memory contest to the extent of loaning talking machines and records and will also donate prizes.

New Vega Literature

Two circulars describing in detail the Vega line of trumpets and wind instruments were recently issued to the trade by the Vega Co., manufacturer of Vega banjos and other instruments. The literature contains a number of endorsements of Vega instruments by artists.

BRUNO

THE OLDEST AND
LARGEST MUSICAL
MERCHANDISE HOUSE
IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

C. BRUNO & SON, INC.
351-53 FOURTH AVE. NEW YORK CITY

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 147)

C. Bruno & Son Announce New Tenor Banjo to Trade

Banjo Outfit to Be Known as the "Glee Club"
Recently Placed on the Market by New York
Wholesaler and Importer

A new tenor banjo outfit, known as the "Glee Club," was recently placed on the market by C. Bruno & Son, Inc., wholesalers of musical merchandise, New York. The instrument has an eleven-inch head with mahogany finish rim and resonator, attractively inlaid with choice woods, twenty brackets, hooks and nuts and imitation ivory patent pegs. The resonator is detachable, fastening with one bolt through the dowel stick. The case, which is included in the outfit, is of triple veneer, Keratol covered and fannel-lined, with nicked clasps and locks. C. Bruno & Son have been enjoying a very satisfactory business.

A Sales Source



Aiding Vegaphone Sales

LEADING artists have selected the Vegaphone Banjo as the finest instrument obtainable. Their choice has dominating influence which, combined with their enthusiastic praise, forms a decided sales aid.

Typical of the many artists who use the Vegaphone are: Eddie Peabody, radio banjoist; the Mitchell Brothers, exclusive Victor artists; Joseph Bran-nelly, recording in London for Victor, Vocalion and Columbia. Also Vic Carpenter, Otis Mitchell and Brent Hayes, premier vaudeville artists.

Established Retail Prices

The **VEGA** Co.
155 W. Columbus Ave.
BOSTON, MASS.

The "Eye of the Store" as a Means of Stimulating Musical Merchandise Sales

Unusual Window Display of the Adams Music Co., Fort Worth, Tex., Shows the Type of Exhibit of Musical Merchandise Which Is Bound to Attract the Interest of the Public

With the public interest in musical merchandise and band instruments at a high pitch, as it has been for the past several years, and, continuing to increase because of the steadily growing popularity of dance orchestras and the theatrical appearances of such aggregations, it is evident that the music dealer who carries a line of musical merchandise and band instruments has an exceptional opportunity of cashing in on this public interest. There are unrivaled exploitation possibilities in pushing this merchandise, chiefly tie-ups with the local appearances during concert tours of such world-famed orchestras as Whiteman, Lopez and Specht, in addition to others, almost equally well known, as well as the activities of local organizations with whom the dealer should always work in close co-operation.

The chief factor in such a tie-up is the proper display of the merchandise in the windows of the music establishment. Too often a dealer is prone to overlook the value of his display space, forgetting that the message contained in the store's windows is that which is most often seen by the public, and as the face is that part of a person by which he is judged so the windows are the face of a store, and a prospective customer is attracted or repelled by the appearance of this all-important factor.

The accompanying illustration is a good ex-

ample of an attractive window dressing with the full line of the musical merchandise and band instruments being featured. Yet, despite the fact that there are fully two dozen different



Striking Display of Adams Music Co.

instruments in the display, the cluttered effect which is so often seen in displays of this sort has been avoided by the judicious use of drapes and by arranging the instruments in arc formation at the rear of the display space. The center of the display is given over to printed messages and the front has photographs of famous orchestras who use the instruments which are featured in the display. This exhibit occupied the windows of the Adams Music Co., of Fort Worth, Tex., during the period of the Southwestern Exposition and Stock Show, held there recently. The display attracted a great deal of attention and resulted in much favorable comment.

Band Instruments for Newly Organized School

HAZLETON, PA., May 6.—Landau's Music & Jewelry Store recently equipped the newly organized Nesquehoning School Band with over one hundred Conn band instruments. The organization of the band was due largely to the efforts of Prof. Clarence Toole, supervising principal of the Nesquehoning public schools, who, knowing that Landau's specializes in the organization of bands, turned over to the store the matter of organizing the school band. The instruments were purchased individually by each member of the band, which includes boys from seven to eighteen years of age and ten girls who desire to learn to play musical instruments.

Plan Complete Display of Leedy Line at Convention

INDIANAPOLIS, IND., May 6.—The Leedy Mfg. Co., of this city, manufacturer of drums and drum products, will be well represented at the music trade conventions in Chicago next month. A. W. Kuerst, secretary and treasurer of the company, and Charles Seibert, assistant sales manager, will make their headquarters at the Drake Hotel during convention week with a very comprehensive display, including many new instruments. George H. Way, sales manager of the company, together with Mr. Seibert, will attend the Shriners' Convention at Los Angeles, the week of June 2, and Mr. Seibert

will jump from Los Angeles to Chicago in time for the opening of the music convention.

Hohner Harmonica Has Part in Broadway Modern Drama

The Hohner harmonica is now playing a featured part in two Broadway productions, Borrah Minnevitch, harmonica soloist, being a featured artist in "Puzzles of 1925," and Gareth Hughes, the lead in "The Dunces Boy," showing at Daly's Theatre, plays the Hohner continually throughout the performance. The character portrayed by Mr. Hughes is that of a boy, undeveloped mentally but who has a sense of poetry and music. The latter trait he expresses through his playing on the harmonica.

The Dallas Band House, of Dallas, Tex., recently opened a branch store at San Antonio which will be known as the San Antonio branch of the Dallas Band House.

BACON BANJOS

Played by Leading Musicians
and Orchestras

Sold by
Representative Music Merchants

BACON BANJO CO., Inc.
GROTON, CONN.

GLEANINGS *from the* WORLD *of* MUSIC

Sheet Music Dealers' and Music Publishers' Associations Meet in New York in June

National Association of Sheet Music Dealers and Music Publishers' Association of the United States to Discuss Matters Vital to the Trade at Their Annual Conventions

The twelfth annual convention of the National Association of Sheet Music Dealers will be held at the McAlpin Hotel, New York City, on June 8 to 10 inclusive. On June 9 the thirty-first annual gathering of the Music Publishers Association of the United States will be held at the Belmont Hotel, New York City.

Both of the coming gatherings are considered among the most important in the history to these associations. During the past year, on the recommendation of the Federal Trade Commission, all standard music publications, including copyrighted, reprints, classical and teaching pieces, have been published with a marked net selling price. With one or two

minor exceptions the entire industry has followed the recommendation concurred in by its associations at the previous annual gatherings.

Through the constructive work carried on by both these publishers' and dealers' bodies the retailing of sheet music has become a more profitable business to many sheet music establishments and to a large number of music stores which carry sheet music as an adjunct. To-day both sheet music and books, with the exception of popular numbers, carry a standard price, and such goods are marketed in all parts of the country at the same retail figure.

At the coming gathering of the National Association of Sheet Music Dealers a number of

important questions for the advancement of the retail sheet music business will be acted upon. New ideas covering business methods are to be presented and plans to further the cause of music and commercial activities relating thereto are to be analyzed and acted upon and where feasible will be given the association's support.

The value of sheet music departments as an adjunct to the general music store will be given consideration. Methods for making such business highly profitable and encouraging more thought and attention to sheet music departments as a legitimate business will be outlined.

E. Grant Ege, head of the sheet music department of J. W. Jenkins' Sons Music Co., Kansas City, Mo., is president of the dealers' Association. Active members include such important organizations as Sherman, Clay & Co., Grinnell Bros., Lyon & Healy, S. Ernest Philpitt, Whaley Royce & Co., Nordheimer Music Co., W. J. Dyer & Bro. and others of equal prominence in the retail field.

Leo Feist, Inc., Announces That Week of May 18 Will Be "O Katharina" Week

New York Publishing House Planning National Exploitation Week for Popular Number—Full Co-operation Offered to Dealers With Sales Aids and Other Publicity

The week of May 18 has been designated as "O Katharina Week" and a campaign giving further publicity to this already well-advertised song and instrumental success has been inaugurated by the publishers, Leo Feist, Inc. Every department of the Feist organization and its various branches from coast to coast, as well as its many representatives throughout the country, are taking part in the preparation for this week's sales drive and will be actively engaged in further promoting this event during the period selected.

The band and orchestra department of the company has arranged for thousands of music organizations to give particular emphasis to the rendition of "O Katharina," starting on May 18. This particular activity will cover practically every dance floor in the country, the leading hotels, photoplay houses and other popular places of entertainment.

In vaudeville houses, not only will the orchestra make it a feature, intermission or exit number, but a long list of vaudeville stars will render "O Katharina" in vocal form. This will include some of the greatest voices now appearing on the vaudeville stage, and the well-known Eddie Cantor, now on tour with "Kid Boots," one of the best musical offerings in several reasons, which played over two years

on Broadway, in New York City, will use it.

Special advertising material, including hangers, title pages and circular matter, has been issued by Leo Feist, Inc., and will be forwarded gratis on request to those taking part in the sales campaign. The various talking machine record companies and player-roll organizations, their distributors and dealers will also join in this publicity and sales drive, with the result that practically every music store in the country will in some manner feature "O Katharina."

The Feist organization has had a very heavy sale on this song. It came to this country following unusual popularity in every country in Europe. It was originally introduced here in the show "Chauve Souris," and later it was added to "Kid Boots." It has won much prominence in other directions.

This special week music drive following a short interval of national music week should do much to further the interests of not only "O Katharina," but of much other merchandise on sheet music counters as well as other departments of music stores.

It is a well-known fact that the primary need of the music industry at all times is to bring people into the music stores. Once prospective purchasers visit an establishment, it is not only possible to sell them those goods which origin-

ally attracted them but other merchandise as well. Any idea, campaign or special sales drive that will attract customers should receive the utmost encouragement from retailers interested in the promotion of their business in all lines.



Despite the healthy activity of the Feist catalog during the Spring period, the selection of one of its outstanding successes, "O Katharina," for national sales purposes is to be viewed as one of the most healthy moves made by the industry in some time, as it will add to sales quotas of dealers' business in a quiet Spring.

"Honey, I'm In Love With You"

It Was No Wonder They Could Dance With The Music That Was Provided. It Was Hard To Keep From Swaying Especially When The Tune Was "HONEY, I'M IN LOVE WITH YOU" N.Y. EVENING POST

Musical Piece And A Lively One With A "HONEY, I'M IN LOVE WITH YOU" Song Hit For The Town To Whistle. - N.Y. TIMES

The Big Song And Dance Hit From "MERCENARY MARY"
 L. Lawrence Weber's New Musical Comedy
Lyrics and Music by
 William B. Friedlander and Con Conrad

Other Songs From The Same Big Show Hit
 "JUST YOU AND I AND THE BABY" - "MERCENARY MARY" - "BEAUTIFUL BABY"
 "You Can't Go Wrong With Any FEIST Song"

© 1925 LEO FEIST, Inc.

FIVE RECORD RECORD BREAKERS



ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST
IRVING BERLIN INC., 1607 BROADWAY, NEW YORK

New Berlin Novelty Song, "Suite Sixteen"

Together With "The Whole World Is Dreaming of Love" in Firm's Active Catalog

Irving Berlin, Inc. has issued a new novelty called "Suite Sixteen." The number is being introduced in vaudeville and is also heard by prominent orchestras. This, together with "The Whole World Is Dreaming of Love," has been placed in the active catalog of the company and will be featured by the band and orchestra, professional and other departments of the company. The songs "When You and I Were Seventeen," "Yearning," "Ukulele Lady," and Irving Berlin's "Listening" and "All Alone" continue to lead the Berlin catalog in point of sales.

Marks Music Co. Buys European Song Success

The Edward B. Marks Music Co. has purchased from the Edition Brill, the well-known German publishing house with headquarters in Berlin and branch offices in Paris and New York, the European success "Wenn Du Meine Tante Siehst," or "Si Tu Vois Ma Tante," as it is known in France.

**Chappell-Harms
Ballad Successes**

- A Brown Bird Singing
- In The Garden of Tomorrow
- Land of Might-Have-Been
- Love's First Kiss
- My Thoughts of You
- One Little Dream of Love
- Smile Through Your Tears
- Someday, In Somebody's Eyes
- Some Day You Will Miss Me
- Song of Songs
- Sweetest Call
- There's a Song in My Heart
- Sweet Navarre
- What a Wonderful World It Would Be

This song has been one of the biggest successes ever emanating from Europe. Its success was the means of its publishers opening up a Parisian branch and its sales have reached very heavy totals. As the song will appear in a production which is to have its premiere early in the Fall, it is understood that no attempt will be made at this time to issue the American version. Undoubtedly, however, the foreign editions will be available through the American publishers to meet the demand which has been created through returning tourists.

The song is copyrighted in all countries and its sales possibilities are of such calibre that many of the leading popular American publishers were interested in the possible purchase of the American rights. The music is by Rudolph Nelson and the words are by Rudolph Schanzeru and Ernst Welisch. The Edward B. Marks Music Co. has already received heavy orders on this number and present demands will undoubtedly continue for the foreign editions until the early Fall when the production, of which the song is a part, and the American version of the number are both produced simultaneously.

"Honey, I'm in Love" Hit of "Mercenary Mary" Show

"Mercenary Mary," the new musical comedy which recently opened at the Longacre Theatre, New York City, has one number that is already acknowledged as a hit in both song and dance form. It is entitled "Honey, I'm In Love." Here is a love song with a new syncopated style that will set it apart from all past offerings of this character. There are two other songs that will be equally popular in the weeks to come. The first of these is "You and I and the Baby," a bewitching little melody carrying a lyric that has universal appeal. The other song is called "Beautiful Baby." Another number that does not stand so well as a song but can be described as an absolute knockout in dance is called "Charleston Mad." Leo Feist, Inc., are the publishers of the music.

Irving Berlin Number Is Very Popular in Florida

MIAMI, FLA., May 2.—The biggest record sale of the season was obtained by the dealers in this territory on Florida's new song "When the Moon Shines in Coral Gables," published by Irving Berlin, Inc. The Victor Talking Machine Co.'s special record on this number attained widespread popularity. Millions of visitors are carrying back to their homes in the North and West the melody of this love song. Jan Garber's orchestra, which was one of the features of Coral Gables during the season, has won further prominence not only through the popular rendition of "When the Moon Shines in Coral Gables" but from other fox-trot numbers as well. Dealers tied up with the drive on the number.

Informal Organization of the Copyright Interests

Sub-Committees Being Appointed to Endeavor to Reach Agreement on Proposed Statute

A conference was called recently by Congressman Sol Bloom to adjust difference of opinion among the elements interested in the proposed new copyright bill, to the end that the Committee on Patents may have a bill in which there will be substantial agreement.

Frederick W. Hume, secretary of the National Publishers' Association, was elected president of an informal organization of representatives of the various lines of industry interested. The idea is to have separate conferences on each controversial subject attended by representatives of those interested. Mr. Hume will then be notified of the success or failure in adjusting their differences, and a final consolidated report will be sent to the Committee on Patents.

The mechanical companies belonging to the Music Industries Chamber of Commerce were represented at an open discussion of the Perkins Copyright Bill at the New York Bar Association, April 22, by General Manager Alfred L. Smith, of the Chamber; George Beattys, attorney for the Aeolian Co.; John G. Paine, of the legal department, Victor Talking Machine Co.; Arthur Garmaize, copyright attorney of the Columbia Phonograph Co.; Henry Lanahan, general counsel of Thos. A. Edison, Inc., and David Goldman, Treasurer, General Phonograph Corp.

Edward B. Marks Music Co.
 223 N. 46 St. New York, N.Y.

Big National Newspaper Campaign

Running in 800 North American Cities

On the Song and Story

"THE FLAPPER WIFE"

The story will run in serial form sixty-eight days.

The song is of hit calibre, music by Carl Rupp, words by Beatrice Burton, author of the story.

The song will be broadcast everywhere.

Eight hundred newspapers will run thematics and illustrations.

