

The **TALKING** *Machine*
MACHINE
WORLD

*For the
 makers &
 sellers of
 talking
 machines*

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

Victrola

REG. U. S. PAT. OFF.

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"HIS MASTER'S VOICE"
REG. U. S. PAT. OFF.

Victor Talking Machine Company, Camden, N.J.

Sonoradio

CLEAR AS A BELL



THE HIGHEST OF QUALITY
Sonora
CLEAR AS A BELL

Phonograph
and Radio
All in One

Model 242
\$225

Announcing a NEW Sonoradio Model Sonora Phonograph and Three Tube Neutrodyne

The New Sonoradio Model 242 is now ready for immediate delivery to dealers. This model consists of a three tube neutrodyne radio set together with a standard Sonora Phonograph of high quality. The radio set has one stage of reflex, thereby equaling four-tube capacity.

The radio set is built especially for use with dry cell tubes—UV 199 or C 299. A special tray is provided for batteries in an enclosed compartment within the cabinet.

In addition there are two record albums provided.

The Sonora Phonograph equipment is on one side of the cabinet and the receiving set on the other. Sounds from both phonograph and radio pass through the same tone passage.

Here, indeed, is an exceptionally meritorious article of merchandise that can be sold in quantity this Fall. Write for details of the Sonora franchise and selling plans.

Sonora Phonograph Co., Inc., 279 Broadway, New York City

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

Canadian and Export Distributor: C. A. Richards, Inc., 279 Broadway, New York

The Talking Machine World

Vol. 20. No. 9

New York, September 15, 1924

Price Twenty-five Cents

K. R. Moses Now Crosley Sales Promotion Manager

New Department Created by Mr. Crosley to Take Care of Problems of Distributors and Dealers—Long Connected With the Trade

Powel Crosley, Jr., president of the Crosley Radio Corp., Cincinnati, O., announced recently the appointment of K. R. Moses as sales promotion manager of the company. This new department was created by Mr. Crosley to take care of the rapid expansion of the company's business, and especially with regard to the problems of the distributors and dealers.

Sales promotion is not new to Mr. Moses, as he was identified with the talking machine



K. R. Moses at His Desk

industry for ten years, and is well known to hundreds of distributors and dealers throughout the country. For six years he was sales manager of the Amberola phonograph division of Thomas A. Edison, Inc., and prior to joining the Crosley organization was associated for four years with Shultz Bros., Omaha, Neb., exclusive Edison jobbers. The sales problems of the radio dealer and jobber are almost parallel to those experienced by phonograph dealers in the early days of that industry, and Mr. Moses, with his previous experience and knowledge, is ideally qualified to co-operate with Crosley dealers in the development of business-stimulating methods.

Promotions in Federal Tel. Mfg. Corp. Staff

Louis Gruen Appointed Assistant Vice-President—Other Important Posts Covered

B. G. Hubbell, president of the Federal Telephone Mfg. Corp., Times Building, New York, manufacturer of Federal products, announced this week that Louis Gruen had been appointed assistant vice-president of the company, in charge of the New York office. Mr. Gruen, who has been associated with the New York offices of the company for the past year, has achieved considerable success in the introduction of the company's radio products to the talking machine trade. He is well known in the phonograph industry, having been identified with the trade for many years.

E. Steinhilber, who has been a member of the Federal organization in New York for a number of years, has been appointed metropolitan manager of the radio parts division, and John Graham, who is well known to talking machine dealers in New York territory, is now metropolitan manager of the radio phonograph division of the company.

Standard T. M. Co. Buys Out the C. C. Mellor Co.

Prominent Pittsburgh Victor Jobber Now Owns Building, Stock, Etc., of Wholesale Division of the C. C. Mellor Co., Pittsburgh

PITTSBURGH, PA., September 6.—It was announced this week that the Standard Talking Machine Co., 305 Pennsylvania avenue, this city, well-known Victor jobber, had purchased the wholesale Victor business, building, stock and good will of the C. C. Mellor Co., also a Victor jobber in Pittsburgh. The local trade is keenly interested in this announcement, and the Standard Talking Machine Co. has been congratulated upon this expansion. Joseph C. Rausch, president, and Wallace Russell, manager of the company, are planning to give Victor dealers in this territory every possible form of co-operation and service in the development of their activities. The Standard Talking Machine Co. is one of the foremost Victor jobbers in the country and the building that it occupies at 305 Pennsylvania avenue is considered a model Victor wholesale establishment.

T. T. Evans, formerly manager of the Victor wholesale division of the C. C. Mellor Co., has been appointed sales manager of the Standard Talking Machine Co., and brings with him from his former organization George C. Baish, Walter J. Fritz and Anthony L. Herrle. This sales force will be combined with the present Standard sales organization, including C. E. Willis, record department manager; E. A. Ferguson, H. R. Riddle and H. A. Davies.

Sherman, Clay & Co. Now Radio Distributors

Big San Francisco Wholesale and Retail Music House Adds Representative Line of Radio

SAN FRANCISCO, CAL., September 6.—One of the most important happenings on the Coast this past month was the announcement made by Sherman, Clay & Co., that, starting on September 1, they would handle radio apparatus, both as wholesalers and retailers. This announcement, which was made the latter part of last month, was much discussed by the trade, and the fact that the company would act as jobbers met with approval, as the consensus of opinion seems to indicate that the company will probably confine itself to music trade channels, with the exception of certain classes of radio stores, and the knowledge which the Sherman, Clay house has of the problems of the retail music merchant will enable the company to give co-operation, most complete and understanding.

The lines to be carried by the company include the Radio Corp. of America's complete line of radiolas and super-heterodynes, Crosley sets and a special line made by Gilfillan Bros., to be installed in Victrolas. Eveready dry batteries, Philadelphia batteries and chargers, Music Master loud speakers and Worthington loud speakers will also be carried.

L. W. Sturdevant has been appointed manager of Sherman, Clay & Co.'s radio department, and Henry Wolfe is to have charge of the service department, which will be one of the most complete on the Pacific Coast.

Brunswick Sales Conference

Harry A. Beach, Eastern sales manager of the phonograph division of the Brunswick-Balke-Collender Co., has advised Brunswick dealers in the metropolitan territory that the conference of Brunswick retail salesmen originally scheduled for the latter part of this month will take place on October 13 and 14.

Gross-Brennan, Inc., Makes Its Debut in the Trade

Both Members of Firm Well and Favorably Known—Will Act as Manufacturers' Representatives With Headquarters in New York

The many friends in the trade of Benjamin Gross and Herbert A. Brennan, both of whom are well known in the radio and phonograph industries, will be gratified to learn that they have formed the firm of Gross-Brennan, Inc., with headquarters in the Canadian Pacific Building, 342 Madison avenue, New York. The company has been organized for the exclusive purpose of representing radio and talking machine manufacturers in the East, and the location of



Benjamin Gross



Herbert A. Brennan

its headquarters is ideal for this purpose, as the Canadian Pacific Building is one of the most popular and most accessible office buildings in New York.

Benjamin Gross has for several years been one of the most active figures in the radio trade, having organized the Radio Stores Corp. and officiated as its president and general manager since February, 1922. He was formerly in the electrical contracting business and has a host of friends throughout the electrical and radio trades. Mr. Gross is the eighth vice-president of the National Radio Trade Association, in charge of merchandising, and recently organized the New York Jobbers' Association. In addition he is chairman of the jobbers' section of the Radio Trade Association, and his thorough familiarity with every phase of radio merchandising well fits him for his new activities.

Herbert A. Brennan is well known to talking machine and radio jobbers from coast to coast, as he has traveled extensively in recent years in his various sales executive connections. For the past two years Mr. Brennan was sales manager for the Cutting & Washington Radio Corp. and established jobbing connections for this company in every part of the country. He was associated with the Victor Talking Machine Co. for four years as metropolitan representative and he is generally recognized as a most capable and successful sales executive. Mr. Brennan is a director in the National Trade Association and is active in the work of this organization.

Gross-Brennan, Inc., has already made arrangements to handle several important lines of radio products and full details regarding these lines will be announced in a few weeks. The members of the firm expect to devote their entire time to co-operating with the trade along practical lines, and they are open for any suggestions from jobbers and dealers that will make this co-operation effective.

The Knight-Campbell Music Co., Denver, Col., prominent music merchant and Victor wholesaler, has secured a license for the operation of a Class A radio broadcasting station operating on 226 meters with a power of five watts. The call letters assigned to the station are KFDL.

The Store Concert as a Sales Stimulator

Gotham Dealer Finds Concert a Real Sales Producer and Now He Plans a Series of Them—Opportunity Is Open to All Retailers

The talking machine dealer who conducts his business as does the grocery merchant or the hardware dealer, or any person who deals in merchandise which has but a utilitarian value, is overlooking the biggest factor which makes for the success of a music store. The talking machine dealer has an advantage denied merchants in most lines. The first step in merchandising any article is usually creating a desire for it. With the talking machine dealer this step is unnecessary, for every person has an inherent desire for music and the sole task left him is to show the instruments he carries are the logical ones to satisfy this desire and the purchasing of such instruments is well within the power of everyone, regardless of the condition of his pocketbook.

To this end, therefore, the live dealer will stress music and the logical sequence will be the demand for instruments that will give the people the power to enjoy and satisfy their desire in their own homes. The talking machine dealer is particularly fortunate in that the instrument which he sells is capable of being enjoyed by all and has an appeal to everyone, whereas other musical instrument dealers must make their appeal to a selected few—those capable of performing on this or that instrument.

One Dealer's Concert Program

An interesting example of the manner in which a talking machine dealer can arouse interest in music with a direct tie-up with the products he is handling is a concert recently given by Joseph Friedman's Music House, 66 Clinton street, New York. This was given in the store and attracted a thousand or more pro-

spective customers. The expense was comparatively nothing in comparison with the results which were gained by the store immediately following the event and for weeks following. Four local musicians were engaged, comprising a quartet consisting of a violinist, pianist, 'cellist and flutist. The following program was rendered:

- 1 MarchStars and Stripes Forever
- 2 SelectionFaust Selection
- 3 ValseDanube Waves
- 4 Jewish SelectionsYosei, Yukele, Yankele
- 5 What'll I Do?
Mr. Radio Man
- 6 WaltzWaiting
- 7 Don't Mind the Rain
- 8 The Chupe Kleid
Mein Goldele
- 9 WaltzDolares
- 10 MarchToska Porodinia

Attractive programs were printed and distributed to those entering the store, with a footnote following the order of selections, stating that those played could be had on either talking machine records or player rolls. Intermissions followed the playing of each number, during which the people circulated through the store and the record of the selection played was heard for comparison purposes. It will be noted that, while the program was widely varied, the bulk of the selections were of Jewish music, as the store is located in the heart of the East Side, the largest Jewish section in the country, and it caters largely to this class of trade.

Results Prove Most Satisfactory

Joseph Friedman, in commenting on the concert, stated that the results were more than satisfactory. Records were sold in great volume

on the night of the concert and for the week following and a number of machine sales were made that were directly attributable to it. When it is taken into consideration that, aside from the immediate benefits, this dealer has built up a prestige and good-will that are certain to result in future benefits to the business, the concert can be said to be successful. So enthused is Mr. Friedman over the results that he is planning to conduct a similar series of concerts in the near future.

Make the Store a Music Center

While all dealers may not feel that exploitation work of this sort is sufficiently beneficial to be undertaken, there are other ways of making the talking machine store the music center of the community and linking the business with current musical activities, a tie-up that will result in nothing but good to the dealer. The music season of 1924-25 is rapidly approaching and it will be to the benefit of the dealer to keep himself informed of local and nearby appearances of those artists whose recordings he carries, and by window displays and letters to his mailing lists push the sale of these records. A little extra exertion along these lines will be more than repaid by the returns in dollars and cents.

Hockett-Cowan Open Branch

TULARE, CAL., September 3.—The Hockett-Cowan Music Co., which has its headquarters at Fresno, recently established a branch store at 118 Tulare street here. A complete stock of musical instruments is being carried.

'Tis Said, "It Can't Be Done"!!—We Have the Answer!!



JOBBER! Territory is being allotted now.
Be in time. Write for particulars.

NYACCOFLEX

NYACCOFLEX offers the biggest opportunities in the Radio and Phonograph Industries. Do you want a sales getter? Here it is.

NYACCOFLEX is a reflex combining the best features of the most powerful present-day circuits, two tubes do the work of five. Cuts battery cost 60 per cent. OPERATES A LOUD SPEAKER. Gets distance, volume, is selective and can be logged.

NYACCOFLEX embodies a phonograph of the finest quality with a durable motor, a nickel-plated tone arm and a well balanced sound box, and is equipped with a NYACCO Record Album.

NYACCOFLEX is an all year round combination for home and out-door use, that has no superior at a \$55.00 list.

List Price

\$55.00

Less Usual Discount
(without Accessories)

New York Album & Card Co., Inc.

New York: 23-25 Lispenard Street

Chicago: 415-417 S. Jefferson Street

Victor supremacy is the supremacy of performance



Victrola VI, \$35
Mahogany or oak



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

Dealers in Victor products experience a high degree of satisfaction in knowing the goods they handle have proved their superiority and are recognized as the standard of the world.



Victrola No. 105
\$180
Mahogany, oak or walnut



Victrola No. 350
Mahogany, \$235; electric, \$275



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



Victrola No. 300
\$250
Electric, \$290
Mahogany, oak or walnut



Victrola No. 410
\$300
Electric, \$340
Mahogany

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



Victrola

Victor Talking Machine Company, Camden, N. J.

Victor Talking Machine Co. of Canada, Ltd., Montreal.

H. H. Roemer Made Zenith Sales Promotion Director

Announcement of Appointment of Widely Known Sales Executive by Prominent Radio Manufacturer Welcomed by the Trade

Eugene F. McDonald, Jr., president of the Zenith Radio Corp., Chicago, Ill., has announced the appointment of H. H. Roemer as director of sales promotion, with headquarters at the company's executive offices in the McCormick Building, Chicago. This is a new department that has been created by the Zenith Radio Corp. as an important step in its plans to co-operate with its jobbers and dealers to a greater extent than ever before.

The appointment of H. H. Roemer to this important post will be welcome news to the Zenith organization everywhere, as he is generally recognized as one of the most capable and thoroughly experienced sales executives in the radio industry. He was recently general sales manager of the DeForest organization and in

this capacity visited jobbers and dealers from coast to coast. His previous experience includes a thorough training in merchandising, sales promotion and publicity, and he is ideally qualified to work in close co-operation with the Zenith



H. H. Roemer

distributors and dealers in the development of their sales activities.

Mr. Roemer was one of the first radio sales executives to appreciate and understand the importance of the talking machine dealer as a sales outlet for radio products and, in a recent chat with *The World* regarding his activities with the Zenith Radio Corp., he said: "My belief and confidence in the music trade as a sales outlet for radio products is but an echo of my company's newly adopted policies. The Zenith Radio Corp. has studied the music dealers' problems, and its executives are all originally of the music trades or are still identified with certain of the largest manufacturers in the country. They realize that dependability is one of the greatest essentials in a product to be handled by the music dealer and that the performance must equal the claims. Jobber and dealer protection comes next, protection in territorial limitations and a franchise that measures up to the character of merchandising which must of necessity run higher in cost in this industry than in other lines.

"We all realize the value of limiting claims to actual facts and our dealers have enough margin in surprising performance to remain well within the facts. This is one of the principal reasons for our withholding from the public a most important announcement in connection with the Super-Zenith receiving set which will be displayed at the Radio World's Fair, to be held in Madison Square Garden, New York, next week. We have concluded to withhold all details regarding this set until that time as a protection that will enable Zenith merchants to prove that all the claims made for this new set can be depended upon absolutely. For eight months four laboratory models of the Super-Zenith have been traveling over the country, locked and sealed, and tests made in hundreds of so-called poor radio spots have proved the claimed performance under the most exacting conditions. The Super-Zenith has shown that it will create sales where distribution heretofore has been impossible, and we know that this new set will receive a hearty welcome from our jobbers and dealers as well as the discriminating public."

New Partnership Formed

William Waldman, Victor dealer, 601 Ninth avenue, New York, recently purchased in conjunction with Joseph Fishew, the Victor store known as the Lenox Talking Machine Co., for the past thirteen years located at 312 West 145th street, New York. Mr. Fishew was connected for seven and a half years with the Morris Music Shop, 659 Lenox avenue, as manager. The new enterprise will be known as Fishew & Waldman Music Stores, Inc., and will carry a full line of Victor talking machines, pianos and musical merchandise.

Selectron Canadian Rights Go to McLagan Phono. Corp.

Important Arrangement Closed With Maximilian Weil Whereby Revolutionary Radio Invention Will Be Developed in Canada

TORONTO, CAN., September 12.—A large financial transaction that will have an important bearing on the future success of radio in the Canadian field has just been completed whereby the well-known McLagan Phonograph Corp., Ltd., of Stratford, Ont., has secured from the inventor, Maximilian Weil, the mechanical, electrical and acoustical engineer of New York, the Canadian rights to the Selectron, a revolutionary radio invention.

The Selectron, shown at the recent Music Convention in New York and at the Electrical Testing Laboratories, was viewed by the McLagan interests as a decidedly important contribution not only to the radio field, but as a solution of the radio talking machine combination.

The Selectron is manufactured in two models; Type "A" for the manufacturer of phonographs and Type "B" for the dealer to be sold for use with talking machines now in the homes of the country. It makes available the amplifying horn of the talking machine for radio loud-speaking purposes. At the same time it in no wise interferes with the function of the talking machine. The talking machine tone arm and sound box are not used in any manner and are always ready to perform their service. The radio loud speaker is likewise free at all times to function. They both, however, use the amplifying chamber, each without interference with the other.

The fact that a company with the large resources and output of the McLagan Phonograph Corp., Ltd., should turn its attention to the Canadian radio field is evidence that radio has entered a period of conservative and progressive development.

Brunswick Line to Be Carried by J. N. Adam Co.

BUFFALO, N. Y., September 9.—The J. N. Adam Co., heretofore Victor exclusively, has opened a Brunswick account and is featuring this line of instruments, together with the Victrola. Brunswick and Victor records will be featured on a par by the store management.

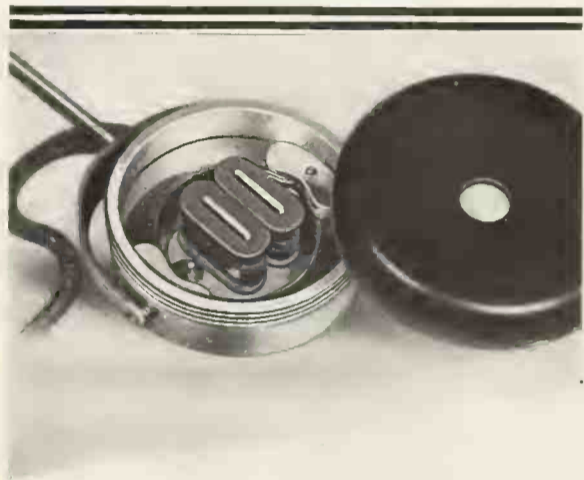
The Brunswick Co. considers opening of this account a bright feather in its cap, since the Adam Co. has declined for years offers to open departments for other high-grade phonographs.

The J. N. Adam music store is one of the largest in the downtown section of the city. It is under the management of Mrs. Loretta Spring, who, since joining the staff early in the Spring, has made it one of the most progressive in the city. In spite of the fact that many dealers suffered one of the worst Summer seasons in the history of their business, the J. N. Adam Co. brought its monthly balances up during the season, greater than those of last Summer.

Seven windows of the main department store are being devoted to Brunswick displays, and thousands of invitations have been sent out to persons to visit the store and view its line.

Adds New Radio Line

Many representative radio departments throughout the country have taken on the new Console Speaker produced by the Pathé Phono. & Radio Corp., of Brooklyn, N. Y. This new speaker is most attractive, combining a radio table, a built-in loud speaker and room for batteries. It does away with the exposed horn and unsightly batteries and provides an attractive resting place for the receiving set. Strawbridge & Clothier, the large Philadelphia department store, is among the many who have added the console speaker.



For Uniform Tone —Use ARMCO Ingot Iron

The high purity and uniformity of ARMCO Ingot Iron gives unequalled uniformity of tone—clean, strong pull and quick release in the receiver coil assures clear, sharp reception.

Used by the world's largest manufacturers of telephone and radio equipment, ARMCO Ingot Iron is the standard material for solid core work—possessing unequalled uniformity and easy working qualities.

We are exclusive manufacturers of bright, cold-rolled strips and cold drawn bars. Write or phone nearest office for booklet of Electrical Uses and prices.

EDGAR T. WARD'S SONS CO.

Boston Chicago Cleveland Detroit
Newark Philadelphia



Victor supremacy is the supremacy of performance



Victrola IX, \$75
Mahogany or oak



Victrola VI, \$35
Mahogany or oak



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

The satisfaction, prestige, and profit which are part of the business of every dealer in Victor products, reflect it.



Victrola No. 360
Walnut, \$235; electric, \$275



Victrola No. 220
\$200
Electric, \$240
Mahogany, oak or walnut



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



Victrola No. 405
Walnut, \$250; electric, \$290

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



Victrola

Victor Talking Machine Company, Camden, N. J.
Victor Talking Machine Co. of Canada, Ltd., Montreal

Increasing Sales Through Right Methods

Clarence T. Hubbard Gives Concrete Illustrations of the Right and Wrong Ways of Selling and Shows Why Sales Efforts Often Fail

"What race are you training for Jim?"

"None," replied Jim Wheeler, of Wheeler's Music Store. "I have a number of important releases coming in Friday and I want to get set for them."

"But this is only Tuesday," returned the friend who stopped him. "You don't have to do those things today, do you?"

"The way I look at it, Charlie," replied Wheeler, "is that I wouldn't be owner and manager of this store if I didn't do a few things I didn't exactly have to do."

And in these words there hangs more than a tale—there hangs the retail talking machine dealer's opportunity.

Securing Important Facts

Here is a talking machine retail sales incident which will serve as a right-to-the-point illustration. A man came into the store and from his appearance he never looked like a \$125 order. Note the specific language which the salesman used.

"Good morning, what may it be my privilege to show you this fine morning?"

"I want to see what you have in the way of phonographs—the table kind," returned the visitor.

"All right sir. I'll put on another light over here. You can't judge the good looks of these machines without proper light. Won't you sit down?" A chair was offered.

The customer, put in a very pleasant frame of mind, accepted the invitation.

"What is your favorite music?"

"Piano solos," replied the prospect.

The above is worth noting in particular. The average salesman would overlook this point. This salesman before even showing the machine learned the man's favorite music. His battle was half won in advance. He didn't immediately plunge into the mechanics of the instrument.

Showing Merits of the Instrument

Then the machines were shown. This was done slowly and carefully. With skillful presentation the salesman got the prospective customer to ask questions regarding the merit

points of the model he was most interested in, all of which were fully explained. Then he played a few piano records.

After this demonstration, and further inspection, the visitor said—"I like both of these two models right here."

"Both are good," replied the salesman. "You won't be disappointed with either. May I ask, sir, where you live?"

The above words are also worth noting particularly. The visitor named a locality which was immediately recognized by the salesman and he asked the visitor if he knew so-and-so living there. For ten minutes they talked the talk of the customer's town. The talking machines were entirely forgotten. Then the salesman left his customer alone for a few minutes while he chose carefully a few records his previous conversation lead him to believe were best for the purpost. The customer was the next to speak and stated that he would take one of the models.

Closing the Sale

After the visitor had made himself a customer-to-be in stating definitely that he did not want to look around anywhere else, but that he would take one of the two models indicated, he mentioned that it was his wife whom he wanted to please and he didn't know which of the two models to select. He said his wife couldn't get to town. The salesman suggested that he call his wife on the telephone from the store at the store's expense which the customer did and the sale was closed. This was a real sale, constructively produced and not only sold a machine, but also sold the store and created a happy and more-than-satisfied customer.

The Wrong Way to Sell

Contrast this with the following sales attempt. A customer came into another store. The salesman remained leaning against the shelf in back of his counter until the customer came up to him. "How do!" he greeted, "What's on your mind this morning?" This was said pleasantly enough.

"A darn good deal," was the unexpected reply. The customer was jarred, though not

seriously. "I am having trouble with my radio," he exclaimed.

"Most everyone does," answered the salesman.

He didn't make a sale. Neither did he make a satisfied customer. Neither did he help his store. His whole sales conversation even though pleasant enough was not sales lifting. He didn't show his customer any new radio developments. He didn't probe into the way it was handled, perhaps, by the user. He didn't "throw himself" into the customer's problems, in short—he did only that which he had to and no more.

Creating Good Will for Future Sales

A dealer, for further example, repaired an old machine for a man. It was in poor condition, hardly worth repairing, but of the make the store handled. The salesman knew his customer would eventually have more trouble. He didn't wait to let the trouble or dissatisfaction develop itself, he followed up the customer and called him up personally to see how everything was going with the patched up machine. A friend in another line of business knowing of his action said—"Why don't you leave well-enough alone?" "I could," replied this dealer of wisdom, "But to leave this man alone until he developed his own trouble would not be well enough. I know I have stepped into a lot of trouble—but if I hadn't, a year from now that man would make me far more trouble with his talk against my repair service and the machine I handle. I wouldn't hear of it perhaps, but I'd be putting in twice the effort trying to get sales which I'd be wondering why at that time were slow. If I tell him too strongly that his machine is hopeless he'll think I just want to sell him a new one. I'd rather nurse along the one he has. Someday when he gets ready, he will buy."

You'll find that nearly every retailer of success has lifted his way by doing many things he didn't have to.

Let me cite a few incidents of sales building based on "doing things beyond the expected."

A man in a small town wrote an article for a business magazine widely read in all lines. It dealt with "service" in making retail sales. A local dealer read the article, agreed with it but didn't stop there. He wrote the man who was a newspaper man in his town, got him to come to his store, made him a customer and through a demonstration of the service he wrote about succeeded in getting his own establishment written up.

A talking machine dealer heard of a shore cottage colony being wired for electricity. He immediately put in a direct mail campaign suggesting the purchase of radio.

Challenge yourself with the question—"Am I living up to all expected of me as a talking machine dealer?"—"or by chance am I at fault in not going a bit further?" The bit further may be the means of adding to your sales.

F. B. Morrison Joins Sales Force of the Brunswick Co.

F. B. Morrison was recently added to the sales force of the Eastern phonograph division of the Brunswick-Balke-Collender Co., replacing H. L. Obert, who resigned recently to enter another field of activity. Mr. Morrison will cover territory comprising Long Island, Westchester and Rockland counties.

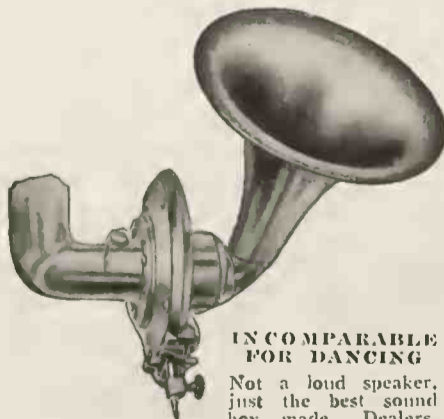
Mr. Morrison is possessed of a wide experience in the talking machine field, having been long connected with the Edison Co.

THE ORIGINAL ADD-A-TONE

Many of our dealers have commended us for the success they have met with this product. They say it has added to the intrinsic and musical value of the phonograph; it has performed all we originally claimed for it, and proved for the dealer—a good seller.

We warn the dealer against buying imitations: there is a number of them now on the market.

We give to our customers and prospective buyers of the **ADD-A-TONE** the assurance that we will, by court procedure, protect them in every manner and form possible.



INCOMPARABLE FOR DANCING

Not a loud speaker, just the best sound box made. Dealers,

write for the ADD-A-TONE Junior to our sole Distributor, Samuel Eshborn, 65 Fifth Ave., New York City.

UNIQUE REPRODUCTION CO., Inc. 32 Union Square NEW YORK

Cable Address: Addatone, N. Y.

“Proof of the Pudding”

Steinert & Sons, New England's foremost music merchants, operating a chain of stores, made their first AUDAK installation in

DECEMBER 1923

More were installed in their other stores in

JANUARY 1924

Still more were put into use in

APRIL 1924

Again Steinert's installed more Audaks in

MAY 1924

and further additions were made by the same firm in

JULY 1924

The AUDAK SYSTEM has placed the record sales of thousands of progressive dealers on a more profitable and business-like basis.

IT WILL DO THE SAME FOR YOU

Now is the time to improve your record sales facilities and realize a better profit.



This highly attractive arrangement for AUDAK units may easily, quickly and inexpensively be put up. It makes the store in general very attractive and is highly practical as well.—In this installation there are eight AUDAK units in a space where formerly only a SINGLE fair-sized booth was placed.

THE AUDAK SYSTEM

The Modern Method of Demonstrating and Selling Records

Without the Use of Booths

Write for detailed information.

Representatives in Principal Cities

AUDAK CO., 565 Fifth Ave.

New York, N. Y.

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



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PUBLISHED BY EDWARD LYMAN BILL, Inc.

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The Talking Machine World has regular correspondents located in all of the principal cities throughout America.

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

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

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

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

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

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

NEW YORK, SEPTEMBER 15, 1924

Studying the Cost of Distribution

THE cost of distribution, or, in other words, the increasing percentage which overhead is taking in the ultimate price of merchandise, presents a problem to which the best business brains of the country are being increasingly applied. There is a triple interest in this problem; first, that of the manufacturer who is desirous that his product be sold at the lowest price commensurate with quality and a fair margin of profit to the dealer; second, that of the dealer, who, as a matter of self-preservation, necessarily requires a net margin of profit sufficient to warrant a reasonable return upon his investment of capital and effort; and, third, that of the ultimate buyer, who wants goods brought to him at as low an expense for the service of distribution as possible, without the sacrifice of efficiency and convenience.

Manufacturers and dealers are studying the problem carefully, and now the ultimate buyer, as represented through the Department of Commerce, is investigating it, and, through the great resources at its command, place at the disposal of the two former classes facts and figures without which no ultimate solution may be had.

The first results of this study will shortly be available in the form of a series of bulletins. Those already announced include the following titles: "Budgetary Control of Retail Stores," "Community Advertising," "Retail Store Location" and "Cancellations and Returns of Merchandise." Each of these deals with a vital problem of retail merchandising, no matter the line in which the retail dealer may be engaged, and the talking machine dealer, whose problems fundamentally are very similar to those of merchants engaged in other lines, should find much of value in them if they live up to their announcement.

Excessive cost of distribution on the part of the retail talking machine dealer is largely due to a lack of adequate accounting systems, which causes him, in a majority of cases, to indulge in expenditures which have no true relation to the volume of business which he does. As a result his overhead in many cases amounts to a proportion that decreases his margin of net profit dangerously. The first remedy for this condition is a true knowledge of the real situation of his business so that he may eliminate waste and at the

same time learn to spend the money represented in his overhead with a greater degree of efficiency. To accomplish this end, simple and practical information is needed, which many times in the present day is not available to the smaller dealer especially and which is not possessed by a surprisingly great number of the larger ones.

If the results of the Government's investigations will supply a groundwork of this information in a simple and practical form, based on the actual facts as they exist and unadorned with theoretical suggestions which have little or nothing to do with the actual situation, they will constitute one of the most valuable works which the Department of Commerce has ever performed and one which will yield direct results to the three great classes in modern commerce—the manufacturer, the distributor and the ultimate buyer.

Placing Another Burden on Music

CONSIDERABLE surprise has been expressed in music trade and professional circles in the United States because of the announcement that the Japanese Diet has finally passed a new tariff bill in which the import duties on phonographs, gramophones, talking machines as well as parts and accessories are fixed at 100 per cent ad valorem, meaning an increase of more than 100 per cent over the former duties on complete machines and an increase of approximately 400 per cent in duties on parts.

While it may be admitted that the Japanese Government is badly in need of additional revenue, it is felt that the extra burden was levied on phonographs without due thought being given to the status of these instruments and their accompanying records. It is significant, too, that no other musical instruments were included in the 100 per cent ad valorem class.

In the United States we have had experience with the talking machine from an educational angle. The supreme test came during the war, when the Government cut down, or curtailed seriously, all industries regarded as non-essential, and yet allowed the musical instrument factories, even those engaged in the production of war supplies in part, to operate on a very liberal schedule, using materials and man-power that might well have served the armed forces.

This consideration was due to the fact that talking machines and records, for instance, were regarded not only as educational mediums, but, in their role as reproducers of music, as powerful factors in the maintenance of the morale of the members of the Army and Navy and of those of our citizens who remained at home. Even when it became necessary to raise heavy revenue to carry on the war and excise and luxury taxes were imposed, the assessments originally made on talking machines and records were quickly cut and the taxes on those instruments were among the first to be eliminated.

The status of the talking machine and its records has likewise been recognized in European countries, and no doubt, if proper representations are made to the Japanese Government, these new import duties will be cut down to the former or to a more equitable level, even if they are not eliminated entirely. Music is so generally recognized as a necessity that a tax on instruments that produce it seems illogical and thoughtless.

Showing the Way in Instalment Selling

ALTHOUGH the manner in which talking machine dealers handle instalment accounts in their new radio departments has been frequently criticized from within the trade as being too lenient as compared with the handling of term sales in other lines, it is interesting to learn that this trade of ours is looked upon as showing the way to the better class of electrical dealers and others who are handling expensive radio sets and have not had the experience of doing any great amount of business on an instalment basis.

In discussing the question of handling radio equipment on a time sale basis, the merchants' service department of one of the largest concerns in the country specializing in store equipment says regarding the status of the electrical dealers in this connection: "The smaller dealers generally complain that the music stores and department stores are setting the pace in this respect. The smaller specialty shops are as a rule not equipped financially to handle sets on the instalment plan, and they lack experience in

handling the details of a credit business. Most of them agree, however, that with the coming of (radio) sets priced at more than \$300, they will have to go on a credit basis if they expect to sell large numbers of such sets.

If the talking machine store is to be regarded as the logical retail outlet for radio apparatus, in view of the strong musical appeal of the broadcasting program, then it is admittedly in preferred position for handling the more expensive equipment—the sort of equipment that in price or character is comparable with the better grades of talking machines. To have this fact admitted by competitors in a new field is in itself significant as to actual conditions and highly complimentary to our industry.

No Seasonal Lull With Foreign Records

REGISTER another hit for the foreign record as a means for keeping business up to par during the Summer. A number of dealers in New York and other cities who have been handling foreign record business for some time past report that this section of the record trade stood up best right through the hot months because a great majority of the foreign record buyers are so situated that they have not the time and, in some cases, the needed money to go away for vacation periods.

Anything that tends to keep sales on a sound basis right through the twelve months is worthy of consideration, and if handling foreign records is calculated to keep things moving in the Summer retailers might do well to look into this field more carefully. The average purchaser of records in the English tongue or compositions that may be classed as American lets up on his buying as a rule, for he has other interests to attract him. The foreign-born citizen, however, stays pretty close to home and keeps right on buying those things which appeal to him.

Nor is this substantial business with the so-called foreign population confined to the sales of records, for these musically inclined folks do much to keep the machine business active. One dealer, for instance, reported to The World that during July and August of this year eight out of ten machines were sold to the

foreign-born customer. The figures should prove enlightening to those dealers who have considered handling foreign records more or less in the nature of service and without any great idea of profit.

In many cities of the country, particularly the East, the combined foreign-born population often exceeds 50 per cent of the total population. Many of them, of course, buy the usual run of popular and classic records, but there are still enough who favor the airs of their native countries to make the labor of catering to their special requirements well worth while. Moreover, they buy all year around, and trade of that sort is well worthy of cultivation.

Figures Show the Industry Still Progresses

ACCORDING to a report just issued by the Department of Commerce in connection with the 1923 census of manufactures, the value of the products of plants devoted primarily to the production of talking machines and records was \$107,276,240, a gain of 9.2 per cent as compared with the 1921 figures, despite the fact that the number of such establishments during the two years has dropped from 154 to 109.

It is likewise interesting to learn that the greatest number of these establishments, twenty-four, are located in Illinois, New Jersey coming second with seventeen and New York third with sixteen. The remainder of the plants are distributed among a dozen or so other states.

The fact that there has been a 10 per cent increase in the value of the products is significant, for 1920 was regarded as one of the peak years in talking machine production, all things considered, and it was felt that there had been a dropping off in the actual value of the products during the years that followed. If the census report is even fairly accurate, it means that those plants which have survived have enjoyed a demand that has made increased production necessary.

Those who have been keen to herald the passing of the talking machine industry, or at least its gradual decline, will find little consolation in a census report that offers figures in direct contradiction to their pessimistic claims.



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 N. W. Corner 13th and Glison Streets,
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 Seattle, Washington
 330 West Sprague Ave., Spokane, Washington



5 DISTRIBUTING DEPOTS for YOUR CONVENIENCE

Now Is the Time to Plan the Fall Drive

Dealers Who Have Definite Plans for the Fall Campaign and Get a Running Start Will Reap Full Benefit of the Seasonal Revival

The Summer is now practically over, together with the so-called dull days, and the trade is once again facing the revival of business which usually marks the entrance of cooler weather and the settled down routine of the public following vacations and other diversions which take people away from their homes a good deal. The situation of the talking machine trade this year is different than in any other year in its history for many reasons, chief among which is the more varied lines which are now handled in most stores, with all that this means in wider sales appeal and broadened business scope. During the year many retailers have added to the lines of talking machines they handle, radio departments have been installed in many stores and the experience gained during the year should place the dealers in a position to cash in this Fall; musical merchandise and sheet music is also more widely represented in talking machine stores.

Sales Volume Depends on Effort

Taking it all in all the forgoing means that the talking machine trade is better equipped to do bigger and more profitable business. But as has been remarked many times these are the days when merchandise must be sold, and the sales volume of the merchant regardless of season depends upon the intelligent effort of the dealer and every member of his organization. It cannot be denied, however, that a well directed sales campaign started in the early Fall will bring better returns in point of sales than a business drive during any other season. The reason for this is that in the Fall most people are home and they are seeking home diversions, also the holidays are in the immediate offing and many people already begin to think of suitable gifts for their loved ones, although they may not actually make the purchase of a talking machine, radio or musical instrument until later in the season. The big point is that the campaign started early gets home to many people at a propitious time and if the drive is sustained throughout the Fall and Winter

period the cumulative effect will have a tremendous influence on sales during the holidays, although this represents a comparatively small part of the season's business.

Intelligent Planning

There is a good deal said about intelligent selling but too little attention is given to intelligent planning. Before a dealer can sell intelligently he must have prospects to sell to and before these are available some kind of campaign is necessary. It may be advertising, canvassing, a series of window displays or some other method of digging up live prospects, but in every case the drive to be successful must be intelligently planned and executed.

Too much emphasis cannot be placed on the need for careful planning of the Fall business drive. The beginning of Fall is really the most important time of the year for the talking machine dealer and it makes a great difference whether the retailer gets off to a running start or opens his campaign about the time the season is half gone. There are many things to consider in a well rounded campaign, probably the most important of which is the advertising. Most dealers depend to a large extent on the effectiveness of their advertising to bring in business. There is also the canvassing route to sales and the importance of this cannot be stressed too much. A canvassing campaign in itself requires careful planning. Window displays, if they are to be effective, cannot be conceived in a moment and then hastily thrown together, that is, not sales pulling windows. Direct mail also plays an important part in the talking machine business and this has been found to be a very effective way of boosting sales of machines, records and other products where the direct mail drive has been carefully planned.

Featuring Different Products

With the great diversity of products at the command of the well equipped talking machine dealer the Fall or any other seasonal campaign becomes more complicated. The talking machine, radio and musical merchandise

require different forms of presentation in all kinds of publicity and the dealer must determine to what extent he is going to push each line. Certainly an advertisement in the daily newspaper devoted to talking machines and musical merchandise loses its effectiveness unless very large space is used and the ad can be blocked off into sections. There is a growing tendency among dealers who make a study of the effect of their publicity to segregate the various types of instruments advertised. For example: Radio is advertised in small space and talking machines are advertised in an entirely separate ad which may even be a page or two removed from the radio publicity. This is a good advertising principle to follow at all times. It also applies to window displays. It is better to change the window often and devote an entire display to one product than to show a little bit of everything and not much of anything and without any effectiveness.

Early Bird Still Catches the Worm

The fellow who gets on the job just a little bit ahead of his competitor in the race for Fall business has an advantage. Those dealers who have been decrying the dullness of business due to natural trade decline during the Summer now have no excuse for the cessation of sales activities. Business is always "better" in the the Fall and one of the reasons is that dealers are more generally alert to the opportunities for sales and they spend more time in actually going after business. Work does it, whether it be Summer or Fall, and those retailers who plan their campaigns and then use some intelligence in executing them will have no reason to complain this Fall. This is proved by the experiences of the trade during past years.

First Radio World's Fair to Open September 22

Most Complete Exhibition of Its Kind to Be Shown at Madison Square Garden and Sixty-ninth Armory—Plans Practically Completed

The first Radio World's Fair to be held under the direction of U. J. Herrmann and James F. Kerr in Madison Square Garden and the Sixty-ninth Regiment Armory, New York, September 22 to 28, is practically completed as far as arrangements go, and when the doors are opened next Monday evening the public will see the largest and most complete show of its kind ever assembled. The fair has caused wide interest and discussion even in financial circles and it is felt that this exhibition might be the occasion of securing the active assistance of prominent financiers.

For the past two months a small army of scenic artists, carpenters and electricians have been at work on the booths and decorations for the show. Every possible preparation for the convenience of visiting jobbers and dealers has been made. A "Jobbers and Dealers Bureau" has been formed, which will greatly expedite business transactions between manufacturers and merchants. In addition to arranging business appointments and furnishing information concerning the show, this bureau will act as a general information department and will take care of hotel accommodations and give other helpful aids. The exposition will be open to the public at 1 p. m. every day, and the wide interest manifested indicates record attendance.

Morris Stockman, dealer in phonographs and records at 240 West Eighty-sixth street, New York, made an assignment to Frank Drucker on August 20 for the benefit of his creditors.



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Eight Popular Favorites on One Big Program

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TRADE MARK

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

OUR CREED:

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

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



REPLACEMENT PARTS FOR EVERY

MOTOR, TONE ARM and REPRODUCER

How Elbel Bros. Built a Large Business

An Interesting Analysis by Don Elbel of the Methods Which He Practiced in Developing a Leading Middle West Retail Business

It has been truly said that "experience is the best teacher," but it is equally true that much wasted effort can be eliminated through studying the principles which have led to the success of others in the same line of endeavor. Elbel Bros., Victor dealers of South Bend, Ind., who started years ago on a "shoestring", now have one of the most successful talking machine retail houses in the Middle West and the practical theories of business operation which Don Elbel, who has been connected with the concern for ten years, has applied and which have been largely instrumental in the success of this concern are of unusual interest in that they emphasize some of the so-called "old-fashioned" but fundamental ideas of creating successful business.

Mr. Elbel emphasizes particularly the need for sustained effort, and he also points out the value of association with successful business men in the search for business knowledge and the importance of completing what once has been undertaken.

The following paragraphs, which contain some worth-while thoughts for both employer and employe, outline clearly the maxims which Mr. Elbel applies to his business and which have helped make the concern the success it is to-day:

Learn How First

This means years of disappointments and that spirit which makes you "come back" stronger every time you are apparently "knocked down." Thousands of years ago one of the wise sages said: "There is no royal road to learning." I believe already, with a few signs of present unemployment, the first requirement made of any individual applying for work, manual or office, will be to subject him to a strict old-fashioned apprenticeship. This does not mean the idea of a hundred years ago—to work absolutely without pay for years—but to work on an underpaid scale until he shows signs of being of real value to a concern, then advanced slowly but steadily enough to inspire a desire to accomplish. Under this simple idea we would eliminate the present method of a man "selling himself" to an employer, with the break against the employer in a sad proportion, causing the much-discussed "labor turnover." Here I employ the old maxim, "A man who never does more than he gets paid for never gets paid for more than he does." If he enters your employ at a wage he thinks less than he is worth it is with the idea of showing you he can make good. It breeds the proper confidence that established so many corporation presidents out of errand boys during the generation just past.

Finish the Job

When you know how—do it! Plenty of fellows can and do start—darn few finish. Here enters another old maxim about perseverance—nothing new, except that it is seldom applied or required nowadays. I recall well an incident when I first started to sell Victrolas. I was the entire department. (Our store was an old-

established successful piano house and gave me little encouragement in establishing a talking machine department.) I was seventeen years old. I wrote the advertisements (if there were any); canvassed for the prospects, house to house; sold the instruments; polished and delivered them myself; collected and repaired them also. One of my first repair jobs was to replace a broken mainspring. Nobody knew how to show me the method—so in good old-fashioned faith I simply started. Well, I started in the afternoon expecting confidently to repair this motor before closing time—6 p. m. To make a long story short I entirely went through the process of tearing down the motor, replacing the spring and reassembling it five times before I successfully got the springs "hooked." Now this required no special intelligence, but I finished the job, and that's the point.

Personal Salesmanship

I believe that there is a much-abused idea that the most successful man must be a "getter"—some abnormal cyclone that can blow away the senses of the prospects and hypnotize them, so to speak, into premature action. I believe this misconceived idea keeps many men from entering the sales profession and discourages many more before they complete their "apprenticeship." I find most men who try selling give it up in about a year as a bad job. One year will never complete what I choose to call a salesman's apprentice period—any man who has become successful as a "specialty salesman" in any line will tell you it takes from three to five years before you get into the real money. This aforesaid type of salesman (the "steam-roller" kind—usually an egotistical liar) is not equal, in my estimation, to the "steady plugger." Of course, every man is not adapted to the selling game. He must understand, first of all, "the human equation"—the psychological moment to close, how to crowd the prospect continually without being abrupt and other well-known sales methods. But he can still be an ordinary human—not a super-genius. A great salesman once said: "Closing a deal is 90 per cent personality and 10 per cent merchandise." I believe this is absolutely true on the "one-time basis," but not for repeat business. Nevertheless, you have to give every new prospect you approach your 90 per cent. Don't waste time selling "talking points." Sell yourself. I do not mean bragging. I mean reflect confidence. Work for a legitimate house, sell legitimate merchandise, be associated with successful men and be honest with yourself (by this I mean keep your moral ideals of business above reproach) and you will automatically reflect confidence. Thus reflecting confidence on your very face and in your very manner the law of average will get you an entré and close more deals for you than anything you can say or do.

Sales Organization and Canvassing

I speak only of the kind I know—retail organization of about twenty or less. This should include the greatest share of retail music stores.

The first principle drilled into me, and which I believe goes farthest toward establishing the confidence and love of your employes, is this: Never expect them to do anything which you could not or would not do yourself.

I believe employes despise the "mahogany-desk manager" who is "too good" to pitch in and help anywhere in the store when needed. I believe they make a greater effort to do things your way if they realize you are a "top notch" yourself and know exactly how it should be done. For instance: When sales slow down, for time immemorial in the music business, it has been found that the old-fashioned house-to-house canvass is the only method of producing results. Now, I do not believe in "canvassers"—cheap hirelings. But instead, your very best salesmen can make an approach and get an audience with practically every housewife without her even suspecting they are canvassing. He gets the real information because he can sense a live prospect immediately, while the lesser experienced man wastes hours talking to those whom he only guesses are prospects. Your best salesmen can average one live prospect to every thirty houses. We find thirty houses about one good morning's canvassing if done well and audiences obtained—talking "service," of course, and trying also to adjust any complaints on our instruments that they encounter. Salesmen sometimes think they are "too good to do soliciting." But such are not good men. For a truly good salesman is the restless type and despises chair-warming and yearns to get out and at 'em when they slow up. These real successful ones have learned by many sad years that canvassing is the one sure method when all others fail. But after months of a rush season it is human nature to delay a return to the canvassing job.

When the Manager Canvasses

In the early years of the writer's experience he practiced the habit of canvassing thirty houses every morning. To-day, although most of my time is administration of sales promotion and advertising, still when these periods of slackening occur, I say some morning (after the boys have been complaining about no prospects), "Come on fellows, I'll go with you; let's pair off and start a systematic canvass." I do not consider it beneath my dignity to "pull door bells." On the contrary, it's great to get outdoors and brush up against the public and find out all over again just what the every-day problems of your outside men are. Then—you and your men are all "on your mettle," for they check you up and they figure you are checking them. You are their equal while you are doing this work—not their superior—and they inwardly respect you for it. Often since 1921 I have kept this up for a solid month. The rivalry is keen and every man is on his toes.

Before closing I wish to leave the impression that my humble opinion of success is that you can't upset the old, time-proved ideas. Intelligence and perseverance still are winners.

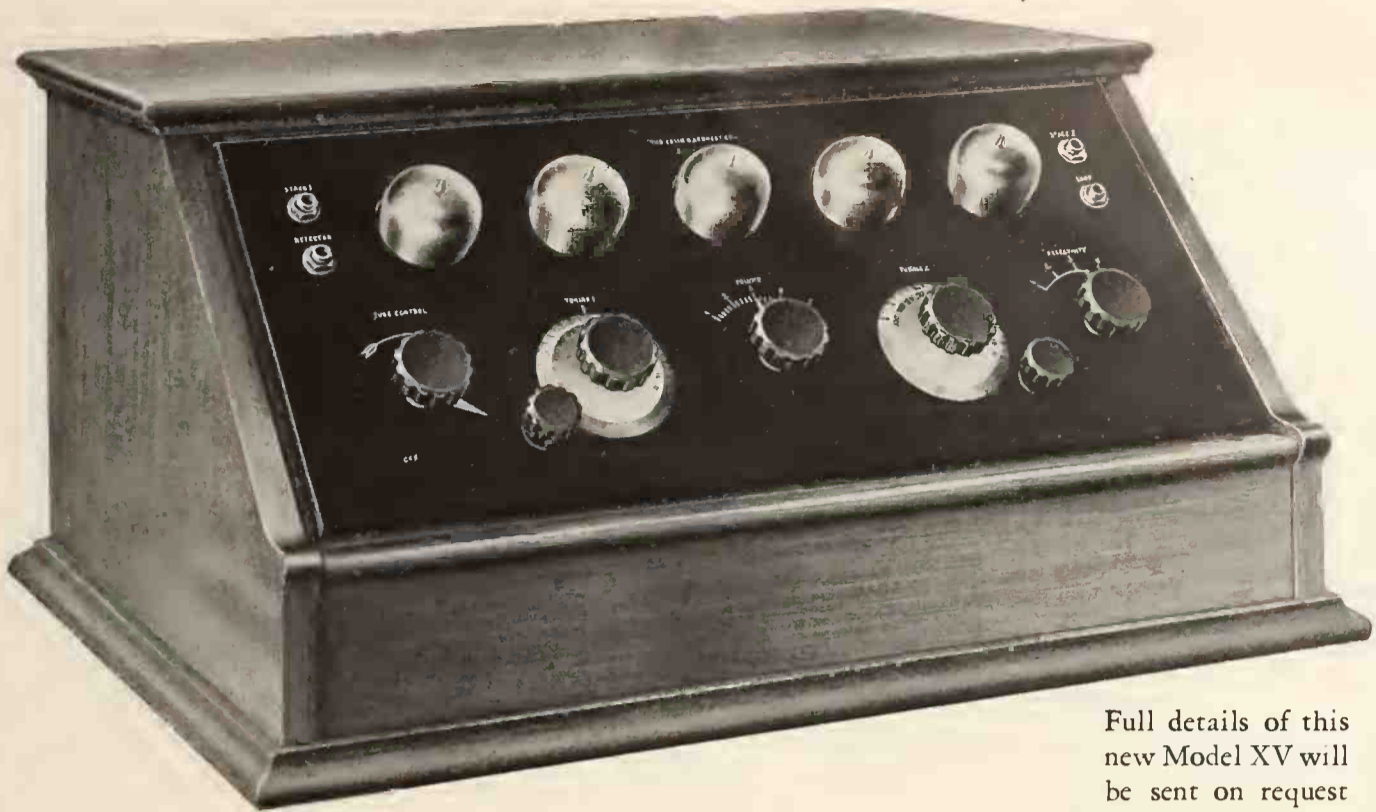
STARR PIANOS STARR PHONOGRAPHS

GENNETT RECORDS

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Established 1872 Richmond, Indiana



Full details of this new Model XV will be sent on request

Added to the Kennedy line —

An ultra-selective receiver for cutting through powerful local broadcasting

HERE'S the set that answers the question, "Will it tune out strong local stations and tune in distant concerts on the loud speaker?" It will. And it brings back any desired station whenever it is on the air, for once the dial position for a certain station is noted, that station always comes in on its own setting.

Five tubes—two of tuned radio frequency amplification, one detector, two of audio frequency. Works well on an inside aerial or a loop where an outside aerial cannot be put up. A

wonderful set for distant reception; you needn't wait until after midnight when the locals close down.

One of the advantages of being a Kennedy dealer is that you have back of you a manufacturer who originates—not imitates. You are therefore offering the buyer a more advanced set than he can buy elsewhere. Kennedy sets are non-radiating—they do not interfere with nearby sets. The Kennedy line now includes several standard models—three, four and five tube sizes—all noted for superior tone quality.

Attention Victor Dealers


Complete Kennedy three and four-tube radio units can now be supplied without cabinets, but fitted with panels to insert in Victor models 215, 400, 405 and 410. These radio units are recommended by Victor Talking Machine Company and can be placed in the Victor models named without cabinet work. Also adaptable for other makes.

Write for full information.

If you are interested in a Kennedy dealer proposition, write and we will advise whether your territory is still open

THE COLIN B. KENNEDY COMPANY
Saint Louis

K E N N E D Y

The Royalty  of Radio

Practical Pointers on Radio Installation

Satisfactory Radio Operation Depends Largely on the Proper Installation of Sets—Some Profit-Building, Customer-Winning Tips

The final test of a radio receiving set, and a test that keeps it sold, is that made in the home of the customer. And upon the performance of the receiver depends the entire success of the dealer's campaign for radio business. With the great number of complete receiving units now on the market, receivers that have been thoroughly tested by the manufacturers and guaranteed by them, the retailer has little to worry about regarding the actual performance of the outfit under proper conditions, but there are various little details in the matter of installation and adjustment that have a distinct bearing upon the successful operation of the set in the home.

The Importance of Antenna Installation

In the first place, with the great majority of receivers it is necessary to erect an antenna either of the indoor or outdoor type, and the manner in which the antenna is installed has much to do with the performance of the outfit. It is not simply a matter of stretching a wire across the roof or running it around the molding of the room as an antenna, and hooking on another piece of wire to serve as a ground. Improper wiring will reduce the efficiency of even the best receiver to a noticeable degree.

Experience growing out of long practice has proved that a short ground wire is most desirable—in fact, it should not be more than one-tenth the length of the antenna leader. Otherwise, fine tuning will be made difficult. Also, the ground wire should not be placed parallel to the lead-in but should run in an opposite direction. The reason for this is that when two wires are parallel for any distance the ground acts as a condenser.

The Proper Insulation of the Antenna

Wherever possible the ground wire should be connected to the hot water pipe, preferably by a copper band that may be clamped tightly to the pipe by means of a bolt. If the water pipe is not available the ground may be connected to a radiator or register, but under no conditions should it be attached to a gas pipe. Before having the ground wire attached the pipe should be rubbed down with sandpaper to pro-

vide for a perfect contact. Carelessness in the attaching of the ground wire has resulted in the poor performance of many sets. The wire used should be heavy and not less in cross diameter than the cross diameters of the combined antenna wires.

Where an outside antenna is used it is very necessary that it be brought into the house through an insulated bushing and kept away from the sides of the window or from any part of the building that might cause it to ground. Upon the proper insulation of the antenna both at the terminal points and all along the lead-in wire depends in no small measure the clearness and range of reception.

Avoiding Carelessness in Vital Essentials

It is natural to assume that the dealer will see to it that the A battery is fully charged, that the B battery registers the proper voltage, and that the tubes are in operating condition at the time the receiver is installed, but it is surprising how many times carelessness in these essential matters is brought to light.

Where the receiver operates with dry cell tubes it is desirable that a felt mat be placed under the receiver to protect it from jars such as those caused by persons walking about the room and which interfere with the operation of the set to a slight degree. Special mats for this purpose are available at small cost, but in the absence of these the dealer should have no trouble securing a piece of felt that will answer the purpose.

In placing the set in the room it is well to keep it away from the window and thereby avoid the operating troubles that come as a result of the effect of dampness on various parts of the equipment. Likewise, it is well to have the loud speaker in front of, or at one side of, the receiver instead of placing it on top where it is liable to cause a feed back of energy in the audio frequency leads and produce tones that are muffled and unnatural.

Getting Best Results From Speaker

It sometimes happens, too, in the attaching of the loud speaker that the dealer or his service man do not make the proper positive and

negative contacts and thereby prevent the speaker from producing the best results. In a properly constructed set the pin of the phone plug makes contact with the negative side of the jack and the sleeve with the positive side. The positive phone cord, that usually marked with varied colored thread, in contrast to the plain marking of the negative cord, should therefore be attached to the sleeve of the phone plug and the negative cord to the pin.

If there is any doubt as to the positive and negative connections, it is easily possible to test for oneself by alternating the positions of the phone cords in the plug, until the loudest and clearest tones come from the speaker. This is an important matter for the reason that when the connections are incorrect the current flows through the magnetic field of the phone in a direction opposite to that planned for in the construction, and in time will cut down the efficiency of these very necessary accessories.

In many apartments where it is not feasible to have an antenna installed, or where objection is made to an inside aerial, sets designed for loop reception are strongly favored.

How to Improve Reception

It sometimes happens that a loop receiver which operates most satisfactorily in the dealer's store fails to respond properly when installed in the home of the purchaser, the range being extremely limited and the signals weak. In such a case reception can usually be improved by attaching a ground wire to one side of the loop, the side which gives best results. If this causes the receiver to howl, the attachment of a small fixed condenser in series with the lead will remedy matters. The effect of grounding the loop is to greatly increase the volume, although it cuts down the directional quality of the loop to a certain degree.

There are many similar hints regarding radio receiver installation that should prove of direct value to the dealer in eliminating much trouble and keeping customers satisfied. Actual experience will acquaint the dealer or his employes with those methods best calculated to perfect the operation of the particular receiver or receivers featured, under the various conditions met with in the locality served by the store. It often happens that a little adjustment will make a world of difference in results.

Ben Bernie's Orchestra at New Hotel Roosevelt

Popular Dance Organization to Be a Feature of New York's Latest Hostelry—Orchestra Records Exclusively for Vocalion Records

The opening of the new Hotel Roosevelt at Forty-fifth street and Madison avenue, New York, a palatial hostelry and the latest addition to the chain of high-class hotels operated by the United Hotel Co., was held early this month with Ben Bernie's Orchestra supplying music for the dancing that is part of the service of every modern hotel.

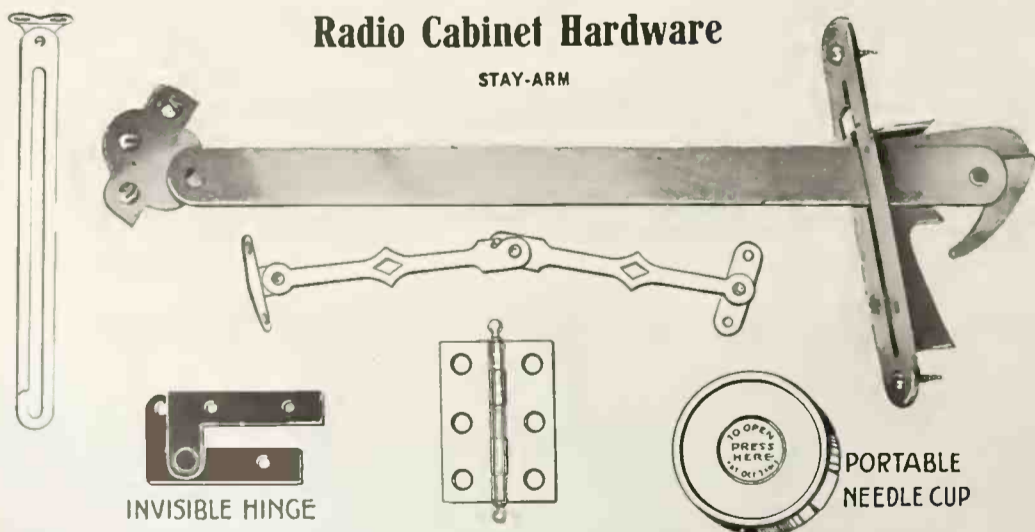
Before the Roosevelt opened the public was informed of the engagement of Ben Bernie's Orchestra through the medium of large signs placed in the show windows of the stores that line the street level of the hotel, each of the signs announcing in large letters the fact that this popular orchestra recorded exclusively for Vocalion records.

Fishew & Waldman, New York City, have incorporated with a capital stock of \$20,000 to operate music stores and deal in phonograph and radio supplies. The incorporators are J. Fishew, W. Waldman and G. Wartell.

FULL LINE of HARDWARE

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

Radio Cabinet Hardware



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

H. A. GUDEN CO., Inc.

227 CANAL STREET

NEW YORK, N. Y.



Bestone V-60

*The Aristocrat
of Radio*

The Bestone V-60 five-tube receiver in beautiful, distinctive, antique polychrome cabinet, with built-in high-grade loud-speaker and battery compartment.

List, \$163.00

answering the music dealer's radio problems—

The Bestone V-60 Super-toned five-tube receiver, the latest development in Radio, has been expressed by leading newspaper radio editors to be the ideal radio receiver and to excel all others in tone quality and total elimination of distortion, rasping noises, whistles and howls, and yet—it will equal the distance and volume of any other receiver on the market. Though extremely selective, a novice can secure maximum results, as the tuning is limited to only two dials. The cabinet, as illustrated, a distinct departure from the ordinary straight-line type, is finished in a beautiful subdued antique polychrome that will harmonize with the furnishings in the finest home.

and most important—

To avoid the price-cutting demoralization now so prevalent in the radio field Henry Hyman & Co., Inc., will distribute Bestone V-60 Receivers, direct and solely to the musical trade.

Write to-day for further details regarding the popularly priced receivers that will outsell any other receiver on comparative demonstration—that excel others, at double the price, in appearance, and the assurance against cut-rate competition.

Manufactured, Guaranteed and
Distributed by

Henry Hyman & Co., Inc.
476 Broadway 212 W. Austin Ave.
NEW YORK CHICAGO



Bestone V-60 five-tube receiver in beautiful polished walnut cabinet.

List, \$115.00

Bestone V-60 receiver on panel for Victrolas and other phonographs.

List, \$85.00

Otto Heineman, Just Home From Abroad, Analyzes European Business Situation

President of the General Phonograph Corp., Who Spent Six Weeks in the Leading Business Centers Throughout Europe, Optimistic Over the Outlook Both Here and Abroad

Otto Heineman, president and founder of the General Phonograph Corp., New York, returned to his desk recently after a six weeks' stay abroad. While in Europe Mr. Heineman visited the important trade centers, and, as usual, made a careful investigation of business and economic conditions. At Berlin he spent quite some time in conference with the directors of Carl Lindstrom, Ltd., and he returned to America on the steamer "Columbus" accompanied by Mrs. Heineman, who had previously spent several months abroad.

In a chat with The World regarding European conditions, Mr. Heineman said: "Before I sailed for Europe I gave your publication an optimistic resumé of conditions for the Fall trade, and I mentioned that I considered the nomination of General Dawes as very important, for it would give the European countries an adequate idea of the American attitude towards the Dawes plan. Since that time the European nations at the London conference have signed the agreement regarding the Dawes plan and on September 1 it became effective. This really means that American business men have been able to consummate what all the politicians of Europe failed to accomplish. American business men with a sense of sound economics have devised a plan for the financial and political reconstruction of Europe that cannot fail to be a success.

"Of course, we are keenly interested in knowing how America will benefit by this Dawes plan and the reconstruction of Europe. American investors will help to carry over the \$200,000,000 loan which Germany is getting under the Dawes plan. This sum will be used as the foundation for the new German Gold Bank, which will be under the supervision of international bankers, with America represented by one of its foremost financiers. The new Gold Bank will issue new gold notes and will be able to supply German industry with its much needed working capital. All industries in Germany have been idle to a considerable extent because of the acute money shortage, but it is now hoped that these conditions will show a marked improvement.

"With German industries in working condition, there will be an active demand for such raw materials as copper, oil, cotton, wheat and other products. It is quite natural that Europe, and particularly Germany, will look to America as a source of supply for these raw materials, and especially as Germany needs them very badly and has not been able to buy because of its inability to finance properly. International bankers estimate that these purchases will be on a very large scale, which should help our

export and general business conditions materially.

"With Germany again an industrial factor in the world's business and with its various industries in operation, there will be undoubtedly in a short while a logical employment for the great deal of gold which is stored up in our Federal Reserve Bank and which has been lying idle. If American investors can be convinced that it will be sound and profitable to invest money in Europe, a considerable portion of this gold reserve will again go back to Europe for permanent investment. A large part of this



Mr. and Mrs. Otto Heineman Homeward Bound investment will probably be in the industries of these European countries, which, in turn, will be enabled to extend their operations in the world's market. They will need a vast amount of raw materials for manufacturing, which materials can and will be supplied by America.

"All of these things cannot be accomplished over night. It will probably take months or years to rebuild what the war has destroyed, but a beginning has been made, and I believe that it is a most important step in the right direction. Several months ago Judge Gary of the United States Steel Corp. remarked that in spite of any adverse conditions America is not going into receivership. Judge Gary has again commented optimistically upon business conditions and his comments are based on a keen appreciation of economic, financial and industrial conditions.

"I firmly believe that our own industry will benefit proportionately by a general revival of business. I realize that we are facing unusual

problems, but they are all open to solution. The tremendous popularity of the radio receiver may have been an influence in decreasing record sales temporarily, but the record will always be the most popular musical entertainment for the American people. Our company has been very active the past year in making plans for the Fall and holiday season. We have paid particular attention to the development of our foreign language repertoire, and the specialty catalogs in our Okeh library have been enthusiastically welcomed by the dealers. Our motor and needle business has been very satisfactory the past year, and I firmly believe that our old time slogan, 'A Phonograph in Every Home in America' can well be used to advantage by jobbers and dealers during the coming season."

Court Refuses to Abrogate Radio License Agreement

Judge Inch in U. S. District Court Refuses Either to Cancel or Amend Contract in Hazeltine vs. Freed-Eisemann Litigation

After more than two months of consideration, Judge Robert A. Inch, in the United States District Court, Brooklyn, on September 4, handed down a decision in the suit brought by the Hazeltine Research Corp. against the Freed-Eisemann Radio Corp. involving a license agreement under which the Freed-Eisemann Corp. manufactures and sells radio outfits and also gave a decision in the suit brought by the Freed-Eisemann Corp. against the Hazeltine Research Corp. Judge Inch denied the contentions of both parties to the litigation.

The trial took place in June. Many witnesses were heard and voluminous documentary evidence was submitted by both sides. Former Governor Nathan L. Miller appeared for the Hazeltine Research Corp., while former Judges Almet F. Jenks, Walter C. Noyes and Frank Aranow looked after the interests of the Freed-Eisemann Corp.

The Hazeltine Research Corp. and the Independent Radio Manufacturers sought to have a license agreement under which the Freed-Eisemann Corp. manufactures apparatus declared forfeited because of non-payment of royalties.

Judge Inch refused to cancel the contract because the facts did not show a forfeiture and that an adequate remedy at law exists to collect unpaid royalties. Judge Inch holds that there was no provision in the contract that it should be terminated by the non-payment of royalties.

The Freed-Eisemann Corp. sought to have the license agreement reformed to provide that it should pay royalties only on certain parts of a set. Judge Inch refused to do this on the ground that the Court had no power to make a new contract. He said neither the Hazeltine patents nor the trade mark, Neutrodyne, were in any way affected by the decision.

National Record Albums

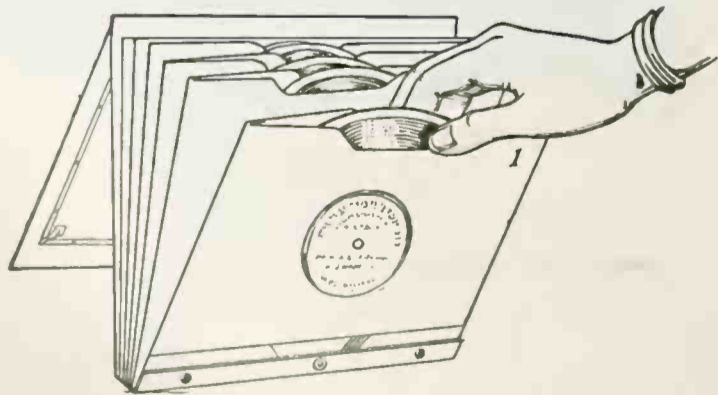
are

Good Albums

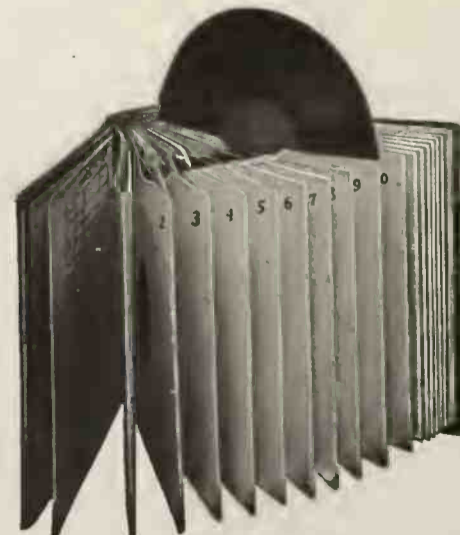
Nationally known because they give real satisfaction.

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

Write for our list of 1924 styles and prices



NEW PORTABLE ALBUM



THE PERFECT PLAN

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



"All The Music



WHEN you look over Columbia's ensemble of talent, you realize the truth of the statement, Columbia has "all the music of all the world." In every field of music, Columbia artists enjoy an enviable prestige.

Consider the classical field. Here you find Walter Damrosch and the New York Symphony Orchestra; Charles Hackett, the greatest American tenor; Pablo Casals, the renowned 'cellist; George Enesco, brilliant violinist; Mischa Levitzki, premier pianist, and other artists of international fame.

In the realm of lighter music, Columbia presents Louis Graveure, Tandy McKenzie, Barbara Maurel, Lucy Gates, the Fisk Jubilee Singers, and others acknowledged from coast to coast to be stars of the concert stage.

Columbia has the exclusive services of six of the greatest dance orchestras in the country. They are Ted Lewis and His Band, Paul Specht and His Orchestra, the California Ramblers, Leo F. Reisman and His Orchestra, Art Kahn and His Orchestra, and Columbia Novelty Dance Orchestra.

Columbia has the music of the song-hit artists, including Eddie Cantor, Van and Schenck, the late Bert Williams, Jones and Hare, Jay Flippen, Nora Bayes and other head-liners of vaudeville and stars of musical comedy.

Columbia has an imposing array of talent in the old-time novelty record field. The fiddle, banjo, guitar and harmonica experts of the hill country have made and are making records for Columbia for which there is an eager demand.

Columbia has educational records for children that provide parents and music teachers with a most modern and complete library for the development of the appreciation of music.

Columbia holds a position of leadership in the foreign language record field. For years, Columbia Records of twenty-seven different nationalities have been preferred by the thousands of foreigners living in this country. Not only has Columbia the finest artists in America, but also the greatest talent in the homeland of these people.

Columbia Race Record stars need no introduction. Bessie Smith, Clara Smith, Williams and Brown, with others, are unexcelled in the art of singing "blues."

Here, then, is the tremendous scope of Columbia's prestige in the world of music. The advertising that will present this prestige and quality will be of untold benefit to Columbia Dealers everywhere. In addition to this national advertising, new counter literature will be available. All this makes the Columbia franchise valuable.

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

of All The World"

Beginning in September, large-space advertisements will appear in the leading newspapers of the country, presenting the message that Columbia has "all the music of all the world." Reproduced herewith in miniature is an example of the new advertising. Notice the appeal for the development of music appreciation. This impressive advertisement will be read by millions of parents all over the country this month—just at the time when education and culture are uppermost in their minds.

ALL THE MUSIC OF ALL THE WORLD



Enrich His Mind and Life with Music

IN CERTAIN happy homes the names of Tschaiowsky, Mendelssohn, Debussy, come as naturally to childish lips as Grimm, Andersen and others beloved by children everywhere for their fascinating tales of romance and make-believe.

In these happy homes, no child's education is thought complete unless it includes an acquaintance with good music. Time was when this acquaintance was a cultural advantage open only to the privileged few. It meant tutors, teachers, costly lessons and concerts. To-day, through Columbia Records, all the music of all the world is made available to every child.

Through Columbia Records your own small son and daughter can come to know and love the works of great composers. And they can hear these works interpreted by the finest artists and musical organizations of all countries.

In the single moment it takes to put on a record, you can fly with them to London and hear a marvelous English orchestra's rendition of that delightful fairy-tale in music—Tschaiowsky's "Nutcracker Suite." Like many immortal fairy tales, it begins with "Once upon a time" (the overture) and is about a humble heroine and charming fairy prince, for whom the toys from strange lands dance. (Record 50001 D.)

Then go in spirit to Paris and listen to the French Symphony Orchestra play "Le Rouet d'Omphale" (The Spinning-wheel of Omphale), by Saint-Saens. That it is a "symphonic poem," a term which to them may convey no meaning, will not lessen the children's enjoyment of the music or the legend of Hercules and Queen Omphale which inspired it. (Record A-6087.)

For the sheer electric thrill of it, play next, "Ride of the Valkyries," a record

by the Chicago Symphony Orchestra. In it is all the fire of battle as dramatized in Wagner's glorious composition.

These are but a few of the wonderful Columbia Records through which your children can acquire that familiarity with good music which stamps the cultivated people of the world.

Other records—hundreds of them, including the latest popular records—are listed in Columbia's catalog, obtainable from any Columbia Dealer. Because of the new surfacing material used on Columbia New Process Records and their laminated construction, scratching and needle noise are eliminated, and you hear the music with shadings of tone and subtleties of phrasing not possible on ordinary records. They are priced from 75c up.

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

Columbia

PHONOGRAPHS and  New Process RECORDS

Write to the Columbia branch or distributor nearest you

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

Buffalo, N. Y., 700 Main Street
Detroit, Mich., 439 East Fort Street
Minneapolis, Minn., 18 North Third Street
Seattle, Wash., 911 Western Avenue

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

COLUMBIA STORES CO.
221 S. W. Temple, Salt Lake City, Utah
TAMPA HARDWARE CO.
Tampa, Fla.

W. W. KIMBALL CO.
Wabash Avenue and East Jackson Boulevard, Chicago, Ill.

COLUMBIA DISTRIBUTORS, Inc.
1327 Pine Street, St. Louis, Mo.
224 West Fourth Street, Cincinnati, Ohio
517 Canal Street, New Orleans, La.

Columbia

New Process RECORDS

"Columbia has all the hits and usually first"

How Kieselhorst Is Canvassing St. Louis

Twenty-four Canvassers Make 600 Calls a Day and See 95 Per Cent of the Prospects—Results Prove Canvassing in Larger Cities Pays

It is significant that those retail dealers who are the most successful and find the least cause to complain regarding business conditions are the ones who do not fail to take advantage of sales opportunities through canvassing and intensive outside selling effort. Door-bell pulling still is being found a sure road to sales by many talking machine dealers, who are securing business which in many cases would never have been obtained had the dealer waited for the prospect to visit the store.

The Remarkable Kieselhorst Drive

One of the most extensive and unique canvassing campaigns which has ever been undertaken by a music merchant is now being conducted by the Kieselhorst Piano Co., of St. Louis, under the direction of E. T. Hammon, general sales manager. The drive, which has been under way now for some weeks, is being conducted with a field force of twenty-four men divided into crews of three, consisting each of two canvassers and a captain, each crew taking two city blocks at a time and each canvasser covering a route shaped like a figure eight, each house being visited. When it is considered that St. Louis is a city of over 750,000 people the extent of the task may be realized.

Averaging 600 Calls a Day

These canvassers are averaging approximately 600 calls each day and at times as many as 1,000 calls have been reported in a single day. Mr. Hammon, however, has issued instructions that the maximum calls per day should be cut down to about 800 to insure adequate attention to each home visited. It is expected that the campaign will cover a period of six months, or until every house in the city has been visited and the information received properly indexed. The results of the drive are already very satisfactorily apparent in the large number of live prospects secured and the number of sales which already have been closed, although the real sales effort will be made this Fall, when a drive will be undertaken and a determined effort made to sell prospects secured during the course of the present campaign.

See 95 Per Cent of Prospects

The often expressed theory that it is impossible for canvassers to get into a fair percentage of the homes in a large city is definitely disproved by the fact that the men in the Kieselhorst crews are seeing 95 per cent of the prospects they call upon. This includes canvassing of the most exclusive residential and apartment house sections in the city. The fact that Manager Hammon's men are picked men may explain this, but the fact remains that the results prove that it is possible to successfully canvass in a large city.

Once an audience is gained with a prospect the methods of the canvasser are simple. He questions the occupant of the house whether or not a talking machine, piano, radio set or other musical instrument is owned, and if the answer is in the negative the canvasser immediately proceeds to sound out the family as to its desires in the matter. Where those questioned show signs of being good prospects an immediate endeavor is made to get them to come to the warerooms. If the canvasser is unable to get them to agree to do this, the captain of the crew is called upon to aid, and if he, in turn, is unable to bring in the prospect a salesman from the regular selling force is given the prospect to follow up. Thus three men handle any family that shows any sign of being a prospect at all. If all of these fail the reasons are noted and the prospect listed for future handling according to the information secured. Besides aiding the canvassers on prospects the captains

of the crews follow after them, filling in the cards for houses where no one was at home when the canvassing salesman called.

Checking Progress of the Drive

Manager Hammon is at all times in close touch with the progress being made by his men. Directly in back of the swivel chair in which he sits there is a large scale map of the city of St. Louis and adjoining suburbs. The map is dotted by a great many red-headed pins, the number of which is growing daily. Every pin represents a city block in which each house has been visited by one of the Kieselhorst canvassing crews and, as quickly as possible, the information obtained is being tabulated, indexed

and filed, so that when the drive finally is completed the company will not only have what will in all probability be the most extensive and liveliest prospect list in the city, but it will also have a greater knowledge of the territory from which it draws its trade than is usually the case with a music house.

The campaign of the Kieselhorst Piano Co. is a concrete intimation of what this large and progressive concern thinks of the value of outside selling, and the success which has already attended its efforts in this direction shows how eminently worth while it is for the talking machine dealer to make a strong try for business by the door-bell route.

Enclose this in an envelope and mail it immediately

Firm _____
 Address _____
 City and State _____

Radio Stores Corporation
 218-222 West 34th Street
 New York, N. Y.

Put us on your mailing list for Special Bulletins and Perpetual Catalog

This Coupon will help build your RADIO DEPARTMENT



ADIO receiving sets are, like talking machines, musical instruments. That's why more and more people are going to talking machine stores to buy radio apparatus. Such standard sets as Zenith and the Colin B. Kennedy displayed in your window in conjunction with high-grade accessories, as Music Master loud speakers and Brandes Table Talkers and Headsets will bring new customers into your store. Cunningham tubes, Eveready "A" and "B" batteries, Electrad antenna equipment and Harkness Reflex Kits are other "best sellers" in radio. We are prepared to make quick deliveries on all the supplies mentioned as well as on adapters, plugs and other standard makes of sets, parts and accessories.

We Specialize in Establishing Complete Radio Departments



Dept. T.M.W. 924. 218-222 West 34th Street, New York, N. Y.

Overcoming Everyday Problems of Selling

All Salesmen Some Day Find Themselves Faced by Knotty Sales Problems—A Few Hard Ones Cracked by Persistency and Service

Real salesmanship is a combination of many things—knowledge of merchandise, patience, understanding of human nature, etc. In the talking machine business especially the man or woman with selling ability is absolutely essential to the successful conduct of the business. When a customer enters a store and demands a certain article and goes out with that article without having had attention directed to other goods in which he or she might have been interested the person who served that patron has demonstrated a distinct lack of salesmanship and has lost an opportunity. Of course, the salesman should know when to start and when to stop. It is just as bad practice to antagonize

customers by unreasonable and obnoxious persistence as it is to play the role of mere order taker. On the other hand, the man or woman who gives up the fight because results are not immediately forthcoming has no place on the sales floor. Following are described several instances where the salesman had to show real ability and demonstrate persistence and resourcefulness to close the deal. These brief accounts of how successful salesmen have overcome obstacles demonstrate certain universal principles of selling with which every salesman should be familiar and practice.

Patience Brings Its Reward

Every talking machine retailer or salesman has at some time or another bumped up against a prospect who did not seem to have any idea what type of instrument he or she wanted and who looked at everything in the store and kept the salesman busy for several hours demonstrating the various models. This type of prospect is a test of the patience of the salesman, who, if he desires to close the deal, must keep a curb on his temper, although this is difficult under the circumstances.

A fine example of patience was demonstrated by Miss G. M. Norton, who is connected with the sales organization of the talking machine department of the Sterling Piano Corp., Brooklyn, N. Y. One evening a couple came into the store to look at a certain model that had been advertised. They were Irish, not very long in this country, and naturally they liked the jigs and reels of the land of their birth. It seems that the finish of the cabinet of the instrument advertised did not match their living room furniture, but another instrument which was a little more expensive did, and here was the cause of the trouble. They did not know which instrument to buy. The machine advertised was a discontinued model and a real bargain and the other was of standard make and more expensive. For two solid hours the man and woman played jigs and reels on first one machine and then the other and they kept the saleswoman busy answering questions which were little short of foolish—enough to try the patience of anyone. Well, they finally skipped out of the store on the plea that they were to have guests that evening and their time was limited. Despite the efforts of Miss Norton to sell the standard-make instrument she had to watch them walk out. The lady promised to visit the store again in the morning to definitely make up her mind which instrument she would purchase. Early the next day she walked in and the proceeding of the evening before was repeated. The lady finally decided to purchase the standard instrument and the contract was signed. Twenty minutes after she left the store, much to Miss Norton's dismay, she was back, but to make a long story short, she simply wanted to be reassured that she had taken the instrument that would give her the most satisfaction.

Don't Judge Customers by Clothing

Another sales incident that happened in this store shows that it does not pay to pass judgment on a customer because she is not well

dressed and does not give any outside indication of wealth and refinement. A rather shabbily dressed old woman entered the store one day and she appeared to be the poorest type of prospect. Much to the salesman's surprise, however, she immediately asked to see a certain period model and without any preliminaries and heckling she stated her desire to purchase a \$500 instrument, because it matched her furnishings, and she paid cash for it. Later the salesman who had sold her the instrument had occasion to visit her home and he received a further surprise when he found himself surrounded by luxurious and expensive furnishings. There is a moral in this for salesmen who are inclined to slight people who do not appear to be possessed of money. One never knows!

What Would You Have Done in This Case

This is really the story of a sales effort that failed and its chief interest lies in the efforts made by the salesman to close the deal and how he handled the almost impossible demands of a most exacting prospect. A business man visited the New York store of the Rudolph Wurlitzer Co. and stated that he wanted to purchase a certain console model for his niece, who was to pay for it. He declared that although he could pay cash he wanted to make the purchase on the instalment plan so that his niece could make the payments, thus teaching her the value of money.

The first obstacle came up when this prospect objected to the interest payment. He declared that a certain dealer of his acquaintance would drop the interest charge. N. K. Edlund, then manager of the talking machine department, was summoned by the salesman, who did not want to act on his own initiative. Mr. Edlund, after lengthy argument, finally convinced the prospect that the interest charge was justified for various reasons, not the least of which was the service facilities of the company at the disposal of patrons.

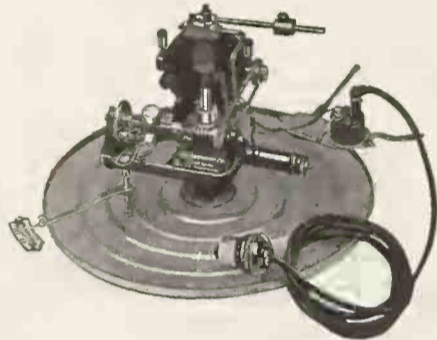
The next objection of this exacting prospect arose over the recording of the contract. The man objected to having the contract recorded on the ground that he did not want his name to appear at the court house. Mr. Edlund called his attention to the fact that the contract would not be valid unless it was recorded. Finally it was arranged that the prospect was to give his personal guarantee to meet the payments if his niece failed to complete the terms of the contract within a period of six months. The man returned to his office to await the preparation of this special guarantee by the Wurlitzer attorneys. Although this detail was rushed through and a man was on the way to the prospect's office within fifteen minutes, when he arrived there he was told that the deal was off because the same instrument had been purchased from another dealer at a lower price, no interest and no legal contract. What would you have done under similar circumstances?

A. S. Draper, music dealer of Marshfield, Ore., will shortly move his store to attractive new quarters at Fourth street and Central avenue, that city.

The PHONOMOTOR CO.

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

An Electric Equipment for the PHONOGRAPH



Fully GUARANTEED

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

Sample, mounted on motor board, 12x12 $\frac{3}{4}$, \$25.00 C.O.D. Money back if not satisfactory.

The PHONOSTOP

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

STANDARD FOR EIGHT YEARS



Guaranteed.

Sold direct to manufacturers all over the world.

Nickel or Gold.

Your phonograph is worthy of the best stop.

This is the only one.

Your customers appreciate it

Our NEED-A-CLIP

A fibre needle clipper with hardened tool steel blade, retails at 75c, does its work perfectly, indefinitely.

WE ALSO SELL GENERAL PHONOGRAPH HARDWARE

Trade Prices upon application

The PHONOMOTOR

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

UNIFORM QUALITY = UNIFORM RESULTS

You can safely rely upon the quality of our

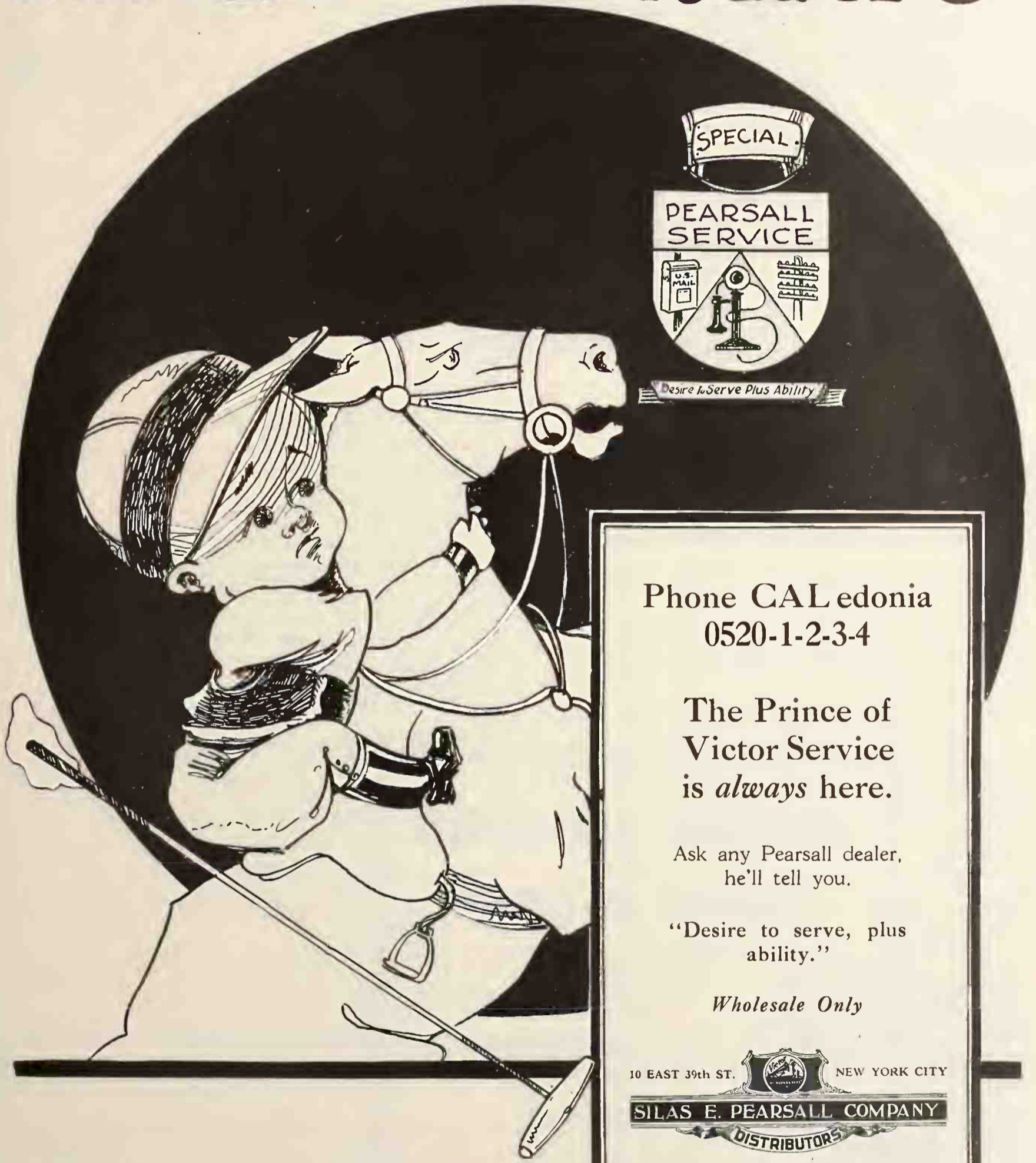
COTTON FLOCKS for PHONOGRAPH RECORDS

Write for samples and quotations

CLAREMONT WASTE MFG. CO.

Claremont, N. H.

The Prince is Here



Desire to Serve Plus Ability

Phone CALedonia
0520-1-2-3-4

The Prince of
Victor Service
is *always* here.

Ask any Pearsall dealer,
he'll tell you.

“Desire to serve, plus
ability.”

Wholesale Only

10 EAST 39th ST.



NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS

THOS. F. GREEN

A Musical Census as Basis for Fall Drive

Experience Proves This a Practical Method of Building Sales— Prospect Card With Best Features of Other Forms Now in Use

To the dealer who feels that the canvassing method is below the dignity of his general store policy the following will be of interest to him and give a clue to a method that has been used by more than one high-class store with highly desirable results in sales, and which brought to it a prestige that will materially help it for a long time to come. The method employed is taking a musical census in which every section of dealer's city is canvassed thoroughly in

for this reason she was invariably known by the people she called upon, which placed her in an exceedingly desirable position to secure accurate information.