Photoplay houses will play the song and use song slides.

Vaudeville performers will join in the local tie-ups, with newspaper reports of their singing "The Flapper Wife."

It is a local campaign.

It is a national campaign.

Free title pages, streamers and other material.

Make it a sales feature. Give it a window display.

Do your share in tying up with this the biggest publicity and sales drive ever accorded an individual song.



Order the Sheet Music, the Records and Player Rolls

We Are Exploiting the Song Nationally, You Can Exploit It Locally
and "Cash in" With Big Returns

Sam Fox Publishing Co., Cleveland, O., U. S. A.

New York Address: 158-160 West 45th St., New York City

"MIDNIGHT WALTZ"

*The Waltz In The Air /
Everywhere at Midnight!*



"You Can't Go Wrong With Any FEIST Song"

"MISS YOU"

*For those who delight
in beautiful ballads*

"The Moonlight, A Waltz and You"

*Written and Featured by
HARRY M. SNODGRASS "King of the Ivories"*

© 1925 LEO FEIST, INC.

Ted Lewis' New Waltz Hit "WHILE WE DANCED TILL DAWN"

Sam Fox Publishing Co. Begins Big National Campaign on "The Flapper Wife"

Story on Which Number is Based Now Appearing in Newspapers in 800 Cities in the United States and Canada—One of the Finest Tie-Ups Ever Placed at Dealers' Disposal

What is undoubtedly the most widespread and intensive co-operative campaign on a single song has just been inaugurated by the Nea Service, Inc., an association of hundreds of newspapers in North American cities, and the Sam Fox Publishing Co. of New York and Cleveland, O.

In some eight hundred cities in the United States and Canada Nea Service is running a sensational serial story known as "The Flapper Wife." The Sam Fox Publishing Co., in conjunction and co-operation with this service, has issued a song of the same name, the music of which is by Carl Rupp, a well-known writer of many popular successes. The words are by Beatrice Burton, who is also the author of this story, "The Flapper Wife." Apart from this tie-up of international scope, the song undoubtedly would be a huge success as both the words written by the author from the same inspiration which produced the story and the music by this well-known orchestra leader and composer are of a popular standing that assures success. The title, too, is quite timely and undoubtedly would produce material responses and obtain public favor without this hook-up, which will give it more prominence, more publicity and send its sales totals to greater heights.

In 800 Newspapers

The story, "The Flapper Wife," which will appear in these 800 newspapers, will not only run in serial form and be illustrated profusely, but its message and the interest it arouses will be supplemented substantially by written contributions by world-famous artists, theatrical stars, judges, civic bodies and women's organizations throughout the country. These written contributions, analyzing the message that is contained in the story "The Flapper Wife," will help build up the clientele interested in the story itself and the song which will be featured in its company. These 800 newspapers throughout the United States and Canada will in every way co-operate with the publisher in giving publicity to the song. In many cases illustrated stories on the song alone, supplementing the serial novel, will be given featured space, and much comment will be aroused on the song in conjunction with the story.

While this publicity on the song and story is international in scope, the activity on both these offerings will be localized through the hook-up with the newspapers and the music stores. All of the talking machine record manufacturers, the player-roll producers, their jobbers and dealers, as well as the sheet music distributors and the sheet music trade in general, have already prepared or are preparing to hook up with "The Flapper Wife." For the purpose of

adding to the interest and assuring sales of "The Flapper Wife" while the interest is at its greatest height, all of these factors in the music trade will issue special trade letters, literature, window hangers, streamers, and, in the case of the music publishers, will have available title pages, cut-outs and other publicity material. Nothing will be left undone to make this sales drive with these unusual connections a tremendous success.

Dealers' Aids

Nothing before has ever been attempted with so many and so valuable connections. Reproductions of the title page will appear in two-column spaces in most of the papers throughout the country. The orchestras in every city will feature the number and local singers will join in the campaign. Illustrated slides and some containing the chorus will be available for the motion picture houses. The broadcasting stations everywhere will also take part in this exceptionally original and intensive campaign.

It is up to the music trade everywhere to do its share in taking part in this enterprising business campaign. It not only assures sales of the song records and rolls, but, what is more, it will bring people into the store at a season when business houses will welcome this additional clientele. This one feature of arousing the interest of the general public in music and enticing customers into the store should rebound to the benefit of not only the sheet music and record and roll departments, but, properly taken advantage of, should result in the sale of musical instruments of all kinds, assuring retailers of increased sales totals from what is, after all, a minimum effort. As a matter of fact, the campaign is daily gathering momentum and, all these allied publicity channels being used, it will produce sales and the dealer's part is the small effort of hooking up with the campaign.

In some territory it may be wise for the dealer to see that the photoplay houses in his city have the song slides and that the orchestras which can do the campaign the most good have the free orchestrations that are available.

Dealers' Co-operation

In some cases the leading dealers, and this applies to the piano merchants as well as those exclusively sheet music houses, should get in touch with the paper running the story and see that it co-operates with the music dealer and the trade co-operates with the paper. It is just as important that a piano house add its efforts to the campaign, as it is for the sheet music, talking machine record and player-roll dealers because, after all, it is propaganda for the cause of music and many sales of a musical instrument

should be created through this international publicity.

Special Drive on Record of the Number

The Victor Talking Machine Co. is making a special drive on its record of "The Flapper Wife" made by the International Novelty Orchestra with a vocal refrain by Gene Austin. It has suggested to its dealers that they get in touch with the newspapers and show the utmost co-operation in the drive. Victor dealers are being induced to make special window showings of this record and will join with the theatres, photoplay houses, dance halls, as well as radio stations, in adding to the sum total of publicity.

In many cases Victor dealers will give a prize to the sales person selling the largest number of "The Flapper Wife" records. In conjunction with this it may be pointed out that the Sam Fox Publishing Co. has available for all retail stores caps and sashes carrying out the flapper idea, which will add to the atmosphere on the campaign. These can either be obtained direct or through the talking machine or sheet music distributors.

Success Assured

No detail has been overlooked in arranging this sales drive. Its success is assured and it only remains to see who will get the most out of it. There are profits for all and no detail should be overlooked in adding to them. It is more than a campaign—it is a furor, which, at its greatest height, will border upon a mania.

New Issues Announced by the House of Feist

Among Them Are Two New Songs by Al Piantadosi—Seven Numbers Are Included in Feist Introductory Offer

In the new issue list of Leo Feist, Inc., are seven songs. These appear in the Feist introductory offer which expires May 31. They are "Let Me Linger Longer in Your Arms," a song by the writers of "June Night" and said to be of the same standard; "Rose of the Evening," a story ballad with a waltz melody, with music by Al Piantadosi and lyrics by N. T. Granlund, of radio fame; "Pal of My Cradle Days," another Piantadosi number described as a ballad mother song; "Madeline," a new fox-trot song of which Paul Whiteman is the co-author; "Off and Gone," a dance tune by Art Kahn, with lyric by Haven Gillespie; "Jing-A-Ling-A-Ling," another "Doodle Doo Doo," by Ralph Williams and Ernie Erdman, and a new gang song with comedy lyrics and many special choruses called "My Gal Don't Love Me Any More."

Both "Rose of the Evening" and "Pal of My Cradle Days" mark the re-entry of Al Piantadosi in the writing field. He will be remembered for "Curse of an Aching Heart" and "That's How I Need You," two numbers which achieved considerable popularity.



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY MANAGER

Continuation of Good Business of the Past Few Months Creates Trade Optimism

Off-Season of Previous Years Conspicuous by Its Absence—Concentrating on Portable Instruments—No Music Section at Wembley Exhibition—Dealers' Association Meeting—Other News

LONDON, E. C., May 3.—A survey of the gramophone trade field shows the sales activity mentioned in my last two letters fully maintained, which, in contrast with the "off-season" slumps which obtained at this time in previous years, is very encouraging. Concentration, as in previous years, is being mainly given to portable machine sales, but cabinet and period model sales have been far from disheartening. There seems little doubt that one of the contributing causes to general gramophone activity is the increased taste for popular music occasioned by broadcasting. The advent of the cheap wireless receiving set has appeared to stimulate the demand for reproduced music, and particularly that provided by the gramophone record, which permits the reproduction when and where the individual likes. So far from broadcasting having an adverse effect on gramophone and record sales, it appears to have an increasing stimulus. The gramophone and record companies are one and all making strenuous efforts to reap the fullest advantage of this and other factors for the maintenance of sales, and it is not at all unlikely that Spring and Summer sales this year will almost equal last Autumn and Winter bulk sales.

The British Empire Exhibition
The Federation of British Music Industries

announces that, in view of the fact that the support on offer was not adequate to a thoroughly representative display, they will not organize a Music Section at Wembley this year. At the time of writing only the names of the following firms have been announced as taking space. Representing the Pianoforte industry: the Harper Pianoforte Co., Ltd., and Triumphant, Ltd. The talking machine industry will be represented by Perophone, Ltd., which had such a tremendous success last year with their "Pixie Grippa" and "Grippa" portables; the "Pcter Pan" Gramophone Co., Ltd., and the Gramophone Co. (His Master's Voice).

Individual firms last year had a considerable success, but opinion in the trade this year inclines to the view that the success of last year is not likely generally to be repeated.

Other music trade firms participating are: Besson & Co. and Boosey & Co., band instrument manufacturers; and two Canadian pianoforte manufacturers; the Williams Piano Co., Ltd., of Oshawa, and the Sherlock-Manning Piano & Organ Co., of London, Ontario.

The Gramophone Co., whose exhibit last year was adjudged the best in the Music Section, intends to make an even larger and finer display this year.

As is usual with exhibitions, a number of

entrants at the last minute is anticipated. I hope to be in a position to give full details in my next report.

Window Display Competitions

There is no question of doubt as to the value of effective window display, and the encouragement given by the leading companies here is wholehearted and continuous. "His Master's Voice" Co. was to the fore in this form of publicity, and such was the success of former displays that it is now announcing the ninth of its series of Window Display Competitions. A special subject, namely, the "Gilbert & Sullivan Operas," is being featured, and prizes awarded as follows: First, £25; second, £20; third £15; fourth, £10; fifth, £5. In addition there will be a number of consolation prizes of £1 each.

Meeting of Dealers' Association

Co-operation between the Gramophone Dealers' Association and the Manufacturers' Association here has always been cordial, and the Dealers' Association, at their monthly meeting on the 7th of April, adopted the suggestion of the Manufacturers' Association that a joint conference be held every three months between delegates of the two associations, at which matters of mutual interest are to form the agenda. A special sub-committee was formed to represent the dealers at these conferences.

The manufacturers have intimated to the Association their intention of strongly urging members to adopt the proposition of the Dealers' Association in reference to controlling sup-

(Continued on page 154)



SENSATIONAL

is the only word to apply when talking of the success of the Pixie Grippa all over the world. You can't get away from facts. Our Mail week by week adds fresh orders and repeats from every quarter of the Globe. Our Testimonial Dossier is wonderful reading. It all means that Pixie Grippas get right ahead of all other small Portable Talking Machines on sheer merit for *really powerful Tone Quality*. Downright Fool-proof design and unbeatable workmanship. It's a big Gramophone in a small box. Not an "assembled" contraption. Every part our own exclusive manufacture.

World's patent and registrations pending. Plays all 12 inch records.

Made to suit every known Market.

SHIPPING PRICES:

(Minimum order 4 machines. Packed free our Factory.) Available where territory not already closed. Canada and Australia excepted.

In fine Leatherette Case, Weatherproof.....	\$8.00	gold
" " Solid Oak Case, Weatherproof.....	8.75	"
" " English Cowhide Case, Weatherproof.....	10.50	"
" " Teak Case, Insect proof.....	11.25	"
" " Andaman Padouk Case, Insect proof.....	12.75	"

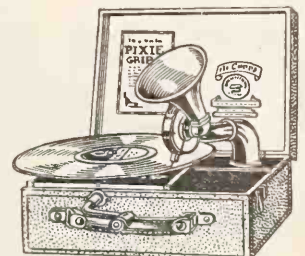
Sole Licensees and Manufacturers

PEROPHONE, Ltd., 76-78 City Road

Cables Perowood

LONDON, ENGLAND

Bentleys Code



Weight, 6½ lbs.
Measurement, 10½ x 4¾ x 7½

FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 153)

plies by factors. The proposition read "Manufacturers should make it a condition of supply to factors, that they, the factors, shall not supply any gramophones, records or accessories to any person who is not a recognized gramophone dealer, and no order shall be executed unless ordered on the official form or letter heading, and signed by the dealer."

A slight modification was made to the order form used in connection with the supply of gramophones and accessories to schools and educational authorities. The form to be signed by the purchasing authority will now read: "I/we undertake that the said instrument shall be used for educational purposes only, within the school or schools under our control, in which the general curriculum includes music and for dancing."

This has also been approved by the Association of Gramophone Manufacturers.

The subjects for discussion at the Gramophone Dealers' meeting at the British Music Industries Convention at Llandudno on May 20, were also discussed, the following subjects being decided upon: (1.) "Hire Purchase." (2.) "Unsaleable and Surplus Records." (3.) "Factoring." (4.) "The Audak." (5.) "Wireless."

The Association continues to increase in membership, thirty new members having been added.

The Music Trades Convention

At Llandudno, on May 19, delegates will foregather to take part in what looks like the biggest music convention ever held in this country. Over two hundred have already signified their intention of being present, and the number is being added to daily. The business program makes interesting reading. Among subjects decided upon for discussion are "Broadcasting, Its Value and How to Use It," by J. C. W. Reith, managing director of the British Broadcasting Co.; "The Advantages of Price Maintenance," by Louis Sterling of the Columbia Co.; "Professional Commission" and "Hire Purchase Terms," by the President of the Feder-

ation, F. B. Allen. Great interest is being evinced in the visit of members of the American Music Trades. Max J. de Rochemont, vice-president of your National Piano Manufacturers' Association, is down to talk on "The American Music Trades," supported by Mark P. Campbell, treasurer of the Music Industries Chamber of Commerce and Edmund Gram, past president of the National Association of Music Merchants. Mr. Gram is down on the program to address the annual general meeting of the English Music Trades' Association, which will be held during the Convention. Sectional meetings of the various associations affiliated with the Federation will be held for dealing with individual problems and, of course, the agenda provides for full discussion on all trade subjects.

The social side of the convention has received liberal treatment—a banquet, fancy dress balls, motor coach trips, golf, bowls, tennis, billiards and other tournaments. A musical competition and a high-class concert arranged by Louis Sterling are also arranged.

Columbia Co.'s Plan of Hire-Purchase

The Columbia Graphophone Co. has recently issued a plan for Hire-Purchase finance, particulars are under-noted:

The Columbia Graphophone Co., Ltd.—

Reposed terms of financial assistance to help their authorized dealers to sell Columbia instruments on the Hire-Purchase (or Deferred Payments) System:

1. The company reserves the right at all times to exercise its own discretion as to the amount to which it will accept bills from any one of its dealers in connection with this scheme.
2. The company will not accept bills from any dealer unless the dealer agrees to conduct the Hire Purchase Scheme on the lines laid down by Columbia in the following pages.
3. The company does not desire to know the name and address of any retail purchaser of a Columbia instrument on Hire-Purchase terms. The identity of customers is, therefore, not disclosed.
4. The authorized dealer will sign an undertaking that where he gives a bill or bills in payment of a Columbia instrument, such bills are actually for Columbia Grafonolas sold on the Hire-Purchase terms as prescribed by Columbia and not in payment either for instruments sold for cash or for instruments in the dealer's stock.

The following is the suggested basis for the retail sale of Columbia instruments on Hire-Purchase terms by authorized dealers:

- (a) A minimum of 5 per cent (1/- in the £) must be added to the list cash price of the instrument. Thus, a £10 Grafonola will be £10. 10s.; a £20 Grafonola will be £21.
 - (b) The purchaser must pay as cash deposit a minimum of 10 per cent of the full instalment price when signing the Hire-Purchase form.
 - (c) The purchaser must agree to pay the balance due on the instrument in equal monthly instalments not exceeding twelve.
- The terms of payment by the dealer to the Columbia Co. provide that at the end of each month the dealer will advise the company which of the instruments purchased during that month have been sold on the Hire-Purchase system in accordance with the company's regulations.

On these instruments the company will not allow cash discount, but will add 2½ per cent to the amount of the invoice and accept payment in two bills for equal amounts, one due at three months from first of month following purchase, and the other due at six months from first of month following purchase. Thus: where the instrument is £15/15/- list price, 5 per cent is added for H. P. terms, equaling £16/10/9. Purchaser pays minimum 10 per cent down, £1/13/1, leaving balance in 12 equal monthly payments of £1/4/10.

Change in Directorate of Edison Bell

The lamented death of James E. Hough, announced in my report last month, compels a slight alteration in the personnel of the directorate of the House of Edison Bell (J. E. Hough, Ltd.). Mr. Hough had been in failing health for a period of two years or thereabouts, and a large share of the arduous duties which he had hitherto performed fell upon the shoulders of the remaining directors, Messrs. Geo. Burley, Tom Hough, H. Hesford, and Dr. Maynard Owen, but particularly upon the secretary, Mr. W. F. Robbins. The latter gentleman was recently elected to the directorate, and Geo. Burley was voted into the chair. Otherwise, the general management remains the same.

The New Columbia Shares

The prospects issued by the Columbia Graphophone Co., Ltd., on April 20 when offering at par 300,000 7 per cent cumulative preference shares of £1 each stated that the object of the issue was to repay loans from the company's bankers contracted for the purpose of



Announcing The RESONA

PORTABLE GRAMOPHONE

Fitted with the Famous "Paillard" Swiss Worm-Gear Motors

LIST PRICES

- Oak or Leatherette (any color) Single Spring Motor \$25.00
- Oak or Leatherette (any color) Double Spring Motor 27.50
- Covered Real English Cowhide (handstitched) Single Sp. Motor 30.00
- Covered Real English Cowhide (handstitched) Double Sp. Motor 32.50

Far West \$2.50 Extra. Packed in cases (24) or assorted.

THE OUTSTANDING ACHIEVEMENT IN PORTABLE GRAMOPHONES

DEALERS ARE INVITED TO MAKE EARLY APPLICATION FOR THEIR RESPECTIVE TERRITORIES AND THEIR PRICES F. O. B. NEW YORK

THE PORTABLE GRAMOPHONE COMPANY, Ltd.
Manufacturers and Merchants

Albion Works, Albion Street

KINGS CROSS, LONDON, N. I., (ENGLAND)

FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 154)

The VULCAN MAINSPRING

The Vulcan Mainspring has a world-wide reputation for reliability. Every Vulcan is thoroughly tested before dispatch, and dealers may have full confidence in offering them as the finest Mainsprings it is possible to produce.

The Vulcan Mainspring made our reputation.

Let it make yours!

J. STEAD & CO., Ltd., Manor Works, SHEFFIELD, ENGLAND



acquiring an important interest in the Columbia Phonograph Co., Inc., of New York, the successor of the original American company, and to restore the cash resources of the company temporarily applied in such purchase.

The lists closed just after 10 A. M. on the opening day (the 20th of April), the issue having been heavily over-subscribed.

The statement accompanying the announcement gives the approximate profits, based on

the figures to the 28th of February, as considerably in excess of £100,000. Profits for the year ended March 31, 1924, were £76,367.

Settlement of "Patent" Action

Just over a year ago the Disque Cabinet Co., Ltd., brought an action against Messrs. Kingfisher, Ltd., for an alleged infringement of the Disque patent of record filing cabinets. This action, I understand, has now been settled out of court, the defendants having given an under-

taking not to make or sell any of the articles complained of. The Disque Cabinet Co., Ltd., has also acquired the whole of the Kingfisher stock of cabinets and fittings for existing pedestal gramophones.

Death of Dr. E. Euting

Just as I close this report for mailing comes the news that Dr. Ernest Euting, proprietor and editor of the German Music Trade paper, "Deutsche Instrumentenbau-Zeitung" is dead.

U. S. Music Rolls Featured in Clever Window

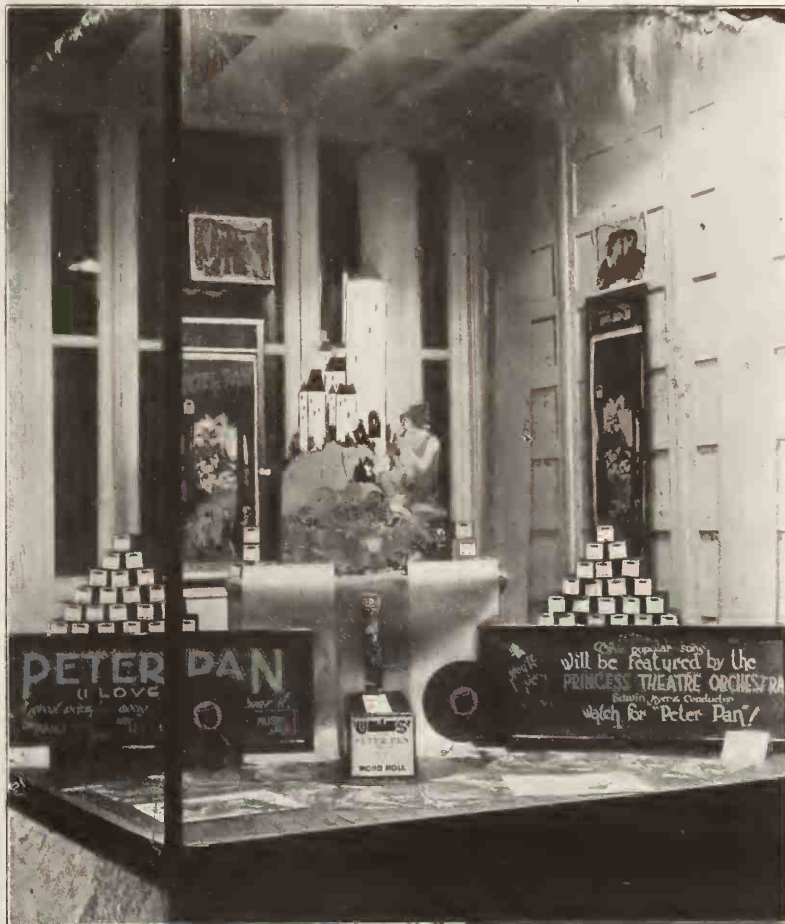
The question that often arises in making window displays is "Will the display pay?" It is doubtful if Stout's Music House, of Kirks-

cents received for the merchandise it sold that was displayed in the window.

The big thought is this—isn't it possible that

from a jews harp to a reproducing piano, and as a consequence there is no doubt but that the display did pay.

The music dealer's window is one of the very best advertising mediums he has and whether he displays cleverly a ten-cent seller or a grand piano, if he can attract favorable attention to his wares through his window he has accomplished his purpose.



Stout's Music House, Kirksville, Mo., Makes Its Windows Real Salesmen
ville, Mo., sold enough copies of the roll, Peter Pan, to make the display illustrated herewith pay, perhaps in terms of actual dollars and a great many people were attracted to Mr. Stout's window by this very good display who might have been interested in buying anything

Activities in Winnipeg Retail Trade Circles

WINNIPEG, MAN., May 8.—The New Edison Shop has removed from its old quarters in the Sterling Bank Building to Portage avenue, close to Carlton street, in the heart of the retail district.

Roy Finch, of the phonograph department of Wray's Music Store, has left to fill a lucrative position at Portland, Ore.

Thieves recently burglarized the store of Fletcher Bros., Ltd., Vancouver, B. C., and stole two radio sets. Drawers were pulled out, apparently in search of valuables, but no attempt was made to open the safe.

John Ambrose, expert phonograph repair man in the Brunswick department, of Farquhar & Shaw, Winnipeg, recently put one over on his friends when he stole away quietly and got married.

To Broadcast Requested Selection From England

At the request of Eric Palmer, of the Freed-Eisemann Radio Corp., Brooklyn, N. Y., W. F. De Mornys, director of music in the Hotel Savoy, London, has agreed to play "A Perfect Day," when his orchestra plays for broadcasting to America through 2 L.O. Mr. De Mornys writes Mr. Palmer, saying, "I agree with you that it is nearing a perfect day when we can commune with each other via the ether."

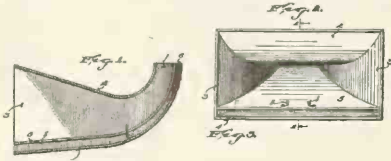
Radio Incorporation

The Pacent Radio Corp., New York, was recently incorporated at Dover, Del., with a capital stock of \$1,000,000.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., May 8.—Horn for Phonographs. Joseph Gawlik, Milwaukee, Wis. Patent No. 1,525,987.

This invention relates to phonograph horns. Objects of this invention are to provide a phonograph horn in which a natural rendition of the original tone qualities is approximated in which the harsh, offensive sounds, such as that due to scratching or scraping, are not reproduced in the same volume as the sonorous musical sounds recorded, and in which means are provided whereby the amplification of the sound



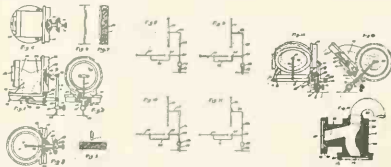
is attained in such a manner that the full resonant characteristics are secured.

An embodiment of the invention is shown in the accompanying drawing in which—

Figure 1 is a longitudinal, sectional view of the horn, such view corresponding to a section on the line 1—1 of Fig. 2. Fig. 2 is an end view of the horn with a portion broken away. Fig. 3 is an enlarged fragmentary plan view of a portion of the inner wall of the horn.

Method of and Apparatus for Producing Sound. Hugh C. Lord, Erie, Pa. Patent No. 1,526,357.

In carrying out this invention in the preferred form records are produced by impressing upon the record a sound groove having two distinct but synchronous series much in the way that multiple strings for the same notes accomplish



this purpose in pianos and also as to such tones as may be responded to more particularly by one type of groove than the other of sound waves, one of the zig-zag type and the other of the hill and dale type. In producing this record sound receiving diaphragms are used, each transmitting its vibration to a single cutting tool and each diaphragm operating upon the tool independently of the other diaphragm. In this way the sound groove is perfectly formed so as to reproduce vibrations in two diaphragms, one from the side motions of a reproducing needle and the other from the vertical motions of such a reproducing needle. In this way the side walls of the groove may be utilized for producing vibrations and at the same time the bottom of the groove is utilized for producing synchronous vibrations in a second diaphragm. The result of this combination of vibrations and their translation into sound is to amplify the sound produced by a single needle and utilize all the working surface of the groove for this purpose. Not only this but in this manner slight errors that may occur in one of the sound producing series of waves may be corrected to a slight extent through the other series.

With a record so produced it is obvious that it can be utilized for reproducing sound with

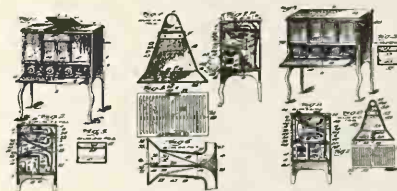
machines adapted to reproduce the records of the hill and dale type and also will be capable of reproducing sound with records operating on the zig-zag type. Further, the apparatus for reproducing sound illustrated in this invention is, without any change in the position of the disk, capable of reproducing sound from either type of record. Where the zig-zag record is used the zig-zag waves are translated into vibrations of the diaphragm corresponding to these waves alone. On the other hand if the needle is operating on the hill and dale record motion is transmitted to the diaphragm corresponding to the vertical motion only. In this way a universal record is produced and a universal sound-producing apparatus provided.

Fig. 1 shows a side elevation of a sound box, partly in section. Fig. 2 a side elevation of the same. Fig. 3 a plan view from the bottom of the same. Fig. 4 a top view of the same. Fig. 5 a section of a record with a cutting tool in place thereon forming a groove therein. Fig. 6 a plan view of a record showing an enlarged view of a record groove. Fig. 7 a section of the same record showing the groove at corresponding points with the groove shown in Fig. 6. Figs. 8, 9, 10 and 11 diagrams of a sound producing instrumentality and a record producing instrumentality. Fig. 12 a front view of a sound box differing from that shown in Figs. 1 to 4 inclusive. Fig. 13 a side elevation of the same. Fig. 14 a central vertical section through the sound box.

Combined Radio and Phonograph Amplifier and Tone Control Therefor. Alfred H. Haag, Baltimore, Md. Patent No. 1,521,366.

This invention consists of a novel construction of a combined radio and phonograph amplifier, wherein the radio and phonograph elements are collocated at conveniently accessible heights, and a common amplifier is provided having a novel modulating device, which is frictionally retained in its desired extreme or intermediate positions, so as effectively to control both the radio and phonograph reproductions.

It further consists of a novel construction of a rear casting or amplifier element having op-



positely directed branches, whose upper and lower flanges contact with the motor board and radio support, so as to form an effective brace therefor.

It further consists of a novel construction of valvular element or tone modulator common to the radio and phonograph elements, and a novel means of pivotally mounting the same in the amplifier casting.

It further consists of novel means for arresting its movement at its extreme positions, and of novel frictionally retained locking device for actuating the tone modulator and retaining it in the desired position.

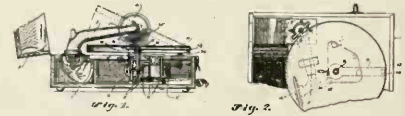
Figure 1 represents a perspective view of a cabinet employed in carrying out the invention. Fig. 2 represents a vertical section on line 2—2, Fig. 1. Fig. 3 represents a vertical section on line 3—3, Fig. 1. Fig. 4 represents on an enlarged scale a horizontal section on line 4—4, Fig. 6. Fig. 5 represents a front view of Fig. 4, showing the grill and the manner of guiding the tone modulator adjusting device. Fig. 6 represents a section on line 6—6, Fig. 4, showing the manner of hinging and actuating the tone

modulator. Fig. 7 represents a vertical sectional view of a modification. Figs. 8 to 12 represent details.

Phonograph. Luis de Florez, Pomfret, Conn. Patent No. 1,521,281.

This invention relates to phonographs and has particular reference to improved turntables used thereon, and is a division of copending application Ser. No. 609,604, filed Dec. 29, 1922, for phonographs.

The primary object of this invention is to

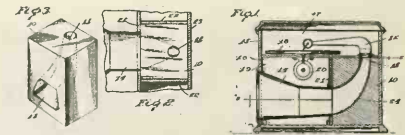


provide a portable phonograph having a turntable so constructed as to permit easy access to the interior of said phonograph, for the purpose of repair, oiling or the like.

Fig. 1 shows a side elevation partly in section of a phonograph embodying the invention; and Fig. 2 is a fragmentary top plan view of a phonograph embodying the invention.

Phonograph Horn Neck. Ambrose O. Bartholomew, Allentown, Pa. Patent No. 1,527,505.

This invention relates to phonographs and has special reference to a horn connection for devices of this description. In the construction of phonographs one important object to be attained is the prevention of sound waves by vibration in parts of the casing of the machine



which tend to destroy the purity of the tone and timbre sought to be reproduced. Experience has shown that one of the most frequent causes of bad reproduction lies in the connection between the tone arm and the amplifying horn in phonographs since at this point there is not only a considerable looseness which tends to produce improper vibrations but the metallic character of this portion of the device itself sets up certain vibrations in the material of the connection which produce injurious results.

One important object of the present invention is the provision of a novel character of connection between the tone arm and the amplifying horn, which connection will practically form a portion of the amplifying horn itself and which will prevent all improper vibrations of the connection itself as well as to dampen or absorb any vibrations produced by looseness in the connections between the connector end of the tone arm and amplifying horn, respectively.

Figure 1 is a vertical median section through a phonograph showing the connection constructed in accordance with this invention. Fig. 2 is a section on the line 2—2 of Fig. 1. Fig. 3 is a detail perspective view of the connection removed from the casing.