From the prospect cards used by a number of dealers in the country who successfully conduct similar canvasses The World has attempted to embody the best features into one that is designed to eliminate waste effort and give the dealer a composite card that covers all phases

is instructed to write the kind of instrument, its make and age, also any other information regarding it that he can secure. The space left for "Who Play and What" will be a much consulted bit of information as the dealer can use it for an intelligent direct-by-mail or a second-call campaign. The next two spaces on the face of the card are devoted to information relative to the record and roll library of the person on whom the call is made. The purpose

BETTER MUSIC	BETTER HOMES
MUSICAL CENSUS	
Name	
Address	
Family	
Occupation	
Instruments Owned: P..... P. P.....	
Rep. P..... T. M..... Radio..... Others.....	
Who Play and What.....	
.....	
Roll Library	
Record Library	
Remarks:	
.....	
.....	

N.	1	P.	T.
S.	2	P.P.	R.
E.	3	Rep.	
W.	4	T. M.	
		Radio	
.....			
.....			
.....			
.....			
Remarks:			
.....			
.....			

an intelligent manner. For this work one dealer employed several local school teachers whom he found very receptive to the idea.

The work, as explained to these teachers, was pictured as a census of the musical situation of the city, and the purpose was to determine the number of people who were musically inclined, what instruments they owned and who in the family played. The employment of these teachers, all of whom were women, resulted in securing some accurate and interesting information which they collected after intelligent interviews. In a majority of cases the territory assigned to each individual teacher was the one where the school in which she taught was located, and

of the canvass. Also it is designed to give him a card which the canvasser can take with him and bring back to the store where the dealer can file it under its proper heading. The reverse side of the card is for the dealer's information and is in code so that it can be distributed generally without any feat of its being read for information by any particular person.

The Face

The face of the card is for the name and address of the prospect, members of the family and their occupations, the latter being placed directly underneath the members of the family so that they can be easily read. In the "Instruments Owned" space on the card the canvasser

of this is to determine, through careful and diplomatic questioning, the quantity of rolls and records, and, more specifically, the kind of music in which the person is most interested. One dealer who carried this idea out in great detail obtained this information from several hundred customers, and by a direct contact and with the use of the telephone was able to make an appeal to many individuals on the particular kind of music which they liked.

Right here is a point worth bringing out as regarding the usual propaganda that is sent out on new releases. As a rule the list of releases is necessarily general in character. But with information on the choice of certain individuals the dealer can, by use of the phone, call them at the time of the new releases and make an appeal on the music which this person likes.

In the remark column enough space is left for considerable information of a general character. For instance, the general appearance of the home called on, which is important; the canvasser's opinion as to credit risk and the likelihood of the person called on being a prospect and for what in the near future. Other information which he deems of importance may be placed in this remark column for reference.

The Reverse

The reverse side of the card is for the dealer's information and guidance. Space is left for the division of the city by zones and a check mark can be made opposite the zone in which the prospect resides. This information has been found important, as it gives the dealer a splendid reference guide for any particular campaign which he desires to put on. The second column contains the numbers 1, 2, 3 and 4, and can be translated from the key to mean "Excellent," "Good," "Fair" and "Poor," which, of course, has reference to the credit standing of the person on whom the call is made. The third column is used for the purpose of making an entry as to what the person called on is a prospect for. The space underneath is for registering the date of the call and the approximate date for the second and third call, etc. The balance of the space can be used by the dealer for any information which he may desire to place on it for his guidance.

THORENS
SWISS-MADE
TRADE MARK

SWISS-MOTORS
FOR
TALKING MACHINES

THORENS MOTORS, TONE ARMS, and
SOUND BOXES

Celebrated Throughout the World

A GOOD PHONOGRAPH MUST HAVE
A GOOD MOTOR

First Quality Only

L. H. JUNOD & CO.
104 Fifth Avenue New York City

Sole Agents for Herman Thorens, Manufacturers of Phonograph Motors and Music Boxes, Ste. Croix, Switzerland

LITTLE TOTS' NURSERY TUNES

SONGS, GAMES, STORIES -- ON RECORDS



Now four records to each LITTLE TOTS' BOOK instead of three! Eight selections instead of six!

You can now offer your customers one-third more for the same price—profit is the same.

We have added another record—two more selections—to each LITTLE TOTS' BOOK. Each book now contains four double-faced, seven-inch records—eight selections of songs, games and stories that generations of kiddies have loved.

With each book come eight beautifully colored picture cards, illustrating each selection. On the reverse side of each card is the verse or story, so that the child can see the picture, recite the verse or story, and then hear it perfectly reproduced—clear, sweet and melodious—by the best-known artists in the country.

The tremendous popularity of children's records has made them one of the staple items in up-to-date music stores and record departments. Without them, your stock is incomplete.

And here are the two wonderful new books, just added to our steadily growing catalog:

NO. 8—THE "MEDLEY" BOOK

- 128 { Hey, Diddle Diddle: Goosey, Goosey, Gander: Little Miss Muffet
Alphabet Song
- 129 { See Saw: Hot Cross Buns: To Bed, To Bed: Bean Porridge Hot
Little Jack Horner: There Was a Crooked Man: Little Tommie Tucker
Georgie Porgie
- 130 { Three Blind Mice: Higgilty Piggilty: Lavender's Blue: Hobby Horse
Humpty Dumpty: Mistress Mary: Pop! Goes the Weasel: Baby Bunting
Ding Dong Bell: Diddle Diddle Dumpling: To Babyland: Dickory
Dickory Dock
- 131 { Little Boy Blue: Fiddle Dee Dee: Pat-A-Cake: Polly, Put the Kettle On
Baa! Baa! Black Sheep: Bobby Shafto: Ride a Cock-Horse: Pussy
Cat, Pussy Cat

NO. 9—THE "SUNSHINE" BOOK

- 132 { Oh, Dear! What Can the
Matter Be?
The Jolly Miller
- 133 { Twinkle, Twinkle, Little Star
Good Morning, Merry Sun-
shine
- 134 { The House That Jack
Built
- 135 { The Plough Boy in Luck
A Frog He Would A Woo-
ing Go
The Dog and Cat

Price: 60c each
in lots of 6 dozen or more

65c each
in smaller quantities

Complete List of Books

- No. 1. The "Merry Song" Book
- No. 2. The "Happy Day" Book
- No. 3. The "Jolly Game" Book
- No. 4. The "Story Hour" Book
- No. 5. The "Christmas" Book
- No. 6. The "Lullaby" Book
- No. 7. The "Patriotic" Book
- No. 8. The "Medley" Book
- No. 9. The "Sunshine" Book

LITTLE TOTS' PHONOGRAPH

Feature this attractive phonograph

together with LITTLE TOTS' BOOKS, and you will be surprised by the large number of sales you will make.

A complete phonograph, playing all size records, with a clear, rich and loud tone. Fine wood cabinet in two styles. Rich ivory with colored kiddie pictures (as illustrated) or mahogany.

Price \$10.00 Retail

Dealers' price \$6.00 f.o.b. New York—Special prices to quantity users.

Order one as a sample.



LITTLE TOTS' PHONOGRAPH
The Little Machine with the Big Voice

REGAL RECORD CO., 20 W. 20th St., New York

Securing Neglected Summer Instalments

Vigorous Action Necessary on the Part of Dealers to Catch Up With Payments Allowed to Lapse During the Vacation Season

No matter how hard the average dealer may work to keep his collections up to normal during the Summer months, or how effective his collection system may be during the ordinary course of business, he is most likely to find that there has been a notable increase in the number of delinquent accounts during July and August when he goes over his books right after Labor Day.

Much of this delinquency is due to circumstances, so does not reflect on either the dealer or his customer, since the latter, with his family, in many cases has taken up residence out of town during the Summer or has been interested in more or less lengthy vacation periods and thus has not given his usual attention to his outstanding accounts.

There are some "collection hounds" who will tell the dealer that his system should work throughout the twelve months of the year and that there is no excuse for Summer lassitude and the piling up of delinquents. But if that same dealer will get in touch with the telephone companies or the gas and electric light companies he will find that they think it nothing unusual to have generally prompt-paying customers delay their bills from ten to thirty days during the Summer. When the telephone, gas or electric light bill is not paid the customer runs the risk of having the service shut off and being much more directly inconvenienced than were his talking machine to be repossessed.

Conditions being as they are, the logical thing is for retailers to concentrate with unusual vigor on collections during the month of September, at least, and if it be found necessary to put his whole staff on the work, including the salesmen, for a week or so, with a view to catching up, the results should be well worth the effort, for they mean cash in hand and the maintenance of a credit standard.

The Necessity of Catching Up Quickly

The necessity of catching up right after the Summer holidays is not alone important from the standpoint of getting the money at once, but has a bearing on the future actions of the customers. Summer delinquencies are usually

due to vacation changes. Prompt action in September will bring these people to terms and keep them in line until the account is paid up. But, if the collection of these back accounts be neglected, the matter of letting the payments go is likely to become a habit and prove a genuine burden to the dealer.

A Diplomatic Reminder

This matter of Summer delinquencies was brought to mind chiefly through a dealer located in a city near New York. Right after Labor Day he was found busy supervising the mailing of special letters containing bills to his delinquent customers. The letter itself explained the situation and was worded as follows:

"Dear Sir:

"We hope that the Summer for yourself and family has been a most enjoyable and helpful one and that the vacation days were of the sort that will linger long in your memory. We trust, too, that, having settled down at home for the balance of the year, you will again become interested in your talking machine and will glance over and check the lists of new records that have been issued during the past month so that we may deliver the selected ones and thus freshen up your library for the nights at home.

"At this time may we take the liberty of calling your attention to the fact that your payments for July and August (or for either one of these months, as the case might be) have not been received by us and we assume, naturally, that they were overlooked in the excitement over vacation plans. We will appreciate it if you will send your check for _____ in settlement of these past due payments, so that we may start this month with a clean slate. We know that the matter has simply been overlooked and that you will be as anxious as we are to keep your account up to date.

"Thanking you in advance for your attention and soliciting your continued patronage, we remain,

"Brown Talking Machine Co."

To the dealer who believes that when it is necessary to write letters to a delinquent customer they should be firm and sharp the above

may appear to be innocuous, but it must be remembered that, so far as it is possible to judge, the people to whom these letters are going are not deadbeats or persistent delinquents, but, on the contrary, are assumed to have been guilty merely of an oversight that may be described as seasonal.

Following Up the Hesitating One

The dealer in question has been using this particular form of letter for the past few years and with very satisfactory results, it being understood, of course, that when the friendly note does not bring in the money he does not hesitate to follow it with the usual series of collection letters that become increasingly insistent and that he takes whatever steps are necessary to make the customer come across.

After having had experience in the increase of unpaid accounts with the coming of Summer, the dealer originally worked out a plan for appealing to the customers in the late Spring to make payments in advance, getting out letters early in June asking that the July and August payments be included in the June check. The idea proved a flat failure, however, apparently for the reason that the customers felt that vacation demands would consume all their spare cash and that they would rather trust to getting the extra money somehow in the Fall than deprive themselves of it in the Spring.

The main thought is that during September there is more or less time for attending to collection work, but, if Fall business is half as good as the majority of business men believe it will be, there will be little time between October 1 and the coming of the new year to gather in the past-due payments. If house is cleaned right now, the dealer and his staff can devote themselves to the work of capitalizing fresh sales possibilities without having the burden of a large number of delinquent accounts upon their minds.

C. A. True Joins New York Talking Machine Co.

Well-known Local Salesman to Cover Brooklyn Territory for Prominent Victor Wholesale House—Has Had Wide Experience

C. A. True, well known in the talking machine trade in New York through his connections as a member of the outside force of the Silas E. Pearsall Co., and as general representative of Health Builders, Inc., joined the sales force of the New York Talking Machine Co., wholesaler of Victor products, the latter part of last month. Mr. True will cover the Brooklyn territory for the company and his wide experience is certain to be of great assistance to the dealers whom he serves, as he has had a number of years of experience in the retail field, serving for a time as the manager of the talking machine department of Bamberger's Newark, N. J., department store.

New Progressive Radio Catalog on the Press

The Progressive Musical Instrument Corp., 319 Sixth avenue, distributor of radio apparatus, announces that in a very short time its new 1924-25 radio catalog will be ready for distribution to the trade. This catalog will be very elaborate in its construction, and helpful to all radio dealers in selecting the proper merchandise for their shops. Copies will be mailed to all those who apply to Edward Biel, the sales manager.

SERVICE

Our past achievement in producing only the Best is the assurance that your Future business will be taken care of in the same careful reliable way.

Always insist on

DE LUXE NEEDLES

(BEST BY EVERY TEST)

Perfect Reproduction of Tone

No Scratching Surface Noise

Plays 100-200 Records

May We Send You Sample?

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.

Price 3 for 30 Cents

Liberal Trade Discounts

Duo-Vox

BUSH AND LANE

“Better than a Phonograph”

Duo-Vox Bush & Lane surpasses in the achievement of reproducing music and speech with full naturalness and ample volume. It brings out completely all detail and characteristic quality. The tone of Duo-Vox Bush & Lane reproduction is irresistibly beautiful.



Style 50, Mahogany or Walnut

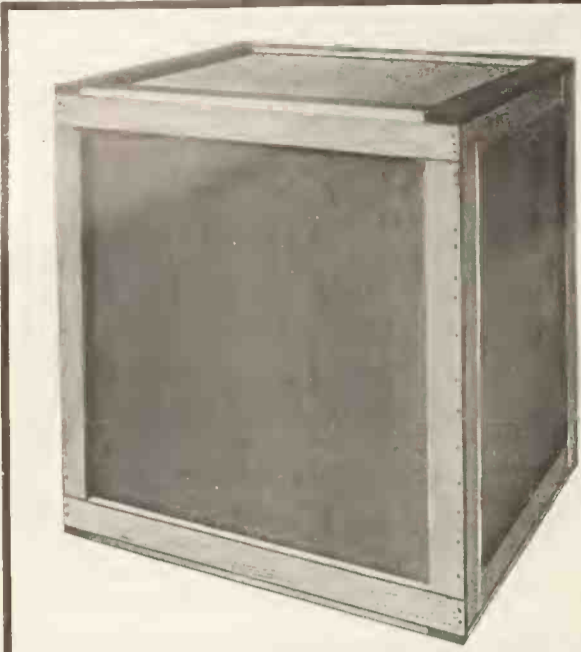
Separate patented reproducers, one for hill and dale and one for lateral recordings embody advanced principles in reproducer construction.

Write for Catalog and Agency Data

BUSH & LANE PIANO COMPANY

HOLLAND

MICHIGAN



Show a Profit

"Money Saved Is Money Earned"—and we can help you save money on your packing and shipping. Our wide experience in solving the problems of manufacturers enables us to offer the most authoritative advice along these lines.

Our product—Atlas Plywood Packing Cases—furnishes the means of effecting economies while increasing protection and efficiency. Our service cannot be duplicated by any other packing case manufacturer. It is prompt, regular and capable of handling the largest orders without delay.

Ask for detailed information about Atlas Plywood Packing Cases and the service we are able to render. The forwarding of a memorandum of your requirements will permit us to point out specifically the saving Atlas Cases would accomplish in your particular line.

Atlas Plywood Corp.

PARK SQ. BUILDING

BOSTON, MASS.

Largest Manufacturers of Box Shook in New England

Whiteman and Orchestra Soon to Open Fall Tour

First Concert in Trenton on September 28—To Play New England States and the Entire South—Pacific Coast Appearances Scheduled

Paul Whiteman and His Orchestra open the Fall season in Trenton, N. J., on September 28, following which they will appear through the Middle West, this side of the Mississippi River. Later they are to appear throughout the New England States, which is to be followed by a tour of the South, finally appearing in Texas early in February. The bookings for the appearance of the orchestra are all made to the latter date and include appearances in both large and small cities in the Eastern and Southern part of the country, involving a great number of one-night stands.

Following its Texas appearance in February, the orchestra will extend its tour out to and including the Pacific Coast and undoubtedly will return East by way of the Northwest route. When the final plans for 1925 are complete the orchestra will have toured the entire country.

Cline Opens New Store

ASTORIA, ORE., September 3.—The new quarters of the Cline Music Co., Twelfth and Commercial streets, have just been thrown open to the public. Situated in a corner position in the Associated Building, the new establishment has a maximum of show space and the windows have been appropriately decorated. The lower floor is devoted principally to the stock of pianos and sheet music and the upper floor houses the office and a spacious phonograph department.

New Spargo & Co. Manager

HAZLETON, PA., September 5.—George S. Schofield has just been appointed manager of Spargo & Co., the local music house, to succeed Mrs. Reese, who has resigned. He has been identified with the Spargo establishment for a period of years.

Shroyer Music Co. Buys Building in Bethany, Mo.

Old-established Music House of That City Takes Over Modern Business Building to Meet Needs of Increasing Business

BETHANY, Mo., September 6.—The Deal Building, erected only a few years ago for the purpose of housing a department store and one of the most modern business structures in this city, has been purchased by the Shroyer Music Co., which will occupy the premises on October 1.

The Shroyer Music Co. has been searching for a new location for some time past in order to take care of the increasing demands of its business which was established here twenty years ago. At the present time the company not only occupies a large store but requires much outside warehouse space to take care of the reserve stock.

Outlines Many Favorable Fall Radio Sales Factors

Edward Biel, sales manager of the Progressive Musical Instrument Corp., 319 Sixth avenue, states that the outlook for radio business this Fall is most promising in so far as the many events of public interest to be broadcast will stimulate radio sales in the United States.

The coming world's series baseball games will immediately help the revival of the radio business, as this year's series will probably be the most interesting in recent years. Following this event will come the great Presidential campaign early in October and until Election Day, which will see the climax of a "radio-fought" election.

The use of radio in this campaign has eliminated the necessity of the candidates to tour the country, as through the voice of the air nearly 100 per cent of the voters will decide their political following. The months of November and December will be ideal for radio reception and radio will be the leading Christmas gift of 1924. The public, with the help of the free newspaper publicity for all these events, will be large buyers of radio this year and dealers should take advantage of the opportunity.

Artistic Window Display of Radialamp Loud Speaker

Lexington Talking Machine Shop of Baltimore Arranges Unusually Attractive Window

BALTIMORE, Md., September 9.—One of the most effective window displays devoted to radio products that has even been seen in this city was that of the Lexington Talking Machine Shop, which featured the Radialamp loud speaker in a recent display. This display,



Lexington Shop's Radialamp Display

which consisted of twenty or more of the Radialamps artistically arranged, and life-size figures of a man and woman listening contentedly to a radio program, attracted wide attention throughout the city and resulted not only in increased interest but in a large number of sales of Radialamps. The accompanying condensed illustration gives an idea of the attractiveness of the display, but to get an adequate idea of the real beauty of the window arrangement one must visualize the scene bathed in the mellow lights cast by the various Radialamps.

Charles S. Plummer Dies

NEWPORT, R. I., September 5.—The local music trade was considerably saddened by the recent death of Charles S. Plummer, veteran music merchant, who passed away at his home, "The Pines," in Portsmouth, after a prolonged illness. Mr. Plummer entered the employ of his uncle, the late Colonel John Rogers, in 1877, holding the position of manager of the music store on Thames street, until Colonel Rogers' death in 1910. He then purchased the business and carried it on until 1919 as Plummer's Music Store.

Made McNeil Manager

MODESTO, CAL., September 2.—Mrs. A. F. Riley has just been appointed business manager for the McNeil Music Store, of this city.

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.

Peerless Scores Again

—*this time with a new loose-leaf record Album!*

We are now manufacturing and filling requisitions for our new and extremely novel loose-leaf record album—a product that has been many months in the making—perfected at last.

DESCRIPTION

Containing 12 pockets, this new Peerless album is fitted with heavy brass posts and screws. The envelopes are eyeletted—making them doubly strong—and just a turn of the screw cap enables the user to replace a soiled or torn pocket. Combines strength, utility and appearance.



Radio Season is Open

Whether or not you stock radio, you can hardly afford to be without a supply of PEERLESS RADIOLOGS.

RADIOLOG in your window will attract many radio fans into your store, who would ordinarily pass by, and give you an opportunity to interest them in a phonograph.



Christmas is Only 68 Days Off

If you read this ad on the very day the “World” reaches you, Christmas will be only 68 days ahead. Give yourself a chance to sell, and your customers a chance to buy timely musical gifts. Remember: Peerless—the album and a few records is one of the most popular of all presents for young and old. How is your stock today?

We are exclusive metropolitan distributors for the new beautiful and educational “Pictorial Records” for children. Ask us to demonstrate and show you this wonderful record for the kiddies.

Samples Sent on Request

PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

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

636-638 BROADWAY
NEW YORK

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

A sample sold the first ten distributors. Instant recognition of the wide sales possibilities and merit has been accorded

PICTORIAL RECORDS and SINGING PICTURES

Made in six inch double-faced records with transparent playing surface pressed directly upon the multi-color picture base.

The records are absolutely unbreakable. The songs and stories are exclusive and original in style, and are of subjects with wide appeal to children.

PICTORIAL RECORDS and SINGING PICTURES mark a distinct advance in the art of recording and manufacture. They denote a new era in marketing of children's records. They enlarge the sales possibilities. New and added interest in juvenile records is assured.

Territory for distributors and dealers now being arranged.

For further particulars write or wire

NEW RECORD CORPORATION

210 FIFTH AVE., NEW YORK CITY

Preparing for Broadcasting of World's Baseball Series

Radio Interests Already Laying Plans to Put the Big Event on the Air and Dealers Should Realize the Opportunity

Dealers in radio equipment are looking forward to a real opportunity for doing a substantial business with baseball fans in the near future in view of the fact that plans are being completed again for broadcasting the world's series, a feature which last year stood out strongly among radio activities.

According to a statement made by the Radio Apparatus Section of the Associated Manufacturers of Electrical Supplies only star reporters of the air will be chosen to describe the series for those listening in. It is necessary that specialists be used for they must be able to visualize every play almost before it is made, and, as a result, develop through practice a sort of sixth sense. For instance, they judge from characteristic movements of the umpire whether a given pitch will be called a ball or a strike and are able to put it into words immediately.

Certainly radio dealers who are keen to grasp every opportunity for making a special appeal to prospective purchasers will take due cognizance of the approach of the world's series and, both through advertising and window displays, acquaint the public with the fact that they have at hand the apparatus which will bring the series right into the office and the home.

Increase in Exports During Fiscal Year of 1923-24

Specialties Division of Department of Commerce States That Musical Instrument Exports Showed a Gain of 17.8 Per Cent

WASHINGTON, D. C., September 1.—In presenting its survey of the exports from the United States for the fiscal year 1923-24, as compared with the preceding fiscal year, the Specialties Division of the Department of Commerce states that the musical-instrument group showed an advance in all four quarters of the fiscal year 1923-24 over the corresponding quarters of 1922-23, the total gain being about \$1,500,000, or 17.8 per cent. These quarterly gains became smaller with each succeeding quarter, being accounted for largely by the course of exports of pianos and phonographs. The former showed a large advance for the first quarter of the fiscal year 1923-24 over the same quarter in 1922-23, but this gain was much smaller in the two succeeding quarters, and by the last quarter was turned into a loss, which, however, was made up for the group as a whole by the gain in exports of phonographs and records. Consistent gains were shown in exports of band and string instruments for all quarters of 1923-24 over the corresponding quarters the previous year.

Ackerly Expanding Store

PATCHOGUE, L. I., September 6.—Construction work on the new Ackerly Building, East Main street, in which Jerome W. Ackerly plans to house his music business after October 1, is reported to be nearing completion. The structure will contain three stores and six apartments of four rooms, in addition to the Ackerly establishment, and will be built of brick, steel and terra cotta, two stories in height. Every detail is to be strictly modern, according to statements made by the architect, Paul P. Ruehl, who recently designed the Patchogue Theatre.

Lopin's, Inc., Charleston, W. Va., has been incorporated with capital stock of \$10,000 to conduct a music shop. The incorporators are Joseph Lopin, Evan Branan, Aaron, Maxwell E. and Lottie Lopin, all of Charleston.

United States Music Co. Holds Its Annual Election

Miss M. E. Brown Now One of the Directors—All Officers Re-elected—Bright Outlook

At the annual meeting of the United States Music Co., manufacturer of the United States music rolls, Chicago, Ill., August 19, Miss M. E. Brown was elected to the directorate of the company. Miss Brown is the largest minority stockholder and, in addition, enjoys the distinction of being manager of the arranging and recording department of the firm, the only woman operating in this capacity in the industry. All of the officers were re-elected. They are: Arthur A. Friested, president; George L. Amcs and George H. Bliss, vice-presidents; John G. Crotsley, treasurer, and Delbert A. Clithero, secretary.

The United States music rolls have enjoyed increasing popularity throughout the year just closed and the outlook for further substantial

gains in distribution this Fall is excellent, according to the views held by members of the concern. Many talking machine dealers handle these music rolls and generally satisfactory demand for them is being enjoyed where they are properly exploited.

E. R. F. Johnson a Director of Canadian Victor Co.

Son of Eldridge R. Johnson and Vice-president of Victor Co., Camden, N. J., Succeeds R. L. Freeman in Canadian Directorate

MONTREAL, CAN., September 4.—The Victor Talking Machine Co., of Canada, Ltd., headquarters in this city, has announced that E. R. Fennimore Johnson, vice-president of the Victor Talking Machine Co., Camden, N. J., has become a director of the Canadian concern to succeed Ralph L. Freeman, resigned. Mr. Johnson is the son of Eldridge R. Johnson, founder and president of the Victor Co., and was elected vice-president of that company in December.



SELL TRUE RADIO ENJOYMENT

BUYERS of receiving sets this year will demand radio enjoyment. A set that will enable them to select a favorite program and then hear it clearly, without distortion and interference, is the set they will buy.

The A-C DAYTON POLYDYNE XL-5 is a high grade, five tube receiving set that you can confidently offer to customers who will demand, above everything else, positive CLEARNESS OF RECEPTION.

The wonderful performance of the XL-5, its beauty of design and finish and its very reasonable price, appeal to music dealers who must sell and guarantee true radio enjoyment with each receiver.

The XL-5, designed by A-C DAYTON Engineers, bears the official stamp of the Polydyne Corporation, insuring the highest quality in materials and workmanship and the best in performance.

A letter will bring complete details fully describing the XL-5, the price, and attractive music dealer arrangement. Get ready for a big radio business this fall.

KNOCKED DOWN SET

The A-C DAYTON XL-5, is provided in knocked down form, complete with all parts and directions. Ask for circular.

The A-C Electrical Mfg. Co.
DAYTON, OHIO

Makers of fine electrical equipment for twenty years.



Two Edison Industries Have Been Consolidated

Edison Phonograph Works and Thos. A. Edison, Inc., Merged on September 1—Move Designed to Create Greater Co-ordination

Effective September 1, the Edison Phonograph Works, which has manufactured Edison phonographs since 1888, and Thos. A. Edison, Inc., which has merchandised the same products since 1896, will be consolidated. Both interests are located in Orange, N. J. The name "Thos. A. Edison Incorporated" will continue to be used, but hereafter will represent both the manufacturing and merchandising branches of the Edison phonograph industry. The purpose of the merger is to bring about a greater co-ordination of the Edison manufacturing and selling divisions. It has been under consideration for some time.

The consolidated corporation really commenced activities in 1888 when the phonograph, the invention of Thos. A. Edison, was first produced for commercial distribution. It is considered particularly interesting and unique in the history of American business that the Edison phonograph industry is based upon an invention conceived in 1877, and that, through all the years that have intervened, the inventor has remained sole owner and active head of this great manufacturing and distributing organization.

The progress of the phonograph during the period since its invention, nearly a half century ago, is too well known in the trade to require reiteration here. It is believed that through the medium of the new consolidation the future advance of the Edison will be notable.

The Namasal Radio Corp., New York, was recently incorporated at Albany, N. Y., with a capital stock of \$15,000. The incorporators include P. Schechter and B. Roland.

New Dulcetone Jobber for New York and Chicago

New York Talking Machine Co. and Chicago Talking Machine Co. to Distribute the Dulcetone in Gotham and Windy City

Announcement was made the latter part of last month that the distribution of the Dulcetone loud speaker for radio reception, for use in connection with talking machines, is to be handled by the New York Talking Machine Co. and the Chicago Talking Machine Co in the New York and Chicago territory. F. H. Teagle, manufacturer of the device, was in New York and, after a conference with Arthur D. Geissler, president of the Talking Machine Co., arrangements were completed whereby these well-known Victor wholesalers would distribute the product of the Cleveland concern.

The Dulcetone was devised by Mr. Teagle to couple radio with the talking machine without any alteration being necessary to the instrument. The device consists of a loud speaker that is placed on the turntable with a groove in which the needle of the musical instrument is placed. The loud speaker then functions through the needle, reproducer, tone arm and tone chamber as does the phonograph.

Mr. Teagle recently visited the Victor Talking Machine Co., at Camden, and arranged to exhibit the Dulcetone loud speaker at the Victor factory radio display.

H. A. Sherman With E. Blout

Henry A. Sherman was recently appointed manager of the Emanuel Blout store at One hundred and seventh street and Broadway, New York, following his resignation from the firm of Sherman & Kolbert, Inc. Mr. Sherman is well acquainted in the local trade and possesses a wide experience which admirably fits him for his new position.

New Finance Plan for Federal Tel. & Tel. Dealers

Arrangement With Commercial Investment Trust, Inc., to Take Care of Dealers' Installation Paper—Should be Beneficial to Dealers

An announcement that should prove of interest to all retailers of radio sets was recently made by W. W. Kideney, general manager of the Federal Telephone & Telegraph Co., Buffalo, N. Y. This announcement stated that arrangements have been completed with the Commercial Investment Trust, Inc., New York, whereby every dealer of Federal standard radio products will be enabled to sell receivers on a new deferred or partial payment plan.

The new arrangement simplifies greatly the problem of the dealer in handling deferred payment sales, for it not only relieves him of the burden of carrying an increasing amount of paper himself, with the heavy drain upon his capital, but likewise it takes from him the strenuous work of collecting; for the Commercial Investment Trust, Inc., makes collections direct.

Under the plan the dealer is required to secure a down payment amounting to at least one-third of the total value of the receiver and accessories, which obviates the necessity of demanding cash for tubes, batteries, etc., in cases where smaller down payments are taken.

Changes and Additions to Regal Record Co. Line

The Regal Record Co., 18 West Twentieth street, New York City, manufacturer of Little Tot records and albums, has recently made a number of changes in its product. While the retail and wholesale prices of the books are to remain the same, the number of records in each album has been increased to four, giving a total of eight selections instead of six. The records are still manufactured in the seven-inch size, double face, and are supplemented with eight multicolored lithographed cards, carrying appropriate illustrations for each selection. The reverse side of each card carries verses or stories of the records. This enables the child to see the picture, read the story or verse and then hear it reproduced on the record.

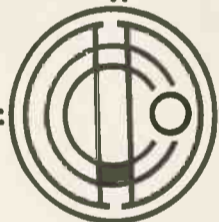
H. G. Neu, sales manager of the company, recently stated that the children's records are now recognized by most dealers to be one of the staple articles to be carried in permanent stock. Record shelves should carry a complete supply of children's records. These records, besides creating sales and profits, in many instances bring customers into the store, who very often make purchases of other merchandise.

In addition to increasing the number of records included in each of the Little Tot albums, the Regal Record Co. also announces the addition of two new books to its steadily growing catalog. These two books include eight records, with a total of sixteen selections, and are compiled from verses and songs of wide appeal to children. The new albums are known as the "Merry Sunshine Book" and the "Medley Book."

Altogether, the catalog of Little Tot records comprises over one hundred and ten separate selections.

Frank Elliott in New Position

Frank Elliott, well known in talking machine circles in the metropolitan New York district, has joined the staff of the North American Radio Corp., radio distributor, as a special representative to cover the talking machine trade. Mr. Elliott has been connected with the Brunswick Co. for the past five years, covering the Brooklyn territory, and during that time he has made a host of friends throughout talking machine trade circles.



DOEHLER

The World's Largest Producer of

DIE-CASTINGS



In checking up on the prices of a die-cast part, include among the items involved the cost of a possible failure of that part in the place where it will ultimately be used.

A very slight difference in the purchase price per part may cause a very large difference in the ability of that part to render the service expected.

Doehler engineers and metallurgists welcome every opportunity to work with machinery manufacturers in designing, as well as in producing, die-castings that will not disappoint.

DOEHLER DIE-CASTING Co.

BROOKLYN. N. Y.

TOLEDO. OHIO.

POTTSTOWN. PA.

BATAVIA. N. Y.



FADA Radio



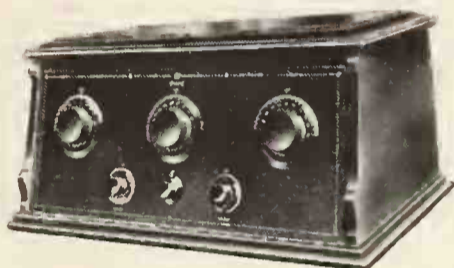
FADA "One Sixty"
No. 160-A

"The receiver that has taken the country by storm." The best known of all Neutrodyne. 4 tubes. Price (less tubes, batteries, etc.) \$120.



FADA Neutro Junior
No. 195

Three-tube Neutrodyne that is a wonderful performer. Price (less tubes, batteries, etc.) \$75.



FADA Neutroceiver
No. 175-A

Mahogany cabinet. Inclined panel and roomy battery shelf. 5 tubes. Price (less tubes, batteries, etc.) \$160.



FADA Neutroceiver Grand
No. 175/90-A

The five-tube Neutroceiver No. 175-A, mounted on FADA Cabinet Table No. 190-A. Price (less tubes, batteries, etc.) \$235.



FADA Neutrola
No. 185-A

Mahogany cabinet, beautifully inlaid, including self-contained loud speaker and ample room for batteries. A five-tube Neutrodyne. Drop desk lid conceals panel when receiver is not in use. Price (less tubes, batteries, etc.) \$220.



FADA Neutrola Grand
No. 185/90-A

The five-tube Neutrola 185-A, mounted on FADA Cabinet Table No. 190-A. Price (less tubes, batteries, etc.) \$295.

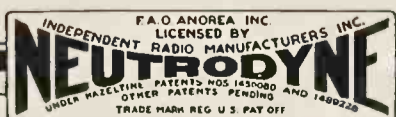
Now FADA gives you a complete Neutrodyne Line

WHATEVER your customers want in a Neutrodyne you can satisfy them completely with one of the new FADA models. If they want de luxe cabinet work combined with utmost radio efficiency, there are the FADA Neutrola and FADA Neutrola Grand, the FADA Neutro-

ceiver and Neutroceiver Grand—five tubes. If they want a more economical set, offer them the FADA Neutro Junior—three tubes. And always there is the famous FADA "One Sixty"—the four-tube receiver "that has taken the country by storm."

If you have not received complete new catalog, write for it now

F. A. D. ANDREA, INC., 1581 JEROME AVENUE, NEW YORK



Attention to Better Music Sells Records

Bryant Music Shop Salesmen Push Better Music on Records Because They Like It—Keeps Twenty Booths Filled With Buyers

Selling the better class of music on records and building up a record clientele composed of customers who make purchases week after week and month after month is of the utmost importance in placing a business on a sound basis, according to a talking machine dealer who does a tremendous business in records each week.

Up on Eighth avenue, New York, in a section where live many people of German birth and extraction, as well as other foreign-born residents, is the Bryant Music Shop. This establishment does a very large business in records of music of the better kind and, in the words of one of the salesmen, this has been accomplished by sending out the record supplements regularly and having the records in stock. The clientele of this store has been educated to the point where they look forward to the weekly supplements containing the lists of new records and often if a customer has not received the latest list he or she drops into the store to ascertain the reason. There is nothing spectacular in this method of securing business, but

it does show the value of sending out the supplements regularly.

Salesmen Must Like Good Music

"The best way for a dealer to sell the better music on records is to employ or educate salesmen to like that kind of music," stated a salesman of this live house. He pointed out that if a salesman is interested, for example, in the classics he will be prejudiced in favor of these records and will lose no opportunity to draw the attention of customers to the merits of this music. On the other hand, the salesman who does not care a whoop about the classics and is keen on dancing and the music that goes with it and popular airs will, as the most natural thing for him, push these records with greater zest and better results.

The salesmen at the Bryant Music Shop all are lovers of the best and most enduring type of music and perhaps this is the reason why this end of the business has been developed more than in most retail stores. Mr. Bryant himself is a music lover and his extensive knowledge of the Red Seal catalog has brought him much business.

Twenty Booths and All Filled

In one of the large cities in New Jersey there is a talking machine dealer who has twenty record demonstration booths in one of his large stores and it is the usual thing on a Saturday afternoon or evening to have all of these booths filled with people trying out records and several waiting to enter as soon as a booth vacancy occurs. How is this accomplished? Not by anything radically new or unusual in the way of sales promotion, but simply by featuring records as well as machines in advertising and window displays and by circularizing machine owners and record prospects continually. This store also does a great volume of business in the better music on records and this has also been accomplished by remembering that there is something more to the record library than popular and dance music.

The Classics at the Store Door

The usual thing in the way of store door playing to attract patronage and attention to a particular record is to play some jazz number. Now, almost every jazz and dance enthusiast knows the latest hits. He or she hears them constantly at dances, theatres, etc., perhaps before the number is received by the dealer, and it is safe to say that in the majority of cases the number is quite familiar to this type of passer-by. Why not vary the monotony by playing an occasional classic of the lighter type? A violin or other instrumental number played at the store door would attract just as much attention as the jazz and the results would be even more far reaching, because the retailer would be educating his patrons to a liking for better music and he would be creating interest in a portion of his merchandise which is too often slighted. Remember that only by turning over stock can real profits be made and certainly that dealer who only turns over half of his record stock and who permits a consider-

able investment to be tied up in merchandise which he is not selling is not conducting his business along efficient lines. Unbalanced sales effort is one of the real causes of poor business and no retailer can afford to carry a fair-sized stock of records of the better music unless he sells them, and it is a ten-to-one shot that these records will not move any too fast unless some effort is made to sell them.

Selling Good Music on Records

Furthermore, it takes real salesmanship and a knowledge of the music on the records to sell them with any degree of success. When a customer comes into the store for a popular or dance record or two the salesman is taking orders, but if he proceeds to supply the customer with the numbers demanded and then at least makes an effort to interest that patron in one or two of the latest classics he will be practicing salesmanship. The sales manager of the talking machine department of a large department store in the East, a woman, by the way, each day gives each member of her sales organization a list containing an equal number of records and among these are included Red Seal numbers—the Victor line is handled—and the salespeople are told to sell as many of the numbers listed as possible. Each month a cash prize is awarded to the one having sold the greatest number of the listed records. This little stunt moves slow-selling record stock and it is one good way of systematically pushing the best in music on records, thus moving the entire record stock and at the same time educating the record clerks in the art of real salesmanship.

Kohler & Chase Plan Branch

NAPA, CAL., September 4.—The Kohler & Chase Music Co., of San Francisco, will open a branch store in the Empire Theatre Building here, it was recently announced by H. D. Secoy, local representative. A complete stock of pianos and Sonora and Brunswick phonographs and records will be carried. Show windows will be erected on both First and Coombs streets.

Butte Phono. Co. Expands

BUTTE, MONT., September 6.—The Butte Phonograph Co., 123 North Main street, has just taken over the entire stock and fixtures of the Howard Music Co., of this city. The outstanding business of the latter concern will be conducted by the Butte Phonograph house in the future.

Krone in New Store

BRYAN, O., September 6.—The Krone Music Store has just taken over the quarters on South Main street vacated by the Schuck Jewelry Store, and will occupy this space in the future as well as the small room in the rear in which it formerly was located.

A 5 Tube NEUTRODYNE CABINET STYLE

Complete with
Loud Speaker, Tubes
and Batteries

Built by a firm with over ten years' experience in constructing land and marine radio apparatus for U. S. and foreign governments.

Price of set alone . \$125.00
Lafayette Reproducer 28.00
Solid Mahogany Cabinet
\$35.00

DEALERS—Write for proposition

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



THE
Lafayette
NEUTRODYNE

Licensed under Hazeltine Pat. No. 1450080
Made by R. F. Thompson Mfg. Co.
Jersey City, N. J.



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.

Why Advertise a Registering Piano in a Phonograph Journal?

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

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

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

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

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

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

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

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

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

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

GULBRANSEN COMPANY
3236 W. Chicago Ave., Chicago

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



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

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

Name _____

Address _____

City _____

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



Below are shown just a few of the Sonora period models for Fall. Of highest quality throughout, and priced moderately, these models represent splendid values and are exceptionally salable. Handling the Sonora line will be your best assurance of a profitable Fall Season. Why not get in touch with us to-day?



Saginaw
\$100



Marquette
\$125



Serenade
\$150



Argyle
\$235



Queen Anne
\$250

Sonora Phonograph
Co., Inc.
New York City

Export and
Canadian Distributors
C. A. RICHARDS, INC.
New York City

Census Shows Substantial Gain in the Manufacture of Phonographs in 1923

Statistics Compiled by the Department of Commerce Indicate a Gain of 9.2 Per Cent in the Manufacture of Talking Machines in 1923 Over 1921, When the Last Census Was Taken

WASHINGTON, D. C., August 30.—The Department of Commerce announces that, according to data collected at the biennial census of manufactures, 1923, the establishments engaged primarily in the manufacture of phonographs reported products to the value of \$107,276,240, an increase of 9.2 per cent as compared with 1921, the last preceding census year.

In addition, phonographs and phonograph records and blanks were manufactured to some extent as secondary products by establishments

each in Connecticut and Pennsylvania, 5 each in Massachusetts and Ohio, 4 each in California and Wisconsin, and the remaining 7 in Iowa, Minnesota, Missouri, North Carolina and Vermont. In 1921 the industry was represented by 154 establishments, the decrease to 109 in 1923 being the net result of the omission of 69 establishments which had been included for 1921 and the inclusion of 24 new establishments. Of the 69 establishments omitted 19 had been engaged primarily in the manufacture of phonographs in

	1923	1921	Per cent of increase <i>a</i>
Number of establishments.....	109	154	-29.2
Wage earners (average number) <i>d</i>	20,505	17,938	14.3
Maximum month.....	Nov. 23,194	Jan. 20,408	...
Minimum month.....	Jan. 18,358	Aug. 14,696	...
Per cent of maximum.....	79.1	72.0	...
Wages.....	\$24,937,166	\$21,773,750	14.5
Cost of materials (including fuel and containers).....	\$45,097,220	\$41,057,508	9.8
Products, total value.....	\$107,276,240	\$98,212,784	9.2
Phonographs, other than dictating machines, number....	981,635	592,493	65.7
Value.....	\$55,551,817	\$38,361,063	44.8
Dictating machines, number.....	15,824	3,540	347.0
Value.....	\$1,485,243	\$243,676	509.5
Records and blanks, number.....	98,104,279	105,191,929	-6.7
Value.....	\$36,372,410	\$47,843,856	-24.0
Needles, value:			
Steel.....	\$1,181,794	\$739,386	59.8
Other.....	\$274,398	\$394,749	-30.5
Parts and accessories, value.....	\$10,611,137	\$6,594,300	60.9
Cabinets.....	\$2,544,208	\$1,683,290	51.1
Other parts and accessories.....	\$8,066,929	\$4,911,010	64.3
Custom work and repairing, value.....	\$407,498	\$452,223	-9.9
All other products, value.....	\$1,391,943	\$3,583,531	-61.2
Value added by manufacture <i>b</i>	\$62,179,020	\$57,155,276	8.8
Horsepower.....	41,604	(c)	...
Coal consumed (tons of 2,000 lbs.).....	158,047	(c)	...

a A minus (—) sign denotes decrease.

b Total value of products less cost of materials.

c Not reported.

d Not including salaried employes and proprietors and firm members. Statistics for these classes will be given in final report.

engaged primarily in other industries. The value of these commodities thus made outside the industry proper in 1921 was \$1,404,394, an amount equal to 1.4 per cent of the value of products reported for the industry as classified. The corresponding value for 1923 has not yet been ascertained but will be given in the final reports of the present census.

Of the 109 establishments reporting for 1923 24 were located in Illinois, 17 in New Jersey, 16 in New York, 8 in Indiana, 7 in Michigan, 6

1921, but reported other commodities—furniture, radio apparatus, and toys and games—as their principal products in 1923; 40 had gone out of business; and 10 were idle during the entire year.

The statistics for 1923 and 1921 are summarized in the statement above. The figures for 1923 are preliminary and subject to such correction and change as may be found necessary upon the further examination and analysis of the returns.

Radio Advertisers' Data Book Issued by Rosenberg Co.

Arthur Rosenberg Co., Inc., advertising agent, 110 West Thirty-fourth street, New York, recently distributed to radio manufacturers the first issue of the Radio Advertisers' Data Book, which it has compiled and published. This book contains the advertising rates, circulation, mechanical requirements and other data regarding all the radio consumer and trade publications, as well as those of general magazines and newspapers which feature radio.

The book also contains other valuable information, including a radio trade map of the United States on which are indicated the areas of greatest radio sales activity; the numerical strength of the trade is indicated; the growth of the industry is reviewed and the export market is also surveyed.

Albert W. Skinner Dead

WATERBURY, CONN., September 6.—Albert W. Skinner, of the Skinner Music Co., died here recently. Mr. Skinner was ill but a short time and underwent an operation which proved unsuccessful. He had been in the music business for thirty-one years and was well known in music circles.

Rules "Talker" a Home Need

UTICA, N. Y., September 6.—That the talking machine is a household necessity was the gist of a decision handed down by Justice of the Peace Burke in a recent action here. The action was brought about by a claim for payment on the instrument by a local dealer. The defendant in the case had purchased the machine and shortly afterward was separated from her husband. The husband refused to pay for the instrument on the ground that it was not a home necessity. The court ruled otherwise.



AND



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

PAL Sells Every Month of the Year!

JANUARY						
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

The All-year-round Portable

\$25⁰⁰

RETAIL

Dealer's Price

\$15⁰⁰

F.O.B. New York



PLAZA MUSIC CO.

18 West 20th St.

New York

Aeolian Co. Plans to Move Northward to Center of New Retail Shopping Zone

E. S. Votey, Vice-president of Company, Outlines Its Future Plans for Location of New Aeolian Hall—Forty-second Street Building Can Be Utilized for Three or Five Years as Yet

The recent sale of Aeolian Hall to the Schulte interests and the subsequent lease of the building to F. W. Woolworth Co. for a period of sixty-three years, without any accompanying announcement at the time of the future plans of the Aeolian Co., naturally aroused much interest and speculation both in and out of the music trade.

There was considerable question as to why the Aeolian Co. decided to move from the Grand Central zone to a new location which will admittedly be in the upper Fifth avenue section near Fifty-seventh street. The World is privileged to publish herewith a statement by E. S. Votey, vice-president of the Aeolian Co., setting forth its reasons for changing the location of its headquarters. Mr. Votey said:

"The sale of Aeolian Hall does not mean immediate evacuation. The company reserved the right to remain on Forty-second street for three or five years, yet it is free to take quicker action, if advisable. The company plans to move northward to a new Aeolian Hall to be built. Where or when has not been determined. A number of negotiations are being carried along. We are in the fortunate position of not being hurried.

"In the moves from Broadway, to Twenty-third street, to Fifth avenue and Thirty-fourth street and to West Forty-second street, the company had sensed imminent changes of neighborhood occupancy. It has been fortunate in its real estate operations and has reaped rewards as a pioneer in new districts.

"The Grand Central zone, we felt, is destined to be a financial district, perhaps exclusively so, and there are many evidences of this tendency. We are proposing to move from the

Grand Central district to a retail shopping location and we are moving for the same reasons that prompted us to move from Twenty-third street and Fifth avenue and Thirty-fourth street.

"Each of the company's real estate moves occasioned an immediate profit and such moves have been uniformly fortunate in anticipating new shopping centers and increased convenience for our customers. In recent years the traffic problems have been added and increasing street congestion is a factor which our company was bound to consider.

"Whether the new Aeolian building to be built will contain a concert hall or not, a question of large interest in the musical world, depends, of course, on size of plot, although there is not now the same need for an auditorium as in the days when the Duo-Art piano was new and had not yet been established as a musical instrument of first importance. There was then advantage in the artist association, but this may not now be so important when the public has come to know and accept the reproducing piano. There are other plans being promoted for concert halls and it may not be necessary to include an auditorium in the new Aeolian Hall as it seemed to be when the present structure was built in 1912.

"The sale of Aeolian Hall and its more recent leasing anticipates the removal to a new location, made necessary by the changes met and impending in the Forty-second street district, but no new location has been decided upon and there is no urgency of need prompting a quick decision. We are progressing through many negotiations and sooner or later a new Aeolian Hall will rear its height in the silhouette of New York's sky line."

Edison Dealers' Window Display for September

The illustration herewith shows the attractive window display arranged for the use of Edison dealers by Thos. A. Edison, Inc. Simplicity is the keynote of this display and the manner in which the Edison phonograph is exhibited and tied up with the records makes an



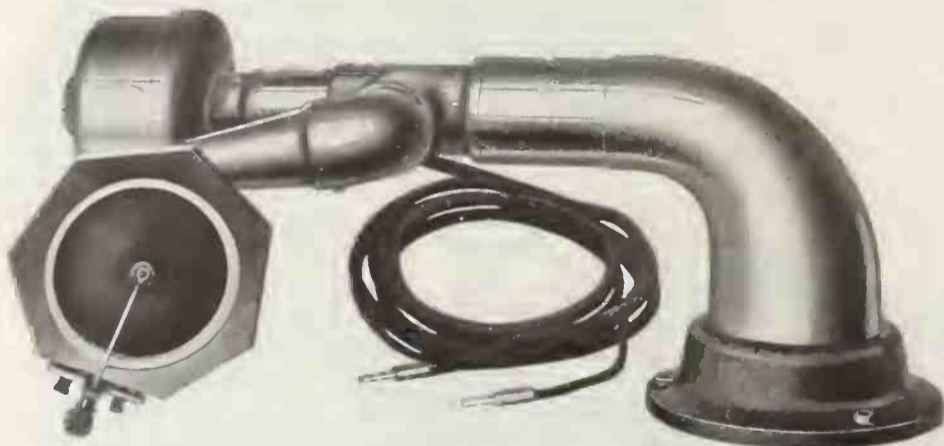
Attractive Edison September Display effective ensemble for any window, regardless of size. Edison dealers taking advantage of these monthly displays are finding them successful sales producers.

Music House Chartered

LEBANON, PA., September 8.—Reifsnyder's Music House, Market Square, was recently incorporated with a capital stock of \$200,000, to deal in musical instruments. Perry B. Reifsnyder was named president, Lyle A. Moser, secretary, and C. Claire Moser, treasurer.

The Rorabaugh Dry Goods Co., Wichita, Kan., has added radio to its phonograph department.

NEW EMPIRE COMBINATION



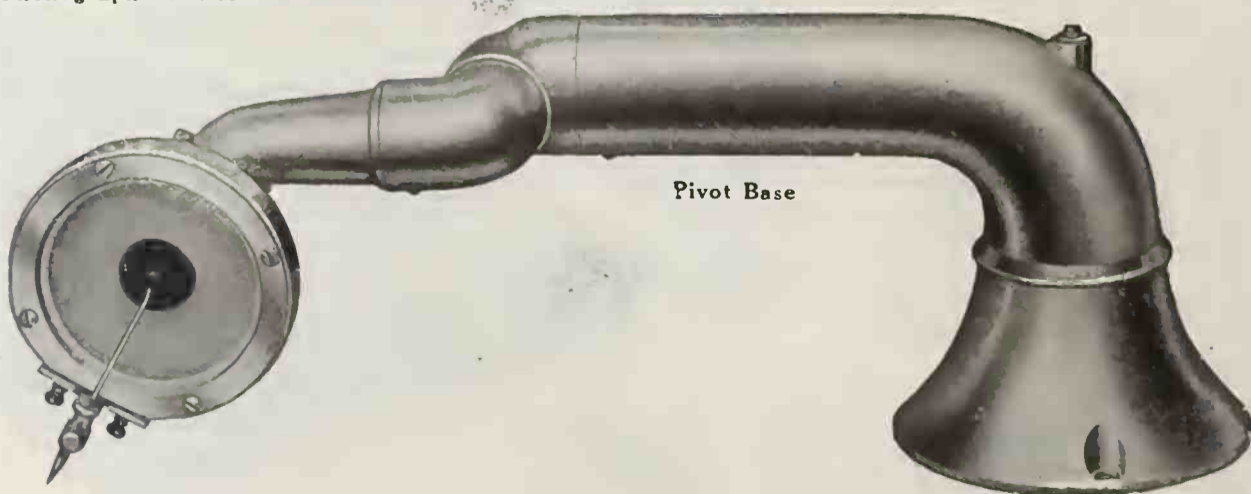
Combination Radio and Phonograph Tone Arm

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

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

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

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



Pivot Base

EMPIRE PHONO PARTS COMPANY

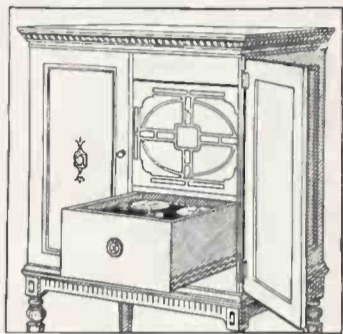
Established in 1914

2261 East 14th St.

W. J. McNAMARA, President

Cleveland, O.



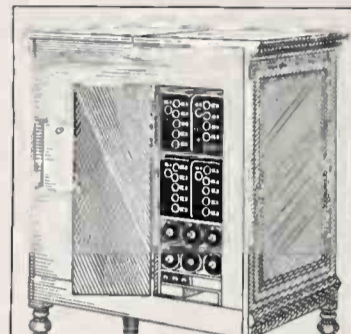


Sectional view of cabinet showing Radiola Super-Heterodyne installation. No outside antenna or ground wires required. Directional loop has been installed in swinging left-hand END PANEL of cabinet.

The Brunswick double purpose amplifier is a triumph of musical and radio research. So perfectly balanced and proportioned is it for both phonograph and radio reproduction, the shift has been so carefully worked out, that it is governed by merely a turn of the lever.



Brunswick Radiola No. 260



Sectional view of rear of cabinet showing battery and loud speaker installation of Brunswick Radiola No. 260.

The Newest and Most Remarkable of Musical Instruments

NOW Brunswick dealers offer a comprehensive line covering their entire requirements, all under one name—Brunswick Phonographs, Brunswick Records, Brunswick Radiolas.

The high standard of Brunswick inspires the whole line. The superlative in phonographic reproduction, in recorded music, and in the music of the air.

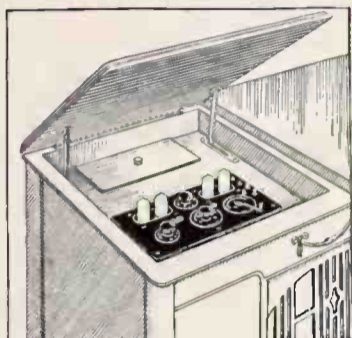
Now with this line they satisfy any customer who enters their store. And

on the most profitable basis of all — *one line* with corresponding decrease in capital investment, with stock for actual requirements only — with higher proportionate turnover.

And the direct factory-controlled and protected Brunswick Franchise is yet another strong feature. Maximum discounts, assured by the elimination of middleman, and direct factory contact, make this much-in-demand line the most profitable franchise to have in this field of music.

Brunswick Radiola

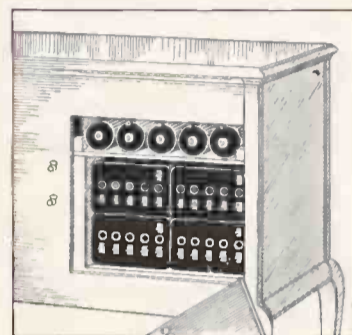




Sectional view of top of cabinet showing installation of Radiola 111-A.



Brunswick Radiola No. 35



Rear view of cabinet showing battery installation.

... the Brunswick Radiola Emphasizes Further the Completeness of the Brunswick Line

BRUNSWICK waited years while engineers, experts experimented, before bringing out the Brunswick Radiola. Only when music of the air was brought to the same high standard of Brunswick recorded music, were they willing to put their name upon it.

The Brunswick Radiola is a laboratory triumph. The blending of both phonograph and radio to the common use of the famed Brunswick Method of Reproduction, was achieved only

after countless experiments and costly research work.

Now the Brunswick double-purpose amplifier is perfectly balanced and proportioned—both for radio reception and phonographic reproduction. Now it is approved by the Research Laboratories of the Radio Corporation, as well as by Brunswick music and phonograph authorities.

Hence the superlative Brunswick Radiola—a manufactured product, not a makeshift combination.

THE BRUNSWICK-BALKE-COLLENDER CO.

Manufacturers—Established 1845

GENERAL OFFICES: CHICAGO

Branches in all Principal Cities

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

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

Brunswick Radiola



Enthusiastic Over Atwater Kent Co.'s Sales Policy

L. E. Latham Outlines Policy of Atwater Kent Co. for the Season 1924-25

L. E. Latham, of E. B. Latham & Co., New York, distributors for the radio products of the Atwater Kent Mfg. Co., is particularly enthusiastic over the announcement of that company's sales policy for the season of 1924-25, which represents one of the few occasions that a company in the radio trade has seen fit to encourage the confidence of the dealers by stating exactly what it plans to do for the season to come.

"The Atwater Kent Co. has established what comes close to being a precedent in the trade by announcing a definite radio sales policy for the coming season," declared Mr. Latham, "and one of the outstanding features of that policy is that the company has established one single maximum discount for the recognized dealer of its radio products, thus eliminating the dissatisfaction that so often grows out of the maintenance of the so-called sliding scale, preferential and special discounts.

"The line for the season will be a thoroughly comprehensive one, embodying four, five and six-tube sets in both open and closed and DeLuxe models in variety to please the great majority of customers and to meet the limitations of their pocketbooks. A feature of the line will be a phonograph sound-reproducing unit for use with various leading makes of talking machines and there will also be offered three types of Atwater Kent loud speakers.

"At the present time the company is preparing a dealer contract designed to make the handling of its line a valuable franchise through the fact that the dealer's territory will be protected in a way to insure him a business profit. Distribution will be handled through the general music dealers, talking machine dealers and the electrical and automotive dealers, and plans have been made to aid recognized dealers to make satisfactory arrangements with finance companies to take care of time payment sales.

"In addition to a complete and extensive magazine and newspaper advertising campaign the Atwater Kent Co. has provided a number of pieces of literature on radio for distribution by dealers to their prospects and customers, these including catalogs describing and illustrating the products of the company, special leaflets describing various sets, a general instruction booklet giving necessary technical information, various dealer display sales helps, electric and novelty signs and window display suggestions.

"On the whole, the Atwater Kent Co. has set forth a program that indicates the giving of much thought to the immediate future of the line and its distribution, a fact that will appeal to those dealers who have experience with vacillating policies in production and distribution of radio products."

Display for Newlyweds

RENO, NEV., September 4.—H. E. Saviers & Son, Victor and Sonora dealers, recently featured a window display that resulted in a number of sales. Several models of instruments were shown and beside each was a handsome reading lamp. A framed placard carried the inscription: "Brides and grooms, attention! This bride doll, lamp and bed lamp will be given free to the first bride and groom to buy a phonograph at this store, Victrola or Sonora." The display was instrumental in bringing in a number of newlywed couples and those who contemplated taking the step.

New Philpitt Manager

ORLANDO, FLA., September 3.—The managership of the S. Ernest Philpitt & Son music store here was recently taken over by Marshall Philpitt, succeeding Ross B. Steel.

Nightly Concerts at Victor Atlantic City Showrooms

Attractive Programs Rendered Each Evening in Big Boardwalk Auditorium Drawing Crowds of Enthusiastic Music Lovers

ATLANTIC CITY, N. J., September 9.—In the concert hall connected with the new showrooms of the Victor Talking Machine Co., at 1731 Boardwalk, here, there was inaugurated recently a series of daily concerts that will be a regular feature of the establishment and will serve to present to the great amusement-loving public that visits this resort recording artists and organizations of note, together with the latest Victor record releases.

As an example of the type of programs which are being presented, the program for each night of a recent week might be quoted as typical. On Monday evening the playing of a number of Victor records with explanatory talks under the title "The Miracle of Recorded Music." The

following evening the subject was "Tone Pictures." On Wednesday, "Artists Up to Date." Thursday the program consisted of Russian music. On Friday the Victor releases for the current week were featured, and on Saturday there was an hour with the great tenors and baritones.

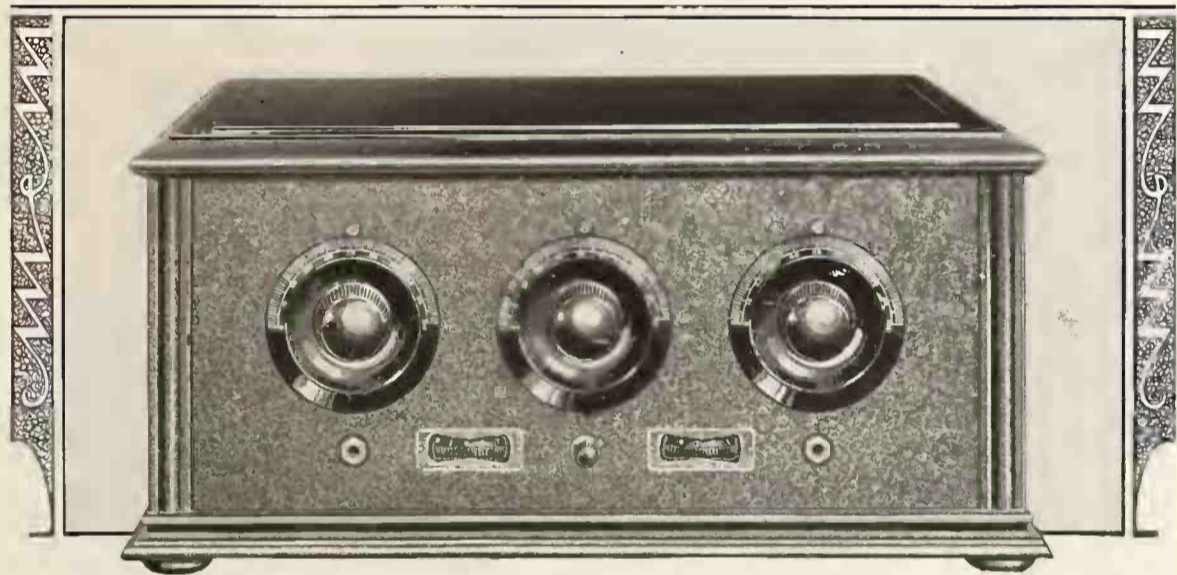
Admission to the concerts is without tickets and special invitations are extended to the guests of the large Boardwalk hotels to attend. Judging from the size of the audiences at the concerts already held the idea is going to prove distinctly successful.

New Royal Distributor

DENVER, COLO., September 5.—Joseph Phillips, 3229 West Colfax avenue, has been appointed representative of the Adler Mfg. Co. and will distribute Royal phonographs throughout Colorado, Wyoming, Utah and New Mexico. Mr. Phillips is an experienced merchandiser and has a thorough knowledge of the territory.

EISEMANN

ELECTRICAL EQUIPMENT



Announcing the 6-D Receiver

TYPE 6-D embodies the most modern developments in radio engineering, together with unusual design and workmanship. It meets the most exacting requirements of discriminating buyers.

The outstanding characteristics of this new Receiver are extreme selectivity, extraordinary distance range and exceptional clarity. Tuning is very simple. The 6-D is a non-oscillating Receiver, and no potentiometer or stabilizer is employed.

Start the season right. Display this new Receiver in your store, and prove to your customers that you are keeping apace with the latest developments. Volume sales will follow. If your jobber cannot supply you, write to us.

SPECIFICATIONS

Circuit: Two stages of tuned radio frequency amplification, detector and two stages of audio frequency amplification.

Tubes: Five in all. Jacks provided for either five or four tube operation.

Batteries: Either storage or dry-cells.

Cables: Complete set supplied for "A" and "B" batteries.

Aerial: 75 to 125 feet, single wire.

Wave lengths: 200 to 600 meters, with uniform efficiency of reception.

Panel: Aluminum, with attractive crystal black finish. A perfect body capacity shield.

Dials: Sunken design. Shaped to fit the hand and permit a natural position in tuning.

Rheostats: Adequate resistance for all standard base commercial tubes.

Condensers: Single bearing, low leakage losses.

Sockets: Suspended on cushion springs which absorb vibrations.

Cabinet: Mahogany, with distinctive lines and high finish. Ample space provided for "B" batteries.

Price, without Tubes & Batteries, \$125.00



For Sale by Reliable Dealers

EISEMANN · MAGNETO · CORPORATION
 General Offices: 165 Broadway, New York
 DETROIT · SAN FRANCISCO · CHICAGO

◆ ◆ ◆ just let him



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

The **NEW**
 P H O N O

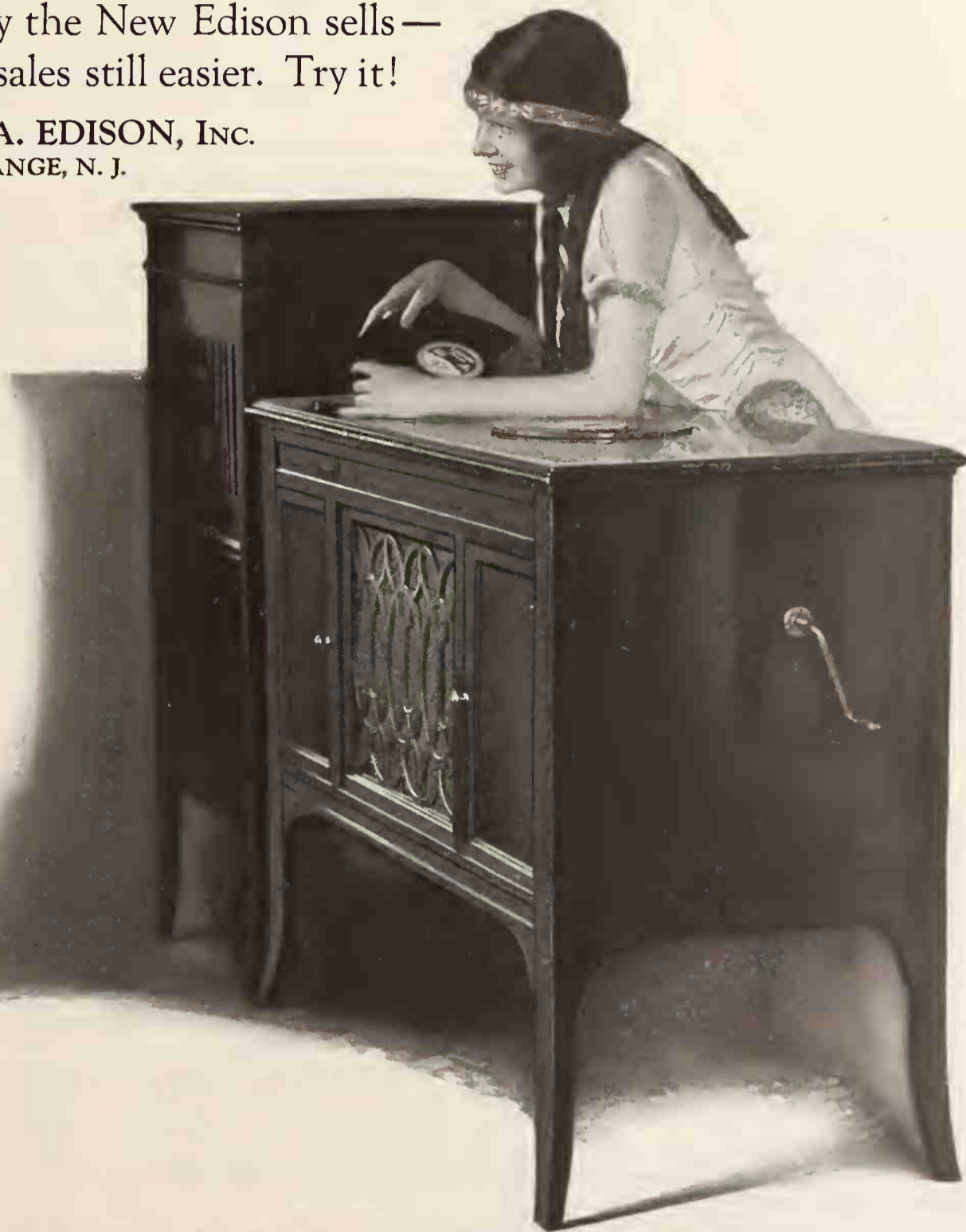
sell himself!

INSTEAD of giving the customer a regular "sales talk" when he inquires about the New Edison—just let him sell himself!

Send a New Edison to his home for side-by-side comparison with *any* other phonograph — let the evidence of his own ears *prove* its overwhelming superiority.

You know how easily the New Edison sells — and this plan makes sales still easier. Try it!

THOMAS A. EDISON, INC.
ORANGE, N. J.



EDISON
G R A P H

Initiative Is Needed for Business Success

Braid White Points to the Importance of Initiative in Developing Greater Selling Efficiency and a Successful Business

It may be the merest old fogyism, but one is sometimes much tempted to believe that the youths of the day have less initiative than those had twenty years ago who are now their fathers. Whether it is that the conditions of life are so absurdly easy to-day, whether it is that the spread of material prosperity has been so extraordinarily wide during recent years, the fact remains that the young man and woman of the hour seem to take life very easily; in fact, almost too easily. Now, I am not one of those who believe that constant "hustle" is the only thing worth having in life. On the contrary, the mere fact that the American people have learned more or less how to play as well as work during the last two decades seems to me to be one of the best signs that the world is getting better and not worse as time goes on. No, the point I wish to make is that, for some reason or other, the youth of to-day has not the creative spirit.

Analogies from the realms of art, literature and even physical science can doubtless be drawn to support this thesis, but it is sufficient for the present purpose to talk about the matter in its business aspect, and especially with respect to salesmanship.

Riches by Mail

There never was a time when more money and labor were being expended on the art of salesmanship than are being expended now; but this only proves that there is much need for a better sort of salesmanship and for a lot more of it. Certainly there is no proof that there are more good salesmen, although there is a great deal of evidence to show that persons not entirely scrupulous have discovered that every American youth believes that the salesman is the most fortunate of persons and holds down the most fortunate of jobs. If this were not so there would surely be fewer schools for teaching by mail in twenty-four lessons the art of salesmanship and of accumulating a fortune.

It is then not so much that young men dislike salesmanship as it is that they try to become salesmen without learning the game

properly from the ground upwards, to which one must object. The man who possesses that precious mental quality called "initiative" is precisely the man who does not expect to become a high-grade salesman overnight, because his possession of that quality enables him to see that he himself must create his own circumstances and make his own job in whatever activity he occupies himself. The man who does not see this has no initiative, and is the man who supposes that by swallowing (after paying for) some formulas and catchwords he can, in some mysterious fashion, blossom out as an expert in a game which its biggest players declare to constitute the study of a whole lifetime.

There is no royal road to salesmanship, then, but there is one possible, practical road. That is the road which leads through the valley of initiative. A man who possesses this quality may be perfectly ignorant of a given line of business, or of a given product, but yet will become an expert with surprising rapidity in that line or product, because his own creative faculty will drive him to master the problem set before him and then, when he has mastered it, will show him original, individual ways of approaching it, so that he may come in due course to distinguish himself above his fellows by his ability to crack all the hardest nuts and solve all the hardest sales puzzles.

What Is Initiative?

What, then, is initiative? It is almost as hard to define in words as is that other rare quality, tact. One remembers that the best definition of tact ever given was by way of being a parable. A butler, it was said, entering a bathroom, found inside a lady bathing. He at once withdrew, saying loudly, "I beg your pardon, Sir." That is really a good example of the use of that faculty called tact, which might perhaps be roughly defined as the ability to say and do always the exactly right thing at exactly the right time in all conditions of human intercourse. Initiative meanwhile is no easier to define with any exactness, but perhaps one might say that it is that mental faculty which

leads a man or woman to perceive and to do the best thing in circumstances where that thing is not immediately obvious. It is the quality of initiative that tells a motorist in a tight place just how to take advantage of the circumstances and to escape triumphantly from what some one else would allow to drift into a smashup. It is initiative which enables a salesman to devise, upon the spur of the moment, the appropriate answer to an unexpected question, or the right approach upon an unexpected rencontre with some person or circumstance not mentioned in the books. Any one can see a train of circumstances, but it is initiative which makes a man see what should or might flow from those circumstances.

These Had It

Many men had meditated upon the fall of bodies, but only Newton was able to grasp the fact that these phenomena are all small representations of an universal law. Millions of men had watched the steam from a tea-kettle force up the lid, but this demonstration of expansive power went unheeded till James Watt suddenly saw that here was the solution of the problem of utilizing steam as a power to do work. The motor car had appealed to thousands before Henry Ford perceived the fact that a revolution in the whole condition of life would come about when a standardized vehicle at a low price had been built, and proceeded to build it. The quality of initiative alone kept up the spirits of men like Edison, Taintor, Bell, Berliner in the early days of talking machine development; for each of these men saw in his mind's eye that a certain condition of things was possible, and from that mental picture produced by their possession of the quality of initiating ideas came the courage which sustained them till their work had been done.

Initiative brought Marshall Field to Chicago and initiative showed him how to conquer. Initiative made Patrick J. Healy the head of the great music house which is almost synonymous with the name of Chicago. Each of these men was always willing to dare, because he had seen his problem clearly and knew that he was right.

Why Not To-day?

It really does seem, however, that our young fellows to-day possess not quite so much of this desirable quality as their fathers did. Perhaps, as I said before, life is too easy. Perhaps those very inventions which were produced by initiative have destroyed, by their abundance, the quality that produced them. Life is very easy and very luxurious. Young men are brought up in luxury and they come to believe that wealth is to be gained by devious methods and rapid ways. They dream of "deals" when they ought to be at work.

However that may be, the old rule is as good to-day as it was a thousand years ago. The prizes of life go to him who has the ability to initiate new ideas and to dare to put those ideas into practice. The mentally lazy man can never make a success, though he starts with ever so much money. Whatever and whoever he be, the man who would build business must possess that initiatory quality, that ability to think, to see, to do, independently.

The young American has always in the past prided himself on his independence and his ability to make good. The knowledge that life would not be too easy otherwise has always helped. To-day we need to talk a little less about "deals" and a little more about careers, less about "easy money" and more about good, hard, honest work, less about ourselves and more about how little we know, less about "beating the game" and more about playing it; less about imitating and more about creating.

FELT



Justifying Your Confidence

WHEN a talking machine manufacturer specifies American Felt Company's felts, it is an expression of confidence in us.

We are conscious of this faith and so we produce the finest felt that the most modern equipment and the most highly skilled craftsmen can create.

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

AMERICAN FELT COMPANY

211 Congress St., Boston

114 E. 13th Street, New York City

325 So. Market Street, Chicago

Strand Radio News

The only cabinets

with built-in loud-speaker horn
of sound-board spruce

- (a) projecting the sound out at the top of cabinet at ear level—
- (b) with the lid deflecting the sound waves forward—
- (c) producing head-phone quality in loud-speaker volume.



R1 Open

List Price
\$75

Set not included

For Fada, Sleeper, Tuska, Crosley, Moon, Garod, and any other set with a panel not over 20" x 10".



R1 Closed

All dials at elbow height. Gas-tight partition; no corrosion. Batteries and charger accessible. Pure tone quality—marvelous volume.

Every radio set belongs in a cabinet. Every radio set should be a complete, self-contained, appropriate, attractive piece of furniture.

The right cabinet will sell the set—and the right cabinet carries the real profit.

Here is where the radio money is going to be this Fall. A suitable enclosure of an efficient set at a reasonable price, and at a fat margin of profit to the dealer—all this has arrived just as it did in the phonograph business, only it took fifteen years to arrive in the phonograph business, and beginning with this Fall's business it is here already in radio.

“Quality product at low list and long discount.”



R2 Open

List Price
\$100

Set not included

For Freed-Eiseman, Ware, Eagle, Thompson, Murdock, and any neutrodyne or other set with panels not over 29" x 9".



R2 Closed

Manufacturers Phonograph Co., Inc.
GEORGE W. LYLE, President
95 Madison Avenue New York City

Making the Advertising Appropriation Bring in the Greatest Returns in Sales

Neighborhood Dealer Must Use Mediums Which Have Greatest Circulation in His Particular Locality—Bulletins and Organs of Clubs and Churches Worth While as Ad Mediums

To the talking machine dealer who has but a limited advertising appropriation the question of the mediums which he should employ is an important one. He must put forth his message in that which will bring it before the greatest number of people who are in a position to become future customers. This does not necessarily mean that the paper with the largest circulation is the logical one for the dealer to utilize. Ofttimes the paper with a smaller circulation, but with one that is widely read in the dealer's locality, will have a pulling power many times more powerful than that with a large city-wide circulation. In the larger cities this problem has been solved to a certain extent by the issuance of neighborhood papers which treat chiefly of the problems of that one locality and carry advertisements of the merchants and enterprises of that section. In New York this idea has been carried even further, for certain of the metropolitan dailies issue supplements which are given over entirely to the advertising and news matter of an individual district or section. If two or more papers appeal to the dealer as being suitable as mediums, a study of their make-up, the circulation statements or an advertisement carried in each, with a check-up on the results, will soon determine which one he should use to obtain the best results.

Advertising in Bulletins of Clubs and Churches

Another class of medium which may be used by the dealer with even better results and at less expense are the bulletins or organs issued by institutions, clubs or churches in his locality. A good instance of this is the advertising carried by James Egan's Music House, 630 Columbus avenue, New York. Mr. Egan is an accredited Columbia and Vocalion dealer and does a

brisk business in machines and records. He is situated in a cosmopolitan neighborhood, with a large percentage of the residents being of Irish birth or extraction, and it is to this class of trade that he makes his appeal. By dint of a little extra sales effort and by carrying at all times a complete stock of the Irish recordings of all the companies he has built up a large Irish following and his sales of Irish records assume large proportions.

And the Congregations Buy

His advertising is in line with this policy. There are three Catholic churches in the vicinity and a majority of the congregations are Irish or of Irish extraction. Each of them issues a monthly bulletin which contains the news of the past month and a schedule of its activities for the coming month. These are distributed free to all attendants at the churches and so run up, in each instance, to a circulation of several thousands. As they contain information which is useful to those who possess them in their homes, they are usually retained for a much longer period than is the general publication. Mr. Egan advertises in each of these bulletins, having a full-page, back-cover position on one and a half-page advertisement in each of the others. The total cost each month is exactly \$25 and the return, in his estimation, is many times that amount. All issues of the bulletins carry the request that the readers patronize the advertisers and occasionally on the Sunday that the papers are issued it is explained verbally that they are made possible by the advertisers and the congregations are requested to give their patronage to those merchants.

That the choice of these mediums in the case

of the Egan Music House is more profitable than advertising in daily papers cannot be doubted, for they circulate in the immediate vicinity of the store, which is situated at Columbus avenue, between Ninetieth and Ninety-first streets, and the territory which they cover extends from Seventy-eighth street to One hundredth street, from the Hudson river to Central Park.

Whether a similar advertising campaign on the part of dealers situated differently would be as fruitful of results is problematical, yet the small expense allows every dealer to experiment and a check-up of the results could decide whether or not such advertising should be made a permanent feature of his publicity. The mediums selected need not be those issued by a church—clubs, fraternal organizations and other institutions issue such organs and any would serve a similar purpose. The success attained by the Egan Music House would make it seem worth while for any talking machine dealer to proceed along similar lines.

Eight Victor Artists to Appear in Denver Concert

DENVER, COLO., September 6.—The concert to be given here on September 15 by the Eight Popular Victor Artists is being eagerly looked forward to and local Victor dealers are making every possible arrangement to reap the full benefits of the appearance of these popular artists. A committee of three dealers, A. W. Mason, of Daniels & Fisher; O. P. Jones, of the Denver Dry Goods Co., and J. M. Thompson, of the Wells Music Co., has been named to complete arrangements for the concert, which will be given in the Municipal Auditorium.

A national radio conference to discuss better voluntary regulation of the wireless has been called by Secretary Hoover to meet in Washington, September 30.

Simplify Your Radio Installations

The Radiola Super Heterodyne

No Aerial - - - - - No Ground
Self Contained Batteries

Distributor for

- Acme Apparatus Co.
- Allen Bradley Co.
- Brach Co., L. S.
- Burgess Battery Co.
- Brandes, Inc., C.
- Como Apparatus Co.
- Coto Coil Co.
- Crosley Mfg. Co.
- Cutler-Hammer Mfg. Co.
- Dubilier Condenser Co.
- Electric Storage Battery
- Electrad Corp.
- Fleron & Son, M. M.
- Martin-Copeland Co.
- Music Master Corp.
- National Carbon Co.
- Radio Corp. of Amer.
- Sterling Mfg. Co.
- Sleeper Radio Corp.
- Weston Elec. Inst. Co.
- Western Electric Co.
- Westinghouse
- Workrite Mfg. Co.

—and others.

Radiola Super-Heterodyne (second harmonic) with separate Radiola loud speaker, with six UV-199 Radiotrons, but without batteries \$269.00
Same as above, but without Radiotrons or loud speaker \$220.00



Our Talking Machine Department, composed of talking machine men, understands your problems and is organized to help you.

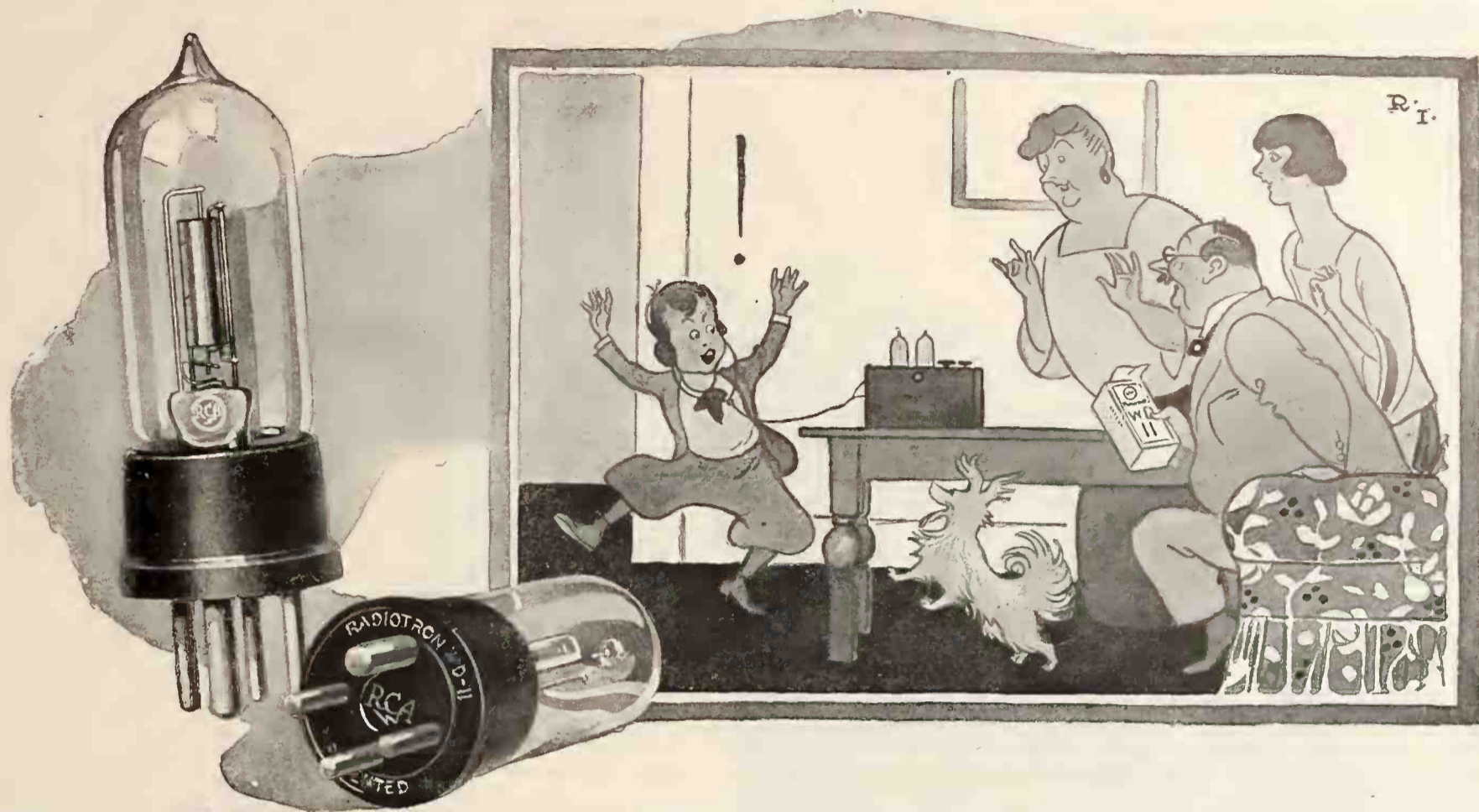
TIMES APPLIANCE CO. Inc.

(Wholesale Only)

33 West 60th Street

New York

Telephone Columbus 7912



Radiotrons WD-11 and WD-12 *Made History!*

MUSIC DEALERS:

For the tone quality and dependability that make each sale a lead to more sales, be sure to sell only genuine RADIOTRONS. And tell the public that you do. Call attention to the mark. And profit by its prestige.

This page appears in the Saturday Evening Post, the Literary Digest, and a long list of magazines—the start of a campaign to boost your Radiotron sales. Tie up with it!

It isn't a genuine WD-11 unless it's a Radiotron.
It isn't a genuine WD-12 unless it's a Radiotron.
It isn't a genuine UV-199 unless it's a Radiotron.
It isn't a genuine UV-200 unless it's a Radiotron.
It isn't a genuine UV-201-a unless it's a Radiotron.

These are dry cell tubes—the tubes that made possible the swift progress of radio in the home everywhere. They meant clear tone—undistorted detection—radio and audio amplification—and volume reproduction—all with dry batteries. They meant radio in the city—on the farm—off in camp—everywhere!

And today, there are millions of these Radiotrons in use. Everybody knows them fa-

miliarly as “WD-11’s” and “WD-12’s.” But they are not genuine unless they are RADIOTRONS. Always be sure to look for that mark on the base, and for the RCA mark on the glass. It's important, whether you are buying a new set with Radiotrons in it, or buying new Radiotrons to replace old ones. Always look for the Radiotron mark and the RCA mark. Then you have the genuine—sure to live longest—serve best.

Radio Corporation of America

Sales Offices: Suite No. 339

233 Broadway, New York 10 So. LaSalle St., Chicago, Ill. 433 California St., San Francisco, Cal.



This symbol of quality is your protection

Radiotron

REG. U. S. PAT. OFF.

Edison Tone Tests Attract Thousands at Atlantic City

Successful Series of Tone Tests Given During the Summer in Edison Exhibit in Art and Industry Exposition at Seaside Resort

Among the outstanding attractions during the Summer to a host of Atlantic City visitors were the Edison tone tests given almost continuously during the day and evening in the Edison Exhibit at the Art and Industry Exposition on the Million Dollar Pier. The exposition opened



Listening to an Edison Tone Test in Atlantic City

on July 16 and closed on September 10, and in the interim thousands of people from all parts of the country were privileged to hear the New Edison demonstrated under particularly favorable conditions.

Various well-known Edison artists appeared in the tone tests, which were held in a temporary auditorium arranged just outside of the House Electric, in which was installed one of the latest Edison models. Hardly had one audience left the auditorium at the conclusion of a tone test than the seats were filled by newcomers who also had an opportunity of hearing the Edison reproduced in comparison with the voice of the living artist. The accompanying photograph gives some idea of the type of audience which listened to the tone tests and the number of persons present is an indication of their popularity.

"Dentiphone" Enables Deaf to Enjoy the Phonograph

J. W. Gonce, of Anderson, Tenn., has invented what he calls a "Dentiphone," which extends to those hard of hearing the pleasure of enjoying the talking machine. The invention is an attachment one end of which carries a stylus, which rests in the groove of the phonograph record while the other end is formed into a mouthpiece to be held between the user's teeth. Thus the tones of the record become audible through the vibrations which are set up on the bones of the head. Quite a number of deaf people are enabled to hear ordinary conversation through an instrument that brings about such vibration.

Mr. Gonce says that the device may be constructed from any suitable resonant material, such as steel, hard rubber or numerous woods. While a steel needle or metal is desirable, favorable results have been obtained with styli of hard wood. There must, of course, be a head of some sort to carry the stylus, and at the other end a suitable mouthpiece; and near each end there must be a thin, flexible section—the one near the stylus helps the latter to follow the groove in the record, while the one near the mouthpiece is necessary to avoid shock and jar to the teeth. Between the two thin sections the instrument may be of practically any cross-sectional figure whatever.

Thomas Music Co. Chartered

NEW BERN, N. C., September 6.—The Thomas Music Co., of this city, has just been incorporated with an authorized capital of \$25,000. R. N. Scott, H. P. Whitehurst and J. O. Faircloth, all experienced business men, are the proprietors.

New Victor Record by the Prince of Wales

Record by British Crown Prince on "Sportsmanship" Released Just as Prince Reaches America for His Second Visit

The long-expected visit of the Prince of Wales, which had been heralded through the medium of news dispatches for several weeks, held a special opportunity for dealers in Victor records for the reason that in the Victor catalog there is a recording by the Prince himself, the record being No. 35746 and the title "Sportsmanship." Samples of the new record were sent out on August 22 and the shipment of initial orders was begun on August 29, so that many dealers had this record in stock while the Prince was still traveling about this country before going to his ranch in Canada. The reverse side of the record bears the song, "God Bless the Prince of Wales," played by the band of H. M. Coldstream Guards.

Two Popular Trade Members Are Photographed

HAMPTON, VA., September 6.—Cheyne's Studio, Victor dealer of this city, was recently visited by I. Son Cohen, president of Cohen & Hughes, Victor wholesalers of Baltimore, and William Biel, secretary and treasurer of the same concern. In order that a reminder of the very



I. Son Cohen and William Biel

pleasant visit he retained the photograph of Mr. Cohen and Mr. Biel, which is reproduced here, was taken, proving that the personnel of Cheyne's Studio are not only progressive talking machine men but also artistic photographers and "know" good subjects when they see them.