Three bandits, known to the police as "The Hotel Gang," recently robbed the apartment of Signor Frisco, the famous xylophonist, who is an exclusive Edison artist. The desperados secured considerable cash and jewelry, after forcing entrance at the point of guns.



Herald-B

LOUD SPEAKER

HERALD ELECTRIC CO., Inc. 29 East End Avenue New York

\$12

Advance RECORD BULLETINS for June, 1925

Columbia Phonograph Co.

- DANCE MUSIC**
- 335-D Lady of the Nile—Fox-trot, Leo Reisman and His Orch. 10
 - Rose of the Moonlight—Fox-trot, Leo Reisman and His Orch. 10
 - 340-D Dromedary—Fox-trot—California Ramblers 10
 - Just a Little Drink—Fox-trot, California Ramblers 10
 - 355-D All Aboard for Heaven—Fox-trot, The Knickerbockers 10
 - The Original Charleston—Fox-trot (Charleston), The Knickerbockers 10
 - 358-D Tea for Two (from "No, No Nanette")—Fox-trot—The Knickerbockers 10
 - Hong Kong Dream Girl—Fox-trot, The Knickerbockers 10
 - 336-D Who Told You?—Fox-trot (Announced by the "Solemn Old Judge" of W. L. S.), Art Kahn and His Orch. 10
 - The Blues Have Got Me—Fox-trot, Warner's 7 Aces 10
 - 346-D Don't Bring Lulu—Fox-trot (Incidental singing by Billy Jones), The Little Ramblers 10
 - Cross Words (Between My Sweetie and Me)—Fox-trot (Incidental Singing by Billy Jones), The Little Ramblers 10
 - 333-D Florida—Fox-trot, Howard Lanin and His Benj. Franklin Orch. 10
 - Gigolette—Fox-trot, Howard Lanin and His Benj. Franklin Orch. 10
 - 354-D Joanna—Fox-trot (Incidental Singing by Ernest Hare), The Columbians 10
 - Indian Dawn—Fox-trot, The Columbians 10
 - 341-D What a Smile Can Do—Fox-trot, Ace Brigade and His 14 Virginians 10
 - When I Think of You—Fox-trot, Ace Brigade and His 14 Virginians 10
 - 344-D Moonlight and Roses—Fox-trot, Manhattan Dancemakers 10
 - Golden Memories—Waltz, Manhattan Dancemakers 10
 - 327-D Jimtown Blues—Fox-trot, Lanin's Red Heads 10
 - King Porter—Stomp, Lanin's Red Heads 10
 - 349-D She's My Sheba, I'm Her Sheik—Fox-trot, St. Louis Rhythm Kings 10
 - Papa, De-Da-Da—Slow Drag, St. Louis Rhythm Kings 10
 - 359-D I've Found My Sweetheart—Waltz, The Cavaliers (Waltz Artists) 10
 - Oh, How I Miss You Tonight—Waltz, The Cavaliers (Waltz Artists) 10
 - 345-D Only a Weaver of Dreams—Waltz (Incidental Singing by Lewis James), The Mandoliers 10
 - The Melody That Made You Mine—Waltz, The Mandoliers 10
 - 347-D Just a Little Kiss From You—Waltz, The Nylo-Rimba Orch. 10
 - Love Song (from "The Love Song")—Waltz, The Nylo-Rimba Orch. 10
- POPULAR SONGS**
- 352-D Ev'rything Is Hotsy Totsy Now—Comedians, Van and Schenck 10
 - What Do We Get From Boston?—Comedians, Van and Schenck 10
 - 338-D Ukulele Baby—Vocal, Eddy Clark "The Ukulele Baby" 10
 - We're Gonna Have Weather (Weather Or Not)—Vocal, Eddy Clark "The Ukulele Baby" 10
 - 328-D You May Be Lonesome—The Whispering Pianist (Art Gilliam) 10
 - I Had Someone Else Before I Had You—The Whispering Pianist (Art Gilliam) 10
 - 343-D Second Hand Love—The Whispering Pianist (Art Gilliam) 10
 - Hesitation Blues—The Whispering Pianist (Art Gilliam) 10
 - 353-D Yearning (Just for You), The Girl Baritone, Kitty O'Connor 10
 - If I Ever Cry You'll Never Know, The Girl Baritone, Kitty O'Connor 10
 - 357-D Homeland (from "Louie the 14th")—Male Quartet, Shannon Four 10
 - That Little Old Sweetheart of Mine—Tenor Solo, Lewis James 10
 - 337-D Continually—Vocal, Harry Frankel 10
 - Who Darkened That Hole—Vocal, Harry Frankel 10
 - 334-D Mother and Home—Tenor Solo, Vernon Dalhart 10
 - The Chain Gang Song—Tenor Solo, Vernon Dalhart 10
 - 351-D The Runaway Train—Tenor Solo, Vernon Dalhart 10
 - Dear, Oh Dear—Tenor Solo, Vernon Dalhart 10

NOVELTIES

- 339-D The "St. Louis Blues"—Steel Guitar Novelty, Frank Ferrera 10
 - In the Heart of Hawaii—Steel Guitar Novelty, Frank Ferrera 10
 - 350-D Green Grows the Rushes Oh—Violin, Patrick Gaffney 10
 - Jerry Daly's Hornpipe—Violin, Patrick Gaffney 10
 - 342-D Bells (Glorious Bells)—Descriptive Novelty, Happy Moments—Descriptive Novelty, 10
- SPECIAL RECORDS BY THE ASSOCIATED GLEE CLUBS OF AMERICA**
- 50013-D Adeste Fideles (Traditional—Associated Glee Clubs of America (850 Male Voices), Augmented by the audience of 4,000 Voices at Metropolitan Opera House, New York, 12
 - John Peel (Andrews)—Associated Glee Clubs of America (850 Male Voices), 12
 - 348-D Discovery (Grieg)—Associated Glee Clubs of America (850 Male Voices), 10
 - A Plainsman's Song (Bliss)—Associated Glee Clubs of America (850 Male Voices), 12

Brunswick Records

- 10172 Manella Mia! (Neapolitan Song) (Russo-Valente)—Tenor, with Orch., in Italian, Giacomo Lauri-Volpi 10
- Cielo Turchino! (Blue Sky) (Capaldo-Ciociano)—Tenor with Orch.; in Italian, Giacomo Lauri-Volpi 10
- 10173 The Old Road (Darow-Scott)—Baritone with Orch., Friedrich Schorr 10
- Forgotten (Wulschner-Cowles)—Baritone, with Orch., Friedrich Schorr 10
- 10174 Geschichten aus dem Wienerwald (Tales from the Vienna Woods) (Strauss)—Soprano, with Orch., in German, Maria Ivogun 10
- Lo, Here the Gentle Lark (Shakespeare-Bishop)—Soprano, with Orch., Maria Ivogun 10
- 10175 Songs My Mother Taught Me (D'Arak)—Violin-Cello-Piano, Elshuco Trio 10
- Perfect Day (Jacobs-Bond)—Violin-Cello-Piano, Elshuco Trio 10
- 15092 Valse Triste (Op. 44) (Sihelius)—Symphony Orch., Nikolai Sokoloff, Cond., Cleveland Orch. 10
- Hungarian Dance No. 5 (G. Minor) (Brahms)—Symphony Orch., Nikolai Sokoloff, Cond., Cleveland Orch. 10
- 2864 Song of Songs (Moya)—Tenor with Orch., Frank Munn 10
- In the Garden of Tomorrow (Graff, Jr. Deppen)—Baritone, with Orch., John Barclay 10
- 2862 I Had Someone Else Before I Had You (Harris-Darcy)—Vocal Duet with Piano by Phil Ohman, The Radio Franks, Wright and Bessinger 10
- On the Oregon Trail (Sedgewick-Cohen)—Vocal Duet with Piano by Phil Ohman, The Radio Franks, Wright and Bessinger 10
- 2854 Swance Butterfly (Rose-Donaldson)—Fox-trot, For Dancing, Isham Jones Orch. 10
- River Boat Shuffle (Voynow-Carmichael-Mills)—Fox-trot; For Dancing, Isham Jones Orch. 10
- 2855 Let It Rain, Let It Pour (Friend-Donaldson)—Fox-trot; For Dancing, Ray Miller and His Orch. 10
- Red Hot Henry Brown (Rose)—Fox-trot, For Dancing, Ray Miller and His Orch. 10
- 2856 Lueky Kentucky (Rose-Dixon-Henderson)—Fox-trot; For Dancing, Oriole Orch. 10
- Flag That Train (Richmond-McPhail-Rothschild)—Fox-trot; For Dancing, Oriole Orch. 10
- 2857 Wreck on the Southern Old 97 (Whitter)—Fox-trot; For Dancing, Vocal Chorus by Billy Jones and Ernest Hare, Carl Fenton's Orch. 10
- The Old Gray Mare (Panella)—Fox-trot; For Dancing, Vocal Chorus by Billy Jones and Ernest Hare, Carl Fenton's Orch. 10
- 2858 I'll See You in My Dreams (Gus Kahn-Isham Jones)—Popular Concert; Under Direction of Walter Haenschel, Brunswick Hour Orch. 10
- When You and I were Seventeen (Kahn-Rosoff)—Popular Concert; Under Direction of Walter Haenschel, Brunswick Hour Orch. 10
- 2859 Yearning (Davis-Durke)—Fox-trot; For Dancing, Bennie Krueger's Orch. 10
- Don't Bring Lulu (Rose-Brown-Henderson)—Fox-trot; For Dancing, Vocal Chorus by Billy Jones, Bennie Krueger's Orch. 10
- 2827 I've Named My Pillow After You (Rose-Lucas-Walton)—Voice and Guitar, Nick Lucas 10
- If I Can't Have You (Lucas)—Voice and Guitar, Nick Lucas 10
- 2866 Moonlight and Roses (Black-Moret)—Fox-trot; For Dancing, Vocal Duet by Wright and Bessinger, Ray Miller and His Orch. 10

- Just a Little Drink (Gay)—Fox-trot; For Dancing, Vocal Duet with Wright and Bessinger, Ray Miller and His Orch. 10
- 2849 Gettin' Told (Lange-McKenzie)—Fox-trot; For Dancing, Mound City Blue Blowers 10
- Play Me Slow (Hagen-O'Flynn)—Fox-trot; For Dancing, Mound City Blue Blowers 10
- 2850 Three O'Clock in the Morning (Terriss-Robledo) Piano Solo; J. M. Witten Announcing, Harry Snodgrass (King of the Ivories) 10
- The Moonlight, A Waltz and You (Snodgrass-Koehler-Hird)—Piano Solo, Harry Snodgrass (King of the Ivories) 10
- 2853 Midnight Waltz (Kahn-Donaldson)—For Dancing, Vocal Chorus by Frank Munn, Carl Fenton's Orch. 10
- Memories of a Rose (Preston-Oleott-Parker)—Waltz; For Dancing, Carl Fenton's Orch. 10
- 2851 June Brought the Roses (Stanley-Openshaw)—Tenor with Orch., Allen McQuhae 10
- West of the Great Divide (Whiting-Ball)—Tenor with Orch., Allen McQuhae 10

Victor Talking Machine Co.

- LIST FOR APRIL 24**
- 19604 A Mama Like You and a Papa Like Me, Jane Green 10
 - 19616 Yearning (Just for You)—Fox-trot, with Vocal Refrain, Roger Wolfe Kahn and His Hotel Biltmore Orch. 10
 - Hot-Hot-Hottentot—Fox-trot, Roger Wolfe Kahn and His Hotel Biltmore Orch. 10
 - 19617 I Like Pie, I Like Cake, But I Like You Best of All—Fox-trot, Edwin J. McEnelly's Orch. 10
 - Desert Isle—Fox-trot, Edwin J. McEnelly's Orch. 10
- FEATURE RECORDS**
- 942 Tosca—E lucevan le stelle (The Stars Were Shining) (Puccini)—In Italian, Beniamino Gigli 10
 - O dolci mani (Oh, Gentle Hands) (Puccini)—In Italian, Beniamino Gigli 10
 - 19167 Souvenir (Drdla-Wiedoeft)—Saxophone, Rudy Wiedoeft 10
 - Saxarella (Wiedoeft)—Saxophone, Rudy Wiedoeft 10
- LIST FOR MAY 1**
- VOCAL RECORDS**
- 19959 Daddy, Helen Clark 10
 - Lullaby, Helen Clark 10
 - 19613 Tell Her in the Springtime, Grace Moore 10
 - Listening, Grace Moore 10
 - 19619 Saludo a las Republicas Americanas (Greetings to the Spanish-American Republics), H. M. Alfonso XIII 10
 - Allocucion al Pueblo Espanol (Address to the Spanish Nation), H. M. Alfonso XIII 10
 - 19621 Hark, Hark My Soul, Trinity Choir 10
 - Prayer of Thanksgiving, Trinity Choir 10
 - 19623 Oh, How I Miss You Tonight, Lewis James 10
 - I Don't Care What You Used to Be, Lewis James 10
 - 19625 Yearning (Just for You), Gene Austin 10
 - No Wonder (That I Love You), Gene Austin 10
 - 19627 In the Baggage Coach Ahead, Vernon Dalhart 10
 - I Will Never Forget My Mother and My Home, Vernon Dalhart 10
 - 19628 O Katharina! (From "Chauve-Souris"), Billy Murray 10
 - Don't Bring Lulu, Billy Murray 10
- INSTRUMENTAL RECORD**
- 19614 La Paloma (The Dove) (Yradier), Victor Salon Orch. 10
 - Serenade (Toselli), Victor Salon Orch. 10
- DANCE RECORDS**
- 19579 On the Way to Monterey—Fox-trot, Henry Halstead and His Orch. 10
 - Moonlight and Roses—Fox-trot, Henry Halstead and His Orch. 10
 - 19606 Humorestless—Shimmy Fox-trot, Zee Confrey and His Orch. 10
 - Charleston Chuckles—Shimmy Fox-trot, Zee Confrey and His Orch. 10
 - 19624 My Kid—Fox-trot, International Novelty Orch. 10
 - Let It Rain—Fox-trot, International Novelty Orch. 10
 - 19630 Let It Rain, Let It Pour—Fox-trot, Meyer Davis' Le Paradis Band 10
 - All Aboard for Heaven—Fox-trot, Meyer Davis' Le Paradis Band 10
- RED SEAL RECORDS**
- 6498 Parsifal—Prelude, Part 1 (Wagner), Alfred Hertz and San Francisco Symphony Orch. 12
 - Parsifal—Prelude, Part 2 (Wagner), Alfred Hertz and San Francisco Symphony Orch. 12
- (Continued on page 158)

O Kath-a-ri-na, O Kath-a-ri-na, to keep my love you must be lean-er, There's so much of you, two could love you!

THE SENSATION OF SENSATIONS!!

"O KATHARINA"

Europe's And Now America's Biggest Song Hit!!

You Can't Go Wrong With Any 'FEIST' Song!!

ADVANCE RECORD BULLETINS FOR JUNE—(Continued from page 157)

"When the One You Love, Loves You"
The New Waltz Ballad So Successfully Swung by Vaudeville's Leading Artists
 Written by Paul Whiteman, Cliff Friend & Abel Baer

"BECAUSE OF YOU"
A Sentimental Ballad With A Wonderful Fox Trot Rhythm!
 Lyric by Walter Hirsch, Music by Ted Fiorito

MIDNIGHT WALTZ
 Lyric by Gus Kahn, Music by Walter Donaldson

The Waltz In The Air Heard Everywhere!

"You can't go wrong with any FEIST song"

© 1925 LEO FEIST INC.