New York Quarters of U. S. Music Co. Are Rearranged

The New York branch of the United States Music Co. recently went through a period of housecleaning preparing for Fall business. Various alterations were made in the company's quarters and the stock was rearranged with a view to increasing efficiency. It is reported that business is unusually good for this season of the year and there is every prospect for a roll demand this Fall greater than the manufacturers have experienced for years.

Donald C. Fendler and L. J. McAllister, of the company's sales staff, and S. L. Lucas, press manager, have just returned from a vacation spent at Canadian Summer resorts and are all set for a strong sales drive.

New Gennett Record Hits

Two of the hits of "Innocent Eyes," now playing at the Winter Garden, "Hard-hearted Hannah" and "Hula Lou," have proved most popular with buyers of Gennett records. "Hard-hearted Hannah" is sung by the Windy City Jazzers and "Hula Lou" is played as a fox-trot by Bailey's "Lucky Seven."

SERVICE THAT COUNTS!

Radiola Super-Heterodyne, with Radiola Loudspeaker and 6 Radiotrons UV-199; entirely complete except batteries, \$269



Our complete stock of Radiolas is at all times available for immediate delivery to Northern New Jersey Talking Machine and Radio Dealers.

In anticipation of the Fall demand which you will receive for these new Radiolae, we suggest that your orders be placed at this time.

TRI-CITY ELECTRIC CO.

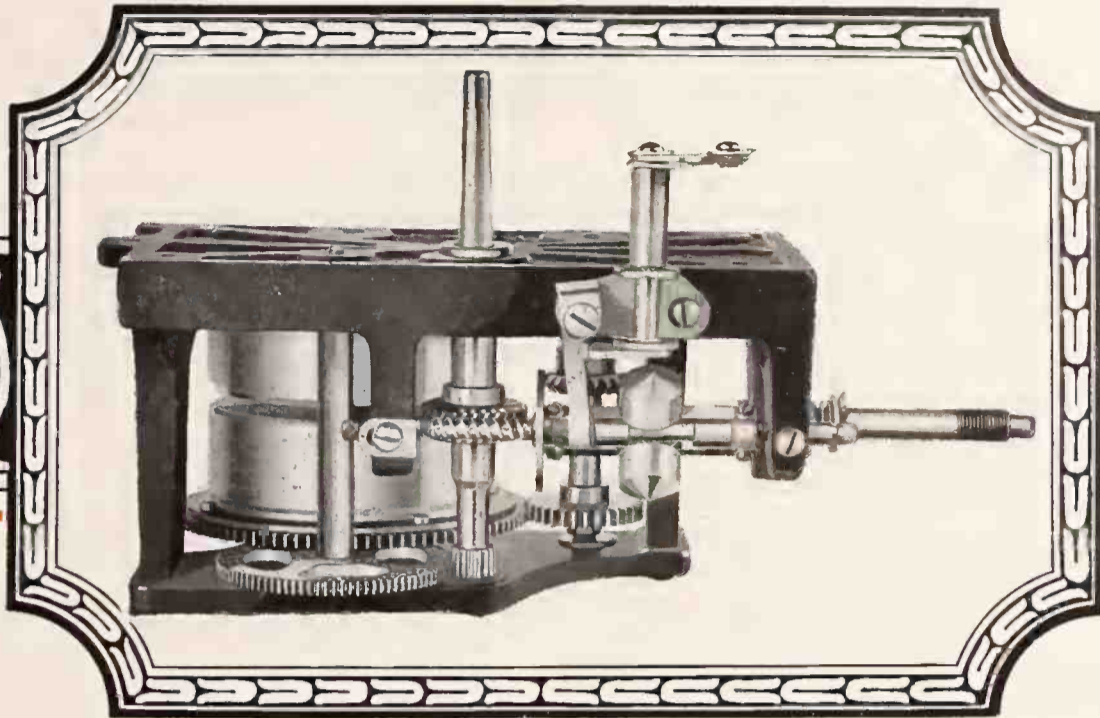
WHOLESALE ONLY



Main Office and Warehouse
52-56 Lafayette Street
NEWARK, N. J.

Branch
Straight and Edison Streets
PATERSON, N. J.

RADIO CORPORATION DISTRIBUTOR



MOTOR No. 77

A Leader in the Industry

The Number "77" has maintained the leadership in its class for the past ten years, setting the pace to the tune of ONE MILLION now in use and all of them still going strong!

And here are some reasons why

No mediocre materials or "short cut" methods are permitted in the manufacture of Heineman Quality Motors. Ordinary bearings won't do for the "77." They must be made of phosphor bronze. Every single governor spring and ball must be individually weighed and tested. All gears must be absolutely accurate. Nearly so won't do. Accurate to the thousandth part of an inch is the Heine-

man standard! Driving and winding shafts, and in fact every part down to the smallest screw must come up to the rigid standard set for it.

And then, when the component parts are all assembled into a complete motor they must give a noiseless and satisfactory account of themselves to a keen expert of long experience before they are declared "fit for duty."

HEINEMAN QUALITY MOTORS

Manufactured by

General Phonograph Corporation

OTTO HEINEMAN, Pres.

25 West 45th Street

New York City

Profitable Marketing of Crops Brings Good Business to Kansas City Dealers

Liquidation of Indebtedness by Farmers Brings About Stabilized General Business—Sales Drives Result in Retail Activity—Unusual Window Display Attracts the Public

KANSAS CITY, Mo., September 9.—Steady business increase has been noted by both retailers and wholesalers during the past month. The profits from the excellent wheat harvest in the Southwest and the prospects for a good corn crop have had their effect in marked improvement in all lines of business activity. The farmers have used their profits to liquidate their indebtedness at the banks, and still are in comfortable enough financial condition to do more spending than they have been able to during the past few years of hard times. The banks, in turn, are now on a steadier basis and are prepared to further business advancement by extending credit to firms wishing to expand or otherwise improve their business. Dealers are all anticipating brisk steady business for the coming season, due to these conditions. An especially encouraging feature of the trade situation is that its improvement is on a sound constructive basis.

Sales Drives Resultful

The August sales drives staged by a number of the local retailers went off very successfully. Much interest was manifested, and the buying of this period has continued as the Fall stocks are being introduced. While the business average in most of the stores is high, the day-by-day business has been quite spasmodic. Vacations are over now in nearly all of the stores, and everyone is settling down for a busy Fall and Winter business season.

Knabe Studios Staged Successful Drive

The Knabe Studios, in their Summer clearance sales drive, made a special feature of the fact that they offered refund and exchange privileges. This appealed to many and helped to make the sale a highly successful one.

Household Club Plan Sells Machines

The Victor, Edison and Sonora phonographs, carried by the music department of the Jones Store Co., have been offered for sale on the store's Household Club plan, which provides for special time payment arrangements. The response has been very good.

Brisk Business at Wunderlich's

The Wunderlich Piano Co. found that its Summer business held up surprisingly well. As the manager expressed it the sales force "simply kept on the job, and the results were remarkably gratifying." Both the phonograph and record business was active through the Summer, and the outlook indicates marked improvement during the Fall months.

Striking Record Window

One of the most striking window displays in Kansas City music stores recently was arranged by the Brunswick Shop to advertise the record, "You Ain't Got Nothing I Want," played by the Mound City Blowers. A small brown frame bungalow was placed in the center of the window. From its green shingled roof to the steps leading down from the white-columned porch to the gravel path, the house was complete in every detail of design and workmanship. In front it bore a large sign with the warning, "Quarantine—Beware—Smallpox." A sick-looking doll was leaning against one of the French windows which flanked the front door, and another stood at the edge of the porch in conversation with a fashionably dressed doll in blue who stood in the yard with one arm extended disdainfully, quite obviously saying, "You Ain't Got Nothing I Want."

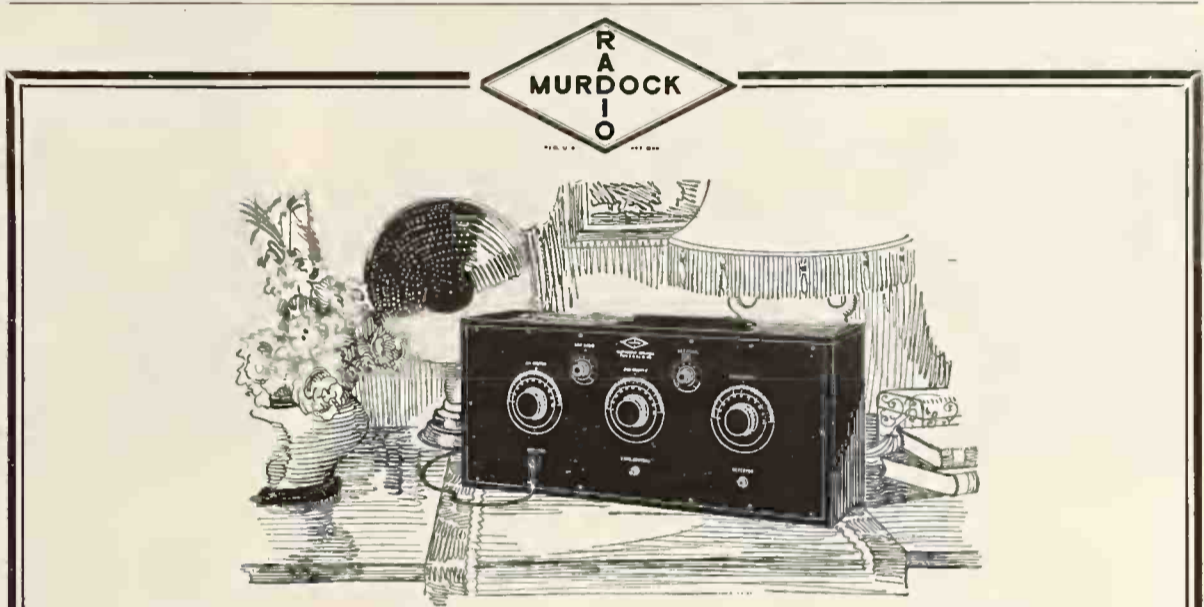
Christman Co. Featuring Brunswick

Reports from the recently opened Brunswick department at the Christman Dry Goods Co., Joplin, Mo., indicate that an excellent phonograph and record business has opened up there. The department is one of the most beautiful in the State, being finished throughout in matched walnut, with plate glass show cases and beautifully decorated booths.

The Brunswick Co., which is now making first shipments of the new Brunswick Radiola, will start its national advertising campaign for the machine in the Kansas City territory September 11. All of the dealers who have seen the new machine are delighted with it, and advance orders have been pouring in until the company is now far oversold. The popularity of the Brunswick Radiola is expected to cause reflected increases in the other Brunswick lines, and the wholesale house reports that a stimulating reaction has already been felt there in the increased phonograph orders. As a consequence of these favorable factors the outlook for Fall business is excellent and dealers handling this line are optimistic.

Location in Theatre District Helps Record Sales

HAGERSTOWN, Md., September 8.—By utilizing to the fullest possible extent the advantages of his location, Norman B. Kurzenknabe, of the Talking Machine Shop, 4 Potomac street, has built up a very large record business. Situated in the heart of the motion picture theatre district, this store keeps open until after 11 o'clock at night and caters to the crowd on their way home. Effective tie-ups with four of the theatres have been made by arranging with the organists at each to play late Victor releases during the performance. As the audiences file out from the show the same selections are heard on a talking machine which stands just inside the door and wafts the music out to the street. The result is a thriving demand for records of all descriptions, another concrete instance of how tie-ups of this nature pay the far-sighted, aggressive dealer.



Here are the features that establish the supremacy of the Murdock Neutrodyne

DISTANT STATIONS can be tuned in with remarkable clearness and volume. All but the most distant can be heard on a loud speaker.

EASY TO OPERATE. So simplified and sensitive that no technical knowledge is necessary for its operation. Permits absolute logging of dials.

SELECTIVITY. One of the most selective sets made. Local stations can be tuned out and distant stations received—without interference.

DOES NOT RADIATE.

APPEARANCE. The handsome solid mahogany cabinet and black panel make the Murdock acceptable to the most exacting home environment.

DEPENDABILITY. Guaranteed to give the most satisfactory results under all conditions where reception is possible.

SALES CO-OPERATION. Backed by powerful advertising in radio magazines and daily newspapers—and strong sales policy.

It will pay you to make the Murdock the basis of your radio trade

Capitalize on the nationally known name of Murdock—and the great demand for the neutrodyne. The high quality and moderate price of this

receiver assure volume sales and big profit. Get in touch with your jobber today. If he doesn't carry the Murdock Neutrodyne write us for information and dealer discounts.

WM. J. MURDOCK CO.

414 Washington Ave., Chelsea, Mass.

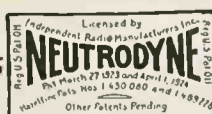
Branch Offices

NEW YORK—53 Park Place

CHICAGO—140 Dearborn Street

SAN FRANCISCO—509 Mission Street

MURDOCK NEUTRODYNE



Window Displays That Create Radio Sales

The Radio Window With a Message Will Reach the Heart of the Fan—Wide Opportunity for Effective Appeal Through Displays

Regardless of what may be said to the contrary, good radio merchandising is very similar to good merchandising in other lines, although features may be connected therewith that require special handling just as with any other product in preparing and carrying on a sales campaign.

There is, and probably will be for some time

was general and could not be concentrated on any one item. When it was desired to feature strongly one particular type of talking machine or one special record release, the proper method has always been to reserve an entire window for that purpose. The same rule follows in the display of radio sets and accessories.

This is not to say that the dealer should

the annual Fall hunting season is approaching rapidly when the city-bred man gets into the wilds and after a few days misses the entertainments of urban life, especially in the long evenings.

Another window carries with it the human touch and emphasizes strikingly the manner in which the radio can be made to provide enter-



Window Showing Radio Entertainment in the Home

to come, a very substantial natural demand for radio receivers and equipment. But the dealer who is inclined to sit back and depend entirely upon this without putting forth any special promotional and sales effort on his own account is very likely to be dissatisfied with the results from his radio department.

In the matter of window display, for instance, there is just as much reason to prepare a proper display of radio receivers and equipment as there is to give thought to the display of talking machines, records, or any other type of musical instruments. An increasing number of radio receivers are coming on the market, which, in their design, are calculated to find a welcome place in the home and which have an appeal in that connection as well as for their actual receiving possibilities. Some of these new models are of the attractive console type, richly designed and finished. Others are table models or are built to fit into various types of cabinets. Still others make an appeal not only from the standpoint of design but from their small size.

The dealer who seeks to build up a permanent radio business with the best people of his community cannot be satisfied with telling of the reception possibilities of his line, but must let the public see how well the manufacturer has installed the radio equipment in a cabinet that is an attraction rather than a plain black panel fronted box.

Window Displays Bring Results

It is significant that those dealers, in the talking machine as well as in other fields, who have given proper thought to window displays have secured results entirely satisfactory and, in some cases, surprising. It has happened frequently that a prospect whose mind had been set on securing a receiver of maximum power at minimum cost has been particularly struck by an elaborate set on display and has invested in it an amount exceeding his estimated limit by \$100 or more.

It has long been recognized that the most effective window display is that confined to one particular article or one particular type of article. It is true that talking machines, pianos and musical merchandise have been displayed in one window but in such a case the appeal

devote his entire window space to radio and exclude the various lines of musical instruments he handles. But if he is taking the department seriously he might well arrange to have a complete radio display perhaps one week in three or one week in two.

For at least the next few months the retailer who gives proper thought to his radio window displays is going to profit materially thereby for the reason that good radio windows are notable for their scarcity. Walking along the main streets of any of our large cities one sees plenty of radio displays but they are either in the corner of a window devoted chiefly to other products or they represent a conglomeration of



Emphasizing Distance Reception in the Window Display

tainment for all members of the family. In this particular case the dealer has taken the opportunity of displaying close to a dozen different types of receivers which may be accepted by the prospect as indicating there is available a radio set suitable for any purse. This appeal is from the family and home angle.

The window display shown above gets under the skin of the distance "bug"—the man or woman whose enthusiasm over a radio set increases in proportion to the number of stations logged and the distance of those stations. In this display, which was featured in the Brunswick Shop, Detroit, ribbons from the controlled dials of a Radiola Super-Heterodyne to points

on a large map of the United States where broadcasting stations which supposedly had been heard on the instrument are located were used effectively to convey the idea of the practically unlimited entertainment available.

These illustrations serve to prove that not only are attractive window displays possible, but that there are so many avenues for appealing to the prospect that it is



A Radio Window Display With Especial Appeal in the Fall

dials, condensers, tubes, phones, etc., that means very little to the prospect for the complete set.

Many Opportunities for Display Appeal

That good radio windows are possible is quite evident from the accompanying photographs of displays which have actually been made in retail stores and have produced results. Each of the windows shown makes a different appeal to the radio prospect. One display, for instance, showing a Federal set in a log cabin, illustrates the manner in which radio can bring music and other forms of entertainment into the far-distant wilderness and to the lonely hunter or trapper. This display is particularly timely, for

an easy matter to arrange a series of windows to attract new types of prospects at frequent intervals. In this group alone the appeal has been made to the lonesome individual, to the family group, and to the individual for whom the charm of radio is the distance it covers. The dealer can find many opportunities for putting the radio appeal across.

The main thing is that, although a large proportion of the population has been sold on radio, they have not been entirely sold on the idea of demanding attractive casings for the instrument. It is up to the dealer to show the public just what he has to offer.

GAROD

ANNOUNCES THEIR NEW POWERFUL NEUTRODYNE MODELS THE GEORGIAN AND THE V



The Garod Georgian

Rich brown burled walnut, with door-panel borders of inlaid ebony and holly—5 tube model—built-in loud speaker—battery compartments and accessory drawer. Will grace the finest drawing room—provide the best in radio reception. Size 35½" long—16¾" deep—42½" high.

\$400 00

The Garod V

Genuine mahogany highly finished cabinet—graceful 15° sloped genuine mahogany panel—carved feet—five inch dials—double reading Weston volt-meter—5 tube model. Size 34¾" long—13¾" deep—11¾" high.

\$195 00



The Garod RAF

The receiver that made GAROD famous. Added mechanical improvements—4 tube model—with which you are familiar. Size 19½" long—7¾" deep—10" high.

\$135 00



The public wants
Power

- Power—to produce great volume.
- Power—to bring in distant stations.
- Power—to work through local stations.
- Power—to moderate or intensify volume.
- Power—to render the original quality of tone transmitted.
- Power—to select programs.
- Power—to get the best out of the program.



These models have power plus—and then more power. They are full voiced—with tonal quality of exquisite timbre. They can be controlled to meet the capacity of the small living room, or manipulated to take full advantage of the acoustic possibilities of the large hall.

In every respect, they are worthy of bearing the name GAROD.

We are now ready to enter orders, and grant jobbers of standing, exclusive non-conflicting territories, where open.



SEE OUR EXHIBITS AT

First Radio World's Fair
Madison Square Garden, New York
September 22 to 28, 1924

Third Annual Chicago Radio Show
Coliseum, Chicago, Ill.
November 18 to 23, 1924

The **GAROD** Corp.
120 Pacific Street, Newark, N. J.

Effective Vocalion Windows Prove Sales Stimulators for Gardner White's Store

O. H. McLean, manager of Gardner White's Detroit store, at 4849 Grand River avenue, devotes six or more window displays each year to

sible for a large increase in Summer business. Tall shaded lamps were interspersed with the display of Aeolian Vocalions and a combination



One of the Gardner White Co.'s Windows Which Attracted Wide Attention

Vocalion phonographs and Red records. An unusually effective one was featured the last two weeks in June, which was directly respon-

radio-phonograph—the floor was carpeted with Vocalion records and a mammoth Red record was centered above the radio.

Morris Music Shop Expands

MIAMI, FLA., September 3.—The Morris Music Shop recently purchased a lot on Coral Way at Coral Gables, and plans are rapidly going forward toward the erection of a store and apartment building. Mr. Morris was one of the first to enter business in this new suburban district and his business expanded so rapidly that new and larger quarters are necessary.

A Pocket Edition Phonograph

A recent foreign dispatch gives the interesting information that a Hungarian engineer of Prague has invented a phonograph the size of an ordinary watch. There is room inside for ten discs, giving a repertoire of twenty selections. By placing the instrument on a water glass the sound is amplified sufficiently for an ordinary sized room.

Recordings by Cincinnati Conservatory Artists

Starr Piano Co. Announces New High-grade Series of Gennett Records Made by Artists of the Cincinnati Conservatory

Word has just been received that a new group of Gennett records to be known as the Cincinnati Conservatory of Music Artist Series is being manufactured by the Starr Piano Co.

Robert Perutz, Polish violin virtuoso and member of the artist faculty of the conservatory, has just completed the production of four double-face ten-inch records. They are "Gavotte" by Mozart-Auer—"Cradle Song" by Tor Aulin; "Valse Bluette" by Miche—"Zapateado" by Sarasate; "Valse Caprice" by Wieniawski—"Swing Song" by Barnes and "From the Canebreak" by Gardner; "Spanish Serenade" by Chaminade-Kreisler—"To a Wild Rose" by MacDowell. Mr. Perutz has been peculiarly successful in his recording. His tones are true and big as well as very beautiful.

The Cincinnati Conservatory of Music Artist Series will be continued by Karl Kirksmith, solo 'cellist of the conservatory orchestra and also member of the faculty. A considerable demand is expected for these records as the Cincinnati Conservatory artists are known not only in America but in Europe for their splendid musicianship and artistry.

Victor Foreign Records

The Victor foreign record releases for September include recordings in the following languages: German, Italian, Russian, Hebrew and Yiddish, Bohemian, Croatian, Finnish, Lithuanian, Mexican, including Spanish recorded especially for Mexico; Norwegian, Polish, Slovak, Slovenian and Swedish. Literature and advertising matter concerning these releases have been sent to all Victor dealers.

LAUTER TALKING MACHINES

"NOW" is THE TIME To Put in THIS LINE

Sold From
Manufacturer to Dealer

Our Console Cabinets are equipped with United Self Oiling Motors—Blood Tone Arms and Sound Boxes—which with "LAUTER QUALITY" Cabinets are a combination not to be beaten.

Let Us Have Your Next Order—Write For Prices and Particulars

THE H. LAUTER COMPANY

West Washington at Harding Street
Indianapolis, Indiana



Model J
Top 34x21 in.
Height 33 1/4 in.



Model I
Top 35x22 in.
Height 34 1/2 in.



Model II
Top 35x22 in.
Height 34 1/2 in.



Model F
Top 40x22, Height 35 1/4 in.



Model E
Top 40x22, Height 35 1/4 in.



Model K
Top 40x22, Height 36 in.

Intense Production Activities in the Canton-Akron District Felt in Sales

Quality Merchandise Has the Call as Business Steadily Gains—Talking Machine Exhibits Feature of Stark County Fair—Formal Opening of the New George S. Dales Store Soon

CANTON-AKRON, O., September 8.—Talking machine, record and radio sentiment shows improvement this month over last month, and while buying in August was not brisk, nevertheless dealers report the outlook is far more encouraging than it has been for many weeks. In both cities production schedules are being increased at the major factories, especially in Akron where the rubber and tire factories are increasing output and employing more men. Talking machine dealers interviewed this week say there have been more inquiries in the past few days than at any time this Summer and that people are talking buying and some sales are being made. Dealers say majority of talking machines being bought are the newer console models and that quality merchandise is preferred. Records have been holding their own all Summer, the dance and popular song numbers being in most demand.

Talking Machine Dealers at Fair

In the main display hall at the annual Stark County Fair, second largest in the State, half a dozen booths have been reserved for talking machine and piano dealers, according to Charles A. Fromm, secretary of the Stark County Agricultural Society. "I believe music dealers are more anxious to show their wares at the county fair than any other class of merchants, for they claim they get more live prospects at the fair than through any other medium of exploitation. More than usual space has been allotted dealers of talking machines this year," Fromm said. Canton and Massillon music dealers are always represented at the big exposition which attracts in the neighborhood of 100,000 people in the five days it is in existence.

Edison Demand Good

Harold M. Rutledge, manager of Rhines Edison Shop in Canton, reports Edison business on the increase. "We have noticed a change for the better in the past two weeks. Inquiries indicate the new console models are in much demand and the average prospective buyer is talking quality merchandise," he declared. Mr. Rutledge announces this store as well as the Massillon store of the firm will be represented with its usual big display in the merchants' exhibit hall at the annual Stark County Fair.

Strassner Back Home

W. E. Strassner, head of the Strassner-Custer Music House, who has been in New York and other Eastern cities studying music, is back in Canton and again at his desk at the music store which recently reopened in its new location on Cleveland avenue, Northwest. Mr. Strassner was recently presented with a medal from members of Nazir Grotto, for his excellent work in directing the band of that order, which in June won first prize at the annual national convention of the fraternity at Indianapolis, Ind.

Sells Cardinal Stock

Sale of the stock of finished talking machines at the plant of the Cardinal Phonograph Co., Zanesville, O., which concern was recently acquired by the Zane Mfg. Co., is now in progress. Future policy of talking machine manufacture at this concern is indefinite.

Garver Bros. Display Edison at Fair

A large exhibit of the Edison phonographs, including the newest console models, will be presented by Garver Bros. Co., Strasburg, O., at the annual Tuscarawas County Fair at Dover late this month. The Edison Co. will have the only phonograph display, for the Garver store has leased the entire display hall for its exclusive use.

Alliance Dealers Optimistic

Alliance, O., talking machine dealers report business better the past two weeks than at any time this Summer. Three Victor dealers in the west end of the city, The Vernon Piano Co.,

Cassaday Drug Co. and J. H. Johnson's Sons, are doing a nice volume of business in records, but machines have been in poor demand for some weeks. With the advent of Fall, however, business is expected to be considerably better.

Victor Records Grow in Popularity

American folk-poems set to music with European folk-dances, negro spirituals and the latest in dance numbers recorded in recent Victor releases, are most popular with record buyers in Akron, according to Earle G. Poling, head of the well-known Victor store there. "Machine business has been only fair, but I expect it to improve with the advent of September," Mr. Poling said. "Records have been going big all Summer, probably because we have made

it a custom to stress a good number and sell several hundred records of it in the course of two weeks or thirty days," he added.

Dales to Open Soon

Alterations to the store of the George S. Dales Co., of Akron, will have been completed by the middle of September, when the new store will be formally opened to the public. Talking machines will be given all the second floor and pianos will occupy the third floor, leaving the whole main floor to the display of jewelry.

Wiedoedt to Play at Canton

Announcement that Herb Wiedoedt and His Cinderella Roof Orchestra, of Los Angeles, Cal., will play a return engagement at Moonlight Gardens, Meyers Lake Park, Canton, O., has been enthusiastically received by admirers of this well-known band of Brunswick record makers. D. W. Lerch, local Brunswick dealer, plans a tie up with the appearance of the band here and will feature their newest record releases in a window display. On their former appearance here they created a tremendous record demand in local Brunswick shops.



THOR Speaker Lamp

[Patents Pending]

Lights the way to greater Radio Sales
and Profits for you

BY SHEER beauty, by remarkable quality of tone, by marvelous performance—Thor Speaker Lamp is making an unparalleled appeal to the public imagination and is experiencing sales through musical and radio dealers that are almost as spectacular as the invention of radio, itself.

Thor Speaker Lamp is the original combination Loud Speaker and electric lamp. Concealed within a beautiful floor or table lamp that harmonizes with the furnishings of the most elaborate room, is a special speaker unit made by the famous Dictograph Products Corporation. This unit amplifies, and reproduces perfectly, bringing out the high and low tones, as well as the middle tones.

Thor Speaker Lamp is free from guttural and throaty sounds so manifest in all horn type loud speakers. It is non-directional, which means that you can hear it in every

part of the room, eliminating the necessity of sitting directly in front of a horn to listen in distinctly.

Demonstrate Thor Speaker Lamp beside any awkward, ugly, ungainly present type loud speaker and its beauty alone will win the preference of your customers; add to this, however, its full, rich, mellow musical tone—its low price (Thor Speaker Lamp costs no more than horn type loud speakers)—and you have the road to quick, profitable radio sales.

Behind Thor Speaker Lamp is a merchandising policy that is devoid of freak stunts and novelties. Sound principles, established by other lines of business in selling, are followed. Supporting this policy is an extensive advertising campaign in national mediums. The advertisements which have appeared and will appear are bound to bring orders to musical dealers who carry Thor Speaker Lamp.

Franchises in certain territories still open. Jobbers and Dealers are invited to write for descriptive literature and full details

THOR Radio Division of the
Golden Gate Brass Manufacturing Co.
1239 - 1243 Sutter Street, San Francisco, California



TRF-50

Q A handsomely carved cabinet — a most efficient 5-tube circuit with Unit Tuner and built-in Magnavox Reproducer.

Q The Receiver you have been waiting for; study the details.

These new Broadcast Receivers complete the *MAGNAVOX Radio Line*

THE exceptional facilities for building radio business possessed by every energetic phonograph and music dealer call for the most highly perfected merchandise—like that bearing the name *Magnavox*.

The Broadcast Receivers here shown offer three decisive advantages: unequalled simplicity of control; reproduction of exceptional clearness in any desired volume; and handsomely carved period cabinets designed in accordance with the best traditions of the music trade.

The simplicity of control is provided by the Magnavox Unit Tuner which does away with all complicated dialing, and places the novice on the same footing as the radio expert. In point of selectivity and distance, Magnavox Broadcast Receivers also satisfy the most discriminating.

As illustrated, the panel carries only three knobs—the On and Off Switch, the Selector [Magnavox Unit Tuner] and the Volume Control. This last dial permits any desired volume instantly and without altering the superb character of reproduction in any way.

Evolved at a time and under conditions obviating the necessity of costly changes during production, Magnavox Receivers have for the dealer the final advantage of offering the public the utmost economy in price as well as efficiency in operation.

Description

The same highly perfected Magnavox circuit is embodied in cabinets with and without built-in Reproducer, as described below.

Magnavox Radio TRF-50—A 5-tube tuned radio frequency receiver consisting of two stages of tuned radio frequency of special design, detector, and two stages of audio frequency.

Magnavox Unit Control Tuning. Built-in Magnavox Reproducer unit.

Cabinet of true period design, beautifully carved, with hand-rubbed antique finish: height, 14¾ in.; length, 20½ in.; depth, 18¾ in.

Price without tubes or batteries . . . \$150.00

Magnavox Radio TRF-5—Same as TRF-50 but encased in simpler cabinet without built-in Reproducer. Cabinet measures: height 9⅝ inches; length 20½ inches; depth, 14¾ inches. Loudspeaker and "A" battery terminals in rear.

Price without tubes, batteries or reproducer \$125.00

Magnavox Reproducer M4 is a most desirable accessory for TRF-5. . . . \$25.00

Announcement

Magnavox Radio Receivers will be publicly announced in full-page advertisements in *Saturday Evening Post* on September 13 and September 27, followed by a strong list of general, radio and farm papers issued October 1—the total combined circulation being eight millions.

Make this your most successful radio season by featuring TRF-50 and TRF-5 Broadcast Receivers.

To those who qualify as registered dealers, we give a special advertising service of great value.

MAGNAVOX—now a complete Radio Line

The name Magnavox is now identified with a complete Radio line, including *Broadcast Receivers, Vacuum Tubes, Reproducers, Power Amplifiers and Combination Sets.*

By the Magnavox plan of distribution, the Registered Dealer is given assistance that insures him becoming an important factor in the radio business of his community.

Write for copy of Broadside Announcement giving details of Magnavox service to Registered Dealers

THE MAGNAVOX COMPANY, OAKLAND, CALIF.

NEW YORK: 350 West 31st Street

SAN FRANCISCO: 274 Brannan Street

Canadian Distributors: Perkins Electric Limited, Toronto, Montreal, Winnipeg



Real Salesmanship Necessary for Best Results in Merchandising of Radio

Interesting Analysis of the Radio Situation, Particularly as It Affects the Talking Machine Merchant, by B. R. Hassler, Sales Manager of the Colin B. Kennedy Co.

It is a sign of fine health in the radio industry when so much of the retailing is coming into the hands of experienced talking machine dealers. For one point in which radio needs most improvement is in the methods of selling.

The talking machine dealer is among the first to bring real salesmanship into radio. Up to this time it has sped along on the crest of the wave of popular demand and that wave is still rising. It is estimated by Roger W. Babson that over \$300,000,000 will be spent on radio in the coming season—a figure that is quite conservative. One regrettable accompaniment of this demand is that any part of the money should be spent on the kind of merchandise sold in the "gyp" shops, which do more harm than

good to the reputation of radio. While it is perfectly true that the public loves a cut price, there is disappointment in the wake of a purchase made in a store which sells without regard to the final satisfaction the purchaser finds in the merchandise. There has been a strong effort on the part of price slashers to build up large volumes of radio sales at slim profit—in some cases as low as 5 per cent. There is abundance of evidence though that burned buyers have become wary, and will deal only with the reliable established firms.

Home Set Building Declining

Our company has recently made a survey of the radio retailing situation and found a decided tendency away from the home-built radio

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

set. In fact, the tendency has largely been toward sets that sell in the neighborhood of \$100 without accessories. A unit of sale as large as this cannot be properly sold by untrained clerks picked up at random and put behind the counter to guide the purchaser tactfully toward making a wise purchase that will give lasting satisfaction.

The sales of radio instruments and parts for the first two years of popularity were principally made to people who were mechanically minded, who enjoyed the pleasure of putting together the various elements and sitting down to a crudely built affair that by some magic picked up voices and music from the air, and they fearfully watched for a breakdown whenever they showed it to "company."

Radio a Musical Instrument

Radio has progressed far beyond such crudity. The radio set is now in every respect the social equal of the piano and the talking machine. Beautifully made instruments like the high-grade receiving set are as handsome furniture as will be found in well-furnished living-rooms. And the mechanical features have been made so trouble-proof that the owner of the set will hardly know there are works in it! It is a musical instrument, not a mechanical novelty, and with the wonderful programs that are now in the air, quality of tone is highly important. Perfect reproduction is now an accomplished fact.

When an appeal is made to people who appreciate music, a far wider market is opened up than has been reached so far by appealing to the restricted number of people who love to tinker.


Radio Now Simplified

When the Colin B. Kennedy Co. decided to break away from appealing solely to the radio fan (who probably owns a receiver) the next step was to simplify the operation of the set so that anyone could operate it without technical knowledge, and in this aim the designers thoroughly succeeded.

The talking machine dealer whose store is equipped with demonstrating booths and who has an organization of courteous salespeople who are mentally alert can quickly acquire the little technical information that is needed to sell radio successfully. He may need a man who is a radio mechanic for such service as making installations and minor adjustments, but it is unnecessary for salespeople to be able to draw funny-looking diagrams of circuits. In fact, the less they talk to prospective buyers about hook-ups, batteries, wave length and similar technical matters the more readily sales will be made to people who at present are bewildered by the vast amount of puzzling talk they hear about radio. The manufacturer has simplified radio to the point where it is unnecessary to discuss anything of a technical nature in selling it. The talking machine dealer with his years of training in skillfully leading people who are a little in doubt as to what they ought to buy can sell a radio set just as easily as a talking machine could be sold at the very peak of its popularity.

Gotham Dealer Assigns

Morris Stockman, talking machine dealer at 240 West Eighty-sixth street, New York, has assigned to Frank Drucker.



The Radio Sensation

DYNERGY

RADIO RECEIVER


Needs No Batteries!

These 5 Points
Make Dynergy a Quick Seller

1. **Convenience**—Just plug into any light socket (alternating or direct current) for "A," "B" or "C" battery power.
2. **Economy**—Eliminates all batteries. No upkeep, recharging costs or "B" battery expense.
3. **Complete**—Dynergy is not an accessory—it is a complete 5 tube receiver, ready for tubes and loud speaker.
4. **Simplicity**—Extremely simple to tune, exceptionally sensitive.
5. **Volume**—A distance getter—clear tone and volume. Not the slightest trace of noise, squeals or howls.

Install a Dynergy and watch your sales jump!

Satisfaction to Customer and Real Profit for You in Every Dynergy Sale!



DYNAMOTIVE RADIO CORP.
47 Ninth Ave. New York City
Chelsea 5953



BRUNO

WHY THE VICTROLA—

Selectivity

The great "Red Seal" and general catalogs of the Victor Talking Machine Company make available everything in music *as you want it, when you want it, where you want it and how you want it.* There is no other instrument that can give these combined advantages nearly as good as the world's leading musical instrument—the Victrola.

The Victrola does away with the dependence upon programs selected by others, and illustrates but one of the many points of superiority of the talking machine over other reproducing instruments such as the Radio. Keep this fact in mind, Mr. Victor Dealer, and let it be one of your clinching selling arguments from now on.

Sell your customers on the selectivity of the Victrola. Show them how the Victrola will add untold hours of enjoyment to their lives and that this "enjoyment" is a permanent possession.



If your customers want flawless music—music of character and quality, there is but one answer—the Victor products. If they want the Radio, well, that is quite another matter.

C. BRUNO & SON, Inc.

351-353 Fourth Avenue

New York

Victor Wholesalers to the Dealer Only



Statements of Radio Performance Based on Facts Build Confidence of Public

Interesting Radio Merchandising Hints by H. H. Roemer, Director of Sales Promotion, Zenith Radio Corp.—Influence of the Music Dealer on Radio Construction Refinements

As announced elsewhere in this issue of The World, H. H. Roemer has been appointed director of sales promotion of the Zenith Radio Corp., Chicago, Ill. A keen student of merchandising, Mr. Roemer recently gave The World the following vital sales talk that is well worth the careful consideration of manufacturers, jobbers and dealers:

"In a trip which I am just completing across the country I am reminded of the words of that devoted radio advertiser, Kenneth Groesbeck, who stated at a dinner in New York City more than a year ago, 'The cycles of radio development move in a ratio of ten to one years as compared to other lines. That one year in the evolution of radio discoveries, developments and advances is equal to ten years in other industries.' As we look back three years ago and compare radio sets and equipment of those days with the achievements of to-day we see the same remarkable advancements as in the locomotive, steamship, and, I dare say, even in the telephone—except that with these inventions it took years for the public to grasp their import, no less make them popular.

"Never in the history of invention prior to the introduction of radio has anything dominated the front pages of our dailies. The phenomenal achievements of this erstwhile mysterious means of education and entertainment have made the whole world stand in awe and the expanse of its distribution and home demand has far outdistanced all anticipated figures in manufacture and merchandising.

"It is little wonder, therefore, that radio manufacturers, distributors and dealers are not yet organized. The spontaneous and ever-clamoring demand for radio has left no time for the busy manufacturer to give proper and necessary attention to policies, and in the confusion of public demand, as well as the lack of understanding of radio possibilities and limitations, the dealer as well as the public has not learned the standard upon which to base tangible conclusions on what is or is not efficiency, dependability and a dollar-for-dollar value.

"As in all industries, and especially those

accompanied by such a terrific demand, there are the good, bad and indifferent classes. By this I do not mean that the manufacturers as a whole are insincere in their product and in their endeavors, but I do believe the field presents many sets supposedly representing values and the functioning claimed for them, which in reality are purely mechanical in having followed certain circuits and which, in many instances, lack the actual functioning of claims that zealous advertising and sales representation have overestimated.

"It is the wise manufacturer who 'bottles' up his enthusiasm on what he believes is an advance in development until he has put that set or device through all the necessary time tests and in all localities throughout the country, because it is unquestionably true that local conditions affect performance to a most startling degree. The distribution of radio demands equal performance in all territories and unless this problem is fully appreciated a manufacturer not only loses his substantial footing in the industry, but also drags his jobber and dealer trade down with him.

"There is no force in merchandising radio that can prove a greater drawback to the industry's progress than propagating that which a man knows is impossible, and the fact that freak conditions in some remote stations are not a just cause to claim that particular station as performance, and performance in radio is that which is always possible under normal conditions. Radio dealers and jobbers are fast nearing the time when the point I am making will become an issue in their category of standards in 'how to sell radio.'

"The man who says 'this talking machine will play 500 records with but one winding' knows he is strangling the truth, yet how few dealers actually see the fallacies of exorbitant claims for distance on the average radio set to-day. And, again, how many of us realize that the buyer is certainly going to unearth all of the misrepresentations within a mighty short time and, whether the dealer is conscious or unconscious of what the set will do, he is a greater

loser than the manufacturer. He is in direct contact with that buyer and he either loses or establishes confidence.

"The public is admittedly, more or less, at the mercy of the dealer when it comes to radio. No greater opportunity for building good will ever confronts a merchant than the straightforward statement of facts which a dealer can and should give his trade. Dealers realizing this fact will remain with us, while the unsuspecting, confidence-seeking public will eliminate the 'miracle man' who soars beyond the mysteries of radio phenomena and soon brands himself as a 'quack' and an undependable conjurer of the truth.

"In opening I referred to the rapid strides of radio. Dealer readers of The Talking Machine World will recall previous articles over my signature wherein the music merchant was pointed out as the ultimate and logical outlet for radio. As the industry itself has developed the refinements we see to-day, so has merchandising developed, and my gratification in seeing the talking machine dealer actually functioning in the capacity predicted is beyond the measure of words. And it is the close scrutiny and 'show me' procedure and policies of the music dealer that are affording the manufacturer of radio the capable assistance which will raise radio to its proper standard. All manner of merchants have introduced radio and the majority have done a good job, but the 'spell of mystery' is wearing off, and the public is beginning to understand radio. The music merchant, understanding the value of satisfactory entertainment and adequate reproduction, has cooperated with the manufacturer in the conversion of a reproducing instrument heretofore purely mechanical to an instrument of refinement in the faithful reproduction of quality and entertainment. I need hardly mention here the facts as to who is responsible for the vast improvement of appearance and 'eye value' which has lifted radio cabinets out of the 'cracker box' class into pleasing refinement and artistic design.

"All in all, if the music trade was tardy in getting into line in time to assist radio when it made its bow, it has joined in time to lend the value of an existing outlet, an organized, specialized trade, and to emphasize the public's preference for faithful quality reproduction. Through their understanding of a discriminating public eye they have caused manufacturers to turn aside from knobs and coils and influenced them to realize that cabinet designs and construction are a prime essential that must be recognized."

A. E. Russell Returns From Extended Trip to Europe

Troy, N. Y., September 6.—Amos E. Russell, formerly manager of the talking machine department of Cluett & Sons, of this city, recently returned from Europe where he visited as a delegate to the annual convention of the Advertising Clubs of the World. While abroad Mr. Russell visited England, France, Belgium and Holland, taking particular notice of the music trades in each of these countries. In speaking of the British Empire Exposition Mr. Russell states that many phonograph and piano manufacturers are exhibiting, and he dwelt in particular upon the exhibit of "His Master's Voice," arranged by the Gramophone Co., Ltd. This exhibit is usually crowded with listeners to the continuous concerts and miniature records are distributed as souvenirs. No sales efforts are made at the exhibit, although those desiring to make purchases may do so.

Mr. Russell returned to this country aboard the Cunarder "Andania," docking at Montreal, where he was joined by Mrs. Russell. They returned to Troy via the Thousand Islands and Niagara Falls. Having resigned from Cluett & Sons, Mr. Russell is planning new connections and expects to announce the same in the near future.

NATHANIEL BALDWIN RADIO PHONO-SPEAKER

Uses the
Phonograph
for Radio
Amplification



NATHANIEL BALDWIN INC.

Radio-Speakers, Headphones, Units, Phone-Speakers

EASTERN DISTRICT SALES OFFICE

227 Fulton Street

New York City, N. Y.

Back on the Job Everybody

It's a good thing to get away from one's job now and then, but much better to get back on the job and prove that both you and your job are going to be benefited.

I wonder how many in the Victor industry, from the manufacturer to the dealer, have been on a prolonged vacation since easy jobs and easy profits have left us?

The law of supply and demand rewards or punishes us according to the way we obey it. An over-supply of politics, taxation, reckless expenditures, and high prices in general, created a demand for us to get back on the job in a "common-sense" way, and to resume along economical lines.

The tide has turned, the outlook is good, and if we will all get back on the job and give full value for what we receive we need not worry about politics or business.

Nothing has taken the place of the Victrola and what it offers, nor will anyone take the place of the distributor or dealer who is willing to work and play the game fairly.

So let's get back on the job—everybody—from the factory to the consumer.

The Victor dealer who places his fall order for Victrolas with **BLACKMAN** will avoid the worries of a possible uncertain supply at the critical time.



Blackman
TALKING MACHINE CO.
28-30 W. 23RD ST. NEW YORK N.Y.
VICTOR WHOLESALE DISTRIBUTORS



THE RADIO BEAUTIFUL



RADIO BEAUTIFUL
 MODEL 600-R-2 (Equipped) MODEL 600-R-1 (Unequipped)
 Duo-tone American Walnut or English Brown Mahogany
 Length 36", Depth 15½", Height 42"

BEAUTY is broadcast by the radio in song and the sweet harmonies of melodious instruments.

But why not an equal appeal to the eye as well as the ear, why not

The Pooley
 RADIO-CABINET

Model 600-R-2 Equipped With
ATWATER KENT
 Five-Tube Radio Set of Great Selectivity

- It is radio relieved of its visible clutter of wires and batteries;
- it is the radio of order and superb operation;
- it is the radio adding the distinction of beautiful furniture to the home;
- it is the radio of fine manners and gracious hospitality;
- it is "The Radio Beautiful" and it is

The Radio Your Customers Want

It is the only radio that includes the Built-in Pooley Loud-Speaker Amplifying Horn (patent pending) which produces a volume and fidelity of tone surpassing anything yet developed in the science of Radio.

Show Them

this beautiful, efficient instrument. Place one on your floor, invite them in to hear it and you can easily sell them the complete outfit, or the cabinet alone, if they already have ATWATER KENT Radio sets.

This is a Money Maker

for you. There is a liberal margin of profit and the instrument is a ready seller. Get catalogue, selling helps, discounts and terms from your jobber or write direct to Pooley Radio Sales Department C.

Desirable Territory Available to Jobbers in Musical Trade

Pooley Company
 Inc.

PHILADELPHIA

16th — 17th — Indiana Avenue

PHILADELPHIA

See our Exhibit at the First Radio World's Fair, Madison Square Garden, New York, September 22nd-28th, 1924.



RADIO-PHONOGRAPH SUPREME

HERE'S a chance to "kill two birds with one stone" and put money in both pockets. With one instrument, selling at a fair price, you meet the insistent demand for good radio and increase your record sales. Sell



Model 230-R-3 Equipped with
4-TUBE RADIO SET
Of Unique Efficiency

This Radio set has everything to recommend it to beginner and trained operator alike—easy operation, selectivity, faithful reproduction, volume, distance, enduring quality.

The Pooley Phonograph is all its name promises and more. It is the choice of experts after 73 tests with other machines. True tone, ample volume, less surface noise, quiet and powerful motor.



RADIO PHONOGRAPH SUPREME
Model 230-R-3 Louis XV design
Duo-tone American Walnut or English Brown Mahogany
Length 36", Depth 21", Height 34"

Everybody Will Want This

incomparable Built-in Pooley Two-Way Amplifying Horn (patent applied for). It comes only with the Pooley Cabinet. A push on a knob adapts it for radio or phonograph—removal of sound box unnecessary.

The Cabinet a Pooley Creation

For 41 years Pooley cabinet work has set the world's standard. This cabinet is typical—pure Louis XV design, wonderful in workmanship and finish. Duo-tone American Walnut or English Brown Mahogany.

Pooley Agencies in Great Demand

They are invariably profitable, pleasant business relationships. Pooley products give supreme satisfaction—no annoying "come-backs." So apply promptly to your jobber or write or wire Pooley Radio Sales Dept. C.

Desirable Territory Available to Jobbers in Musical Trade

Pooley Company

Inc.

PHILADELPHIA

16th — 17th — Indiana Avenue

PHILADELPHIA

See our Exhibit at the First Radio World's Fair, Madison Square Garden, New York, September 22nd-28th, 1924.

Gilbert-Keator Corp. Gets Leading Radio Lines

Recently Formed New York Jobbing Organization Acquires Lines Representative of the Best in the Radio Industry

The entire radio trade will be interested in the announcement that Charles Gilbert and Randall M. Keator, two former important executives of the De Forest Radio Tel. & Tel. Co., have resigned from this company to form the Gilbert-Keator Corp. and become wholesale distributors of nationally known radio equipment.

Mr. Gilbert was at one time president and later vice-president and treasurer (after the purchase of the company's controlling interest by the Jewett Syndicate) of the De Forest Co., and Mr. Keator was at one time vice-president and later director of the export department. Both of them have been identified with the De Forest Co. for many years and have been responsible for some of the biggest achievements in the industry. It is of interest to note

that Mr. Gilbert will remain on the board of directors of the De Forest Co.

It is significant of the confidence of the radio field that the lines which will be handled by the Gilbert-Keator Corp. are as follows: De Forest Radio Tel. & Tel. Co., Jersey City, N. J.; R. E. Thompson Mfg. Co., New York; C. Brandes, Inc., New York; Dubilier Condenser & Radio Corp., New York; Jewett Radio & Phonograph Co., Detroit, Mich.; Timmons Radio Products Corp., Philadelphia; French Battery & Carbon Co. (Ray-O-Vac), New York; C. M. French Co., Seymour, Conn.; Pacent Electric Co., New York; Acme Apparatus Co., Cambridge, Mass.; Fansteel Products Co., Inc. (Balkite), North Chicago, Ill.; Neidich Storage Battery Co., Yonkers, N. Y.; Carter Radio Co., Chicago, Ill.; Rader Appliance Co., Inc. (Run-A-Radio), West New York, N. J.

This comprehensive line means that the Gilbert-Keator Corp. will not only be in a position to supply whatever the retailer will need in any part of the United States, but will also be able to give him a choice of the most representative lines in the field.

The salesrooms of the Gilbert-Keator Corp., at 1755 Broadway, New York, are unusually commodious and completely equipped, and the New Jersey office of the corporation has just been opened at 396 Central avenue, Newark, N. J.

New Invention Broadcasts Motion Pictures by Radio

Col. Green Successful in Projecting Motion Pictures Sixty Feet by Wireless—Expectation That Within Year This Feat Will Be Possible

One of the most interesting statements made concerning radio and its possibilities was that the broadcasting of motion pictures by radio will be possible within a year if the experiments being made by Col. E. H. R. Green are as successful as is expected from the progress made in the past eighteen months. He has already succeeded in transmitting motion pictures sixty feet by wireless, it was stated, although much remains to be done before the invention will be perfected.

This information was given out by W. H. R. Marshall, secretary to Col. Green, who said that Col. Green is constantly experimenting on his estate at South Dartmouth, Mass., where he has a broadcasting station.

Mr. Marshall admitted that Col. Green had succeeded after eighteen months in transmitting motion pictures a distance of sixty feet. He said also that a laboratory had been built for further experiments and that by agreement with Dr. Samuel Stratton, of the Massachusetts Institute of Technology, experts from that institution were to go to South Dartmouth to carry on the experiments, Col. Green paying all expenses.

Mr. Marshall declined to go into any details as to the methods used. He was, in fact, reluctant to answer any questions. He talked freely enough about the broadcasting station, asserting that letters have been received from England indicating that its programs were better heard on the other side of the Atlantic than those of many other larger American stations. He said, too, that though little was known of Col. Green's broadcasting station, the Colonel had spent more than \$500,000 on the station and the experiments he had been conducting. He has three experts working for him all the time and when the station was installed had the services of a corps of men from the American Telephone & Telegraph Co.

Eucker Music Co. Chartered

MADISON, Wis., September 9.—The George H. Eucker Music Co., Milwaukee, was recently incorporated here with a capital stock of \$10,000. George H., W. H. and Erna Eucker are the incorporators.

Joseph E. Larkins With the Times Appliance Co.

Well-known Member of Talking Machine Trade to Cover Brooklyn and Long Island Territory for Gotham Radio Wholesaler

E. B. Ingraham, secretary-treasurer and general manager of the Times Appliance Co., Inc., New York City, pioneer distributor of Radio Corp. of America and other representative lines, announces the appointment of Joseph E. Larkins as Brooklyn and Long Island representative.

Joe Larkins is well known to the talking



Joseph E. Larkins

machine trade for his ability and willingness to help the dealer resell, as evidenced during his service with Ormes, Inc., and its successor, the Musical Instrument Sales Co.

His recent years in wholesale Victor distribution have rounded out his broad experience of the past thirteen years since graduation at Fordham University, including four years as Eastern sales manager of a leading Cleveland chemical company, two years as branch manager for a large Baltimore manufacturer, two years in a business venture of his own, and a "hitch" overseas with the A. E. F.

Mr. Larkins will specialize in helping the talking machine retailers solve their radio problems, as well as helping the radio dealers apply the selling principles that have placed the phonograph industry on the substantial basis it enjoys to-day.

Steinway & Sons Branch Managers Hold Meeting

Radio Receives Considerable Attention at Conference of Managers of Steinway Retail Stores Held in Cincinnati Recently

A conference of the managers of the various Steinway & Sons branches in the Middle West was held on Monday of this week, September 1, in Cincinnati, with R. E. Wells presiding as chairman, the New York headquarters being represented by Charles F. M. Steinway, who addressed the managers and devoted most of his talk to radio, of which he has an extensive knowledge. The subject of radio was handled for the reason that, being Brunswick phonograph dealers, Steinway & Sons will shortly feature in their line the new Brunswick Radiola.

Morrison



Loud Speaker

for

\$5.00

List

Sensational Mid-Summer Announcement

Was \$10—Now \$5

In the so-called dull season nothing has stimulated the radio business like the tremendous Morrison price reduction. Dealers who said loud speakers wouldn't sell are piling up profits every day on the \$5.00 list famous Morrison unit.

It's logical. Radio fans know Morrison's sterling qualities. Those who hesitated at paying \$10.00 for a unit and those with other units are quick to recognize the wonderful value at this new price.

The unit is exactly the same unit previously sold for \$10.00. We have got down to a real production basis with its consequent efficiency in buying and manufacturing economies.

Music Dealers

With this Morrison unit for \$5.00 you can stimulate a real summer business in radio. You'll find your customers who own a radio set eager to have a Morrison unit. If you aren't familiar with our plan and discounts write for details. And see that your order for a reasonable quantity comes in early.

MORRISON LABORATORIES, Inc.

327 East Jefferson Ave.

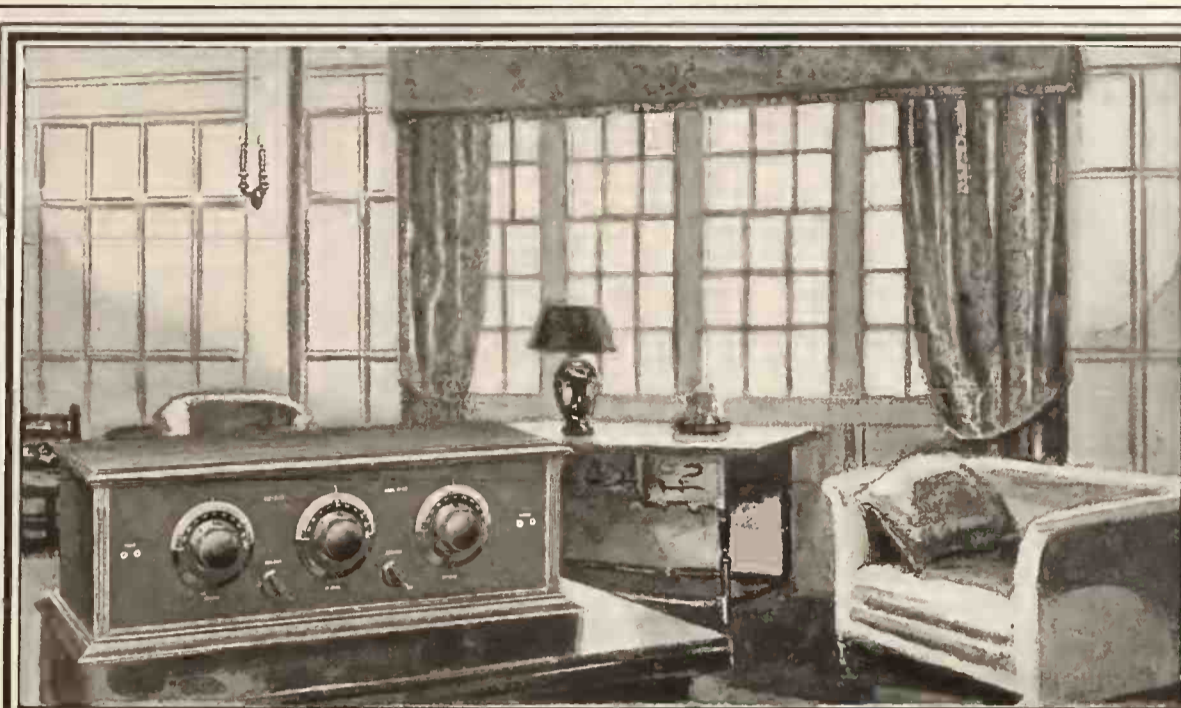
DETROIT, MICH.

COTTON FLOCKS

.. FOR ..

Record Manufacturing

THE PECKHAM MFG. CO., 228 South Street
NEWARK, N. J.



Mu-rad Dealers are Enthusiastic Dealers

MU-RAD Dealers are writing in every day telling us of new high records Mu-Rad Receivers are making both from a performance standpoint as well as a sales standpoint.

Even our newest dealers are enthusiastic once they have tested out a Mu-Rad. One dealer writes:

"We have this morning heartily recommended this Receiver to our radio salesmen who cover all the towns in this county —We are ready to give this Receiver a good advertising campaign in this section and push it to the best of our ability."

Once you demonstrate a Mu-Rad, it is sold. Its wonderful distance performance, its high selectivity, its human-like faithfulness of reproduction and its ease of operation appeal to the novice and the radio fan alike.

Mu-Rad Receivers are guaranteed 1,000 miles reception, but there are records of reception of trans-Atlantic broadcasting while tuning in on Honolulu from St. Louis as almost a nightly performance for the Mu-Rad.

The new Mu-Rad style MA-20 which operates on house current, and which eliminates both "A" and "B" batteries, is going to make new high sales records for the Mu-Rad line. Our National advertising and our dealer co-operative advertising will help of course.

Write for descriptive literature of the Mu-Rad line and the name of the nearest distributor and prepare for the big Christmas Mu-Rad demand. Address Dept. A.



MU-RAD MA-20—\$185



MU-RAD MA-15—\$180



MU-RAD MA-18—\$110

DISTRIBUTORS

A. Mecky Company, Philadelphia, Pa.
 Wireless Mfg. Company, Canton, Ohio
 Chicago Radio Appliance Co., Chicago, Ill.
 Van Ashe Radio Company, St. Louis, Mo.
 Howard Piano Co., Syracuse, N. Y.
 Battery & Starter Co., Buffalo, N. Y.
 Coast Radio Supply Co., Los Angeles, Calif.
 Pierce Electric Co., Tampa, Florida
 Chandler & Farquhar, Boston, Mass.
 Fred E. Holmes Co., Detroit, Michigan
 Marshall Wells Co., Portland, Oregon
 Peaslee Gaulbert Co., Louisville, Kentucky
 Reofield Electric Co., Ogden, Utah
 H. B. Shontz Co., New York City

MU-RAD

LABORATORIES, INC.
Asbury Park, New Jersey

To Handle Music Master on the Pacific Coast

Negotiations Concluded With Sherman, Clay & Co. Whereby That Firm Will Distribute Products of the Music Master Corp.

Negotiations have been concluded between the Music Master Corp., of Philadelphia, and Sherman, Clay & Co., of Spokane, Seattle, Portland, San Francisco and Los Angeles, whereby the latter company has been made exclusive Pacific Coast distributor in the music trade for Music Master radio reproducers. The Music Master Corp. has built up an enviable reputation throughout the country as maker and distributor of radio apparatus of a particularly high order. Among the products manufactured by it are loop aerials, headsets, phonograph attachments and loud speakers. The last named, the "Music Master," is one of the most widely known radio reproducers.

Sherman, Clay & Co. for many years have

ranked high as distributors of Victor talking machines and musical goods of all kinds. Ever since the widely awakened interest in radio they have kept pace with other leaders in this new and highly profitable field.

Henry E. Marschalk, who handled the affair for the Music Master Corp., has just returned from an extensive tour along the Pacific Coast, where he made a first-hand study of the radio situation.

"Radio on the Coast," he said, "is making astonishing strides. Always among the leaders in every forward movement, the Pacific States are fairly outdoing themselves with radio. In all the cities visited, and I missed none of the important ones, people were buying and making radio sets at a rate that is not exceeded anywhere. Radio dealers are doing a remarkable business, especially in goods of the better class. It is an ideal market for high-grade radio accessories and we can see big things ahead for the Music Master.

"The radio trade was interested particularly to learn that the familiar horn-type Music Mas-

ter, which is making such a fine record for itself, has been supplemented by other Music Master types. These are Model VIII, a mahogany cabinet speaker with 'full floating' horn; a smaller cabinet type, Model V, designed to meet the immense demand for a less costly speaker; Model IX, with hand-decorated horn and tone chamber, and the Pedestal Music Master, an innovation in radio reproducers. This last-named is sixty-three inches high, a graceful pedestal, on top of which rests a fine-looking cabinet with 'full floating' horn and self-contained electric light.

"With these several models, which, of course, include the familiar horn type, the dealer can now supply a Music Master radio reproducer of a style and at a price to meet every demand."

Community Dealer Plan Protects Radio Merchants

Sleeper Radio Corp. Has Devised Effective Plan to Protect Legitimate Dealers Against Gyps

A most effective method of protecting the legitimate dealer has been devised and worked out by the Sleeper Radio Corp. in its community dealer plan. It is based upon direct personal contact between the manufacturer and dealer with the distributor as the connecting link. In brief, it consists of an authorization of the manufacturer to have the dealer represent him in a particular community. The dealer is recommended by his territorial jobber to the manufacturer, who, in turn, upon the jobber's recommendation, issues to the dealer a franchise of appointment. There are a number of important factors embodied in the plan which are calculated to vastly aid the dealer in carrying on a large volume of clean, desirable business. The manufacturer issues to the dealer a guarantee which he, in turn, is authorized to pass on to the consumer covering a period of one year. Adequate assistance is given the dealer to handle instalment business on a time-payment plan which has been devised and worked out by the company. Authorized dealers are also entitled to a special discount in recognition of their standing and close contact with the manufacturer. The plan allows full co-operation between the manufacturer and dealer on advertising literature, window displays, etc. Direct results from national advertising will be referred to the proper dealers in their respective districts. The company maintains a corps of district travelers who will assist dealers by exhibitions, demonstrations and radio lectures in order to bring Sleeper products before the public in a manner designed to sell merchandise.

"It has been our policy since the founding of the company to wage continual warfare against the gyp or illegitimate dealer and, in like manner, to protect and foster the interests of the reputable dealer," said Gordon Sleeper, president of the company, in commenting on the company's policy. "It was with this in view that we have devised our authorized community dealer plan, and we feel that we have gone a long way towards solving a number of the dealer's problems in connection with the operation of a profitable and satisfactory radio business. Our endeavor has been to offer every co-operation possible and, where we have not been able to anticipate the requirements in individual cases, we are prepared to stand back of the dealer with whatever resources we possess, such as advertising counsel, individual sales advice, etc."

Permanenta Corp. Chartered

The Permanenta Corp., New York, was recently incorporated at Albany to make broadcasting apparatus with a capital stock of 3,000 shares of preferred stock at \$100 per share and 10,000 shares of common stock of no par value. The incorporators are F. Rosenzweig, C. M. Murphy and C. Cohen.

—a worth-while offer!

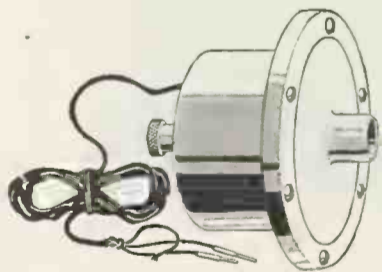
It isn't often that you will be offered a high grade loud speaker at this low price—it's an introductory proposition you should take advantage of NOW!

THE **K-E** LOUD SPEAKER

Regular list price,
\$18—your trial
order price,

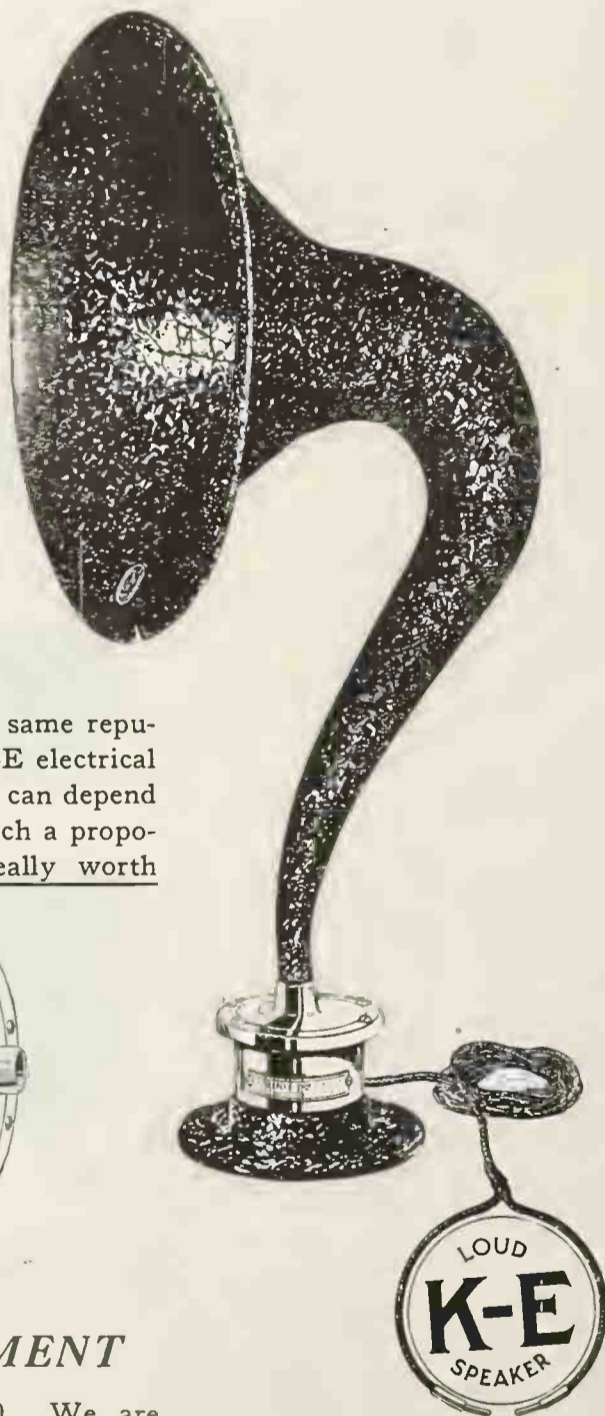
\$11.70

K-E Radio Essentials enjoy the same reputation for high quality as other K-E electrical and phonograph devices. And you can depend on it that when K-E offers you such a proposition as outlined above it is really worth while.



THE **K-E** PHONO ATTACHMENT

—the regular list price is \$9.00. We are offering it to responsible dealers on a trial order basis at \$5.85 each. How many?



KIRKMAN ENGINEERING CORPORATION

Established 1912

484 Broome Street

New York City

Makers of the K-E Automatic Stop

Better Type of Instruments Lead in the Demand Throughout Richmond Territory

Outlook Brightens as General Business Improves—Good Fall Business is Anticipated—Victor Dealers Stage Successful Artists' Tie-up—Sprinkle Stock Sold Out—Month's News

RICHMOND, VA., September 9.—The business situation throughout this territory is improving steadily. Resumption of industries has had an excellent effect on retail business, and the talking machine trade is receiving its share of the benefit accruing. The retailers in this section are making the most of their business opportunities and are leaving no stones unturned in the race for sales. The trade is looking forward to big Fall gains and live dealers are making preparations to cash in.

Public Insists on Quality

Talking machines of the better grades continue best in demand, there being but few calls for models below \$100. Walter D. Moses & Co., Victor dealers, find that their trade does not care for machines below \$150, the popular price ranging from \$150 to \$250. The Columbia Furniture Co., another Victor dealer, finds machines priced at \$110 and \$125 popular with its trade. When it comes to portables, this firm has found the Victor a ready seller.

Walter D. Moses & Co. report having done a little less business in phonographs and records during August than in August of last year, but in view of the fact that August, 1923, was the best August in the history of the firm it was not discouraged by the showing made last month.

Few Repossessions

Dealers report collections to be exceptionally good at this period, indicating that the people are still plentifully supplied with the wherewithal to pay. As a consequence, there are but few repossessions. There is practically no unemployment in Richmond, and local dealers anticipate a particularly good Fall business, despite the fact that this is presidential election year, which usually causes business in most lines to slow down. Crops, such as tobacco and cotton, are reported to be well above the average in this territory. This is also expected to stimulate business in the talking machine trade.

Travelers Find Conditions Good

Fred R. Kessnich, wholesale manager of the Corley Co., Victor distributor, together with several other officials of this firm, returned recently from a motor trip through south Virginia and the two Carolinas, calling on the trade and making inquiries as to the outlook for Fall business. They found conditions good all along the line, and came back greatly encouraged over the outlook. Crop conditions in North Carolina were found to be especially good. No new accounts were established on the trip, but a closer contact was established with dealers already representing the Corley house.

Tie-Up With Record Artists

Victor dealers in Richmond tied up with the appearance of Waring's Pennsylvanians at the Colonial Theatre in that city the first week in September through newspaper advertising and window display, and they anticipated that record business would be greatly stimulated as a result. It was the second appearance of this famous troupe of musicians in the Virginia capital this year, the first engagement having been filled in February.

Rushing New Pathé Models

Goldberg Bros., Pathé distributors, are trying out a line of cheaper console models which the Pathé Co. recently put on the market, and they believe that they will take well with the trade. These are priced considerably below the standard grade models and are expected to appeal to a class of trade not able to buy higher priced machines.

Sprinkle Business Closed Out

The local store of the Sprinkle Piano Co., Brunswick dealer, which inaugurated a receivership sale after affairs of the company were placed in the hands of the Federal Court a

month or so ago, is now closed, the sale having been concluded. It is understood that E. P. Lotz, manager of the store, has returned to his former home in North Carolina. Other stores of the Sprinkle Piano Co. in Norfolk, Greensboro and Winston-Salem also held receivership sales.

L. J. Heindl, head of Walter D. Moses & Co., has returned from a pleasant motor trip to Montreal and other points of interest in Canada. He was accompanied by his son, T. A. Heindl, and by his four daughters.

Miss Susie Farrish, secretary to H. Wallace Carner, Starr distributor, who has been spending her vacation with relatives at Hunton, Va., is back at her desk, much refreshed by her outing.

Attractive Window Display at Columbia Model Shop

Classical and Symphonic New Process Columbia Records Featured in Effective Window of New York Wholesale Department

An attractive window display featuring classical and symphonic New Process Columbia records occupied the window of the Model Shop, which is conducted in conjunction with the wholesale department of the Columbia Phonograph Co., 121 West Twentieth street, New York. The center piece is a picture of Cyrena Van Gordon as Brunhilde, mounted on a large golden disc, to which nine Columbia records are attached. Placards attached to the rear of the display call attention to recordings of world-famous Columbia artists, and other placards mounted on easels and placed prominently in the foreground of the display feature the Columbia London recordings, with an attached list of British orchestras and bands.

New Models BRISTOL Radio Receivers

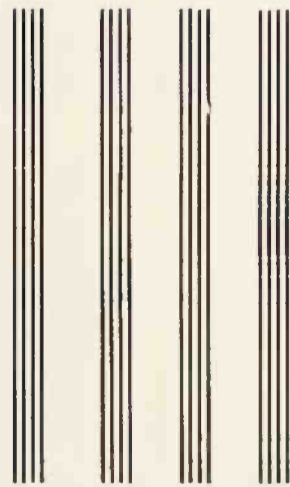
*Incorporating the Patented Grimes
Inverse Duplex System*



Watch for further
announcements in
all leading radio
publications.

Improved Bristol Audiophone
Loud Speaker—gives greater
volume, is more sensitive and
still maintains its round, full

tone and its
distinctive
freedom
from distortion.



Ask for Bulletin No. 3017-BS.

Manufactured by

THE BRISTOL COMPANY

WATERBURY, CONN.

Grimes System Insures Natural Tone Quality

Increasing Industrial Prosperity in Pittsburgh Creates Trade Optimism

Retailers' Stocks Are Low—Wholesalers Have Large Stocks on Hand in Anticipation of Busy Fall—Announce Red Seal Derby Winners—Many Dealers Add Radio—Month's News

PITTSBURGH, PA., September 10.—With the passing of Labor Day and the return of the Summer vacationist, business men of the Steel City are mapping out plans for what they believe will be a very brisk Fall season. This view is shared to a marked extent by the talking machine fraternity. Stocks of the retail talking machine merchant appear to be at low ebb, while the jobbers are well stocked up and ready for a big volume of business.

The general industrial situation is excellent. Iron and steel mills are operating steadily and many of the plants have orders on their books that will keep them busy well into the Spring of 1925. The coal mines are resuming slowly and the railroads report an increase in general freight movements. This will assure large disbursements of wages and in the distribution to retail trade channels the talking machine merchant who is alive and watchful will undoubtedly share.

Bright Victor Outlook

George W. Rewbridge, manager of the wholesale Victrola department of the W. F. Frederick Piano Co., stated that all indications point to a very brisk Victrola season. Mr. Rewbridge said: "I am very optimistic concerning Fall business in the Victrola line. The average Victor dealer has let stocks of Victor records and Victrolas go down considerably during the past few months, consequently he must stock up for the Fall and Winter trade. As I view it, there is bound to be a very good season ahead for the talking machine trade."

Thomas T. Evans, manager of the wholesale Victrola department of the C. C. Mellor Co., is of the opinion that Fall trade this year will show a marked increase over the same period a year ago. Mr. Evans bases this on his views obtained in a recent tour of the territory he covers.

Announce Red Seal Record Derby Winners

The Red Seal Record Derby which was conducted by the wholesale Victor department of the C. C. Mellor Co. ended on August 15, when reports of all the sales of Red Seal records of the various sales persons for the period of the Derby were sent to C. C. Latus, secretary of the Piano Merchants' Association of Pittsburgh,

who was the judge. The records submitted showed that all of the contestants had done excellent work. The two highest were Miss E. Spahn and Miss A. Vesey, both connected with the Victor department of Kaufmann's (The Big Store). The two girls were very close winners and it required the sales of the final day of the contest to determine which of the two should be awarded the first prize of \$15. This went to Miss Spahn, while Miss Vesey was awarded the second prize of \$10. The Derby started June 26 and considerable interest was manifested in the contest by the sales persons of the several Victor shops.

Tie Up With Brunswick Artists

Herb. Wiedoeft and His Cinderella Roof Orchestra, Brunswick artists, were featured at the Conneaut Lake Park pavilion, Conneaut Lake Park, on August 27. Brunswick dealers in that section featured the Wiedoeft records.

Brisk Foreign Demand

John Henk, of the Columbia Music Co., Edison and Columbia dealer, reports the outlook for Fall trade as very satisfactory. In the foreign record business Mr. Henk has made unusual success and his foreign record department is one of the largest and most complete in the city.

Large Music Master Sales

Frank Dorian, Pittsburgh manager of the Music Master Corp., reports an unusually large volume of sales for August. In fact, he says business throughout the Summer months of this year has been remarkably good, each month showing an improvement in sales over the preceding month. Mr. Dorian sees in this agreeable condition a forecast of an exceptionally good Fall and Winter business. The Music Master Corp. has announced that the growth of its radio business has been so rapid and satisfactory that it finds it necessary to confine its future operations entirely to that field. Accordingly, it has notified its phonograph and record dealers that, effective as of September 1, it will cease to be the distributor of Okel and Odeon records for this district. It is also disposing of its stock of phonographs and accessories as rapidly as possible. No announcement has been made as yet as to who will succeed the Music

Master Corp. in distributing the Okel and Odeon records in the Pittsburgh district.

The Music Master Corp. does not expect its retirement to diminish its contact with the talking machine trade, from which a considerable part of its radio business is derived. The management will keep in close touch with the talking machine dealers, in line with its frequently expressed conviction that future merchandising of radio sets will be largely in the hands of music dealers.

Among other music dealers who have placed initial radio orders with the Music Master Corp. are the Hefling Piano Co., New Philadelphia, O.; H. M. Wolfe Piano Co., Ravenna, O.; McLean's Music Store, Painesville, O.; W. T. Curry & Co., Belington, W. Va.; Haggerty-Cook Co., Warren, Pa., and George S. Might & Son, Charleroi, Pa.

Milne J. Eckhardt, son of Walter L. Eckhardt, president of the Music Master Corp. of Philadelphia, was a recent visitor here, en route to Chicago to take a position of importance with the Middle West branch of the Music Master Corp.

Interesting News Gleanings

Announcement has been made by G. W. P. Jones Music Co., of Washington, Pa., Victor, Edison and Columbia dealer, that hereafter all of its newspaper advertising in the local papers will appear on the editorial pages. Heretofore the Jones Co.'s publicity was set forth on the society pages of the local press.

H. H. Fleeer, manager of the retail Victor department of the C. C. Mellor Co., returned from a vacation trip to Lake Chautauqua and Canada, making the trip by motor.

J. C. Roush, president of the Standard Talking Machine Co., Victor distributor, was elected a director of the Mt. Lebanon Bank, a new financial institution of the South Hills district of Pittsburgh.

Edward Hoffmann, of the J. M. Hoffmann Co., Brunswick dealer, returned from a vacation trip to the Great Lakes.

Horace Hays, president of the E. G. Hays Co., Brunswick dealer, accompanied by Mrs. Hays and their son, Lloyd, motored to Miami, Fla.

W. F. Frederick, president of the W. F. Frederick Piano Co., who spent the Summer in Europe, is en route home.

Jacob Schoenberger, president of Lechner & Schoenberger, Victor, Edison and Columbia dealers, spent the Summer at Ocean City, N. J.

Ware Sets in Big Demand

The demand for the new three-tube Type T Ware neotronic by Progressive dealers brands this instrument as one of the active sellers of the season just commencing.

This instrument is operated exclusively on dry batteries, and this feature, together with its loud speaker results, prompts Edward Biel, sales manager of the Progressive Musical Instrument Corp., 319 Sixth avenue, New York City, to say that the demand will exceed the supply.

Oil Booms Denver Trade

DENVER, COLO., September 5.—C. A. Delzell, manager of the Columbia Stores Co., which carries the Columbia line of phonographs and records and the Crosley and De Forest radio sets, states that business is better than it has been in years. He attributes this condition to the prospects of an oil boom in Colorado and the fact that big returns are being received for agricultural products.

New Gennett Artist

RICHMOND, IND., September 6.—The Starr Piano Co. announces a new Gennett recording artist in the person of Herman Ostheimer, pianist, whose first recording, Rachmaninoff's "Prelude" C sharp minor, and Moskowski's "To Spring," was recently released.

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
Roller-Smith Radio Voltmeters
Music Master Loud Speakers
Weston Radio Plugs
Pennsylvania Radiophones
Kodel Portable Receivers
Jewel and Oro-Tone Portable Phonographs

ESENBE CO.
SWARTZ & BUEHN

37 Water Street

Pittsburgh, Pa.

VOCALION RED RECORDS

The GREATEST OF
BALLAD SINGERS
COLIN O'MORE

Exclusive Vocalion Artist



COLIN O'MORE

- Somewhere in the World } 24060
Love's First Kiss }
- Smile Again, Kathleen } 24059
Mavourneen }
A Bit of Irish }
- Roses } 24058
Good Night, Little Girl, }
Good Night }
- Come Back to Erin } 24057
Oft in the Stilly Night }
- My Heart Is Waiting } 24056
Just to Hear You Whis- }
per, "I Love You" }
- I'll Sing Thee Songs of } 24049
Araby }
The Song of Songs }
- Annie Laurie } 24048
Of A' the Airts the }
Wind Can Blaw }
- Take a Look at Molly } 24047
The Fairy Tales of Ire- }
land }

All 10 inches - \$1.25

THE phonograph brings great pleasure to those whose particular delight is ballad singing. This is a loyal record buying market that buys and buys and keeps on buying. Colin O'More is a great ballad singer who has sung his way into millions of hearts! His is a voice which is always charming, always delightful. Colin O'More records make friends and customers. Do not overlook this loyal regular buying market. Get in touch with a distributor today.

DISTRIBUTORS

- MUSICAL PRODUCTS DISTR. CO.,
37 E. 18th St., New York City
- WOODSIDE VOCALION CO.,
154 High St., Portland, Me.
- A. C. ERISMAN CO.,
174 Tremont St., Boston, Mass.
- GIBSON-SNOW CO.,
306 W. Willow St., Syracuse, N. Y.
- LINCOLN BUSINESS BUREAU,
1011 Race St., Philadelphia, Pa.
- PITTSBURGH PHONO. DISTR. CO.,
217 Stanwix St., Pittsburgh, Pa.
- VOCALION RECORD CO. OF MD.,
305 N. Howard St., Baltimore, Md.
- O. J. DEMOLL & CO.,
12th and G Sts., N.W., Washington,
D.C.
- S. E. LIND, INC.,
2765 W. Fort St., Detroit, Mich.
- VOCALION CO. OF CHICAGO,
Distributors of Vocalions and
Vocalion Records,
529 S. Wabash Ave., Chicago, Ill.
- OHIO MUSICAL SALES CO.,
1747 Chester Ave., Cleveland, O.
- LOUISVILLE MUSIC CO.,
570 S. 4th St., Louisville, Ky.
- STERCHI BROS., Knoxville, Tenn.
- STERCHI FURN. & CARPET CO.,
Atlanta, Ga.
- D. H. HOLMES CO., New Orleans, La.
- REINHARDT'S, INC., Memphis, Tenn.
- RADIO EQUIPMENT CO.,
1319 Young St., Dallas, Tex.
- STONE PIANO CO., Fargo, N. D.
- STONE PIANO CO.,
Distributor of Vocalions and
Vocalion Red Records,
826 Nicollet Ave., Minneapolis, Minn.
- MOORE-BIRD CO.,
1720 Wazee St., Denver, Colo.
- MUNSON-RAYNER CORP.,
643 S. Olive St., Los Angeles, Cal.
- MUNSON-RAYNER CORP.,
86 Third St., San Francisco, Cal.

The **AEOLIAN COMPANY**
Aeolian Hall - New York

*Playable on any
Phonograph*

Toledo Dealers' Stocks Low as General Business Revival Results in Trade Gain

Replenishment of Stocks Necessary If Dealers Intend to Do Maximum Business—Wholesalers and Retailers Launch Successful Sales Drives—Rae Shop Moves—Other Trade Activities

TOLEDO, O., September 8.—Talking machine merchants here are experiencing a more active demand. Evidently persons are over their scare and are realizing that fundamental conditions are entirely sound. That belief has much to do with which to back up their confidence. Several industries on September 2 reopened their plants. Certain ones are now operating three shifts of eight hours each. Also the automobile industry is putting more men to work—with the trend towards higher auto prices.

Further, practically every one of the 642 manufacturers in the city is optimistic about the immediate future. The betterment in local conditions is reflected in more liberal down payments and in easier collections.

Then, retail talking machine stocks are very low and will need replenishing if sales are to be made as they should be. New merchandise offered by the makers of machines and radio outfits will have to be purchased in order to care for the demand which the advertising of manufacturers is sure to create. The season is at hand for merchants to get in step with the demand, which cannot be ignored but must be served. Otherwise business will go to the enterprise which will take advantage of the new buying power which is here due to the improvement in industry and prosperity of farmers.

Victor Radio Cabinets Popular

At the Toledo Talking Machine Co. the Fall outlook has a silver lining. The entire sales and house force is back from vacations and is preparing for a busy season. The Victrola cabinet, with radio section, is receiving a more hearty reception from retailers now that its advantages are better understood.

Chas. H. Womeldorf stated that with the more general adoption of radio outfits the machine combination is certain to become a real sales factor. It does, to be sure, require some educational work on the part of the salesman to sell the machine, but it is appreciated by the customer. Record buying on the part of dealers indicates a growing desire for the better class of music. Popular music continues to exercise great influence.

Successful Record Sales Drive

At the J. W. Green Co. the record quota for the month past was reached—it was set at a figure above a year ago. Cheney, Brunswick and Victor sales are again more numerous. All Summer a crew of canvassers has been at work securing a dependable list of prospects. Sales-

men followed up the most likely names at once. Therefore, the new business coming to the store now is due to the intensive work carried on this season. The Cheney phonograph radio combination is the subject of a newspaper drive. The Radiola, Air Way, Zenith and Atwater Kent outfits are also dealt in.

Receiving Larger Down Payments

At the Lion Store Music Rooms trade for several recent weeks has shown a growth in volume. On sale days, conducted at intervals lately, Victor, Brunswick, Cheney and Strand machines ran up a fine total, Harry J. Reeves stated. One very noticeable feature of phonograph sales closed this month were the large down payments made by customers. Cash sales were also numerous.

Launch Sales Campaign

The department has launched a September new business drive. This promotion effort started with a direct-by-mail broadside and letter introduction. Illustrated newspaper and catalog announcements done by the Lion Store artist will further the drive. Salesmen will follow up the post cards returned and the inquiries resulting from the publicity. The literature will be mailed to a list embracing about 2,500 names. Here a prospect is considered a live prospect until he is sold. It has often happened in the past that persons have been on the prospect list for two years before they were ready to buy. To be sure, salesmen kept informed of the time they would most likely be in the market for a machine. The Victrola Club will be started soon.

In the radio section special Victrolas with radio divisions are being displayed. Also new Atwater Kent radio merchandise is on the floor. Radiola equipment, with the reduction in price, is featured. H. Lochmiller, in charge, stated that a large number of radio prospects are waiting for longer evenings before buying. The interest in radio is greater than ever before, here.

The Toledo Radio Trades Association, of which this store is a member, will devote a large amount of effort to eliminating troubles of the trade, chief among which are terms and price concessions. Full-page ads in the newspapers will be a weekly feature. Also current radio news and topics will be published.

Promising Outlook for Columbia

At the Talking Machine Shop, Columbia dealer, September outlook is indeed promising, according to Fred. Frame, manager. Several

RADIO DEALERS

TALKING MACHINE DEALERS, PIANO DEALERS, Etc.

should send for this new

RADIO CATALOG No. 26-R

Covers a most complete line of quality Radio Products, with liberal discounts applying for Dealers.



WRITE TODAY!

"The House with a Policy. Exclusively wholesale!"

OHIO RUBBER
228 W. 7th St. Cincinnati

new items of merchandise have been added. It is said the increase in the demand for accessories indicates that persons are again using their phonographs.

New Window Device

The United Music Store is inaugurating a new window attraction device. This is a series of water color cartoons on large sheet of cardboard 3x6 feet, which forms the background of the window.

Large Foreign Record Business

Foreign record buyers are given special attention at the United Music Store. Harry L. Wasserman, proprietor, stated that just now, Italian, Spanish, German, Jewish and Polish buyers, in the order named, were purchasing most liberally. Many foreign record enthusiasts own hundreds of records. Recently a customer began buying fewer records than usual. Inquiry revealed that he already owned 500 discs and was afraid to buy more. He was induced to sell a quantity of the older ones to a record exchange and to donate many others to homes and charitable institutions. The suggestion made him happy and brought back a customer who was about to drop from the ranks.

In New Home

The Rae Phonograph & Record Shop has moved from Adams street to 1016 Monroe street. A full line of Vocalion machines and records will be handled, A. E. Rae stated.

Cable Piano Co. Busy

At the Cable Piano Co. phonograph trade is on the up-grade. Brunswick demand is especially active. A recent window featuring the Tudor model in a setting of bridge lamps and velvet coverings made a pleasing picture. Out-of-town buyers are more numerous than for the past two months, due to the fact that the house maintains an alert suburban sales force.

Schools Order Records

At the Goosman Piano Co., Vocalion dealer, with the opening of school a number of early record orders were booked for classroom work, Miss Dorothy Myers reported. The closing weeks of August were far better from a sales point than the early part of the month, here.

The Emerson Phonoradio will be merchandised here this Fall.

Plans Sales Drive on Edison

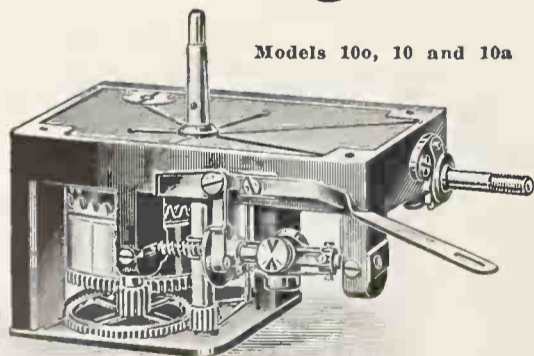
The Hayes Music Co. is preparing for an intensive sales campaign to increase Edison demand. The Hepplewhite and the Chippendale models will be featured. Paul Hayes stated 60 per cent of the recent sales have been for cash.

Going After Fall Business

The Frazelle Piano Co., Sonora, Vocalion, Pooley dealer, is working towards a Fall volume of large proportions. A drive on the Sonora with illustrated broadsides, showing the full line of consoles, will go to a long list of prospects.

Talking Machine Motors

Models 10o, 10 and 10a



"GRUBU"

THE MARK OF SUPERIOR QUALITY

12 SIZES

with central oiling, enabling the entire motor to be lubricated through turntable-shaft when fitted in cabinet.

Write for samples!

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

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

Eddie Cantor

sings exclusively
for **Columbia**

THIS high-class, versatile comedian is a prime favorite with the theatre-going public of New York. He has packed the Earl Carroll Theatre to the doors since last April. Season after season has found him the headliner of the yearly Ziegfeld Follies. His following is tremendous.

Because Eddie Cantor sings exclusively for Columbia, he has achieved an even greater following outside of New York. From coast to coast the name "Eddie Cantor" brings a smile of remembrance and recognition.

Such popularity does not rest upon chance. It is the natural result of studied accomplishment. Humorous pantomime, originality in singing, comic finesse—Eddie Cantor has them all. *And Columbia has Eddie Cantor.* Such popularity is even the more remarkable when it is remembered that many of those people who know Eddie Cantor know him through his *voice alone*—a significant comment both upon this comedian's art and the excellence of Columbia Records.

Here's the point to remember. Eddie Cantor sings exclusively for Columbia. The prestige of this great comedian is yours. The authority of Columbia service is yours. Stock these Columbia Records of Eddie Cantor now:

- Charley, My Boy.** *Eddie Cantor.*
- Skin-A-Ma-Rink-A-Rink-A-Ree.** *Billy Jones and Ernest Hare.* 182 D
- Monkey Doodle.**
- Oh, Papa.** *Eddie Cantor.* Columbia Novelty Orchestra accompaniment. 140 D
- I'll Have Vanilla.**
- On a Windy Day 'Way Down in Waikiki.** *Eddie Cantor.* Ukulele accompaniment by Frank Ferera. 120 D



Photo by White Studio N. Y.



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

Write to the Columbia branch or distributor nearest you

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

Toronto, Ont., Canada, 22 Front St., West
 Buffalo, N. Y., 700 Main Street
 Detroit, Mich., 439 East Fort Street
 Minneapolis, Minn., 18 North Third Street
 Montreal, Canada, 246 Craig Street, West
 Seattle, Wash., 911 Western Avenue

* * * * *

COLUMBIA WHOLESALERS, Inc.
 205 West Camden Street, Baltimore, Md.
 COLUMBIA STORES CO.
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COLUMBIA STORES CO.
 221 S. W. Temple, Salt Lake City, Utah
 TAMPA HARDWARE CO.
 Tampa, Fla.
 W. W. KIMBALL CO.
 Wabash Avenue and East Jackson Boulevard, Chicago, Ill.
 COLUMBIA DISTRIBUTORS, Inc.
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 224 West Fourth Street, Cincinnati, Ohio
 517 Canal Street, New Orleans, La.

Columbia

New Process **RECORDS**

"Columbia has all the hits and usually first"

Sales Increase in Cleveland as Dealers Take Advantage of Tie-Up Opportunities

Three Thousand Hear Brunswick Orchestra and Dealers Cash in Through Tie-Ups—An Eye-Arresting Delivery Truck—Spruce Diaphragm Co. in New Hands—L. I. King in New Post

CLEVELAND, O., September 9.—Probably the most conspicuous effort to bring public, dealer and record-maker together achieved this Summer can be credited to the local Brunswick organization, headed by L. F. McLeod, general manager of the Cleveland district branch, and E. M. Scott, phonograph division manager, in the appearance of Herb Wiedoeft's Orchestra at Rainbow Gardens, a roadhouse near Cleveland. For a full week this orchestra's appearance was made a factor for Brunswick dealers to benefit thereby. It is estimated that during the week better than 3,000 persons heard this orchestra. Dealers benefited in sales.

Resultful Dealer Tie-up

To enable dealers to get a close-up of this affair, one night was set aside for them at the Rainbow. On this occasion the new Brunswick radio was used, upon which were received some of the Wiedoeft orchestrations on Brunswick records played at the broadcasting station. Wiedoeft himself gave away a silver cup to the best dancing couple. About 20,000 folders were distributed, the results from which were gratifying to dealers in actual sales. These folders detailed late Wiedoeft releases. During the week this orchestra played not only its own recordings, but other recent Brunswick releases.

This effort is being continued by Mr. Scott and Mr. McLeod in smaller cities in this district, notably at Erie, Canton and Geneva, where full-week engagements have been arranged. The smaller city dealers already report even better returns than those obtained in the larger centers.

Unique Delivery Truck

In connection with Fall preparations, the advent of the new L. Meier & Sons Co. Victor truck is being awaited in Cleveland. This firm was the first

to produce a delivery wagon, on Hudson chassis, that duplicated in every particular, in giant proportions, a Victrola. This device has appeared in local parades and on all public occasions where a unique vehicle might be needed. It is equipped with a Victrola and Magnavox, so that it plays music while whirling through the city. The new truck will be patterned much along the same lines.

Take Over Spruce Diaphragm Co.

Among the important changes of the period has been the acquisition of the Spruce Diaphragm Co., which included a number of the De Ganz patents, by Cleveland capitalists. A new company will be formed, which probably will retain the present name, with Stuart B. Kennerson, Edward J. Meyer and P. J. Jones at its head. The new firm now is being incorporated and plans are being made to acquire a large factory location, where the now well-known reproducer, a loud speaker and other radio equipment will be manufactured. It is the intention of the new company to develop the various devices it will manufacture so as to fill many of the important needs of the radio trade, according to Mr. Kennerson. The project will be backed by a liberal advertising campaign.

Columbia Dealers' Conference

Another sales conference that brought representatives from outlying cities was arranged by S. S. Larmon, branch manager for Columbia dealers in this territory. This gathering was held at Detroit, where plans for the new season were discussed. Mr. Larmon was host to the members at a Detroit road club later.

New Victor Models Stimulate Demand

That new lines will stimulate the talking machine business is indicated by the results obtained to date with the new Victrola lines

which were received here some time back, but which have been sold largely upon descriptive matter. Sharp pick-up in all talking machine business has followed, according to Howard J. Shurtle, general manager, the Cleveland Talking Machine Co., Victor wholesaler. Particular interest is shown by both dealer and consumer in the combination talking machine and radio cabinets equipped to receive sets.

New Columbia Foreign Record Accounts

Foreign language record business is developing more rapidly for the pre-Fall season than ever before, according to results obtained in the last few weeks by the Columbia Co. According to S. S. Larmon, branch manager for this territory, a keener interest in Columbia foreign records is shown not only in the big cities, but in the smaller towns. Lately three new foreign record and machine dealers have been established in Ohio, two in Pennsylvania and one in Michigan. These are all locations which have been operating as other businesses and the clientele is already established.

L. I. King Bush & Lane State Representative

New distribution for the Bush & Lane Duo Vox and radio has been established for Ohio in the appointment of Leslie I. King as State representative. Mr. King has opened temporary headquarters at 1240 Huron Road and plans the establishment of a warehouse here so that prompt delivery can be assured all dealers. Mr. King formerly was phonograph division manager for Brunswick in this territory and previously was in the retail end of the business.

Introduce Brunswick Radiola

Official introduction of the new Brunswick Radiola was made to Brunswick representatives at a sales conference held at the Cleveland territorial headquarters here. The event marked the inspection of the six models on display here. Dealers who had previously inspected these models have sold enough on description to total six cars, in spite of the fact only approximately one car of these instruments has been assigned to the Cleveland district, according to L. F. McLeod, branch manager. At this conference the representatives obtained some forehanded information on Fall activities in the record division from J. F. Ditzell, head of record sales promotion for the Brunswick Co. The members were guests of Mr. McLeod and E. M. Scott, phonograph division manager, at dinner at Rainbow Gardens.

Claravox Co. to Move

Plans for removing the factory and headquarters of the Claravox Co. from Youngstown to Cleveland are being considered. C. H. Kennedy, sales manager, has been in conference with other executives of the company and will announce the Fall program later.

Harry C. Cooley With Outing Co.

Harry C. Cooley, formerly general manager of the Spruce Diaphragm Co. and previously assistant branch manager of the Columbia Co. here, as announced in The World last month, has been appointed sales manager of the Outing Talking Machine Co., Mount Kisco, N. Y. Mr. Cooley stopped off in Cleveland lately on an extended trip through the Central and more distant West and may be back about a month hence.

Many Dealers Adding Edison

Another indication of the pick-up of pre-Fall business is shown at the Phonograph Co., Edison distributor, in the sale of a machine to a prospect that had been given up as hopeless a year ago. This prospect telephoned the other day. Harry R. Tucker, sales manager, was out to see her, was back and had delivered a high-priced instrument in less than an hour. New Edison dealers include the Musical Emporium and the Montreal Furniture Co. The DeForest D-12 reflex radiophone is moving faster than instruments are received, according to E. S. Hershberger, secretary.

Music Merchants' Dinner

September meeting of the Music Merchants' Association of Northern Ohio brought about sixty people out to a combination dance, dinner and song fest at Lake Road Inn.



It's Service That Counts

The important part of any business is the individual service involved. In buying standard merchandise like Victor Talking Machines there is no other consideration.

Styles come and go, slackers come and go, but cooperators come and remain.



"Experience is the Vital Factor in Excellence"

The Thompson reputation is a reputation gained from making radio products exclusively for over 14 years. It is a reputation which is meaning more and more to those who want to get the best that experience can build.

THOMPSON Neutrodyne Radio

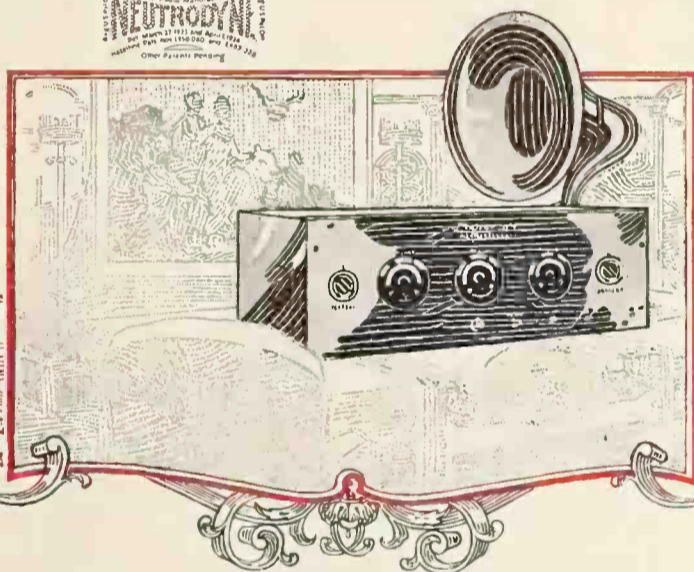
Thompson power and selectivity, Thompson ease of operation, and Thompson freedom from trouble, are features that should be investigated before an investment in radio entertainment is made.

The Thompson 5-tube, factory-built Neutrodyne Radio is made up of parts that are known to be the standard in their group. Yet, the manner in which these parts are built into the finished instrument is the chief reason why the Thompson Neutrodyne Radio is a revelation to both layman and expert.

If your dealer does not handle Thompson radio products, write to us for descriptive literature and the name of a Thompson dealer near you.

The Thompson Neutrodyne Radio is NOW \$125 without tubes or batteries. The Thompson Speaker with adjustable sound knob is \$28.

R. E. THOMPSON MANUFACTURING CO.
Manufacturers of Radio Apparatus for the U. S.
Army and Navy and numerous foreign governments
30 CHURCH STREET • • NEW YORK, N. Y.
FACTORY: JERSEY CITY, N. J.



Thompson—
advertised na-
tionally every
month in the
year.

Increased de-
mand made the
increased pro-
duction which
makes the
present list
prices possible

THE MUSIC STORE that sells Thompson Radio products does not worry about "servicing." Experienced engineers have made Thompson Radio mean Trouble Removed for the average buyer.

Thompson—the Quality line that is fool proof because the Thompson organization has been making radio apparatus ever since "radio" was called "Wireless."

Write direct to us about some more interesting Thompson data

R. E. THOMPSON MANUFACTURING CO.
*Manufacturers of Wireless Apparatus for the U. S.
Army and Navy and numerous foreign governments*
30 CHURCH STREET • • NEW YORK, N. Y.
FACTORY: JERSEY CITY, N. J.

Gilfillan Radio Winning Success on Pacific Coast

Three Large Factories Busy Supplying Trade With Neutrodyne Sets and Parts

LOS ANGELES, CAL., September 3.—The Pacific Coast radio trade is keenly interested in the introduction of the new Gilfillan neutrodyne set, which is winning considerable success because of its clarity and naturalness of tone, selectivity and simplicity of operation. This new set is the result of the acquisition of the neutrodyne license, combined with years of practical manufacturing experience since the early days of radio development. Gilfillan Bros. will continue to distribute their product through jobbers and dealers, and the company's manufacturing facilities, coupled with their sales and publicity plans, will undoubtedly provide for maximum co-operation to their trade.

In May of this year the Gilfillan interests in Los Angeles took over the neutrodyne license



Gilfillan Neutrodyne

and the operation of the Radio Service Laboratories, Asbury Park, N. J., manufacturer of neutrodyne radio sets under a license granted by the Independent Radio Manufacturers. For several years past Gilfillan Bros. have been manufacturing radio parts used in the assembling of nearly every known variety of radio outfit, and the name Gilfillan is well known to dealers, jobbers, manufacturers, amateurs and experts. The company has already established itself with three large factories in three sales and supply centers—Asbury Park, N. J., for New York and Eastern jobbers and dealers; Kansas City, for the Middle West, and Los Angeles, for the West and Pacific Coast.

Introduces Combination Radio-“Talker” Portable

Under the name of “Nyaccoflex” the New York Album & Card Co., New York and Chicago, has placed on the market a combination portable talking machine and radio set. This company is familiar with the needs of the talking machine trade through the many years in which it has served dealers with “Nyacco” albums. The “Nyaccoflex” is contained in an attractive leatherette-covered case, with the talking machine at the right and the radio panel at the left. Quality has been kept in mind in the selection of equipment for the talking machine part, and many claims are made for its exceptional tone. The radio section is unusually compact. It is of the new Reflex circuit which has received considerable comment in the daily press. Through this new circuit the two tubes it contains are said to do the work of five.

Max Willinger, president of the company, is enthusiastic about the new addition to the “Nyacco” line and advance models, wherever shown, have created considerable interest. Although production has just been entered into, a number of orders are already on hand. Mr. Willinger is making plans for greatly increased production to take care of orders.

Okeh
and
Odeon
Records

A Complete List of Okeh and Odeon Distributors

- OKEH-SMITH COMPANY
828 So. Broadway, Los Angeles, Calif.
- WALTER S. GRAY
926 Midway Place, San Francisco, Calif.
- L. D. HEATER
357 Ankeny St., Portland, Ore.
- TEXAS RADIO SALES COMPANY
2005 Main St., Dallas, Texas
- JUNIUS HART PIANO HOUSE, LTD.
123 Carondelet St., New Orleans, La.
- CONSOLIDATED TALKING MACHINE COMPANY
1121 Nicollet Ave., Minneapolis, Minn.
- YAHR & LANGE DRUG COMPANY
207 E. Water St., Milwaukee, Wis.
- JAMES K. POLK, INC.
294 Decatur St., Atlanta, Ga.
- THE ARTOPHONE CORPORATION
1103 Olive St., St. Louis, Mo.
- THE ARTOPHONE CORPORATION
804 Grand Ave., Kansas City, Mo.
- CONSOLIDATED TALKING MACHINE COMPANY
227 W. Washington St., Chicago, Ill.
- CONSOLIDATED TALKING MACHINE COMPANY
2957 Gratiot Ave., Detroit, Mich.
- THE RECORD SALES COMPANY
1965 E. 66th St., Cleveland, Ohio
- STERLING ROLL AND RECORD COMPANY
137 W. 4th St., Cincinnati, Ohio
- PHONOLA CO., LTD., OF CANADA
Elmira, Ont., Canada
- IROQUOIS SALES CORPORATION
210 Franklin St., Buffalo, N. Y.
- MUSIC MASTER CORPORATION
1005 Liberty Ave., Pittsburgh, Pa.
- GENERAL PHONOGRAPH CORPORATION OF NEW ENGLAND
126 Summer St., Boston, Mass.
- MUSIC MASTER CORPORATION
128 No. 10th St., Philadelphia, Pa.
- GENERAL PHONOGRAPH CORP.
(New York Distributing Division)
15 W. 18th St., New York City
- JAMES COWAN COMPANY
18 West Broad St., Richmond, Va.

Okeh
and
Odeon
Records

Columbia Artists Score in Their Tour of England

Fisk Jubilee Singers Win Tremendous Success in Tour of England—Engagements at Home

Upon invitation of Joseph Riter, of Palm Beach and London, under whose enthusiastic patronage a series of brilliant engagements had been arranged, the Fisk Jubilee Singers, exclusive Columbia artists, spent the past Summer touring England. Cables, letters and press clippings, telling of the tremendous success which the organization attained on this tour, have been received by the Columbia Phonograph Co., Inc., and music critics. Practically every well-known newspaper in London devoted considerable space to the wonderful concerts given by the Fisk Jubilee Singers, commenting upon the rare perfection of their performance.

The added prestige which this English tour brought to these artists enabled them to arrange for a series of notable engagements upon their return to this country. They have already been booked to appear in Symphony Hall, Boston, on October 27, under the management of the Boston Symphony Orchestra, and plans are rapidly being completed for an engagement in New York at Town Hall on October 31. Early in November the singers will work Westward for their annual engagement with the American Missionary Association, this year at Rockford, Ill., November 12 and 13, and during November and December they will probably be in the region of Chicago, Pittsburgh and St. Louis.

New Pathé Radio Models Popular With the Trade

The Pathé Phonograph & Radio Corp., Brooklyn, N. Y., is delivering its new 1925 radio models. Through its many years' contact with, and manufacturing for, the talking machine trade, the Pathé Corp. realizes its merchandising needs. This has been well borne in mind in the production of the new line. Furthermore, the Pathé Corp. has had a wealth of experience in the radio field, through the line of molded parts which it introduced several years ago, and later the Pathé “Minute Man” receiving set, which has been on the market for some time. It is claimed that the new models embody the latest improvements in radio receiving sets and are contained in artistic cabinets. Many orders have already been received from dealers who have had the opportunity of seeing photographs of the new models. The company has placed an entirely new receiving set on the market this year, in addition to the “Minute Man.” It is the Pathé “Five-Six.” Many claims are made for this set regarding distance reception. Other Pathé cabinet models include “The High Boy,” a complete radio outfit embodying a radio set and a built-in speaker and space for batteries, etc., and the console speaker. The company has also had on the market for some time a combination radio phonograph console that is proving exceptionally popular.

The Pathé Corp. is mapping out a comprehensive dealer advertising campaign which, together with the co-operation rendered by its dealers' service department, is intended to put over the Pathé line in a big way this Fall.

Patents Radio Plugs

The Pacent Electric Co., New York, announced recently that Louis G. Pacent, well-known engineer and president of the company, had been granted broad patents covering radio plugs having spring-operated connectors. Mr. Pacent applied some time ago for basic U. S. letters patent on a radio plug having spring-pressed connectors, and his claim was granted after a thorough investigation in the patent office.

Fiddlin'

King of the Mountaineer Musicians!

John

Carson

Seven Times Champion Fiddler of the South

TO win a competitive championship once is quite an honor; but to win it seven times is truly an achievement worthy of thought.

This remarkable feat was accomplished by Fiddlin' John Carson, who, seven times hand running, was awarded the Fiddling Championship of the South!

Undoubtedly this accounts for his popularity and for the phenomenal demand for his records. That and the fact that his Okeh records were the very first of their kind ever offered. And here are some other facts worth noting.

Daily we receive hundreds of requests from Carson's admirers asking for lists of his records and even for his photograph.

The most surprising and important part of it is, that many of these requests come from territories which ordinarily are supposed to have no market for "Fiddlin'" records.

There are many new fields for these records, awaiting the opening up process. Perhaps you are the energetic dealer who will build up a profitable business on these specialties.

Why not investigate Carson's sales possibilities in your territory?

Here Are His Latest!

- | | | |
|-------------------|---|--|
| 40181 | } | Old and In The Way.
Fiddling Solo, Vocal Chorus. |
| 10-inch
75c | | When Abraham and
Isaac Rushed the
Can.
Fiddling Solo, Vocal Chorus. |
| 7004 | } | Dixie Cowboy.
Fiddling Solo, Vocal Chorus. |
| 12-inch
\$1.25 | | John Henry Blues.
Fiddling Solo, Vocal Chorus. |

Records Exclusively for

Okeh Records

Manufactured by

GENERAL PHONOGRAPH CORPORATION

25 West 45th Street

OTTO HEINEMAN, President

New York City

Moriche, Favorite Okeh Artist, Scores in Tampa

During the past few years Okeh records have attained wide popularity throughout Mexico, Cuba and Porto Rico, and one of the favorite artists in these countries is Jose Moriche, who



Jose Moriche

has made quite a number of records for the Okeh library. Mr. Moriche has an exceptionally fine tenor voice, and when he appeared recently before the members of the Spanish Colony in Tampa, Fla., received a tremendous ovation. This popular artist is planning to leave for Porto Rico shortly, where he will sing in the principal theatres of San Juan and Ponce.

Globe Co. Concentrates on One Type of Headset

READING, MASS., September 2—A radio headset has been placed upon the market by the Globe Phone Mfg. Co., of this city. This company has already earned a reputation as the manufacturer of headsets at a somewhat higher price than the new model, which is listed at \$5.00. Due to the popularity and increasing demand for its product, this company has increased production and deemed it advisable to standardize on only one type of headset for the future, which is to be marketed under the name "Globe." Many refinements and distinctive claims are made for the production of this set, and it is stated that, although the new "Globe" set is very sensitive and loud, it has a clear mellow tone which adds much to the enjoyment of the user.

Phonograph Teaches Canaries

A dispatch from Germany recently gave an interesting illustration of the manner in which a bird fancier, through the use of a phonograph, taught canary birds to sing like nightingales. The song of the nightingales is drummed into the ears of the birds almost from the time of birth and they are encaged near real nightingales. When the canaries begin to sing they naturally follow the notes which they have always heard and these canary-nightingales are said to be worth five times the amount of the ordinary singers.

Fox Co. Adds Pathé Radio

BRIDGEPORT, CONN., September 9.—The A. Fox Piano Co., well-known music dealer of this city, is making energetic plans for Fall sales in its radio department. This concern, in its Bridgeport store, has taken on the entire new Pathé 1925 radio line for Fall sales. The Fox Co. has branches in other New England cities, and it is expected that these stores will also carry the Pathé line, which is popular in this section, in the near future.

Chamber to Handle Legal Matters of Trade

Continues to Maintain Facilities for Taking Care of Legislative and Taxation Problems of Industry—G. W. Pound No Longer Counsel

The Music Industries Chamber of Commerce through the chairman of its legal committee, J. H. Shale, is again calling attention of members of the trade to its facilities on legislative and taxation matters. Members faced with such problems are urged to take them up directly with the Chamber at the headquarters office, 45 West Forty-fifth street, New York, where they will be assured prompt attention.

The legislative and taxation work of the Chamber is being conducted in the same manner as has proved so effective during the past two and one-half years since the abolishment of the Legal Bureau. George W. Pound, formerly general counsel, is no longer connected with the Chamber, his connection having been terminated at the annual meeting in June.

Columbia Mantel Co. to Enter the Radio Field

Well-known Phonograph and Furniture Manufacturer to Expand Its Activities in the Radio Field—To Make Art Radio Cabinets

The Columbia Mantel Co., Brooklyn, N. Y., which has a reputation as a maker of good furniture for over thirty years, is planning to enter the radio field stronger than ever during the coming Fall season. This company has been well known in talking machine circles for a number of years as the manufacturer of "Recordion" phonographs. Realizing the strong demand for radio sets in cabinet form, this company has brought out, in time for the Fall season, a line of art furniture for radio sets. This is in addition to the line of combination radio and phonograph consoles which this company has had on the market since the first of the year. The "Recordion" loud speaker in cabinet form is another number of the line which has enjoyed considerable popularity.



ARE YOU PREPARED FOR THE FALL BUSINESS?

For better interpretation of records produced by the world's greatest artists

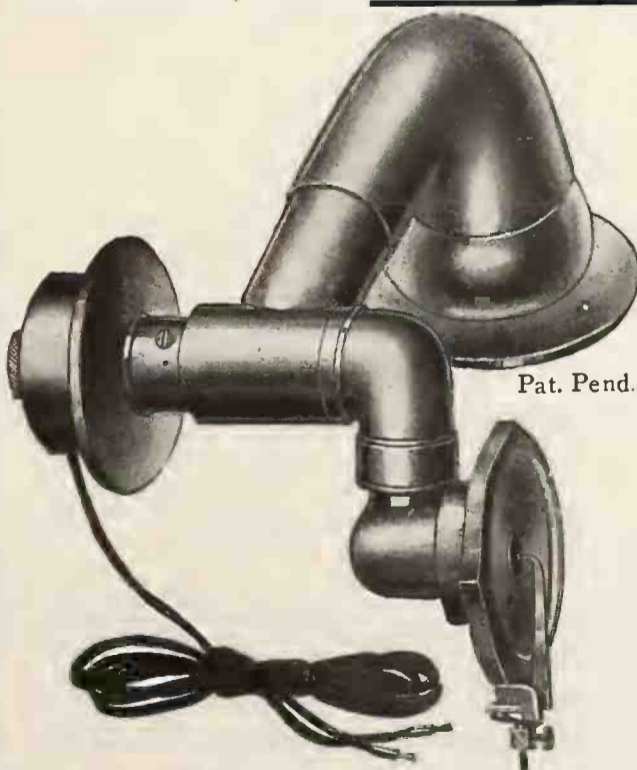
use

MUTUAL TONE ARMS and REPRODUCERS.



No. 3 Tone Arm
No. 5 Reproducer

RADIO COMBINATION TONE ARM



Pat. Pend.

Simplicity of operation is the outstanding feature of this outfit. By throwing back the sound box you have it in radio position.

No Adjustments Necessary.

MUTUAL PHONO PARTS MFG. CORP.

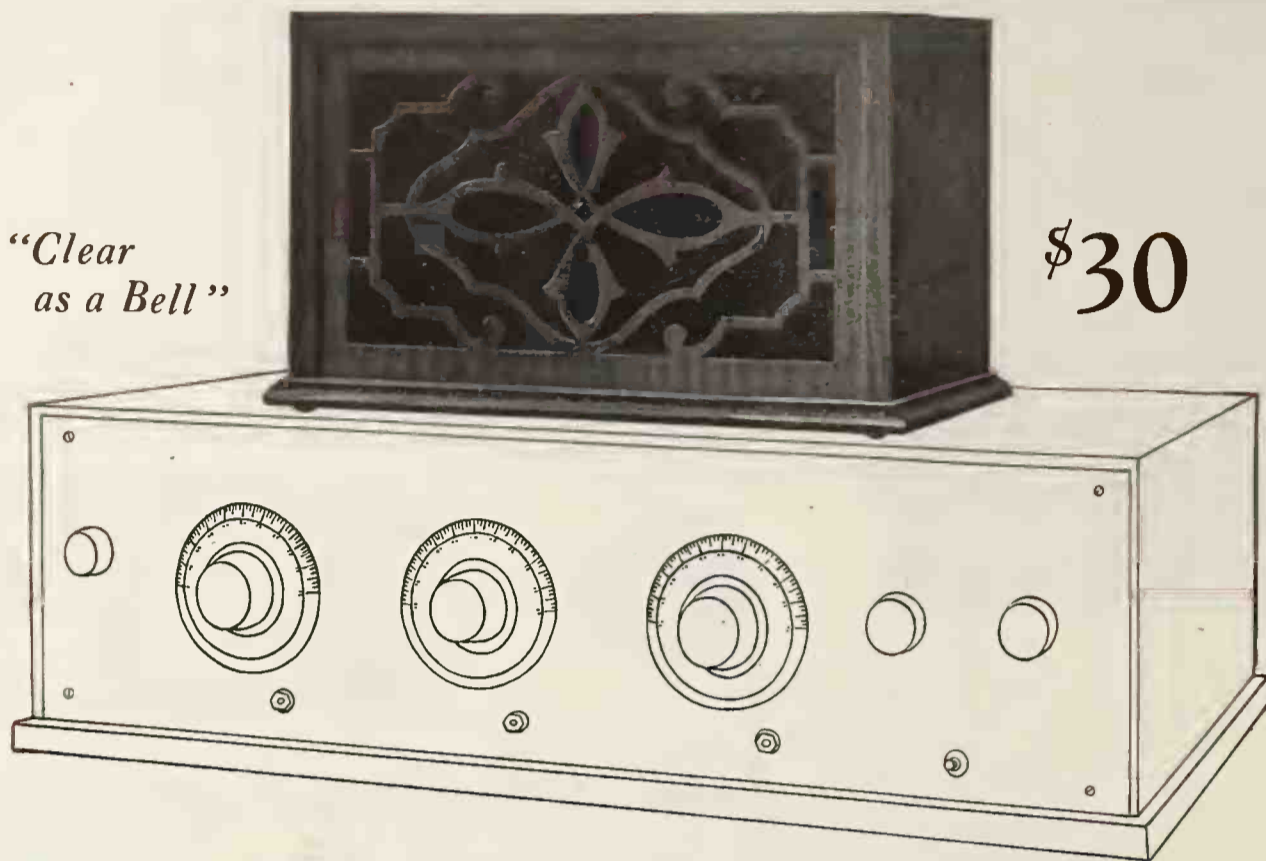
149-151 Lafayette Street, New York City

DISTRIBUTORS

{ The Russell Gear & Machine Co., Ltd. 1209 King St., West, Toronto, Can.
Industrias Unidas, S. A. Balderas 110, Mexico City, Mexico
Targ & Dinner 229 W. Randolph St., Chicago, Ill.

*"Clear
as a Bell"*

\$30



THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

RADIO SPEAKER

With Concealed All-Wood Horn

Sonora's Perfect Gift to the Radio World

Here is a radio speaker that has been built by the makers of the famous Sonora Phonograph. These men are experts in the creation of clear, bell-like tone reproduction. All the thought, labor and experiment of years spent in the production of the world's sweetest-toned phonograph have gone into the development of the Sonora Radio Speaker.

Sonora, at one jump, has cleared the hurdle of inefficient, crude radio reproduction as represented by the passing up-

right horn, and has given to radio reception the same clarity, volume and sweet tone that it gave to its famous phonograph.

Surely you grasp the tremendous significance of this announcement, and what it means to you in increased profits! Knowing the beautiful tone of the Sonora Phonograph, people are going to investigate the Sonora Radio Speaker. They are already half sold—Sonora's reputation assures that. And one demonstration will convince them that here, indeed, is something better and more desirable. Write today for details.

Sonora Phonograph Co., Inc., 279 Broadway, New York City

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

Canadian and Export Distributors: C. A. Richards, Inc., 279 Broadway, New York

The New and Greater Sonora Line

The Sonoradio models 241 and 242, Sonora's most wonderful recent achievements, form the perfect bridge between the *old* and the *new* in retail Phonograph business.

These instruments, together with the Sonoradio Speaker and the comprehensive line of Sonora Phonographs, offer the enterprising dealer an exceptional opportunity for ever increasing business.

The distributor named below who covers the territory in which you are located will be glad to answer all inquiries regarding a Sonora agency on receipt of a letter from you

NEW ENGLAND STATES:

THE NEW ENGLAND PHONOGRAPH DISTRIBUTING Co.
221 Columbus Avenue, Boston, Mass.

NEW YORK CITY (with the exception of Brooklyn and Long Island), also Counties of Westchester, Putnam and Dutchess: all Hudson River towns and cities on the west bank of the river south of Highland—all territory south of Poughkeepsie; Northern New Jersey.
GREATER CITY PHONOGRAPH Co., INC.
234 West 39th Street, New York

NEW YORK STATE, with the exception of towns on the Hudson River below Poughkeepsie and excepting Greater New York.
GIBSON-SNOW Co., INC., Syracuse, N. Y.

BROOKLYN AND LONG ISLAND:

LONG ISLAND PHONOGRAPH Co.
17 Hanover Place, Brooklyn, N. Y.

EASTERN PENNSYLVANIA, Delaware, Southern New Jersey.

THE WIL-MER CORPORATION
Spring Garden Building
Broad and Spring Garden Streets
Philadelphia, Pa.

MARYLAND, VIRGINIA AND DISTRICT OF COLUMBIA:

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

WESTERN PENNSYLVANIA & W. VIRGINIA:

PITTSBURGH PHONOGRAPH DISTRIBUTING Co.
Empire Building, Pittsburgh, Pa.

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

JAMES K. POLK, INC.
294 Decatur Street, Atlanta, Georgia.

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 INVESTMENT 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:

ILLINOIS PHONOGRAPH CORPORATION
616 S. Michigan Avenue, Chicago, Ill.

WISCONSIN AND MICHIGAN:

YAHR AND LANGE, Milwaukee, Wis.

N. DAKOTA, S. DAKOTA, MINN. & IOWA:

with the exception of the River towns:
DOERR-ANDREWS AND DOERR, Minneapolis

MISSOURI, KANSAS

and five counties in northeast Oklahoma:
C. D. SMITH Co., St. Joseph, Mo.

LOUISIANA, MISSISSIPPI, ARKANSAS,

part of Tennessee and part of Alabama
REINHARDT'S, INC.
104 South Main Street, Memphis, Tenn.

SOUTHEASTERN Part of TEXAS and Part of OKLAHOMA:

SOUTHERN DRUG COMPANY
Houston, Texas

MONTANA, COLORADO, NEW MEXICO, NEBRASKA, UTAH, WYOMING,

Southern Idaho and Eastern Nevada:
MOORE-BIRD AND Co.
1720 Wazee Street, Denver, Colo.

CALIFORNIA, OREGON, WASHINGTON, ARIZONA, Northern Idaho, Western Nevada, and Hawaiian Islands.

THE COMMERCIAL ASSOCIATES,
724 So. Broadway, Los Angeles, Calif.

ARIZONA, HAWAIIAN ISLANDS AND SOUTHERN CALIFORNIA, including the Counties of Santa Barbara, Ventura, Los Angeles, San Bernardino and all counties south.

THE COMMERCIAL ASSOCIATES,
214 No. Alameda Street, Los Angeles, Cal.

Making the Record Department a Profit Producer Through Intelligent Selling

A Competent Sales Organization With a Comprehensive Knowledge of the Record Catalog Essential—Making the Most of Individual Sales Opportunities—Follow-ups and Tie-ups

(The following is an address by Irving J. Westphal, of the Southern California Music Co., delivered at the recent Western Music Trades Convention, one of the many interesting talks on vital business topics made by leading members of the trade.—The Editor.)

"Why don't we get more record sales?" is the cry from every phonograph dealer. My personal opinion is that most dealers do not give the proper amount of time and attention to their record sales department. Many of us have used the alibi—radio is killing the phonograph business. The result is that the record department has begun to drift instead of to thrive. But we must wake up and be more alert and alive than ever before.

Knowledge of Catalog Essential

First of all, it is necessary to have a competent sales force, one that knows the record catalog from cover to cover. In order to do this the dealer should have the lady in charge of the record department select at least five standard selections every morning and play each one, at the same time explaining something of interest which will help the sale of each record. This, undoubtedly, will make the sales force more efficient and also increase the sale of better records. It is necessary to remember the customers' names when they enter your store, as well as to greet them with a smile of welcome.

Boosting Individual Sales

Your record sale is not complete until you have suggested to the customer the Opera Book, What We Hear in Music, needles and other accessories. Every record wrapped should contain the proper catalogs as well as a suggested list of standard music. Don't forget to see that the customer's name is on your mailing list. The record saleslady should keep a personal record of good customers before her at all times and call them on the phone, inviting them to the store to hear the new releases.

The record shelves should be well indexed, as we find that the ready reference label is of great assistance to the sales person and also helps to give better service.

The record demonstrating rooms should be comfortable, properly ventilated and equipped with all catalogs, late supplements and hangers; also an attractive display rack containing a

dozen or more standard selections. Above all things, the phonograph should be in good playing condition.

Follow-up and Tie-ups

To maintain an active record mailing list we find it necessary to keep the dates when record purchases are made and from time to time send out follow-up letters to those who have not bought for some time. Prepare newspaper copy in advance for new record releases and see that your hangers are displayed in your window the day the records go on sale. The new records should be played at the front door of your store on the day they are released. In this way you tie up with the general publicity of the record manufacturer.

Order season tickets for opera and symphony concerts and have your record salespeople attend. This will keep them posted and, consequently, they can talk to customers more intelligently on these different records. Newspaper copy should be run in advance of all artists

Ted Lewis Band at Palace Stimulates Record Sales

The appearance of Ted Lewis and His Jazz Band, well-known Columbia recording orchestra, at the Palace Theatre, New York, during the week of September 8, stimulated the sale of records which this aggregation has made for Columbia. Ted Lewis and his boys, for many years one of the leading attractions in the vaudeville theaters throughout the country, are just as popular with Columbia patrons, and their records are among the best sellers. The appearances of these artists in vaudeville theatres are always looked forward to by local Columbia dealers, as they never fail to stimulate the sale of records.

Gibson Co. Opens Branch

MACON, GA., September 4.—The Gibson Distributing Co. recently opened a branch office here, with George J. Sendel in charge of sales and Clarence H. Stanley as general office manager.

appearing in your city. This also applies to band concerts as well as dance orchestras who have made records. Arrange to have artists appear and orchestras play at your store as a special attraction.

We have had several orchestras play at our store. Just recently, in fact last Friday, we had the Biltmore Orchestra play from 1 to 2 p. m. Our store was literally packed with people. A large number of records were sold and many new friends and customers and prospects were made for our house.

Get After School Business

To secure more school business you should keep the principal and music supervisor informed at all times of the new record releases especially for school work. Tie up with Music Memory Contests and see that plenty of educational literature is supplied. A letter should be sent inviting the teachers to use your specially equipped educational room and meet the one in charge. These are a few of the many ways to help your record sales increase.

I am firmly convinced that the record business is not only coming back, but that it is already back, and I urge every music merchant to get behind his record department and let's make these departments show a real, honest-to-goodness profit.

September Issue of "Okeh Record" Most Interesting

The September issue of the "Okeh Record," the newsy house organ published monthly by the General Phonograph Corp., New York, features on its front cover an interesting photograph showing Mayor Hylan, of New York, congratulating Vincent Lopez, famous orchestra director and exclusive Okeh artist, upon the splendid music that Lopez and his orchestra had provided during the Democratic Convention sessions. Among the other timely articles in this issue were a brief description of the opening of the new Euclid Gardens, Cleveland, O., where Vincent Lopez and his orchestra played, portraits of Louis Gamble, well-known Indian chief and saxophonist; Fiddlin' John Carson and Jose Moriche, exclusive Okeh artists. J. A. Sullivan, editor of the "Okeh Record," is preparing a group of interesting and informative sales ideas that will be introduced in early issues of this successful house organ.

Pearsall's New Telephone Numbers Kept Very Busy

The Silas E. Pearsall Co., New York, Victor wholesaler, has been favored with a new set of telephone numbers, and the company's many friends in the trade can now communicate with this popular wholesaler by calling Caledonia 0520-1-2-3-4. Incidentally the company's telephone wires have been kept mighty busy the past few weeks, for business conditions in the metropolitan district have improved steadily, and Pearsall sales for August were far ahead of expectations, equaling last year's figures. The company well deserved this reward for its efforts, however, for during the temporary business lull in the Spring and Summer the Pearsall sales organization was enlarged in order to maintain sales totals, and the results of this work are apparent in the figures for August and September to-date.

Stimulating Sales of Records

SEATTLE, WASH., September 4.—The Remick Song Shop is carrying on an unusual advertising and sales campaign which has proved most effective in stimulating record sales. In each advertisement of the store the name of one person chosen at random from the directory is given. This mention entitles the person to come to the shop and select a record gratis. The idea has caused much comment and has been a decided stimulant to record sales.

Okeh and Odeon Records

FALL business is rapidly getting under way. A short time will see it hitting its full stride. Don't be caught short. Prepare for that inevitable increase in the Metropolitan demand for Okeh and Odeon records.

As always, we are ready to serve you quickly and efficiently no matter what your needs for these fast-selling, popular lines may be.

GENERAL PHONOGRAPH CORPORATION

New York Distributing Division

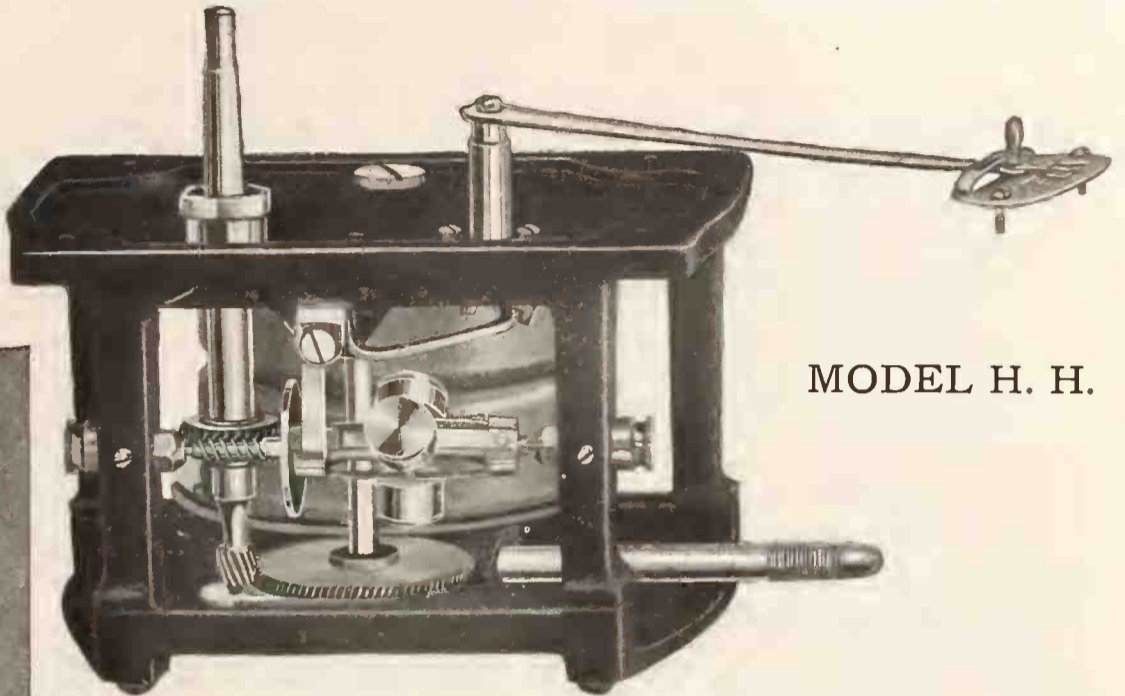
15 West 18th Street

New York City

BUY OKEH NEEDLES—They Keep Record Sales Alive!

SILENT MOTORS

Again Prove Their SUPREMACY



MODEL H. H.



After a thorough competitive test of all motors, Mr. Maximilian Weil, the industry's foremost expert selected the Silent Motor for use in Audak equipment.

Silent motors are made for discriminating buyers to whom quality is the first consideration.

The famous Model S. S. guaranteed to play 2 records—and Model H. H. guaranteed to play 5 records.

Record Service with Audak Unit Equipped with Silent Motor

THE SILENT MOTOR CORPORATION

321-323-325 DEAN STREET

STERLING 4861

BROOKLYN, NEW YORK

St. Louis Retail Dealers Optimistic as September Opens With Trade Betterment

L. M. Schlude New Retail Manager of the Silverstone Music Co.—Dealers Victimized by Confidence Man—A. L. Fordham in New Post—New Lowenstein Store Formally Opened

St. Louis, Mo., September 8.—Business, after picking up somewhat in the early part of August, slackened off toward the close under the provocation of a spell of real Summer, replacing the remarkable coolness that had previously prevailed. All the indications, however, were that the condition was only temporary, and that with the coming of cooler days in September, coupled with improvement in general conditions, there would be betterment, if not briskness, in machines and records. The month opened up with fulfillment of these expectations and promises of better things to come.

Dealers Victims of Confidence Man

A number of music merchants are included among the many alleged victims of Edgar Schneiders, sixty-year-old ex-convict, against whom a warrant has been issued, charging the obtaining of money under false pretenses. Schneiders, according to the stories of his complaining victims, represented himself as the head of the National Distributing & Sales Co., handling the output of the "Tyrola Phonograph Co.," Quincy, Ill., which was making tremendous profits. He seems to have been so persuasive that his gains at the cost of the credulous are estimated as between \$400,000 and \$500,000. His method was to advertise promissory notes at large discounts, and then induce persons who answered the advertisements to invest. He did have some promissory notes which were obtained from music dealers, under contracts calling for the delivery of machines, but for the most part these were repudiated when it was found that the machines were not up to specifications. Such machines as were delivered are said to have been purchased from a concern in St. Louis, instead of being produced at the "Tyrola" factory as represented. A number of losers have complained, and it is expected that other warrants will be issued.

L. M. Schlude New Silverstone Manager

L. M. Schlude has been appointed retail manager of the Silverstone Music Co., succeeding Paul Gold, who resigned to become talking machine manager for Lowenstein & Bro., Memphis, Tenn. Mr. Schlude formerly held this position, but more recently had been on the road and

on the floor. He reports a 25 per cent increase in August business over the same month last year. One of his recent sales was a "Laboratory" model to be sent to Canada to a family that is moving there.

A. L. Fordham in New Position

A. L. Fordham, formerly with the Columbia Phonograph Co. in Philadelphia for ten years, has taken a position with the Artophone Corp. to travel in eastern Arkansas, western Kentucky and Tennessee, with headquarters at Memphis. He has started out on his first trip through his territory.

R. F. Novy at Lowenstein Opening

R. F. Novy, of the Brunswick Co., has returned from Memphis, Tenn., where he looked personally after the installation of the Brunswick line in the new talking machine department of the new Lowenstein & Bro. store, which had its formal opening September 2. The firm, in its old location, did not handle talking machines. Paul Gold, formerly retail manager of the Silverstone Music Co., of St. Louis, has charge of the new department, which will handle Victors as well as Brunswicks.

A. F. and F. Odell at Convention

A. F. Odell, Quincy, Ill., and his brother, Fred Odell, Keokuk, Ia., both Edison dealers, attended the annual convention of the National Retail Jewelers' Association here late in August. A. F. Odell was accompanied by his son, Athol. Other Edison dealers attending the convention were R. N. Monaghan, Gillespie, Ill., and H. H. Tunehurst, Jerseyville, Ill.

Improvements at Aeolian Co.

The main sales floor of the Aeolian Co. of Missouri is being remodeled. Some of the demonstration booths forward have been removed to make room for the ticket office and record racks. The cashier's office is now in the rear.

Miss Dorothy Williams, of the Aeolian Co. talking machine department, has returned from her vacation.

Interesting News Brieflets and Personals

C. O. Thompson, manager of the talking machine department of the Kieselhorst Piano Co., has returned from a vacation trip to Iowa.

Mark Silverstone, president of the Silverstone Music Co., returned late in August from a trip to England and the Continent, on which he was accompanied by his son, Julius.

Geoffrey Manne, traveling representative of the Silverstone Music Co., was married Sunday, September 7, at New Madrid, Mo., to Miss Eva Schoenberg, of that city.

H. J. Arbuckle, manager of Widener's, has returned from a trip to Chicago.

J. H. King, of the talking machine department of the Aeolian Co. of Missouri, has returned from a vacation trip to Sulphur Springs, Ky., on which he was accompanied by his wife.

J. H. Bennett, of the Brunswick Co., has returned from a vacation trip to Michigan.

N. C. Shannon, manager of the Rudolph Wurlitzer Co.'s store at Louisville, Ky., stopped here recently on his way back from a vacation trip to Kansas, accompanied by his family.

The Thiebes Music Co. has installed a line of musical merchandise, including stringed instruments, in connection with the sheet music department on the first floor.

George W. Lyle, president of the Manufacturers' Phonograph Co., New York, which makes the Strand phonograph, was here late in August.

R. S. Peer, manager of the record department of the General Phonograph Co., New York, which makes Okeh records, was here recently and departed for Atlanta, Ga.

The Artophone Corp., in connection with the production of "Carmen" at the Municipal Theater, made a drive with the Odeon "Carmen" set of three double-faced records in album form by using window strips and placards in department stores, and there were good sales.

A. W. Hosier, manager of the talking machine department of the Famous & Barr Co., has returned from a trip to New York and Boston.

Miss Golda Airy, of the Koerber-Brenner Co., Victor distributor, has returned from a vacation which she spent in Wisconsin.

Mrs. Earl Haddick, of the Famous & Barr Co. talking machine department, has returned from a motor trip to Rock Island, Ill., and Burlington, Ia. Mrs. Oscar Suedel, of the same department, has returned from a motor trip to New York and Boston.

The Kieselhorst Piano Co. has opened a branch for pianos and talking machines at 3111 North Grand avenue.

Mark Duncan, of the Chicago Talking Machine Co., was a recent St. Louis visitor.

Big Fire Destroys Peoria Music Stores

Charles C. Adams Co., Daniel Miller Co., Musical Art Studio and Musicians' Union All Suffer Severely in Conflagration

PEORIA, ILL., September 8.—The Charles C. Adams Music Co., Daniel Miller Co., band instruments, the Musical Art Studio, the Musicians' Union Meeting Hall and other stores located at 116 South Adams street were destroyed recently when fire of unknown origin, believed to have started in the M. B. Boot Shop, broke out at 6:30 in the morning.

The blaze continued until 11:00 o'clock before the fire was under control, causing an estimated damage of \$175,000 to the stores located in the building. The Charles C. Adams Music Co. is said to be the heaviest loser with an estimated loss of \$90,000. The entire stock of seventy-five pianos, valued at approximately \$50,000, stored on the first floor and basement, is almost a total loss, and other musical instruments and equipment were also ruined. Daniel Miller, musical instrument wholesaler, second floor, has a loss estimated at \$20,000, the Thomas Drum Co., also located on this floor, estimated its loss at \$7,000, the Musical Art Studio, same floor, loss at \$3,000, and the Musicians' Union Meeting Hall, loss of fixtures at \$5,000. The loss is partially covered by insurance.

The Artophone Corporation

TWENTY-FOUR hour service on these fast-selling, popular records!

Here's an invaluable service and a dependable aid that you can use in your campaign for a full share of the Fall increase in business!

Note the following popular selections: Hill Country Music
Blues Numbers by Famous Negro Artists. Rare Record Importations

Complete lists of all language records, late dance and song hits, late types of selections

**Okeh and Odeon
Records**

The Artophone Corporation

1103 Olive Street, St. Louis, Mo.

203-5-7 Kansas City Life Bldg., Kansas City, Mo.

Complete stock of all phonograph accessories and supplies



This is the Record

that's doing the business for progressive dealers from coast to coast.

Domino is a cracker-jack 10-inch record which offers you:

- A big sales leader at 35c retail.*
- Only the biggest hits on both sides.*
- Recordings by well known artists and orchestras.*
- Premiere release of popular numbers.*
- A large catalog.*

Besides, the glossy, red color, adds distinctive appearance to a quality record.
Investigate. We shall be glad to send you sample records and details of our proposition.

DOMINO RECORD CO., 22 W. 20th St., New York

Business Continues Good in Cincinnati Due to Energy of Live Trade Members

Brunswick Dealers Form Local Association and Elect E. M. Abbott First President—Sterling Roll & Record Co. Reports 15 Per Cent Business Gain in Month—Other Trade Activities

CINCINNATI, O., September 8.—The dealers in this city are looking forward optimistically to good business this Fall. The industrial situation in Cincinnati seems to be getting better and it looks as though the majority of people will have more money to spend than they have had at any time this year. August sales of talking machines were somewhat slow, due to the mid-Summer lull in activities and to the fact that thousands of people were away on vacation. Despite the fact that August is always a dull month, dealers were satisfied with the trend taken by sales and they believe that September will bring a revival of brisk trade.

Brunswick Dealers Form Association

That Cincinnati retail dealers are among the most wide-awake in the entire country was demonstrated during the past month when the Brunswick dealers here voluntarily got together and formed a local association of Brunswick dealers. At a dinner given by the Brunswick Co. to its dealers the suggestion was made that such an association would be highly desirable. Accordingly, a meeting was called by the retailers and a permanent organization was formed. E. M. Abbott, president of the E. M. Abbott Piano Co., Seventh and Elm streets, was elected president of the association. Louis Ahaus, president of the new Brunswick Shop on Walnut street, was elected vice-president; while J. Broering, of the Broering Bros. Music Co., Newport, Ky., was elected recording secretary. Plans have been made by the new association to bring the Brunswick Radiola before the public, and the pledge was made that a high standard of advertising will be maintained by the dealers. J. E. Henderson, Brunswick general sales manager for the Cincinnati district, was chosen to be an honorary member of the new association.

Edison Demand Holds Up

The Edison Phonograph Co., West Fourth street, distributor of the Edison, reports that its trade is holding up to a nice level. Judging by the number of inquiries that are being received daily, as well as the number of orders for early Fall, trade will be much better in September. Sales of the New Edison records have been maintaining a splendid average all

through the Summer season. The Edison Phonograph Co. is also distributor in this territory for DeForest radio equipment. The company has had a radio exhibit during the past two weeks at the Electric and Radio Show at Chester Park. This show has been viewed by thousands of Cincinnatians.

Introduce Brunswick Radiola

One of the outstanding events of the past month was the placing on the market of the Brunswick Radiola. This appealing new instrument was heralded by means of large newspaper advertising space. The Brunswick dealers came forward and advertised jointly in big space in the Sunday newspapers. This joint advertisement was signed by the E. M. Abbott Piano Co., Adams Music Co., Alms & Doepke Co., Brunswick Shop, Broering Bros., Otto Grau Piano Co., L. A. Noelcke, Pandorf's Music Shop and Steinway & Sons. The Brunswick district office in this city states that it is swamped with orders for the Radiola and that, if the rush keeps up as it is at present, the office will be unable to supply the demand.

Ohio T. M. Co. Busy

The Ohio Talking Machine Co. is pleased with the outlook for Fall business. This concern has stocked a large number of Victrolas and is already getting nice orders for the Fall trade. Business has held up well in comparison with last year during the corresponding period. The sales of records have increased over 1923. Victor records have lost none of their selling power and sales have been high.

Fifteen Per Cent Business Gain

The Sterling Roll & Record Co., according to Ben L. Brown, manager, has increased its business in August about 15 per cent over July. Outing portables have been selling well this year, in fact, better than they have for several years past. The Sterling Co. is developing its radio business rapidly, and Miss Mildred Mueller has been appointed manager of the new radio sales promotion department of the company. J. C. Cooley, sales manager of the Outing Talking Machine Co., was a visitor to the offices of the Sterling Co. during the past week. George W. Lyle, president of the Manufacturers' Phonograph Co., makers of the Strand

"TRY US FOR SERVICE"

WE SERVE

OHIO·INDIANA·KENTUCKY
WEST VIRGINIA

WITH

HONEST
QUAKER

MAIN

SPRINGS

AND

REPAIR PARTS

DISTRIBUTORS

ARTHUR BRAND & CO.

1618 VINE STREET

CINCINNATI, O.

"TRY US FOR SERVICE"

talking machine, was another visitor. Mr. Lyle reports that he finds improved sales throughout the entire Cincinnati territory.

Columbia Distribution Gains

The Columbia Distributors, Inc., report that sales have been showing a nice increase in the past few months. Concentrated sales efforts have produced good results in Cincinnati territory. Many of the dealers freely say that they are getting better service in handling Columbia machines and records than they ever had before.

J. W. Davis With Sterling Co.

John W. Davis has become associated with the Sterling Roll & Record Co. and will cover Ohio and Indiana territory.

Larry Naber, salesman for the Sterling Roll & Record Co., has just returned from a three weeks' trip to the Lakes and Canada. He says that he is full of "vim and vigor" after his Northern sojourn.

Arthur Brand & Co. report that, while their repair business has been holding up well through the Summer months, they look for marked activity when folks on Summer vacations get settled in their homes.

**Okeh and Edison
Records**

OUR capable and efficient organization is always at your service—ready and willing to co-operate with you in building a permanent, profitable business with these justly popular records.

To-day is a good day for you to try

STERLING SERVICE

Wholesale Phonograph Division

STERLING ROLL and RECORD CO.

137 West 4th Street

CINCINNATI, OHIO

Buy Okeh Needles—They Keep Record Sales Alive!

The **OHIO**
TALKING MACHINE CO.
427-429 WEST FOURTH ST.
CINCINNATI, O.
VICTOR DISTRIBUTORS
SERVICE
IS OUR
WATCHWORD





©1924 by R. B. Wheelan

Manufactured under U. S. Patents Nos. 1,185,987, 1,272,843. Other Patents Pending.

This New Amazing Loud Speaker

Put this wonderful Lamp-Loud Speaker in your window—Let the world know that this beautiful library lamp is the newest, most scientific radio horn yet perfected. The *Radialamp* is one of the most popular sellers ever put on the radio market. Write for descriptive literature and our special proposition to dealers—today.

A Quick Selling Radio Invention

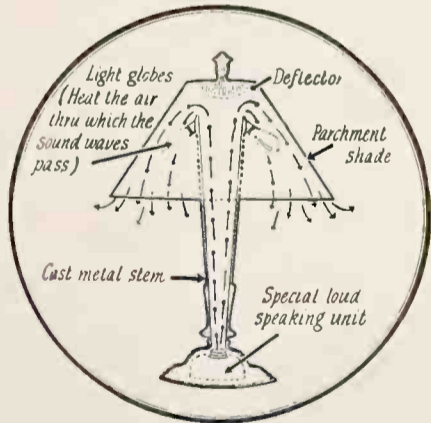
There are any number of Radio Loud Speakers now on the market but only one *Radialamp*. It has no competitors. All the selling features of a novelty—all the qualities of the most perfect Radio Horn yet made. "A marvel of Radio Engineering", say all the experts.

The *Radialamp* was made to meet a big demand. It was built for the home that couldn't stand the unsightly looking Radio Horn. It was made to replace the cabinet style loud speaker that looks like another phonograph. It was built so that the radio lover could set it on the table of his finest room, and use it not only as a loud speaker but as one of the handsomest table lamps money can buy.

Even if your customer has an old type radio horn, he may want the *Radialamp* for his favorite room, keeping the horn

near the apparatus in his den or somewhere else in the house. All he needs is an extra length of wire.

Examine the wonderful mechanism—see why you have an item that will sell so big to your trade. See how the sound is built up by the microphone in the base—conducted thru the lamp stem—reflected and intensified by the sound mirror on top and beautified in tone by the heated bulbs as it is projected out equally to all parts of the room thru the parchment shade. Parchment—by the way—is known to produce more mellow music than metal or even wood.



Attach to Any Socket

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

Attach to Any Radio Set

Two Features for the Price of One

And that's the big selling argument. You sell two distinct features. Yet the price of the *Radialamp* is no higher than is the price of either sold separately. Announce that fact to your customers and watch your *Radialamp* business grow.

Mail the coupon now—for descriptive literature and special proposition to dealers.

RADIOLAMP CO. Dept. W-9 334 Fifth Ave., New York City

RADIOLAMP

TRADE MARK

LOUD SPEAKER

Radiolamp Co., Dept W-9, 334 Fifth Ave., New York City
Please send me illustrated descriptive literature on the **RADIOLAMP**, and your special proposition to dealers.

Name

Address

City State

Salt Lake City Phonograph Dealers Take Initial Steps in Association Formation

Dealers Unanimous in Desire for Association—Another Meeting Soon to Elect Officers and Complete Organization—Dealers Planning Intensive Fall Sales Promotion Campaigns

SALT LAKE CITY, UTAH, September 6.—Reports from various talking machine firms in this city regarding business are somewhat conflicting at this time. There are those who say sales are ahead of last year, while others say they are below last year's mark.

Right now two or three firms at least are getting ready to conduct vigorous door-to-door campaigns in the best residential sections of the city. The Glen Bros.-Roberts Piano Co., which has an aggressive phonograph department, has gotten out an excellent eight-page folder which it will use in connection with its own house-to-house campaign. L. E. Larsen, manager of the department, said they were holding regular salesmanship meetings at which both the outdoor and indoor staffs were in attendance, and at which work of an educational nature was gone through. He said they aimed to get the staffs better acquainted with the product as well as give them pointers on salesmanship. Mr. Larsen was convinced that the future of the business will depend largely on the ability of the trade to develop the music appreciation of the people.

The industrial outlook is satisfactory in spite of the fact that there will be a crop shortage, due to the early Summer drought. Indications are that there will be a good market for everything with prices at a higher level than was the case last year.

Salt Lake Phonograph Dealers Organize

Shall the phonograph dealers of this city and their employes have an organization of their own? This question was thoroughly discussed at a meeting in the offices of the Brunswick Co., on West South Temple street, recently at which all of the retail stores in this city carrying phonographs, with the exception of two, were represented. T. E. Ashworth, head of the music department of the great Z. C. M. I. department store, which specializes in talking machines, occupied the chair.

Mr. Ashworth said the trouble with associations and organizations of all kinds as far as his own experience went is that they start out strong and after a short time go to pieces through the indifference of their members who will not attend the meetings. He thought the great value of an association such as had been proposed would be that they would be in a position to have their clerks meet with them and discuss selling and other problems. He also said they should work in close harmony with the existing organization, the Utah Association of Music Industries.

L. E. Larsen, manager of the phonograph department of the Glen Bros.-Roberts Piano Co., had much to do with getting the phonograph men together.

Grover C. Spratt, local manager of the Brunswick-Balke-Collender Co., who was present, as was R. F. Perry, traveling representative of the company, said he felt they should not attempt to make their organization State-wide in its scope. He felt the organization should be along educational lines. They might give papers at different times on selling and how this or that problem is met and solved. He urged them not to make the association too broad in its scope. If they did it might not function satisfactorily.

Others who made brief talks and suggested policies of the new organization were: Fred Bain, of the John Elliot Clark Co., local Victor dealer and distributor; C. O. Olson, of the Daynes-Beebe Music Co., and R. F. Perry, of the Brunswick-Balke-Collender Co.

A general discussion followed in which the time and date when meetings should take place, the name of the organization, the officers to be elected and the objects of the association were gone into. No name for the association has as yet been selected.

The first officers of the new organization were then elected and will be as follows: President, L. E. Larsen; vice-president, Mrs. Ethel Olin, manager of the Utah Music Co., and secretary, W. G. Saddler.

Local Brunswick Activities

The local office of the Brunswick Co. announces the appointment of several new dealers this past week. Horace Chesbro will open a branch music business at St. Anthony, Idaho, where he will have the Brunswick line. The Bates Stores Co., of Provo, Utah, has opened a branch music house in Price, Utah, where it features the Brunswick line.

R. F. Perry, traveling representative of the Brunswick Co., of this city, has left for Idaho, where he will call on Brunswick dealers in that section.

P. S. Heilbut, manager of the music department of the Bates Stores Co., Provo, Utah, has left for a short business trip to Price, Utah, where his firm has recently entered the music business. He states that Mr. Billings, who has been with the company for some time past, will be in charge of the new business at Price.

Fred Wright, well-known druggist and Brunswick dealer of Evanston, Wyo., has sold his business to the Hill Otte Drug Co.

L. Hon, traveling representative of the Brunswick Co., Denver, Col., was a visitor to the local Brunswick offices recently.

Among dealers recently visiting the local Brunswick salesrooms were O. T. Bates, of Wilson Bates Furniture Co., Ely, Nev.; F. M. Williams, of Williams Music Co., Montpelier, Idaho, and E. L. Dyer, of Bruce Music Co., Pocatello, Idaho. They were all optimistic.

News Gleanings

Royal W. Daynes, general manager of the

QUALITY RECORD

Pressing

SANDERS, Inc.

SPRINGDALE, CONN. Near Stamford
Telephone Stamford 3980

Consolidated Music Co., and family are back from a trip to southern Utah.

Bert Garner, formerly with Stone & Co., of this city, has joined the music department of Z. C. M. I., which department is exclusively engaged in selling phonographs.

The officers, employes and their friends of Z. C. M. I., numbering about seventy, had a wonderful time at Saltair, the unique resort on Great Salt Lake, America's famous dead sea, the other night. There was bathing in the water, which is so salty the human body floats like a cork and cannot sink, dancing, a visit to the Fun House, etc., and a dinner in the great Ship Café.

Music Box Opens Branch

CHARLESTON, W. VA., September 8.—The Music Box, Victor and Brunswick dealer of this city, recently opened a branch at 241 Capitol street, where a complete line of Victrolas and Victor records, Brunswick phonographs and records and a complete stock of all musical instruments, radio products and sheet music are being carried.

Warren C. Hurlock was recently appointed manager of the Sanders & Stayman Music Co., Salisbury, Md. Mr. Hurlock previously conducted his own business at Cambridge.

Every Customer is Interested in the

"ROYALFONE" KING OF ALL

Loud Speaker Unit

SOMETHING new, something important, something vitally interesting to your customers—a loud speaker unit with a tone volume control just like a phonograph. New sales for you! New interest in your store! Made by the manufacturers of the *Royalphone Headset*.

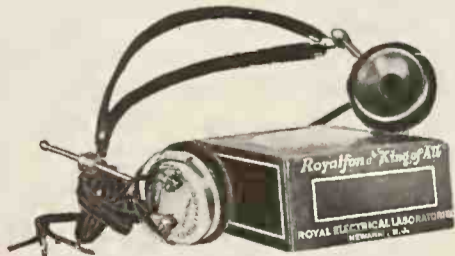
Adjustable for Tone Volume as Easily as a Phonograph

Perfect reproduction at any tone volume.—A NEW advantage in loud speaker units. Simply turn the adjusting screw until the desired volume is attained—just as you open or close the door of your phonograph to control the volume. Balanced diaphragm

overcomes every possible tendency toward distortion. The culmination of years of experience in the manufacture of reproducing apparatus. Makes any standard phonograph a high class radio reproducer. Also adaptable for regular loud-speaker horns.



List Price of Unit \$5.00



List Price \$4.50

"ROYALFONE" KING OF ALL

Headset

THE most comfortable headset you ever had on your head. Adjustable head-band and other comfort features. Incorporates every vital improvement and feature of radiophone construction evolved to date.

Get the Proof of the Profit

Let your customers decide for you. Place a trial order of Royalphone units in your window or on your counter. Attach one to your demonstration set and a phonograph, or loud speaker horn, so that they can try out the tone volume control. Send that order NOW!

ROYAL ELECTRIC LABORATORIES

NEWARK, N. J.

Jobbers and Manufacturers of Phonographs and Loud Speakers, write for interesting offer.

Fine New Radio Broadcasting Studio in Chicago Secured by the Zenith Corp.

First Move in the Company's Plan to Do Its Broadcasting Away From Centers of Population—Testing Small-town Broadcasting Facilities by Means of Mounted Station on Truck

The Zenith Radio Corp., manufacturer of the popular Zenith radio products, which recently sold its well-known broadcasting station WJAZ, located on the Edgewater Beach Hotel, on the north shore of Chicago, has announced an important change in its broadcasting policy which

and prevented radio fans from getting satisfactory results by tuning in with other stations.

In order to carry out its plans for the selection of a new site for the proposed station the company now has in process of construction a complete broadcasting unit mounted on a one-ton truck, probably

the first portable broadcasting station in the history of radio. The truck is enclosed in glass and the public may witness the operation of the station wherever it is taken. The equipment consists of a 100-watt transmitter, storage batteries for operation, motor generator for recharging batteries, and telescoping masts for the aerial—gold-plated antenna wire will be used because gold reduces surface resistance.



Main Zenith Broadcasting Studio in Chicago

provides for the erection of a new station away from the large centers of population, and plans are rapidly being formulated for the selection of the best locality for broadcasting so that interference with other broadcasting stations will be reduced to a minimum. Station WJAZ was disposed of because it was so powerful that it dominated the air within its immediate scope

Arrangements are under way with the Chambers of Commerce of all towns favorably disposed to receive the new broadcasting station. Tests will be arranged in each case for a definite night. In every town prizes will be awarded for the longest distance reception. This will help towards an accurate diagnosis of conditions in each locality, "radioicly" speaking. For this

series of experiments, which promises to be so intensely interesting, the call letters 9XN, intimately and long familiar to the general public, will be used.

E. F. McDonald, Jr., president of the Zenith Radio Corp., and also president of the National Association of Broadcasters, in connection with this move, said:

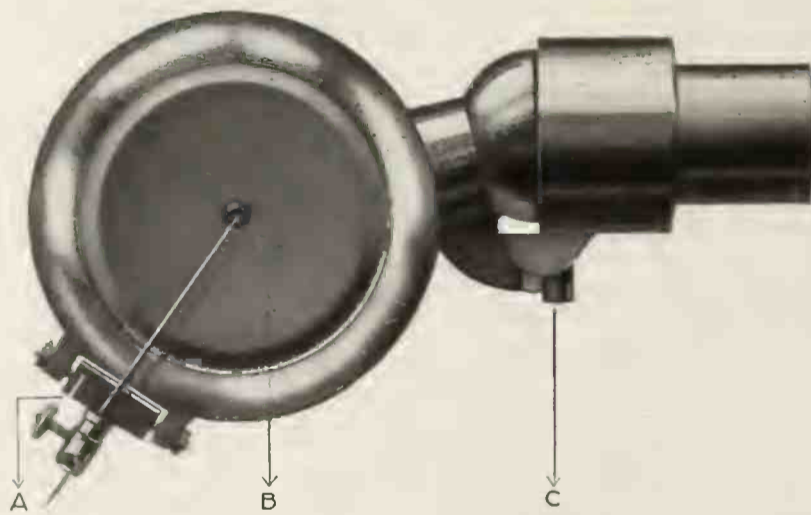
"For very evident reasons broadcasting stations sprang up in the big cities. Most of the available radio talent was in the big cities. Most of the money available for the new enterprise was in the big cities. But the presence of broadcasting stations in the big cities developed difficulties. The spirit of speculation natural to the human being wanted radio adventure. That meant 'reaching out' as far as possible. But while high-powered local broadcasting stations were in operation there was little chance of satisfying that instinct.

"Our new Station WJAZ will be located in a small community where broadcasting can be done with the least possible interference. The main studio will be near Chicago's center in the Gold Coast district, at the Club Chez Pierre, and in the exquisitely beautiful studio, illustrated herewith, of Pierre Nuyttens, the artist. Remotely controlled studios are no longer a problem with the excellent service that is furnished by the American Tel. & Tel. Co. over great distances."

Moves to New Store

PORT ANGELES, WASH., September 4.—The local branch of Sherman, Clay & Co., of San Francisco, has just been removed to a new location in the Olympus Hotel Building, with a change of management. I. Bentzar and wife will be in charge of the store in the future, succeeding Charles P. Corcoran. The stock of the local Sherman, Clay branch will be increased considerably in the new store and all lines of music goods will be handled, as well as a selected line of radio.

JEWEL NEEDLE EQUIPMENT FOR THE NEW EDISON



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

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

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

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

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

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

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

JEWEL PHONOPARTS CO.

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

LATHAM

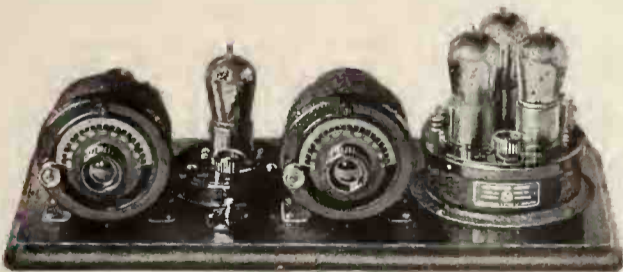
ATWATER KENT



MODEL M—\$20; LOUD SPEAKER



MODEL 19—\$90; RECEIVING SET



MODEL 9—\$65; RECEIVING SET



MODEL 20—\$100; RECEIVING SET

A Definite Sales Policy That Promotes Confidence

We herewith present to you the new Atwater Kent Radio Sales Policy for the season 1924-1925.

We commend this policy to you.

We hope it meets with your approval.

We believe it the key to an unrivalled business for both of us.

1. THE PRODUCT—

This season the Atwater Kent line comprises four, five and six tube receivers, in both open, closed and De Luxe models. There are three Atwater Kent loud speakers of special merit and a phonograph sound reproducing unit for all standard phonographs.

2. ONE SINGLE MAXIMUM DISCOUNT—

No sliding scale preferential or special discounts will be allowed. The prices of the entire line will be as low as consistent with the highest grade of design and workmanship.

3. MAKING THE FRANCHISE VALUABLE—

A definite dealer contract is being prepared in order that there may be definite contact between manufacturer, distributor and dealer which will assure each dealer of prompt advice as regards new models, price changes, literature, window displays, etc., and which will be of considerable value in assisting the trade to carry on a clean, intensive business.

4. DISTRIBUTION THROUGH THE TALKING MACHINE DEALER—

The phonograph dealer is recognized as a definite factor in the radio business, and special attention will be given to his requirements.

5. FINANCING AND TIME PAYMENTS—

Arrangements have been completed and will be submitted to our dealers whereby they will be enabled to accept Atwater Kent business on the deferred payment plan.

6. ADVERTISING AND SALES PROMOTION—

National advertising through the leading publications on a tremendous scale, backed by an intensive local newspaper campaign, has been outlined. Attractive literature, window displays, posters and an electric flasher sign are available and will identify the Atwater Kent dealer.

7. CO-OPERATION—

Every possible means of co-operation with the dealer will be practised by this company. The immense new plant of the Atwater Kent Manufacturing Company allows for tremendously increased production which will result in prompt deliveries on all orders. A Service Department with a complete stock of spare parts has been established at this address, and will be available in assisting our dealers to give prompt and efficient service to their customers.

E. B. LATHAM & COMPANY

550 PEARL ST., NEW YORK

NEW YORK



IROQUOIS SALES CORPORATION

210 FRANKLIN STREET

BUFFALO, N. Y.

Distributors for New York State and
Northwestern Pennsylvania for
Okeh Records and ODEON Records.

A capable, efficient sales organization that is ready and willing to co-operate with Okeh and Odeon dealers in building up a permanent, profitable demand for these popular record lines.



All Branches of the Talking Machine Trade Improving Steadily in Buffalo

Retailers Optimistic as Indications Point to a Busy Fall—Wide Interest in Brunswick-Radiola—
Attractive Fair Exhibits—Maisel Store Remodeled—Kibler to Build

BUFFALO, N. Y., September 9.—Jobbers and dealers here are optimistic as to what the Fall season holds for the music trade of this district. An improved trend was noticeable about the middle of August, and dealers in all parts of the city are reporting a gradual increased volume of sales. The number of prospective buyers is much greater than it was at this time in 1923, they say. Talking machines are giving indication of the same popularity they claimed in 1922 at this time. Radio as a competitor is no longer thought of.

Optimistic Feeling Throughout Trade

"Talking machine business is showing a marked improvement," said O. L. Neal, of the Buffalo Talking Machine Co., Victor jobber. "We are very optimistic regarding the Fall outlook and are preparing for a brisk holiday season. Record business is especially good, with the biggest demand now for popular dance numbers." Mr. Neal said that the appearance in Buffalo of Waring's Pennsylvanians greatly stimulated the sale of their records. The orchestra was featured in Shea's Hippodrome

Mrs. Loretta Spring, of the J. N. Adam Co.,

reports a steady demand for Victor records and Victrolas. She looks for an exceptional Fall trade.

F. F. Barber, Kenmore dealer, also reports an improving trend in demand for Victrolas. Increased sales of records are especially noticeable, he said.

Brunswick-Radiola Arouses Enthusiasm

"Fall business looks very encouraging," said E. S. Germain, manager of the local distribution branch of the Brunswick Co. "We have had many enthusiastic visitors from this district since the arrival of our sample Radiolas, and keen interest in this instrument is shown. We have taken some substantial orders for Fall, and everything points toward a brisk season."

Brunswick Record Sales Stimulated

Record sales are showing much improvement, Mr. Germain said, with Fall orders coming in good volume. Appearance of Wiedoeft's Orchestra at Olcott Beach gave Brunswick records some very high-class publicity. The orchestra gave a return appearance through popular demand at the Beach on August 25. Dealers in this district are placing large orders for their

records, and find them to be the best sellers in popular dance records.

Visitors at the Buffalo Brunswick warerooms during the past month were: L. S. McLeod and E. M. Scott, of the Cleveland branch; R. J. Powell, also of Cleveland; Oscar Stranburg, of Jamestown; Mr. Swanson, another Jamestown dealer; Mr. Bier, of Bier Bros., Niagara Falls; and W. P. McArdle, of Erie. A number of prospective dealers also visited the local offices.

Iroquois Sales Corp. Business Brisk

F. D. Clare, of the Iroquois Sales Corp., Strand machine and Okeh and Odeon record distributor, backs up the statement of other jobbers here that business is steadily and surely ascending to a point reached late in the year 1922. The volume of sales has shown an improvement since the middle of August, Mr. Clare said. He is an enthusiastic supporter of radio, and believes it has reached the point where it is now practically indispensable in the progressive music store. A good business in Crosley sets is reported. He said he has a good field for the new Strand cabinet, built to accommodate the Freed-Eisemann NR5 panel. Mr. Clare said that dealers allowed their talking machine stocks to run low this Summer, so he has large orders on hand for Fall delivery. There are a few dealers, he said, who are slow in stocking up for Fall, and are going to find themselves in a pinch when brisk buying begins. Okeh and Odeon records maintain their popularity and sell in great volume in the foreign sections of Buffalo and Jamestown, as well as other towns of this district.

"Kiddy" Records Well Received

The Iroquois Sales Corp. has arranged with the New Record Corp. to handle its new "kiddy" records, samples of which were received with great enthusiasm in the trade here. Mr. Clare looks for a tremendous Christmas demand for these records.

George W. Lyle a Visitor

George W. Lyle, of the Manufacturers' Phonograph Co., was a visitor to the local distributing offices and visited the Buffalo trade late in August. The company's promotion expert, Mr. Scholtz, has been working through this territory the past few weeks and obtained some real results.

J. G. Schuler Exhibits at Fair

John G. Schuler, Main street dealer, was one of the exhibitors at the Erie County Fair during the week of August 25. The Sonora, Edison and the National were arranged in an artistic booth of the music house. Arthur C. Winegar, manager of the store, managed the booth and obtained numerous prospects. Joseph Stoffel is the new manager of the Edison department of the store. Joe Manning is another new salesman.

Maisel Store Remodeled

Alex Maisel, one of the biggest Victor dealers on the East Side, has just completed remodeling his store. It now contains eighteen demonstration booths. The store capacity has been greatly increased. Eight new booths have



"HIS MASTER'S VOICE"
REG. U.S. PAT. OFF.

It has always been the policy of this house to build "good will" by rendering a service that is at all times dependable and cooperative.

The number of Victor dealers we are now serving regularly, and who depend upon us for their supply, is constantly increasing.

There must be a reason for their preference.

This not only applies to local and nearby dealers, but many at more distant points find our service dependable. Our shipping facilities out of Buffalo are unexcelled.

Try us and be convinced.

CURTIS N. ANDREWS



Victor Distributor
Exclusively Wholesale

Court & Pearl Sts.
BUFFALO, N. Y.



been erected on the first floor. The entire first floor is devoted to the record business, which is exclusively Victor. The second floor is reserved for the display of Victrolas, this entire floor being turned over to instruments. The feature of Mr. Maisel's store is his foreign department. It is said that he sells more foreign Victor records than any other dealer in the country. The balcony caters entirely to the foreign trade. Here are neatly arranged ten booths. He carries a complete line of Polish, German and Yiddish records. Business of the past two months has been greater than during the same period of last year, Mr. Maisel said.

Brief but Interesting

The State Music House, 833 South State street, Syracuse, N. Y., went into bankruptcy August 6. The store has been closed.

The C. H. Henderson Music Co., of Corry, Pa., was slightly damaged when the adjoining building was destroyed by fire recently.

James E. Reid, Warsaw dealer, recently suf-

fered two broken ribs when an automobile he was driving collided with a passing machine.

Fire of unknown origin recently caused a loss to the Monarch Furniture Co., of Jamestown, estimated at \$50,000.

J. M. Kibler to Erect New Building

John M. Kibler, Genesee street dealer, has started construction of his new store building, which will be located directly opposite his present quarters. The new building will cost more than \$10,000 and is being built of brick and tile. Mr. Kibler is on a vacation trip in the metropolis. He is accompanied by his wife.

New Columbia Console Pleases

C. O. E. Curtis, of the Brunswick Shop, Main street, expressed enthusiasm over the new Columbia console model. This instrument is meeting with great favor among consumers, he said. He has had an exceptionally good early Fall trade, the greatest demand being for medium-priced Columbias. He looks forward to a good holiday season.

The Ambassadors Orchestra for Cinderella Ballroom

Popular Dance Organization to Furnish Music for Big New York Dance Hall—Orchestra Records Exclusively for Vocalion Records

The popular Ambassadors Orchestra, producers of dance music, which, under the direction of Willie Creager, has given an irresistible

The Cinderella Ballroom is under the same management as the Paradise in Newark and the Plantation in Philadelphia. Every two weeks the Cinderella will loan the Ambassadors to play alternate Friday nights at the two out-of-town establishments. The New York dance hall comprises 14,000 square feet, 5,000 feet of which are given over to the dance floor. It is said that 2,000 people can be accommodated at one time.

The Ambassadors Orchestra has recorded ex-



Cinderella Ballroom Where Ambassadors Orchestra Holds Sway

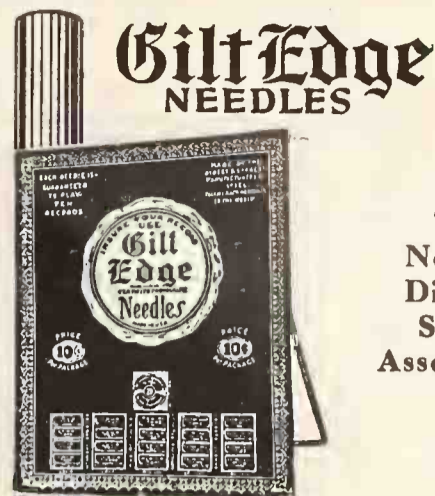
dancing urge to the feet of thousands not only directly but through the medium of many Vocalion records, for which the organization records exclusively, has been engaged to furnish the music at the Cinderella Ballroom at 1600 Broadway, New York, which was opened to the public on September 12.

clusively for Vocalion records for some time past, and its records are among the most popular in the Vocalion dance library. It plans to add a number of new records to its list during the coming season.

Featuring Pathé Radio

TERRE HAUTE, IND., September 6.—The new radio line of the Pathé Phonograph & Radio Corp., Brooklyn, N. Y., is being extensively featured in this city by two of the representative music houses. The Robertson Music House, of this city and Indianapolis, has just placed its order for the new Pathé "Five-Six" radio receivers.

The Liberty Stores, also of this city, are featuring the Pathé new "Minute Man" radio receiving set. Both firms are putting considerable energy behind their Fall campaigns and expect to do a big radio business. The wide interest manifested in these sets indicates that they will be popular favorites.



The No. 100 Display Stand Assortment

Gilt Edge Dealers Will Enjoy Bigger Business Than Ever This Fall

There is no substitute for quality. Gilt Edge Needles have so firmly established themselves on the basis of true, flawless quality that today it's a case of "nothing else will do" for phonograph fans the country over.

GILT EDGE (GOLD FINISH) The Needle That Plays Ten Records

Our No. 100 Display Stand Assortment is the "short cut" to fast, profitable selling. Consists of 100 boxes—50 needles per box—40 Loud, 20 Extra Loud, 20 Medium, 20 Dance tone—sell for 10c per box, total \$10. Costs you \$5—100% profit. (Canada: costs \$7.50—retails for \$15.)

Reflexo BLUE STEEL (Spear Point) Another Great "Leader"

Plays any tone (soft, loud, medium) with just a simple twist of the needle. Order our No. 50 Display Stand of 50 packages. Sell for 15c—total \$7.50. Costs \$3.75. Test it. Canada: Costs \$4.25.

Write for Samples Order from Your Jobber



The No. 50 Display Stand Assortment

Reflexo Products Co., Inc. Selling Agents for W. H. BAGSHAW COMPANY 347 Fifth Avenue New York

CLARAVOX
CLEAR VOICE
REPRODUCERS
Reflect Credit on Edison Products
Standard Diamond Point
Special Jewel Point
No. 1 Edison Attachment
All Claravox Reproducers employ new Claravox diaphragm—a scientific achievement.
Write for prices and discounts
THE CLARAVOX COMPANY
YOUNGSTOWN, OHIO

ATWATER KENT

R A D I O

THE ATWATER KENT Line of Loud Speakers is complete, there are three in all, sizes and prices to suit every buyer's preference, but only one standard, the best that experience can produce with fine materials and master workmen.

Every prospective buyer in the country will read about them in ATWATER KENT national advertising, which will appear each month, in full page space, in The Saturday Evening Post, Ladies' Home Journal, American Magazine, Literary Digest, American Boy, National Geographic, Harpers, Popular Radio, Radio News, World's Work, Scribners, Review of Reviews, Atlantic Monthly, Country Gentleman, Farm Journal, Successful Farming, American Fruit Grower, Breeders' Gazette and Hoard's Dairyman.

These 19 magazines have a total of over 13,500,000 circulation.

ATWATER KENT Radio will be a best seller everywhere, not alone because of this advertising and the remarkable value it offers the public, but because of what is back of it—

Send for descriptive literature and dealer's price list.

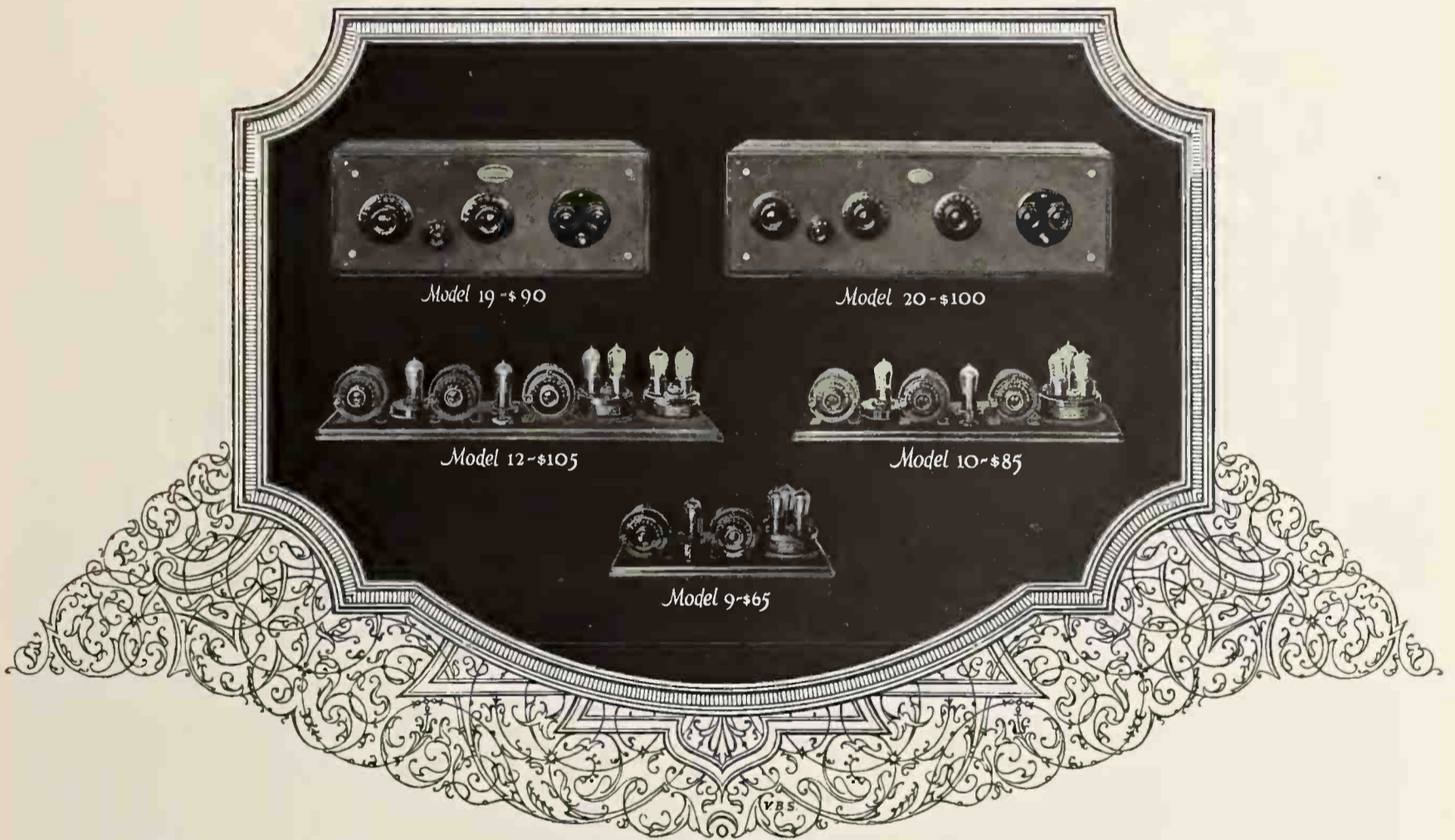
ATWATER KENT MANUFACTURING CO., 4972 Stenton Ave., PHILADELPHIA, PA.



T H I N K O F W H A T I S B A C K O F I T

ATWATER KENT

R A D I O



THERE are very definite reasons why thousands of radio merchants have selected the ATWATER KENT line of Receiving Sets and Loud Speakers.

The same reasons have made it an outstanding preference of radio buyers everywhere.

No material can be better than is found in ATWATER KENT Radio—no workmanship is finer and it is the last word in radio designing.

You must examine ATWATER KENT Radio to fully appreciate the value it offers to the public.

The complete line comprises six receiving sets and three loud speakers.

You can sell ATWATER KENT Radio equipment—Receiving Sets or Loud Speakers and look forward to increased business which is always the result of satisfied customers.

Send for descriptive literature and dealer's price list.

ATWATER KENT MANUFACTURING COMPANY 4972 Stenton Avenue - PHILADELPHIA, PA.

T H I N K O F W H A T I S B A C K O F I T

Exhibits at Shows and Other Activities Create Radio Publicity in San Francisco

Business Improving—Radio Association in Process of Formation—Sherman, Clay & Co. Moving Offices—H. E. Gardiner New Pacific Coast Sonora Representative—The Month's News

SAN FRANCISCO, CAL., September 4.—The talking machine trade in this section reports a slight increase in business in both talking machines and radio over last month, with the prospects of a brisk Fall becoming brighter and brighter. Radio was in the limelight during the past month, largely due to the exhibit of the Pacific Radio Association, which was held August 16-21 in the Civic Auditorium, where manufacturers, jobbers and even individual dealers exhibited, and those visiting were enabled to view every known make of instrument in all forms. The show was a complete success and greatly stimulated local interest in radio.

Moving Offices to Wholesale Building

The executive, or headquarters, offices of Sherman, Clay & Co. are to be moved to the fine new wholesale building, 536 Mission street. These offices are now on the ninth floor of the store at Kearney and Sutter streets. New quarters in the Mission street building are being prepared for the executive offices. This change is being made with the object of keeping more closely in touch with the fast-growing wholesale business, and also to give space in the retail building for the radio retail salesrooms, which will be on the ninth floor. The wholesale radio department will be on the fifth floor of the wholesale building, on Mission street.