- Alfred Hertz and San Francisco Symphony Orch. 12
- 6499 Parsifal—Prelude, Part 3 (Wagner)
- Alfred Hertz and San Francisco Symphony Orch. 12
- Parsifal—Good Friday Spell, Part 1 (Wagner)
- Alfred Hertz and San Francisco Symphony Orch. 12
- 6500 Parsifal—Good Friday Spell, Part 2 (Wagner)
- Alfred Hertz and San Francisco Symphony Orch. 12
- Parsifal—Good Friday Spell, Part 3 (Wagner)
- Alfred Hertz and San Francisco Symphony Orch. 12
- 1074 Battle Hymn of the Republic (Howe)
- Louise Homer
- America the Beautiful (Bates-Ward)
- 1077 Allerseelen (All Souls' Day) (R. Strauss)—In German
- Maria Jeritza
- Liebestreu (Faithful Love) (Brahms)—In German
- Maria Jeritza
- 1075 Dance Orientale (Rimsky-Korsakow)
- Fritz Kreisler
- Molly on the Shore (Grainger-Kreisler)
- 1078 Dear Old Girl (Buck-Morse)
- Fritz Kreisler
- Reinold Werrenrath
- She Was Bred in Old Kentucky (Braisted-Carter)
- Reinold Werrenrath

- Lead Kindly Light (John B. Dykes)—Organ, Frederick Kinsley on the Midmer-Losh Pipe Organ
- 51516 Nuthin's Gonna Stop Me Now (Willy White, Bernard Grossman-Rubeley Cowan)—Billy Jones
- You Better Keep the Home Fires Burning (Cause Your Mamma's Getting Cold) (Edgar Leslie-Charles Kinney)
- Ernest Hare
- 51514 A Rag Time Episode (Paul Eno)—Banjo Solo, Fred Van Eps
- The Smiler (Percy Wenrich)—Banjo Solo, Fred Van Eps
- 51525 You Gave All Your Kisses to Somebody Else (So Why Bring Your Tears to Me?) (Mitchell Parish-Lou Herscher)
- James Doherty
- The Heart of a Girl (Gus Kahn-H. Leopold Spitzally)
- James Doherty
- 51517 (Most of All) I Want Your Love (Harold Horne-H. G. Tandler)
- James Doherty
- I Found a Way to Love You (But I Can't Find a Way to Forget) (Don Morgan-Charley Straight)
- James Doherty
- 80822 The Heaven of Your Love (Walter Milbank-Gordon Johnstone)
- I Look Into Your Garden (Charles Wilmore-Haydn Wood)
- Ernest Davis
- 51526 I'm Looking for a Union Sweetheart (Tom Kennedy-Ben Smith)
- Ben Smith and His Uke
- I'll Make the Pies Like Mother Made (If You'll Make the Dough Like Dad) (Billy Curtis-Harry Von Tilzer)
- Billy Jones
- 51524 My Honolulu Dream Girl (Sam A. Perry), Waikiki Hawaiian Orch.
- In the Heart of Hawaii (Mitchell Parish-Eugene Herbert)
- Waikiki Hawaiian Orch.
- 51529 I'll Tell the Sunshine (Dorothy Forster-Edward Lockton)
- Walter Scanlan
- Way from You (Benny Davis-Milton Ager)
- Walter Scanlan
- 51535 As a Porcupine Pines for Its Pork (That's How I Pine for You) (Art Walsh-A. Paganucci)
- Billy Jones-Ernest Hare—The Happiness Boys
- Titina (From "Puzzles of 1925") (Bertal-Maubon-E. Ronn-Leo Daniderff)
- Billy Jones
- 82337 Indian Love Call (From "Rose Marie") (Otto Harbach-Oscar Hammerstein, 2nd-Rudolph Friml)
- Anna Case
- Indian Dawn (Charles O. Roos-J. S. Zamecnik)
- Anna Case
- 80826 Whistling Bill and the Lark (Ring Hager), Whistling Sibil Sanderson Fagan
- The Bird and the Frog (Ring Hager), Whistling Sibil Sanderson Fagan
- 82336 Air des Bijoux (Jewel Song) (From "Faust") (Gounod)
- Alice Verlet
- Ah, fors' e lui (From "Traviata")
- Alice Verlet

- Wimperis-Sigmund Romberg)—Fox-trot, Jack Stillman's Orch.
- On the Oregon Trail (Edw. Sedgewick-Henry R. Cohn)—Fox-trot... Golden Gate Orch.
- GENERAL GROUP
- 51515 Lonesome Road Blues (Gene Austin-Irving Mills)
- (The Blue Ridge Duo)
- Gene Austin-George Reneau
- Blue Ridge Blues (Carson), Gene Austin-George Reneau
- (The Blue Ridge Duo)
- 80828 Hungarian Love Song—Violin Solo, Arr. by Helen Ware
- Helen Ware
- Moto perpetuo (Niccolo Paganini, Op. 11)—Violin Solo
- Mischa
- GERMAN
- 57019 Tief im Bohmerwald (Harvey Hindlermyer) Bedenklichkeiten (Arthur Hall)
- SPANISH
- 60046 Flores Negras (Black Flowers) (Passillo) (Victor J. Rosales)
- La manana esta de fiesta (The Morning of the Holiday) (Jaime Torres Bodet-Belisario de J. Garcia)
- Consuelo Escobar de Castro

EDUCATIONAL RECORDS

- 19607 1. Soldiers' March (Schumann); 2. March (Hollaender)
- Victor Orch. 10
- 1. March (From "Nutteracker Suite") (Tschai-kowsky); 2. March (From "Alceste") (Gluck), Victor Orch. 10
- 19608 1. Gnomes; 2. Dwarfs (Nocturne) (Reinhold), Victor Orch. 10
- 1. Fairies (Scherzo) (Schubert); 2. Clowns (From "Midsummer Night's Dream") (Mendelssohn), Victor Orch. 10

FEATURE RECORDS

- 6057 Two Grenadiers (Heine-Schumann), Feodor Chaliapin
- Midnight Review (Jukovsky-Glinka), Feodor Chaliapin
- 55057 Gunga Din (Kipling)—Recitation, Taylor Holmes
- Boots (Kipling)—Recitation, Taylor Holmes

LIST FOR MAY 8 VOCAL RECORDS

- 19631 Who... The Brox Sisters 10
- Tokio Blues... The Brox Sisters 10
- 19632 Florida—Fox-trot... International Novelty Orch. 10
- Me Neenyah (My Little One) Fox-trot, International Novelty Orch. 10
- 19633 Those Panama Mamas—Fox-trot, George Olsen and His Music 10
- Oh That Sweet in Suite 16—Fox-trot, Charles Dornberger and His Orch. 10
- 19634 The Love Song You Will Forget—Waltz, The Troubadours 10
- Take Me Back to Your Heart—Waltz, Dan Gregory's Orch. 10

FEATURE RECORDS

- 600 Traumerei (Reverie) (Robert Schumann)—Violin Solo
- Mischa Elman
- Serenade (Drigo)—Violin Solo, Mischa Elman
- 45201 The Japanese Sandman (R. B. Egan-R. A. Whiting)
- Olive Kline
- Old Fashioned Garden (From "Hitchy-Koo"), Olive Kline 10

LIST OF MAY 15 VOCAL RECORDS

- 19637 Way Down Home... Gene Austin-Carson Robison 10
- The Time Will Come... Vernon Dalhart 10
- 19611 If It Wasn't for You I Wouldn't Be Crying Now—Fox-trot... Glen Oswald's Serenaders 10
- I Ain't Got Nobody to Love—Fox-trot, Glen Oswald's Serenaders 10
- 19622 Big Bad Bill—Fox-trot, Don Clark and His La Monica Ballroom Orch. 10
- Cheatin' On Me—Fox-trot, Don Clark and His La Monica Ballroom Orch. 10
- 19638 The Flapper Wife—Fox-trot, International Novelty Orch. 10
- Who Takes Care of the Caretaker's Daughter? Fox-trot... Whitley Kaufman's Original Pennsylvania Serenaders 10

FEATURE RECORDS

- 636 Kiss Me Again (From "Mile, Modiste") (Blossom-Herbert)
- Mabel Garrison
- When You're Away (From "The Only Girl") (Blossom-Herbert)
- Mabel Garrison
- 17523 Evening Chimes (Heins)—Violin, Flute, Harp, with Bells
- Neapolitan Trio
- Woodland Echoes (Wyman)... Neapolitan Trio 10

Edison Disc Records

ALREADY RELEASED SPECIALS

- 80827 Abide With Me (Wm. H. Monk)—Organ, Frederick Kinsley on the Midmer-Losh Pipe Organ

Edison Blue Amberol Records

- 4969 I'll See You in My Dreams—Fox-trot, Ace Brigade and his 14 Virginians
- 4970 On the Village Green—Banjo Solo... Fred Van Eps
- 4971 I'm Gonna Tramp! Tramp! Tramp!... Ernest Hare
- 4972 The End of the Road—Homer Rodeheaver and Chorus
- 4973 Little Brown Jug—Singing, Harmonica and Guitar
- (The Blue Ridge Duo) Gene Austin-George Reneau
- 4974 Will You Remember Me?—Fox-trot and Song, Polla's Clover Gardens Orch.
- Song by George Wilton Ballard
- 4975 Lonesome Road Blues—Singing, Harmonica and Guitar
- (The Blue Ridge Duo) Gene Austin-George Reneau
- 4976 Blue Ridge Blues—Singing, Harmonica and Guitar
- (The Blue Ridge Duo) Gene Austin-George Reneau

FLASHES

- 51519 Titina (From "Puzzles of 1925") (Bertal-Maubon-E. Ronn-Leo Daniderff)—Fox-trot, Billy Wynne's Greenwich Village Inn Orch.
- Yearning (Just for You) Benny Davis-Joe Burke)—Fox-trot, Billy Wynne's Greenwich Village Inn Orch.
- 51520 Oh! Those Eyes (Bert Kalmar-Harry Ruby-M. Jerome)—Fox-trot, with Song by Vernon Dalhart
- Kaplan's Melodists
- Let Me Linger Longer in Your Arms (Cliff Friend-Abel Baer)—Fox-trot, with Song by Arthur Hall and John Ryan
- Kaplan's Melodists
- 51521 You're So Near (And Yet So Far) (Larry Spier-Larry Shloss)—Fox-trot, with Song by Arthur Hall
- Nathan Glantz and His Orch.
- Florida (Abel Green-Jesse Greer)—Fox-trot, with Song by Arthur Hall
- Jack Stillman's Orch.
- 51528 By the Waters of Minnetonka (Thurlow Lieurance)—Fox-trot
- Mel Craig's Orch.
- In the Garden of Tomorrow (Geo. Graffe, Jr.-Jessie L. Deppen)—Fox-trot
- Mel Craig's Orch.
- 51531 Whistle (When You're Blue) (Jerry Sullivan-Harry Geise)—Fox-trot, with Song by Vernon Dalhart
- Jack Stillman's Orch.
- Ain't My Baby Grand? (Lew Brown-Robert King-Ray Henderson)—Fox-trot, with Song by Billy Jones
- Nathan Glantz and His Orch.
- 51532 If You Knew Susie (Like I Know Susie) (B. G. De Sylva)—Fox-trot
- Frank Silver's Orch.
- Gigolette (Frauz Lehar)—Fox-trot, Henri Gendron and His Strand Roof Orch.
- Willie Raskin-Franz Silver)—Fox-trot, with Vocal Chorus by Lawrence S. Murphy
- Frank Silver's Dance Orch.
- No One (Jack Yellen-Milton Ager)—Fox-trot, with Vocal Chorus by Bud Kennedy
- Henri Gendron and His Strand Roof Orch.
- 51533 Fooling (Ray Klages-Jack Meskill-Al Sherman)—Fox-trot
- Ace Brigade and His 14 Virginians
- When I Think of You (Harry Owens-Vincent Rose)—Fox-trot, Ace Brigade and His 14 Virginians
- 51537 Toddle Along (From "Ziegfeld's Follies of 1924-5") (Gene Buck-Werner Janssen)—Fox-trot
- Jack Stillman's Orch.
- Let It Rain (From "Sky High") (James Kendis-Hal Dyson)—Fox-trot, with Song by George Wilton Ballard
- Jack Stillman's Orch.
- 51538 Little Peach (From "Louie the 14th") (Arthur

Okeh Records

DANCE RECORDS

- 40348 Jintown Blues—Fox-trot... The Yankee Six 10
- No One—Fox-trot... The Yankee Six 10
- 40349 Blues in A Minor—Fox-trot, Blue Ribbon Syncopators of Buffalo 10
- My Gal, My Pal—Fox-trot, Blue Ribbon Syncopators of Buffalo 10
- 40351 Joanna—Fox-trot, with Vocal Chorus by Van Price
- Joe Smith's Martha Lee Club Orch. 10
- The Midnight Waltz—Waltz, with Vocal Chorus by Van Price, Joe Smith's Martha Lee Club Orch. 10
- 40357 Ah-Ha!—Fox-trot... The Red-Hotlers 10
- If You Knew Susie (Like I Know Susie)—Fox-trot... The Melody Sheiks 10
- 40358 Moonlight and Roses—Fox-trot, The Melody Sheiks 10
- Isn't She the Sweetest Thing?—Fox-trot, The Melody Sheiks 10
- 40355 Toddle Along (From "Ziegfeld's Follies of 1924-1925")—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
- Little Peach (From the Musical Comedy "Louie the 14th")—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
- 40356 That Soothing Melody—Waltz, with Whistling Obligato by Sibil Sanderson Fagan, Vincent Rizzo and His Hotel Sylvania Orch. 10
- Gigolette—Fox-trot, with Whistling Obligato by Sibil Sanderson Fagan, Vincent Rizzo and His Hotel Sylvania Orch. 10

VOCAL RECORDS

- 40353 Cheatin' on Me—Tenor with Ukulele, Harry Robinson 10
- I'll Buy the Ring and Change Your Name to Mine—Tenor with Ukulele... Harry Robinson 10
- 40354 Who Takes Care of the Caretaker's Daughter (While the Caretaker's Busy Taking Care)—Tenor with Orch... Billy Jones
- Don't Bring Lulu—Tenor-Baritone Duet with Orch. Happiness Boys (Billy Jones-Ernest Hare) 10

SACRED VOCAL AND "OLD-TIME" TUNE RECORDS

- 40359 Shout and Shine for Jesus—Guitar and Mandolin Accom... The Jenkins Family 10
- Jesus Is Calling—Guitar and Mandolin Accom... The Jenkins Family 10
- 40352 The Long Tongued Woman—Singing with Guitar and Harp Accom... Henry Whitter 10
- The Dollar and the Devil—Singing with Guitar and Harp Accom... Henry Whitter 10
- 40362 Flower From My Angel Mother's Grave—Singing with Guitar Accom... Charles Nabel 10
- Write a Letter to My Mother—Singing with Guitar Accom... Charles Nabel 10

RACE RECORDS

- 8204 Just a Cotton Picker's Blues—Tenor-Baritone

- Duet with Ukulele Accomp., Clarence Williams-Clarence Todd 10
- Temptation Blues—Baritone with Ukulele Ac- comp., Clarence Williams 10
- 8206 Walkin' Talkin' Blues—Contralto with Piano Ac- comp. by Clarence Williams...Sippie Wallace 10
- Devil Dance Blues—Contralto with Piano Ac- comp. by Hersh Thomas—Cornet by Joe Oliver 10
- 8207 Weaver's Blues—Guitar Solo...Sylvester Weaver 10
- Mixing Them Up in "C"—Guitar Solo, Sylvester Weaver 10
- 40360 What Is the Use—Fox-trot...The Red-Hotters 10
- I Found a Way to Love You (But I Can't Find a Way to Forget)—Fox-trot...The Red-Hotters 10
- 40361 Oh, Lady Be Good! (from the Musical Comedy "Lady Be Good")—Fox-trot...The Red-Hotters 10
- You and I (from the Musical Farce "My Girl")—Waltz, Vincent Rizzo and His Hotel Sylvania Orch. 10
- 40322—Nora Lee—Fox-trot, Joe Smith's Martha Lee Club Orch. 10
- Don't Bother Me—Fox-trot, Joe Smith's Martha Lee Club Orch. 10
- 40364 Flag That Train (To Alabam)—Fox-trot, Vick Myers' Atlanta Melody Artists 10
- Mamie—Fox-trot, Vick Myers' Atlanta Melody Artists 10
- 40365 Sweet Georgia Brown—Fox-trot, Jack Linx and His Birmingham Society Serenaders 10
- When I Think of You—Fox-trot, Jack Linx and His Birmingham Society Serenaders 10
- 40371 The Promised Land—Tenor-Baritone Duet, Ac- comp. by Justin Ring Trio, Frank McCravy-James McCravy 10
- Drifting—Tenor-Baritone Duet, Accomp. by Justin Ring Trio, Frank McCravy-James McCravy 10
- 40372 If It Wasn't for You I Wouldn't Be Crying Now—Fox-trot with Singing Chorus, Arcadia Peacock Orch. of St. Louis 10
- Waitin' for the Moon—Fox-trot, Arcadia Peacock Orch. of St. Louis 10
- 40370 Why Do I Love You? (from the Musical Comedy "Tell Me More")—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
- Sing-Loo—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
- 8210 Every Man That Wears Bell-Bottom Breeches Ain't No Monkey Man—Fox-trot, Singing Chorus by Floyd Campbell, Chas. Creath's Jazz-O-Maniacs 10
- King Porter Stomp—Fox-trot, Chas. Creath's Jazz-O-Maniacs 10
- 8211 I'm Gonna Be a Lovin' Old Soul—Contralto, Accomp. by Sara Martin's Jug Band, Sara Martin 10
- I Ain't Got No Man—Contralto, Accomp. by Sara Martin's Jug Band...Sara Martin 10
- 40363 The Death of Floyd Collins—Fiddling and Sing- ing...Fiddlin' John Carson 10
- Charming Betsy—Fiddling and Singing, Fiddlin' John Carson 10
- 40366 God Will Take Care of You—Sacred, Baritone- Contralto Duet with Organ Accomp. by Mrs. R. M. Forster, Mr. and Mrs. J. Douglas Swagerty 10
- Redeeming Love—Sacred, Baritone-Contralto Duet, with Piano Accomp. by Mrs. R. M. Forster...Mr. and Mrs. J. Douglas Swagerty 10
- 40373 Forty Below—Comic Dialogue...Miller-Lyles 10
- The Three Halves—Comic Dialogue...Miller-Lyles 10

Gennett Lateral Records

DANCE RECORDS

- 5685 The Midnight Waltz...Dawson's Specialty Orch. 10
- Home, Sweet Home—Waltz, Dawson's Specialty Orch. 10
- 5688 Tell Me Dreamy Eyes—Fox-trot—Banjo Solo, Eddie Peabody 10
- Indian Dawu; Minnetonka—Fox-trot—Banjo Solo, Eddie Peabody 10
- 5689 Cuddles and Kisses—Fox-trot, The Merigold Serenaders 10
- Danger—Shimmy—One-step, The Merigold Serenaders 10
- 5696 Indian Nights—Fox-trot, Nathan Glantz and His Orch. 10
- If I Ever Cry—Fox-trot, Nathan Glantz and His Orch. 10
- 5699 Silver Sands of Waikiki—Waltz—Hawaiian Guitars...W. B. Patterson-M. L. Romano 10
- In the Heart of Hawaii—Waltz—Hawaiian Guitars...W. B. Patterson-M. L. Romano 10
- 5705 When You Do What You Do—Fox-trot, Harry Reser's Orch. 10
- Titina—Fox-trot...Harry Reser's Orch. 10
- 3002 Freakish Blues—Bucket Stomp (Clarinet Solo, Bob Fuller)...Rocky Mountain Trio 10
- Charleston Clarinet Blues—Clarinet Solo, Bob Fuller...Rocky Mountain Trio 10
- 3005 Casey Jones—Fox-trot, Vocal Chorus by "Chick" Straun...Straun's Pullman Porters 10
- A Hot Time in the Old Town Tonight—Fox- trot...Straun's Pullman Porters 10
- 5698 Don't Bring Lulu—Fox-trot, Vocal Chorus by Arthur Hall...Nathan Glantz and His Orch. 10
- Chickie—Fox-trot, Vocal Chorus by Arthur Hall, Nathan Glantz and His Orch. 10

STANDARD VOCAL

- 5694 Love's Old Sweet Song—Tenor, with Orch. Acc. Wilson Harper 10
- Little Grey Home in the West—Tenor, with Piano and Vocal Acc...Wilson Harper 10
- 5693 I'll See You in My Dreams—Tenor, with Guitar and Piano Accomp., Jack Kaufman-Harry Reser-Thos. Griselle 10
- Yearning—Tenor, with Guitar and Piano Accomp., Jack Kaufman-Harry Reser-Thos. Griselle 10
- 5697 Banana Oil—Orch. Accomp...Maureen Englin 10
- Can't Your Friend Get a Friend for Me?—Orch. Accomp...Maureen Englin 10

IRISH

- 5686 Reels of "Mullinave" (With Liltling)—Irish Reels, with Piccolo and Mandolin...McKenna-M. F. Gaffney 10
- Foggy Dew—Violin and Piccolo, McKenna-M. F. Gaffney 10
- 5695 All That I Want Is in Ireland—Tenor, with Piano Accomp. by Parnell McKelvey, Emmet O'Toole 10
- Hold Robert Emmet—Tenor, with Piano Ac- comp. by Parnell McKelvey...Emmet O'Toole 10
- NOVELTY BALLAD AND COMIC
- 3001 Don't Forget, You'll Regret, Day by Day—Novelty Ballad...Razaf (The Melody Man) 10
- He Rambled (Till the Butcher Killed Him Dead)—Comic Song...Razaf (The Melody Man) 10

"THE ROLL OF HONOR"

If you can't sell players by ad-vertising "Ask the people who own them"—it's because "The people who own them" are not buying rolls.

You can't sell more players if your roll department is not administered to maintain in-terest in the players that have been sold.

"Your player sales can only be as great as you make your roll trade."

UNITED STATES MUSIC COMPANY, 2934-2938 West Lake Street, Chicago 122 Fifth Avenue, New York



Sell U. S. Rolls—You'll Sell More Players!

RACE RECORD

- 3004 I Can't Feel Frisky Without My Liquor—Negro Blues, with Voice and Piano, Violin and Clarinet Accomp...Hociel Thomas 10
- Morning Dove Blues—Negro Blues, with Voice and Piano, Saxophone, Clarinet and Violin Accomp...Marie Grinter 10
- S-5665 El Reinaldo Del—Fox-trot...Los Toreros Musicos 10
- La Reina Mestiza...Los Toreros Musicos 10
- S-5660 Quien Anda Tarde en la Noche—Fox-trot, Orquesta Mariani 10
- Sombras—Tango, Orquesta Mariani 10

ITALIAN

- I-5687 La Ballerina—Valzer Saltanto, Suonatori Ambulante 10
- La Sentinella—Polka...I Suonatori Ambulante 10

Vocalion Records

- 60069 Just A-Wearyin' For You (Stanton-Jacobs-Bond) Soprano with Orch. May Peterson 10
- I Love You Truly (Jacobs-Bond)—Soprano with Orch. May Peterson 10
- 60070 Fedora—Amor ti vieta di non amar (My Love Compels Thy Love) (Giordano)—Tenor with Orch.; in Italian...Armand Tokatyan 10
- Cavalleria Rusticana—Siciliana (Thy Lips Like Crimson Berries) (Mascanig)—Tenor with Orch.; in Italian...Armand Tokatyan 10
- 15016 Little Grey Home in the West (Lohr)—Violin Solo...Marie Dawson Morrell 10
- Somewhere a Voice Is Calling (Newton-Tate)—Violin Solo...Marie Dawson Morrell 10
- 15017 Varsity March (Moore)—Military Band, Lieut. F. W. Sutherland and His 7th Regt. Band 10
- Handicap March (Rosey)—Military Band, Lieut. F. W. Sutherland and His 7th Regt. Band 10
- 15000 Oh, Katharina! (Gilbert-Fall)—Tenor with Orch., Irving Kaufman 10
- The Only, Only One (Green-Monac-Warren)—Tenor with Orch...Irving Kaufman 10
- 15010 I Didn't Care 'Til I Lost You (Cowan)—Tenor with Orch...Irving Kaufman 10
- Ukulele Lady (Kahu-Wbiting)—Tenor with Orch...Irving Kaufman 10
- 14997 Rock All Our Babies to Sleep (Southern Song) Voice, Guitar and Mouth Harp, George Reneau (The Blind Musician of the Smoky Mountains) 10
- Little Rosewood Casket (Southern Song)—Voice, Guitar and Mouth Harp, George Reneau (The Blind Musician of the Smoky Mountains) 10

- 15013 In the Heart of Hawaii (Parish-Herbert)—Hawaiian Players...Fera and Palahuhi 10
- Just Lonesome (Wilmac-Dennis-Magine)—Hawaiian Players...Fera and Palahuhi 10
- 15014 When I Think of You (Owens-Rose)—Vocal Duet with Guitar...Earl and Bell 10
- On the Oregon Trail (Sedgewick-Cohen)—Vocal Duet with Guitar...Earl and Bell 10
- 15018 I Had Someone Else Before I Had You (Harris-Darcy-Stanley)—Fox-trot; For Dancing, Ben Bernie and His Hotel Roosevelt Orch. 10
- Happy Melody (Caesar-Anderson-Charig-Bernie)—Fox-trot; For Dancing, Ben Bernie and His Hotel Roosevelt Orch. 10
- 15002 Yearning (Davis-Burke)—Fox-trot; For Dancing, Ben Bernie and His Hotel Roosevelt Orch. 10
- Sweet Georgia Brown (Bernie-Casey-Pinkard)—Fox-trot; For Dancing, Ben Bernie and His Hotel Roosevelt Orch. 10
- 15003 Don't Bring Lulu (Rose-Brown-Henderson)—Fox-trot; For Dancing, Ben Selvin and His Orch. 10
- Let It Rain, Let It Pour (Friend-Donaldson)—Fox-trot; For Dancing...Ben Selvin and His Orch. 10
- 15004 Those Panama Mamas (Johnson-Bibo)—Fox-trot; For Dancing...The Tennessee Tooters 10
- Red Hot Henry Brown (Rose)—Fox-trot; For Dancing...The Tennessee Tooters 10
- 15006 Midnight Waltz (Kahn-Donaldson)—For Dancing...Miami Marimba Band 10
- Memories of a Rose (Preston-Olcott-Parker)—Waltz; For Dancing...Miami Marimba Band 10
- 15007 I Love You California (Silverwood-Franke-stein)—Fox-trot; For Dancing, With Vocal Chorus...Tuxedo Orch., Harry Reser, Director 10
- Just a Little Drink (Gay)—Fox-trot; For Dancing; With Vocal Chorus, Tuxedo Orch., Harry Reser, Director 10
- 15008 Soñar—Vals (Dreaming) (Belisario de J. Garcia)—For Dancing...The Castilians 10
- Los Gavilanes (The Sparrowhawks) (Jacinto Guerrero)—Fox-trot; For Dancing, The Castilians 10

COLORED RECORDS

- 15009 Charleston Clarinet Blues (Fuller-Hooper)—Charleston Fox-trot; For Dancing—Banjo-Piano-Clarinet...Three Jolly Miners 10
- Freakish Blues (Fuller-Hooper)—Fox-trot; For Dancing—Banjo-Piano-Clarinet, Three Jolly Miners 10
- 15011 12th Street Blues (Heagney)—Comedienne, with Piano, Cornet and Banjo...Rosa Henderson 10
- Low Down Daddy Blues (Brown)—Comedienne, With Piano and Clarinet...Rosa Henderson 10

(Continued on page 160)

**"Let It Rain
Let It Pour"**
*I'll Be In Virginia
In The Morning*
 A Dixie Fox Trot Song
With a Great Melody

*If It Wasn't
For You*
**"I WOULDN'T
BE CRYING
NOW"**
 A Great Song
and a
Dandy Fox Trot

**"I'M SO
ASHAMED"**
 A New Ballad by
the Writers of "Why
Should I Cry Over You"

**"I Had Some-
One Else
Before I
Had You"**
 (And I'll Have Someone
After You're Gone)
 Fox Trot Song

"You Can't Go Wrong With Any 'FEIST' Song"

- | | | |
|--|--|---|
| <p>15015 If I Can't Come In, Please Don't Let Nobody
Come Out (Harrington)—Comedienne and Com-
edian, with Piano,
Cora Green and Ham Tree Harrington
You're Talking to the Wrong Man Now (Smith-
Durante)—Comedian, with Piano
Ham Tree Harrington</p> <p style="text-align: center;">JEWISH</p> <p>13025 A Frehlich zu der Chasene (From "The Three
Brides") (Gilrod Sandler)—Tenor and Chorus,
with Orch.; in Yiddish,
Aaron Lebedeff and Chorus
Take Your Time (Gilrod Lebedeff)—Tenor, with
Orch.; in Yiddish.....Aaron Lebedeff</p> | <p>9818 Joanna—Fox-trot.....Missouri Jazz Band
Oh, Those Eyes—Fox-trot...Sam Lanin's Dance Orch.
9819 When I Think of You—Fox-trot,
Sam Lanin's Dance Orch.
Cross Words Between Sweetie and Me—Fox-
trot.....Hollywood Dance Orch.
9820 All Aboard for Heaven—Fox-trot,
Sam Lanin's Dance Orch.
Florida—Fox-trot.....Hollywood Dance Orch.
9821 I Had Someone Else Before I Had You—Fox-
trot.....Lou Gold's Orch.
By the Light of the Stars—Fox-trot,
Ernie Golden's McAlpin Orch.
9822 Oh, How I Miss You Tonight—Waltz,
Nathan Glantz's Dance Orch.
I Found My Sweetheart Sally—Waltz,
Bar Harbor Society Orch.
9823 Mamie—Fox-trot.....Henri Gendron's Orch.
Lady of the Nile—Fox-trot.....Imperial Dance Orch.</p> <p style="text-align: center;">VOCAL</p> <p>9824 Titina—Tenor Solo, with Orch. Accomp.,
Billy Jones
Who Takes Care of the Caretaker's Daughter—
Comedy Solo, with Orch. Accomp.....Billy Jones
9825 Alabama Bound—Baritone Solo, with Orch. Ac-
comp.....Ernest Hare
My Yankee Doodle Home—Baritone Solo, with
Orch. Accomp.....Ernest Hare
9826 Christof Colombo—Comedy Solo, with Novelty
Accomp.....Vernon Dalhart
There's One Born Every Minute—Comedy Solo,
Novelty Accomp.....Vernon Dalhart
9827 When My Sugar Walks Down the Street—
Comedienne, Ukulele Accomp.....Gloria Geer
The King Isn't King Anymore—Comedy Solo,
Orch. Accomp.....Billy Jones
9828 New York Ain't New York Anymore—Tenor
Solo, with Orch. Accomp.....Sidney Mitchell
Let Me Call You Sweetheart—Tenor Solo, with
Orch. Accomp.....Billy Burton
9829 Wreck of the '97—Solo, with Novelty Accomp.,
Vernon Dalhart
The Chain Gang Song—Solo, with Novelty Ac-
comp.....Vernon Dalhart</p> <p>9833 Yearning, Just For You—Tenor Solo, with Orch.
Accomp.....Sidney Mitchell
Listening—Tenor Solo, with Orch. Accomp.,
Sidney Mitchell</p> <p style="text-align: center;">VIOLIN</p> <p>9830 At the End of the Road—Violin Solo, with
Piano Accomp.....Rudolph Polk
Old Folks at Home—Violin Solo, with Piano
Accomp.....Rudolph Polk</p> <p style="text-align: center;">RACE RECORDS</p> <p>9831 Everything My Sweetie Does—Comedienne, with
Novelty Accomp.....Flora Dale
Low Down Daddy Blues—Comedienne, Novelty
Accomp.....Josie Miles
9832 Charleston Clarinet Blues—Clarinet Solo, with
Novelty Accomp.....Slim Perkins
Spread Yo' Stuff—Clarinet Solo, with Novelty
Accomp.....Slim Perkins</p> | <p>1523 Mamie—Fox-trot.....Henri Gendron's Orch.
Lady of the Nile—Fox-trot...Imperial Dance Orch.
1524 When I Think of You—Fox-trot,
Sam Lanin's Dance Orch.
Cross Words Between Sweetie and Me—Fox-trot,
Hollywood Dance Orch.
1525 The Midnight Waltz—Waltz,
Bar Harbor Society Orch.
Let Me Call You Sweetheart—Waltz,
Continental Dance Orch.</p> <p style="text-align: center;">VOCAL RECORDS</p> <p>1526 Titina—Tenor Solo, with Orch. Accomp., Billy Jones
Who Takes Care of the Caretaker's Daughter?—
Comedy Solo, with Orch. Accomp.....Billy Jones
1527 Alabama Bound—Baritone Solo, with Orch. Ac-
comp.....Ernest Hare
My Yankee Doodle—Baritone Solo, with Orch.
Accomp.....Ernest Hare
1528 New York Ain't New York Anymore—Tenor
Solo, Orch. Accomp.....Sidney Mitchell
Let Me Call You Sweetheart—Tenor Solo, with
Orch. Accomp.....Billy Burton
1529 Christof Colombo—Comedy Solo, with Novelty
Accomp.....Vernon Dalhart
There's One Born Every Minute—Comedy Solo,
with Novelty Accomp.....Vernon Dalhart
1530 When My Sugar Walks Down the Street—Com-
edienne, with Ukulele Accomp.....Gloria Geer
The King Isn't King Anymore—Comedy Solo,
with Orch. Accomp.....Billy Jones
1531 Wreck of the '97—Solo, with Novelty Accomp.,
Vernon Dalhart
The Chain Gang Song—Solo, with Novelty Ac-
comp.....Vernon Dalhart</p> <p style="text-align: center;">VIOLIN</p> <p>1532 At the End of the Road—Violin Solo, with Piano
Accomp.....Rudolph Polk
Old Folks at Home—Violin Solo, with Piano
Accomp.....Rudolph Polk</p> <p style="text-align: center;">RACE RECORDS</p> <p>1533 Charleston Clarinet Blues—Clarinet Solo, Nov-
elty Accomp.....Slim Perkins
Spread Yo' Stuff—Clarinet Solo, with Novelty
Accomp.....Slim Perkins
1534 Everything My Sweetie Does—Comedienne, Nov-
elty Accomp.....Flora Dale
Low Down Daddy Blues—Comedienne, Novelty
Accomp.....Josie Miles
1535 Yearning (Just for You)—Tenor Solo, with
Orch. Accomp.....Sidney Mitchell
Listening—Tenor Solo, with Orch. Accomp.,
Sidney Mitchell</p> |
|--|--|---|