Radio Association Being Formed

An association of the retail radio dealers is in process of formation in this city, and as radio is now being handled by various music merchants, the music dealers have been asked to send representatives from their industry. James J. Black, of the Wiley B. Allen Co., has been appointed to represent the music merchants, and it is understood that he will probably be vice-

president of the association now in process of formation. When asked to give an opinion regarding the proposed new organization Mr. Black said:

"The only interest that music houses feel in the proposed organization is naturally the radio end of the business, as a number of the music houses here are now handling radio. It is the hope of the dealers that an affiliation can be brought about between the proposed radio association and the Music Trades Association of northern California. Such an affiliation at present exists in Los Angeles, where the Radio Association has affiliated with the Music Trades Association and is now a part of what is known as the Radio Division."

Frank Anrys and J. J. Black to Leave for East

A business trip to visit the Eastern connections of the Wiley B. Allen Co. is to be taken by Frank Anrys, vice-president and general manager of the firm, and James J. Black, treasurer. They plan to leave together on September 8 and visit points where Wiley B. Allen agencies are located, between Chicago and New York.

R. W. Young, manager of the Fresno store of the Wiley B. Allen Co., is visiting San Francisco and reports that there is a marked improvement in business conditions in Fresno and other San Joaquin Valley points. Crop conditions in the San Joaquin are proving better than was anticipated, especially in regard to the amount of money farmers are receiving for their produce.

New Sonora Representative on Coast

H. E. Gardiner has just taken over his duties as Pacific Coast representative of the Sonora Co., and is now installed at his headquarters

at 63-67 Minna street. Frank V. Goodman, assistant sales manager of the Sonora Co., who has been in San Francisco for some time past, will leave shortly for the East. Whilst here, Mr. Goodman has made many friends, especially among members of the music trades who enjoy golf. Mr. Gardiner will travel for the Sonora throughout the Pacific Coast, western Nevada and part of Idaho. The Kohler Investment Co. will act as jobber for all the northern part of the territory where Mr. Gardiner will travel, and the Commercial Associates, a Los Angeles jobbing firm, will handle the Sonora in the southern part of California, Mr. Gardiner traveling for both. The sales manager for the Kohler Investment Co. is O. N. Rothlin, who is well known to the phonograph trade in the California territory.

Features First Pacific Coast Victor Record

Sherman, Clay & Co., which operates a large wholesale and retail talking machine business

MUSIC IS A NECESSITY



Perfect!

The first Victor record from the new Coast plant

THE WEST'S new plant of the Victor Talking Machine Company has just issued its first Victor record from Oakland—

"Mandalay," a new fox trot, played by Art Hickman's orchestra of the Biltmore Hotel, L. A., and

"String Beans," new fox trot played by Vincent Rose's Montmartre orchestra, Hollywood.

Great! It's all western, and a perfect dance record.

75c



Sherman, Clay & Co.

Kearney & Sutter Sts., S. F.
Oakland, Fourteenth & Clay Sts.

Sherman, Clay & Co. Ad

all along the Coast, recently tied up in an unusual manner with the opening of the new Victor record laboratories in Oakland. Following the release of the first record turned out by this new Victor unit, which happened to contain the numbers "Mandalay," a new fox-trot played by Art Hickman's Orchestra, of the Biltmore Hotel, Los Angeles, and "String Beans," another new fox-trot played by Vincent Rose's Montmartre Orchestra, Hollywood. Sherman, Clay & Co. called attention of the public to it by some clever advertising, of which the ad reproduced herewith is a sample. All branches of the Victor trade on the Coast are keenly enthusiastic about the increased facilities afforded through the opening of the new plant in Oakland, which are making themselves felt.

Chat of the Trade

Robert Gray, son of Walter S. Gray, well-known San Francisco jobber of phonograph accessories, has just returned from a honeymoon which took the form of an auto trip to Seattle. Mrs. Robert Gray was formerly Miss Alma Saunders, of San Francisco.

Members of the phonograph trade who recently visited Walter S. Gray's headquarters on Mission street include K. H. Nishkian, a very prominent dealer of Fresno, Cal., and R. D. Logan, the only music dealer of Salina, where the largest sugar beet factory in the world is one of the business assets.

C. P. MacGregor, who traveled for the Brunswick phonograph out of the San Francisco office of the Brunswick Co., has been appointed manager of the Brunswick division for the San Francisco territory. C. L. Morey is no longer with the Brunswick. Brunswick Radiolas are now arriving for distribution to dealers.

An increase in the demand for radio equipment is noted by W. S. Storms, of the City of Paris Dry Goods Co.

UDELL Radio Cabinets



Udell Radio Cabinet No. 728. Height 31 in.; top 18 x 30 in. Battery compartment 25 in. wide; 11 in. high; 10 1/2 in. deep inside. Ample space for both "A" and "B" batteries. Finished in brown mahogany two-tone. Dealer's price \$15.00.

Write for special folder 10-T on Udell Radio Cabinets

The UDELL WORKS, Inc.

28th Street at Barnes Avenue

INDIANAPOLIS, IND.

NOW you can cash in on the big Radio industry. Sell every radio "fan" in your community one of the new Udell Radio Cabinets. These are handsomely finished, attractively designed; a real addition to the furniture of any room.

Radio outfit sets on top of cabinet, while the batteries go in the back. Here they have ample space, but are out of sight and the connections are properly protected. Roomy drawer for head sets and other equipment. Construction of cabinet permits plenty of knee room.

Remember Udell is also headquarters for Sectional Player Roll Cabinets.



LEADERSHIP IS NO ACCIDENT

Leadership is no accident. When we say that BRILLIANTONE Needles are the standard by which all other steel phonograph needles are judged, it isn't because they are sold by us, but because they are made by BAGSHAW.

For over fifty years BAGSHAW has been setting the standard in phonograph needles. Today, besides being the oldest, they are the largest manufacturers of phonograph needles in the world.

Leadership is no accident; nor is the ever-increasing demand for BRILLIANTONE Needles.

BRILLIANTONE

STEEL NEEDLE COMPANY OF AMERICA, Incorporated

370 SEVENTH AVENUE, at 31st Street, Suite 1214, NEW YORK

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

W. H. Bagshaw Co.
Export Department
44 Whitehall St., N. Y. C.
Cable Address:
"Brillneedl"

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

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

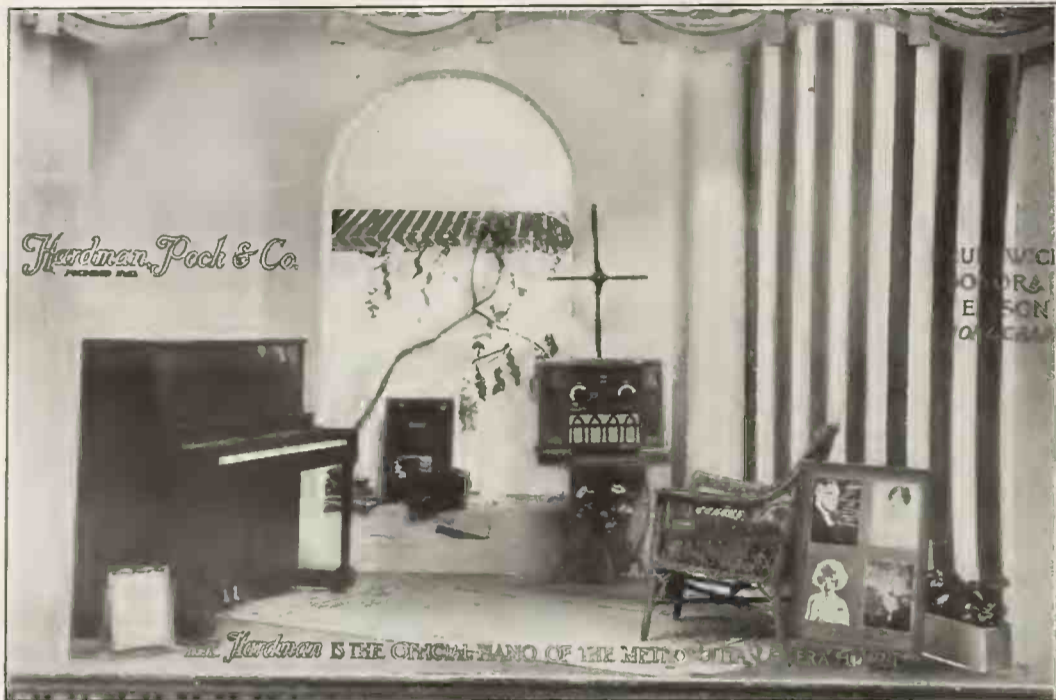
Pacific Coast Distributors:
Munson & Rayner Corp. Walter S. Gray Co.,
926 Midway Place 926 Midway Place
Los Angeles, Cal. Los Angeles, Cal.
San Francisco, Cal. 1054 Misson St.
San Francisco, Cal.

REPRESENTATIVES in SYDNEY, New South Wales; MELBOURNE, BRISBANE, PERTH, Australia; WELLINGTON, New Zealand; HAVANA, Cuba; BUENOS AIRES, Argentine; SANTIAGO, Chile; BARRONQUILLA, Colombia; GENOA, Italy; DUBLIN, Ireland.

Fine Summer Window Display at Hardman House

Attractive Outdoor Touch Given to Special Window Arrangement by David Gaither—Attracts Unusual Amount of Attention

The latest of the series of show window displays to be used by Hardman, Peck & Co., New



Hardman, Peck & Co.'s Window Display of Radio, Talking Machines and Pianos

York, was quite in keeping with the Summer season. David Gaither, who built the display, constructed an airy outdoor sitting room, in which all the delights of music may be enjoyed in perfect comfort. The passer-by is shown that he need not go indoors to a stuffy parlor for his music, but may take Hardman, Peck & Co.'s products out on his porch for the fullest enjoyment. This window is a splendid example

of making a window tell as much of a story as a magazine page. The element of color attraction is not neglected. The brick-topped wall, along which a flowering vine climbs, is a greater "attention-getter," shown as it is through an arch, than an entire red background. The awning on the right is alternate red and yellow stripes. The walls are rough stucco, light and summery looking, so the wall top and vine and awning stand out in attention-com-

pellent contrast. Then the portable phonograph with records strewn carelessly about points out you can take it and set it down anywhere and it will play for you, and the radio standing on an ordinary porch table, all its batteries self-contained, emphasizes that it can be placed where it is convenient. Even the piano does not necessarily mean going indoors. The display attracted considerable attention.

Talking Machine Used as Aid to Swimming Pupils

That there is no limit to the uses to which a talking machine can be put is evidenced by the fact that Miss Nita Sheffield, swimming instructor at Teachers' College and Barnard College, Columbia University, is instructing her pupils to music rendered by a talking machine. Miss Sheffield contends that the students acquire a rhythmical stroke much more rapidly with the regular musical beat than without it, and as a steady rhythm is half the trick of swimming the value of the instrument in this field can easily be seen.

Painter of "His Master's Voice" Dies in London

A recent dispatch from London tells of the death of Francis Beraud, who claims he painted the world-famous picture, "His Master's Voice," used as the trade-mark of the Victor Talking Machine Co. The artist was given the idea by seeing a fox terrier nosing about a gramophone in the early days of the industry.

Pittsburgh Concern Chartered

The Wagner-Bund Music Co., Pittsburgh, Pa., has been incorporated for purposes of dealing in musical instruments, both wholesale and retail, the incorporators being Samuel G. Wagner, Emil Bund, Dorothea M. Wagner and Gisa Bergman. The capitalization is not given.

Local Music House Assigned

Antonio Scaduto and Charles Sinatra, composing the firm of A. Scaduto & Co., dealers in pianos, talking machines and music rolls at 46 Second avenue, New York City, recently, made an assignment to Harry J. Goldin.



Model L Speaker



Model 10C Set



Model 20 Set



Model 19 Set

ATWATER KENT

1924-25 SALES POLICY

The Atwater Kent Radio Sales Policy for 1924-1925 is the result of two years' experience in this new industry; it is the result of unbiased personal interviews throughout this country with wholesalers, retailers and consumers of every class; it is the result of five hundred (500) questionnaires answered by the trade; it is the result of a study of competitive methods and of successful examples of merchandising in other industries.

We believe it the key to an unrivaled business for all of us.

Detail copies of this new sales policy will be mailed to you upon request.

E. A. WILDERMUTH
Wholesale Distributors

1061-3 ATLANTIC AVENUE

BROOKLYN, N. Y.

CHARLES GILBERT AND
 RANDALL M. KEATOR LATELY
 OF THE DE FOREST RADIO TEL. & TEL. CO.

Announce The Formation of

GILBERT-KEATOR
 CORPORATION

*As Wholesale Distributors of
 Nationally Known Radio Equipment*

1755 Broadway (56th St.) New York City
 Branch Sales Office, Newark, New Jersey



LIKE Janus, ancient god of the gates, the jobber must look two ways. He must honestly, fully, and well represent the manufacturers whose lines he carries, and at the same time guard the best interests of the retailers to whom he sells. ☪ By as much as he serves both maker and seller equally well with fidelity, speed, exactness and skill, by so much he justifies his economic existence. The character of the lines already entrusted to Gilbert-Keator Corporation indicate its standing in the radio field. ☪ Retailers will find the New York salesrooms unusually spacious and well equipped with all that is needed to aid in wise selection.

De Forest
 R. E. Thompson
 Brandes
 Dubilier
 Timmons
 Ray-O-Vac
 Pacent
 Acme
 Jewett
 Balkite
 Run-A-Radio
 French
 Carter
 Neidich

Milwaukee Dealers Replenishing Stocks as Fall Business Prospects Brighten

Good Business Continues—Retail and Wholesale Factors Much Interested in Radio—Dealer Displays at Wisconsin Exposition—H. C. Schultz With Yahr & Lange—The News

MILWAUKEE, Wis., September 8.—Improvement in the talking machine business which was noted a month ago is continuing and local distributors and dealers are looking forward to a good Fall business. Up to the present time dealers have been holding off a little in buying, but they are now coming forward with orders. Local distributors predict, however, that unless buying becomes heavier within a month, there will be a rush of orders just prior to the holiday season as they believe that business will pick up rapidly before the end of the year.

Local jobbers and distributors are showing considerable interest in radio, either in combination with phonographs or as a separate department. Combination models of radio and phonographs are in demand for Fall display purposes,

and dealers are awaiting the arrival of new models with considerable interest.

W. E. Pugh Optimistic

"I find throughout my territory that the uncertainty of the past few months is rapidly being replaced by a feeling that this is going to be a good phonograph year," stated W. E. Pugh, Columbia representative in this city and southern Wisconsin. "Records have been moving very well during August and dealers are not only filling their stocks of phonographs but are selling them.

"John Paulisch, proprietor of the West Allis Saxophone Shop, received his first shipment of New Columbia phonographs on Friday. The third one to be unpacked was sold while he was unpacking the fourth. Mr. Paulisch calls that

a good start and expects to do big things.

Mr. Pugh reports that B. W. Kuhlow, enterprising young Columbia dealer of Janesville, Wis., has remodeled and redecorated his music store, making it one of the most attractive music shops in southern Wisconsin. Mr. Kuhlow had a Columbia phonograph and record booth at the recent Rock County Fair, held in Janesville, which attracted much favorable comment and resulted in several phonograph sales.

Record Brunswick Business

"The last week in August was the best week I've had this year," declared Carl Lovejoy, local Brunswick representative, in commenting on local conditions. "Dealers must be doing business or they wouldn't be giving orders. Things have been going along nicely and the dealers are feeling very much encouraged. Several dealers have increased their sales organizations, which is another favorable sign."

Local dealers are looking forward to receiving their Brunswick combination radio and phonograph, which will be featured to a great extent during the latter part of September when it will be on display in local stores.

Victor Sales Continue Brisk

The talking machine business is beginning to pick up at the Badger Talking Machine Co., Victor jobber, according to Sam Goldsmith, vice-president of the company. He states that the record business is very good and that it is far ahead of last year's record. The Interstate Sales Co., an organization owned by the Badger Talking Machine Co., which deals in radio, is also showing up very well. Samples of the De Forest sets have been installed in the display room of the Badger Co. and are attracting considerable attention. Harry Goldsmith, secretary of the company, spent several days at the end of August visiting the Victor factory at Camden, N. J.

L. Morgan, representative of the Victor Co. in this territory, has returned to Wisconsin after spending some time at the Victor factory in Camden.

Bright Sonora Outlook

"In the past six weeks business has shown an extensive improvement," said Fred E. Yahr, of Yahr & Lange, Sonora distributors for Wisconsin and Michigan. "Radio has helped business greatly. We have sold many hundred Sonora loud speakers and Sonoradios.

John A. Reed, representative of the Sonora Co. in the six States, with headquarters at Milwaukee, Chicago and Minneapolis, has been visiting here, consulting with Yahr & Lange in regard to the Fall campaign. Mr. Reed is very enthusiastic about Fall business prospects, commenting as follows:

"In Milwaukee territory we have experienced anything but a slack period. August business exceeded all expectations. July business was far ahead of the preceding month, and August has gone farther ahead. If dealers don't place Fall orders early, they will be greatly disappointed regarding stock for holiday business, simply because the factory will not be able to fill their orders. I believe this applies to all standard lines."

Mr. Reed stated that the Sonora loud speaker had "taken like wildfire" and reported that its sale had gone way beyond expectations in this territory. The Sonora Co. is planning an extensive campaign to feature the loud speaker during the Fall, and Mr. Reed has been consulting with distributors in his territory concerning the sales methods to be used.

Trade Planning Radio Displays

Practically every firm in Milwaukee which has an interest in radio has secured a booth for the Second Wisconsin Radio Exposition, which will be held in the Milwaukee Auditorium the week of November 11. Two expositions planned by three local newspapers have been merged into one big event to be given under the auspices of the Wisconsin Radio Trade Association. Elaborate plans are being worked out for the exposition and the combination of these events will result in an exposition which should at-

(Continued on page 80)

THINK!

A Greater Year with Greater City

OUR FEATURE LINE

Freed-Eisemann
RADIO RECEIVERS

New 5 Tube—NR 6—\$150

New 4 Tube—NR12—\$100

New 5 Tube—NR20—\$175

(De Luxe Model)

New Victrola Panels—\$95

Place your advance orders with us for the entire new Freed-Eisemann line and protect yourself against any possible shortage. This is our leading radio line and we will carry a big stock at all times.

New Models Now on Display

Greater City Phonograph Co., Inc.

234 West 39th St., New York City

Phone Your Orders—Fitzroy 1446



T H I N K !

Radio's Great Year Begins!

Choose wisely the Receiver you will back with your effort, your money and your name. Choose well the manufacturer, upon whose ability and co-operation you must base your plans.

FREED-EISEMANN offers you radio receivers of tested worth—of excellence so outstanding that the new models differ from the old only in refinements. And back of the product is an organization of great integrity and resources—insuring *Permanence*.

NOW! *The Advertising Begins*

FREED-EISEMANN announce an impressive advertising campaign to the general public—pages and double pages in *The Saturday Evening Post*, and color pages in quality magazines, throughout the radio season.

Free booklet, catalogs, newspaper ad-helps, cuts, etc., all are part of the FREED-EISEMANN Plan to offer *real help* to real dealers. Tell us your needs.



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



New Freed-Eisemann Panels for Victrola Consoles

This four-tube Neutrodyne Receiver is capable of great distance reception and is highly selective.

By arrangement with the Victor Talking Machine Company, these models are designed to fit Victrola Consoles numbers 215, 400, 405 and 410 by the mere insertion of four screws.

We suggest that Northern New Jersey Talking Machine and Radio Dealers consult us at once regarding their fall demand for these new Freed-Eisemann Panels.

TRI-CITY ELECTRIC COMPANY

Wholesale Only

Main Office and Warehouse
52-56 Lafayette Street
NEWARK, N. J.

Branch
Straight and Ellison Streets
PATERSON, N. J.



Freed-Eisemann Distributor



Milwaukee Trade Is Gaining

(Continued from page 78)

tract national attention. The newspapers involved have agreed to work for the one big show. Continuous programs during the week of the show will be broadcast through Stations WCAY and WIAO of Milwaukee and the Westinghouse Station of Chicago, KYW. A complete display of radio sets and equipment will be included in the display showing all of the latest developments in this field.

General Mfg. Corp. Bankrupt

The General Mfg. Corp., phonograph manufacturers recently named in involuntary bankruptcy actions, has filed schedules showing liabilities of \$226,039 and assets of \$302,886. The company has been adjudicated bankrupt and meetings of creditors are being held before John L. Harper, referee in bankruptcy, at the Federal Building in Milwaukee.

H. C. Schultz in New Post

H. C. Schultz, Detroit, Mich., is now in charge of the Michigan territory for Yahr & Lange, having succeeded R. H. Walley, who has been Detroit representative for these Sonora distributors during the past thirteen months. Mr. Schultz is planning to open his Fall business campaign with a complete Sonora display, which will be located in the sample rooms of the Hotel Statler from September 17 to 23.

Recent Incorporations

Several new incorporations dealing in radio or musical instruments have been announced in Wisconsin during the past month. The Seyfert Radio Corp., Fond du Lac, has been incorporated by A. J. Seyfert, D. J. Wood and L. A. Williams, with capital stock of \$15,000. The company will manufacture and deal in radio sets. At Racine, Wis., the Universal Radio Sales Corp. has been incorporated to deal in radio broadcast sets. Incorporators are Harold

Koelbel, Jacob Weisman and Thos. Kearney, Jr. The Anditone Co. is a Green Bay, Wis., concern which has been granted a charter to manufacture and deal in radio devices.

George H. Eucker, W. H. Eucker and Erna Eucker signed incorporation papers for the George H. Eucker Music Co., which has been organized to deal in music of all kinds. The company has capital stock of \$10,000, divided into 100 shares.

Wide Interest in Radio Fair

Practically all lines of radio were given some place in the big radio exhibit in the new Manufacturers' Building during the State Fair, which was held for a week in Milwaukee. The exhibit, which took up about 10,000 square feet of floor space, was arranged as one of the feature attractions of the week through the co-operation of the State Fair Board and the Radio Corp. of America, as well as the local distributors and dealers of this company.

Export Trade in Ware Radio in Hands of Richards, Inc.

The Ware Radio Corp., New York, manufacturer of the Ware neutrodyne radio receiver, announced recently the closing of a contract with C. A. Richards, Inc., 279 Broadway, New York, to handle the Ware line exclusively for export trade. C. A. Richards, Inc., has for several years handled the Sonora phonograph in foreign markets, and has succeeded in building up a clientele which should provide a basis for an excellent export business in the Ware neutrodyne product.

The Adams Music Co., Wichita, Kan., has completed plans for the installation of a radio department. A complete stock will be carried, with the Radiola being featured.

Term "Manufacturing" to Be Used Only by Producers

Federal Trade Commission Announces Ruling in Connection With Campaign Against Use of Terms That Mislead the Public

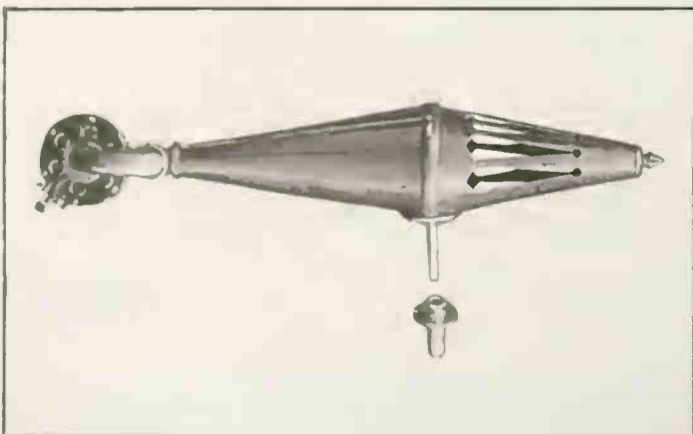
WASHINGTON, D. C., September 9.—Use of the word "manufacturing" in the corporate name of any firm not actually engaged in production has been held by the Federal Trade Commission to be a form of unfair competition, and formal complaints have been issued against a number of jobbers and wholesalers who have used the word in their company name, or have on their letterheads or other stationery pictorial representations of mills or factories with a view to giving the impression that the concern actually manufactures the goods it handles.

This is part of the Commission's campaign against the use of terms which mislead the public, and follows the announcement that business concerns must not use brand names which include words designed to give the impression that an article is made in a particular city or of specified materials when such is not a fact.

New Building for Morris

MIAMI, FLA., September 8.—Plans are now being prepared by the Morris Music Shop, of Coral Gables, for the erection of a new music store on Coral Way—the new 120-foot wide business thoroughfare. The structure will cost approximately \$25,000 and will be completed some time next Winter, according to Mr. Morris, the proprietor.

The C. H. Stephenson Music Co., Raleigh, N. C., was recently incorporated with an authorized capital stock of \$50,000.



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.

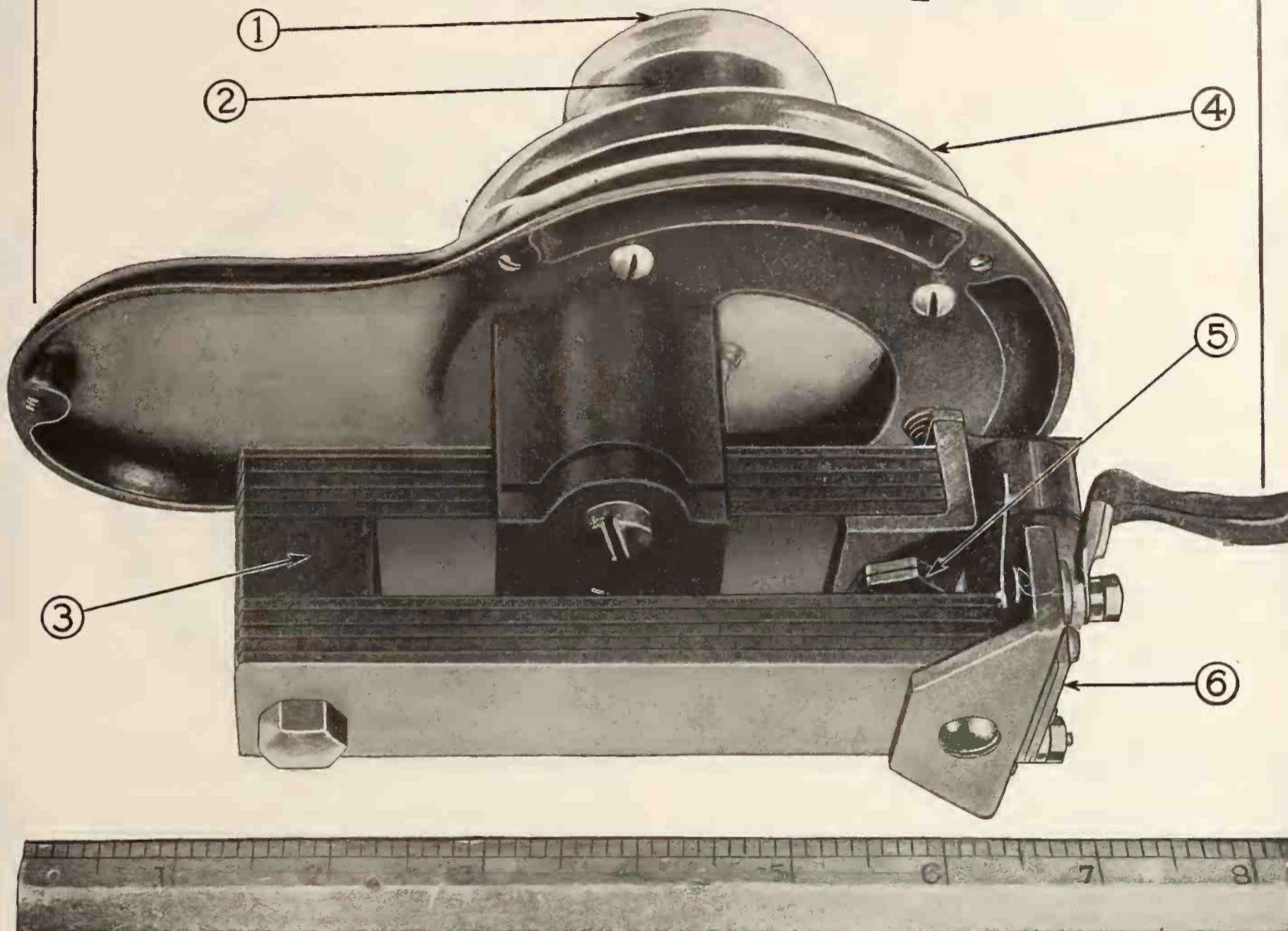
Complete samples will be sent to any part of the United States for \$10.00.

MINNELLI PHONOGRAPH CO., Inc.

Pittston, Pa.

Professional
 RADIO REPRODUCER
LICENSED UNDER VOLUMA PATENTS
 Reg. U. S. Pat. Off.

At Last—a Real Loud Speaker



Powerful Electrical Mechanism—

Specially Built for Radio

(NOT A PHONE UNIT)

The "Professional" is unlimited in volume—extremely sensitive on low signals—cannot blast or rattle and requires no extra batteries.

Make Your Own Test

The "Professional" Reproducer will be sold only through the highest grade franchised Distributive and Retail channels.

The "Professional" Reproducer is an exceptional instrument. Will appeal only to those who are looking for the most efficient Reproduction. Will make the best Receiving set better.

Literature fully describing the 6 outstanding features—sent upon request. Sample instrument sent C. O. D. to concerns located in unfranchised territories, with return privilege. Wire, phone, or write

VOLUMA PRODUCTS, Inc.
Hempstead, New York



Progressive

The Standard Bearer

for *Ware*

A little less than a year ago the Ware Radio Corporation commenced the manufacture of a Radio receiver employing the Neutrodyne principle. True, there were other sets on the market using Prof. Hazeltine's circuit. But in addition to this great scientist's discoveries, Paul Ware, a radio engineer well known in government circles, added his ingenuity. The result was a product of excellence. Radio dealers everywhere pronounced it the finest instrument on the market.

With this mechanically "clean" piece of merchandise came the problem of "clean" distribution. The Progressive Musical Instrument Corporation was selected as distributor in the New York metropolitan district, principally because of its established reputation and capability in selecting the proper dealers to offer the Ware Neutrodyne to the consumer.

The instantaneous and huge demand for this instrument necessitated the most rigid methods of acquiring reputable dealers.

Today Ware Receivers are found in the leading Phonograph Shops, High Class Radio Stores and the greatest of Department Stores. Progressive has succeeded—Ware has triumphed—the reputable dealer has been satisfied. These are proven facts.

The new Ware Receivers have been announced and with this comes the greatest achievement of the year. Neutrodyne operated on dry cells—Neutrodyne at a list price of \$65, and above all, Neutrodyne bearing the Ware nameplate. • Progressive conservatively



A SUGGESTION: Phonograph dealers will find the Ware Type T an excellent panel for installation in phonograph combinations.

states that the demand will exceed the supply. We urge dealers familiar with the high standard of Ware Receivers to place their orders with us at once. To other reputable dealers we suggest a visit to our showrooms where the Ware Receivers are on display. Don't delay—the very nature of radio suggests speed.

“Buy at Progressive—and Be Safe!”

Progressive

MUSICAL INSTRUMENT CORPORATION

319 SIXTH AVENUE Telephones, Watkins 4297-4298 NEW YORK

Ware NEUTRODYNE Receivers

The dominating idea of the Ware Radio Corporation is to build the best receivers that can be made, and to sell them only through dealers who are equipped to display and demonstrate them in the most modern way and to render adequate service after they are sold.

The Ware Radio Corporation is a strong organization from a financial standpoint, and at the head of its develop-

ment work is Mr. Paul Ware, President, who designed radio equipment now in use by the United States Army Signal Corps.

It is the purpose of this company to keep in the forefront of radio development and by close cooperation with its carefully selected dealers to build up a merchandising organization second to none.

Ware Type T Neutrodyne Receiver

Height, 10¾ inches
Width, 14 inches
Depth, 13½ inches



Price
\$65.00

without
accessories

The latest product of the Ware Radio Corporation is the Type T Neutrodyne Receiver—the first three-tube Neutrodyne ever made and the first Neutrodyne to be operated on dry cell tubes.

It is designed to reproduce broadcast programs with perfect clearness and naturalness, and with the marvelous tone quality for which the Ware Neutrodyne Receivers are famous. Though it is very moderately priced, it will do practically everything that the larger Ware Receivers will do, except that its range is not quite as great. It has, however, all the volume that is desired in the home, and will operate a loud speaker clearly and distinctly, bringing in distant stations under favorable conditions.

The cabinet is of attractive design in dull mahogany. The panel is built on a slant, affording comfortable resting place for the hands. Cabinet holds "A" and "B" dry cell batteries.

The circuit is a Neutrodyne reflex, using three dry cell tubes. By reflexing one of the tubes, it has one stage of tuned radio frequency amplification, vacuum tube detector and two stages of audio frequency amplification, making it equivalent to a four-tube circuit. Two tuning dials; tuning extremely simple. One rheostat controls the filament current for all tubes. Two jacks: one for the first and one for the second stage of audio frequency amplification. Extremely low battery consumption.

Write to any of our distributors for full information, or direct to

Distributors

Progressive Musical Instrument Corp.,
New York, N. Y.
Dalrymple-Whitney Radio Corp.,
New York, N. Y.
Cohen & Hughes, Inc.,
Baltimore, Md. and Washington, D. C.
Estey Company,
Philadelphia, Pa.
Ohio Musical Sales Co.,
Cleveland, Ohio
Illinois Phonograph Co.,
Chicago, Ill.

Ware
RADIO CORPORATION
529-549 WEST 42nd STREET
NEW YORK

Distributors

Yahr & Lange Drug Co.,
Milwaukee, Wis.
Lucker Sales Company,
Minneapolis, Minn.
Commercial Associates, Inc.,
Los Angeles, Calif.
D. H. Holmes Co., Ltd.
New Orleans, La.
C. A. Richards, Inc. (Foreign Distributor)
New York, N. Y.



Type TU, 3 tubes
Same as Type T, except cabinet
Retail price \$150, without accessories



Type X, 4 tubes, 1 reflexed,
operating on dry cells
Retail price \$150, without accessories
Type W, 5 tubes
Retail price \$175, without accessories



Type XU, 4 tubes, one reflexed, operating on
dry cells. Same as Type X, except cabinet.
Retail price \$275, without accessories
Type WU, 5 tubes
Same as Type W, except cabinet
Retail price \$300, without accessories

Models T, W and X ready for immediate delivery.
Other models for Fall distribution.

Licensed by the Independent Radio Manufacturers, Inc., under Hazeltine Patents Nos. 1,450,080 and 1,489,228 and patents pending, and the trade mark "Neutrodyne" registered in the U. S. Patent Office, Certificate No. 172,137.

Dealers Optimistic as Indications Point to Upward Trend in Portland Field

Twelfth Annual Buyers' Week Brings Many Visitors—New Lines Added—Artist Tie-up Out-of-town Buyers to Portland—Many Dealer Booms Record Sales—Other Trade Activities

PORTLAND, ORE., September 3.—That the business depression which began last Fall reached its low point in July, is the report of M. A. Wright, head of the statistical department of the Portland Lumberman's Trust Co. Bank, who has just completed an exhaustive research of local conditions.

Retail business was generally classed as rather slow for August, and statistics seem to indicate that the volume was 2½ per cent below the volume for 1923, but the volume for the last two weeks in August was 6 per cent above that of last year. Collections are reported better than last year.

Portland celebrated its Twelfth Annual Buyers' Week, and the most successful one ever held. A record number of visitors registered during the week of August 18, and more buying was done this year than in any previous year. Edison dealers who took advantage of the entertainment during the week and called on Arthur Gabler, wholesale manager of the Pacific Northwest for the Edison Phonographs, Ltd., were J. S. La Mar, of Tillamook, Ore.; C. L. Conyers, of Clatskanie, Ore., and C. Gabel, of Gabel & Gabel, Kelso, Wash. All of these dealers left in their wake nice orders with Mr. Gabler for Edison merchandise.

A new Victor account that promises to be a real live one is that of the local Remick Song & Gift Shop, on Washington street. I. E. Sklare, manager of the Remick Shop, expects to do big business with his new line and will get behind it in an intensive drive. The taking on of the line was advertised with large display advertisements in all the papers and an attractive window display and a large Victor dog called the attention of all who passed by.

A. R. McKinley, district manager of the Brunswick phonograph department for the Pacific Northwest, reports business starting to come in for the new Radiolas in fine style and that dealers are taking a great interest in the new combination. Brunswick record business is splendid, according to the wholesale record department.

Charles Soulé, wholesale district manager of the Starr Piano Co., is making an extensive trip through the southern part of Oregon and sends in good reports of business being done.

Arthur Gabler, wholesale manager of the Edison Phonographs, Ltd., of the Pacific Northwest division, says, "August was surprisingly good. The business trend toward the Edison phonograph will necessitate placing additional orders with the factory for deliveries during each succeeding month of the current year." Since both the London and Baby consoles have been released in the new finish they have elicited a greater interest on the part of the dealers and salespeople. New Edison dealers appointed during the past month are Bell-Middleton Co., of Friday Harbor, Wash.; H. L. Plath, Bend, Ore., and Mulholland Melody Shop, Port Angelus, Wash.

The Reed-French Piano Co. has discontinued the Victor line. Victor dealers are preparing extensively for the local appearance of the Eight Popular Victor Artists, who are billed for Portland September 27, and will appear in person at the Municipal Auditorium under the auspices of the Portland Victor dealers. They will sing a varied program, and the Peerless Quartet and Sterling Trio will each give a group of numbers which they have made famous on the Victor.

The Head Music Co., of Bandon, Ore., has succeeded the Sabro Bros. Victor account.

The Oregonian Radio Department is formulating plans for its broadcasting program for the coming Fall and Winter and is sending out a questionnaire trying to find out just what its patrons want, whether it is dance music, orches-

tra, instrumental, solos, male or female voices, quartets, choruses, bands, and if they prefer old-fashioned, popular, semi-classical or classical music, etc. The Oregonian has the most powerful station in the Pacific Northwest and has carried on a splendid series of high-grade concerts during the past year.

Keller Sisters and Lynch, famous Brunswick artists, were a special attraction during the last week in August when they appeared as headliners at the Orpheum Theatre. Seiberling-Lucas Music Co., the Bush & Lane Piano Co. and the phonograph department of Meier & Frank Co., all Brunswick dealers, were visited by the three artists and patrons of the three departments were invited to meet them, and all purchasing records during the visit had them

autographed by the artists. Seiberling-Lucas Co. placed a Brunswick phonograph in the lobby of the Orpheum and played their records for a half an hour before both the matinees and evening shows. Aside from getting a volume of business for the records they also sold the Brunswick Tudor model to a customer who wanted that very machine.

The Victor department of the Powers Furniture Store, under the management of Arthur Erickson, is doing a tremendous volume of business, and the effort Mr. Erickson puts behind his sales is reaping a rich harvest. Service with a smile and the utmost courtesy combined with a complete stock is doing wonders for this department.

Frank Pallma, Jr., special representative of the Sam Fox Publishing Co., was a Portland visitor during the last week in August.

The Hoskins Music Store, Cheyenne, Wyo., has just taken new attractive quarters on Capitol avenue. This concern has succeeded in building up a large business.



Ware NEUTRODYNE Receiver

The Wonder of Radio

The Type "T" Three Tube Neutrodyne

Price \$65.00 Without Accessories

The Type T is the latest product of the Ware Radio Corporation and is the first three tube neutrodyne set made. It operates on dry cell tubes.

It has the same clarity and tone quality that has made the Ware name so famous throughout the country in a comparatively short time. The set gives large volume and will operate on a loud speaker clearly and distinctly.

The cabinet is of very attractive and neat design, in two-tone dull mahogany. The panel is built on a slant, affording easy, comfortable tuning. The cabinet is built to hold "A" and "B" batteries. The Type T can also be placed in practically every phonograph cabinet.



Let the Dalrymple-Whitney Radio Corporation fill your WARE and RADIO ACCESSORY needs and you will always be sure of SERVICE. The demand for the Type T three tube set is heavy, and you should order NOW.

The new Model W, list price \$175, with double volt meters, showing at all times the voltages of both "A" and "B" batteries, is now ready for delivery. The new WARE 3, 4 and 5 tube sets in beautiful cabinets containing built-in loud speakers and space for batteries will be ready soon.

We specialize in the distribution of only the highest grade radio products to the music trade. In addition to WARE Neutrodyne sets we are also distributors for the following nationally advertised radio accessories.

Ray-O-Vac Batteries	Holtzer Cabot	Loud Speakers	N & K Head Phones
Exide Batteries		Phonograph Speakers	N & K Loud Speakers
Audiphone Loud Speakers		Head Phones	Ward Leonard Chargers

We also carry at all times an ample supply of Cunningham tubes.

DALRYMPLE-WHITNEY RADIO CORP.

KNABE BLDG.
Cor. 39th Street

437 FIFTH AVENUE
New York City

PHONE
CALEDONIA 6360

Radiola

and the **NEW ENGLAND
PHONOGRAPH DEALER**

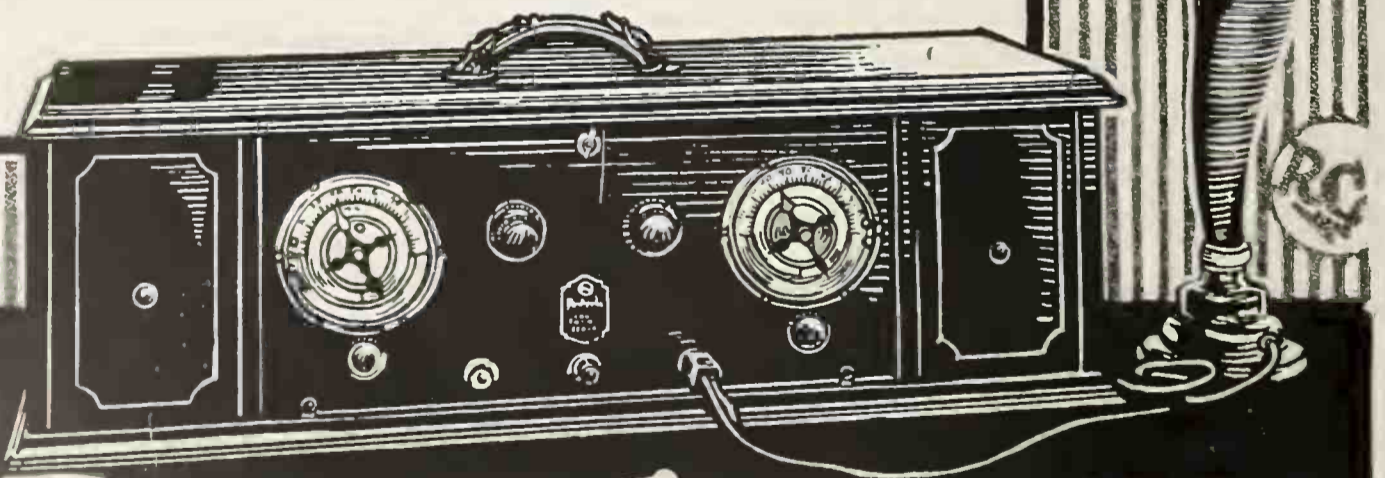
Make up your mind *right now* to S E L L
RADIO

Don't let others get the reputation of being "*the store for radio*" for you lose not only the radio profits but extra sales of musical merchandise, talking machine records, music and supplies.

And by selling the "Radiola," you secure a line of models at almost every price to suit all prospects, giving a wide range of selection.

The F. D. Pitts Co. service is exclusively radio, and is the largest exclusively radio house in New England. We guarantee absolute satisfaction from every angle of your dealings with us.

Fall activity is starting. Now is the time to anticipate your requirements! Write us today so you will not miss any profits. Our sales representative will gladly call.



F. D. PITTS COMPANY

219 Columbus Ave.

INC.

BOSTON, Mass.

RADIO MERCHANDISE - EXCLUSIVELY - - - WHOLESALE

The Trade in **BOSTON** *and* **NEW ENGLAND**
 JOHN H. WILSON, Manager
 324 WASHINGTON ST., BOSTON, MASS.

Revived Industrial Activity in New England Reflected in Trade Optimism

Improvement Expected From Now to the End of the Fall-Winter Season—Mrs. Bessie S. Steinert Passes Away—G. P. Donnelly Again With Columbia Co.—Month's Trade Activities

BOSTON, MASS., September 9.—With Labor Day, which sort of officially represents the end of Summer and the finish of the holiday season, now past there is a better feeling in all branches of trade everywhere. Ordinarily September is looked upon as a good month, the beginning of a period which finds its zenith in the Christmas rush, and there is a strong sentiment that from now on conditions are going to show a vast improvement. Everywhere the field men, who have a chance to study the situation at first hand in the large New England cities, report a better feeling, and this is due in no small degree to the fact that the manufacturing cities like Fall River, New Bedford, Lawrence and Lowell, just to mention four of them, are getting back to normal, and mills that have been closed or running part time are already operating six days a week, or are about to. One cannot gainsay the effect of all this on the talking machine and radio business. Then again there is the vast army which aggregately has been away for much of the Summer. With their home-coming they will, to a degree at least, concentrate on the purchasing end to which they very naturally have given little heed all Summer. All these are encouraging factors and tend to stimulate a more healthy situation.

Passing of Mrs. Bessie S. Steinert

The talking machine trade in general and the Victor dealers and jobbers in particular learned, with sorrow, toward the middle of August, of the death of Mrs. Bessie S. Steinert, wife of Alexander Steinert, of M. Steinert & Sons, and mother of Robert Steinert, also of the same house. Mrs. Steinert was Boston born, the daughter of A. Shuman, one of the big Boston merchants of his time, and who was head of the A. Shuman Co., clothing dealer. Mrs. Steinert lived in Boston at 401 Commonwealth avenue, and the family's Summer home was "Stonledge," Hospital Point, Beverly Cove, North Shore, where she died following a long illness. Mrs. Steinert was a woman of wide philan-

thropic interests, and she was especially active in helping deserving young people bent on achieving a place in the musical, artistic or theatrical world. Besides her husband and son there is a second son, Alexander Lang Steinert, who is a student of music in Paris, where he is specializing in composition, and who did not reach home before his mother died. Mrs. Steinert was buried in Forest Hills, where, also, lies buried the eldest son of the family, Russell Lee Steinert, who met with a tragic death five years ago.

Planning All New England Week

The talking machine business, while interested in the proposition of booming an All New England Week, beginning on September 15, has very little to offer that comes within the radius of the idea, that is, New England manufactured goods. Still the trade likes to stand back of ever laudable undertaking that looks to putting this territory on the map. A short time ago Secretary William F. Merrill, of the New England Music Trade Association, called a meeting of the executive committee, and it resulted that a committee, of which Harry Spencer and Secretary Miller were two, was appointed to take hold of the matter and push it.

Edward Kilgore to Greet World Fliers

Edward Kilgore, of the Eastern Talking Machine Co., has been taking his vacation. He first went to visit his mother in New Jersey, but since then he hasn't gone far away, for, with his knowledge of aviation, referred to at some length in this department last month, he wanted to keep close to the local flying field so as to be in the air when the two world fliers reach Boston. He was "on the job," of course, when the world fliers landed at the airdrome in East Boston and participated in the wonderful reception which they received.

George P. Donnelly Rejoins Columbia Co.

George P. Donnelly, who, for twenty years, was with the Columbia Co. at its New England headquarters until January 1 of this year, when

HORTON-GALLO-CREAMER CO.

NEW HAVEN



VICTOR WHOLESALEERS

who serve a small clientele of preferred dealers especially well.

he associated himself with the A. C. Erisman Co., has returned to his old connection, where he will work in the capacity of special field representative in New England. Mr. Donnelly is thus once again associated with his old friend and co-worker, William S. Parks, who was appointed manager of the Boston branch of the Columbia Co. a few months ago. This will prove good news to Mr. Donnelly's host of friends in both the wholesale and retail trade throughout New England.

New Columbia Release Plan Pleases

Columbia dealers in New England are expressing much satisfaction over the new release plan put forth by the Columbia Co., whereby a popular song or dance number will be released on the 7th, 17th and 27th of the month, and the standard, classical and symphony records still retaining their former release date on the 20th of each month. All foreign releases will be put on sale by dealers on the first of

(Continued on page 86)



When Winter Comes—What Then!

Summer is the season for portables—for the present, and preparation for the future. Now is the time to make plans for the Fall and Winter trade—to lay out sales campaigns and put machines and records into shape to meet every demand.

In this work Ditson Service can help you.

Backed by 89 years of music selling experience.

OLIVER DITSON CO.
 BOSTON, MASS.

Victor
Exclusively

CHAS. H. DITSON & CO.
 NEW YORK

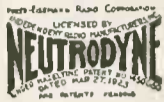
THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 85)

M. STEINERT & SONS

Recommending for the Victrola

The Freed-Eisemann Four Tube Neutrodyne Receiver

NOW READY FOR DELIVERY



A four-tube neutrodyne receiver of great selectivity, giving ample volume and distance combined with a quality of reproduction which will conform to the high Victor standards of phonograph equipment in connection with which this panel is to be installed. Specially designed to fit Victrola models 215, 400, 405 and 410. List price, \$95.00. Regular discount of 40% applies to panel and other equipment when ordered installed in Victrola.

M. STEINERT & SONS

35-39 Arch Street

BOSTON, MASS.

New England Victor Distributors

"STEINERT SERVICE SERVES"

"Proven by Deed—Not Word"

the month as before. By reason of this new method it is going to be possible for the Columbia Co. to greatly reduce the space of time between the conception of a selection and the time it is actually delivered into the dealers' stores, and the public will be enabled to have popular selections at an earlier date.

Many Dealers Add Brunswick Radiola

Kraft, Bates & Spencer have been able to sign up a number of prominent houses to handle the new Brunswick Radiola. Among these is the Jordan Marsh Co., the C. C. Harvey Co., the Vose & Sons Co., the Shepard Stores and the R. H. White Co., all in Boston; and Meacham, Packard & Wheat, Springfield; the Truefer Piano Co., Providence; the Brunswick Shop, Holyoke; the Atherton Furniture Co., Haverhill, and Piper McIntyre Co., in Manchester, N. H. All these concerns are most enthusiastic over this proposition, and are look-

ing for big sales with the coming of the Fall season.

Marked Gain in Victor Demand

Kenneth E. Reed, wholesale manager of the Victor for M. Steinert & Sons, reports that the last ten days of August and the beginning of September showed a marked advance over earlier periods insofar as Victor distribution in his territory was concerned. He says there is a firmer tone to business generally, and throughout the trade there is a distinctly better feeling. Mr. Reed has taken no real vacation this Summer, but has contented himself with week-end trips to Cape God, where his family has been all season.

Visitors to Columbia Branch Optimistic

Joseph Cohn and F. Delizia, aggressive Columbia dealers, located in Springfield, were recent visitors to the Boston branch, accompanied by Salesman Frank E. Fiumara, who

covers western Massachusetts and northern Connecticut for the Columbia Co. These two Columbia dealers of long standing, realizing that Springfield is getting well out of the business depression which it has been experiencing, contracted for a substantial quantity of the new Columbia machines and generously replenished their record stocks. Another visitor to the Columbia quarters was Louis Feldman, of the F. & F. Talking Machine Co., of Fall River. Mr. Feldman is firmly convinced that the depression that has held Fall River in its grip for many months is about at an end, and that from now on business will pick up, as all indications point that way.

A. C. Erisman Staff Busy

Arthur C. Erisman, head of the A. C. Erisman Co., was over in New York for several days toward the end of August. Mr. Erisman's interests cover a wide field of activity, and with his New England representation for Strand machines, Vocalion records and the several radio lines that he carries, not to mention a number of subsidiary lines, all allied with the general business, he and his staff are kept pretty busy. Mr. Erisman's field staff reports business as picking up appreciably everywhere throughout New England.

A Trade Golf Foursome

R. O. Ainslie and H. C. Spain, of the Hallet & Davis forces, were in Nashua, N. H., early in August, the guests of William L. Nutting, the talking machine merchant of that city. A fourth member of the party was R. G. Kneupfer, of Kneupfer & Dimmock, the merchants of Lawrence. All four engaged in a golf tournament on the links of the Nashua Country Club, and the guests enjoyed both luncheon and dinner at the Rotary Club.

E. C. Nelson Visits Buddies in Camp

Elmer C. Nelson, in charge of stock at the Kraft, Bates & Spencer establishment, Brunswick distributors, spent several weeks at Camp Devens this Summer, along with a number of his buddies in the late war. Nelson was a lieu-

SPRINGS

VICTOR	
1 1/4"x.022x17', bent each end.....No. 6543	\$.57
1 1/4"x.022x18' 6" marine ends.....No. 3014	.58
1 1/4"x.022x17' bent arbor.....No. 5362	.57
1 1/4"x.022x13' bent arbor.....No. 5423	.50
1 1/4"x.022x9' bent arbor.....No. 5427	.42
1 1/4"x.022x9', bent each end.....No. 6542	.42
1"x.020x13' 6" marine ends.....No. 2141	.32
1"x.020x15' marine ends.....No. 3335	.35
1"x.020x15' bent arbor.....No. 5394	.38
1"x.020x15', bent at each end.....No. 6546	.43
COLUMBIA	
1"x.028x16' crimp arbor, new style.No. 20009	.67
1"x.028x10' Universal.....No. 2951	.34
1"x.028x11' Universal.....No. 2951	.36
1"x.030x11' hook ends.....	.45
1"x11' for motor No. 1.....No. 1219	.35
HEINEMAN	
1"x.025x12' motors, Nos. 33 & 77.....	.35
1 3/16"x.026x19', also Pathé.....	.75
1 3/16"x.026x17'.....No. 4	.59
MEISSELBACH	
3/4"x10' motors, Nos. 9 & 10.....	.29
1"x9' motors, Nos. 11 & 12.....	.31
1"x16' motors, Nos. 16, 17 & 19.....	.49
2"x.022x16', rectangular hole, 18k10.....	1.20
SAAL-SILVERTONE	
1"x.027x10', rectangular hole.....No. 144	.42
1"x.027x13', rectangular hole.....No. 145	.48
1"x.027x16', rectangular hole.....No. 146	.58
BRUNSWICK	
1"x.025x12', rectangular hole, regular.No. 201	.43
1"x.025x18', rectangular hole, regular.No. 401	.58
KRASBERG	
1"x12' motor 2A.....	.45
1"x16' motor 3 & 4.....	.55
1"x18' new style..... on outer end	.60
EDISON	
1 1/4"x.028x25' regular size disc motors.....	1.25
1"x.032x11', Standard.....	.55
1 5/16" Home.....	.70
1 5/16"x18' type A 150, old style disc.....	1.23
1" Amberola 30-50-75.....	.56
1 1/16" B 80.....	1.15
SUNDRIES	
1"x.025x9', pear-shaped Stewart.....	.34
1"x.025x16', Sonora, Style 30.....	.52
25/32"x.026x10', P.S. Swiss Motors & Pathé	.36
1 1/4"x.025x17' round hole, Mandel.....	.75
3/4"x.022x9', pear-shaped small motors....	.26
1"x.025x16', pear-shaped hole or rect.....	.50
3/4"x.023x10', marine ends, Heln. Col., etc..	.29
3/4"x.025x10', marine ends, Heln. Col., etc..	.27
3/4"x.020x9', marine ends.....	.21
3/4"x.020x9', marine ends.....	.18
Victor Gov. springs, No. 1729.....per 100	.95
Victor Gov. balls, n/style, No. 3302...each	.07
Victor-Columbia Gov.sp.screw washers, 100	.72
Columbia Gov. springs, No. 3510...per 100	.95
Columbia Gov. ball, lead, flat and spring..	.08
Columbia Gov. ball, new style & spring...	.08
Turntable felts, wool, green, 10", 15c; 12"	.18
Terms, 2% cash with order.	

TALKING MACHINE SUPPLY CO., PARK RIDGE, N. J.

Okeh and Odeon Records

PREPARE now for a busy Fall season! Examine your stocks. Plan your campaign for bigger and better business. Then call on us. We'll play our part by having complete stocks and modern methods of distribution at your service at all times.

General Phonograph Corporation of New England

126 Summer Street

Boston, Mass.

Buy Okeh Needles—They Keep Record Sales Alive!

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 86)

This
Will
Sell



Send for Catalog

The Eastern Talking
Machine Co.
85 ESSEX STREET
BOSTON MASS.

of the shipping department, and Dorothy Dooling, of the clerical staff.

Busy Days at New England Phono. Dist. Co.

Off to New York recently was Joe Burke, of the New England Phonograph Distributing Co., his principal purpose being to see if he cannot get more goods, touching the Sonoradio in particular, which is going heavy. Joe spent the Labor Day week-end at Saratoga, N. Y., a trip on which he combined business with pleasure. Joe says the loud speaker is a feature for which there is a clamoring demand from dealers everywhere in New England, the call for this being far beyond expectation. Frank C. Coupe, vice-president of the Sonora Co., is due in Boston shortly to help push the campaign that is being waged for the loud speaker. Ray Burke, of the sales force, who has lately been up in Maine, is doing Massachusetts territory just now. Bill Burke is up in Maine and Brother Tom has just returned from Connecticut, where he has been looking over the field with Dick Keyes, who has this territory.

Enjoyed Southern Vacation

James A. Prye, Victor representative, has got back from his vacation, which was spent in the South. His family preceded him, but he joined them later, bringing them back with him to their Brookline home. "Jimmie" says conditions are shaping up well for a good Fall.

Home From Vacation

Ernest A. Cressey, of the C. C. Harvey Co., has returned from his vacation spent at Belgrade Lakes, Me., where he and Mrs. Cressey have gone for several Summers.

Wallace W. Flagg, of the sales force of this same house, has returned from Jackson, N. H., where he stopped at Gray's Inn.

Walter J. Gillis, of Walter J. Gillis Co., spent a fortnight with his son at North Truro, Cape Cod.

H. C. Spain and Carl G. Erickson, of the Hallet & Davis staff, have returned from an enjoyable fortnight spent at Moosehead Lake, Me., where there was plenty of good fishing.

Interesting News Gleanings

Peter McInerney, merchandise supervisor of the Columbia Co., spent the latter part of August on a trip to the Quebec Province of Canada,

Dependable
Victor
Distributors

Exclusively



Wholesale

The Eastern Talking
Machine Co.

85 ESSEX STREET
BOSTON MASS.

tenant in the 181st Infantry during the recent European unpleasantness.

Announce Engagement

An engagement just announced within the ranks of the Victor wholesale department of M. Steinert & Sons is that of Frank von Euw,

going thither with his wife in a Ford sedan which he has just acquired.

Vocalion Hall, which features the Edison and Vocalion lines, is having some very attractive window displays lately, such as cause passers-by to stand and take notice.

William F. Merrill, secretary of the New England Music Trade Association, is taking his vacation, though confining himself to short trips.

Harry Spencer, head of Kraft, Bates & Spencer, Brunswick distributors, is away on a business trip to Burlington, Vt., and Plattsburg, N. Y., taking in other places en route.

Brunswick Shop Moves

HOLYOKE, MASS., September 6.—The Brunswick Shop, formerly located at 392 High street, recently moved to its new headquarters at 283 Maple street, which was formerly occupied by Healey's Millinery House. The shop carries a complete line of Brunswick phonographs and records, as well as other lines of instruments.

Hearings on Mileage Books
to Be Held This Month

Interstate Commerce Commission Again to Investigate the Question of Supplying Such Books for Use of Commercial Travelers

WASHINGTON, D. C., September 8.—Hearings on the question of interchangeable mileage books for the use of commercial travelers will be held by the Interstate Commerce Commission on September 24. The question was investigated in 1922 and early last year the larger roads of the country were ordered to issue interchangeable mileage books to be sold at 20 per cent below regular rates of fare. Some fifty railroads secured an injunction against the enforcement of the order and the case was carried to the U. S. Supreme Court, where the order was declared invalid.

All The World Is Turning to Brunswick

Maximum Discounts and Community Leadership Bring Brunswick Dealers Bigger, More Profitable Business

A Brunswick franchise will mean more money and a bigger prestige in your community. Compare the advantages with those you now get.

- 1—Maximum discount. More profit per sale, per month, per year. More profit on your present volume of business.
- 2—Direct contact with us. Controlling our own distribution, all dealer transactions are direct.
- 3—Ample protection of your franchise because distribution is controlled directly by us. Hence the unusual value of a Brunswick protected franchise.
- 4—A wide variety of instruments in all types. Prices ranging from \$45 to \$775.
- 5—LEADERSHIP IN MERCHANDISING enabling you to be the leader in your community.

KRAFT-BATES and SPENCER, Inc.
80 Kingston Street Boston, Mass.



Encouraging Sales Volume Marks Close of Summer in the Brooklyn Territory

All Lines Feel Effect of Growing Demand—Aeolian Warerooms Completely Renovated—Gibbons & Owens' Effective Windows Attract Attention—Trade News and Activities of Month

The talking machine business in the Brooklyn and Long Island territory for the past month has struck a much more encouraging note than was felt for some months past. While the real hot Summer weather, which was the lot of Brooklynites during the month of August, could not help but have a detrimental effect on sales, the last two weeks of the month showed a gradual, sustained increase in the volume of sales, which augurs well for the optimism which has been expressed for Fall business. The factor of this business which causes the most encouragement is that the activity is felt in no one line, but talking machines, records and radio have all felt the stimulus of an increased demand.

Practically every dealer interviewed stated that the month as a whole compared favorably with August of a year ago and in many cases an increase in the total sales for the month was reported. Nevertheless, there were times during the past four weeks when periods of quiet were felt and many dealers used these to "put their houses in order" for the Fall business which they are certain will be most brisk.

Aeolian Warerooms Completely Renovated

The Aeolian Co., Fulton street and Flatbush avenue, underwent complete renovations during the past month. The layout of the store remains the same, but the walls, ceilings and general decorations were gone over and refinished with a resultant increase in the attractiveness of the warerooms. Despite the fact that this work could not help but have its effect in retarding sales, Manager Robert McCarthy states that talking machines sold exceedingly well during August and that a comparison of the total sales shows the month to be ahead of last year in point of sales volume and the total for the first eight months of the year exceeded the business done in the corresponding period of 1923.

Effective Gibbons & Owens Display

An attractive and effective window display that exemplified the wisdom of pushing a certain record was recently seen in the display window of Gibbons & Owens, Fourth avenue.

The record featured was the recent Victor release 19395, an organ solo, "Nearer My God to Thee," coupled with "Abide With Me," both played by Mark Andrews. On a small platform in the center of the display was an oil painting, showing a girl seated at an organ with a young man standing by her side. In front of the painting on a lower step the record featured was placed on an easel. To the side a sign printed in black on a gold background read "A real treat for Mother and Dad—an organ solo." Demarest Owens, who designs the displays, stated that the record was selling very well. This proves the value of a window display of this character, for there can be no doubt but that this record is one that has an appeal to comparatively few, until the suggestion that it would make an agreeable token to the home folks was made by the display. The painting used was loaned to the dealers by the Estey Piano Co., New York.

Long Island Co. Reports Business Brisk

The Long Island Phonograph Co., Inc., Sonora distributor for Brooklyn and Long Island, reports an increasing demand for all lines carried by the company, with the Sonora radio loud speaker going particularly well. One of the officials of the company stated that the business for the last two weeks of August was better than had been experienced for a long time past, and the fact that the orders are coming in for lots of one and two instruments rather than in bulk orders from certain dealers indicates that a healthy condition exists throughout the trade and not only in certain localities.

Victor Business Holds Steady

The American Talking Machine Co., Victor wholesaler, reports that business for the past month, both as regards machines and records, is on a par with the same period of 1923. The outside men find the dealers more active and all optimistic over the prospects of a brisk Fall. Several dealers have had the foresight to place orders for Fall and Winter delivery.

Abraham & Straus Take On Carryola

The combining of all the musically related departments into one unit, which includes the

Phonograph Repair Parts

We carry a full line of repair parts for every motor made. Sixty-eight different types of main springs

Write for a catalog showing our complete line of parts and supplies

ATLAS PHONO-PARTS CO.

728 Atlantic Ave., Brooklyn, N. Y.
Phone, Nevins 2037

Difficult repair work given prompt attention

radio department, by H. I. Silverton, manager of these departments in the Abraham & Straus department store, was a logical move, as is evidenced by the increased sales which have resulted from the new arrangement. The Carryola portable talking machine was recently added to the stock carried by the store, and this instrument was featured in a recent window display.

Schweiger Prepares for Fall

E. A. Schweiger, Inc., 1525 Broadway, has utilized the Summer months to prepare for an intensive drive during the Fall, and several men have been engaged in checking up on the store's mailing list, weeding out the "dead wood" and adding the names of live prospects.

Enjoying Brisk Radio Sales

Both the talking machine and radio business for the past month at the H. Batterman Co. has been surprisingly good in view of the season of the year. The sales accomplished, however, vary to a certain degree from those of other seasons. One of the chief sources from which this company receives its sales usually is the outside force, and the returns from this source during the Summer months have been considerably lower than previously. As a compensation the floor sales have increased, due partially to the advertising constantly appearing in the daily papers and also due to the groundwork laid by the outside men during the Spring. The sales are confined to no one type or class of merchandise, but radio, talking machines and records are all selling briskly.

Optimistic Over Fall Outlook

The last two weeks of August saw a decided upward trend in business, according to M. Schwartz, of Schwartz & Chakrin, Victor dealers of Avenue J. Mr. Schwartz is located in the heart of a purely residential district, a great percentage of the residents going away for the Summer months. While business has naturally fallen off to a great extent, Mr. Schwartz anticipated such a condition and is optimistic over the prospects of doing a brisk Fall business.

Vincent Lopez Praises the Wall-Kane "Jazz Needle"

The Wall-Kane Needle Mfg. Co., Inc., Brooklyn, N. Y., has been in receipt of many expressions of commendation for the "jazz needles" manufactured by that company for which a substantial demand has developed on the part of the public. Among those prominent in musical circles who have seen fit to praise these "jazz needles" is Vincent Lopez, the noted orchestra leader and exclusive Okch record artist, who, in a recent letter to the Wall-Kane Needle Mfg. Co., said:

"I have tried and compared your 'Jazz Needle' in playing over my Okch records and wish to compliment you upon the exceptionally clear reproduction it affords and also upon the fact that it wears so well.

"Of all the needles I have tried the 'Jazz Needle' has made my orchestra recordings sound the most lifelike."

L. E. Webb, of Morgantown, W. Va., well-known local musician, recently opened a music store with a complete line of musical instruments. A music studio will be operated in conjunction with the store.

MAKE YOUR PREPARATIONS NOW

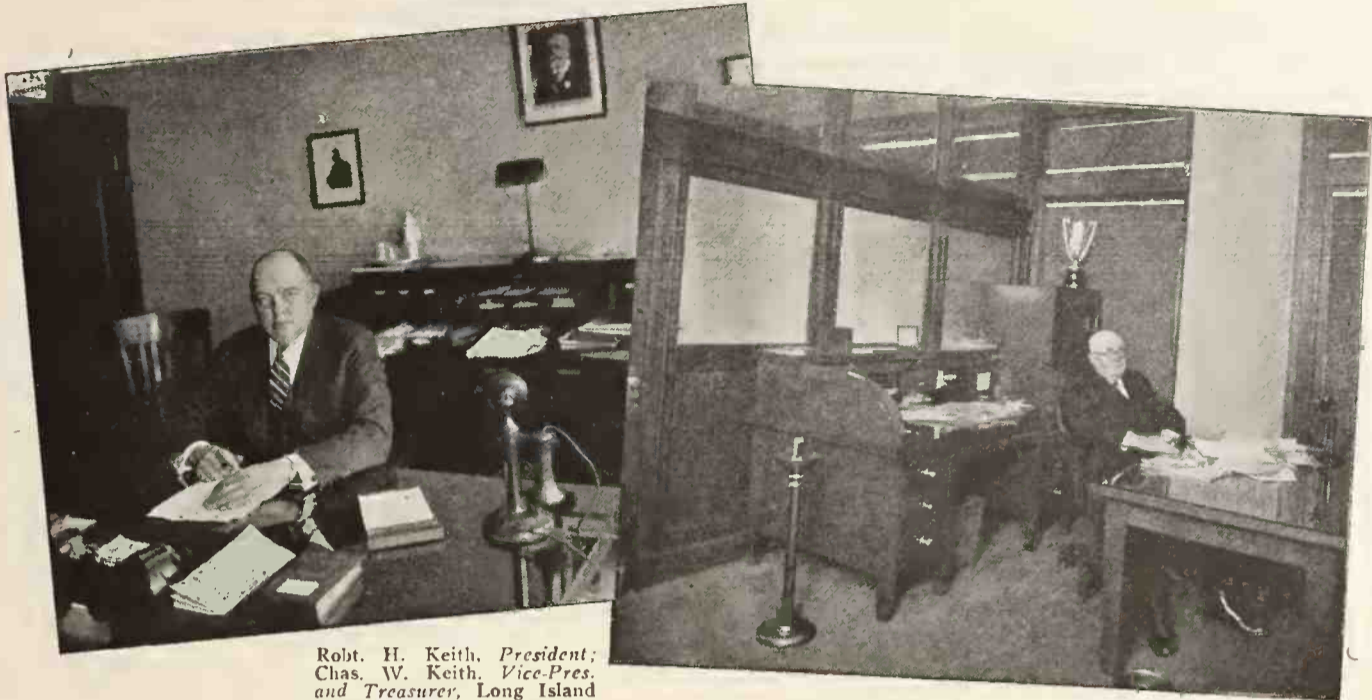
FOR A BUSY SEASON

IF THAT FALL ORDER IS NOT PLACED, YOU ARE NOT PREPARED.

DO IT NOW

AMERICAN TALKING MACHINE CO.
BROOKLYN, N. Y.
VICTOR WHOLESALERS





Robt. H. Keith, *President*;
Chas. W. Keith, *Vice-Pres.*
and *Treasurer*, Long Island
Phonograph Co., Inc.

What Service means to Sonora Dealers

LONG and intimate familiarity with the retail merchant's problems has enabled us to assist many dealers along the path to permanent success.

For Sonora Dealers in this territory we have an organization geared to their daily sales activities at every point—and a specialized knowledge of general conditions enabling us to point out factors and influences well before the average retailer can see their importance.

In these times of new development the Phonograph Dealer who invests in the right merchandise and has the right business connection is at a great advantage.

A cordial invitation is extended to Dealers in this territory to visit our office and showrooms and inspect our service facilities. Of particular interest are the plans already developed to increase the Sonora Dealer's fall and holiday business.

Dealers located in this territory are urged to invite our representative to call and explain the value of the Sonora franchise in detail.

LONG ISLAND PHONOGRAPH CO., Inc.

*Exclusive Sonora Distributors
for Brooklyn and Long Island*

17 Hanover Place

Brooklyn

Telephone Main 1217-18

Dalrymple-Whitney Radio Corp. Enlarges Quarters

Secures Additional Space in Knabe Building in Which to Carry Stock for Quick Service to Dealers—A. Dalrymple Back at Desk

The Dalrymple-Whitney Radio Corp., distributor of the Ware neodyne receivers, as well as various quality accessories, including Ray-O-Vac batteries, Exide batteries, Audiphone loud speakers, Holtzer-Cabot loud speakers, head phones, etc., and N. & K. phones and speakers, has found its business increased to such an extent that it has been found necessary to lease additional quarters in the Knabe Building, 437 Fifth avenue, where the company is now located. The additional quarters will be used for the purpose of storing reserve stocks of Ware receivers and accessories in order to enable the company to render prompt service to dealers. At the present time it is concentrating on rendering full service to music merchants.

Mr. Edison Man:—

Don't Say

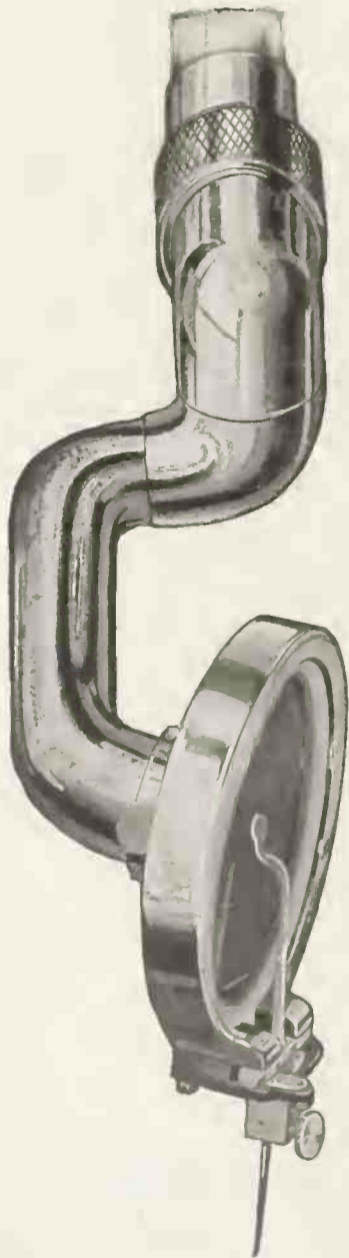
"KAN'T," say "KENT"

Write for catalog of complete line

The KENT No. 1

With "S" Sound Box

Has given complete satisfaction for years



Reg. U. S. Pat. Off.

F. C. KENT CO.

Irvington, N. J.

A. Dalrymple, president of the company, who some time ago was forced to undergo an operation, is now almost fully recovered and after convalescing several weeks in the mountains is now back at his desk and taking an active part in the business.

The Dalrymple-Whitney Corp. prides itself on its service to dealers and has established a capable service department under the direction of Robert Weinwurm, a graduate of the Columbia School of Radio Engineering, who served during the war as a lieutenant in the Signal Corps of the Navy. Mr. Weinwurm oversees the work of installing Ware receivers in the homes of dealers' customers and also looks after necessary adjustments.

The company has been successful in placing the Ware line with a number of music dealers in various sections of the country and particularly in the metropolitan district of New York, and Warren Whitney, of the company, recently ran true to form by selling a five-tube outfit to Ty Cobb, the "Georgia Peach," to be installed in his home in Augusta at the end of the baseball season.

Both Mr. Dalrymple and Mr. Whitney have had long experience in the piano field and are, therefore, particularly well acquainted with the music dealers of the country and their problems, which makes it possible for them to render the sort of service that meets the situation fully.

Two-Color Broadside on Victrola Club Campaign

The Musical Instrument Sales Co., New York, Victor wholesaler, inaugurated its Fall campaign a fortnight ago by sending out a two-color broadside, representing the first mailing piece in its Victrola Club Campaign. This campaign proved a phenomenal success last year, and it is expected that the coming Fall will provide an opportunity for Victor dealers to use this campaign to advantage. The Victrola Club Campaign runs for a period of twenty-one consecutive days, and the public's interest is sustained through the use of newspaper advertisements, specially designed circulars, unusually effective window displays, banners, buttons, etc.

Albany Store Renovated

ALBANY, N. Y., September 5.—Extensive alterations were recently completed at the Strand Temple of Music, of this city, and the renovated quarters make the store one of the most attractive in this section of the country.

The renovations were planned to give a Colonial atmosphere, and new appointments and color schemes were employed to enhance the effect. Autographed portraits of operatic stars adorn the walls and the wood finish is in mahogany. Fourteen new record demonstration rooms, all completely outfitted, have been installed.

Wanamaker Launches Drive

The first week of September saw the start of an intensive drive on the Brunswick Radiola combination units on the part of the sales force of the talking machine and radio departments of the John Wanamaker New York store. Supplementing the efforts of the salesmen, large advertisements featuring the combination of the Brunswick phonographs and the receiving sets of the Radio Corp. of America were carried in the leading metropolitan dailies.

Davis Music Co. Chartered

The John Davis Music Co., New York, was recently incorporated at Albany, N. Y., to deal in musical instruments, with a capital stock of \$10,000. The incorporators include J. M. Davis, F. E. McDermott and D. Marks.

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

A Radio Loud Speaker Based on a New Principle

The "Professional" Radio Reproducer Filled With Powerful Magnet to Amplify and an "Obstructor" to Clear the Tones

In offering the "Professional" radio reproducer, or latest form of loud speaker, to the trade and public, the Voluna Products, Inc., Hempstead, N. Y., claims for the new instrument a number of features that are distinctly interesting to those who seek to follow the improvements in radio apparatus and accessories.

The new radio reproducer has two particularly interesting features besides sturdy construction that is in itself impressive. First, there is a powerful specially designed magnet some six inches long and capable of lifting a weight of approximately eleven pounds, which accounts for the power evidenced in the performance of the reproducer, and, second, a "tone obstructor," a cone-shaped device, placed in the speaking unit immediately above the extra large diaphragm for the avowed purpose of breaking up the tone waves, eliminating foreign disturbances and promoting clarity of reproduction.

The whole mechanism is original in design and gets away almost entirely from the usual accepted forms of loud-speaker construction. In this connection, Iliif M. Simpson, general manager of the company, said: "The difficulty in constructing loud speakers to give satisfactory results in the past has been due to the fact that the ordinary telephone receiving unit was used as a basis and made to produce loud sounds through the application of power for which the unit was not originally designed or constructed. When a strong current was forced through a telephone magnet it resulted in distorted sound.

"In a number of cases the telephone receiving unit was reconstructed and strengthened but the basic principles were adhered to. In developing the 'Professional' radio reproducer we cast aside entirely the telephone-unit idea and based our experiments, which covered a number of months and involved heavy expenditure, along recognized lines of sound reproduction, such as those followed in the phonograph, for instance.

"The result has been a reproducer that has astonished the majority of those who have seen it for its volume and clarity. The volume is not forced or distorted, but comes logically from the use of a heavy magnet built to respond fully and naturally to electrical impulses. Means for adjustments are provided so that the reproducer may be regulated to a point where it produces maximum results and the adjustment may then be locked against meddling fingers."

The "Professional" radio reproducer responds in full volume to the ordinary electrical impulses of the receiving set and does not require power amplification in itself.

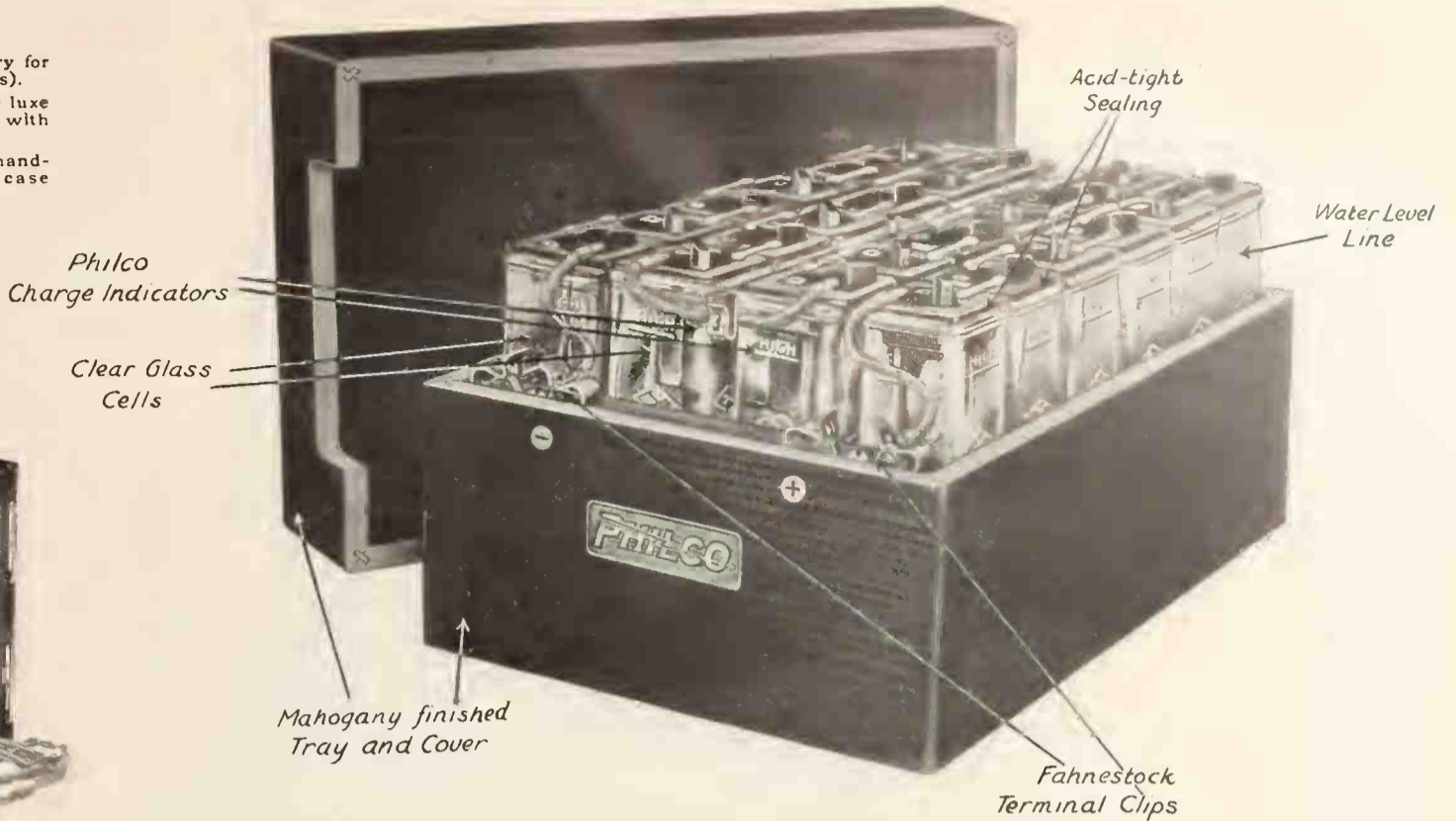
STYLUS BARS

Stylus Bar & Mfg. Co.

Clague Rd.

North Olmsted . . . OHIO

Philco Type 248 DX Battery for the "B" Circuit (48 volts). Consumer price—with de luxe mahogany-finish case with cover—\$20. Consumer price—with handsome mahogany case without cover—\$16.50.



Philco Noiseless Charger for Philco "B" Battery and Type UD44. Consumer price—\$9.75.



Type UD44 "A" Battery for low-voltage Peanut Tubes, with built-in Charge Indicator (Glass Case) Consumer price—\$8.



Type UD86 "A" Battery for standard 6-volt tubes, with built-in Charge Indicator (Glass Case) Consumer price—\$16.



Type RW "A" Battery for standard 6-volt tubes, (Mahogany-finish Case) Consumer prices—\$14.50 to \$37.50. With Philco Charge Tester, \$1 extra.

The world's finest "B" Battery

Philco Rechargeable Radio Storage Batteries deliver strong, uniform, non-rippling current, *without hum, roar or buzz*—an absolute essential for clear, unbroken, long-distance radio reception.

Here is a rechargeable storage "B" battery with all the advantages of the famous glass-case Philco Drynamic Storage "A" Batteries.

Glass Cells with acid-tight sealed covers. Safe for use inside the finest radio cabinets you sell.

Drynamic Feature—Philco Radio Batteries are shipped to you charged but absolutely DRY. Convenient to handle and sell as victrola records. No charging equipment needed.

Mahogany-Finished Cabinet. Beautiful and decorative.

Charge Indicators. Exclusive Philco feature that tells all conditions of charge and discharge. No more bothering with old-fashioned hydrometer—or guess-work charging.

Tremendous Capacity. Double that of the ordinary "B" Battery. Insures clear, noiseless, uninterrupted reception. Needs recharging only once every two or three months—refilling with water only once or twice a season.

Easily Recharged. With the new Philco NOISELESS Charger, just a throw of a switch—a plug in a socket. No odor—no danger of over-charging. Recharging cost only 5 to 10 cents.

Make certain the radio sets you sell give satisfactory service by equipping them with Philco Radio "A" and "B" Batteries. Philco Sales Engineers will gladly co-operate with you in designing storage battery equipment for any type of cabinet.

Order through your wholesaler, or fill out the coupon below and mail to us.

The Philadelphia Storage Battery Company
Philadelphia

PHILCO

DRYDYNAMIC RADIO BATTERIES

Philadelphia Storage Battery Co.
Ontario and C Sts., Philadelphia

SIRS:—I am interested in learning more about the new Philco Rechargeable Storage Batteries for radio.

Name.....

Business.....

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



Boost Victor Sales With ZENITH Radio

Many of your customers want both talking machine and radio. They want them in combination. They insist that each be of the highest quality. Boost your sales with the Victor Model Zenith.

ZENITH—*the Height of Achievement*—MacMillan's choice at the North Pole—holder of the Berengaria long-distance record. This set combines unusual distance range, selectivity, simplicity and beauty. It uses *either* dry or storage batteries. With Zenith's three stages of amplification, volume—with tone quality—is unequalled. If desired, it is louder than phonograph reproduction. It is unnecessary to place your head inside the horn to hear distant stations, with the Zenith.

READILY INSTALLED—The Victor Model Zenith perfectly fits four Victor models—Numbers 215, 400, 405 and 410. Combining Victor and Zenith is simplicity itself.

PRICE—Retails, without equipment, at \$150.

Here's a real opportunity to make big sales you otherwise would lose—an opportunity to plus sales already made. A receiving set built by music men, for music men, at a music man's discount. Exclusive territory available, which insures price maintenance. A letter will promptly bring you full details.

ZENITH RADIO CORPORATION
332 SO. MICHIGAN AVE. CHICAGO
1269 BROADWAY NEW YORK CITY



Watch for the New Super-Zenith

A receiving set built to suit all requirements of the Music Dealer trade—in beauty of design, excellence of construction, ease of operation, and extraordinary selectivity and long-distance range.

In protection to our Jobber and Dealer trade, details are reserved until the New York Radio Show. However—here are two tempting bits of information:

- 1** The Super-Zenith will positively tune out all local broadcasting stations, no matter how close or how powerful, and bring in distant stations on loud speaker.
- 2** The new Zenith policy grants exclusive territorial franchise to the Jobber, and the Jobber grants exclusive territorial franchise to his Dealers.

A receiving set built by music men, for music men, at a music man's discount.

Get the edge on competition by wiring for details—today. Remember—exclusive territory goes fast.

ZENITH RADIO CORPORATION
McCormick Building, Chicago

Indianapolis Retailers Look Forward to Marked Fall Increase in Business

Optimism of Retailers and Wholesalers Based on General Improvement in Conditions Throughout the Territory—Sales Volumes Exceed Last Year's in Some Instances—The News

INDIANAPOLIS, IND., September 9.—The tone of business during August and the first week of this month has been stronger and seems to bear out the opinions of dealers of a good Fall trade. The predictions are not without foundation, as is shown by the survey recently made by Frederick Pullen, general manager of the Phonograph Corp. of Indiana, Edison distributor for Indiana and eastern Illinois. The tour made by Mr. Pullen took him to the northern and southern parts of Indiana and eastern Illinois as well. The trip was taken with the purpose in view of ascertaining at first hand the condition of the trade and looking up prospective Fall business. Not only were dealers interviewed but the bankers and farmers as well. In commenting on the situation Mr. Pullen is

very optimistic and, to use his own words: "Tell the whole trade that conditions look most encouraging."

T. X. Donovan, manager of the phonograph department of the Pearson Piano Co., dealer in the Victor, Cheney and Vocalion lines, visited during the past month the Pearson stores that are conducted in Indiana. Mr. Donovan is looking forward to an unusually good reason for Victor products.

Other dealers report the same tone prevalent and bear out the statements made by Mr. Pullen and Mr. Donovan. The territory covered by local dealers is in the midst of the corn and wheat belt and is governed largely by the success or failure of the rural districts. With good yields from the crops reported the trade will

in like measure profit during the Fall season.

The July and August sales reported by the Phonograph Corp. of Indiana are ahead of last year's record, and indications point to a strong Fall trade.

The Pearson Piano Co. has remodeled the first floor of its store, rearranging the phonograph booths and making room for a small goods department. Only three booths will be used for phonograph display, and the store has been equipped with Audaks for record demonstration. This method, Mr. Donovan believes, will prove more efficient.

Sales of phonographs at the Pearson store have run about on a par with last year, with August of this year finishing a little stronger. The machines that have been sold the past two months have been to a better class of trade and the higher-priced machines have shown the best sales. Repossessions are fewer and collections are better at this store than at any previous times.

C. P. Herdman, manager of the phonograph department of the Baldwin Piano Co., dealer in Brunswick phonographs and records, reports that sales are ahead of last year. The record business at this store has shown a steady increase. Miss Elizabeth Luthiner is the new head of the record department.

Walter E. Kipp, formerly connected with the Edison phonograph business as jobber in Indianapolis, has returned home from a two months' honeymoon trip with his bride. Their trip included Colorado, Utah, Wyoming and Oklahoma. While in Utah Mr. and Mrs. Kipp were entertained by Mr. and Mrs. Robert Proudfit, incidentally joining the latter in a 1,200-mile camping and fishing trip. Mr. Proudfit is the owner of the Proudfit Sporting Goods Co., Ogden, Utah, the Edison jobber for that territory. Mr. Kipp's many friends will be glad to know that his health is excellent, and he is making preparations to again enter business.

Visitors in this territory the past month included F. A. McCauley, W. J. Davidson and C. W. Viley, from the Edison factory, Orange, N. J. A. C. Ireton, vice-president and general manager, Edison Phonographs, Ltd., spent a day at the Indianapolis office en route to Orange, N. J.

A. H. Bates, vice-president of the Ohio Talking Machine Co., was also a recent visitor.

The Fraternity Record Co., Plymouth, was recently incorporated here to manufacture and deal in phonograph records. The capital stock was placed at \$10,000. The incorporators include Stewart W. Robertson, Chester W. Cleveland and Norval B. Langworthy.

Gerhardstein's New Store

SANDUSKY, O., September 6.—Plans for building a new music store here at 1219 West Osborne street have just been announced by Leo H. Gerhardstein, who has been previously conducting a music business from his residence at the same address. Mr. Gerhardstein is having a one-story fire-proof structure built at the rear of his home. The interior of the store will be fitted up in an attractive manner.

McLogan-Pearce to Move

CALUMET, MICH., September 6.—The McLogan-Pearce Music Co. is planning to vacate its present quarters in the Keckonem Building, on Fifth street, and move to the storeroom opposite the Central Hotel. Manager Weideman announces that the new store will be completely remodeled before the company assumes occupancy.