Domino Records

- 3487 Isn't She the Sweetest Thing?—Fox-trot,
Roseland Dance Orch.
Cross Words Between Sweetie and Me—Fox-trot,
Six Black Dominos
- 3488 Don't Bring Lulu—Fox-trot...Moulin Rouge Orch.
Florida—Fox-trot.....Imperial Dance Orch.
- 3489 I Had Someone Else Before I Had You—Fox-
trot.....Lou Gold's Orch.
Pretending Dear—Fox-trot...Newport Society Orch.
The Midnight Waltz—Waltz, Newport Society Orch.
I Found My Sweetheart Sally—Waltz,
Newport Society Orch.
- 3491 When I Think of You—Fox-trot,
Roseland Dance Orch.
Caressing—Fox-trot.....Majestic Dance Orch.
- 3492 All Aboard for Heaven—Fox-trot,
Roseland Dance Orch.
It's the Same All Over the World—Fox-trot,
Hollywood Dance Orch.
- 3493 Oh How I Miss You Tonight—Waltz,
Majestic Dance Orch.
Let Me Call You Sweetheart—Waltz,
Majestic Dance Orch.
- 3494 Joanna—Fox-trot.....Imperial Dance Orch.
Oh Those Eyes—Fox-trot...Roseland Dance Orch.
3495 At the End of the Road—Fox-trot,
Moulin Rouge Orch.
Sweet Dreams—Fox-trot...Hollywood Dance Orch.
- VOCAL
- 3496—Titina—Tenor Solo, Orch. Accomp.....Billy Jones
There's One Born Every Minute—Comedy Solo,
Novelty Accomp.....Bob White
- 3497 New York Ain't New York Anymore—Tenor
Solo, Orch. Accomp.....Sidney Mitchell
My Yankee Doodle Home—Baritone Solo, Orch.
Accomp.....Ernest Hare
- 3498 The King Isn't King Anymore—Comedy Solo,
Novelty Accomp.....Billy Jones
Christof Colombo—Comedy Solo, Novelty Ac-
comp.....Bob White
- 3499 Alabama Bound—Baritone Solo, Orch. Accomp.,
Ernest Hare
Let Me Call You Sweetheart—Tenor Solo,
Orch. Accomp.....Hugh Donovan
- 3500 When My Sugar Walks Down the Street—Com-
edienne, Ukulele Accomp.....Gloria Geer
Who Takes Care of the Caretaker's Daughter,
Comedy Solo, Orch. Accomp.....Billy Jones
- 3501 Wreck of the '97—Solo, Novelty Accomp.,
Bob White
The Chain Gang Song—Solo, Novelty Accomp.,
Bob White
- 3505 Yearning, Just for You—Tenor Solo, Orch. Ac-
comp.....Sidney Mitchell
Give Me a Chance to Be Happy—Tenor Solo,
Orch. Accomp.....Allen Craig
- VOCAL
- 3502 At the End of the Road—Violin Solo, Piano
Accomp.....Rudolph Polk
Old Folks at Home—Violin Solo, Piano Ac-
comp.....Rudolph Polk
- RACE RECORDS
- 3503 Charleston Clarinet Blues—Clarinet Solo, Nov-
elty Accomp.....Slim Perkins
Spread Yo' Stuff—Clarinet Solo, Novelty Ac-
comp.....Slim Perkins
- 3504 Everything My Sweetie Does—Comedienne,
Novelty Accomp.....Flora Dale
Low Down Daddy Blues—Comedienne, Novelty
Accomp.....Josie Miles

Regal Records

- 9815 At the End of the Road—Fox-trot,
Bar Harbor Society Orch.
Pretending Dear—Fox-trot, Bar Harbor Society Orch.
- 9816 Don't Bring Lulu—Fox-trot...Newport Society Orch.
Isn't She the Sweetest Thing?—Fox-trot,
Newport Society Orch.
- 9817 Midnight Waltz,
Sam Lanin's Dance Orch.
Let Me Call You Sweetheart—Waltz,
Continental Dance Orch.

Ajax Records

- 17124 Memphis Blues.....Monette Moore
All Alone.....Monette Moore
17126 Get It Fixed.....Evel Rydley
Low Down Daddy Blues.....Evel Rydley
17127 Texas Special Blues.....Susie Smith
At the Cake Walk Steppers' Ball.....Josie Miles
17125 Levee Blues.....Billy Higgins
I'm Tired of Beggin'.....Billy Higgins
17128 Get It Fixed—Dance.....Kansas City Four
Dark Gal Blues—Bucket Stomp.....Kansas City Four
17129 Nobody Knows How I Feel Dis Mornin'
Clarinet Jazz.....Theodore West
Blues, Just Blues.....Theodore West

Banner Records

- DANCE RECORDS
- 1517 All Aboard for Heaven—Fox-trot,
Sam Lanin's Dance Orch.
Florida—Fox-trot.....Hollywood Dance Orch.
1518 Joanna—Fox-trot.....Missouri Jazz Band
Oh Those Eyes—Fox-trot...Sam Lanin's Dance Orch.
1519 At the End of the Road—Fox-trot,
Bar Harbor Society Orch.
Pretending Dear—Fox-trot, Bar Harbor Society Orch.
- 1520 Oh How I Miss You Tonight—Waltz,
Nathan Glantz's Dance Orch.
I Found My Sweetheart, Sally—Waltz,
Bar Harbor Society Orch.
- 1521 Don't Bring Lulu—Fox-trot...Newport Society Orch.
Isn't She the Sweetest Thing—Fox-trot,
Newport Society Orch.
- 1522 I Had Someone Else Before I Had You—Fox-
trot.....Lou Gold's Orch.
By the Light of the Stars—Fox-trot,
Ernie Golden's McAlpin Orch.

U. S. Music Co.

- AUTO-ART
 (These Rolls for Standardized Reproducing Tracker Bar)
 INSTRUMENTAL ROLLS—MUSIC ONLY
- Composer
- Golden Buttercups—Idyll.....McNair Igenfritz
Les Sylphes—Impromptu Valse.....McNair Igenfritz
Liebesfreud.....McNair Igenfritz
Love Song (From "Chant d'Amour") (Paderewski),
Walter Fiefski
Moon Magic (Billings).....Earl Billings
- LIBRARY EDITION—WORD ROLLS
- A Dream—Song.....Robert Billings
Because—Song.....Robert Billings
The Heart Bowed Down—Song.....Roger Le Mar
The Kaddish of My Ancestry—English Lyrics,
Robert Billings
Lonesome, That's All.....Roger Le Mar
Love, Here Is My Heart—Song.....Robert Billings
Macushla—Song.....Robert Billings
O Lovely Night (From "Summertime")—Song,
Robert Billings
O Moon Upon the Water—Song.....Robert Billings
Sorter Miss You—Song.....Robert Billings
- LIBRARY EDITION—MUSIC ONLY
- Carnations—Novellette.....Cora Mel Hatton
Love Song (From "Chant d'Amour") (Paderewski),
Walter Fiefski
Madame Butterfly (Favorite Strains) (Puccini),
Robert Billings
Menuet—A l'Antique (J. Paderewski).....Ivan Petrikoff
Moon Magic (Billings).....Earl Billings
Souvenir—Polka.....McNair Igenfritz
Valse Supreme (McNair Igenfritz).....McNair Igenfritz
- FOREIGN WORD ROLLS
- POLISH
- Kunegunda i Kuba—Polka.....Ed Krotochwil
Walanty, od ucha—Mazur.....Ed Krotochwil
- SWEDISH
- Skepp Som Motas.....Dalquist-Winter
- FOREIGN ROLLS—MUSIC ONLY
- GERMAN
- Aus Der Jagenzeit—Polka
Das Boese Weib—Polka, Arr. by H. Hopp
Mit Schwung—Polka
Verliebte Augen—Polka, Arr. by H. Hopp
Wein und Tanze—Polka

ITALIAN
 Il Bacio di Gioventi—Polka
 Mia Felicità—Polka

LITHUANIAN
 Oi Mergele—Polka, Arr. by Miega

MEXICAN AND SPANISH
 Ba-Ta-Clan—Tango Rene Demaret
 Miroir D Amour—Valse Ba-ta-clan Rene Demaret
 Nueves Aires Andaluces Guillermo Gomez

POLISH
 "Dworzan"—Oberek John J. Handzlik
 Miłosne Oczy—Polka
 Nasze Obertasy—Polka
 Sorena—Polka John J. Handzlik
 Zosia—Polka

SLOVENIAN
 Jasne Solnce Gre—Polka
 Zemski Raj—Polka
 Zvonj Pesen Krasná—Polka

REGULAR ROLLS—MUSIC ONLY
 Commandary—March Robert Billings
 On the Field of Honor—March E. Meinardas

FOREIGN WORD ROLLS
BOHEMIAN
 Panna Anicka a Jeji Zlata Rybicka A. J. Turek
 V Cimickem Hradcku—Pisnicka Simos-Orovan
 Zlate Paprsky—Valcik

GERMAN
 Heruber und Hinuber—Polka, with Lyrics..Heinrich Hopp
 Im Prater Bluh'n Wieder die Baume (Weinerlied)
 Valentin—Polka, Arr. by H. Hopp
 Wiegenlied "Schlaf" Ein Robert Billings

HEBREW
 Der Kaddish Fun Mein Shtam—As Sung by Cantor
 Rosenblatt Marks-Cherniavsky
 Shmendrik Is a Kniaker

MEXICAN AND SPANISH
 El Carro del Sol Thous-Serrano
 El Trianero Ricardo Garcia de Arellano
 Fox-Firpo—Fox-trot Lauro D. Uranga
 La Chancala Tomas Ponce Reyes
 Malditos Celos—Fox-trot E. V. y Robles
 Manana de Niebla Valverde C. Maria Tubau
 No Se Por Que Alberto de La Pena Gil

WORD ROLLS
 The Midnight Waltz Harold Wansborough
 Monterey—Fox-trot Cal Welch
 Moonlight and Roses—Fox-trot Robert Billings
 No One—Fox-trot Lee Sims
 Nuthin's Gonna Stop Me Now—Fox-trot Jack Pierce
 Oh, How I Miss You Tonight—Waltz
 Oh, Katharina!—One-step Lee Sims
 On the Air—Radio Fox-trot Jack Pierce
 The Vale of Golden Dreams—Waltz
 Valiant Volunteers March
 We're Back Together Again—Fox-trot Horace Prell
 West of the Great Divide—Waltz Harold Wansborough
 When I Think of You—Fox-trot Lee Sims
 Who Takes Care of the Caretaker's Daughter—Fox-
 trot Cal Welch
 Yearning (Just for You)—Fox-trot Lee Sims
 Alice of the Pines—Waltz
 Away From You—Waltz Harold Wansborough
 "Charleston"—Fox-trot Robt. Shoemaker
 Don't Bother Me—Fox-trot
 Four Flushin' Papa (What Kind of a Man Is You)—
 Blues
 Florida—Fox-trot Lee Sims
 Golden Memories (Of Hawaii)—Waltz
 I Can't Realize (You Love Me)—Fox-trot Jack Pierce
 If I Ever Cry (You'll Never Know)—Fox-trot Cal Welch
 Lady of the Nile—Fox-trot Lee Sims
 Let It Rain (From "Sky High")—Fox-trot Lee Sims
 Little Peach (From "Louie, the 14th")—Fox-trot Cal Welch
 Lonesome—Fox-trot Jack Pierce
 Lovely Lady—Waltz

CONSTRUCTIVE ARTICLES IN THIS ISSUE OF THE WORLD

Ready Reference for Salesmen, Dealers and Department Heads

"Open Road" Selling Wins for Edison Shop 4
 Record Profits Center in Turnover, Says C. H. Parsons 8
 The Wisdom of Concentrated Selling Effort 10
 New Association Marks Progressive Trade Step 10
 Distribution Policies Should Protect the Dealer 10
 Importance of Rapid and Frequent Turnover 11
 Recommendations That Should Bring Results 11
 Real Need for Radio Jobbers' Association 12
 Conditions of Sales Cut Looser Service 14
 Neighborhood Retailer Must Make Friends 16
 Profit Winning Sales Records 19
 How Hammann-Levin Builds Radio Profits 20
 Interesting Addresses Mark Third Meeting of Phonograph Manufacturers' Association 22
 "Frozen Capital" Stunts Business Growth 24
 Hurdle the Summer Slump With Portables 28
 Increasing Safety Factor in Time Sales 30
 Interesting Analysis of Talking Machine Trade in South America 32
 Scope of R. C. A. Finance Plan Extended 35
 Brunswick Salon of Fifth Avenue Has Formal Opening 35
 Collection of Records to Be Installed in Library of Congress 42
 E. H. Jewett Gives Reasons for Radio Popularity in Summer 42
 Supreme Court to Pass on Rights of Canvassers 44
 Radio Industries' Growth Strikingly Illustrated 46
 Formal Opening of Landay Hall an Event of Importance 51
 Featuring the Musical Possibilities of the Talking Machine 59
 Big Sales Field for Musical Instruments and Radio in the Rural Districts 60
 The Basis of Future Talking Machine Selling 62
 L. E. Latham Makes Interesting Analysis of Radio Sales Possibilities 66

Brunswick Music Memory Contest Prizes Awarded 80
 New Zenith Radio Station WJAZ Has Many Friends 80
 Plans for MacMillan Trip to the Arctic Are Perfected 82
 Oscar O. Krause Says That the Variety of Broadcasting Programs Holds Something of Interest for All 86
 The Constructive and Acoustical Features of the Brunswick Radiola Discussed 88
 Formal Programs for National Convention Are Announced From Chicago 96
 Music Master Corp. Holds Its Third Radio Congress May 28 100
 Charles Henry Discusses Trend of Broadcasting Art and Who Is to Pay for Programs 106
 Sales in the Middle West Maintain Even Pace Despite Unfavorable Conditions 110-125
 Brunswick Representatives Trained to Aid and Instruct Dealers in Selling 123
 Latest Figures on Exports and Imports of Talking Machines and Records 126
 Intensive Drives Stimulate the Retail Trade Throughout Philadelphia Field 127-129
 Jewett Co.'s New Sales Policy Will Give Exclusive Franchises 130
 Montreal Radio Trades Association Formed to Wage War on Trade Evils 132
 Improvement in New England Business Creates Better Feeling in the Trade 139-140
 News * Happenings in the Musical Merchandise Field 143-148
 Sheet Music Dealers' and Publishers' Associations Meet in New York in June 149
 Gleanings From the World of Music 149-152
 Declaration of Principles in Radio Merchandising Adopted by New York Association 137
 News From Our London Headquarters 153-155
 Latest Patents Relating to Talking Machines and Records 156
 Advance Lists of Talking Machine Records for June 157-161

Dates of Association Meetings Are Announced

Supply, Band Instrument and Musical Merchandise Associations Fix the Schedules for Their Respective Meetings

Preliminary announcements regarding the meeting dates of various associations affiliated with the Music Industries Chamber of Commerce, during the convention period in Chicago, in the week of May 8, have just been made. The schedules of three of the associations follow:

The Musical Supply Association will hold its annual meeting and election of officers on Tuesday morning, June 9, in Room D of the Drake Hotel, Chicago, and an intensive program has been mapped out with the idea of cleaning up all the business of the meeting in one session.