DeHays Has Anniversary

DAYTON, O., September 6.—Joseph A. DeHays, manager of the Dayton branch of the Starr Piano Co., recently celebrated his twenty-fifth anniversary as the manager of the local branch. It is largely due to his efforts that the branch has grown to the extent that it has.



Newport
Radio
Receiver

You can recommend this receiver to your clientele

The Newport Radio Receiver is a tried and proved receiver. You can show it to your clientele without apology.

The Newport Radio Receiver combines the four prime elements of radio: Quality, Selectivity, Volume and Range without sacrificing any one of them. It is sturdily constructed of the best materials and, with ordinary care, it will give many years of satisfactory service. It has been subjected to the most trying tests; it has been tested and approved by leading authorities in the industry. It operates at less by 30% A & B battery than the average receiver. It will not squeal.

Each Newport Radio Receiver is equipped with an unlimited guarantee for one year and a complete and comprehensive booklet on its operation.

The Newport Radio Receiver is built in cabinets of three designs—designs that delight all lovers of fine furniture. It is the receiver you want in your home. This model \$155. (\$160 West of Denver.)

It is equipped with two things; an unlimited guarantee for one year and a complete booklet of instructions.

It is inexpensive to operate (at least 30% less A & B battery than the average set).

It will not squeal.

Its sturdy construction, coupled with the careful selection of the best materials, insures many years of satisfactory service.

It is a good Receiver built in a cabinet that delights lovers of fine furniture.

It combines the four prime elements of radio: Quality, Selectivity, Volume and Range.

It has been approved by leading authorities in the industry.

It has been designed and built by competent engineers.

It is the receiver you will want in your home.

Please
Address:
T. W. Campbell

*The Newport is a good receiver
built in a piece of fine furniture*

Newport Radio Corp.

250 West 54th Street
New York City

The Trade in PHILADELPHIA and LOCALITY

Quaker City Sales on the Upward Trend as the Mines Resume Full Operations

Prosperity of Up-State Territory Felt in Jobber Activity—Edison Sub-Dealer Plan Proves a Success—Wholesalers and Retailers Planning Fall Business Campaigns—The News

PHILADELPHIA, PA., September 9.—With the inclination of the thermometer to the lower temperature of the closing days of the month the business barometer began to climb in proportion to the cooler days that turned the thoughts of dealers to coming Fall and its possibilities for betterment. And that there are better times in store for the trade was evident in the confident attitude displayed by the retailers in the placement of orders for both talking machines, records and accessories for repairs and other requirements in bulkier amounts than have been coming in for many months past. Salesmen who have taken to the road in preparation for the Fall business have been greeted with more optimism on the part of the storekeepers and with the optimism turned to practical evidence by substantial orders there is encouragement extending all through the phonograph and talking machine trade and including the distribution and manufacturing divisions.

With the opening of the mining season in the anthracite fields following the mid-Summer shut-down because of labor disputes in the latter part of the month the coal regions again became the active centers of up-State trading, and as the miners are among the best patrons of the talking machine dealers this turn in the tide of business brought its rewards to the local distribution establishments with quantity buy-

ing of records of all descriptions to take care of the cosmopolitan population.

Even in the city trade, which for many months has been the laggard in the talking machine world, there was noted a turn towards the upward trend, and both machines and records were bought in larger quantities than have been traded since last year.

Preparing for Fall Dealer Demands

Distributors are well stocked with the full line of models made by all the nationally advertised manufacturers, and they are prepared at this time to make early shipments of the holiday requirements so that dealers may not be caught short-handed on the popular sellers as they were last year when last-minute buying found warehouses depleted and manufacturers unable to speed up production to take care of belated orders.

Edison Sub-Dealer Plan a Success

The plan of the Edison Phonograph Co. to reach that portion of the public which ordinarily could not be approached through the normal channels of trade under the new sub-dealer distribution policy has been so successful that there are now over 100 of these dealers distributing the Edison in this territory, and supplied through the Girard Phonograph Co., local Edison distributor, with headquarters at Broad and Berks streets. These dealers are

scattered throughout eastern Pennsylvania, southern New Jersey, Delaware and Maryland, and have been most successful in reaching customers who heretofore had no opportunity to hear the Edison. The sub-dealers work in conjunction with the larger city dealers, and are appointed by the larger concerns, and center chiefly in drug stores, stationery shops and general stores in the smaller suburban districts. The Girard Co. is completely settled in its new quarters on the sixth floor of the Snellenberg Building, to which it removed in order to secure larger space to take care of increasing business. There have been provided attractive surroundings for the dealers who visit the local distribution headquarters, and who can in sound-proof rooms hear the records and select machines with all the comforts of a modern talking machine establishment. The Girard Co. is displaying the full line of Fall and holiday Edisons in the new quarters, and with the expansion is able to give more efficient service and prompt deliveries. Arthur W. Rhinow, of the firm, has extended an invitation to dealers to take advantage of the convenience and facilities of the new business home. The Girard Co. is distributing the Haag Record Filing Cabinets in this territory.

G. Dunbar Shewell, Jr., a Visitor

G. Dunbar Shewell, Jr., manager of the Boston offices of the Cheney Phonograph Co., visited the Philadelphia headquarters of his father, President G. Dunbar Shewell, head of the company, in the Jefferson Building in the closing days of August to go over the plans for the Fall distribution of the Cheney machines. In

(Continued on page 96)



The Louis Buehn Company of Philadelphia

VICTOR
VICTROLAS

VICTOR
RECORDS

WHOLESALE EXCLUSIVELY

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 95)

summarizing trade conditions in the Boston and New England sales territory he expressed himself as much pleased with the optimistic attitude of the dealers towards the coming seasonal business, and noted that there was greater confidence all around. The Cheney is planning the opening of many new accounts in the New England States this season, with Rhode Island, Vermont, New Hampshire, Massachusetts and Connecticut lined up for the retail distribution of the Cheney machines. In Boston the Cheney is being featured by dealers in window displays of striking and appealing types. Among noteworthy displays recently made are those of the Henry F. Miller & Sons Piano Co., which featured the Cheney in the De Luxe and two consoles. The R. H. White Department Store in Boston also made the Cheney its chief attraction in a display arranged by Manager Sperry. The dealers have expressed much enthusiasm over the Cheney advertising campaign which will start in the Saturday Evening Post on September 20 with a full page ad. There is being distributed by the Cheney Co. a new attractive sign with metal surface on a solid walnut background and inscribed with "Authorized Dealer for the Cheney" in silver, raised lettering with blue backing. Professor Forest Cheney, who makes his headquarters at the Grand Rapids factory, and who is the inventor of the Cheney, was a visitor to the Eastern States, stopping at several of the offices en route. He called at the Philadelphia headquarters for a friendly visit with President Shewell.

Lit Bros. Featuring Pathé Radio

One of the biggest department stores of this city, Lit Bros., has just installed the Pathé new 1925 radio sets in its rapidly expanding radio department. Lit Bros. enjoy an excellent patronage in the Quaker city and believe that the new 1925 Pathé set will prove popular with the public which visits its store.

Effective Louis Buehn Window

Although exclusively wholesale, the Louis Buehn Co., of this city, has contributed many suggestions to the retail trade for window display through its own attractive windows on Arch street. A recent display which attracted considerable attention carried a placard advising passers-by that they could bring into their homes music from the famous orchestras of most of the large cities that evening through the use of the Victrola. Attractively displayed



The Velvaloid Record Cleaner De Luxe

Gives the dealer an opportunity to advertise himself and his store, personally in the home and do it in such a manner that he is established there permanently as a friend.

Let us tell you how by dropping us a line. Then you will be anxious to order thru your jobber at once.

PHILADELPHIA BADGE CO.

Manufacturers and exporters of patented selective Advertising Novelties of Proven Merit.

Main Office and Plant

942 Market Street

Philadelphia, U. S. A.

New York Office—25 Broad St.

on easels in the foreground were Victor records of some of the foremost orchestras of this country. Running from these records were streamers of red ribbon attached at the other end to a large map which formed the background of the display. The ends of these ribbons were secured by thumb tacks to that particular city where the orchestra was located. The idea that the talking machine was also instrumental in bringing into the home music from distant cities caused much attention from passers-by and evidently had its proportionate share in the increased record sales which various retailers reported.

Everybody's After Fall Business

The entire sales staff of Everybody's Talking Machine Co., this city, is on the road developing Fall business. The territory in this country is not only well covered, but attention is being given to the development of business in other countries as well. Paul Susselman, of Everybody's staff, returned from Cuba with a substantial volume of orders for honest Quaker main springs and other supplies put out by Everybody's Talking Machine Co. Philip Grabuski, one of the members of the firm, after completing a trip in local territory, left for Mexico, where he will call upon dealers in the principal cities. This is in addition to the business which is being done through export houses. Everybody's Talking Machine Co. has already experienced a decided increase in business and anticipates exceptional Fall business.

Music Master Demand Grows

Henry E. Marschalk, assistant to the president of the Music Master Corp., recently returned from a trans-continental trip in the interest of the Music Master horn and other products of this house. Mr. Marschalk's trip was

attended with remarkable success and the distributing organization of the Music Master horn has been greatly enhanced. Mr. Marschalk visited the various important trade centers on his trip, going out on the Northern route as far as Los Angeles and returning on the Southern route. He found optimism manifested everywhere. The size of the corn crops in the agricultural States and the high prices of both corn and wheat insure a steady inflow of money into this section of the country, and it would seem that spending would be plentiful during the season ahead.

Fall business opened up in a remarkable manner during the month of August and the Music Master Corp. is enthusiastically looking forward to the biggest season of its history.

B. Futernik Robbed

An exciting and perilous adventure came into the life of Miss Diana Futernik, daughter of B. Futernik, Victor and Columbia dealer, when a holdup took place in her father's establishment in the late days of the month. While closing up the store for the evening around six o'clock Miss Futernik was held up by the bandit, who secured \$168.

Lewis Radio Jobbers Enter Field

Following the retirement of Charles H. Von Tagen from the talking machine business and the dissolution of his firm, the Lyric Phonograph Co., 2326 West Columbia avenue, the Lewis Radio Jobbers have taken possession of the store and will continue to carry on the business of dealers in all standard radio supplies. The new organization is not identified with the Lyric Co., being an entirely new concern with M. J. Lewis at its head. There will be carried the Atwater Kent, Music Master and Amrad sets and other supplies.

Penn Phonograph Co. Planning for Fall

With the return this week of T. William Barnhill, head of the Penn Phonograph Co., 913 Arch street, from a two months' trip to California the company will begin its Fall drive for the Victor distribution, and the local offices are anticipating many helpful sales promoting plans to be put into effect when the head of the firm is again at his desk. Mr. Barnhill made the return trip with Mrs. Barnhill and his daughter, Marguerite, by the Northern Pacific route, having taken the Southern Pacific route en route to the Coast.

Some Fish!

If there is any "Doubting Thomas" in the trade to cast aspersions on the fish story that comes out of the vacation pastimes of District Manager O. F. Jester, of the Brunswick Co.'s Philadelphia branch, there is plenty of evidence to prove his claims. It is the well-preserved back bone of a nine-pound flounder which Manager Jester landed while trying out his piscatorial prowess in the waters of Townsends Inlet, off the New Jersey coast.

Brisk Ordering of Guarantee Products

With the return of Jacob H. Keen, of the Guarantee Talking Machine Co., from his vacation trip to Canadian parts, there also came many orders from Montreal, where he stopped long enough to open up some good accounts for the Guarantee main springs and talking machine supplies. Headquarters have been very busy getting out the shipments that have been ordered within recent days, and there is a de-

WARNING

WE expect that this Fall will witness a shortage in Victrolas. At the present time we have a good stock on hand and can fill your orders. We therefore suggest that you place your Fall orders *now*.

H. A. WEYMANN & SON, INC.

1108 Chestnut Street

Philadelphia, Pa.

VICTOR WHOLESALERS



THE specialized service which has distinguished our service in the past will be found an invaluable aid by Victor dealers in the important Fall season which we are entering. Dealers in our territory not familiar with our service are invited to write.

The Talking Machine Company

Victor Wholesale Exclusively

"LET PHIL FILL 'EM"

1025 Arch Street

Philadelphia, Pa.

cided improvement in demand from the coal regions and other sections of the State.

Milton M. Mark, of the Gem Phonograph Co., manufacturer of the Gem portable machines, is back at his desk again after a trip to Cuba. He brought some very good orders for the Gem from Havana. The Gem portables are being shipped from the factory as soon as they are produced, because of the large accumulation of orders.

Foreign Travelers Home Again

There returned to the Quaker City trade during the month two of its foreign travelers. They are Louis Buehn, head of the firm bearing his name, and one of the largest local Victor distributors, and George B. Davis and his son, Homer C. Davis, of the firm of George B. Davis & Co., operating two stores at 5207 Market street and 3926-3932 Lancaster avenue. Mr. Buehn, accompanied by Mrs. Buehn and their son, Louis Buehn, Jr., and daughters, Elsie and Adelaide, made a tour of Europe, extending over two months, visiting all the important centers in England and on the continent. The members of the Davis firm also were accompanied by their wives and toured through England, Belgium, Switzerland, France and Italy on a pleasure jaunt. The Davis Co. has added a radio department to both stores, handling principally the Radio Corp. sets.

New Brunswick Accounts

The first shipment of Brunswicks went out to a large percentage of the dealers in this territory during the month, and by Fall the local offices expect that there will be a steady increase in shipments, so favorable have been the comments from those who already have received them. The Brunswick records, too, have been growing steadily in distribution. The local offices have opened several new accounts

among the Philadelphia dealers, including the Girard Music Shop, The Ridge Music Shops and the Walters Music Shop at Broad and South streets, where there is centered a large colored patronage and which will develop sales for the colored artists recording for Brunswick.

Growing Demand for Sonoradio

Manager E. S. White, of the Philadelphia offices of the Sonora Co., who has been through the State during the month, found that the Sonoradio loud speaker was fast developing a broad distribution, and that dealers have been reordering in large quantities. The Fall display of the Sonora Co. is now ready for trade selection, and in it are exhibited the fifteen models from which the holiday lines are to be had in a range of artistic machines.

Welcome New Columbia Manager

A. J. Heath, newly appointed Columbia manager of the Philadelphia branch, was heartily welcomed by the dealers who visited the local headquarters during the month when he took up his duties as head of the Columbia Co., here. Judging by the happy smiles with which the employes greeted the returning "boss" they are perfectly at ease about getting along under the new regime. But having known Manager Heath in other days when he was head of the local offices they are confident that all will be harmony and happiness at headquarters. Visitors who have called at the Columbia branch here since the new manager made his appearance comment most favorably upon the change effected in the arrangement of offices and stockroom. When entering the local offices instead of the formal reception room the dealers now find the office forces in full view and ready to take care of their needs, through the removal of the desks and forces to the new quarters in the front of the building adjoining the entrance.

This is promoting the more intimate relationship desired by Manager Heath. Manager Heath reports that the latter part of August witnessed a most decided improvement in business, and with dealers taking an optimistic view of the future they are buying more liberally. Jack Doherty, assistant manager of the Columbia, is receiving the trade's condolence upon the death of his mother.

New Minelli Phonograph Models on Market Soon

PITTSBURGH, PA., September 6.—The Minelli Phonograph Co., Inc., of this city, will shortly be ready to place on the market its new line of phonographs. This line consists of four models, three of the console type and one portable model. The cabinets are well constructed and attractively finished. A feature of the Minelli line is the Minelli tone arm, which is quite different in construction from any other on the market. The Minelli horn is tone arm and sound chamber combined and does away with space used in the cabinet for sound chamber.

One of the advantages of the Minelli arm is that any piece of furniture may be equipped as a talking machine with this arm and a necessary motor and turntable. The arm is set into a swivel socket placed on the motorboard and may be removed as desired. This proves particularly advantageous in the case of the portable model. Until the complete line is ready to be placed on the market the Minelli Phonograph Co. will specialize on the sale and distribution of the tone arm, and arrangements are being made to establish distributors and dealers throughout the entire country. C. Rizzo is in charge of the sales end of the organization.

JOBBER'S

REPAIR PARTS

GRAPHITOLEO

ALBUMS

BRILLIANTONE

GILT EDGE

SAPPHIRES



"Any Part for any Phonograph"

Guarantee Main Springs are made of the best hardened, tempered, round-edged spring steel obtainable, and must pass a rigid inspection before they are packed in individual dust-proof containers; each box labeled with complete information for your convenience. We will refund money or replace any spring that does not give absolute satisfaction.

INSIST ON GUARANTEE MAIN SPRINGS

GUARANTEE TALKING MACHINE SUPPLY CO.

109 N. TENTH STREET, PHILADELPHIA

JOBBER'S

MOTORS

TONE ARMS

SOUND BOXES

ADDATONES

3-IN-1 OIL

ATTACHMENTS

Write for our latest Main Spring Chart

Direct Advertising as Retail Profit-builder

When and How to Feature Service and Price in Direct Publicity
—An Analysis of This Important Problem by Robert E. Ramsey

A few months ago the writer happened to be in charge of promotional activities for the annual convention and exposition of the International Direct Mail Advertising Association. About the time interest started to simmer in the local city I received a telephone call one morning. There was an irate retailer on the other end of the wire and the substance of his conversation before I could cut in was about this:

"What in the blankety-blank does the local Chamber of Commerce mean helping this mail-order convention which is going to be held here next month? Aren't we having enough trouble in the city and our surrounding territories from the mail-order houses without the Chamber of Commerce taking our money to entertain and make a fuss over a bunch of mail-order men?"

Not All by Mail

There was more of it and stronger—but space will not permit, though the instance points a moral. I tried to explain that not all direct advertising (or, if you prefer to call it by the misnomer, "direct-by-mail" advertising) was delivered or distributed by mail. Nor was anything like a very large part of the grand total even used by the mail-order houses per se.

The only way I could eventually make a dent was by saying:

"Mr. So-and-so, do you ever get out a catalog or booklet? Use envelope enclosures? Issue a store paper? Mail any letters? Send out any folders? Well, if you do—and I knew that he did—you are using direct advertising."

Mollified, he later attended the convention and learned that not all deliverymen of direct advertising wear gray. In short, that by no means all of direct advertising is direct-by-mail advertising, and that not all direct advertising is delivered by United States Government employes, known as postmen.

House-to-house Distribution

What he learned is just beginning to permeate the national consciousness of the average dealer, as well as of the manufacturer, for that matter.

This is the sixth of a series of articles on direct advertising by Robert E. Ramsey, who is widely known as one of the most authoritative writers on this subject. He has lectured on this topic in the universities of New York, Chicago, Missouri and Toledo; he is the author of two of the best books dealing with the subject; he is editor of "Postage," the direct advertising magazine, and he is past president of the Direct Mail Advertising Association.—EDITOR.

Let's examine a few of the ways that direct advertising may reach the prospect by other than mail routes:

(1) From the retailers' standpoint, most important of all come the window cards, store display cards and the like, all of which are, strictly speaking, direct advertising. Therefore, all these displays should tie up with the appeal of the direct advertising which may reach the prospect through other channels.

(2) By house-to-house distribution—where not contrary to local statutes—either through your own employes or by employing firms who specialize in this work.

(3) At exits to theatres, factories and other places where crowds emerge. Suppose, for example, that some one of your products you handle is named after a famous movie star. Then the crowd coming out from a show where that star appeared on the screen would be in an excellent mood to be handed a piece of direct advertising literature featuring the product bearing the screen star's name.

Making One Article Sell Another

(4) With packages of all kinds that leave your establishment. Each one should carry at least one piece of direct advertising. More than that, you may be able to insert in various products an insert about other products.

(5) Use of special colored wrapping paper, with or without advertising thereon, as a carrier of "direct" appeals to others. Care must

be taken not to antagonize shoppers or your delivery bill will increase when you use "obnoxious" wrapping paper.

(6) Your local theatre program can often be used to carry a special insert or slip-in enclosure, which is really direct advertising as contra-distinguished from the theatre program advertising itself. There are other carriers available in some localities.

The Telegraph in Direct Advertising

(7) One manufacturer of after-dinner mints is making them in special packages of three mints, which may be imprinted on the wrapper with the name of a local retailer and then distributed through restaurants and the like. Other products could be used in a similar way.

(8) The telegraph may be used as a carrier of direct advertising, sending appeals to out-of-town points, or in the city for some special sale, for example.

(9) Though it is not a means to be considered as excellent, distribution at certain banquets, conventions, special meetings and the like. A better plan than actually giving the direct advertising material at the meeting is to provide a card and offer to mail it to the inquirer in due course.

(10) Use of special-made racks to carry your own and the direct advertising which may be supplied to you by your manufacturer and other sources of supply. "Take One" boxes around the establishment may often give added distribution, but if this plan is used be sure the boxes are kept in good condition and the contents fresh and up to date.

Gummed Paper Tape

(11) With proper care to school children and through them to their parents. Retailers of some products find this method of distribution—worked out with the school authorities, of course—their best method of contact.

(12) Gummed paper tape for wrapping up bundles can be used to carry your direct advertising message, also some varieties of string.

(13) Envelopes for use of the local movie and theatrical houses at the ticket offices can carry a direct advertising message and for some retailers (of things especially of interest to theatre-goers) are an excellent method of distribution.

(14) In some cities the backs of street-car tickets and street-car transfers may be used to carry direct advertising appeals.

Inserting Leaflets in Other Retailers' Packages

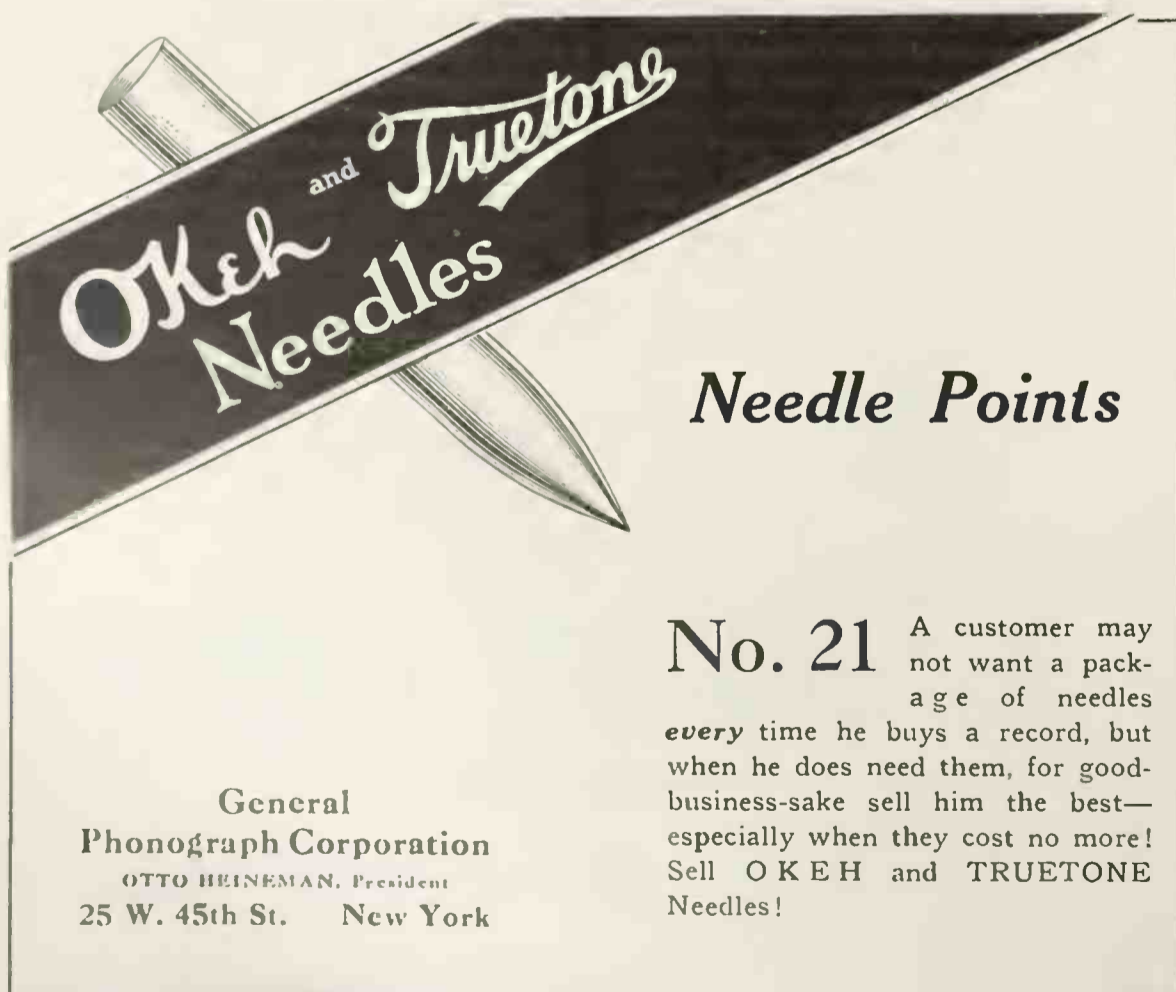
(15) If you use the store-paper as a means of direct advertising it can often carry an additional piece of direct advertising, such as an envelope enclosure.

(16) In co-operation with other retailers, in allied but non-competing lines. For instance, suppose you are on good terms with the stationer. You can supplement some of your advertising by inserting some of it in packages sent out by the stationer and he will supplement his by inserting some of his direct advertising in your packages. (This means, to be sure, adds some competition to your own direct advertising and it is for this reason not to be highly recommended.)

"Go Thou and Do Likewise!"

The average sugar-bowl advertises a certain sugar manufacturer and the restaurant or hotel or a brand of candies on the wrapper around the domino-leaf; the average hotel lavatory holds a cake of soap, the wrapper of which direct advertises the hotel and the manufacturer of the soap—with no desire to be irrelevant, let us close with: "Retailers, go thou and do likewise!"

For, truly, not all deliverymen of direct advertising wear gray.



Okeh and Truetone
Needles

Needle Points

No. 21 A customer may not want a package of needles every time he buys a record, but when he does need them, for good-business-sake sell him the best—especially when they cost no more! Sell OKEH and TRUETONE Needles!

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

Okeh Recording Artists Appear in Broadway Shows

James Barton, Sophie Tucker and Lopez Orchestra in Broadway Fall Attractions—Good Opportunities for Dealer Tie-up

Despite the fact that the Summer business of the General Phonograph Co. was 25 per cent greater than that of a year ago, the officials of the company are anticipating an even greater increase in Fall business. That there is good ground for such a supposition is granted when it is realized that within the past few weeks Okeh recording artists have opened on Broadway and more Okeh artists will appear in Broadway theatres in the very near future. James Barton, now an exclusive Okeh artist, recently opened in the "Passing Show of 1924," and from all notices of the show this popular comedian is the real feature of the revue. Sophie Tucker, another Okeh artist, is opening in Earl Carroll's "Vanities of 1924," and the star Okeh attraction, Vincent Lopez and His Hotel Pennsylvania Orchestra, will shortly be seen in the "Greenwich Village Follies of 1924."

In addition to these stars, who shine brightly on the legitimate stage, there are a number of Okeh artists who are steadily building up a large following from vaudeville audiences. Chief of these are Sargent and Marvin, comedians and songsters, who appeared at B. F. Keith's Palace early in September, and whose recording of their popular stage hit on Okeh records, "Go Long Mule," is proving a brisk seller.

Okeh dealers are alive to the benefits which result from tie-ups with these stage celebrities and it is certain that the coming months will see an increase in the sales of the records of these stars in the Metropolitan territory.

Run-A-Radio Operates Radio From Light Socket

G. B. Crouse, Inventor of Device, Tells How It Has Grown in Favor

The Rader Appliance Co., West New York, N. J., manufacturer of the "Run-A-Radio," which was recently introduced to the talking machine and radio industries, has been appointing representatives in the leading trade centers and wide distribution has already been established. George B. Crouse, inventor of this device and well known in engineering circles, recently gave *The World* a brief resumé of the salient features of the Run-A-Radio, stating in part:

"In the Run-A-Radio (as it is to be called) we have a successful device which so modifies the commercial machine generated electricity that its variations and fluctuations are completely eliminated so that the modern radio set may be operated direct from the light socket and thus made one of the great family of electrical conveniences.

"From the standpoint of the engineer, Run-A-Radio is one of those fortunate inventions, where although the principle involved is complex, the apparatus in which the principle is embodied is simple. The device for use on alternating current consists primarily of a transformer for changing the voltage supplied at the light socket, a pair of special rectifier tubes for changing the alternating to pulsating current, and a form of filter in which all disturbances, irrespective of their frequency, are eliminated in a single unit circuit.

"It is interesting to note that, in the case of Run-A-Radio, the boxes in which the original models were placed have never been opened since they were first assembled, except very recently for examination."

The manufacturers submitted the device to two eminent radio engineers, Milton B. Sleeper and Prof. John M. Morecroft, in charge of the electrical engineering division of Columbia

The Southwestern Radio Jobbers' Association

Announces Its 1924

SOUTHWESTERN RADIO & ELECTRICAL EXPOSITION

in the

PARKMOOR BUILDING DALLAS, TEXAS

October 14th—19th Inclusive

Simultaneous with the Annual Texas State Fair when nearly **ONE MILLION** people will visit Dallas—especially eager to learn and buy—Will you get your share of this business?

Wire or Write

SOUTHWESTERN RADIO & ELECTRICAL EXPOSITION

For Your Space Reservation

Exposition Office—Adolphus Hotel—Dallas, Texas

General Admission 25c.

University and also president of the American Institute of Radio Engineers. Both these men were high in the praise of the device, Prof. Morecroft stating that "It works astonishingly well and I regard it as a most ingenious invention."

Enjoying Busy Season

The Mutual Phono Parts Mfg. Co., New York City, manufacturer of the Mutual line of tone arms and sound boxes, has completed what has proved to be a very busy and profitable Summer. A shipment during the month of August was one of the largest in the history of the organization. Possibly the most popular number of the line has proved to be the No. 4 throwback and radio combination tone arm. Miss Evelyn Garfinkel, who is in charge of the Mutual office, recently returned from a vacation spent at Saratoga Springs, where she mingled with such celebrities as Governor Al Smith and Firpo.

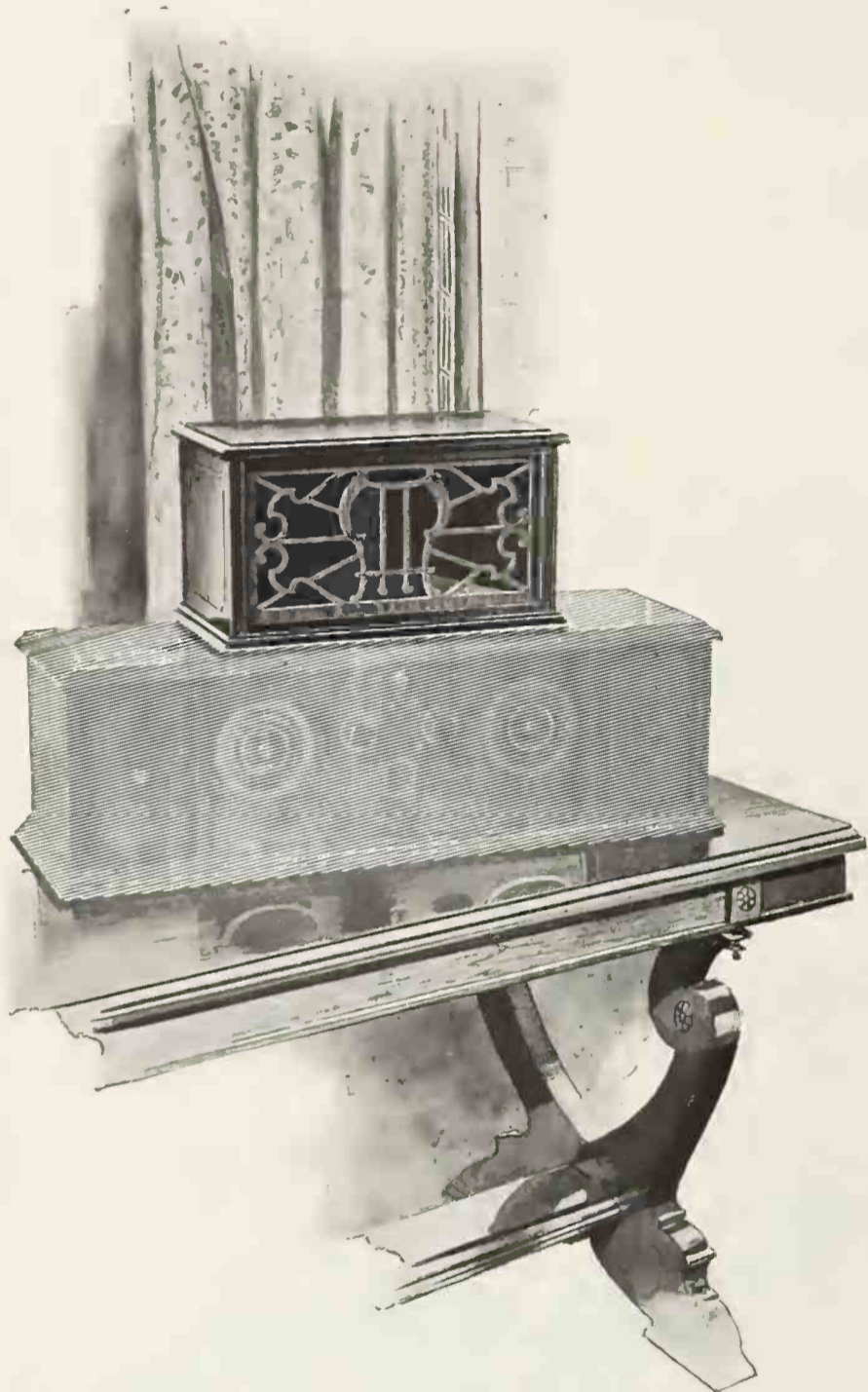
Sends Radio Set Across Continent by Airmail

The first complete radio set to be shipped across the continent by airmail was delivered to the addressee in New York fifty-three hours after its dispatch from San Francisco. The cost of mailing the set was \$69.46, and it arrived in perfect condition.

The receiver that was mailed in this unique manner was a Gilfillan five-tube neutrodyne set. It was addressed to A. R. McConnell, 225 West Fifty-seventh street. In order to come within the postal regulations the receiver had to be shipped without its cabinet in a special container designed to prevent any possibility of its being damaged in transit. The receipt of the package was a complete surprise to Mr. McConnell as he had not been informed of its dispatch. It was delivered by a special letter carrier, who remarked in a nonchalant way, "Here's an airmail package for you."

The New Cabinet Model Music Master

See Our Exhibit at the First Radio World's Fair, Section D,
Booth No. 2, Madison Square Garden, September 22-28, 1924



ANOTHER voice—clear, true, and resonant—has been added to Radio.

It is that of a second Music Master, as sweet and mellow in tone as the famous original whose merits you know so well.

This newer Music Master, a cabinet reproducer, embodies all the proved principles of sound reproduction which have made the familiar horn type Music Master model supreme among loud speakers.

The highly sensitive precision instrument is the same. The tone chamber is cast aluminum, so notably free from blast and distortion. And the horn of violin wood is "full floating"—it hangs suspended in perfect balance, wholly free from contact with the cabinet—a feature of the utmost importance.

And what a wonderful difference that makes! The most delicate inflections and modulations of voice or instrument are recreated with a purity and faithfulness truly astounding.

The Music Master Cabinet is a handsome piece of furniture—a suitable housing for the fine instrument it contains. The case is solid mahogany, beautifully designed and sturdily built.

The factory is in production now. Your present needs can be cared for at once by any recognized jobber. As national advertising will quickly follow this announcement you are urged to place your order at the earliest possible moment.

Cabinet Model \$35.
V.I.I.—

MUSIC
RADIO

—and the Original “Musical Instrument of Radio”

THE cabinet type Music Master, shown on the opposite page, was designed not to *supplant* the horn type Music Master but to *supplement* it. Both types have their adherents, one as enthusiastic as the other. Both are indisputably leaders in their respective fields. Each is unrivalled except by the other member of its own family. They differ only in outward form—the component parts of each are alike in principle and construction, differing but slightly in design.

It is the combination of these parts—the extraordinary unit, the cast aluminum tone chamber and the violin wood amplifying horn—not any one alone, but all together as a complete assembly—that is responsible for the beautiful, natural tone quality of both Music Master Speakers.

Attach either Music Master Reproducer to the receiving set as you would headphones. No batteries are required. No adjustments are necessary. Unconditionally guaranteed.

Music Master Radio Reproducers offer the dealer sales possibilities unsurpassed by any other item in radio. Your jobber can supply you.

MUSIC MASTER CORPORATION

Makers and Distributors of High Grade Radio Apparatus

WALTER L. ECKHARDT, *President*

10th and Cherry Sts., Philadelphia

1005 Liberty Ave., Pittsburgh

Distributors for Radio Corporation of America

14-inch Model VI—\$30.
for the Home

21-inch Model VII—for \$35.
Concerts and Dancing



Master

REPRODUCER

Profitable Use of the Talking Machine and Records in Music Memory Contests

Selections on Records Which Experience Has Proved Most Effective in Music Memory Contests—Immediate Sales and Live Prospects the Results of This Type of Competition

Music memory contests have been developed to a point where they have become recognized annual institutions in many localities throughout the country, and are playing a definite and prominent part in the work of developing musical appreciation in the public at large and particularly in the school children, who are to become the musical instrument buyers of the years to come.

In all these contests, those which have been held and those which will be held in the future, the number increasing constantly, the talking machine and the talking machine record have played a most important part, providing a means by which the thousands of contestants can familiarize themselves with the selections listed in the contests.

This study for the contest proper has more than a temporary effect, as having once learned to recognize one or two score standard selections, the memory will remain with the contestant for years, and is more than likely to develop an appreciation for that sort of music which will lead the individual to explore broader fields in search of appealing melodies.

Talking machine dealers as a rule have shown a quick appreciation of the opportunities offered by the music memory contests not only for the development of immediate sales, but for the building of prospects for the future. It is true that much of the work has been of the missionary sort to be charged to advertising, but still there is much, and accurate figures will probably be available shortly, that represents immediate sales and immediate profits.

The selections listed in music memory contests vary according to localities, conditions, and the opinions of those charged with the promotion of the event, but it is not surprising to learn that the same selections are to be found listed in a great many different contests. Music memory contests have been already held in over 1,200 cities and towns, and the National Bureau for the Advancement of Music has made a survey of the selections listed in 350 of these contests, with the result that it was discovered that the most generally used number was the Minuet in G by Beethoven, which appeared in 172 of the 350 lists submitted. "To a Wild

Rose" appeared on 171 and the "Spring Song" on 164. These three were followed closely by the Barcarolle from Offenbach's "Tales of Hoffmann," Rubinstein's "Melody in F," Dvorak's "Humoresque" and "Anitra's Dance" from the Peer Gynt Suite. Others near the top of the list were the "William Tell Overture," "Blue Danube Waltzes," "Hallelujah Chorus" from the "Messiah," "Pilgrims Chorus" from "Tannhauser" and arias from "Trovatore," "Aida" and "Lucia."

List of Selections Cataloged

The full list of selections cataloged is presented herewith in the order of their popularity and the dealers in whose territory music memory contests are planned or scheduled would do well to see to it that their record stocks are complete so far as these numbers are concerned. It is a list to conjure with, when it is desired to appeal to those of cultivated musical tastes, and should prove a strong merchandising factor even when no contest is imminent.

Composition.	No. of Times Used.
Minuet in G.....	Beethoven 172
To a Wild Rose.....	MacDowell 171
Spring Song.....	Mendelssohn 164
Barcarolle (Tales of Hoffmann).....	Offenbach 158
Melody in F.....	Rubinstein 154
Humoresque.....	Dvorak 153
Anitra's Dance (Peer Gynt).....	Grieg 153
Traumerei.....	Schumann 149
Morning (Peer Gynt).....	Grieg 148
Hallelujah Chorus (Messiah).....	Handel 142
Blue Danube Waltzes.....	Strauss 141
William Tell Overture—The Storm.....	Rossini 139
New World Symphony—Largo.....	Dvorak 138
Pilgrims Chorus (Tannhauser).....	Wagner 136
Anvil Chorus (Trovatore).....	Verdi 133
The Swan.....	Saint-Saens 130
William Tell Overture—The Dawn.....	Rossini 120
From the Land of the Sky Blue Water.....	Cadman 120
William Tell Overture—Finale.....	Rossini 117
Narcissus.....	Nevin 116
Sextette (Lucia).....	Donizetti 116
Berceuse (Jocelyn).....	Godard 116
William Tell Overture—The Calm.....	Rossini 113
Stars and Stripes Forever.....	Sousa 112
Largo (Xerxes).....	Handel 110
Intermezzo (Cavalleria Rusticana).....	Mascagni 107
Hungarian Dance No. 5.....	Brahms 107
Soldiers Chorus (Faust).....	Gounod 106
Toreador Song (Carmen).....	Bizet 101
In the Hall of the Mountain King (Peer Gynt).....	Grieg 100
Souvenir.....	Drda 99
Liebesträume.....	Liszt 98
Minuet G Major.....	Paderewski 97
Dance Macabre.....	Saint-Saens 97
Serenade.....	Schubert 96
Cradle Song.....	Brahms 94
Amaryllis.....	Ghys 94
Marche Militaire.....	Schubert 91
Hark, Hark, the Lark.....	Schubert 91
Triumphal March (Aida).....	Verdi 89
O Sole Mio.....	Italian Folk Song 88
Prelude in C Sharp Minor.....	Rachmaninoff 88

Rigoletto Quartet.....	Verdi 82
Ave Maria.....	Bach-Gounod 82
Unfinished Symphony, B Minor—First Movement.....	Schubert 80
Elegie.....	Massenet 79
Asa's Death (Peer Gynt).....	Grieg 78
By the Waters of Minnetonka.....	Lieurance 78
Midsummer Night's Dream Overture.....	Mendelssohn 76
Fifth Symphony—Andante.....	Beethoven 75
Hungarian Rhapsody No. 2.....	Liszt 74
Swing Low, Sweet Chariot.....	Negro Spiritual 72
Minute Waltz.....	Chopin 72
Bridal Chorus (Lohengrin).....	Wagner 72
O, Thou Sublime, Sweet Evening Star (Tannhauser).....	Wagner 71
Marche Slave.....	Tschaikowsky 71
Meditation (Thais).....	Massenet 71
Salut d'Amour.....	Elgar 69
Miserere (Trovatore).....	Verdi 69
Drink to Me Only With Thine Eyes.....	Old English 69
Funeral March.....	Chopin 68
Ave Maria.....	Schubert 68
Air for G String.....	Bach 67
Surprise Symphony—Andante.....	Haydn 66
All Through the Night.....	Old Welsh Folk Song 63
Moment Musical.....	Schubert 62
Midsummer Night's Dream—Wedding March.....	Mendelssohn 62
To a Water Lily.....	MacDowell 60
The Bee.....	Francois Schubert 60
Turkish March (Ruins of Athens).....	Beethoven 58
La Paloma.....	Yradier 55
Polonaise Militaire.....	Chopin 52
Nocturne in E Flat.....	Chopin 52
Poet and Peasant—Overture.....	Von Suppe 48
Unfinished Symphony, B Minor—Second Movement.....	Schubert 47
Midsummer Night's Dream—Nocturne.....	Mendelssohn 47
My Heart at Thy Sweet Voice (Samson and Delilah).....	Saint-Saens 46
Deep River.....	Coleridge 45
Minuet (Don Juan).....	Mozart 43
Invitation to the Dance.....	Weber 42
Caprice Viennois.....	Kreisler 42
Home to Our Mountains (Trovatore).....	Verdi 42
Two Grenadiers.....	Schumann 40
Celeste Aida.....	Verdi 38
Mighty Lak' a Rose.....	Nevin 38
Erkling.....	Schubert 37
Valse Triste.....	Sibelius 37
To Spring.....	Grieg 37
Lost Chord.....	Sullivan 36
Pomp and Circumstance.....	Elgar 36
Dagger Dance.....	Herbert 35
Danse Arabe (Nutcracker Suite).....	Tschaikowsky 35
Old Folks at Home.....	Foster 35
Dance of the Hours (Gioconda).....	Ponchielli 34
Ride of the Valkyries.....	Wagner 34
Cavatina.....	Raff 34
The Rosary.....	Nevin 33
Molly on the Shore.....	Grainger 33
Moonlight Sonata—First Movement.....	Beethoven 31
Waltz of the Flowers (Nutcracker Suite).....	Tschaikowsky 31

National Advertising by Adler Manufacturing Co.

Manufacturers of Royal Phonographs and Radio Receivers to Use Large Space in Saturday Evening Post and Other Mediums

The Adler Mfg. Co., Inc., manufacturer of the Royal phonographs and radio receiving apparatus, has prepared an extensive campaign of general advertising in the national magazines as well as in radio fan publications.

Among the first of the national magazine ads will be one that will appear in the Saturday Evening Post in the issue of October 4, occupying a full page and featuring not only the console model Royal phonograph with radio installation known as the "Royal Cabriole," but also illustrating and describing the Adler-Royal Neutrodyne receiver.

An interesting feature of the advertising campaign is that it is planned to appeal particularly to women, and this policy will be followed in all the advertisements. The attractiveness of the instrument in the home, the simplicity of the radio apparatus from the operating standpoint, and the possession at the same time of a phonograph to play the records of the world's great artists are among the arguments presented.

Arrangements have been made whereby dealers handling the Adler Mfg. Co.'s lines will be able to tie up directly with the magazine advertising in their own localities and to their personal advantage.

Edwards Music Co. Opens

PADUCAH, Ky., September 6.—A new music store, known as the Harry Edwards Music Co., recently opened at 120 South Third street. The proprietor, Harry Edwards, has been engaged in the retailing of musical instruments for many years, having been connected with local firms from time to time. The store will carry a full line of talking machines, radio sets, pianos and musical merchandise. The new quarters have been fitted in a most attractive manner and the instruments handled will be displayed in fine surroundings.

Jobbers—Attention

THE WALL-KANE POLICY

1—You are Fully Protected at All Times

Ever since Wall-Kanes were introduced, we have marketed them thru jobbers exclusively. We do not sell to dealers, and all dealers' orders are immediately turned over to the jobber.

THE JOBBER KNOWS WE ARE BEHIND HIM. This is one of the reasons why the demand for WALL-KANE products is growing larger year by year.

Wall-Kane Needle Manufacturing Company, Inc.

Manufacturers of

Wall-Kane, Jazz, Concert and
Petmecky Phonograph Needles

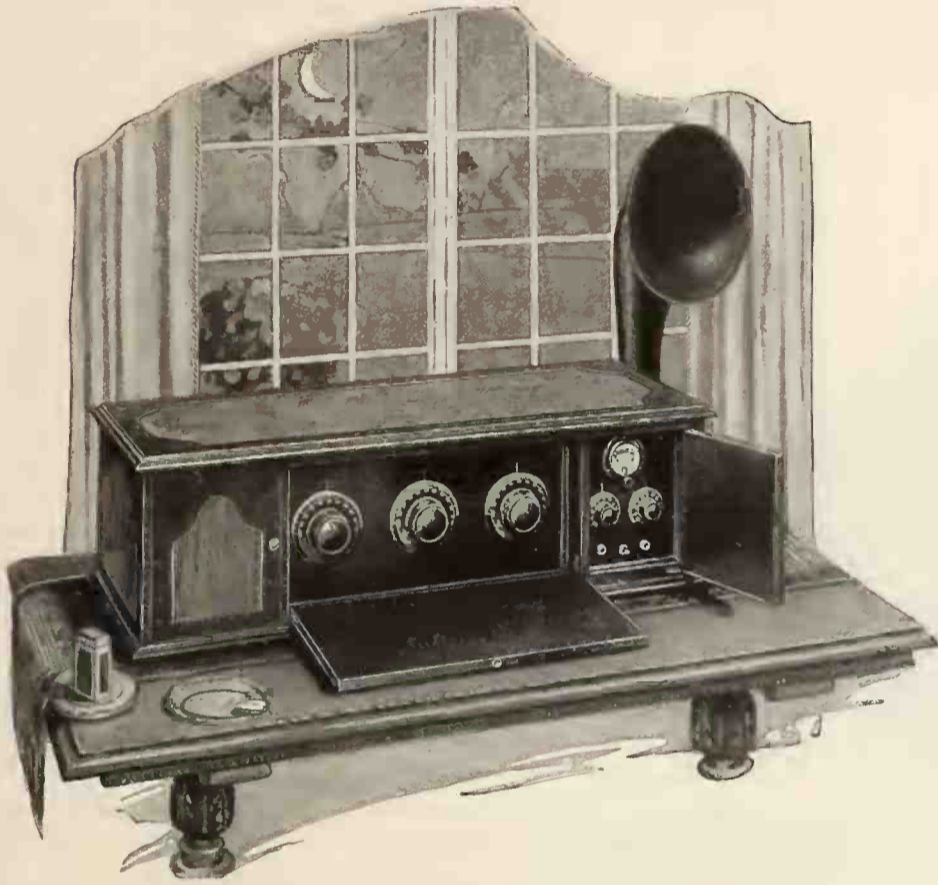
3922 14th Avenue

Brooklyn, N. Y.



GILFILLAN NEUTRODYNE

A Beautiful Radio Set of Great Power



Style GN-1

In a beautifully finished two-tone American Walnut Cabinet. A handsome addition to any room. The Cabinet may be entirely closed, whether in use or not. Many special features. Price without loud speaker, tubes, phones or batteries..... **\$175**

Manufactured—Not Merely Assembled!

The delightful clarity, ample volume and great selective power of the *Gilfillan Neutrodyne* Radio sets are assured because the parts are made and sets built in three transcontinental Gilfillan factories. Every detail is inspected and approved by Gilfillan engineers, and every set is uniform in quality and workmanship.

The cabinets are made of selected American walnut finished in two tones and will harmonize with any furniture.

The national reputation of Gilfillan quality assures exceptional performance in reproducing speech and music from Radio Broadcasting Stations far and near.

Send for literature to nearest office.



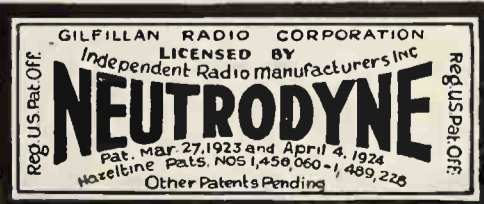
STYLE GN-2—This model has the same NEUTRODYNE construction and features in a smaller cabinet. Price without loud speaker, phones or batteries.... **\$140**

GILFILLAN BROS., INC.

KANSAS CITY
2525 W. PENN WAY

1815 W. 16th St., LOS ANGELES, CAL.

NEW YORK CITY
225 WEST 57TH ST.



"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

Brown Mahogany, Brown or Black Leatherette and Oak.

DISTRIBUTORS

- A. C. ERISMAN CO.....174 Tremont St., Boston, Mass.
- BRISTOL & BARBER CO., INC.....3 East 14th St., New York, N. Y.
- NYRAD DISTRIBUTING CO., INC...250 West 108th St., New York, N. Y.
- GENERAL PHONOGRAPH CORP.....15 West 18th St., New York, N. Y.
- E. B. SHIDDELL CO.....1011 Chestnut St., Philadelphia, Pa.
- BENNETT PIANO CO.....52 W. Market St., Wilkes-Barre, Pa.
- JAMES COWAN CO.....18 West Broad St., Richmond, Va.
- STARR PHONOGRAPH CO.....634 Grant St., Pittsburg, Pa.
- BELKNAP HARDWARE CO.....Louisville, Ky.
- J. K. POLK, INC.....294 Decatur St., Atlanta, Ga.
- INDEPENDENT JOBBING CO.,
112 East Center St. North, Goldsboro, N. C.
- IROQUOIS SALES CORP.....210 Frankl'n St., Buffalo, N. Y.
- 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.
- CONSOLIDATED TALKING MACHINE CO.,
227 Washington St., Chicago, Ill.
- CONSOLIDATED TALKING MACHINE CO.,
1121 Nicollet Ave., Minneapolis, Minn.
- MAJESTIC MUSIC SHOP.....16 South 7th St., Minneapolis, Minn.
- STUART SALES CO.....502 Occidental Bldg., Indianapolis, Ind.
- THE DUNNING CO.....303 Second St., Des Moines, Iowa
- RENIER MUSIC HOUSE.....545 Main St., Dubuque, Iowa
- JUNIUS HART PIANO HOUSE.....123 Carondelet St., New Orleans, La.
- TEXAS RADIO SALES CO., INC.....2005 Main St., Dallas, Texas
- CARL FLORINE 131 East 4th Ave., Denver, Colo.
- WALTER S. GRAY & CO.,
1054 Mission St., San Francisco Cal.; Los Angeles, Portland, Seattle

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,
 Brisbane and Perth, Australia;
 Wellington, New Zealand.

Havana, Cuba,
 Buenos Aires, Argentine Rep.
 Santiago de Chile.

Barranquilla, Colombia,
 Genoa, Italy,
 Dublin, Ireland.

Baltimore Retailers and Wholesalers Report Increased Demand for All Lines

General Optimism as Business Picks Up—Radio Not Interfering With Talking Machine Sales—Oversold on Brunswick Radiolas—All Wholesalers Busy Meeting Demands of Dealers

BALTIMORE, Md., September 10.—While the talking machine business during early August slumped to some extent, generally speaking, it has picked up some since the first of the month and dealers here are generally optimistic over the outlook for Fall and Winter.

August is usually the duller month in the year, but the loss of business in talking machines was more than made up in the sales of radio by the houses which are handling radio lines, and this includes practically all music stores with a few exceptions.

Consensus of opinion here, however, is that radio has not and will not hurt the phonograph business, but on the contrary has stimulated the sales of records to no small extent. Dealers here base this on the fact that radio is a distinct field from the phonograph and there will always be a demand for both. They cite the predictions which were made about the piano business when the phonograph was first introduced: "That the phonograph was going to put the piano people out of business, etc.," none of which proved true and as a matter of fact more pianos are being made and sold to-day than before the phonograph was put on the market. The same thing, dealers say, holds with the radio.

Oversold on Brunswick-Radiolas

C. F. Shaw, manager of the local branch of the Brunswick, is very enthusiastic over the new Brunswick-Radiola, which has met with great success in this territory and he reports being heavily oversold on practically all types of this machine, although only about 20 per cent of the trade has been canvassed so far. By the time the balance of the trade has been canvassed he estimates he will have enough orders on hand to keep the branch busy until Spring.

Mr. Shaw is also one of the trade who does not believe that radio will have any effect on the sales of phonographs—on the contrary business of the Baltimore branch shows a substantial gain over last year and one of his representatives, M. M. Kuhn, of North Carolina, continues to lead all Eastern salesmen of the Brunswick in the number of contracts made with dealers for talking machines, while H. H. Shelton is running him a close second.

Columbia Wholesalers, Inc., Close Big Contracts

William H. Swartz, vice-president of the Columbia Wholesalers, Inc., distributors of the Columbia, is another jobber holding the same view and as proof cites the fact that talking machine business was about 15 per cent better than July, while the radio business, although not large and showing about 50 per cent increase wholesale, was only fair in the retail line and about the same as July. Mr. Swartz said he attributed this showing to the fact that the Columbia Wholesalers are the only jobbers handling outside lines of radio who are exclusively wholesale and have no retail department or store.

He reports having closed contracts with six of the largest radio stores in Baltimore, including the Hecht Department Stores group which, it is said, do the biggest radio business in the city.

Cohen & Hughes Report Increased Activity

William Biel, who has recently taken over the active general managership of the firm of Cohen & Hughes, Inc., Victor distributors, is another who is optimistic over the outlook for the phonograph, notwithstanding the constantly increasing demand for the radio, and reports making substantially good sales in a couple of stop-offs in Delaware on a recent trip to New York.

The reception of the Ware Radio, for which the firm has become exclusive distributors, by the dealers in the territory has been gratifying,

according to Mr. Biel, and a catalog giving complete details of the radio line will shortly be sent out to the trade. The "Run-A-Radio," of which Cohen & Hughes have also taken the agency, is meeting with great success and dealers generally are featuring it in window displays with good results.

Features Paul Whiteman's Re-engagement

The visit of Paul Whiteman and His Orchestra to Baltimore last month was such a big success and so many people were unable to hear this remarkable orchestra that a return engagement has been booked for the Lyric Theatre on September 20, when two performances will be given. Cohen & Hughes will again make a feature of his visit by attractive window displays in all of their customers' stores and in addition will do some extensive advertising, including a double-page advertisement in the daily papers in combination with Victor dealers.

Mr. Biel reports that "Maytime" is still having a remarkable run here and repeat orders have been as large as any other record with but a couple of exceptions. Cohen & Hughes are giving credit for having brought out "Maytime" in this territory and the results have more than justified their judgment.

Roberts Says Radio Is Not Hurting Trade

"Do I think radio has hurt the talking machine business?" said W. F. Roberts, manager of E. R. Droop & Son, Inc., another Victor distributor, and the only jobber in Baltimore that has not gone into the radio business. "There's my answer," he said, pointing to a number of Victrolas stored in the front business office for lack of space in their large storage house at 10 to 14 Clay street.

"We are carrying the largest stock of machines in our history to-day and certainly would not be doing so if we thought the radio was going to hurt the sale of Victrolas. Up to last month business has shown a satisfactory increase right along and I see no reason why it should not continue to do so. Dealers are beginning to place their Fall orders and the outlook generally is good. I have no doubt that business this year will run ahead of 1923, notwithstanding the increasing number of radio sets being installed all over the country. The

talking machine is an established institution in this country and nothing will ever take its place with the general public."

Places Large Orders With Columbia Co.

The Columbia Wholesalers, Inc., reports very good sales for the \$100 Columbia console as well as the \$100 upright, which still is a big seller in this territory despite the demand for consoles. According to this firm the new Fada sets have made a strong appeal to the phonograph trade, while the Crosley is also going strong here following the introduction of the large cabinet sets on which they are allowing the trade the full 40 per cent discount. Dealers generally are reported as being enthusiastic over the new De Forest D-12, on which they report being considerably oversold in this territory.

The firm also reports having placed the largest order in its history with the Columbia Co. for new model phonographs and new process records, which necessitates the renting of additional storage facilities, their large five-story warehouse at 205 West Camden street being filled to capacity.

Changes in Baltimore Brunswick Staff

The Baltimore branch of the Brunswick Co. states Edward Wallerstein has been promoted and will take over the Brooklyn territory operated by the New York office. Mr. Wallerstein has been associated with the Baltimore branch for the past four years and during that time made a host of friends who wish him continued success in his new field.

Herbert H. Sheldon has taken over the territory of Mr. Wallerstein, while Frank Epsey is now representing the Brunswick in Washington and Virginia, the territory formerly represented by Mr. Sheldon.

A new comer in the local branch is Miss Helen Heagerty, who has been appointed secretary to Manager Shaw.

Liberty Music Co. Chartered

The Liberty Piano & Music Co., Wilkes-Barre, Pa., was recently incorporated with a capital stock of \$6,000. The incorporators were Felix Mastromatteo, Lena Mastromatteo and Ralph Deflore.

New Philpitt Branch

Philpitt & Sons, proprietors of a chain of music stores, with headquarters in Miami, Fla., have opened a new branch at St. Petersburg, Fla.

Are You Prepared

Jobbers of
DE FOREST
FEDERAL
FADA
CROSLEY

MAGNA VOX
BALDWIN
ATLAS
BURGESS
PHILCO
BRACH
WESTON
APCO
etc., etc.

for what promises to be the greatest Radio season ever known. Place your order NOW! We carry only the highest quality and best selling products. Expert service, sales and merchandising assistance at your command. Write today for price lists.

COLUMBIA New Process RECORDS

COLUMBIA New Model PHONOGRAPHS

The phonograph outlook is also excellent. Sales on this new COLUMBIA product have kept up very well. Dealers are placing fall orders now. Have you?

COLUMBIA WHOLESALERS, Inc.

205 W. Camden St.



Baltimore, Md.

Wholesale Exclusively



COHOES

(Pronounced KO-HOSE)

RECORD Carrybags
Are the record delivery bags
YOU NEED

A *Cohoes Record Carrybag* is closed in the same manner as the ordinary delivery bag, BUT in doing so a carry feature and flap lock is formed. No strings—no buttons—no metal clasp needed.

The Columbia Phonograph Co. regards the *Cohoes Record Carrybag* so highly that they made special arrangements with us to furnish at special prices to their record dealers *Cohoes Carrybags* made from their official paper and printed with their copyrighted border design and trade mark.

Cohoes Carrybag Service includes beautiful border designs, attractive papers, unexcelled workmanship and above all reasonable prices and prompt delivery.

Write us and we will see to it that a sample *Cohoes Carrybag* is in your hands by return mail. You can then see for yourself how it will help your business.

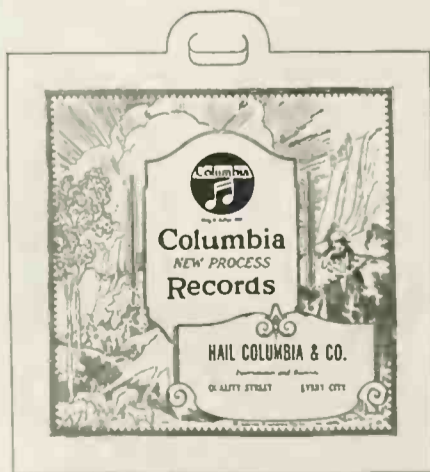
COHOES ENVELOPE CO., Inc.

Manufacturers and Retailers

All styles of Record Delivery Bags and Supplement Envelopes

Canadian Pacific Building

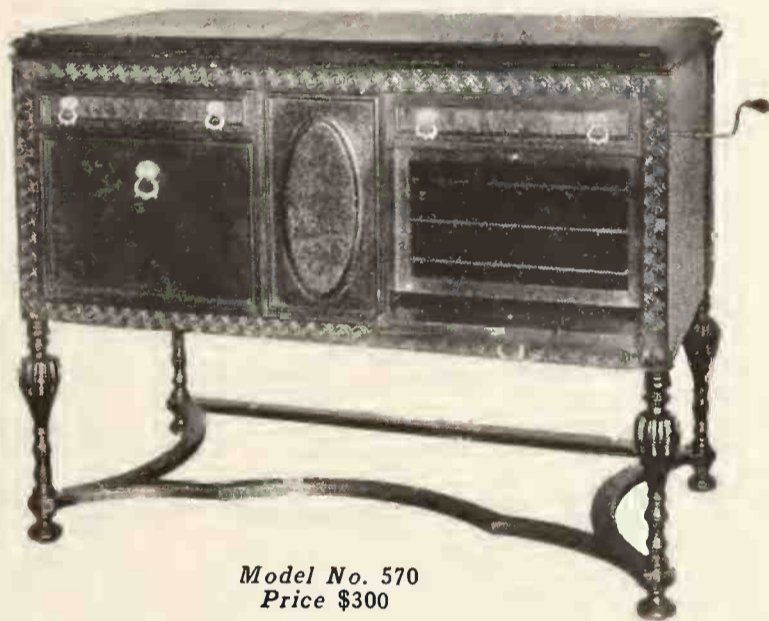
342 Madison Avenue New York City



Columbia presents three beautiful new models



Model No. 580
Price \$350



Model No. 570
Price \$300



Model No. 560
Price \$250

WE INVITE you to view these three new models as soon as you can.

They are on display at the Columbia Branch or sales office nearest you.

Your first glimpse of these beautiful phonographs will more than please you. For they are elegant examples of the finest craftsmanship. Their rich, artistic beauty will be appreciated by the most critical. Your customers who insist on harmony in furnishings and interior decoration will see in any of these three models a style and design that will fit in their homes.

The new mechanical features which have made the New Columbia a superior musical instrument are all found in these models.

The New Precision Motor—the New International Reproducer—the straight, spun-brass tone-arm—the automatic start and non-set stop mechanism—the tone-control leaves unite with the beauty of cabinet design to make a phonograph equaled by none.

Take your first opportunity to see these new models. You will want to place your orders at once.

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

Write to the Columbia branch or distributor nearest you

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

Buffalo, N. Y., 700 Main Street
Detroit, Mich., 439 East Fort Street
Minneapolis, Minn., 18 North Third Street
Seattle, Wash., 911 Western Avenue
* * * * *
COLUMBIA WHOLESALE, Inc.
205 West Camden Street, Baltimore, Md.
COLUMBIA STORES CO.
1608 Glenarm Avenue, Denver, Colo.

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

Columbia

PHONOGRAPHS AND



NEW PROCESS RECORDS

Twin City Dealers Add to Lines to Be Ready for Expected Large Fall Demand

Retailers Planning Vigorous Sales Promotion Drives During Fall and Winter Season—Three Leading Firms Add Brunswick—Edison Exhibits at County Fairs—Other Trade Activities

MINNEAPOLIS and ST. PAUL, Sept. 6.—Three important Twin City firms have made distinct departures the past month and have added the Brunswick phonograph line in their large talking machine departments. These additions have been made just on the eve of the great Minnesota State Fair, which ends to-day, flooding Minneapolis and St. Paul with thousands of out-of-town visitors.

Brunswick Line With W. J. Dyer & Bro.

W. J. Dyer & Bro., of St. Paul, for over twenty years Victor representatives and who during the past month added the Brunswick line, are making a special display at their store and at their big annual exhibit at the Fair. The addition of the Brunswick products means a broad departure in their phonograph business and an enlargement of their work in the retail field in the Northwest. This is one of the great music houses in the country. Established in 1872, the name as a house of musical quality is known in every hamlet in the Northwest.

Metropolitan Music Co. Adds Brunswick

The Metropolitan Music Co., of Minneapolis, managed by Edward R. Dyer, son of W. J. Dyer, has also added the Brunswick and is opening its campaign for Fall business this week. This big music house has plans maturing for the development of the phonograph end of its business that will make it second to none in the Northwest. For many years the Metropolitan has carried only Victor products. "Doc" O'Neill, manager of the phonograph department of the Brunswick-Balke-Collender Co., believes that the firm's wonderful facilities and splendid reputation will mean much to Brunswick buyers.

L. S. Donaldson Co. Expands Lines

The L. S. Donaldson Co., of Minneapolis, has added the Brunswick line and will feature it along with the Victor line, for which it has been dealer for fifteen years. This company's new building, which now embraces an entire city block and, when additions are completed in the near future, will cost \$6,000,000, will give it one of the greatest buildings devoted to department store purposes in the country. The phonograph manager, Murray M. Kirschbaum, has completed plans for a big Fall campaign with the Victor and Brunswick.

L. H. Lucker Co.'s Fine Display

That over 300,000 people passed the Edison booth of the Lawrence H. Lucker Co. is the estimate of J. Unger, who decorated the exhibit

with his presence. The place of honor was occupied by a William and Mary console. The phonograph exhibit was augmented with a splendid radio display, especially featuring the De Forest and Ware lines. The booth was arranged by a professional decorator and was thought one of the best decorated booths at the Fair, occupying one of the most important positions in the Varied Industries Building, which forms the entrance to the grandstand.

Edison Exhibits at County Fairs

Country dealers have informed the Lucker Co. that they are making preparations for Edison exhibits at the various county fairs this month.

"Business is picking up fine," said Mr. Unger. "Orders are coming in in a gratifying manner. Business is good generally about the State, prospects are very good in North Dakota and in Wisconsin except where the floods have played havoc. The Lucker Co. has added two new salesmen, G. T. Ruden, who was with the firm three years ago, and A. Warner.

Exhibitors at the State Fair

Edison and Cheney phonographs occupied prominent exhibition booths at the Fair and large numbers of prospects were obtained among the hordes of visitors.

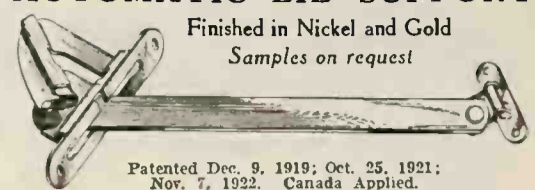
Ed. G. Hoch Optimistic Over Outlook

The Cheney exhibit at the Fair, under the Edward G. Hoch Co.'s direction, showed some of the best Cheney models, featuring the double resonator for improving the instrument's tone and the high console which gives the graceful lines with the convenience of the high upright models. The Cheney also featured its phonograph-radio combinations and its radios and accessories.

Edward G. Hoch said: "If the corn crop materializes, no doubt the Northwest will have a prosperous year. As far as the Cheney distribution is concerned, we are planning on big business because the national advertising is making the machine better known and because we will work sections that we have been unable to approach for four years. We expect a big volume of trade for the holidays. We will increase our business five times over last Fall if we have a continuance of our August sales, last month being a phenomenal one in sales volume. We have had the best portable year that we have ever had, particularly in sales of the popular Pal portable."

Mr. Hoch, who is kept busy making business

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 Watessing Avenue
Bloomfield, N. J.

trip after business trip, recently returned from Chicago, having been gone for ten days buying goods.

W. L. Sprague Visits Chicago.

W. L. Sprague, head of the Columbia Phonograph Co. here, is expected back soon from Chicago. He left last week.

R. J. Harkins to Serve Times Appliance Dealers

Prominent New York Distributor Has Special Department to Aid Dealers Solve Their Merchandising Problems

The Times Appliance Co., New York City, distributor of R. C. A. and other well-known radio sets and accessories, is conducting a department that is giving particular attention to



R. J. Harkins

the needs and problems of talking machine retailers. In this department are talking machine men who have had years of experience in the talking machine trade.

This department was recently augmented by the appointment of Robert J. Harkins, who will concentrate his calls on dealers located in New York City and northern New Jersey. Mr. Harkins needs no introduction to the talking machine trade as he has been actively identified with the industry since 1909. He was at one time connected with such well-known Victor distributing houses as the New York Talking Machine Co. and the Blackman Talking Machine Co., and more lately with the Brunswick-Balke-Collender Co. Mr. Harkins' genial personality and cordial manner has earned for him a host of friends throughout the trade, and his intimate knowledge of talking machine merchandising and radio products will undoubtedly be of a genuine service to the dealers he calls upon.

Okeh Foreign Releases

The General Phonograph Co., New York, recently issued to its dealers an attractive window poster featuring a list of Odeon and Okeh foreign records. The list includes selections recorded in the following languages: Italian, Finnish, German, Mexican, Polish, Bohemian, Hungarian, Slovak, Roumanian and Scandinavian.

Dealers should be prepared to supply Brach Radio Antenna Sets

Ten Sales In One



Sets include the Famous Brach Arrestor—
Type 223, Type 210 or Storm King
Sets Retail at \$5.50, \$5.00 or \$4.00

Dealers everywhere welcome these complete Antenna Sets, in which everything required is supplied the radio fan in a single purchase, and everything is of the highest class—conforming to the requirements of the National Board of Fire Underwriters.

Quickens Sales, Avoids Answering Questions, Increases Profits.

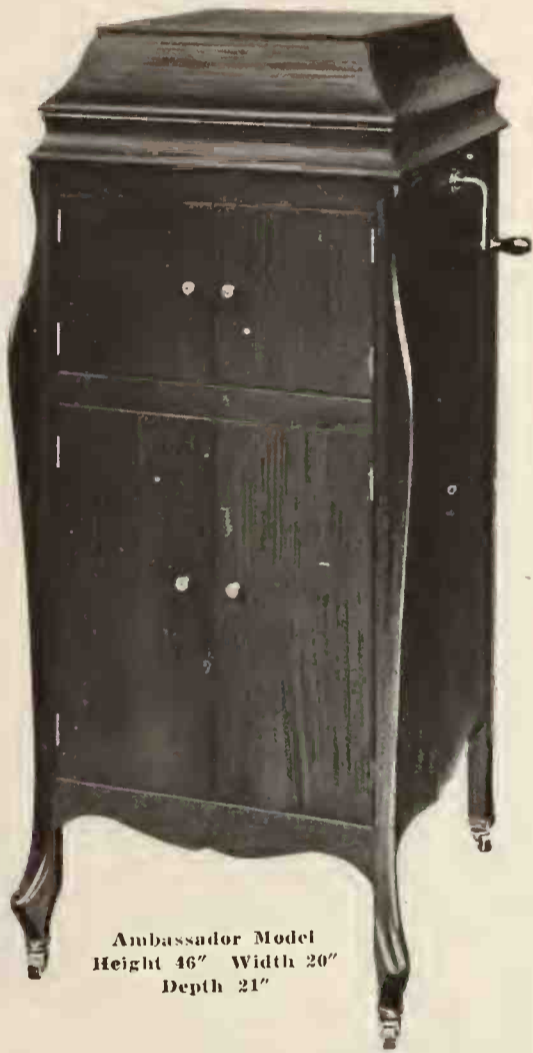
Send for Terms

L. S. BRACH MFG. CO.

Newark - - - New Jersey



The Instrument for Particular People



Ambassador Model
Height 46" Width 20"
Depth 21"

This is the leading line of popular price phonographs in the market. It has quality, material and first class workmanship, in mahogany and walnut finish.

A reliable motor playing 3 ten inch records, a brass tapered tone arm and a very good reproducer.

If you wish to obtain the best share of business in your territory, this is the line that will secure it, and the prices of these machines will astonish you.

Do not miss this opportunity of writing at once, enabling us to book your orders early, as our sales at the present time point to holiday shortage.

We guarantee to fill orders, in priority, as received by us.



Grand Model 100
Mahogany
Height 33" Width 32"
Depth 22"



Grand Model 100
Two-Tone
Height 33" Width 32"
Depth 22"

The Kimberley Phonograph Company of New Jersey

Perth Amboy, N. J.

Factory:
Perth Amboy, N. J.

Office and Show Rooms:
206 Broadway, New York City

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

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

Demonstration as Sales Force

One of the perennial questions for the talking machine merchant is the question of methods of salesmanship; and especially of methods of demonstration. In selling the talking machine, one is selling what the machine will do, nothing else than this, so that it becomes always a matter of importance to have the details of the demonstration rightly arranged. Every talking machine possesses, or is said to possess, certain tonal qualities, in the sense at least that in combination with a record it reproduces music after a certain characteristic manner. The arguments made concerning the possession or non-possession by various talking machines of characteristic tonal properties need not here concern us. What is important is that every machine needs to be demonstrated in the most effective manner. The most important element in such a demonstration is the choice of music.

Good Machines Only

Any good machine, any machine which is really worth while and which merits placement in a prosperous home, must be a machine of fairly good price. The out-door machines, the special machines for special purposes, are not here considered. What one has in mind is the sale of the standard machine which is priced at from one hundred to two hundred dollars, and which, for that price, is expected by its owner to assure satisfactory musical reproduction. It is probable that many machines within this range of prices are sold to persons who are little interested in good reproduction as such, and little able to pronounce judgment in the matter; but any one who knows the talking machine business at all knows well that one result of a policy of appealing mainly to such a public has been a progressive degradation of the quality of machines offered for sale and a general parallel lowering of the level of aver-

age price. None of this has been to the advantage of the talking machine business.

Music Choice Vital

It is therefore to the interest of every merchant to concentrate his efforts upon selling to such persons as can understand and appreciate fine reproduction; to which end nothing is more important than the rightful choice of music for demonstration. Every merchant appreciates the value of a system whereby he and his salesmen shall at any moment be able to put before the prospect just the very music which, in its class and of its type, best shows up the beauties of the reproduction.

It cannot too strongly be said that it is up to the salesmen to do the suggesting, at least in the vast majority of cases. Doubtless one can find occasionally prospects who know exactly what they want to hear, but even in these few cases it is much wiser, when possible, to take the management into one's own hands, for the simple reason that a great many pieces or selections which the prospect would be glad to hear are really for various reasons not satisfactory for reproduction by way of the talking machine. At least, many such pieces are not so good as others for the purpose of showing off the talking machine's abilities. There are many piano selections recorded for instance, but the older ones are almost uniformly disappointing when reproduced on any machine, while, on the other hand, the newer specimens are almost uniformly very good. It is thus easy to make a mistake which can spoil a demonstration entirely, and a sale with it.

Piano Reproduction Often Decisive

Some machines do not lend themselves as well to piano reproduction as to voice or violin work. In fact, one might almost say that one of the best tests of the goodness of a machine is its ability in respect of piano reproduction. For this reason, if one is fortunate enough to be selling a machine which does well with the later and better-recorded piano records, it is well to make them part and parcel of each sales demonstration, so far as may be convenient in every case. Some of the recent piano recordings are very fine. The latest Paderewski

and Rachmaninoff, Cortot and Hofmann productions are extremely fine. As a general rule, it will be found that out-and-out jazz playing of the piano does not come forward well on the talking machine, for reasons which are somewhat obscure. On the other hand, the very finest examples of piano playing come out the best and appeal the most readily to the average hearer. Whether it is that good piano playing is not thought of in connection with the talking machine, or what not, the fact remains that nothing is so likely to charm and to persuade the prospect as the use of a very good piece of such work. To take an example, there is a recent Paderewski double-sided record containing on one face one of Liszt's most attractive concert studies and on the other a Chopin study of the most tempestuous and fiery kind, with glittering finger work, obviously melody that is at once striking and beautiful. Here is a simply wonderful record to fire off at a prospect. Paderewski on the whole is perhaps a less satisfactory recording artist than is, say, Cortot, who seems to take more trouble to do what the recording experts know needs to be done; yet in this particular case the great Pole has surpassed himself and has produced something which is authentically his own work, from first bar to last. I have demonstrated this double record many times and have never failed to get a strong reaction of wonderment and pleasure from the hearers, no matter how little technically acquainted with music they may have been. It is my opinion, based upon this as well as upon many other instances of the kind, that well-chosen piano records are without equals as demonstration weapons.

The Neglected 'Cello

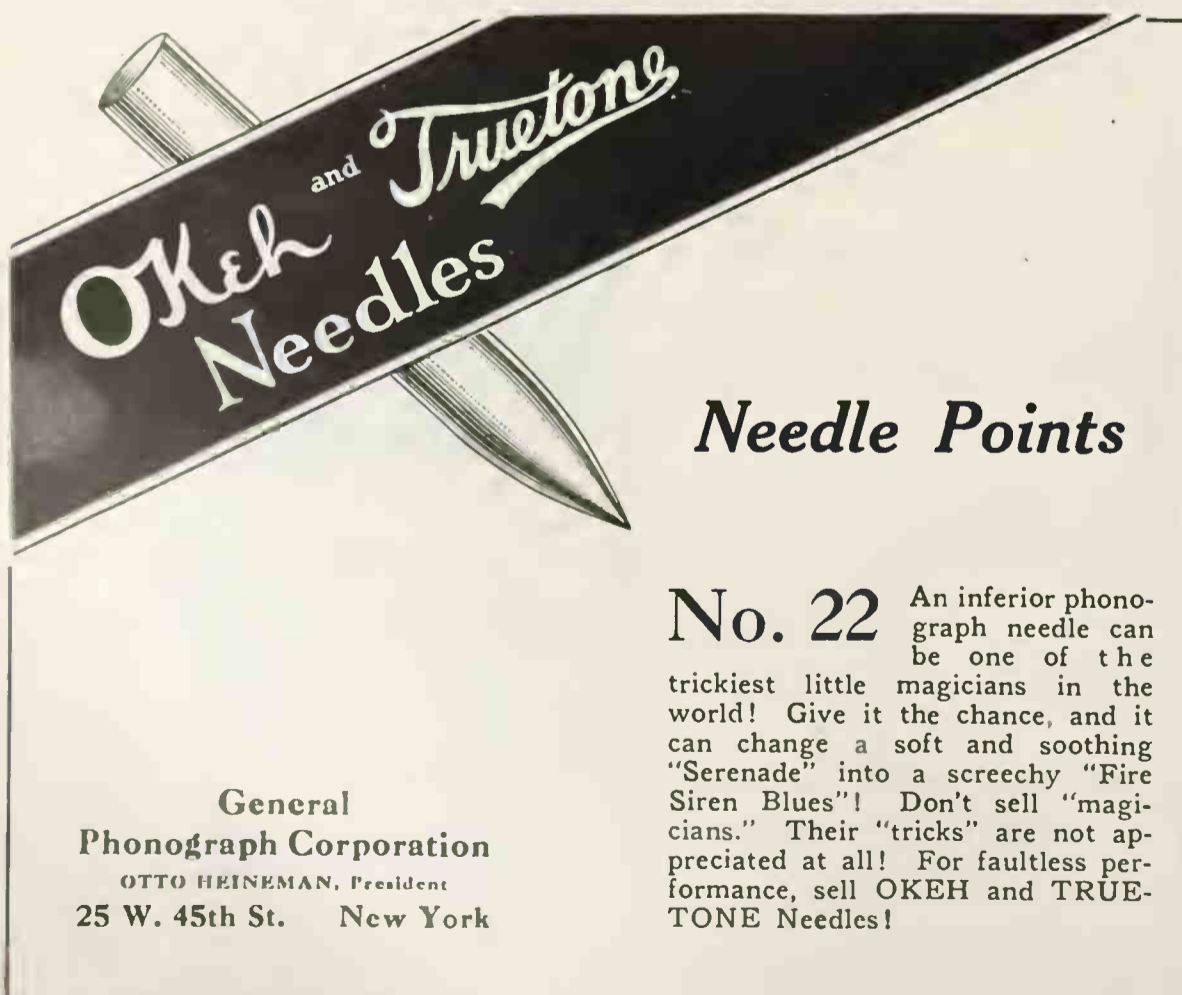
Moreover, I should like to bring forward a much neglected region of the rich kingdom of musical literature which the talking machine throws open to us. Among the stringed instruments the violoncello has been treated with less than merited attention by owners and sellers of talking machines. I doubt whether any other instrument, save perhaps the clarinet, reproduces so faithfully through the talking machine. It gives better results than the violin and is richer and fuller. There are some magnificent Columbia 'cello records made by the greatest of living 'cellists, Pablo Casals. Columbia is peculiarly fortunate in having a call upon the service of this great artist, and Columbia 'cello records are simply superb. The 'cello ought to be much more used, through the medium of records, for demonstrating to prospects the tonal beauties of musical reproduction.

The Tricky Voices

I shall say nothing about voice because vocal records are only too familiar. One word of caution alone is in order here. Choose for demonstration two kinds of voice only; the frankly coloratura like Galli-Curci's, which is good only at thrills, roulades and fioritura work, but which does this superbly; and the rich deep contralto or baritone, like Claussen or Witherspoon. Tenors are often disappointing when recorded, and a voice like the tenor of Caruso is one in a million. No one can go wrong on him. Vocal records are usually chosen by name; but they should never be so picked.

Don't Overlook the String Quartet

Let me add a word in conclusion. Investigate the literature of the string quartet. Such a record as that which contains on one of its faces the Flonzaley Quartet's rendering of the Nocturne of Borodin or the "Molly on the Shore" of Grainger (Victor, both), or as comprises the London String Quartet's interpretation of "Sally in Our Alley" and "Cherry Ripe" (Columbia) should be in every hearing room ready to be brought out to demonstrate the unsurpassed capabilities of the talking machine.

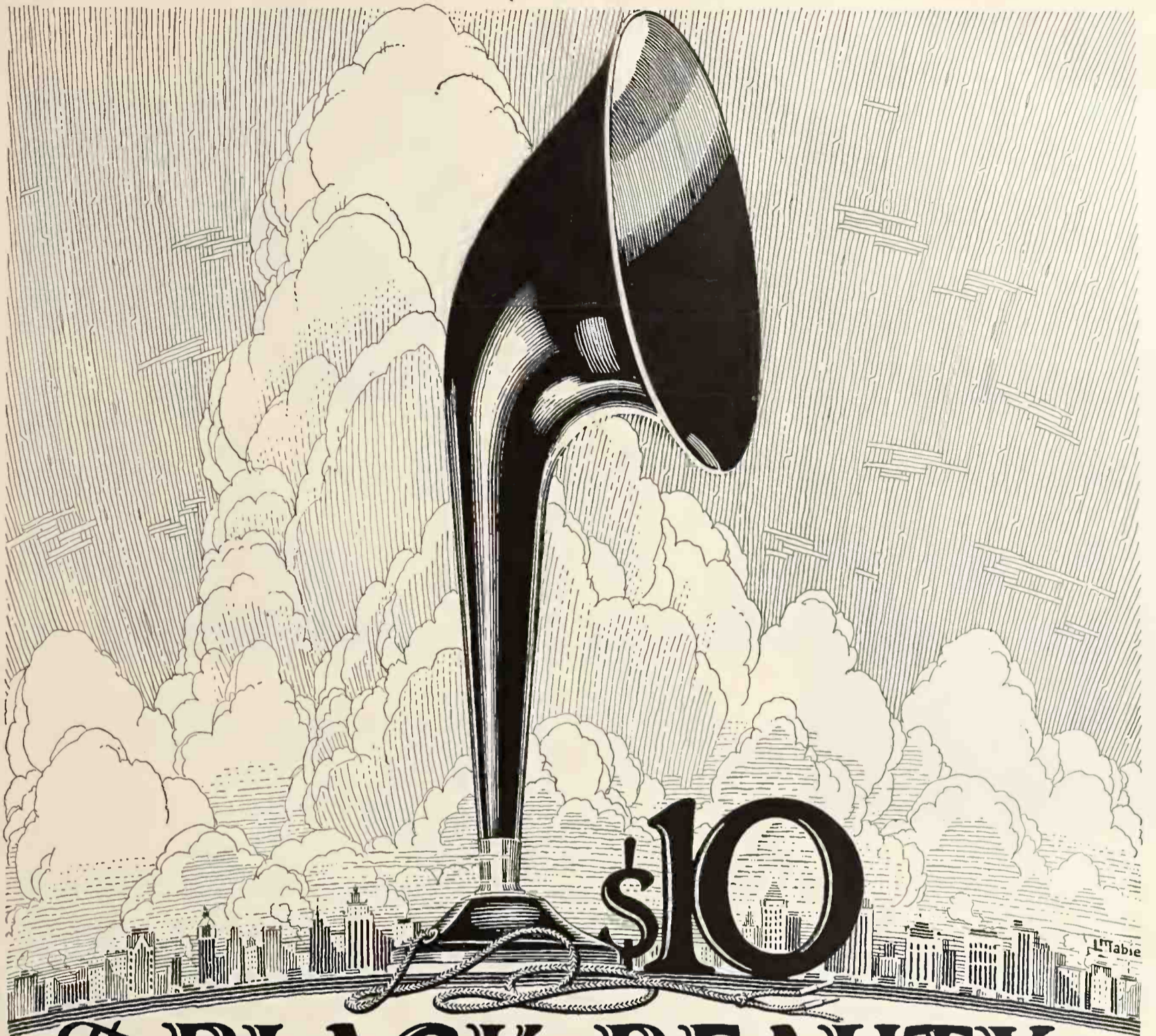


Okeh and Truetone
Okeh Needles

Needle Points

No. 22 An inferior phonograph needle can be one of the trickiest little magicians in the world! Give it the chance, and it can change a soft and soothing "Serenade" into a screechy "Fire Siren Blues"! Don't sell "magicians." Their "tricks" are not appreciated at all! For faultless performance, sell OKEH and TRUETONE Needles!

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



The BLACK BEAUTY

Pure of line, clear of voice, this new Reproducer!

Three years of constant effort have perfected the streamlined beauty of its horn. Three times three years of acoustical research are invested in its mechanism.

Here, in truth, is a Reproducer which neither suppresses nor adulterates. Clear . . . vibrant . . . colorful . . . The Black Beauty provides economical entertainment of a quality heretofore unapproached.

Among its other qualifications—The Black Beauty is a profit-maker. It will be sought after and bought by many thousands of radio fans this season—our advertising insures that.

The Black Beauty will be bought by the people who want to spend \$10.00 and get a full \$10.00 value. And Black Beauty is that value—it's strictly in a class by itself.

Ask your jobber—if he doesn't handle the Black Beauty, (and some jobbers do not) write or wire us and we'll send you the list.

United Radio Corporation
Newark · New Jersey

An Interesting Analysis of the Progress of Broadcasting in European Countries

Broadcasting in the United States Has Made Far More Progress Than in Europe, Says David Sarnoff, General Manager, Radio Corp. of America, Who Has Just Returned From Abroad

David Sarnoff, vice-president and general manager of the Radio Corp. of America, who recently returned from a visit of seven weeks to Europe, had some interesting comments to make on the radio situation abroad and particularly on the question of broadcasting as it has been developed in this country in comparison with European countries

"I investigated the broadcasting systems of England, France and Germany, and met the principal persons both in governmental and private circles, responsible for the development



David Sarnoff

of radio in Europe. My conclusions are that broadcasting, which was initiated in our own country, has advanced in the United States, both as a public service and as an industry, to so great an extent as to make comparisons with European countries almost impossible. In France it is just beginning and in Germany it has hardly begun. In England greater progress has been made than in other European countries. About 800,000 government licenses have been issued permitting British listeners to receive programs from the air. But even in England broadcasting cannot be said to compare favorably with the United States, either as to quality or variety of programs, or as to effectiveness, simplicity or small cost of receiving apparatus, manufactured and sold for home use.

"Nor is there to be found abroad the same

freedom from censorship and restriction which exists here. For example, in England, where freedom of speech has been such a heralded tradition, political broadcasting is forbidden over the radio stations, which are all controlled by the British Post Office. In other European countries governmental regulations and restrictions are even more severe, and these, in a large measure, restrict and retard the growth of the broadcasting art in Europe, and at the same time deprive their listening public of the freedom, enjoyment and instructive information available to all in the United States.

"I endeavored to interest the British, French and German broadcasters in the idea of increasing the power of their sending stations, so that the programs of London, Paris and Berlin might be easily heard by the American listening public. At the same time I suggested the possibility of American stations sending over their programs, which could be regularly heard abroad. Much interest was shown in these proposals and I believe that an era of trans-oceanic broadcasting is near at hand. Realization of such a plan, would greatly enhance the value of broadcasting to the public on this side as well as on the other side of the Atlantic Ocean and help to bring the old and the new world a little closer together."

"I have seen nothing, as yet, in this new field of short waves either in Europe or at home," said Mr. Sarnoff, "which justifies the claim that the present high-power long wave stations employed for commercial trans-oceanic communication will be supplemented by the low-power stations. Reliable radio transmission over long distances during the daylight and business hours must still be conducted with high-power and long waves, such, for example, as we are now using at Radio Central, on Long Island, N. Y. The possibilities of radio development in all branches of the art, however, are too great and promising to permit any negative views that its advance will stop here or there."