The Band Instrument Manufacturers' Association will hold its annual meeting and election of officers in Room C of the Drake Hotel, Chicago, Monday afternoon, June 8, at 2:30. The present schedule calls for the cleaning up of the association business in one session.

The National Association of Musical Instrument and Accessories Manufacturers will hold its first session at the Drake Hotel, Chicago, on Tuesday afternoon, June 9, this to be followed by sessions on morning and afternoon of the following day. This will be the first annual meeting of the organization, which was formed in Cleveland in March of this year.

Entertains Prisoners

PHILADELPHIA, PA., May 9.—Vincent Rizzo and His Hotel Sylvania Orchestra, prominent Okel record and radio broadcasting artists, recently

visited the Eastern Penitentiary of this city. Mr. Rizzo made life pleasant for the many inmates of this institution by playing a number of selections and reported that these prisoners formed one of the most enthusiastic audiences before whom he had ever played.

**SOUTHERN
 VICTOR WHOLESALERS**
The Corley Company
 RICHMOND VIRGINIA

TEST IT. 
 OUR VICTOR
Record Service
 has a reputation for efficiency.
 Suppose you try it.
E. F. DROOP & SONS CO.
 1300 G. STREET, WASHINGTON, D. C.
 204-6-8-10 CLAY STREET, BALTIMORE, MD.

INDEX TO ADVERTISERS

<p>A</p> <p>A.C. Electrical Mfg. Co. 46</p> <p>Adler Mfg. Co. 77</p> <p>Alto Mfg. Co. 114, 116</p> <p>American Electric Co. 116</p> <p>American Mica Works 35</p> <p>Andrea, F. A. D. 69</p> <p>Andrews, Curtis N. 92</p> <p>Apex Elec. Mfg. Co. 93</p> <p>Argus Radio Co. Insert following page 34</p> <p>Arnour & Co. 145</p> <p>Atlas Phono. Parts Co. 38</p> <p>Atlas Plywood Corp. 48</p> <p>Atwater Kent Mfg. Co. 65</p> <p>Andak Co. 8, 25</p> <p>B</p> <p>Bacon Banjo Co. 148</p> <p>Baltimore Phono. Distributing Co. 41</p> <p>Barnhart Bros. & Spindler 120</p> <p>Bel Canto Radio Tel. & Equip. Co. 50</p> <p>Berlin, Inc., Irving 150</p> <p>Blackman Talking Machine Co. 66c</p> <p>Blood Tone Arm Co. 122</p> <p>Braiterman-Fedder Co. 96</p> <p>Brightson Laboratories, Inc. 89</p> <p>Brilliantone Steel Needle Co. 101</p> <p>Bristol Co. 27</p> <p>Broadcaster Corp. 119, 124</p> <p>Bruno & Son, Inc., C. 85, 147</p> <p>Brunswick-Balke-Collender Co. Front cover, 5, 7</p> <p>Burt Bros., Inc. 83</p> <p>C</p> <p>Carryola Co. of America 17</p> <p>Carter Radio Co. 66</p> <p>Caswell Mfg. Co. 113</p> <p>Chappell-Harms Co. 150</p> <p>Cheney Talking Machine Co. Inside back cover</p> <p>Claremont Waste Mfg. Co. 34</p> <p>Classified Want Ads 141</p> <p>Cleartron Vacuum Tube Co. 67</p> <p>Clemetson Co., Anton 123</p> <p>Cohoes Envelope Co. 30</p> <p>Columbia Phonograph Co., Inc., Insert following page 18</p> <p>Columbia Wholesalers, Inc. 94</p> <p>Consolidated Talking Machine Co. 9, 117, 118</p> <p>Continental Radio & Elec. Corp. 74</p> <p>Corley Co. 161</p> <p>Crosley Radio Corp. 73</p> <p>Cunningham, Inc., E. T. 95</p> <p>Custeloid Co. 137</p> <p>D</p> <p>Day's Phono. Repair Shop 75</p> <p>Ditson & Co., Chas. H. 139</p> <p>Ditson Co., Oliver 139</p> <p>Doehler Die Casting Co. 60</p> <p>Doerr-Andrews-Doerr 41</p> <p>Donelue Co., L. R. 6</p> <p>Droop & Sons Co., E. F. 161</p> <p>E</p> <p>Eagle Radio Co. 84</p> <p>Edison, Inc., Thos. A. Back cover</p> <p>Empire Phono. Parts Co. 79</p> <p>Esenbe Co. 64</p> <p>Everybody's Talking Machine Co. 13</p> <p>Excel Phonograph Mfg. Co. 114</p> <p>F</p> <p>Fansteel Products Co. 112</p> <p>Farrand Mfg. Co. 36, 37</p> <p>Favorite Mfg. Co. 6</p> <p>Federal Tel. Mfg. Co. 81</p> <p>Feist, Leo, Inc. 66b, 149, 152, 157</p> <p>Fischer Co., J. A. 21</p> <p>Fletcher-Wickes Co. 116</p> <p>Fox Pub. Co., Sam 151</p>	<p>Freed Eisemann Radio Corp. 45</p> <p>Freshman Co., Inc., Chas. 82</p> <p>G</p> <p>General Phonograph Corp., Inserts following pages 26 and 50 and pages 50, 62, 104</p> <p>General Phonograph Corp. (New York Distributing Division) 72</p> <p>General Phono. Corp. of New England 140</p> <p>General Phonograph Mfg. Co. 66</p> <p>Gibson-Snow Co., Inc. 41</p> <p>Gilfillan Bros., Inc. 87</p> <p>Globe Art Mfg. Co. 98</p> <p>Golden Gate Brass Mfg. Co. 66d</p> <p>Goldschmidt Corp., Th. 71</p> <p>Greater City Phonograph Co. 41, 134</p> <p>Grebe & Co., Inc., A. H. 49</p> <p>Grimes, Inc., David W. 106</p> <p>Guarantee T. M. Supply Co. 127</p> <p>Guden & Co., H. A. 16</p> <p>Gulbransen Co. 39</p> <p>H</p> <p>Hart & Hegeman Mfg. Co. 142</p> <p>Hohner, M. 144</p> <p>I</p> <p>Ilsley, Doubleday & Co. 50</p> <p>Independent Recording Labs. 48</p> <p>International Mica Co. 70</p> <p>Inter-Ocean Radio Corp. 99</p> <p>Interstate Elec. Co. 66d</p> <p>Italian Book Co. 60</p> <p>J</p> <p>Jewel Phonoparts Co. 115</p> <p>Jewett Radio & Phono. Corp. 33</p> <p>Jones Radio Mfg. Co., Jos. W. 66b</p> <p>Junod & Co., L. H. 47</p> <p>K</p> <p>Kameraphone Corp. 126</p> <p>Kent Co., F. C. 34</p> <p>Kiefer-Stewart Co. 41</p> <p>Kimball Co., W. W. 111</p> <p>L</p> <p>Lakeside Supply Co. 118</p> <p>Latham Co., E. B. 19</p> <p>Leedy Mfg. Co. 146</p> <p>Liberty Electric Corp. 98</p> <p>Long Island Phonograph Co. 41</p> <p>Ludwig & Ludwig 144</p> <p>M</p> <p>Magnavox Co. 24</p> <p>Marks Music Co., Edw. B. 150</p> <p>Minnelli Phono. Co. 90</p> <p>Moore-Bird & Co. 41</p> <p>Mu Rad Laboratories 96</p> <p>Murlock Co., Wm. J. 138</p> <p>Music Master Corp. 53, 54, 55, 56, 57, 58</p> <p>Mutual Phono Parts Mfg. Co. 130</p> <p>N</p> <p>National Carbon Co. 29</p> <p>National Lock Co. 70</p> <p>National Publishing Co. 18</p> <p>Natural Voice T. M. Co. 43</p> <p>New England T. M. Co. 140</p> <p>Newport Radio Corp. 136</p> <p>New York Album & Card Co. 4</p>	<p>Oro-Tone Co. 44, 75, 100, 109</p> <p>Outing Talking Machine Co. 131</p> <p>P</p> <p>Pearsall Co., Silas E. 15</p> <p>Peckham Mfg. Co. 108</p> <p>Peerless Album Co. 12</p> <p>Penn Phono. Co. 128</p> <p>Perophone Co., Ltd. 153</p> <p>Peter Pan Gramophone Co. 135</p> <p>Pet-O-Fone Mfg. Co. 32</p> <p>Philadelphia Badge Co. 129</p> <p>Phonomotor Co. 30</p> <p>Pittsburgh Phono. Distr. Co. 41</p> <p>Plaza Music Co. 31</p> <p>Plywood Corp. 42</p> <p>Polk Co., Inc., James K. 41</p> <p>Pooley Co. 63</p> <p>Portable Gramophone Co., Ltd. 154</p> <p>Priess Radio Co. 86</p> <p>R</p> <p>Radio Corp., of America 23</p> <p>Radiomaster Corp. 121</p> <p>Radiotive Corp. 107</p> <p>Reinhardt, Inc. 41</p> <p>Rene Manufacturing Co. 132</p> <p>Resas, Inc. 66a</p> <p>Royal Elec. Labs. 109</p> <p>Rudell, J. E. 42</p> <p>S</p> <p>Schicklering Products Corp. 28</p> <p>Shelton Electric Co. 88</p> <p>Smith Co., C. D. 41</p> <p>Sonora Phonograph Co., Inc., Inside front cover, 40, 41, 80</p> <p>Southern Drug Co. 41</p> <p>Standard Metal Works Mfg. Co. 38</p> <p>Star Machine & Novelty Co. 109</p> <p>Starr Piano Co. 14, 97</p> <p>Stead & Co., Ltd., J. 155</p> <p>Sterling Roll & Record Co. 68</p> <p>Stylus Bar & Mfg. Co. 66d</p> <p>T</p> <p>Talking Machine Supply Co. 141</p> <p>Tay Sales Co. 41</p> <p>Thermodyne Corp. 103</p> <p>Thompson Mfg. Co., R. E. 61</p> <p>Tonofone Co. 124</p> <p>U</p> <p>Udell Works 52</p> <p>United Mfg. & Distr. Co. 110</p> <p>United States Music Co. 159</p> <p>Utah Radio Products Co. 125</p> <p>V</p> <p>Val's Accessory House, Inc. 80</p> <p>Vega Co. 148</p> <p>Vincennes Phono. Co. 51</p> <p>Vitanola T. M. Co. 26, 35, 78, 86</p> <p>W</p> <p>Wall-Kane Needle Mfg. Co. 108</p> <p>Walshall Music Co. 41</p> <p>Weber-Knapp Co. 22</p> <p>Weston Elec. Inst. Corp. 102</p> <p>Westphono, Inc. 76</p> <p>Weymann & Son, H. A. 128, 145</p> <p>White Co., H. N. 143</p> <p>Wideners, Inc. 59</p> <p>Wolf Mfg. Inds. 11</p> <p>Wuebben, G. B. M. H. 20</p> <p>Y</p> <p>Yahr & Lange Co. 41</p> <p>Z</p> <p>Zenith Radio Corp. 105</p> <p>Zimmerman-Bitter Con. Co. 129</p>
--	--	--



The Cheney line embraces a wide range of upright, console and wall cabinet De Luxe models, both equipped with or adapted for radio installation. The CARLYLE above \$135 is a remarkable value at



THE CAROLEAN

American Black Walnut contrasts with rich black ebony applique. Doors of Beryl Walnut with Marquetrie panels of boxwood ebony and fiddleback walnut. 34 3/4 in. high, 43 3/4 in. wide, 24 in. deep. Electric. Double resonators. Albums. \$600

The CHENEY

THE MASTER PHONOGRAPH

The most perfect music-reproducing instrument

When buyers of phonographs are discriminating

Merchants who are selling The Cheney are discovering in the present highly competitive market that The Cheney possesses outstanding selling advantages.

Its superior tone quality is acknowledged. A wide range of beautiful cabinets meets any price requirement. Its selling points can be duplicated by no other phonograph.

As a result, The Cheney makes sales which otherwise would be lost, it commands a high average sale price, brings increased business and increased profits. Ask us for details and prices on The Cheney line.

CHENEY TALKING MACHINE COMPANY - CHICAGO
Made complete in our own factories at Grand Rapids, Michigan



The Abhotsford—Style 117. A Queen Anne period design in Biltmore Mahogany. Gold-plated metal parts. Six record albums \$300



Early English Model—Style 120. American Walnut stained to an English finish. Exposed metal parts plated in Roman gold. Six record albums \$250



The Salisbury—Style 118. After the work of Sheraton and Shearer. In Mahogany and Walnut. Exposed metal parts gold plated. Albums \$200



The Buckingham made in both mahogany and walnut. Length, 39 3/4 inches; depth, 19 3/4 inches; height, 42 inches. Equipped with two resonators. Plays all records. With electric motor, \$365. Spring motor \$315



The Melbourne, made in dull-rubbed Biltmore mahogany. Length, 43 inches; depth, 21 inches; height, 46 1/2 inches. Equipped with two resonators, electric motor, two reproducers. Record albums \$575

These Prices Apply East of the Rockies Only

Here's the easiest way to sell—

LET the customer do it for herself! Give her the opportunity, in her own home, of hearing the New Edison in side-by-side comparison with any other phonograph.

This test conclusively establishes New Edison superiority—and almost invariably clinches the sale.

Are you using it?

THOMAS A. EDISON, INC.
ORANGE, N. J.



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

Jobbers of the New Edison, Edison Records the Edison Diamond Amberola and Blue Amberol Records

CALIFORNIA
San Francisco—Edison Phonographs, Ltd.

COLORADO
Denver—Edison Phonograph Distributing Co.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago—Edison Phonograph Distributing Co.

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—Edison Phonograph Distributing Co.
St. Louis—Silverstone Music Co.

MONTANA
Helena—Montana Phonograph Co.

NEW JERSEY
Orange—Edison Phonograph Distributing Co.

NEW YORK
Albany—American Phonograph Co.
New York City—J. F. Blackman & Son (Amberola only).
Syracuse—W. D. Andrews Co. (Amberola only).

OHIO
Cleveland—The Phonograph Co.

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
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—The C. B. Haynes Co., Inc.

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).