E. Elbrink Made Manager

TERRE HAUTE, IND., September 8.—Announcement was recently made of the appointment of Miss Ella Elbrink as manager of the music department of Silverstein Bros.' furniture store. Miss Elbrink possesses a wide experience in the retail music field and will pay particular attention to the building up of the talking machine record and player music roll end of the business.

Phonographs
Consoles
Art-Cabinets
Radio-Speakers



TRADE MARK
Reg. U. S. Pat. Off.

MODEL D
RADIO-ART-CABINET
For Atwater-Kent, Freed-Eisenman and other sets
COLUMBIA MANTEL CO.
175-177 Powers St. Brooklyn, N. Y.
Real Merit Wins—The "Recordion" has it

Diversified Pooley Line Seen as an Aid to Sales

Wide Range of Talking Machine and Radio Styles Give Dealers Unusual Scope in Merchandising These Popular Products

PHILADELPHIA, PA., September 9.—The Pooley Furniture Co., of this city, is entering the Fall season with a line that is well calculated to create one of the biggest seasons in the history of the organization. For the talking machine dealer the Pooley Co. not only has its complete line of talking machine console models, but also radio cabinets. The Pooley radio cabinet, executed in the style of William and Mary period and equipped with the Atwater Kent receiving set, Model 10B, has already proved very popular with the talking machine trade, and it is expected that this model will be an exceedingly big seller for the Fall. In addition to its compactness and efficiency in housing this well-known radio set, it serves as a beautiful piece of furniture as well, and is built in either American walnut or English brown mahogany, two-toned and decorated with rosewood and walnut inlay. It is divided into three compartments; a long one at the top for the radio panel; the one at the left beneath for the batteries, and one at the right as an amplifying chamber.

The Pooley Co. has built up an enviable reputation as a builder of fine furniture, and orders already on hand for Fall delivery indicate the popularity that this line will enjoy during the coming season. The Pooley sales staff went out on the road on September 2 and its progress thus far has been marked by a regular volume of orders.

Appearance of Lopez at Orpheum Stimulates Sales

BROOKLYN, N. Y., September 10.—The appearance of Vincent Lopez and His Hotel Pennsylvania Orchestra at the Orpheum Theatre here last week was the occasion for John Strieff, Okeh dealer at 73 Flatbush avenue, to stimulate to a great extent the sale of Lopez records by means of an attractive window in which pictures of Lopez and His Orchestra and recent Okeh releases were featured. The location of the store for such a tie-up is admirable, being situated but a short distance from the theatre and along the route which many of the theatre-goers take on their homeward journey.

Announcing Our Model No. 15

"EVEREADY" PORTABLE

Sample \$7.50

Our "AUTOMATIC" Portable
Good Sellers the Whole Year Round
Model No. 20, \$10.50 Model No. 25, \$11.50
Model No. 25 Improved \$12.50 for Sample



SPECIAL DISCOUNT IN QUANTITIES CASH WITH ORDER

Phonograph and Accessories, Repair Parts for All Makes, Parlophone and Brunswick Records at 25c per M in lots of 10 M and up.

Fill out coupon and send with order

FULTON TALKING MACHINE CO., 253 Third Ave., New York City

Gentlemen: Enclosed find (Check—Money Order) for the sum of.....for sample model.....No.....

Name

Address

Fulton Talking Mach. Co.
253 Third Ave. New York City



RETAIL PRICE
THOROLA 4 \$25
 14 1/2" Bell Horn. Complete with plug and cord. Beautiful Black Florentine Finish.

The Horn of Thorite
 The famous synthetic material with *controlled* acoustics impossible in wood or metal.

Permanent Adjustment
 A new principle which permanently adjusts Thorola to each individual set, assuring highest efficiency always.



RETAIL PRICE
THOROLA 3 \$20
 12" Bell Horn and Cord. Finest Black Florentine Finish.

Manufacturers of Console Radio Sets
 The Thorola Six Unit consists of the operating mechanism of the Thorola, arranged especially for use in console radio receiving sets built complete with concealed loud speaker. Every manufacturer of console equipment should use the Thorola Six Unit. After you have made every possible improvement in parts, circuit and other factors of reception, you are still at least 50% from finest results until you equip with Thorola Six Loud Speaker Unit.

A Challenge to Sending Stations

Thorola notes are as pure as the singer's—exactly. Thorola's speech is as sharp as the voice of the speaker—exactly. Thorola tones are as clear as the tones of any musical instrument.

Thorola IS a great musical instrument.

Distance is the only difference between Thorola Loud Speaker and the sending station! In radio laboratories Thorola reproduction is now considered a **test** and a challenge of sending quality, so faithful is Thorola. Gone is distortion, rattle, blare.

Most remarkable, it is now possible to attain BOTH volume AND absolute clarity even on weak signals.

This is what now gives thousands of fans a new notion of radio pleasure. Thousands instantly investigated the new possibilities opened by Thorola Loud Speaker. Thousands were convinced that Thorola is a great triumph for America's oldest makers of loud speaking apparatus.

Thorola success is certain. Or else the daring Thorola guarantee

is impossible. Thorola MUST be far better, or we lose. You have never handled an instrument so generously backed.

But first you must decide for yourself whether Thorola is as good as proclaimed. You must be sold on Thorola, and then you will have no doubt of the great new market Thorola opens.

Let us help you protect this market. Install Thorola instantly for trial and demonstration. There is no risk. You can test Thorola without actual cost. To save you from delay we will ship Thorola direct, if your jobber is still unsupplied. (Ordinarily Thorola sells only through regular channels, fully protecting the jobber, but at present the demand outpaces distribution.)

Seize this remarkable proposition. Be the first to offer your customers this latest radio sensation. Consider the maker; the guarantee; the price; the appearance; AND THE RESULTS. Swift profit stares you in the face. Cut the coupon. Sign and mail.

REICHMANN COMPANY, 1729-35 W. 74th St., Chicago

THOROLA

Made by the makers of famous THOROPHONE

high-power model \$45

GUARANTEE

Thorola is guaranteed to provide approximately twice the volume of any loud speaker (except Thorophone itself) in your own opinion, or your money will be fully refunded at any time within 30 days from purchase date.

Thorola volume will be from two to three times the volume of most well-known makes of loud speakers.

Thorola improvement in tone quality is even more remarkable.

INTRODUCTORY TRIAL COUPON (Good This Month Only)

Reichmann Company, 1729-35 W. 74th St., Chicago
 I am unable to obtain Thorola from my jobber. Therefore please supply me promptly, shipment prepaid. You may bill me at standard terms and discount with the absolute understanding that I may return the instrument to the factory AT YOUR EXPENSE, for full credit, within 15 days from date if I am not entirely satisfied.

Date.....

Name.....

Street Address.....

Town and State.....

JOBBER'S NAME MUST APPEAR HERE.....

Adolph Friedman Joins Hartzell Co. Organization

Made Eastern Sales Manager of Prominent Radio Distributor—Widely Known to Talking Machine Trade

The Hartzell Sales Co., well-known distributor of radio products, has opened a new office at 50 Church street, New York City. C. C. Hartzell, of the firm, announced the acquisition of Adolph Friedman, who for a great many years represented J. H. Bunnell & Co. in New York, Ohio, Pennsylvania and the New Eng-



Adolph Friedman

land States, as Eastern sales manager of the company. Mr. Friedman is well known to the jobbing trade in the territory he has covered and has a host of friends in both the retail and wholesale fields. He plans to embark on a co-operative sales plan, in which the Hartzell Sales Co. will appoint a number of jobbers. The outstanding feature of these plans will be exceptional service and rapid and efficient deliveries.

Although the Hartzell Sales Co. has represented a number of houses for the past fourteen years, its entry into the radio field has only covered three years. Its activities, however, have been a pronounced success. The firm operates main offices in Chicago, Dallas, Atlanta, Pittsburgh and Philadelphia.

The Hartzell Sales Co. will only act as sales agent for the highest quality radio products and

will merchandise these through high-grade jobbers. The company is now representing the United Radio Corp., whose product is the well-known Fibretone Amplifying Horn; the Acme Wire Co., New Haven, Conn.; American Transformer Co., Newark, N. J.; E. Z. Toon Dial Co., Indianapolis, Ind.; U. S. Tool Co., Newark, N. J., and Kurz-Kasch Co., Dayton, O.

Latest Figures on Exports and Imports of "Talkers"

Figures on Exports Show Substantial Increase for the Seven Months Ending in July—Interesting Data on Exports and Imports in Detail

WASHINGTON, D. C., September 9.—In the summary of exports and imports of the commerce of the United States for the month of July, 1924 (the latest period for which it has been compiled), which has just been issued, the following are the figures bearing on talking machines and records:

The dutiable imports of talking machines and parts during July, 1924, amounted in value to \$27,061, as compared with \$59,627 worth which were imported during the same period of 1923. The seven months' total ending July, 1924, showed importations valued at \$253,937, as compared with \$442,185 worth of talking machines and parts during the same period of 1923.

Talking machines to the number of 5,030, valued at \$178,324, were exported in July, 1924, as compared with 5,187 talking machines, valued at \$13,401, sent abroad in the same period of 1923. The seven months' total showed that we exported 39,963 talking machines, valued at \$1,559,536, as against 34,765 talking machines, valued at \$1,387,960, in 1923.

The total exports of records and supplies for July, 1924, were valued at \$152,159, as compared with \$132,511 in July, 1924. The seven months ending July, 1924, show records and accessories exported valued at \$1,057,203, as compared with \$832,073 in 1923.

The countries to which exports were made in July, 1924, and the values thereof are as follows: France, \$166; United Kingdom, \$440; other Europe, \$16,712; Canada, \$28,212; Central America, \$7,440; Mexico, \$13,823; Cuba, \$4,979; Argentina, \$10,631; Chile, \$3,290; Peru, \$7,839; other South America, \$30,078; China, \$4,947; Japan, \$2,753; Philippine Islands, \$8,255; Australia, \$23,594; New Zealand, \$4,991; other countries, \$10,174.

"WORKRITE RADIO SETS WORK RIGHT"

THE WORKRITE MFG. CO., Cleveland, Ohio



Plan to Issue Government Reports on Retail Problems

Domestic Commerce Division of the U. S. Bureau of Foreign and Domestic Commerce to Issue Bulletins for Guidance of Retailers

WASHINGTON, D. C., September 9.—Timely, accurate and substantial information, which will help the American merchant with his more difficult retail store problems, will be available shortly in pamphlet form, Dr. Julius Klein, director of the United States Bureau of Foreign and Domestic Commerce, announced to-day in discussing the work of his reorganized Domestic Commerce Division.

"Budgetary Control of Retail Stores" is the title of the first of a series of bulletins. The information it contains, according to Director Klein, represents the results of studies of a character never before attempted by a government institution. Underlying fundamental principles governing the importance of budgetary control, rather than numerous complicated forms and statistical data, are discussed in the new report, Klein says. The information which is now almost ready for publication, the director points out, clearly explains the necessity of its use and pictures the results that may be experienced in building a successful business.

The practical rather than the theoretical viewpoint has been secured, Klein says, as a result of constant consultation with leaders in the business. Previous surveys and studies, he asserts, have been inaugurated from the viewpoint of costs, attacking the problem from the standpoint of technique and procedure, rather than with the idea of presenting facts and suggestion affording a clear and thorough understanding of the economic highlights that must serve as a basis for all retail activities in the effort of the retailer to serve his community as a true "purchasing agent."

Lawrence A. Hansen, formerly assistant secretary of the Retail Trade Board of Boston and afterwards managing director of the Massachusetts Retail Merchants' Association, had charge of the collection and editing of the data. Mr. Hansen is a keen advocate of community consideration in connection with all retail problems, saying, "Service to the community must be one of the first considerations of the retailer if he is to clearly perform his assigned duties as purchasing agent for his clients."

Other studies which are now nearing completion deal with "Community Advertising," "Retail Store Location" and "Cancellations and Returns of Merchandise." According to Director Klein, such work as these studies present can only be viewed as the forerunner of much larger and broader activities carried on under the direction of skilled organizers who understand the needs of the business man and the procuring of the practical facts in fulfilling the retailer's needs for substantial information with regard to his business.

A voluntary petition in bankruptcy has been filed by Harry N. Chesebrough, 1432 San Pablo avenue, Oakland, Cal.


MOTORS

Ready for Delivery

Double Springs; play two 10-inch Records; suitable for Portable Phonographs. Sample, \$3.75. Larger motor playing two to three 12-inch Records; suitable for Phonograph selling for \$100. Sample, \$5.75.

MERMOD & CO., 16 East 23d St. N. Y.
Telephone Ashland 7395

"Gee, that's the best plug I've seen yet"



That's exactly what seven of the largest phonograph and radio distributors in New York said when they first saw the

POLYPLUG

Eliminates all the annoyances so prevalent in the operation of the unsatisfactory screw type plug.

A few big features of the POLYPLUG, assuring highest efficiency, follow:

1. No necessity to take plug apart.
2. No necessity to tighten screws.
3. Positive contact always maintained.

POLYPLUG permits instantaneous changing from loud speaker to Headphone.


A Wonderful Feature

of the Polyplug—and only the Polyplug—is the tension slot enabling the phone cords to be pulled and jarred without the slightest disturbance to the actual contact.

Dealers: Write for complete literature and prices.

POLYMET MFG. CO.

70-74 Lafayette St. New York

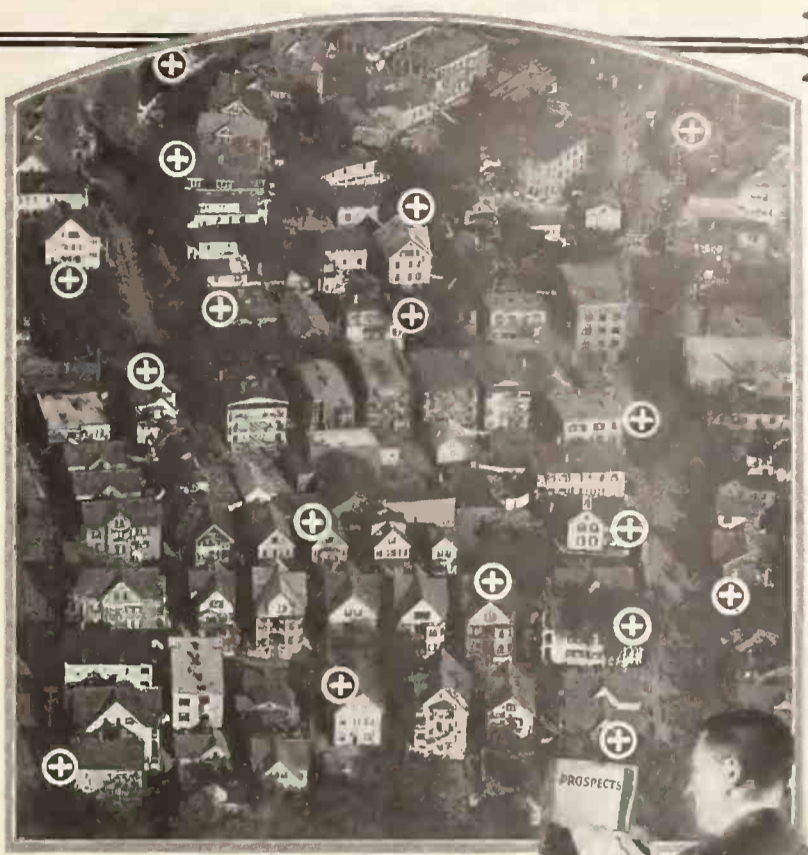


Registered



Fairchild Aerial Camera Corp.

UNANALYZED TERRITORY
Prospects=?



Fairchild Aerial Camera Corp.

ANALYZED TERRITORY
Prospects=(X)

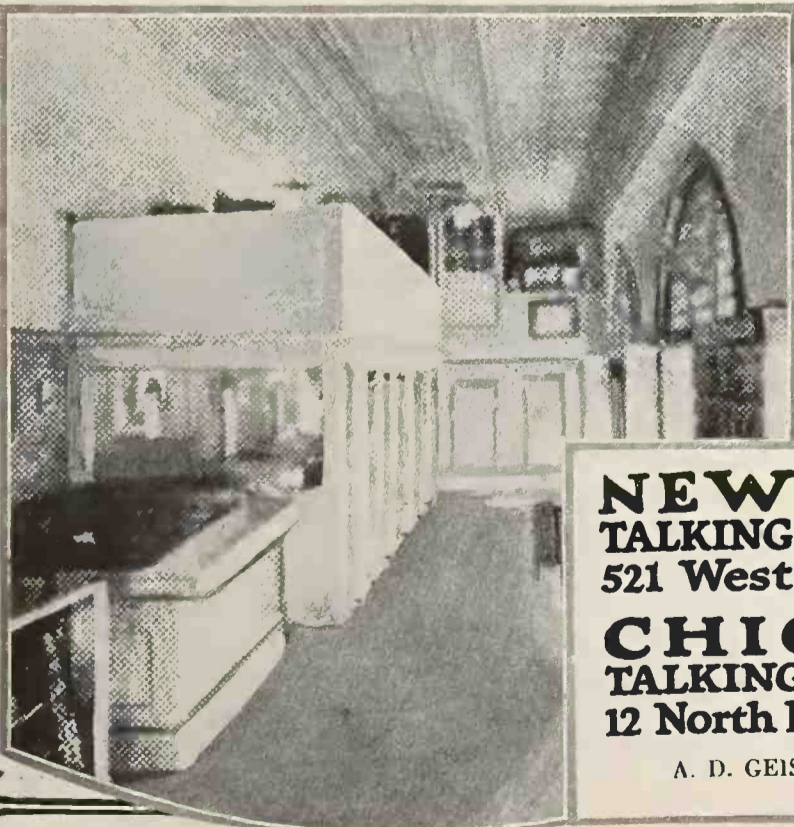
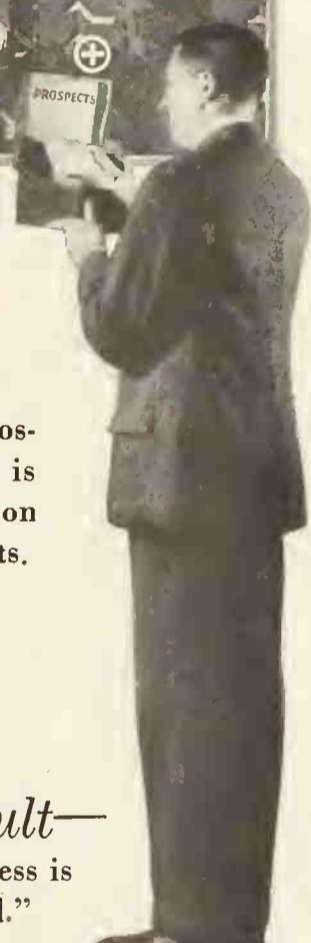


This Man
Is wondering what
has become of
business

The Result—
"Business is
bad."

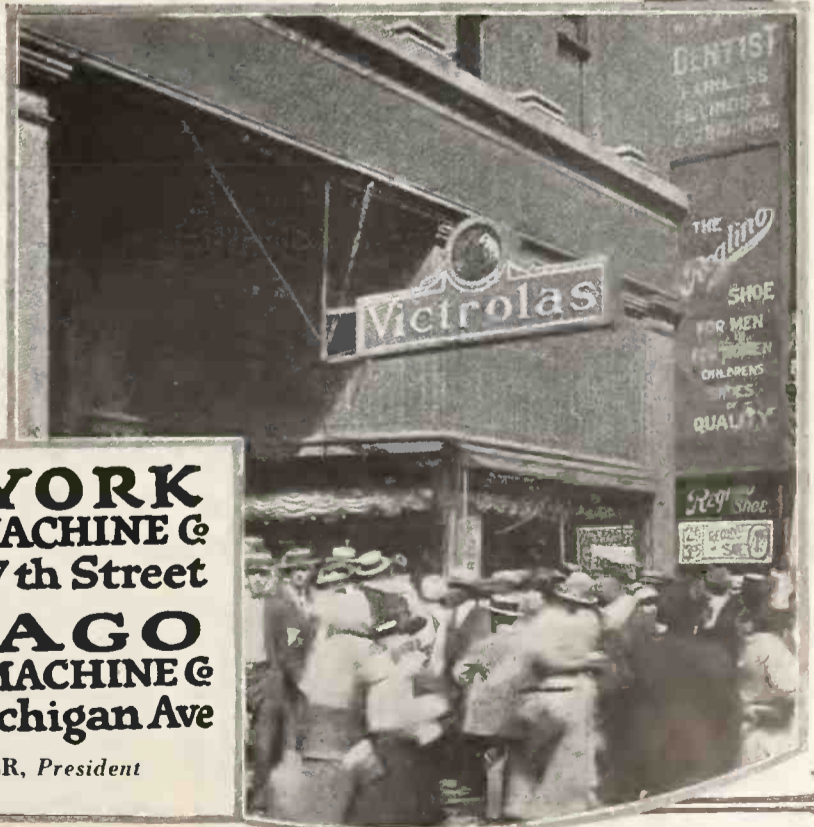
This Man
has found out who his possible
prospects are. He is
concentrating his efforts on
them and is getting results.

The Result—
"Business is
good."



NEW YORK
TALKING MACHINE &
521 West 57th Street
CHICAGO
TALKING MACHINE &
12 North Michigan Ave

A. D. GEISSLER, President



Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., SEPT. 8, 1924.

THAT business in general is altogether better no reasonable man will be disposed to deny. Certainly, we out in the Middle West feel and know that this is so. Reasons for the improvement are, of course, many and various; but they may be summed up very briefly. For one thing the international situation is much better. The Powers have apparently approached each other in a sincerely amicable spirit and the application of the Dawes plan is now assured. This has already been reflected in the steadying of foreign exchanges and in an improved tone on the international Bourses, such as London, New York, Paris and Amsterdam. Germany is now again on a stable currency basis, although of course still weak and gasping from her horrible financial experiences of the last four years. France has spoken, in the persons of her solid peasantry, and the scabbard rattling Nationalist parties have been pushed aside in favor of a combination of modern radicals pledged to procure stability, restore trade and balance the Budget. The League of Nations continues to deepen and broaden its influence, which is always an influence for peace. Meanwhile at home the political campaign awakes relatively little excitement. The protest vote for La Follette will probably be large, but it will probably not be decisive, although its significance must not be overlooked if the major parties are to avoid disaster within the next four years. The agricultural interest, which is expected to register most of the La Follette votes, is in a better state of mind owing to greatly improved prospects for the harvest, and it is evident that in general the public feeling is one of much greater confidence. Of course it is impossible to say just how confidence arises or is dispelled in any case and yet after all it is the principal factor. However it may be, meanwhile, confidence is in process of restoration and this fact alone justifies optimistic hopes for the Fall and Winter, hopes which certainly one may expect to see fulfilled. It is time to cheer up, to order needed goods, and to start without further delay to organize the business situation. Despondency is a thing of the past. It is time to go forward.

THE radio situation throughout this part of the country is interesting. The wild excitement which at one time threatened to send so

many clever men entirely off their business heads has subdued, to a very large extent, and this new and fascinating comer in the field is showing some signs of a desire and intention to settle down and live a busy but quiet life hereafter. Not that quiet will in this case mean sleepiness. No one has, or can have, any true idea as to what developments are most likely to take place in radio during the next few years. The subject is far too big. One thing, however, ought to be emphasized, and that is that radio will develop in non-musical quite as much as in musical ways. That is to say, it is wrong to suppose that anything so big as this in its possibilities can ever really disturb the course of the music industries as such, although it doubtless will stimulate them in various ways. The fact that music merchants have sold radio and will continue to do so only means that radio happens to fit in nicely with music merchandising, and certainly does not mean that music and radio are from a business standpoint opposed to each other. The talking machine happens to fit in nicely with radio and should run along with it in double harness most amicably. That the two are opposed seems to be believed by some shallow thinkers; but the thing is absurd on the face of it. Radio and the talking machine are destined to supplement but not to oppose, or even in any serious way to compete with one another. That this is so is indicated by the fact that some of the most astute music merchants in the country are now operating radio departments and are devoting considerable attention to merchandising this comparative newcomer into the talking machine field. And the success which has attended the efforts of these dealers is still further proof that the farsighted retailers, who have the courage to act on their convictions, reap the profits which are their due.

THE announcement of still another talking machine national advertising campaign lends point to those considerations which have been urged so often in the Talking Machine World when the question of high-class merchandising policies has been under discussion. In broadcasting to a general public statements as to the merits of any make of talking machine it is necessary to direct the appeal to something which the masses can understand and appreciate. Technical statements as to construction are useless, unless they are introduced merely to amplify the main thesis, which must always be what the machine will do. Every one can say something about this whether it be directly or indirectly. In some cases the statements will be indirect, coming through a discussion of the records made by the same manufacturer. In other cases the specific constructional properties of the machine will be emphasized; but in every case the intention is, and must be, to connect up in the public mind the idea of something specific concerning music or the hearing of music with the idea of the machine under construction. And that simply and easily leads to another question, the question of the dealer's readiness to make good on the statements broadcast through national mediums. It is useless to make statements about what one's product will do if even one retailer to whom a reader goes for proof is unable to supply the needed demonstration. Too often, unfortunately, such examples of failure in liaison between dealers and manufacturers are to be found in every large community. National advertising costs money, a great deal of money, and its only object can be to organize a reader interest which will help to bring inquiries to the dealers' stores. When such inquirers find that they do not get what they want they are likely to feel disappointed, disillusioned, and disgusted and are hardly to be blamed if they conclude that all music advertising is bunk, pure and simple.

THERE is one thing which every merchant can always do, whether the weather be fine or wet, whether business be good or bad, whether

his community be interested or listless. He can always demonstrate. To demonstrate, not only on a small but on a large scale, to give concerts, to show to many persons at one time just what a given machine or a given edition of records, or both in concert, are capable of doing in the way of music reproduction, is by all odds the best way to show reasons for acquiring the ownership of such a machine and of such records. It is perhaps old advice and may appeal less to some minds than would some wholly novel scheme for bringing in the crowds, some scheme which would have the essential merit of being quite unrelated to music. Still in business as in engineering it remains that the straight line marks the shortest distance between two points. To complain that to plan and carry out talking machine recitals, public demonstrations and so on is to be "high-brow" constitutes a simple, and to some folk effective, way of getting out of discussing a proposition which on the face of it everyone has to admit is obviously true. Excuses, however, are nothing to the point. The facts remain. To create general interest in the talking machine throughout any community, the one and eternal essential is persistent demonstration, public and private. A dozen pages could be written on the subject, giving details galore, but the great fact itself requires no more than a sentence for its expression. Dealers who propose to sell talking machines hereafter in satisfactorily profitable quantities had better learn this sentence by heart. It runs thus: Demonstrate, demonstrate and again demonstrate your musical goods, through the only channel always open to them, through the ears of your community. Every product has its merits, but the public will not find it out unless those upon whom the responsibility rests take steps to acquaint it with the facts. This applies particularly in merchandising talking machines and records, for demonstration of these products is the only really effective way to make the public realize the wealth of possibilities in the ownership of an instrument and records.

Business IS Better

Dealers Don't Co-operate

Radio and Music

Demonstrate, Demonstrate, Demonstrate

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

EUGENE F. CAREY, Manager

General Livening Up of Trade Is Basis of Optimism Over the Outlook for Fall

Dealers Not Yet Ordering Heavily, Although Larger Merchants Are Beginning to Stock Up in Anticipation of Busy Days to Come—Lyon & Healy Take on the Edison—Month's News

CHICAGO, ILL., September 9.—The latter half of July and the first week of August witnessed a general livening up of interest on the part of the Middle Western trade, which was hailed with gratification by jobbers and manufacturers. While it is true that there is some hesitancy in anticipating requirements, yet there is an absence of the pessimism that seemed to affect some quarters of the trade during the Spring and Summer.

A very material proportion of the larger dealers is already beginning to place orders, which show that they have a lively appreciation of the condition likely to be brought about the minute any important pick-up occurs in general trade. Retail machine stocks are extremely low—lower than they have been for many years—and, granting that jobbers' and manufacturers' stocks are fairly ample, they could not long withstand the strain of the general restocking movement which must come with any decided revival of retail demand.

That economic conditions are sound and that the effect of increased prices of agricultural products in stimulating confidence on the part of city as well as country dwellers will register itself in sales in the near future is believed by the majority of those in the Chicago trade. In fact, it is already doing this in a retail way to

some extent, according to reports of retailers.

An important feature of the situation are the preparations being made by manufacturers and jobbers. They certainly show no lack of faith in a good Fall and Winter business. New and attractive models are being prepared, and never before has the dealer been offered such a seductive assortment. The straight console talking machine, of course, leads, but the number of new combination models in preparation is imposing. Several Western manufacturers will in the next few weeks bring out new talking machine models with special provision for the instalment of radio by the dealer or consumer.

Local retailers, both in the Loop and outlying districts, report a rather notable picking up in sales the past two or three months. Perhaps the proportionate increase has been larger than the same period of last year, although the actual business being done is no greater. This is simply because the reaction has come suddenly. General business is unquestionably improving and the talking machine business is naturally improving with it.

A very notable thing is the increase in record business. Jobbers report a decided improvement in the past fortnight, and an encouraging factor is that record business has been good all

Summer. Comparatively few people stop to realize how significant this is. It means that machines are being kept alive and when they are being played they are doing good missionary work in promoting the sales of other machines. While the larger machines are now getting the greater part of attention, portables are still selling in great volume and promise to continue to sell. Nineteen hundred and twenty-four is generally referred to as the biggest portable year in the history of the trade.

While a large proportion of these portables are, of course, sold to those who have larger machines, a very large proportion are precursors of purchases of cabinet machines.

Radio manufacturers and jobbers generally express confidence in a very large Fall business and are evidently looking to the talking machine trade as an increasingly important channel of distribution for their product.

Prophesies Fine Northwestern Trade

Edward G. Hoch, president of the Edward G. Hoch Co., of Minneapolis, Cheney distributor for the Dakotas, Minnesota, Montana and the upper peninsula of Michigan, who was a visitor to the Cheney Talking Machine Co. the latter part of August, is extremely optimistic regarding the outlook in his territory and especially the Dakotas and Montana, which are going to have their full chance, he said, for the first time in five years. Abundance of rain and favorable conditions have brought about a tremendous wheat crop. In some localities, he says, it is running as high as seventy bushels per acre.

(Continued on page 118)

MONARCH SIX TUBE RADIO PANELS

Long Distance Receiving Units for Phonograph "Combinations"



MONARCH PANEL No. 4

No Aerial — No Ground Operates on Portable Loop

Suited for use in two-section or three-section consoles—upright cabinets or table units—for all horizontal or vertical requirements.

Six Tube Radio Frequency Receivers. Three stages of Radio frequency detector and two stages of Audio frequency. Highest grade in both material and workmanship.

Completely wired and ready for installation including loop and loop base.

"Monarch" Panels Will Popularize Your Phonograph Combinations

Let Us Quote You on Your Radio Panel Requirements.

KRASCO MANUFACTURING COMPANY

451-469 East Ohio St.

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 117)

They are beginning to feel the effect already and merchants are preparing to take advantage of the increased buying power of the people this Fall. Mr. Hoch expects the establishment of a number of new Cheney agencies in this territory.

Walter J. Hamlin, sales manager of the Cheney Co., is now on an extended trip through the South which is already beginning to bring some timely results.

Edison Line With Lyon & Healy

One of the important news items of the month is the announcement that Lyon & Healy will handle Edison phonographs and records at retail.

J. B. Turbett, manager of the Edison Phonograph Distributing Co., the local branch of the phonograph division of the Thos. A. Edison Co., expressed himself as highly pleased with the new arrangement. He said that Mr. Edison himself had expressed satisfaction in having the line in the hands of the famous Chicago house. In a sense, it is a return to old times, as the Lyon & Healy Co. was distributor for the Edison in the old cylinder days.

The delivery stock has already been made to Lyon & Healy's main store, where there will be a special room for the display of the Edison line of art models, as shown in conjunction with those of the Victor, Brunswick and Cheney.

A section of the big record department will be devoted to the Edison disc records. In a very short time Lyon & Healy will feature in its advertising that the four leading lines can be run side by side at the big store.

Later on it is expected that the Edison line will also be incorporated in the various Lyon & Healy branch stores.

Rickoff Joins C. H. Taylor & Co.

C. M. Rickoff, formerly manager of the musical merchandise department of the Consolidated Talking Machine Co., 227 West Washington street, has joined C. H. Taylor & Co. at 218 South Wabash avenue as manager of the wholesale department. Mr. Rickoff has been manager of the small goods department of the Consolidated Talking Machine Co. for the past two years, and previously had wide experience with the Rudolph Wurlitzer Co. Mrs. C. M. Rickoff joined the Consolidated Talking Machine Co. shortly after Mr. Rickoff was appointed manager and has assisted him in establishing this new department for the company. When Mr. Rickoff left to take up his new duties Mrs. Rickoff was appointed to manage the department.

Lund Sending in Large Excel Orders

I. Lund, sales manager for the Excel Phonograph Co., is on a general Eastern trip and from reports at the company offices is sending in some excellent orders. President Axel Nordlund has returned from a 2,000-mile auto trip, accompanied by his wife and a party of friends, to St. Paul, Duluth and Sullivan's Lake. In

addition to the regular finishes the company is now furnishing the Models 20, 40 and 50 in the two-tone finish, a departure which is proving decidedly satisfactory to its trade.

Edison Wholesale Headquarters Move

The Edison Phonograph Distributing Co. is moving from 229 South Wabash avenue, which has been the local Edison distributing center for many years, to the Edison Storage Battery Building at 3130 South Michigan avenue, where it will occupy much larger quarters. It will have ample offices, stockroom and enlarged service department on the second floor. Manager J. B. Turbett is highly pleased with the amount of business now being received. Several new dealers in Illinois have just been established and two or three new accounts are just being completed in Chicago. In the Wisconsin zone, which is also controlled from Chicago, several new dealers have recently been established.

Excursion to New York Radio Convention

The Radio Manufacturers' Association has arranged for a special train to carry the Middle Western manufacturers, jobbers and dealers to New York for the Radio World's Fair, to be held September 22-28 at Madison Square Garden. The affair is under the direction of James F. Kerr, manager of the Chicago Radio Show, and U. J. Hermann. It is said that about two hundred persons from the Chicago district will attend the fair, and those desiring to make reservations for the special train can do so at the headquarters of the Radio Manufacturers' Association, 123 West Madison street.

Kimballites Vacationing

J. B. Sill, manager of the wholesale department of the W. W. Kimball Co., is spending a vacation in the East accompanied by Mrs. Sill. W. W. Lufkin, vice-president of the company, has just returned from a period of rest spent in the Maine woods.

Wallace W. Kimball, of the advertising department, left the latter part of August for the West. He took his hunting equipment with him.

Duncan Sisters Feature at Festival

The suburb of Roseland held a community festival on Monday, Tuesday and Wednesday of last week, celebrating the twentieth anniversary of Palmer Park. There were great doings, much music, lots of speaking and the Duncan Sisters made their appearance every afternoon at 6.30, between the matinee and evening performances, under the auspices of the Roseland Music Shop, Victor dealer, at 111th street and Michigan avenue. They sang, of course, mainly the numbers which they have recorded for the Victor, and the Music Shop, which prepared for a big demand for "Topsy and Eva" records, was not disappointed.

Looks for Good Fall Trade

Sam S. Schiff, of the Vitanola Talking Machine Co., in speaking of the trade, said that

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.

the generally optimistic attitude of dealers regarding business for this Fall and Winter is highly significant. It is true there is some little hesitancy in some quarters for placing large advance orders, but the general belief of the dealers with whom we have come in contact is that conditions are sound and that there is going to be a good, active demand as the season advances.

The newly introduced art models of Vitanola and Vitanadio are figuring very strongly in the company's current business.

Visitors at C. T. M. Co.

Among the visitors of the past fortnight at the Chicago Talking Machine Co. were W. A. Armstrong, manager of the Victor department of the Taylor Carpet Co., of Indianapolis, accompanied by his wife and Mrs. Schubert, of the department; L. S. Tolbert, manager of the talking machine department of Wolf & Desauer, Fort Wayne, and S. B. Curran, manager of the talking machine department of the P. A. Bernice Co., Peoria, Ill.

"Outing" Ambassador Visiting Trade

H. C. Cooley, who assumed his duties as sales manager of the Outing Talking Machine Co., Mount Kisco, N. Y., last month, has been in Chicago and the West on an initial trip visiting and making the acquaintance of the company's distributors in this section. Mr. Cooley is highly pleased with the business done on Outing portables this Summer and the orders being placed by jobbers at the present time. He made a little trip up to Minneapolis and other Northwestern points, and he says that with the best wheat crop in years and the good prices everybody is feeling highly optimistic regarding the Fall business.

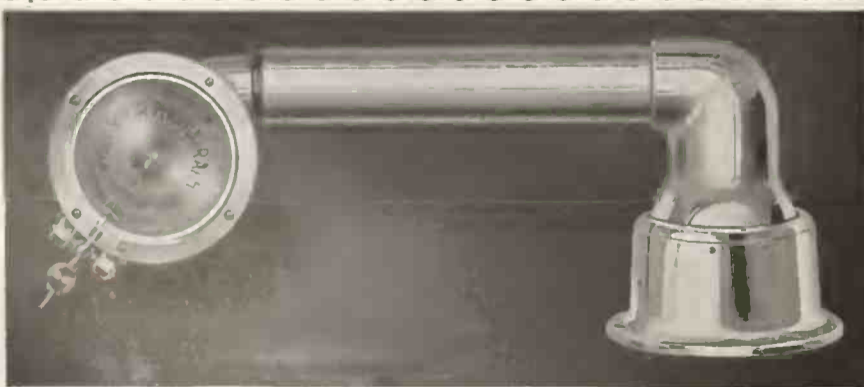
Sweet Makes New Connection

E. D. Sweet, well-known talking machine man with years of experience, has joined the Sonata Mfg. Co. as city salesman.

Ribolla Visits New York for Conference

S. A. Ribolla, general manager of the General Phonograph Corp. of Illinois, made quite a stay in New York the latter part of the month in conference with President Otto Heineman, who has just returned from his European trip.

(Continued on page 120)

**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

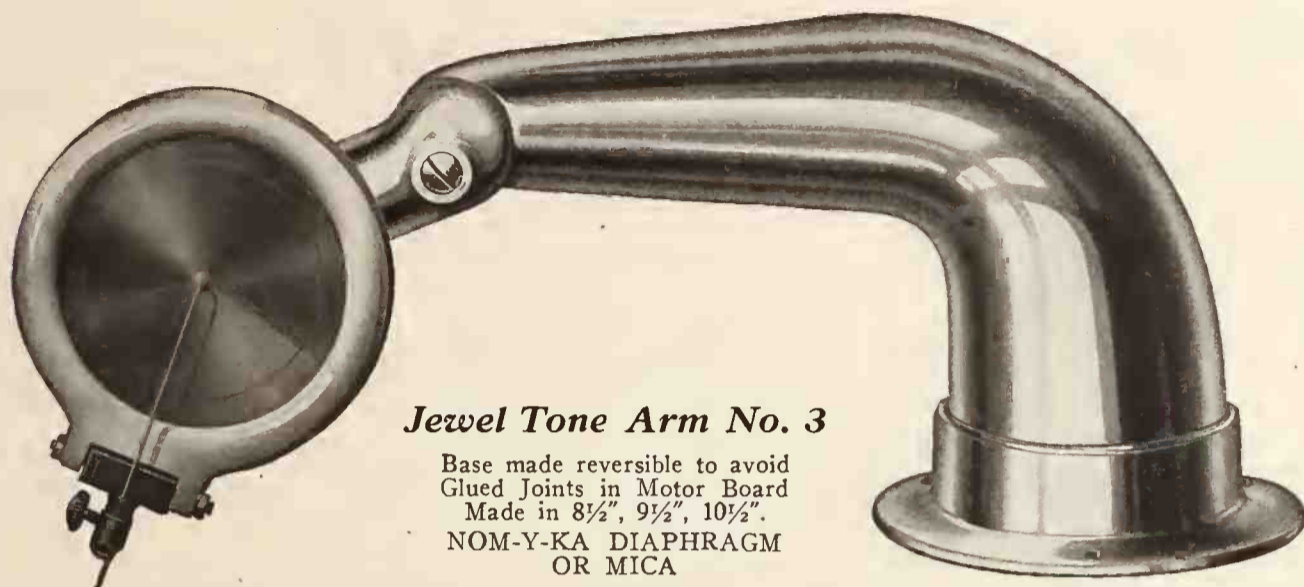
**The Superior Spring Balanced Lid Support**

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

The Jewel-Tone Reproducer and Tone Arm



Jewel Tone Arm No. 3

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

ANNOUNCEMENT

Owing to recent improvements in the economical manufacture of our Tone Arms and Reproducers we have a much increased volume of production, while still keeping up the quality of workmanship, material, volume and tone to the very highest point of excellency.

We are pleased in being able to pass this saving on to manufacturers of phonographs.

It will pay you to get our greatly reduced prices and look into the matter of using the Jewel Tone Arms and Reproducers as your regular equipment.

Perfectly natural reproduction of what is on the record, plus great volume and the highest grade of material and workmanship in your tone arm equipment will greatly assist in the sales and repeated sales of your talking machines.

We will be pleased to send samples on memorandum for consideration to thoroughly responsible manufacturers, who are

well rated or can give satisfactory proofs of reliability.

All Jewel products are guaranteed indefinitely in the broadest sense.

All repairs (except on broken Mica diaphragms) are made without charge, except for transportation, regardless as to whether breakage or defects are due to defective material or workmanship or to careless handling or accidents.

We take this opportunity of thanking our customers for their patronage in the past, which we appreciate, and we solicit the business of a few more manufacturers who are striving to make the highest grade phonographs they can consistent with reasonable economy.

It is possible that we might be of great assistance in regard to the proper balancing of Tone Chamber and Tone Arm equipment in your instruments.

Write us today for prices and samples.

JEWEL PHONOPARTS CO.

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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

On his return Mr. Ribolla spent several days with his family in their Summer quarters at Grand Beach, Mich.

U. S. Co. Honors Efficient Woman

The annual meeting and election of officers of the United States Music Co. was held on August 18 at the headquarters of this concern, 2934-38 West Lake street, Chicago. All of the officers, consisting of Arthur Friestedt, president; George Ames, vice-president; Jack Bliss, vice-president, in charge of the Eastern division; John G. Crotsley, treasurer, and Delbert A. Clithero, were re-elected.

The principal development of the 1924 annual meeting was the election of Miss M. E. Brown, recording manager, to membership on the board of directors. Miss Brown has been with the U. S. Music Co. during the past fifteen years and has worked her way up until she is now in complete charge of the arranging and recording departments. She has also become the principal minority stockholder and her election to membership on the board of directors comes as a reward for her indefatigable efforts in building up the merit and reputation of rolls which have come under her supervision.

The U. S. Music Co. is fortunate in possessing so capable and interesting a recording manager as Miss Brown, whose early experience on the concert and vaudeville stage fitted her admirably for her past fifteen years of work.

Radio Credit Bureau Is Established

A comprehensive system for the interchange of credit information in the radio industry has just been installed in the central office of the Radio Manufacturers' Association at 123 West Madison street, Chicago, under the direction of the Association's credit committee, composed of Walter H. Trimm, chairman; Donald MacGregor, Theodore Sheldon, Ronald Webster, John C. Tully and H. E. Wilkins. The committee, in its report to the Association which resulted in the installation of the system, said:

"We are in a new business. A business growing faster than any industry in the country. It is not strange, then, that we need a source of credit information not heretofore provided. Our business is not confined to one class of merchants. We reach the radio jobber, the electrical jobber, the hardware jobber, the automotive jobber, the music trade jobber, and others. For our own protection we must have available all the credit information we can secure regarding all our customers, no matter what their business may be outside of radio. Your committee believes that the only way to secure this protection is to interchange credit information among ourselves."

The committee will actively direct the work of the credit bureau and further states that "the plan will be elaborated from time to time just as fast and as much as the enlarging membership of the Association requires."

Harry D. Schoenwald for President

If the regular ticket goes through at the annual meeting of the Piano Club on October 15, and it probably will, Harry D. Schoenwald, the popular and very aggressive sales promoter for the Consolidated Talking Machine Co., will become president of the club. Harry has made a wonderful success as secretary and as a getter of new members, and has always shown an aptitude second only to that exercised in distributing talking machines and records.

Other members of the talking machine trade on the ticket as announced are Harry B. Bibb, of the Brunswick-Balke-Collender Co., who is a candidate for treasurer; retiring President John McKenna and R. M. Reilly, of the EdRay Sales Corp., who are scheduled for the board of governors.

The complete roster as just announced by the nominating committee is as follows: Harry D. Schoenwald, president; Henry D. Hewitt, vice-president; Gordon Laughead, secretary; Harry B. Bibb, treasurer.

The board of governors, for two years ending 1926, are as follows: Kenneth W. Curtis, Eugene Whelan, John McKenna, R. E. Davis, J. G. Childs, R. M. Reilly.

The hold-over members of the board are as follows: M. J. Kennedy, Jas. T. Bristol, Axel Christensen, E. V. Galloway and F. R. Michaels.

Establish Many Royal Agencies

Ray Reilly and Ed Blimke, of the EdRay Sales Corp., have done yeoman work the past Summer in getting the Royal line of the Adler Mfg. Co. established in Chicago. They have secured a number of good dealers all over the city. Considering the season they have booked an exceptionally fine line of business.

In addition to the combination phonograph and radio and Neutrodyne radio models which they have recently received they have also received a complete line of radio sets and are now equipped to take care of the radio demands of the dealers this Fall.

They are especially pleased with the news that the Adler Co. will start a national advertising campaign this Fall and look for a consequent benefit to their customers' sales.

Leon C. Samuels Touring Europe

Leon C. Samuels, exclusive distributor for the Vincennes Phonograph Co., sailed for Europe as per schedule on August 27 on the steamer "LaFrance" for a European trip.



Patents Applied For

No. 500

Radio Cabinet

With Built-in Loud Speaker

Mahogany or Walnut—Two Tone

Send For Literature and Prices



Patents Applied For

Portable Radio Set

With Collapsible Horn and Ribbon Antenna

Write For Further Information

LAKESIDE SUPPLY CO.

73 W. Van Buren St.
CHICAGO, ILL
Harrison 3840

Mr. Samuels left Chicago a week previously, however, and booked some mighty nice orders for Rivoli phonographs and Rivoli-radios on his way. Prior to his departure W. A. Ferguson, his assistant, took a short vacation at Duluth, Port Arthur and Escanaba, the latter his former home. He has an exceptionally fine display of the company's products at the Chicago office in the Republic Building, including the handsome new models which attracted so much attention at the recent Furniture Show.

Sees Good Things Coming This Fall

T. W. Hindley, sales manager of the Washburn-Goodrich Co., is quite sure that it is time to forget the deadness of the Summer months and face with assured optimism an excellent Fall trade. In one of his recent letters to the trade (and Tom is as facile a letter writer as he is a talker) he says he is quite sure that all signs point to a much greater talking machine business in the next four months than was put over during the past eight months. He also tells how his company is going to help the dealer make business good.

(Continued on page 122)

An Exceptional Line

for

Wide Awake Dealers

COLUMBIAN BABY GRAND



Elastic touch. Faultless Action. Mahogany Finish Only. Size, 59" x 56".



NO 10
WIDTH - 35 INS.
HEIGHT - 33 INS.
DEPTH - 21 INS.

NO 40
WIDTH - 35 INS.
HEIGHT - 33 INS.
DEPTH - 21 INS.

NO 50
WIDTH - 35 INS.
HEIGHT - 33 INS.
DEPTH - 21 INS.

NO 16
2 SPRING MOTOR
LARGE REPRODUCER
WIDTH - 14 1/2 INS.
HEIGHT - 12 1/2 INS.
DEPTH - 7 1/2 INS.
WEIGHT - 17 1/2 LBS.

STYLE NO 1
HEIGHT - 40 INS.
WIDTH - 17 INS.
DEPTH - 19 INS.

NO 3
HEIGHT - 46 INS.
WIDTH - 19 INS.
DEPTH - 21 INS.

Above are shown some of our best sellers. Styles 1 and 3 can be had in mahogany and oak finishes. Styles 10, 40 and 50 in mahogany and Walnut.

Order Now to Insure Immediate Delivery

EXCEL PHONOGRAPH CO.

Manufacturers

400-412 West Erie St. CHICAGO, ILL.

VITANOLA

The Phonograph of Marvelous Tone

looks at problems through the dealer's eyes

And that is why—we say it modestly, but proudly—the same dealers who handled Vitanola phonographs years ago when we started making them, are today the most loyal dealers of all.

The experience of dealers is the best testimonial Vitanola can offer.

It naturally must follow that Vitanola considers the dealer first, and foremost.

We know that the dealer must sell what we make. Therefore we are careful to make only merchandise that the dealer can find a ready sale for.

We know that styles must be right, finish must be perfect, and inner construction dependable—because if this is not the case the dealer loses his friends and customers; and we lose HIM as OUR friend and customer.

So Vitanola is built as nearly 100 per cent right as we can build it. Whether it's a Vitanola phonograph, radio cabinet or combination-radio phonograph, expect the best buy for your money; you won't be disappointed.

For Vitanola offers the best Dollar for Dollar values, always.

Vitanola Talking Machine Co.

829 American Furniture Mart

666 Lake Shore Drive

Chicago



No. 952 List Price \$220.00

Width 30"; height 45"; depth 16³/₄".
Italian Walnut finish.
Includes 5-tube radio set and loud speaker unit. No tubes or batteries. Cabinets constructed with horn in upper compartment behind doors. Grille in front of horn. Radio set behind center drop door. Room for batteries through two removable panels in rear. This is just one of the many new Vitanola models, showing how it looks when opened.

**Dealer's price
only \$110.00**



No. 702 List Price \$250.00

Width 33"; height 47¹/₂"; depth 19" at base (18¹/₄" at top). Italian walnut finish, includes complete phonograph equipment, 5-tube radio set and loud speaker unit. No tubes or batteries. Nickel-plated equipment, 2-spring motor. Rear panel removable. Top raises.

**Dealer's price
only \$120.00**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 120)

BLOOD TONE ARM CO.

PHONOGRAPH EQUIPMENT

326 RIVER STREET
CHICAGO, ILL.

The Blood Tone Arm Company
is working *over time*.

There's a reason.

Don't wait too long before placing
your fall orders.

There is coming an entirely new line of Emerson phonographs, including seven period-design console models, together with new Phono-radio and cabinet radios equipped with the latest type Federal radio and the Howard five-tube Neutrodyne receiving set, together with several DeLuxe art cabinets which Tom believes will make the trade sit up and take notice.

Just to show the dealers what is to be expected in the radio line Mr. Hindley gives his friends, the dealers, the following, quoted from an authoritative source:

"Recent reports from the principal radio manufacturers and distributors would seem to indicate a certainty that the wireless industry will have the largest year in its history. The only question seems to be just how big sales will be. Estimates based on seven months' production range between \$350,000,000 and \$500,000,000, including parts, sets and batteries and

other accessories. Circumstances have combined to increase interest in radio. The growing intensity of the interest in the Presidential campaign, in which radio is expected to play a major part, has led to heavy purchases of new sets. The spurt in prices of agricultural products has focused attention on the daily market reports, especially in the rural districts. Sport has already played a big part through the Olympic games and promises to be even more a factor in view of the approach of the international polo and tennis matches, the tightest race the American League has ever seen, a World Series of extraordinary interest and a football year that promises real sensations.

"Then there is ever present, on the part of young and old, the hunger for music and entertainment that is so generously satisfied by the delightful programs which are daily broadcast from studio, concert hall, hotel and theatre.

Combined with these influences and contributing to the general enthusiasm for radio has been the real satisfaction which recent equipment has given its users. Profits and production among the manufacturers and dealers, therefore, are piling up. Some idea of the volume of sales may be gathered from the fact that the first quarter of this year the sales value of Neutrodyne receivers, paying a royalty to the Hazeltine Corp., amounted to \$7,600,000 and that the second quarter, undoubtedly, showed an increase over this amount."

Iroquois Sales Co. Manager Enjoys Himself
Irving S. Leon, manager of the Iroquois Sales Co., Strand and Okeh-Odeon distributor of Buffalo, together with his wife and children, spent a two weeks' vacation autoing through several States. Part of the time was spent at their former home in Peoria. They made a stay of a day or two in Chicago and Mr. Leon took occasion to visit some of his excellent friends in the trade here.

Commend Gulbransen Educational Work
The advertising and sales magazines have always had much to say about the fine sales helps and educational literature produced by the Gulbransen Co. of this city.

In the August issue of Printers' Ink Monthly considerable space is given in the book to "Good Times With Your Gulbransen," which dealers have found to be not only good producers after sales are made, but a very valuable aid in selling.

Under the title "What Should Go in the Good-will Booklet" Printers' Ink Monthly says, in part:

"The primary aim of 'Good Times With Your Gulbransen' is to keep the man who owns one thoroughly sold on it by showing him how to get the most from it in the way of amusement. For one thing, it tries to teach the owner to buy good rolls, recommending half a dozen manufacturers, although the Gulbransen Co. has no interest in any particular player roll concern.

"Don't limit your library to the popular rolls of the moment," says the booklet. "You will tire of them and have a lot of rolls which you never play. Study the parts of this book devoted to explaining the better kinds of music. Buy some of the rolls recommended. We do not want to see your roll-library limited to the productions of any one or two roll makers. That would be like subscribing to only one magazine or reading only one publisher's books."

"'Good Times With Your Gulbransen' is a sturdy campaigner for good music. Under the heading 'Suggestions for the Study of Music' it lays down the A B Cs of musical enjoyment with admirable simplicity. Anyone who can read finds that he can grasp ideas he once thought reserved to the esoteric few, as the booklet turns from Elements of Music, Examples of Rhythm and Examples of Melody and Examples of Harmony to such topics as Descriptive Music, Tone Poems, Nationality in Music and a suggested Music Memory Contest. As a practical recipe book for home entertainment it plays out programs made up of the works of classical, romantic and modern composers, programs for such events as Children's Day, and Old Times Concert, Christmas, and Americanization Day, and so on. It is obviously meant to be kept as a reference guide. The last six pages are blank for memoranda. And, lest we forget, there is no trace of a picture of the Gulbransen manufacturing plant in all its sixty-six pages. First, last and entirely it is a book for the promotion of good music and musical appreciation which are the bed-rock of all Gulbransen sales."

New Radio Corporations
Among the Chicago radio corporations authorized by the Secretary of State are the following:

Western Dynergy Radio Co., 630 South Wash-bash avenue. Capital, \$50,000. Manufacture
(Continued on page 124)

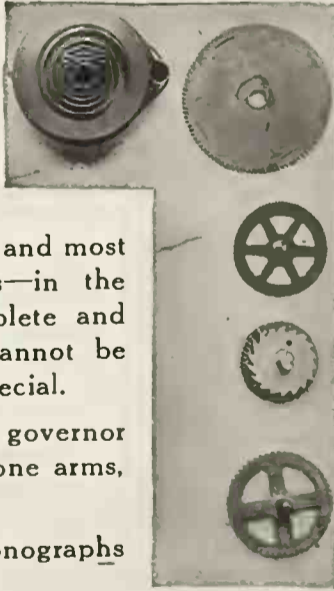
Repair Parts

For All and Every Motor
That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micras, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

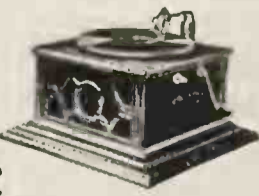


INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

Manufacturers of

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc



TRADE MARK "CONSOLA"

CABLE ADDRESS "CONSOLA"

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Ardino Co.

227-229 W. WASHINGTON ST. CHICAGO ILL.

Branches: 2857 Grandt Ave., Detroit, Mich.

1121 Nicollet Ave., Minneapolis, Minn.

OKeh and Odeon Records

GET that bigger-than-ever share of the Fall increase in business— with these fast selling, popular lines and

“Consolidated Service”

Consolidated Talking Machine Co.

227-229 West Washington Street

CHICAGO, ILL.

Branches:

2957 Gratiot Ave., Detroit, Mich.

- - 1121 Nicollet Ave., Minneapolis, Minn.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 122)

and deal in radio, wireless sets, etc. Incorporators: Isidore H. Brand, Joseph Sobel, Milton Harris, Morris Luskin and Judge Blumenfeld. Correspondent: Milton Hart, 407 East Thirty-fifth street.

DuVolla Radio Co., 160 North La Salle street. Capital, \$1,500. Manufacture and deal in electrical goods and machinery. Incorporators: E. M. DuVolla, P. W. Evans and B. C. Rosencrans. Correspondent: Hirsch, Chaikin & Bloch, 160 North La Salle street.

Randolph Radio Corp., 159 North Union ave-

corporators: Joseph Sobel, John R. Sweeney and Edward L. Herbert. Correspondent: Milton Hart, 407 East Thirty-fifth street.

Popular Okeh Artists

One of the most popular orchestras making Okeh records is Jules Herbeveaux and His Orchestra, whose Okeh records have achieved country-wide success. This organization plays regularly at Guyon's Paradise Gardens, Chicago, one of that city's most successful dance palaces. Mr. Herbeveaux has a personal following among Chicago dance enthusiasts that is equaled by



Jules Herbeveaux and His Orchestra

nue. Capital, \$1,000. Deal in radio parts. Incorporators: Albert J. Goldberg, Samuel Micon, G. M. Bulmash. Correspondent: Albert J. Goldberg, 160 North La Salle street.

Central States Dynergy Radio Co., 630 South Wabash avenue. Capital, 100 shares no par value. Manufacture and deal in radio, wireless or aerial receiving apparatus, switches, etc. In-

very few orchestra directors in the Windy City, and his orchestra is generally recognized as one of the leading exponents of dance music in the Middle West. This organization uses Buescher band instruments exclusively, in both its dance and recording activities.

Exploits Brunswick Radiola

Two of the four pages of the August issue of



THE ALTO Automatic Stop

For Phonographs.

Nothing needs to be screwed unto 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 Phono Parts Supply Co., Toronto, Ont.

Bent Twigs, a lively little house organ published by the Bent Music Shop, are devoted to the Brunswick Radiola. The article is attractively illustrated with special designs and photographs of the different models of the line.

Robert Illing Enjoyed Vacation


Robert Illing, of the Vitonola Talking Machine Co., spent the greater part of last month vacationing in the wilds of northern Wisconsin, luring pickerel from their retreats. This is the first vacation that "Bob" Illing has had in many years, as he states that handling Vitonola correspondence is to him just as pleasant as fishing.

Vitonola Service

Opposite the name and room number of the Vitonola Talking Machine Co. in the American Furniture mart is a large white star, indicating that the concern is open for business all year round and every working day of the year. Some concerns showing at the mart have salesmen there but one or two days of the week, but every day either M. C. Schiff, president of the company, or Samuel S. Schiff are present to greet visitors.

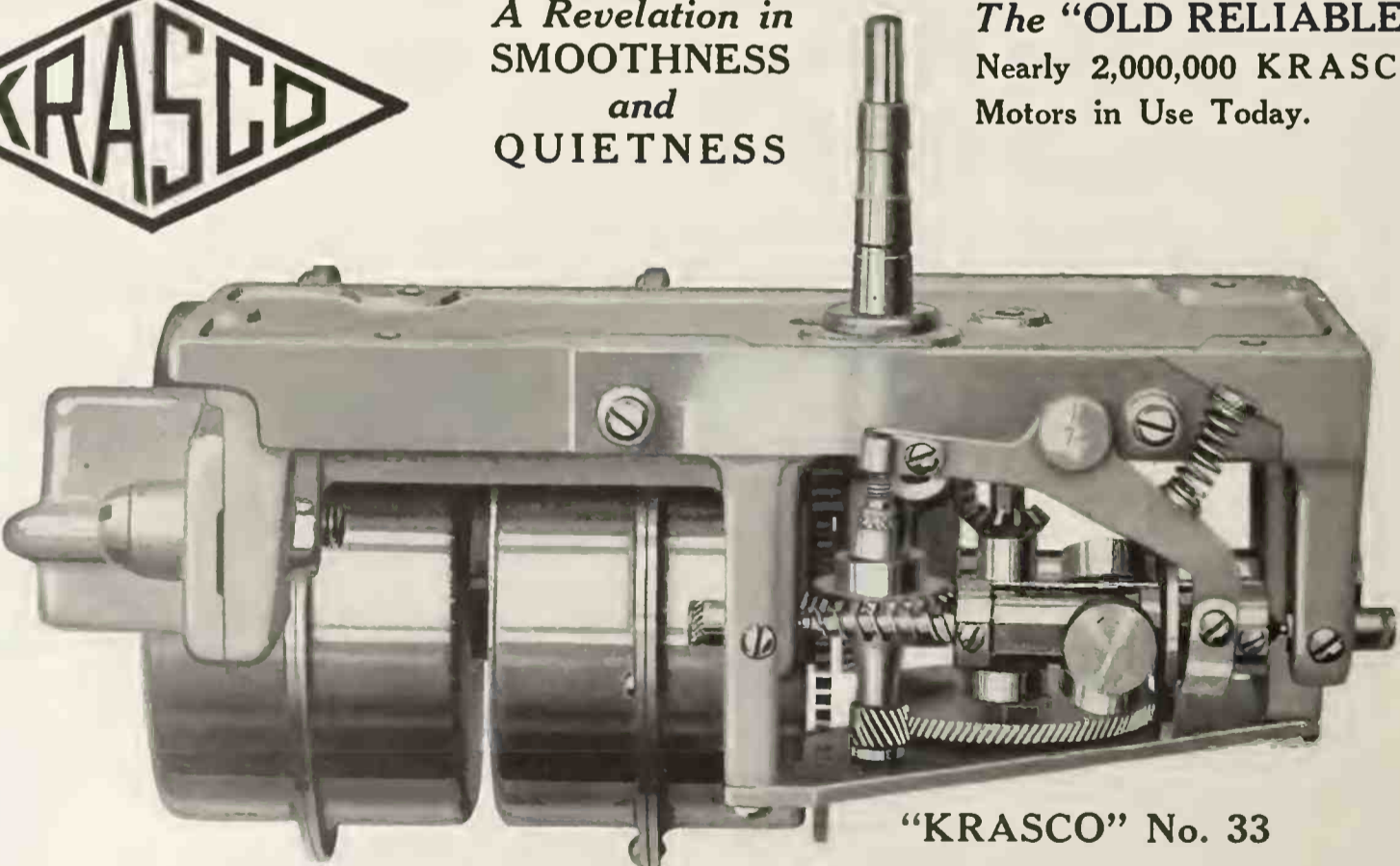
Change Several Departments at Lyon & Healy's

The sales and display rooms of several departments of the Lyon & Healy store are being rearranged so as not only to provide increased



**A Revelation in
SMOOTHNESS
and
QUIETNESS**

**The "OLD RELIABLE"
Nearly 2,000,000 KRASCO
Motors in Use Today.**



"KRASCO" No. 33

No matter what your motor requirements are KRASCO will fill the bill. If your trade wants reliable motors to play from four to ten ten-inch Records at one winding KRASCO will do it. Write for literature on KRASCO MOTORS. Types 2, 3, 4, 22, 33 and 41.

KRASCO MANUFACTURING COMPANY
451 East Ohio Street

CHICAGO, ILL.
Eastern Branch, 120 West 42nd Street, New York

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 124)



Kimball Style X—Tudor

KIMBALL PHONOGRAPHS

Best by Comparison

A DEALER who orders three carloads of Kimball Phonographs at a time has written:

"We have satisfied ourselves that we cannot find a more satisfactory product than the Kimball. Our customers like the instruments very much."

Excellence of Construction

Natural Tone, Variety of Designs

Ask about Agency Franchise, Territory and Terms

W. W. KIMBALL CO., 306 South Wabash Ave., Chicago

ESTABLISHED 1857

Makers—Kimball Phonographs, Pianos, Players,
Pipe Organs. Distributors—Columbia Records

space but more convenient access to the departments. The general offices of Lyon & Healy have been moved to the ninth floor at the north side of the building. A section of the small goods, the stringed instruments, has been moved from the fifth floor to the first. This was done to make the goods more accessible for purchasers of this type of merchandise. The brass and general band and orchestra instruments will remain in their old location on the fifth floor. The stringed instruments are now found just inside the Wabash avenue entrance, utilizing the space formerly held by the radio department. The latter has been moved to the Jackson boulevard entrance.

These changes, it is said, will give Lyon & Healy a much more diversified display on their first floor and will undoubtedly stimulate business. The displays have been so arranged as to prompt inquiries and produce sales. Such a

large transient trade passes through the main floor alone that the advertising for such departments is noticeable.

Kimball Field Day

Employees of the W. W. Kimball Co. enjoyed a day's outing at Glenwood Park, Ill., on a certain August Saturday under the auspices of the Foreman's Club. The affair was a huge success, in spite of the fact that throughout the morning heavy clouds overcast the sky and did their best to dampen the ardor of the prospective picnickers. The weather, however, did not achieve its purpose, as most of those who did not get out on the early morning trains arrived in the afternoon.

An excellent program was arranged by the Foreman's Club, consisting of a musical program, games, races and dancing. E. B. Bartlett was master of ceremonies and the address of the day was given by L. A. Grittenton. An-

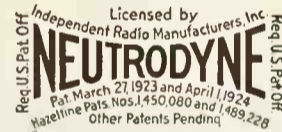
other speaker was Albert A. Husebey. A special band was hired for the occasion and provided music for the picnickers throughout the day.

Chas. F. Baer Again Columbia Manager

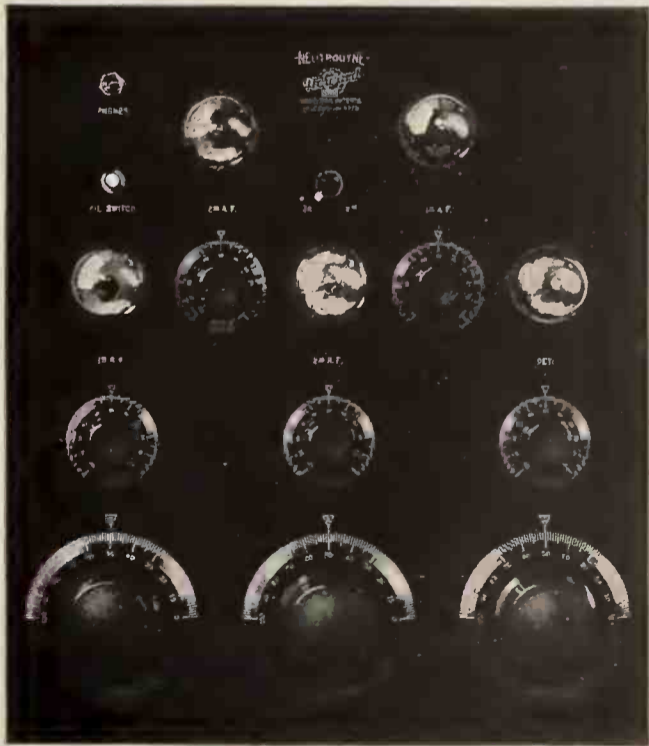
Chas. F. Baer has been appointed manager of the Chicago branch of the Columbia Phonograph Co., Inc., succeeding John McKenna, resigned. It's a return to the position he held for many years and, in fact, prior to his leaving the service of the company and engaging in business for himself in 1920, he had been associated with Columbia for twenty years. He returned in April of this year as assistant manager and was, accordingly, well equipped to assume the managerial duties when they fell upon his shoulders.

"It is very gratifying to me to be reappointed manager of the Chicago branch of our com-
(Continued on page 126)

The most exclusive Neutrodyne models which are produced. It's not how many sets we build but HOW GOOD.



Howard 5-Tube Neutrodyne Sets for the Music Trade



Exclusive Howard 5-Tube Neutrodyne Set to fit any cabinet desired and complete ready for installation.

The Console illustrated at the right is built of finest materials throughout and supplied complete with enclosed horn in various period designs.

The Neutrodyne receiving set has coast to coast range and represents the highest development of the Neutrodyne circuit.

Write for Catalog and Prices.



HOWARD MANUFACTURING CO., Inc., 4248 N. Western Ave., CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 125)



FOR CLEAR ACCURATE REPRODUCTION
OF ORIGINAL TONE, PITCH AND VOLUME
USE
Tonofone
THE ONLY REPRODUCTION WHICH IS ENTIRELY ACCURATE AND
WHICH REPRODUCES THE ORIGINAL RECORD AS IT WAS
MADE. TOP AND BOTTOM OF RECORD MUST BE
PROTECTED BY THIS NEEDLE.

Tonofone
THE ONLY REPRODUCTION WHICH IS ENTIRELY ACCURATE AND
WHICH REPRODUCES THE ORIGINAL RECORD AS IT WAS
MADE. TOP AND BOTTOM OF RECORD MUST BE
PROTECTED BY THIS NEEDLE.

Packed in attractive
Colored Display
Cartons

Retail Prices:
Box of 12 needles - 25c
Box of 4 needles - 10c
100% Profit to Dealers

Tonofone

REPRESENTS THE HIGHEST STANDARD QUALITY
Obtained in
SEMI-PERMANENT NEEDLES

Reproduces all the Tones Accurately and Clearly
without the scratchy Surface noise.

**TONOFONE NEEDLES ARE SOLD BY OVER 8,000
DEALERS and 26 WHOLESALE DISTRIBUTORS**

If you do not have complete stock on hand, order from your Distributor



**Plays
50
Records**

Cannot injure the finest record!
The stylus point is made of a material
softer than the record substance,
therefore wears the needle and not
the record.

THE TONOFONE COMPANY Makers 110 S. Wabash Ave., Chicago, Ill.

pany, a position which I formerly held for a good many years," said Mr. Baer. "The greatest pleasure is the realization that I have an opportunity of re-establishing friendly relationships with Columbia dealers, many of whom I have known personally for years. It has been gratifying indeed to receive a large number of letters and telegrams congratulating me upon my reappointment as manager.

"Prospects for the future are very bright and I know that our factory and our executive offices in New York are working as a unit with but one desire, mainly, to give the dealers what they want when they want it. The personnel of the executive offices is made up of men who have been in the game for years and who have learned what it means to build up a profitable phonograph and record business, and who are always striving to improve the product in every possible way."

Mr. Baer has appointed S. S. Gilroy, formerly on the auditing staff of the company, as assistant manager of the Chicago branch. "He is a man thoroughly equipped, through his years of experience in every branch of the Columbia service, to handle the problems in the Chicago branch toward the end of giving the dealers prompt and satisfactory attention," said Mr. Baer.

In arranging for an energetic Fall campaign various changes in the territory of the sales force have been made. Fred Johnson, of the city sales force, will now cover the Loop and North Side and the West Side as far south as Twelfth street. L. M. Sherlock will cover the South Side from Twelfth street to the State line. C. E. Beisel, who travels Michigan and northern Indiana, has had a slice of Illinois territory added, bounded by the Illinois River on the west. D. W. Donahan, who has been in the office, has been given central Illinois and Iowa territory. W. E. Pugh now covers Wisconsin and northern Illinois. W. L. Barren has all of Minnesota and the upper tier of counties in Iowa. L. E. Gunyo will cover the Dakotas and Montana.

Hold Third Anniversary

The J. M. Dvorak Music Co., located at 3844 West Twenty-sixth street, held its third anniversary celebration recently. Q. E. Pribyl, treasurer of the concern and general manager, was in charge of the festivities. There were a number of wholesalers present and the salesrooms were crowded with patrons who live in the neighborhood. Refreshments were served and a general good time was enjoyed by all.

Immediately after the anniversary celebration Mr. Pribyl left the city for his vacation, which

he will spend among the foothills of the mountains at Little Valley, N. Y.

Musical Merchandise Manufacturers Meet

The first Fall meeting of a series of monthly gatherings was held by the Association of Musical Merchandise Manufacturers of the Chicago Zone on Thursday, September 4, at the Hotel LaSalle, with J. R. Stewart, president, in the chair.

One of the speakers was Vell Ruth, a member of the Illinois Chamber of Commerce, who gave an address on the Illinois Products Exposition to be held here on October 9-18 at the American Furniture Mart, 606 Lake Shore drive.

After this address there was a short discussion, during which it was decided to have the Association as a body exhibit at this exposition, each member contributing products that he manufactures. This exposition will show products made by manufacturers in Illinois, and the public will be invited.

Another interesting talk was given by G. L. Hostetter, ex-secretary of the Employers' Association of Chicago. G. F. Chapin, of the Standard Musical String Co., of New York, N. Y., was a guest at this meeting.

Columbia Co. Recording in Chicago

The first week in August witnessed the setting up of a temporary recording laboratory on the sixth floor of the building in which the Columbia offices are located at Wabash and Congress streets, in charge of Clyde Emerson, the company's recording manager from New York, and H. A. Kubies, who has charge of foreign-language recording.

It is expected that the same thing will be done at frequent intervals in the future, with the idea of giving the people of Chicago and the Chicago district records by artists with whom they are familiar, and also to add to the company's foreign catalog by recordings of the remarkable talent to be found in the various foreign colonies in Chicago.

The prime object of the exodus of the Columbia Co.'s foreign staff to Chicago this month was to secure the first records from Art Kahn and His Orchestra, with whom, as announced in The World last month, the Columbia Co. has made an exclusive contract. No less than nine excellent records were secured, which, it is believed, will prove to be very marked additions to the company's dance library. Furthermore, recordings were made of two of Chicago's leading Bohemian bands, of the voice of Sergei Borowski, famous baritone, formerly of the Moscow opera, accompanied by Astor's Orchestra of Russian Artists, and of some interesting Italian folk songs, with mandolin, guitar and flute accompaniment.

On Friday, September 5, the last day on which recordings were made, a large number of Chicago Columbia dealers took advantage of an invitation extended them to be present and the

(Continued on page 128)

Don't Overlook This "Buy"!

We offer the following at exceptionally low figures:

- 140 No. 8 Widdicomb Upright Phonographs; antique mahogany finish.
- 3,000 Widdicomb composition horns; will fit any machine.
- 10,000 modulator rods.
- Gold and nickel-plated cover supports.
- Gold and nickel-plated automatic stops.
- 400 nickel needle pads.
- 1,000 yards high grade scroll silk.
- 6,000 Edison and Pathe Jewel needles; loud, half-tone and soft, set in ivory and brass.

Will sell entire lot or any part thereof.

Write for prices.

CHICAGO PHONOGRAPH REALIZATION
1427 CARROLL AVENUE CHICAGO, ILLINOIS



The exquisite appearance of our new line of phonographs is but part of their superiority. The best of panel stock—the best of equipment combined with skilled workmanship makes Phono-Master the outstanding value on the present market.



*RADIO-MASTER MODEL No. 100
Four tube radio receiver employing the latest radio frequency circuits. Operates on an inside aerial. Supplied in either Walnut or Mahogany. Self contained loud speaker unit and horn. 25½ in. long. 17 in. wide. 15 in. high.*

Dealer's price less tubes and batteries, \$62.50.



*PHONO-MASTER MODEL No. 6
Two tone Brown Mahogany, 33½ in. long. 21 in. wide. 33 in. high. Dealer's price \$40.00.*

All Phono-Master Phonographs are equipped with combination radio phonograph tone arms and are built with a blank panel in which radio receiver may be installed. Radio-Master Receiving Sets in Phono-Master Phonographs make an ideal combination instrument. Price on the complete combination on request.



*PHONO-MASTER MODEL No. 10
Two-tone Mahogany or Walnut, 40 in. long. 22 in. wide. 35 in. high. Dealer's price \$60.00.*

RADIO-MASTER CORPORATION OF AMERICA

BAY CITY, MICHIGAN

F. B. WARD, President

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 126)

majority of them learned for the first time something about practical record making.

Organizing Sales Force

The Music Trade Radio Corp., at 328 North Michigan avenue, which, as reported last month, has been organized with Percy R. Kimberley at its head to specialize in jobbing radio to music merchants, is getting rapidly in shape and is organizing a strong force of traveling men with a wide acquaintance in the music trade. The company will feature the products of the Zenith Radio Corp. in its jobbing business.

Mr. Kimberley has already secured the services of Roy S. Dunn, formerly of the Schumann Piano Co. and a man of many years' experience in the trade, who will cover Wisconsin. Fred Aylesworth, a man of wholesale and retail experience in talking machines and radio, will have the State of Illinois, and J. E. Gerlich, a man widely known in both the talking machine and the piano trade, will cover the State of Indiana.

New Broadcaster Styles

The Broadcaster Corp. is operating its factory on Fullerton avenue at full capacity and is especially pleased with the reception that has been given its new models. The models include styles of console talking machines, radio and talking machine combinations, and also radio console cabinets unequipped. S. L. Zax, secretary and sales manager of the company, is now on a several weeks' trip which will include the Middle West, Southern and Eastern States.

Important Columbia Sales Conference

There was a general conference of the selling force of Columbia's Chicago office on Saturday, August 30, and Monday, September 1. Saturday was spent in visiting the Columbia Co.'s cabinet plants at Kankakee.

"I believe that salesmen should know all about the construction of Columbia cabinets so that when they are questioned regarding the wood used and methods of construction they can talk intelligently," said Mr. Baer. "Our boys saw the building of the Columbia cabinets

from the millroom to the finished article. They will now be able to talk to their dealers on Columbia cabinet construction as they never could before."

On Monday, September 1, the regular monthly record meeting was held and in the evening a banquet was given at the Atlantic Hotel, at which were present, besides members of the sales force, W. C. Fuhri, vice-president and general sales manager of the company; Messrs. Emerson and Kubies, of the recording laboratory in New York; W. L. Sprague, manager of the Minneapolis branch; E. Kmentt, foreign representative of the Chicago branch; H. J. Wilkes, credit manager, and Jack Kapp, of the record promotion department.

After a very excellent dinner there were talks by Messrs. Fuhri, Baer, Emerson, Kubies, Kapp and Wilkes, followed by general discussion relating to products, sales and policies. The salesmen had their inning for an hour and a half, during which time Mr. Fuhri was kept busy answering questions.

Death of Walter A. Schaaf

Walter A. Schaaf, secretary of Adam Schaaf, Inc., and manager of the big Schaaf retail piano and talking machine store on Wabash avenue, died on September 2 of pneumonia, after but a few weeks' illness. With his brothers, Harry and Fred Schaaf, he had been associated with that institution ever since he was a boy in the upbuilding of the industry founded by his father.

Since the occupation of the building on Wabash avenue, a few years ago, he has had general charge of the retail sales, including the important talking machine business of the company. He was widely known in the trade and leaves a host of friends to mourn his loss.

Krasco Radio Activities

The Krasco Mfg. Co. is getting a fine distribution on the Monarch portable radio. Some of the largest dealers in the country have added this line. Some very famous people in the theatrical world have purchased Monarch port-

ables from the New York office of the Rudolph Wurlitzer Co. Among these are Lupino Lane, a headliner in the "Ziegfeld Follies," and a famous English comedian; Will Rogers, also of the "Follies"; Harry Cantor, Miss Anne Pennington, Florenz Ziegfeld, Mr. Franklin, general manager of the Famous-Lasky Player Studio Corp., and Hugo Riesenfeld, leader of the Rialto Theatre Orchestra.

The company has also perfected a six-tube straight radio-frequency reception for talking machine installation with a loop aerial made to obviate the necessity of ground wires and outside aerial.

John McKenna Resigns

John McKenna, who for the past four years has been manager of the Chicago office of the Columbia Co., announced his resignation the middle of last month. During his incumbency of this position he has made himself widely liked in the Chicago trade and his popularity was attested by his election as president of the Piano Club of Chicago, from which he retires at the coming election in October. His administration has been most successful and he has endeared himself to the members, among whom talking machine men form a very large faction. Mr. McKenna came to Chicago from St. Louis, where he had charge of the Columbia interests. The announcement of his new trade connection will naturally be greeted with great interest in the trade.

Announces New Victor Calendar

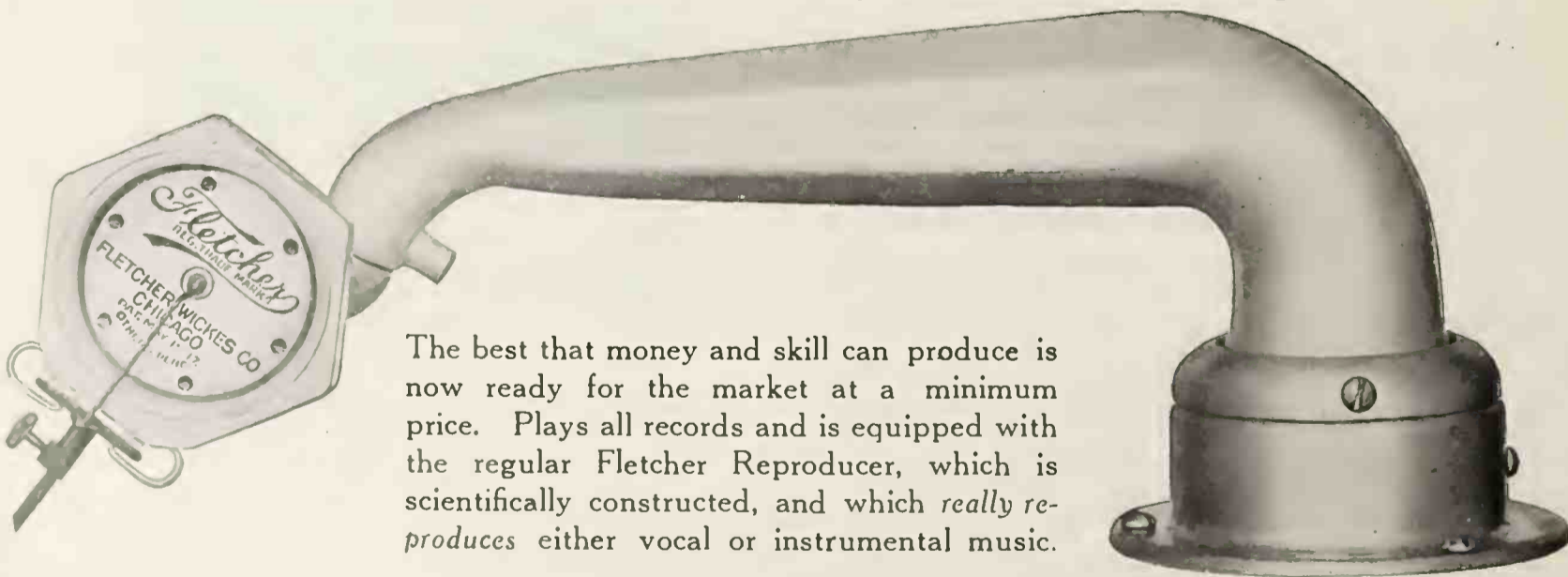
The Reincke-Ellis Co., of this city, advertising specialist, has sent out a preliminary announcement to Victor dealers this week regarding the Victor Red Seal calendar for 1925. The 1924 calendar issued by this company was a decided success and many Victor dealers were disappointed by reason of the fact that the supply did not meet the demand. The 1925 calendar promises to be even more effective than this year's calendar and will feature new rec-

(Continued on page 130)

A New *Fletcher* Product

REG. TRADE MARK

No. 3 BRASS DRAWN TONE-ARM One Piece Hexagon Taper, Non-Vibrating



The best that money and skill can produce is now ready for the market at a minimum price. Plays all records and is equipped with the regular Fletcher Reproducer, which is scientifically constructed, and which really reproduces either vocal or instrumental music.

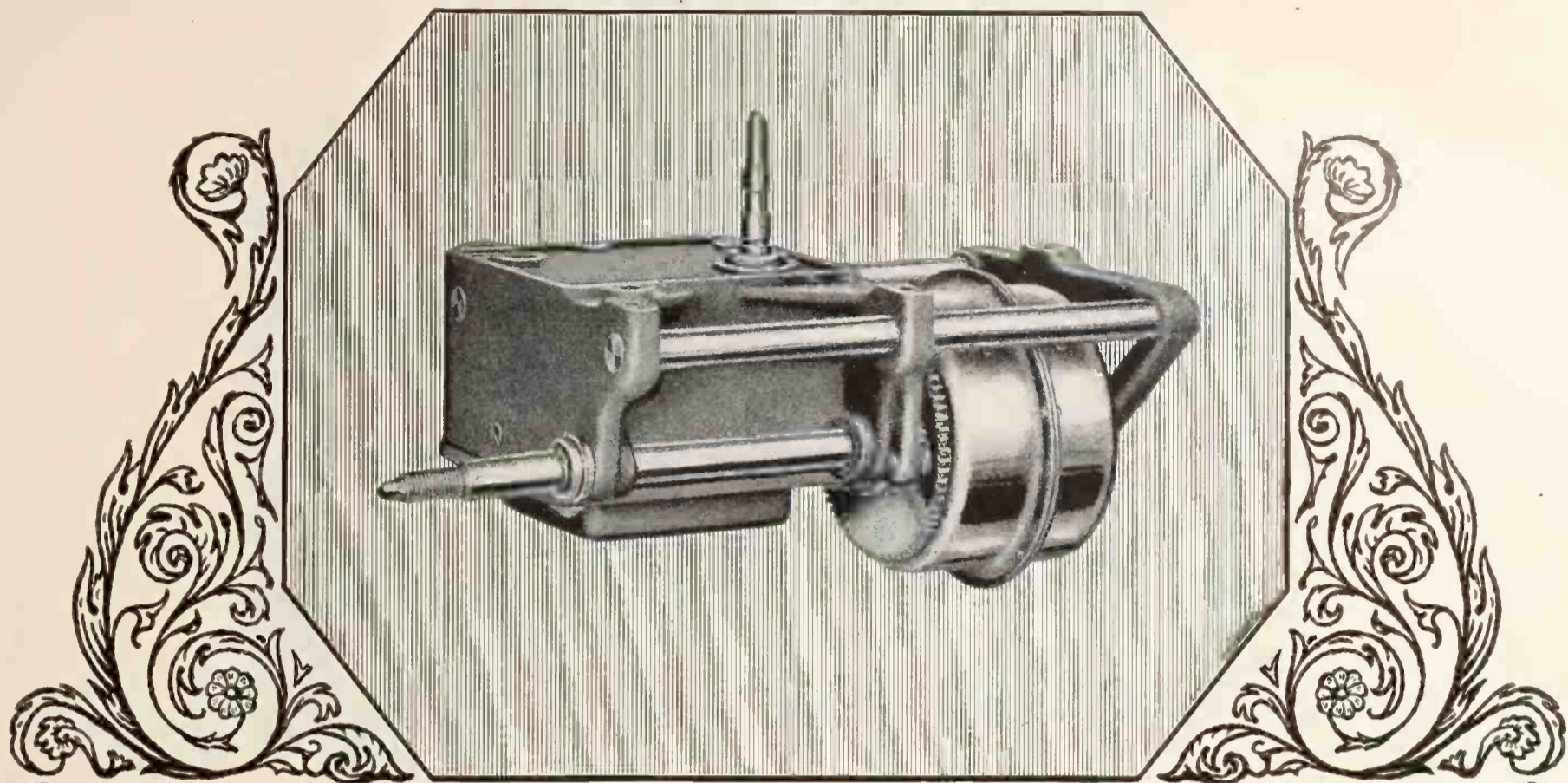
Write for samples and quantity quotations specifying 8½" or 9½" length.

Money back guarantee covers all sample orders.

Fletcher "Straight" and Fletcher "Universal" still made and carried in stock.

FLETCHER-WICKES COMPANY

116-122 WEST ILLINOIS STREET, CHICAGO



Motors With Personality Are These

T
 HERE is an indefinable quality found in the products of this plant, that is more than high quality and superior workmanship. United Motors seem to possess in a way the personality of the men who create them—a reflection of the precision and accuracy that these craftsmen exercise continually.

Into an airy daylight factory, that is equipped with every modern machine to aid in the production of these fine motors, each day enters a group of skilled and conscientious workers. Workers who sing as they bend to their tasks and whose greatest happiness is not found in their pay envelopes, but in the inward satisfaction that they can feel when they send out the finished motor. Knowing that they have created a fine mechanism that is worthy of the name "United".

Added to fine materials, and workmanship, of the type that characterized the guilds of old, we further assure the superiority of our motors by a series of comprehensive and rigid tests which prove a motor before it leaves our hands. Springs, for instance, are tested as many as 200,000 times. Thus, United Motors have gained, and are keeping, a reputation for high quality and dependable service in the finest cabinets of those manufacturers who insist on quality first.

UNITED MANUFACTURING AND DISTRIBUTING CO.
 9705 Cottage Grove Avenue, Chicago, Illinois, U. S. A.



*Largest Independent Manufacturer
 of Phonograph Motors
 in the World*

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 128)

ords, new events, musical happenings and other timely incidents of interest to Victor dealers.

Kingwill-Siemon Nuptials

Scott Kingwill, Western manager of Tires and Automotive Electricity, two of the Edward Lyman Bill, Inc., publications, and formerly associated with the Western office of The Talking Machine World and Music Trade Review, was married on Saturday, September 6, to Ethel Siemon, daughter of Frederick Siemon, manager of the talking machine department of the Rudolph Wurlitzer Co. in Chicago. The wedding took place at the home of the bride, 1525 Birchwood avenue, Rogers Park, Chicago. The young couple left immediately for an Eastern and Canadian tour and will be at home to their friends in Rogers Park about October 1.

"Scott," as his business and social friends call him, is one of the best-known of the younger generation of trade-paper men and has been associated with the Edward Lyman Bill publications for some nine years. He served with distinction in the World War, having obtained a commission as first lieutenant of infantry. Proceeding to France he saw considerable service in the Argonne and St. Mihiel operations. He was promoted to captain and remained after the Armistice for some time in occupied Germany. His regiment was the Fifty-eighth Infantry, one of the regular army regiments in the famous Fourth Division. Upon his return to the United States he resigned from the army and resumed his place with the Edward Lyman Bill organization, assuming the Western management of Tires and Automotive Electricity.

Mrs. Scott Kingwill is famous among the younger set of Chicago's upper North Side for unusual beauty, charm and personality.

George W. Lyle Visits Chicago

George W. Lyle, president of the Manufacturers' Phonograph Co., New York, was on a visit among the distributors of Strand talking machines in the Middle West the latter part of

You Should Sell

Your Distributor Can Supply You

HALL
CONCAVED
FIBRE NEEDLES

25¢ or 50¢ packages

For the Following Reasons

- 1 Perfect Reproduction
- 2 Plays Many Records without Repointing
- 3 Plays All Makes of Disc Records
- 4 No Surface Noise
- 5 No Injury to Records
- 6 Improved Tone Quality

Hall Manufacturing Co.
Chicago, Ill.

August and spent the day with the Consolidated Talking Machine Co., Chicago distributor.

Brunswick Salesmen's Conference

All plans have been made for the first conference of Brunswick retail salesmen, which will be held in this city at the LaSalle Hotel, September 22 and 23. The Brunswick-Balke-Coller Co. has announced that the New York City conference will be held on October 13 and 14 instead of the dates formerly arranged. Later

on similar conferences will be held on the Coast and in other sections of the country.

Name Changed to Mohawk Electric Corp.

The Electrical Dealers' Supply House, of this city, has changed its name to the Mohawk Electric Corp., with headquarters as heretofore at Diversey and Logan boulevard. The personnel of the company remains unchanged and it will continue to manufacture radio apparatus, brass specialties and electrical fittings.

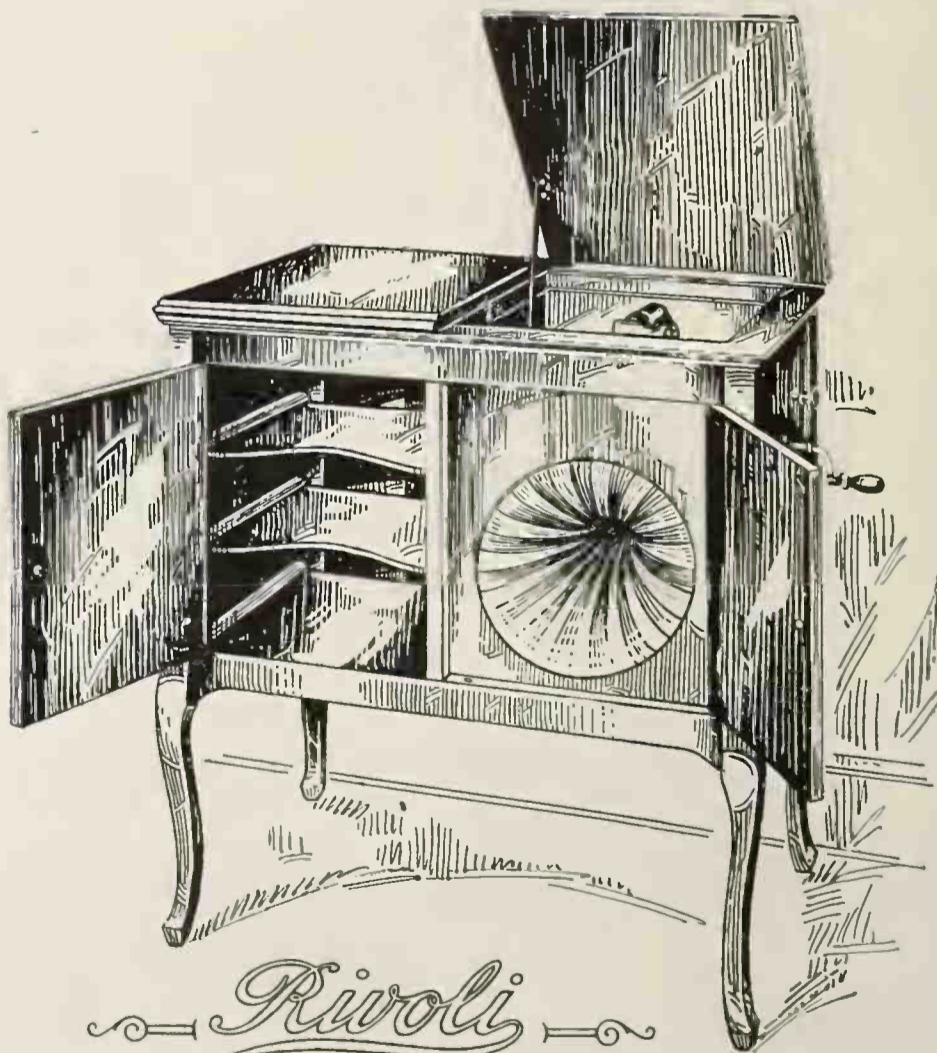
There are different classes of buyers just as there are different classes of merchandise.

The demand today is for buyers who know the difference between the different classes of merchandise.

The intelligent buyer or merchandiser can take one look at RIVOLI and know he need go no further—that he has found the ultimate in values and has encountered an article which can stand the minutest scrutiny without fear of the result.

RIVOLI seeks no short cuts to effect low prices—no counterfeit materials or elimination of not too noticeable parts. It finishes out so as to show exactly what it is made of, and stands strictly on its own merits.

Outstanding among these coveted merits is its wonderful TONE. Repeatedly its tone has been pronounced superior to that of any phonograph in existence.



Rivali

VINCENNES PHONOGRAPH COMPANY

VINCENNES, INDIANA

Exclusive Distribution by LEON C. SAMUELS, 930 Republic Bldg., Chicago, Ill.

Ralph Waldo Emerson once said: "An institution is but the lengthened shadow of a man."

Which is another way of saying that a product is no better than the institution behind it.

Shrewd buyers always investigate the house with the goods. They know that water is no better than its source.

You are invited to determine the responsibility of the House that builds "MASTERCRAFT"—together with the product.

Two large factories with every modern facility, manned by artisans long skilled in the trade—make for quality, volume, efficiency and dispatch,—which means a wide range of "Golden Rule" Instruments—at interesting figures.

Buyers are divided into three classes: the self-starters, those that have to be cranked and those that have to be towed.

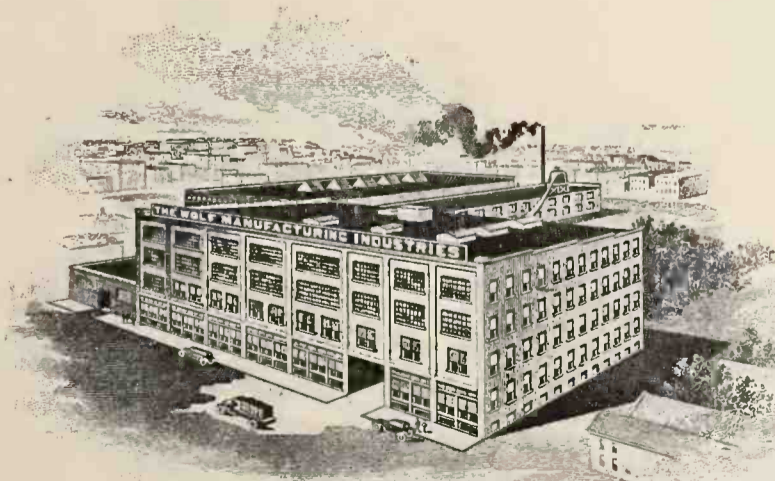
Self-starters will find this a profitable connection on Fall requirements.

Descriptive literature—and quotations—on request.

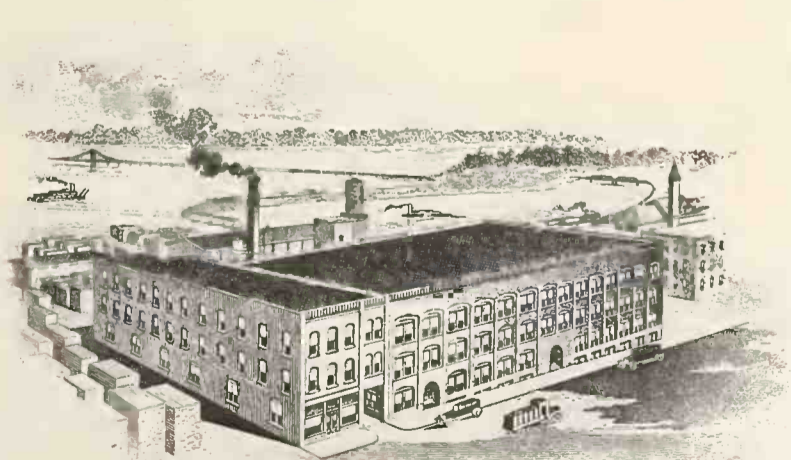
THE WOLF MANUFACTURING INDUSTRIES

(Established 1890)

BUILDERS OF "MASTERCRAFT" PHONOGRAPHS
QUINCY, ILLINOIS



PLANT N^o 1



PLANT N^o 2

Improvement in the Demand for All Lines Felt Throughout Los Angeles Territory

Many Leading Retailers Now Featuring Radio in Their Sales Campaigns—Local Brunswick Branch Issues House Organ—Annual Picnic of the Barnes Music Co.—W. C. Fuhri a Visitor

LOS ANGELES, CAL., September 5.—Summer vacations are nearly all over and salesmen and sales managers have returned for the Fall sales campaign. A feeling of optimism seems to prevail throughout the trade and, as might be expected, evidence in support of this belief is showing itself on all sides. The rank and file of the phonograph sales departments are still divided into two camps: the old guard—one might call them—who look with strong disapproval on the radio innovation and sniff disdainfully at the tones of the latter as compared with those of the former and, while admitting grudgingly that the "radio has come to stay," declare that customers will realize more and more that "they want what they want when they want it" and that the phonograph is the instrument to give it to them. The other divisions are either more inclined to yield to the fascination of radio and to wax enthusiastic over the sale of sets, or else as practical salesmen, regarding all as fish whatever comes to their nets, they welcome the opportunity of a larger circle of customers and the chance of larger individual sales.

Novel Journal Issued by Brunswick Co.

The phonograph division of the Los Angeles branch of the Brunswick Co. issues monthly in typewritten multigraphed form a sheet for its dealers. It is called the Yellow Journal and comes in that color. Valuable suggestions, information and ideas are furnished for the increase of sales and added enthusiasm of dealers, together with a few items of personal interest. The editor or editors write well and interestingly, with a marked partiality for showing up everything witty and humorous.

Return to Southern California Music Co.

R. H. McMann and W. V. Ray, after an absence of a few months, have returned to Broad-

way and are again members of the phonograph and radio sales department of the Southern California Music Co. Irving Westphal, manager, was glad to welcome them back and place them in their former positions. Hub Fish, of the department, celebrated Saturday afternoon, Sunday and Labor Day by attending five baseball games. He claims that exercise of this kind is more invigorating than an equivalent of golf and, then, he declares, "there is no time wasted over lost balls."

Association Secretary Returns From Vacation

A. G. Farquharson, secretary of the Music Trades Association of Southern California, returned from a two weeks' vacation spent on Catalina Island. A number of members of the music trades spent periods varying from two or three days to a week or two at the Island and, as it is impossible to go to this charming resort and avoid seeing everybody else who is there, there were several impromptu, pleasant meetings of the trade. A 528-pound swordfish was caught on light tackle during August, as well as numerous smaller ones. On the return voyage a school of leaping tunas was passed numbering two or three hundred. Judging from the sight of these agile monsters of the sea leaping at intervals, one is brought to the conclusion that the nickname of Chevrolet cars as "leaping tunas" is a decided compliment.

W. C. Fuhri Visits Los Angeles

W. C. Fuhri, general sales manager of the Columbia Phonograph Co., Inc., visited Los Angeles during the week of August 18 and called on a number of the members of the trade in company with William F. Stidham, Los Angeles branch manager. He left for San Francisco by automobile with W. E. Henry, former Columbia official, and the route chosen for this

journey was via Bakersfield and Fresno in the San Joaquin Valley.

Barnes Music Co. Holds Annual Picnic

Eighty-six members of the Barnes Music Co. and their friends held a very enjoyable outing at Redondo Beach in August. Special parking space and dinner tables were provided by the city officials of Redondo Beach for the holiday makers and a very enjoyable music program was given by several members. In the afternoon a twenty-mile boat ride was taken along the coast in special speedy motorboats. After supper the guests adjourned to the dance hall and spent an enjoyable evening.

Alexander M. Campbell has entered into partnership with C. R. Marlow in the operation of Marlow's Music Shop, Santa Rosa, Cal.

Department Store Finds Demand for Pathé Products

Ludwig Baumann & Co. Feature Pathé Phonographs and Radio Sets and Find Steady Demand—Large Percentage of Time Sales

An interesting example of merchandising radio on the time-payment plan is found in the experience of Ludwig Baumann & Co. This well-known home-furnishing house conducts three big stores, two in New York City and one in Newark, N. J. It has built up a remarkable business on the time-payment basis, which is said to amount to 90 per cent of the sales. This company has placed considerable emphasis on the Pathé radio line manufactured by the Pathé Phono. & Radio Co., of Brooklyn, N. Y. It is a decided tribute to the quality of Pathé merchandise that, although merchandised on the time-payment basis, exceedingly few Pathé radio sets were returned. The Ludwig Baumann radio department advertised Pathé radio sets straight through the Summer months and found good Summer sales.

With the experience of the past in mind, Ludwig Baumann & Co. have enthusiastically taken hold of the new line of Pathé radio merchandise for the Fall. The new line includes the "Minute-Man" and "Five-Six" sets, the "Console Speaker" and the "High Boy." Manager Gibbons, of the radio department, is a Pathé enthusiast and expects the new line to create big Fall sales.

Increase Production of Double-Spring Motors

Silent Motor Corp. Tells of Use of Model HH in Audak Record Demonstrators

The Silent Motor Corp., 325 Dean street, Brooklyn, N. Y., which for the past several years has featured its single spring motors, made particularly for use in portables, is making preparations to increase its production of double-spring motors. The silent motor model HH made for quality machines is being used by several well-known talking machine manufacturers and the success achieved with its use has induced the Silent Motor Corp. to further the production of its larger-sized motors. The Silent Motor Corp. is pleased over the fact that the model HH has been selected by Maximilian Weil, the well-known mechanical, electrical and acoustical expert, for use in the Audak record demonstrators. The Silent was selected after tests were given to a number of motors. The absence of sound, the durability, the ease of winding and the life of the motors were all taken into consideration before the selection was made. The Audak record demonstrators are now in the stores of thousands of dealers throughout the country and this means that there are almost as many Silent HH motors in use in dealers' stores. This first-hand knowledge of the merits of the Silent motor by dealers, and its use by a number of manufacturers, as well as the position it has attained in the single-spring field, has given the Silent products unusual publicity.



STANDARD, nationally advertised radio apparatus, built by manufacturers with a record for performance, integrity and merchandising vision; backed by service that counts when you need it—that's the story of TRIANGLE in a nutshell.

Our latest catalog is now ready.
Write or phone for your copy,
today! It will pay you.

TRIANGLE RADIO SUPPLY
COMPANY, INC.

120 West 23rd St., New York, N.Y.
Telephones: CHELsea 4240-4241-4242





"HERE'S *the* RECEIVER FOR YOU"

- Regenerative Receivers**
- Crosley 50. One tube set, consisting of regenerative detector and tuner... \$14.50
 - Crosley 50-P. The Crosley 50 in a quartered oak portable case with battery space, etc. \$18.00
 - Crosley 51. Two tube set consisting of regenerative detector, tuner and one stage of audio frequency amplification..... \$18.50
 - Crosley 51-P. The Crosley 51 in a leatherette covered portable case with battery space, etc..... \$25.00
 - Crosley 52. Three tube set consisting of regenerative detector, tuner and two stages of audio frequency amplification..... \$30.00
 - Crosley Trirdyn 3R3. Incorporating radio frequency amplification, regeneration, reflex and additional audio frequency amplification. Three tubes giving the efficiency of a four or five tube set..... \$65.00
 - Crosley Trirdyn Special. The Trirdyn 3R3 set in a larger, more handsome mahogany case with battery and accessory space included \$75.00

- Radio Frequency Receivers**
- Crosley Model VI. Two tube set incorporating radio frequency amplification, detector and tuner..... \$24.00
 - Crosley Model X-J. Four tube set incorporating radio frequency amplification, detector, tuner and two stages of audio frequency amplification..... \$55.00
 - Crosley Model X-L. The Model X-J rearranged and mounted in console cabinet with loud speaker built in..... \$120.00

Prices given are without accessories.
 Crosley regenerative receivers are licensed under Armstrong U. S. Patent 1,113,149.
 Crosley owns and operates Broadcasting Station WLW.

Confidently, with real pride, the dealer that enjoys a Crosley Franchise will, many times a day, repeat that phrase.

Because they are so well known through continued satisfactory performance and national advertising, he knows that Crosley Radio Receivers offer the least sales resistance. From past experience, he realizes that a Crosley sale means an added friend and continued customer.

Within the Crosley Line of Radio Receivers, there is one to suit every taste and pocketbook. If you handle Crosley's, every prospect may be quickly and easily converted into a purchaser.

Why neglect the opportunity for added profits that Crosley Radio Receivers and Parts offer you? Look at the make-up of the instruments and the low prices as listed here. Then picture the large Crosley business that you can do.

Decide today to standardize on this complete line.

For Sale by Good Jobbers Everywhere.

CROSLEY
 Better-Cost Less
 Radio Products

Write for Complete Catalog

THE CROSLEY RADIO CORPORATION

Powel Crosley, Jr., President
 926 Alfred Street, Cincinnati, O.

Interesting Career of Dr. Leonard F. Fuller

New Vice-president and Chief Engineer of R. E. Thompson Radio Corp. Has Been Active in Telegraph and Radio Work for Decade

Dr. Leonard F. Fuller, who on July 1 became vice-president and chief engineer of the R. E. Thompson Mfg. Co. and the R. E. Thompson Radio Corp., New York and Jersey City, N. J., has had an interesting career in the field of telegraphic and radio communication. He was for a number of years connected with the Federal Telegraph Co. of California as chief engineer and in 1919 became connected with Colin B. Kennedy, manufacturer of home radio. Later he was consulting engineer for the Wireless Improvement Co., the Pacific Gas & Improvement Co. and the Great Western Power Co. In this work Dr. Fuller attracted the attention of the General Electric Co. and was called East to become a member of this noted organization

at Schenectady, N. Y. It is noteworthy that Dr. Fuller was instrumental in the development of the designs of many of the radio stations for the United States Navy Department.

In his new capacity Dr. Fuller is enthusiastically interested in the future of home radio and of the development of the receiving set. He considers the municipal station acquired by the City of New York as a most progressive step and one which will undoubtedly be followed by other large cities. This, he says, gives a definite assurance to the continuance of broadcasting for the benefit of the people, and the most efficient method of reaching them. Home radio, he says, is the largest field for the manufacturer. It is to-day a distinct factor in modern life. Its news value, educational field and utilization for pleasure will make it indispensable.

Dr. Fuller looks with pleasure on the stiff competition now present in the radio field, which, he seemingly thinks, will make it impossible in future for poor equipment to exist. Receiving sets built on proper engineering lines will without doubt capture the market.

Magnavox Co. Distributing Two New Receiving Sets

Special Features Embodied in New Magnavox Models TRF 50 and TRF 5—Extensive Publicity Featuring Company's Products

The Magnavox Co., Oakland, Cal., has started distribution to its wholesale representatives of the two new models of Magnavox receiving sets, designated as TRF 50 and TRF 5. The same circuit is used in both sets, the only real point of difference being the larger set, TRF 50, has a larger cabinet with a built-in Magnavox reproducer.

The new Magnavox set is a five-tube tuned radio frequency circuit, consisting of two stages



New Magnavox TRF 5

of tuned radio frequency of special design, detector and two stages of radio frequency. A new type of amplifying network is used in the radio frequency circuits, giving true power amplification, resulting in an extremely high gain per stage. No potentiometer or other form of "losser" is necessary to prevent oscillation. This results in longer life to both the tubes and "B" batteries. The three chief advantages of the sets are simplicity of control, reproduction of exceptional clearness and the cabinets of the highest grade workmanship and finish, in period models which harmonize with any style of furniture. Another welcome feature is the Unit Tuner, which permits all tuning to be done with a single dial.

The larger set, TRF 50, which lists at \$150 without tubes or batteries, is a cabinet set of attractive appearance with a built-in Magnavox reproducer unit of the semi-dynamic type which requires no batteries. Tubes and "B" batteries are readily accessible by raising the top, which is equipped with an automatic holder. Terminals for "A" batteries are provided in the rear. The TRF 5 model consists of a smaller and simpler cabinet with no reproducer but with space for "B" batteries.

Advertising broadsides have been prepared by the company giving full particulars of the Magnavox line, which now consists of reproducers, vacuum tubes and broadcast receivers. It also reproduces copies of the advertisement which the company is to insert in publications with a national circulation, and, in brief, outlines the company's policy of dealer co-operation, which is most comprehensive.

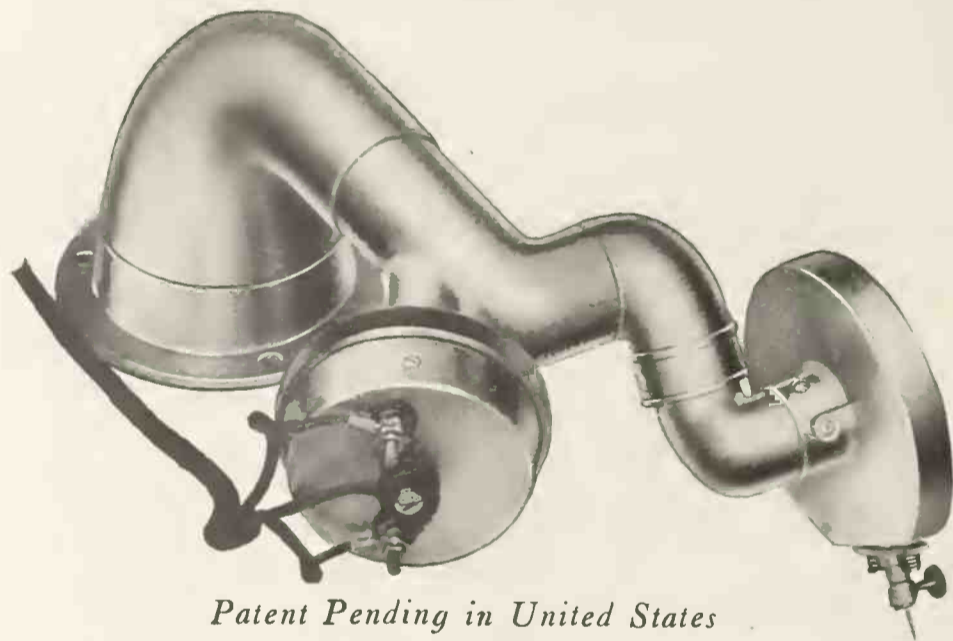
Sponsors Band Concerts

MILWAUKEE, Wis., September 6.—The Kesselman-O'Driscoll Co., Milwaukee's progressive music house, has been securing all kinds of advertising and publicity benefits as a result of the series of band concerts it has sponsored. This store has developed a huge interest in band instruments through its school for players and it is doing a fine business in Holton saxophones and band instruments, made by Frank Holton & Co., Elkhorn, Wis.

Tune-Housen Incorporated

The Tune-Housen, New York, was recently incorporated at Albany to deal in talking machines and sheet music, with a capital stock of \$25,000. The incorporators are W. Webber, E. Dowell and H. Troy.

ORIGINAL and BEST Phillips



Patent Pending in United States

Canadian Patent No. 241,205 Basic Patent

Manufacturers of
Supreme Reproducers
High Grade Tone Arms
and
Low Priced Portable Arms

We hereby announce that we claim exclusive rights in a tone arm with a dual inlet for a talking machine sound box and the radio receiver, and that we are prepared to protect our customers with an adequate patent guarantee on all such tone arms purchased from us.

WM PHILLIPS PHONO PARTS CORP.
145 West 45th Street New York City
CABLE ADDRESS: PHONOPARTS

Insure your own prosperity with a Royal Franchise

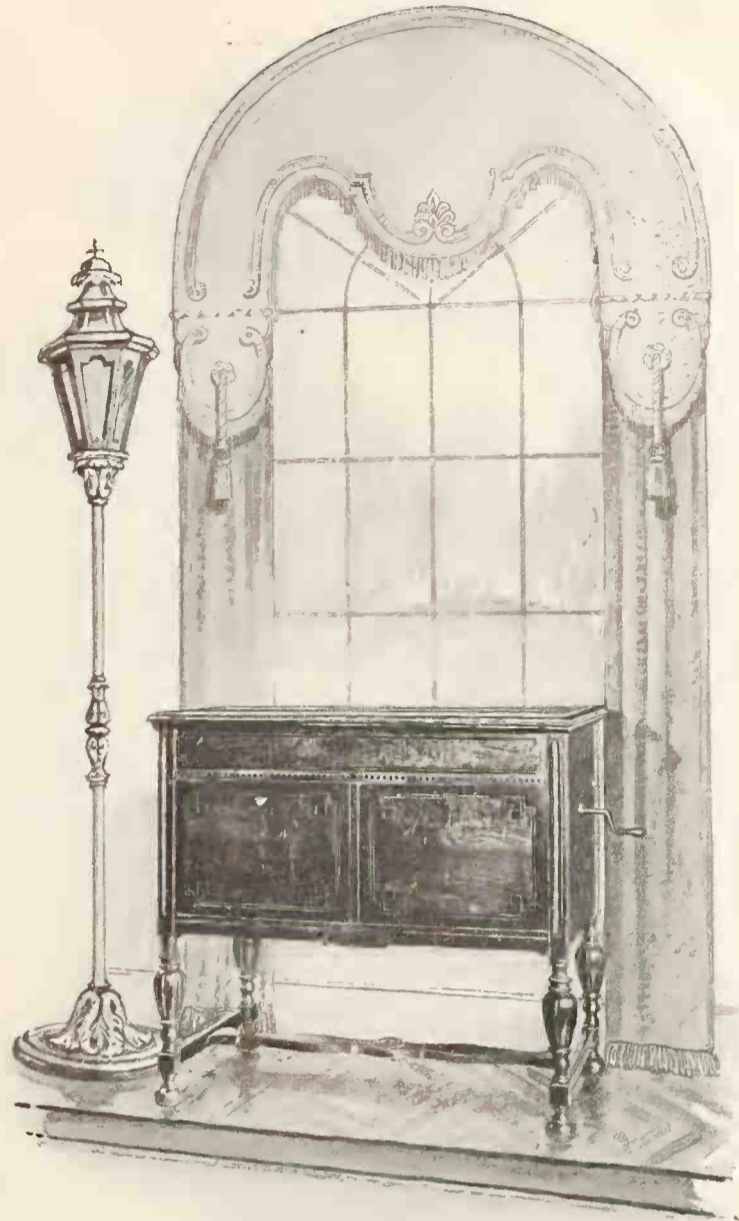
THE new Royal line of Phonographs, Combination Phonographs and Radio, and Adler-Royal Neutrodyne Radio, represent positively the last word in their respective fields. In all of our advertising we recognize that women are sure to be your principal customers and we emphasize three points that will make a powerful appeal to them:

RADIO simplified so that anyone can operate it.

Phonographs that play the records of the world's greatest artists—better.

Cabinets that are exquisite pieces of furniture.

A progressive dealer will be quick to see the possibilities of three such powerful selling points that a Royal franchise places in his hands. Backed by powerful *National Advertising* which will reach the representative families in every community, a Royal franchise enables you to identify your own business with a selling and advertising campaign that is sure to be the sensation of the coming season.



ROYAL line can prove in a dealer's store

- 1 *Increased Turnover.* Royal instruments are bought on sight, because they are better and different.
- 2 *Less investment per dollar sales in Royal;* therefore, greater profit.
- 3 *Royal Instruments on a dealer's floor mean growing business.* One sale makes another.

*See our exhibit at the
FIRST RADIO WORLD'S FAIR
Madison Square Garden
September 22-28, 1924*

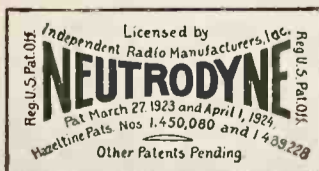
ADLER MANUFACTURING CO.
Louisville, Ky.

Address all communications to
LAMBERT FRIEDL
Vice-President and General Sales Manager
881 Broadway New York City

District Representatives

- WILLIAM A. CARROLL
802 Bramson Building Buffalo, N. Y.
- EDRAY SALES CORP.
532 Republic Building Chicago, Ill.
- H. N. BUCKLEY
Grand Hotel Cincinnati, Ohio
- RADIO EQUIPMENT CO. OF TEXAS
1319 Young Street Dallas, Texas
- BERGER SALES COMPANY
817 Liberty Avenue Pittsburgh, Pa.
- BLACKMAN SALES CO.
2002 Grand Avenue Kansas City, Mo.
- BRUNNER & LUKAS
881 Broadway New York City
- S. E. LIND, INC.
1531 West 25th St. Cleveland, Ohio
- H. N. BUCKLEY
134 No. Pennsylvania St. Indianapolis, Ind
- ROBERT HARRIS
1015 Chestnut Street Philadelphia, Pa.
- S. E. LIND, INC.
2765 West Fort Street Detroit, Mich.
- MARKS PHONOGRAPH & RADIO CORP.
2215 Pine Street St. Louis, Mo.
- ROYALLINE SALES CORP.
218 Tremont St., Room 204 Boston, Mass.
- JOSEPH PHILLIPS
3229 West Colfax Ave. Denver, Colorado

ROYAL
The Perfect Phonograph



ROYAL ADLER NEUTRODYNE*
The Perfect Radio

*Made by King, Hinners Radio Co.

Opportunity for increased profits is offered through a New Edison dealership. Perhaps a dealership is open in your town.



TEXAS-OKLAHOMA PHONOGRAPH COMPANY
2025 JACKSON STREET DALLAS, TEXAS

Optimism Reigns in Dallas as Surveys Show Texas in an Enviably Position

Talking Machine Dealers Are Looking Forward to an Exceptionally Brisk Fall Demand for Talking Machines and Radio—Wholesale Travelers on the Road—E. G. Council a Trade Veteran

DALLAS, TEX., September 6.—Economic surveys of the entire country have disclosed that Texas is in better condition economically and a better holiday business is expected for this State than for any other part of the United States. Music dealers, especially those dealing in talking machines and radio instruments, are looking forward, confidently expecting a large part of this Fall business, and all are laying in heavy stocks in preparation for the rush that has already set in.

All distributors in Dallas now have their sales forces on the road covering the Southwestern territory, and reports from the field men are most encouraging. Sizable orders, too, dealers say, are backing up the reports of favorable business conditions throughout this territory.

Lester Burchfield, of Sanger Bros., in charge of the wholesale department for Victor machines and records, reports his greatest difficulty is in filling orders. The combination talking machine and radio receiving sets are most popular, and the price is of little consideration. People in Texas now have money, Mr. Burchfield said, and when they want something they are not to be balked by the price.

Retail trade in Victor machines and records is holding up well, not only in Dallas but throughout the State, according to reports made to Mr. Burchfield from his field men, and orders he has received for machines to be shipped to the various towns where there are Victor dealers is "proof of the pudding," he says.

The new Brunswick Radiola is proving a sensation in this territory. Manager Humphreys reports heavy orders for this new machine. Other Brunswick models are going good.

The S. B. Reed Music Co., of Austin, retail dealer for the Brunswick, reports that S. B. Parsons, a salesman, sold thirty-one Brunswicks in thirty-one days—a sale a day. This achievement is cited as an evidence of the growing popularity of Brunswick phonographs in Texas.

R. H. Currie, president of the Texas-Oklahoma Phonograph Co., distributor of Edison machines and records in Texas, Oklahoma and parts of Louisiana and Arkansas, says "business is good and getting better." The Edison field force has been on the road for several weeks and orders have been piling up until the Dallas office is badly swamped.

E. G. Council, one of the leading music merchants of Dallas, whose specialty is sheet music, but who also handles player-piano rolls and talking machine records, has just completed thirty-one years in the music industry, fourteen of which have been in Dallas. Mr. Council says his entry in the music industry was entirely accidental. "I was preparing to go away to college thirty-one years ago," Mr. Council said. "Parental objection was raised to my engaging in athletics, and so I did not go to college. Instead, I went to E. B. Guild, one of the leading music dealers in Topeka, Kan., where I then lived, and asked him for a job. I have been in the music business ever since." Mr. Council is now regarded as one of the best-posted men on musical affairs, especially on sheet music, records, etc., in the Southwest.

Discussing business conditions in this line, Mr. Council said there is a very strong demand for sheet music, player-piano rolls and records. He notes a lessening of the demand for jazz and a return to the old-time melodies. The

wave of jazz has run its course, he says, and music with feeling now is wanted.

F. Frimil, of Sealy, Tex., and F. Felceman, of Rosenberg, Tex., both enthusiastic Odeon record dealers, have just returned from Europe on the S. S. "Leviathan" and report a splendid vacation. They visited some of the Odeon dealers in Europe and advise that they believe they received some very valuable suggestions, as the Odeon dealers over there are very live and do a much larger record business than we do. Both Mr. Frimil and Mr. Felceman were originally from Czecho-Slovakia, but have been in Texas for about twenty years and, as this was their first trip back since coming to this country, they found an entirely different place and it was very interesting to them. Mr. Frimil advises that a type of music as played by Brouskova Band, exclusive Odeon orchestra, is still very popular with the Europeans in sections visited by him.

"We find business increasing wonderfully on our Mexican, Bohemian and German records since about August 20," states Paul Blackwall, of the Texas Radio Sales Co., Inc. "Our stock was allowed to deplete slightly during the Summer months and we are having a hard time getting ahead of orders for this merchandise. We believe that our Bohemian and Mexican record business this Fall and Winter will more than double the same business last Winter. Also are selling a large number of portable phonographs for this time of the year."

Wide Trade Interest in New Peerless Albums

Phil Ravis Books Many Orders for the New "Pictorial Records"—Appoints Ten Distributors for Kiddie Records

The new loose-leaf record album manufactured by the Peerless Album Co., 638 Broadway, New York City, has aroused unusual interest in the trade. The traveling representatives of the Peerless Co. all report it as the best seller of the present season. Many dealers look upon this loose-leaf album as the most progressive development ever contributed to the art of album manufacture.

Phil Ravis, president of the Peerless Co., recently returned from a trade trip in which he visited many of the larger cities in the United States. Mr. Ravis booked many orders for the new "Pictorial Records," for which his company is the metropolitan distributor. He appointed ten distributors for these new Kiddie records in behalf of the New Record Corp., 210 Fifth avenue, New York City.

The number of orders booked for these children's records in the metropolitan area has been quite substantial, and the interest and enthusiasm shown in other States which have been the source of orders lead Mr. Ravis to believe that during the coming Fall this series of records will be most active sellers. He states that the response to the introduction can be described as enthusiastic.

Extensive Drive in Radio

Saul Birns, who successfully conducts a chain of talking machine and radio shops in New York City, has already put into effect a part of a very comprehensive advertising campaign for the coming Fall season. In the belief that if a good radio set is placed in the home it stays sold, he is sending out 20,000 cards advertising the Pathé Minute Man radio set made by the Pathé Phono. & Radio Co., Brooklyn, N. Y. These cards offer to place a set in any home on a five days' trial. It is expected that many sales will result from those taking advantage of this offer and good Fall business is looked forward to. Mr. Birns has taken on the new 1925 line of Pathé receiving sets, which includes the "Minute Man" and "Five-Six," and also the various furniture models.



RADIO

Combination Set Manufacturers

Are PROGRESSIVES in the talking machine field. They are looking into the future and preparing to meet a clearly forecast demand.

We have also looked into the future and are prepared to meet a demand, just as clearly forecasted, for quality binding posts.

EBY Posts are scientifically designed, beautifully finished and their price is right.

Our COMBINATION is
QUALITY and SERVICE

H. H. EBY MFG. CO., Philadelphia, Pa.





Radio Receivers

Showing the
"New Minute
Man" with
"Console
Speaker."

A strikingly
beautiful
combination.

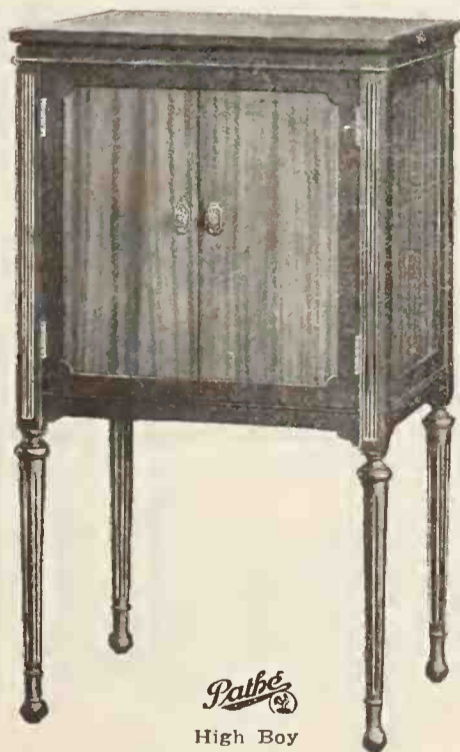


Console Speaker — a
Radio table, with built-
in Wood speaker and
room for batteries. Fits
any set.

Pathé
New "Minute Man"
with "Console Speaker"

Pathé "High Boy"

A handsome and
complete radio
outfit with New
"Minute Man"
or "Five-Six"
Receiver, built-
in Loud Speak-
er and room for
all batteries.



Pathé
High Boy

DEALERS
*Write for
Folders
and
Discounts*

PATHÉ PHONOGRAPH & RADIO CORPORATION
16 Grand Avenue, Brooklyn, N. Y.



Pathé
Radio Loud
Speaker

Dealers' Window Prepared by the Victor Co. Visualizes Instrument in the Home

Diagram Shows How a Victor Talking Machine May Be Placed to Advantage in the Living Room of the Home—Simplicity of Arrangement and Low Cost Features of the Display

In view of the campaign that has been carried on the past year or so by many music merchants of the country both individually and collectively to emphasize the necessity of providing a definite place for musical instruments in the new home, the special window display prepared by the Victor Talking Machine Co. for the use of its dealers during September, and reproduced herewith, is particularly timely and effective.

Of course, the talking machine dealer is not

be placed in a modern living room to the greatest advantage should in itself be a great help in persuading the prospect to make his purchase at the moment instead of waiting indefinitely. Seeing the floor plans of the home he can form an idea of how the similar placing of the instrument may be made in his own particular home.

A worth while feature of the display is that it is simple to arrange. Practically any local architect or builder will be willing to loan or

as that shown in the sample window and a couple of the late models of instruments complete the arrangements.

For the dealer who wants to put a little greater effort into the window, it might be well to place therein a miniature home surrounded by a lawn or garden, and perhaps with small figures scattered about and a light inside to show a miniature Victrola in the living room.

The main thought is to capitalize on the interest that has been aroused or supposedly has been aroused by the various campaigns being carried on by dealers in various sections, particularly on the Pacific Coast and in the Southwest and by the members of the National Association of Music Merchants, who have lent their support to the movement to have the modern homes designed with special thought to the



Victor Dealers' Window Display Visualizes Placement of Talking Machines in the Living Room

faced with the problem that confronts the piano dealer for the reason that with its small size there is generally found place in the room in which the talking machine fits nicely, or at least, there is some type of talking machine, whether upright or console model, that will be found to serve the purpose.

However, the idea of enabling the prospective purchaser to visualize just how the Victrola can

give the talking machine dealer a blueprint of the ground floor plan of a home, especially if the architect's name is allowed to appear in one corner.

A bit of white ink with which to outline on the plan the top of the Victrola as it is placed in a most desirable position in the room is all the equipment a dealer needs to complete that section of the display. A suitable sign, such

ultimate placing of pianos and talking machines therein and away from windows and heating apparatus.

Fire at Blue's Music Store

MONTGOMERY, ALA., September 8.—Several hundred dollars' worth of damage was caused by fire recently at Blue's Music Store here.

FOR FALL SALES

The popularity of the small talking machine is increasing by leaps and bounds. Orders on hand for Fall delivery of the "Yale" talking machines are substantial. If you do not already carry the "Yale" line, it will pay you to investigate it now. It offers you a line which will add to your profits at practically no increased overhead and with no competition whatever to the larger talking machines you already carry.

The "Yale" is not a toy; it is a complete talking machine, attractive in design and with an exceptional tone.

Write us today regarding our proposition.

A \$15 value that can be sold
at \$10 with a good profit

DAVIS MFG. & SALES COMPANY

763 State Street

NEW HAVEN, CONN.

MID-WEST DISTRIBUTORS—Targ & Dinner Music Co., 229 W. Randolph St., Chicago, Ill.
PACIFIC COAST DISTRIBUTORS—Christophe's, 2365 Mission St., San Francisco, Calif.



The New *Sleeper* TYPE 54 MONOTROL REG. U.S. PAT. OFF.



DID YOU READ ABOUT IT LAST MONTH?

We ran a five-page advertisement in last month's issue of this publication. It was something which no dealer could afford to miss.

It announced the new model of "the most perfect radio set in America."

It listed the 24 improvements which, added to the famous Inverse Duplex Circuit, have so broadened possibilities for good reception in all localities, so sharpened selectivity, so improved tone and simplified construction that it sets a new high mark in radio refinement.

It showed how the new Sleeper Monotrol, Type 54, meets every sales requirement and answers every question customers can ask.

It outlined our plan to help you sell—a plan which eliminates illegitimate competition, and which includes extensive advertising, the Sleeper Time Payment Plan, manuals for your salesmen and for purchasers, free cooperative display and advertising material, exhibitions, demonstrations and lectures and a personal service from all our departments.

It pictured our plant and described the men who stand behind the Sleeper Monotrol.

If you missed this advertisement, be sure to send for our Campaign Plan Book which describes these factors in greater detail and which clearly points your opportunity for 1924-25. Send also for our interesting manual—"How to Sell a Radio Receiver."

SLEEPER RADIO CORPORATION

Established 1919

436 Washington Ave. Long Island City, N. Y.

CHICAGO
10 South La Salle St.

SAN FRANCISCO
111 New Montgomery St.



Imitator of Music Master Speaker Is Enjoined

U. S. District Court Issues Injunction Against True Tone Horn Co. in Action Brought by Music Master Corp., Philadelphia

PHILADELPHIA, Pa., September 9.—Judge John C. Knox, of the United States District Court of the Southern District of New York, recently granted an injunction to the Music Master Corp. in an action brought by that company against the True Tone Horn Co. for an alleged imitation of the Music Master loud speaker.

The injunction orders the latter company to "desist and refrain from, directly or indirectly, any manufacture or sale of radio reproducers or loud speakers so similar in design and appearance to plaintiff's . . . as to be calculated to cause confusion in the trade as to the origin thereof, and

"It is further ordered that up to November 1, 1924, but not thereafter, the defendants may dispose of the . . . reproducers or loud speakers herein complained of and which they allege they now have on hand on condition that said devices be altered or modified in color, in such a manner as to completely distinguish them in appearance from plaintiff's loud speaker, and that said devices have applied to them suitable nameplates, or the like, having a name or trademark conspicuously displayed thereon which shall indicate the origin of the goods and clearly distinguish defendant's reproducers or loud speakers from plaintiff's."

In the complaint it was stated that the Music Master Corp., at considerable expense of time, effort and capital, had developed a speaker of recognized merit which had established a reputation for quality of tone and proved a big seller. Furthermore, the loud speaker has been so well advertised in newspapers, magazines and trade publications that its distinctive shape and construction were recognized almost at sight and that an imitation product of similar form and color might easily be mistaken for the original by the incautious buyer.

It is believed that the securing of the injunction against imitators will have a salutary effect on those inclined to take advantage of the rapid growth of the radio industry to indulge in unfair competition.

Greater City Phono Co. Adds Freshman Radio Line

Prominent New York Wholesaler to Distribute Product of Charles Freshman & Co.

The Greater City Phonograph Co. announces, through Maurice Landay, president, its appointment as distributor for Charles Freshman & Co., Inc., manufacturers of the Freshman radio receiving sets, known under the trade name of the Freshman Masterpiece and the Freshman Kits. "In adding the products of the Freshman Co. we feel that we have taken a decided step towards satisfying the requirements of the phonograph trade insofar as radio is concerned. The Freshman Masterpiece is designed and constructed with the same care and attention given to all products manufactured by this company and retails at a price which should appeal to all classes," said Mr. Landay, in discussing his company's appointment as a distributor for the Freshman Co.

Barron Adds Brunswick Line

SUPERIOR, Wis., September 8.—E. T. Barron & Co., of this city, who during the last eight years have operated an exclusive Victrola Shop in that city, have put in the Brunswick line. They plan extensions to their phonograph business. They are the largest dealers in northern Wisconsin.

Coming from Montana eight years ago, E. T. Barron, located in Superior. His Gabler slot machine interests now extend pretty much over the entire West. He has achieved one of the biggest successes made in the talking machine business in the State of Wisconsin.

Scores in Scranton Concert

The Mound City Blue Blowers, exclusive Brunswick artists, who just completed a successful Summer season at the Beaux Arts Cafe, Atlantic City, played a special engagement at the Town Hall, Scranton, Pa., September 13. This novelty combination has already appeared at the Palace Theatre, New York, and will shortly open at Broadway's new ballroom, the "Arcadia."

Launches Campaign on Atwater Kent Products

E. A. Wildermuth, 1061 Atlantic avenue, Brooklyn, N. Y., wholesale distributor of radio equipment manufactured by the Atwater Kent Mfg. Co., has launched an intensive sales campaign among the talking machine dealers in the Brooklyn and Long Island territory for the Fall and Winter season.

"We feel, after having been advised of the Atwater Kent Co.'s plans for sales and co-operation among the dealers during the coming season, that we, as distributors, are in a position to offer the dealer quality radio equipment and also a satisfactory sales plan," said E. A. Wildermuth in a recent chat with The World regarding these products.

The company has been doing an excellent business during the time that it has been carrying the Atwater Kent line, but with the new models which are being offered to the trade this Fall Mr. Wildermuth feels that they will even surpass their best sales to date. "We are aware of the fact that the talking machine dealer has become a most important factor in the retail sales and merchandising of radio and we have studied his problems as closely as possible so as to be able to offer him every co-operation within our power," said Mr. Wildermuth.

Announces Plan to Educate Radio Buying Public

The Newport Radio Corp., 250 West Fifty-fourth street, New York City, has devised a plan whereby the dealer may be protected against complaints and dissatisfaction of the customer that results from a limited knowledge of the operation of a radio receiving set. The plan consists of enclosing in every set a booklet with instructions, station charts and detailed information concerning the proper operation of the receiving set and how to obtain the most efficient results.

"We feel that in offering the Newport receivers to the trade we have a product of which we are personally proud and wish the dealer to share with us in this feeling," said T. W. Campbell, president of the Newport Radio Corp., in a recent chat with The World. "Having studied some of the problems with which the dealer is confronted, we have concluded that this plan of enclosing a booklet with every set will eliminate the source of a great many unnecessary complaints which the dealer receives from the consumer whose lack of knowledge causes unnecessary dissatisfaction. While we realize that the dealer, as a wideawake merchandiser, does everything within his power to instruct the purchasers of sets in how to operate them to the best advantage, nevertheless he cannot be continually at their side, but must concentrate his efforts upon making new sales. The booklet which is enclosed with the set, however, is constantly at the side of the purchaser, where he may consult it and satisfy himself on the proper and best methods of operation."

Thos. C. Hindley a Visitor

Thomas C. Hindley, Chicago representative of the Wasmuth-Goodrich Co., and popular throughout the talking machine trade in the Middle West, was a recent visitor to New York, calling upon his friends in this city. Mr. Hindley spoke enthusiastically of the progress being made in the sale of the Phonoradio in his territory and predicted a very active Fall trade. While here Mr. Hindley attended the first international polo match, held at Long Island on September 13.

The Down South Music Publishing Co., New York, recently changed its name to the Majestic Music Co.

The Tube With the UNCONDITIONAL GUARANTEE

Every VOLTRON tube has a refund value at the factory, under the wide terms of

The VOLTRON GUARANTEE

"VOLTRON tubes are guaranteed against manufacturing defects. Return for free replacement, if defective, before thirty days from purchase; after thirty days return for an adjustment based upon actual usage. IN EVERY CASE AN ALLOWANCE WILL BE MADE regardless of condition of tube. Return direct to the VOLTRON Manufacturing Company."



VOLTRON SALES COMPANY

227 Fulton Street

New York City, N. Y.

VOLTRON MANUFACTURING COMPANY, Newark, N. J.

Amazingly Different!

Music lovers from coast to coast have learned to divide all Radio Reproduction into two broad classes.

One class is the reproduction supplied by The Superspeaker.

The other is the wide variety that comes from all the rest of the so-called loud-speaking devices.

Between these two classes yawns a veritable Grand Canyon of Acoustics—the difference between real music and mere noise. Such is the verdict Jewett owners everywhere proclaim.

We can easily understand this verdict, for we know the reasons which cause this amazing difference.

These reasons have their beginnings in such fundamentals as dimensions, materials, workmanship and the application of acoustical engineering, available only to experienced musical-instrument men.

Not in even one of these fundamentals does the market include a duplication of The Superspeaker. Until the advent of some other instrument which can duplicate our product not in one but in every fundamental, the present chasm cannot be bridged.

From a long experience in the musical instrument field we unhesitatingly recommend The Superspeaker as a business building article for any merchant, and an essential part of any Radio stock.

No extra batteries—nothing to get out of order—Each Superspeaker shipped in individual carton—

Vemco Reproducing Unit also furnished separately for Phonograph Adaptation.

Get our dealer proposition in time to cash in with Fall Demand.



The
Superspeaker,



The

THE JEWETT RADIO & PHONOGRAPH CO.
5680 Twelfth Street - - - - - Detroit, Michigan

Superspeaker

HAPPENINGS IN THE DOMINION OF CANADA

Montreal Trade in Strong Positions for Fall Campaigns With New Products

Manufacture of Victor Cabinets With Provision for Radio Progressing and Will Be Available This Month—Manufacturers and Retailers Looking Forward to Busy Fall—News of the Trade

MONTREAL, CAN., September 9.—In a trade letter to its dealers the Victor Talking Machine Co. of Canada, Ltd., states: "The manufacture of Victrola instruments Nos. 215, 400, 405 and 410, with provision for installation of radio receiving sets, is progressing satisfactorily. These four styles, in moderate quantities, will be available about September 25." Several manufacturers of radio sets have already indicated their intention of making special designs for these Victrolas.

William Prentice, president of the Columbia Phonograph Co., Ltd., who has been touring the continent for the past three months, has returned home.

The Columbia Phonograph Co., Ltd., is in receipt of a letter from Alfred E. Henderson, Montreal, noted lecturer, strongly endorsing the Columbia portable phonograph. "Taking it all in all it is far and away the best portable I have ever heard or seen and I am taking it to Wembley before beginning my third Trans-Canadian lecture tour," he said.

The Th. Goldschmidt Corp., 41 Common street, the exclusive representative of the manufacturer of N. & K. imported loud speakers, phones and phonograph units for Canada and the United States, is launching a strong national advertising campaign.

Charles Culrose is handling a large quantity of Vocalion records which he claims are increasing in popularity every day. The Aeolian-Vocalion phonograph is a prime favorite, as is also the Sonora.

A unique presentation was recently made to Edgar M. Berliner, president of the Victor Talking Machine Co. of Canada, Ltd., by the branch managers and department heads to commemorate the completion of the first Canadian Victrola made in the new cabinet factory. Mr. Berliner was made the recipient of a solid silver replica in miniature of a Victrola 210, complete in all its features and accurate as to detail, even down to the hinges on the doors and the trade-mark "under the lid" and horn space, containing a small clock with a blue and gold enamel dial. Mrs. Berliner was presented with a bouquet of roses.

While other departments were closed for two weeks and the employes enjoyed their usual vacations the cabinet factory of the Victor Talking Machine Co., Ltd., continued full-time operations in all departments. The Canadian Victor officials are looking forward to the greatest demand ever for His Master's Voice instruments. Their figures indicate that even with full-time production the requirements may not be met and that it may be necessary to resort to night operation by the time Fall sets in. It is an-

nounced by the company that E. R. Fenimore Johnson, vice-president of the Victor Co., of Camden, N. J., has become a director of the Canadian company to succeed R. L. Freeman.

C. W. Lindsey, Ltd., has recently given over its handsome show windows to effective displays of Sonora and Columbia phonographs.

Entire Trade Looking Forward to Radio Show to Be Held in Toronto in November

Broadcasting of Concerts and Lectures and the Exhibition of All Types of Radio Products to Be Features of the Event—Month's News and Activities of the Trade

TORONTO, ONT., September 8.—It has been announced that a radio show will be held in the King Edward Hotel, this city, from November 10 to 15. One of the objects of those sponsoring the show is to give Toronto radio fans an opportunity to see all the latest radio devices. Concerts and lectures will be broadcast, as well as technical demonstrations.

Howard B. McKenzie, technical director of Burndep of Canada, Ltd., has been granted letters patent covering a new invention which, it is understood, will be placed on the market this Fall. It is known as the McKenzie Monro-Multi Control Device. The World understands he is assigning his patent rights to a joint ownership of Burndep and himself, and that the Burndep firm is planning to manufacture it.

A recent visitor to Canada was R. L. Wickes, of the Fletcher-Wickes Co., Chicago, Ill., manufacturer of the Fletcher tone arms and sound boxes, which have been made popular in Canada through their use on McLagan phonographs.

Manager John B. Byers, of Canadian Brandes, Ltd., this city, announces that at the forthcoming Canadian National Exhibition here his organization will stage an exhibit of Brandes head sets.

Fred Gennett, one of the officials of the Starr Piano Co., Richmond, Ind., was a recent visitor to Toronto. Mr. Gennett's family is summering at Bayfield, Ont., on the shores of Lake Huron, and, with W. D. Stevenson, of the Starr Co. of Canada, Ltd., of which company Mr. Gennett is second vice-president, paid a visit to the Queen City.

Canada Steamship Lines, Ltd., consisting of nearly twenty ships, which are equipped with Brunswick phonographs, recently put in stocks of new Brunswick records, preparing for a busy season.

The marriage took place recently of Miss Mac Skilling, of the Columbia Phonograph Co.'s educational department, to Waddington Mason, also of Toronto. The honeymoon was

L. R. Beaudry, manager of the Starr Co. of Quebec, Ltd., is most optimistic as regards Fall business for Starr phonographs and Starr records and views the outlook as most promising both in new dealers and increased sales from those dealers now on the books.

Just before leaving England recently for his holiday on this side of the water the Prince of Wales voiced an Empire message to be distributed by phonograph record, according to word received here by the local office of the Victor Talking Machine Co. The matrix is being sent here and the records will be on sale in twelve-inch record form in September.

spent motoring through the Adirondacks to New York and Washington.

S. J. O'Donnell has joined His Master's Voice family as special representative of the Victor Talking Machine Co. of Canada, Ltd. Mr. O'Donnell recently resigned the sales management of the Musical Merchandise Co., Ltd., Brunswick distributor. He will make Toronto his headquarters.

The Columbia Phonograph Co., Ltd., has recently put out its first folder by the new Canadian company, which contains illustrations and descriptions of each model in the new Columbia line.

At a meeting of the Toronto branch of the Canadian Radio Trades Association, under the presidency of J. W. Askham, it was decided to hold the annual convention on September 3.

For the purpose of impressing the visitors to the Fall fairs in the Province of Quebec with the importance of buying Canadian products, the Canadian Manufacturers' Association will this year again conduct its "Produced in Canada" campaign.

Activities of the Trade in Winnipeg Territory

WINNIPEG, MAN., September 8.—R. H. Williams & Sons, Ltd., Regina, Sask., have moved their phonograph department from the basement to the second floor. They have also adopted the "Audak" system for demonstrating records, which has done away with four sound-proof rooms. Since the move they report that their business has picked up 100 per cent.

The Canadian Pacific Railway has just purchased six Brunswick phonographs, to be sent out to six of its camps in the interior of British Columbia. Two bought from Heintzman & Co., Ltd., Calgary, Alta.; two from the Matthews Music House, Calgary, Alta., and two from the Kent Piano Co., Vancouver, B. C.

In the parade held here commemorating the fiftieth year of Winnipeg being incorporated as a city Farquhar & Shaw had a very attractive float. On the banners and on the side of the float was mentioned that they were Brunswick dealers and at various intervals throughout the route they played Brunswick records. Since this publicity stunt a considerable increase in Brunswick record sales has been noticeable.

Pending the completion of its new and spacious premises the Kent Piano Co., Ltd., Vancouver, B. C., is occupying temporary quarters.

Fletcher Bros., Ltd., Victoria, B. C., are planning to operate a high-powered radio broadcasting station in connection with their music store, providing a daily program of music.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

First Victor Co. Concert at Atlantic City Auditorium Attracts Large Crowd

More Than Five Hundred Music Lovers Crowd Beautiful Concert Hall at New Atlantic City Showroom—Galaxy of Victor Stars Entertain—Concerts to Be Daily Event

More than five hundred lovers of music crowded the beautiful auditorium of the Victor Talking Machine Co.'s display rooms at Atlantic City, N. J., on the evening of Wednesday, September 3, for the first of a series of concerts, open to the public, which have been arranged by the Victor Co. for the pleasure of the cosmopolitan thousands gathered daily at this famous resort. The concert was unique in many respects. The artists included the Peerless Quartet—Albert Campbell, Henry Burr, John Meyer and Frank Croxton, with Frank Banta at the piano; the Victor Concert Orchestra, under the baton of Rosario Bourdon, and Alexander Schmidt, solo violinist. The entire program was received with remarkable enthusiasm, due both to the excellence of the performance and the ideal setting provided by the Victor Co.—an auditorium decorated by artists, insulated from the noises of the Boardwalk by its position on the second floor, and commanding a sweeping view of the Atlantic.

The Peerless Quartet members are familiar figures on the popular concert stage and were received with the acclaim that always accompanies their appearance. The Victor Concert Orchestra, though known through Victor records in millions of homes, is practically never heard as an organization in public and excited much interest on that account. The fact that the orchestra, under the leadership of Mr. Bourdon, has been trained for years in the absolute perfection of performance required for recording purposes, assured a standard of performance not to be excelled by any body of musicians, and this fact, coupled with the charming and well-arranged program, brought forth expressions of the keenest satisfaction on the part of the discriminating audience.

The interest of the Atlantic City crowds in the Victor exhibit and concert series is attested by the fact that while only 550 cards of admission to the concert were issued, 515 persons attended the concert, practically the capacity of the auditorium. Late-comers swelled this number until very regretfully Thomas Hesselton, manager of the Victor Co.'s display, was compelled to close the doors of the concert room.

Mr. Hesselton, during the brief intermission in the concert, welcomed the audience to the Victor display and explained its purpose. The Victor Co. has occupied the quarters at 1731 Boardwalk, adjacent to the Traymore, and including an exquisitely appointed display room, the complete library of Victor records, the entire line of Victrola instruments from the small portable type to art models executed in the Victor art shop at Camden; demonstrating booths, a pleasant room for the children's hour, a spacious deck commanding a view of the boardwalk and the sea, and other interesting and unique features. Here an expert staff welcomes many visitors from every part of the world, every day. Records—"The whole library if you wish," Mr. Hesselton said—and Victrolas of all types are explained and demonstrated. There is absolutely no solicitation of business, visitors being referred to dealers in their home town. The Victor Co. maintains the display rooms and the concert series in order that music lovers visiting Atlantic City may have every opportunity of becoming more familiar with the musical service performed by the Victrola and Victor records. They are invited to spend as much time as they wish in the luxuriously appointed display rooms, where requests for any record can be met in a second, and where music can be heard in its perfection under the most favorable conditions.

A feature of the Victor Co.'s service at Atlantic City is the class conducted for children by Miss Mabel Rich, of the Educational Department of the Victor Talking Machine Co. Classes are held several times a week, one for the little tots and one for older children. While their parents are enjoying music in the main auditorium or watching the ever-changing spectacle of the Boardwalk and the sea from the spacious and comfortable open-air deck on the second floor, the children are being entertained profitably in the classes. More than a hundred children, coming from every corner of the United States, have been registered for the classes, and many more have attended who have not been registered.

Several of the great hotels of the famous resort have seized the opportunity of giving their

guests extra service by providing them with invitations and programs for the concerts at the Victor display rooms. More than thirty conventions are to be held at Atlantic City during September, bringing delegates from all corners of the world. Hundreds of these will visit the Victor exhibit and have the quality of the service rendered by the dealer and the Victor Co. strikingly brought home to them.

One of the striking developments of the record concerts conducted at the display rooms is the fact that the crowds, though certainly in the holiday spirit and not inclined to take anything very seriously, have demanded programs of the highest grade. The record concerts had been planned to include some of the light popular and modern music in order to appeal to all musical tastes, but to the surprise of those in charge, on several occasions the audience expressed its desire that the programs be made up of music of the more serious type. This development has special significance at this time when the discussion of jazz is occupying so much of the attention of the musical world.

Some idea of the effect of the comment that accompanies the record concerts may be gained from an experience of Miss Rich with one of her audience. It happened that the "William Tell" overture was on the program, and Miss Rich told the story of the opera, some facts about the composer, and the meaning of music. Afterward a gentleman approached her to thank her for the pleasure he had been given, and to tell her that though he regards the Rossini overture as one of his favorites, he never before knew that it had any connection with the opera, or that it was descriptive of any incident. He added that he counted his experience at the Victor display rooms as the most pleasant of his Atlantic City vacation.

This experience is typical of many, according to the comments heard in and about the Victor establishment on the night of the concert, and is bound to reflect in added appreciation of the work of dealers in Victor products throughout the country, since all visitors are referred to local dealers. The large and cosmopolitan crowds, the non-solicitation of business, the unique character of the Victor establishment and the pleasure that is to be had there, the ever-increasing numbers who visit the showrooms, all are certain to have a marked effect upon the public and therefore upon the dealer and the Victor Co. The display will remain open throughout the year and thus will reach every class of customer with the Victor message.

Devendorf's Shop Enlarged

FLINT, MICH., September 8.—Growth of business, steadily progressing for the past five years, is given as the reason for the enlarging of the store of Devendorf's Brunswick Shop at 125 East Kearsley street, here. In addition to enlarging the floor space of the store complete renovations and redecorations will add to the general attractiveness of the shop. Fred Devendorf, who conducts the business, has had many years' experience in the retailing of musical instruments. A branch store was recently opened in Lapeer to render service to patrons in the eastern section of the county.

Feature Brunswick Special

Brunswick dealers in metropolitan territory have been featuring to timely advantage a special Brunswick release designated as No. 2669, featuring two of the most popular hits from the current Broadway musical comedies. These two numbers played by Ray Miller and His Orchestra, exclusive Brunswick artists, are "Lonely Little Melody," from the "1924 Ziegfeld Follies," and "Somebody Loves Me," from George White's "Scandals of 1924." These two selections have already won tremendous success in the metropolitan district and are fast becoming popular throughout the country.



inating one tube. The Nutron Solodyne (double-grid) Tube does the work of two tubes at once and gives better results. This is in addition to its use in making possible the No. "B" Battery (Solodyne) Circuit now in use by thousands of radio fans throughout the country. List \$6.00; Dealers \$4.20.

Biggest Sellers for Livest Dealers —Greater Results Than Ever!

Nutron Matched Tubes Silben Spot (Pat. Pending)

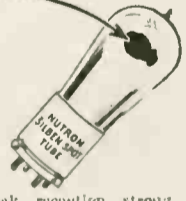
Mr. Set Manufacturer: You can now guarantee every one of your sets working perfectly on tube operation. Our Service Department will match tubes for your particular set, pack them in cartons of three or six, as required, each tube in individually marked and guaranteed correct for your set. Complete specifications for each tube will be packed in each carton. This is a service that will be welcomed by your distributors, dealers and customers. Nutron Matched Tubes—matched to your requirement—identified and improved further with the Silben Spot (Pat. Pending)—tested and guaranteed can be made available to your customers if you say so.

We can accommodate a few reliable set manufacturers with this service and furnish Nutron Matched Tubes in sufficient quantities to meet all their requirements. Mr. Set Manufacturer, this represents tube insurance to you. Write, wire or phone for consultation.

To Dealers: To be absolutely sure of perfect tube operation on Super Heterodyne and reflex set, you should recommend the use of Nutron Matched Tubes and Nutron Solodyne (double grid) Tubes. The Silben Spot (Pat. Pending) is your guarantee of perfect results with any set on which they are used. Nutron Matched Tubes: Set of 3, List \$12.00, Dealers \$7.10; set of 6, List \$21.00, Dealers \$10.80; Nutron Solodyne (double grid) Tubes, List \$6.00, Dealer \$4.20.

Distributors Protected.

This Silben Spot Does it—



Sell Silben Spot Tubes (Pat. Pending)

After years of chemical and electrical research a startling process of tube treatment has been discovered! What appears to be an ordinary 6-volt storage battery tube actually works like a \$12.00 power tube. It makes weak reception strong and good reception stronger.

The "Reudement"

Ordinary tubes have three measurements. The Silben Spot Tube has a fourth, known as the "reudement." The secret is in the Silben Spot (Pat. Pending). Furthermore, every Silben Spot Tube is DEPENDABLE because each one is rigidly tested before it leaves our factory. Each Silben Spot Tube gives known results. Made in all types used in standard sets. List \$1.00, Dealer \$2.80.



NUTRON MANUFACTURING CO.
731 Main Avenue Passaic, N. J.

Phonograph Dealers:

NOW is the time to inquire about Federal Service

FEDERAL makes radio equipment, but it *sells* service — performance. From smallest screw or part to the completed set, every step in the Federal manufacturing process is looked upon as but a necessary incident to the main objective — positive, satisfying performance.

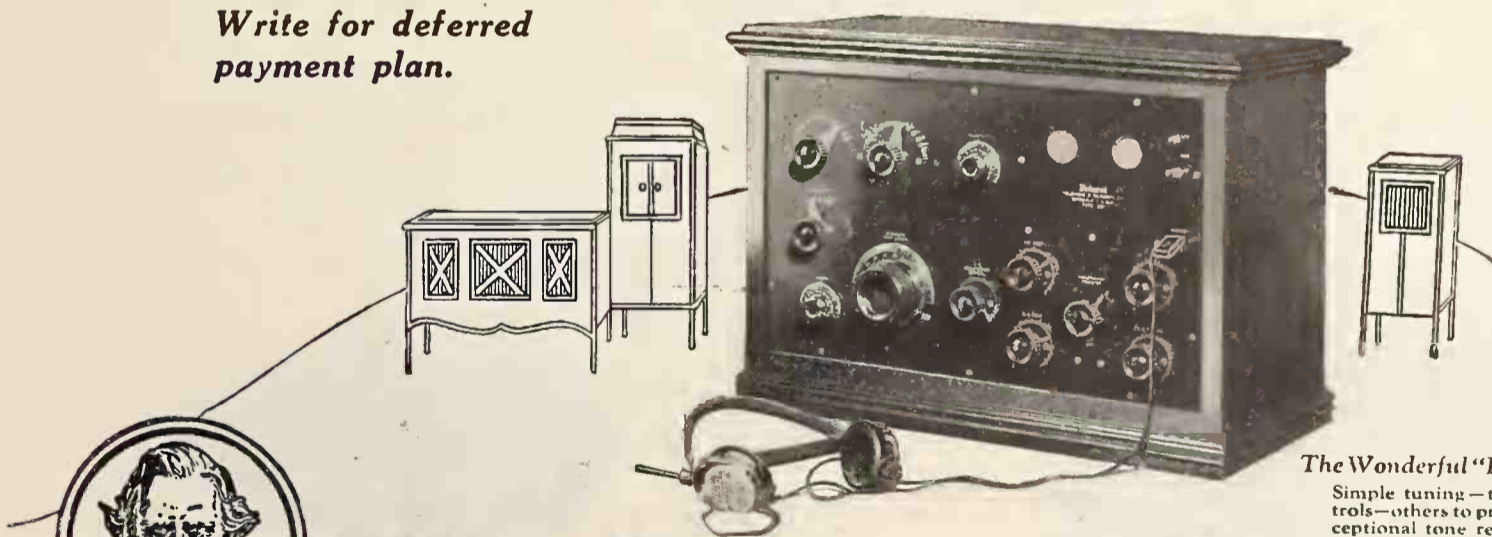
And this same ideal prevails in the Federal sales organization. You link your establishment with Federal for a profit-making service. A service that helps you find your radio market — helps you sell Federal performance to that market — helps you gain the enthusiastic goodwill of your customers by teaching them *how* to achieve the *real* thrills of radio from their Federal Sets.

Now is the time to become fully acquainted with Federal Service. Let us explain in detail just what it means to you. Let us show you how Federal has organized to build profits and lasting good-will for you.

FEDERAL TELEPHONE MANUFACTURING CORPORATION
BUFFALO, N. Y.

Boston New York Philadelphia Pittsburgh Chicago
San Francisco Bridgeburg, Canada

*Write for deferred
payment plan.*



The Wonderful "Fifty-Nine"
Simple tuning — three controls — others to produce exceptional tone refinement.

Priced at
\$177

With headphones.

For Loop Reception (No 61)

\$46 extra



Federal

Standard **RADIO** Products

ROYAL PHONOGRAPH-RADIO



SPANISH No. 30

WOLVERINE PHONOGRAPHS
THE CAMP-FONE
CAMP'S DAILY DOZEN
REDUCING RECORDS

S. E. LIND, Inc.

Manufacturers and Wholesale
Distributors

2765 West Fort Street
DETROIT, MICH.

Tel. West 2161

VOCALION RED RECORDS



FIBRE, VOCALION
BRILLIANTONE,
PETMECKY and
GILT EDGE NEEDLES

Big Improvement in Industrial Outlook
in Detroit Reflected in Stimulated Sales

Dealers Profiting by State Fair—Wholesalers Have Large Stocks on Hand in Anticipation of a Busy Fall—Improvements at the Edison Shop—Plans for Sales Campaigns Under Way

DETROIT, MICH., September 8.—Business is certainly looking up in the talking machine industry around this section and rightfully so. Industrial conditions have shown big improvement and the weather has been unusually cool. On top of this there have been an unprecedented number of song hits released around the same time, all of which serves to stimulate sales. This outlook on business is not merely a trade correspondent's opinion, but is that of our dealers, who are not inclined to say business is good if it is on the wane.

This is State fair month in Detroit. It lasts ten days and attracts thousands of people not only from Michigan, but from northern Indiana and Ohio as well. In the big exhibition hall there are displays by Grinnell Bros. and several other dealers of talking machines, records, etc. In the past the dealers have enjoyed good business and there is no reason to anticipate anything else this year.

Manager Quinn, of the Brunswick Shop, accompanied by his wife and daughter, returned September 1 from an extended trip that took him as far West as the Pacific Coast. The party went via Canada and Vancouver. During his absence of nearly a month business held up very well and Mr. Quinn is well stocked in anticipation that the coming Fall will be the best the store has ever had. The radio department has been quiet during the Summer, but this is expected to take a big jump within the next few weeks. A great many people have been visitors at the Brunswick Shop to look over the assortment of radio receivers and in

the majority of instances they have asked "what will you allow me for my phonograph as part payment?" The Brunswick Shop will not take in phonographs on radio sets.

Herb. Wiedoest and His California Orchestra played two weeks at Granada Park and were a big attraction. The J. L. Hudson Music Store had them as a special attraction one noon for an hour. The orchestra played on the first floor and hundreds of people were turned away. The Spitalny Orchestra has succeeded the Wiedoest Orchestra at this park.

The Edison Shop, on Woodward avenue, looks much more attractive since the front was changed and the window moved to the edge of the sidewalk. In fact, the whole interior has been redecorated and rearranged so that it is more beautiful than ever. R. B. Alling, of this store, who is also general manager of the Phonograph Co. of Detroit, Edison jobber, says it has been a splendid year so far, sales are ahead of 1923 and that the outlook is exceedingly bright for Fall.

Sam Lind, who is distributing the Royal line of phonographs in this section, has enjoyed excellent business all Summer, one of his best customers being the Peoples' Outfitting Co. Sam is planning on a tremendous Fall and holiday business and has stocked up his new quarters accordingly.

We find the tendency of most retailers is either to cut out sending out records on approval or to discourage the policy as much as possible. The action of the J. L. Hudson Store in establishing the no-approval policy has

started others thinking, as the Hudson record business has not suffered one iota as a result.

Some of the dealers in the neighborhood sections report a lot of cash sales the past month, due to the reopening of the large motor factories. Collections generally are holding up well and nowhere do we hear the least complaint.

Pathé "High Boy" to Be Carried at Bloomingdale's

Bloomingdale Bros. will be one of the first big New York department stores to show the Pathé "High Boy." This is one of the Pathé Phonograph & Radio Corp.'s 1925 radio models—an attractive piece of furniture housing a high-grade radio set, built-in loud speaker, with space for batteries, etc.

The Pathé Co. reports that dealers who have seen the "High Boy" have commented on its beauty and convenience. Many orders have already been booked on the "High Boy" and it is expected to prove a big seller this Fall.

Radio Firm Incorporated

The Kustombilt Radio Corp., New York, was recently incorporated at Albany, N. Y., to manufacture radio apparatus with a capital stock of 10,000 shares of preferred stock at \$10 per share and 20,000 shares of common stock at \$1 per share. The incorporators are J. K. and F. J. Sprague and J. J. Tucker.

Glendale Music Co. Opening

The Glendale Music Co., Glendale, Cal., recently held the formal opening of its new four-story building at 118 South Brand boulevard.



The POOLEY Radio Cabinet
Model 600-R-2
Length, 30 inches; Depth, 15 1/2
inches; Height, 42 inches
Price complete, without
tubes and batteries... \$210



EQUIPPED with the dependable Five-Tube-Atwater Kent Model 10-B Receiving Set. It includes two stages of tuned radio frequency amplification, detector, and two stages of Audio-frequency amplification.

The POOLEY Loud-Speaker Amplifying Horn (patent applied for) is built into the type 600-R-2 Cabinet. It is a POOLEY invention found only with POOLEY Instruments. It gives maximum volume. PRODUCING A TONE QUALITY SURPASSING ANYTHING SO FAR DEVELOPED IN THE SCIENCE OF RADIO.

C. L. MARSHALL COMPANY, Wholesale Distributors
514 Griswold Street
Detroit, Michigan



*The ORSENIKO RADIO and
PHONOGRAPH*



Come on and get in the swim with the rest of the crowd.

Orsenigo phonographs are the only phonographs selling today having all cabinets made with a radio that in tone and quality is equal to the phonograph.

Also on exhibition twenty other models embodying the French, English and Italian schools.

The Orsenigo Company, Inc.

383 Madison Avenue

at 46th Street

New York City, N. Y.

Factory: Long Island City, N. Y.



Tie up with the lucky seven



GO 'LONG, MULE

By Creamer and King. The greatest novelty of the day — A song that sprang into prominence over night and a "natural" hit.

SHE LOVES ME

By Egen and Brown—Lew Brown wrote "Last Night On the Back Porch" and this is just as contagious a dance tune. An outstanding number.

ROSE MARIE

By De Sylva, Henderson and King. The most beautiful melody fox trot of recent years and the lyrics are by the author of "A Kiss In the Dark."

Any Way the Wind Blows

By Creamer and Hanley. A wonderful song and dance number—The orchestras are just crazy about it and it is one of the cleverest novelties of the season.

If You Don't Want Me Stop Doggin' Me 'Round

By Arman and Hughes. The bluest of the blue. That's what we claim about this—if you are subject to "jazz-itis" you'll fall a victim.

I'm Scared To Death To Hold My Breath UNDER THE WATER

By Brown, Henderson and Von Tilzer. Winnie Lightner's song hit in the George White Scandals. Even the title makes you chuckle.

GO, EMMALINE

By Creamer and Brown. A "hot" tune by two boys who knew how to write 'em. "Go, Emmaline" is the kind that makes you strut your stuff.

Published by
SHAPIRO, BERNSTEIN & CO., INC.,

Music Publishers

Broadway and 47th St.

New York City

YES! OF COURSE, WE PUBLISH "NIGHTINGALE" WALTZ.

GLEANINGS *from the* WORLD *of* MUSIC

Organization Important in Making the Sheet Music Department Profitable

Dealer Handling Everything in Music Is Faced With Problems Which Must Be Satisfactorily Solved if Each Branch of the Business Is to Produce the Sales and Profits It Should

In this period, when many dealers operate stores with the idea of adopting the slogan "Everything in Music," they confront problems the solving of which either makes or mars their success as music merchants. Talking machine dealers, in enlarging their distribution activities, generally consider first sheet music or musical merchandise, and more recently radio. Of course, radio is no longer a problem to be considered, as a heavy percentage of dealers are now stocking such goods. Sheet music and musical merchandise are, however, given consideration because such goods are factors not only in substantial profits, but in bringing many customers into the store.

The problem that confronts all such dealers who aim to carry "Everything in Music," and one which they are not readily solving, is the question of amply caring for the demands of customers in these various departments without slighting the sales activities and service in what might be termed opposition departments. None of these different varieties of musical goods fundamentally oppose each other. They all seemingly create their own demand. Each has a clientele which, for the particular moment, is interested in that phase of musical activity. The demand filled, this clientele, doubtless, is in the market for other allied products. Herein, however, lies the weakness of the "Everything in Music" store, which, in order to be economically operated, must have a limited sales force, and creates opposition for the services of the sales force. There naturally are periods each day when one particular department may be more rushed than another and some sections of the store and its stock will then be slighted. Even in some of the highly efficient chain shops that to-day handle radio with all other musical items there are periods during the course of the day's business when some of the departments are practically eliminated as factors in the day's sales.

Department Should Have Own Head

Such weaknesses in these combination musical establishments can only be solved by the attention that is given to designing properly the interior of the establishment in order to separate the different sections of the store, efficiently handle the various groups of buyers and eliminate confusion. If the trade is large enough

some one person should be responsible for each department. The lesser sales force can, as the demand rises or falls in the various departments, respond where they are most needed. This will serve to keep an active factor in charge and responsible for the sales of the merchandise in a particular section.

In smaller establishments such arrangements may not be possible, but a similar situation must be faced, and thought and attention toward solving the problem is necessary. To-day popular sheet music and player rolls are being slighted so much so that thousands of possible sales in these two items are lost. To a lesser extent talking machine records are suffering through the same condition.

Standard Music Untouched

Fortunately for standard music its position is not being weakened by any such factors. There never was an overabundance of sources of distribution for standard music and these limited distribution points to a great extent are operated by the proprietors of the establishments. Most of them love the music business and have a particular weakness for sheet music, musical literature and books, and this, in these trying times, is the bulwark and insurance that protects the distribution of standard music.

To-day, if anything, there are too many distribution points for popular sheet music, player rolls and talking machine records. There would not be too many if they were all properly handled, had adequate stocks and were prepared to give service to the purchasers of such products. But, instead, there are too many hodge-podge assortments of such popular goods. The tendency in too many establishments is to sell just what is demanded and no more. It is one copy of sheet music, one player roll and one record that seemingly satisfies too many such departments, no effort being made to describe or show other goods. In many such establishments customers wait upon themselves. While all of this is better than no distribution at all, it makes a generally unhealthy situation when present-day stocks with demands from numerous channels are considered.

There was a time when the popular music rack appeared as an important factor in adding to sales volume. To-day, however, if the stocks are not replenished promptly the consumer

loses interest and the popular rack becomes almost dormant as a sales creator.

Present-day stores with talking machine records, player rolls, radio, popular sheet music, kodaks, skates and other sport goods tend during the height of the Fall and holiday season to make such music establishments a department store, indeed. To efficiently care for the customers of varied tastes that enter such establishments is a problem which taxes the merchandising ability of the heads of these distribution units.

Irving Berlin Plans Wide Fall Campaign

Two New Numbers, "Come Back to Me" and "When I Was a Dandy and You Were a Belle," Included in the Sales Drive

Irving Berlin, Inc., announces a wide campaign on a number of new songs for the Fall season. Its activities, of course, on "What'll I Do?" are being continued, as well as its newer exploitation activities on "Charley, My Boy." At present two new songs have been announced and it is understood they will be supplemented in the course of a week or ten days by an enlarged program, including a new series of popular numbers. The new numbers include "Come Back to Me," described as a syncopated waltz, introducing an entirely new style of dance music. The number is by Will Donaldson and Billy Rose. The other issue is "When I Was a Dandy and You Were a Belle." This song is sung by Jane Greene and Ed Wynn in the new Ed Wynn show which is shortly coming to New York.

Frank Quartell Writes Shapiro, Bernstein Song

Paul Specht Musician Proves Versatility With "Lonesome Bluebird" Over the Radio

Frank Quartell, feature cornetist with Paul Specht's Alamac Orchestra, has written an exceptionally catchy song, entitled "Lonesome Bluebird," which Shapiro, Bernstein & Co. are to bring out very shortly.

The tune has been broadcast over WHN and has brought out many favorable comments from radio editors of the daily press. "Lonesome Bluebird" will be played regularly by Paul Specht and His Alamac Orchestra. Within a few days Quartell will leave New York for his vacation in northern Wisconsin.

WHO WANTS A BAD LITTLE BOY

A PLAINTIVE FOX TROT BALLAD You will take right to your heart

Sung by AL. JOLSON

"You can't do wrong with any FEIST song"



Who wants a bad little boy, who is always in the way?

©1924 LEO FEIST Inc.



FIVE RECORD RECORD BREAKERS



MORNING
Won't You Ever
Come 'Round



NOBODY LOVES
YOU LIKE I DO



NO ONE KNOWS
WHAT IT'S ALL
ABOUT



COME BACK TO
ME



NOBODY'S CHILD

ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST
IRVING BERLIN INC., 1607 BROADWAY, NEW YORK

A. Golding Announces Plans for Hearst Fall Drive

Advertising Manager of Hearst Music Publishers, Ltd., Announces Elaborate Plans for Big Fall Campaign on Its Numbers

A. Golding, advertising manager of Hearst Music Publishers of Canada, Ltd., recently returned to the home office of his company, Winnipeg, Can., following an extensive tour of the larger trade centers in New York. Shortly after his return plans for the Fall season were arranged by the company and Hearst activities during the Fall are to be on a larger and wider scope than ever before.

The coming campaign will include extensive advertising and merchandising plans. Some of these will be most original in style and will cover every channel of trade activity. This enterprising publishing company expects them to set a new high mark for music publishing activities.

These increased publicity and exploitation plans will use as a background and basis the record made by the company during the past season which placed Hearst songs before the consumer in the theatre, dance hall, cabaret and by way of radio. Hearst numbers were and are being recorded by every talking machine record

and player-roll manufacturing organization. They have been used constantly by every orchestra director and Hearst numbers are frequently found in the program of leading vaudeville artists.

In selecting songs for the new season the same standard is being maintained that was found so successful by this company during the past months. The Hearst organization believes that after all a song is its best salesman. Without a meritorious offering the extensive publicity drives would not receive the wide response justifying the large appropriation necessary for such widespread propaganda.

The past policies of the Hearst organization, which made possible the exceptional co-operation of the dealer in efforts toward increasing the sale of Hearst music, will be adhered to, including the Hearst trade slogan "The Dealer First." This idea is to be kept in mind and will mean practical co-operation toward increasing the dealer's business. A wide variety of display cut-outs, window strips and much other display material will be issued gratis by the company. The details of the Fall plans will shortly be announced to the dealers, all of which will keep in mind that to successfully conduct a sheet music business a dealer-first principle is important.

The Mitchell Brothers Score in a Big Way

The Mitchell Brothers, "Johnny and Bill," as they are known to almost every fraternity house throughout the country, first gained fame with their banjos while students at the University of Washington. They were known to their fellow students as the "Siamese Banjo Twins," and were leaders of that never-to-be-forgotten University of Washington Glee Club.

The boys' fame while in college spread like wildfire, and the management of the Clemmer



Mitchell Brothers

Theatre, Seattle, Wash., after much coaxing, induced them to play a vaudeville engagement at that theatre. From their opening performance they were such a sensational hit that they played most of the big picture houses in and around Seattle, finishing up with a Keith contract in 1919 and 1920 and later on were features in all the Balaban & Katz picture theatres.

In 1922 the boys left the stage to take a post-graduate course in finance at Columbia University. After their graduation they received so many wonderful offers from vaudeville managers that they thought it best to give up their banking careers and again re-entered vaudeville, where they were a sensational hit.

Johnny and Bill are now playing a return engagement at the Balaban & Katz Theatres and as the star attraction are being held over in Chicago.

The Mitchell Brothers' banjo drums have inscribed on them over 5,000 names of prominent citizens from coast to coast who offered their autographs to the boys as a token of appreciation for their wonderful performances. It is understood that the Mitchell Brothers will soon make records for one of the leading companies.

Feature New Waltz Song

PORTLAND, ORE., September 3.—Sherman, Clay & Co.'s new waltz song, "Rock-a-Bye My Baby Blues," was featured recently by Hazel Stallings, America's premier whistler, at the Columbia Theatre. This, coupled with an attractive window display in the local Sherman, Clay windows, added much to the interest in the song.

"Love Has a Way" a Hit

"Love Has a Way," written by Victor Schertzinger, writer of "Marcheta," which is the musical theme of Mary Pickford's new feature, "Dorothy Vernon of Haddon Hall," has proved one of the big higher class popular successes of the season, in both sheet music and talking machine record form. The success of this number and the wide advertising it has received, in conjunction with the release of Mary Pickford's photoplay, has to a great extent been credited to its instrumental value. However, in recent weeks it has added to its popularity in vocal form. The Victor Talking Machine Co. has released a vocal rendition by Frances Alda. This is furthering the interest of the number, which already has gained recognition in Australia, New Zealand and many other foreign countries.

"Marjorie" Wins Success

"Marjorie," a new musical comedy, with book and lyrics by Fred Thompson and Clifford Grey, and music by Herbert Stothart, Philip Culkin and Stephen Jones, with an interpolated number by Sigmund Romberg, recently opened at the Shubert Theatre, New York. The songs include "Hollywood," "Margery," "Monastery," "The Happy Ending," "What Do You Say?," "Yesterday," "Shuffle Your Troubles Away," "Forty-second Street Moon," and "My Twilight Rose." All of the music is published by Harms, Inc., including the Sigmund Romberg number, "My Twilight Rose," by special arrangement with M. Witmark & Sons.

Ballads Endorsed By The World's Foremost Teachers And Singers.

IF IT'S A SONG IN MY HEART... THE LAND OF MIGHT HAVE BEEN...
A BROWN BIRD SINGING... WHEN SINGING BIRDS WERE MUTE...
THE WAYS-DE CROSS... FLOWER FROM MEMORY'S GARDEN...
LOVES A MERCHANT... WIND ON THE WHEAT...
JUNE'S FIRST ROSE... LIFE'S ROADWAY...
ARISE O SUN... DREAMLAND CITY

America's Greatest Melody Ballads

Closer Waltz

There's a Song in My Heart

In The Garden of To-Morrow

The Song of Songs

Love's First Kiss

Smile Thru Your Tears

If Winter Comes

SINCE IN THE HEAVS OF BALLADS...
CHAPPELL-HARMIS, INC.
185 BROADWAY, N.Y.

WE SHALL BE GLAD TO SEND YOU FREE ON REQUEST A COPY OF OUR NEW VOCAL THEMATIC CATALOG A BOOKLET WHICH YOU WILL FIND MOST USEFUL WHEN ARRANGING PROGRAMS

HOMING BECAUSE ROSE IN THE BUD YOU IN A GONDOLA O DAY THOSE TEARS THANK GOD FOR A GARDEN WONDERFUL WORLD OF ROMANCE ROAD THAT BROUGHT YOU TO ME LITTLE GREY HOME IN THE WEST WHERE MY CARAVAN HAS RESTED

Feist Numbers Popular in Philadelphia Trade

"Doodle Do Do," "May Time" and "June Night" Are Among the Leading Sellers With the Retail Dealers of the Quaker City

PHILADELPHIA, PA., September 9.—The raging popularity that has followed the introduction of the newest of music hits in the publications of Leo Feist, Inc., with Philadelphia headquarters, 1228 Market street, has extended to this city and "Doodle Do Do" is now the big sales-pulling song in the shops of Quaker City dealers. In Atlantic City, Benson's Orchestra, on the Million-Dollar Pier, and Higgins and Daniels, in the Beaux Arts Café, are the means of popularizing this hit, and with tremendous success as the Summer's most appealing song in their renditions. Since the middle of August the most popular songs in the purely local trade and which are drawing patronage to the counters of the McCrory and Kresge chain stores, and which are also being featured by H. A. Weymann & Sons and the Presser Co., are "Maytime" and "June Night." D. Swisher, Eleventh street, below Chestnut street, is another of the wholesalers of these songs who have been successfully introducing them to the trade. Work on

the new list of Feist latest numbers is under way and will include among the favorites such popular pieces as "Don't Blame It All on Me," "Wait Until You See My Girl" and "Blacking Blues." These new lists of important Fall sheet music and hits will be distributed locally by Manager Floyd Kinney.

Remick Philadelphia Office Offers Many Dealers' Aids

Much Window Display Material Available for Exploitation of Company's Hits—New Remick Catalog Distributed

PHILADELPHIA, PA., September 3.—Specially attractive and sales-appealing displays have been prepared for the window and inside exhibition purposes of the music dealers by the Philadelphia offices of Jerome H. Remick & Co., under the management of J. McCauley. These new displays have been developed in connection with the newest of hits in the Remick list and include such favorite business getters as "Mandalay," "The Last Sweetheart of Mine," "Follow the Swallow," and "Dreamer of Dreams." The Remick local offices at 31 South Ninth street will arrange to have these displays made in any of the stores carrying its sheet music.

"Bye, Bye Barbara" Has Premiere in New York

Score by Carlo and Sanders Published by Edward B. Marks Music Co.—First Production of Theodore Hammerstein

At the National Theatre, New York City, a new musical comedy, entitled "Bye, Bye Barbara," recently had its New York introduction. This piece is the first producing effort of Theodore Hammerstein, youngest member of the famous theatrical family, who presents it in association with Adolph Mayer.

The music is by Carlo and Sanders; the book by Alonzo Price and Sidney Toller. The show is romantic in character and the action takes place in Santa Barbara, Cal. There are many original novelties used in the production, including a flock of sheep, which makes an effective setting for the "Bo Peep Waltz" number, built around the famous old nursery rhyme. Other outstanding songs are "Gee, I Must Be in Love" and "Quaint Little House (Built for Two)."

The principals include Jack Hassard, Janet Velie, Lillian Fitzgerald, Mildred Keats, Colin Campbell and others. Edward B. Marks Music Co. will publish the score.

RECENT RECORD RELEASES OF

"LOVE HAS A WAY"

By Victor Schertzinger

VICTOR No. 1032B

VICTOR No. 19309

PATHE No. 036090

PERFECT No. 14271

OKEH No. 40115

Other Records and Rolls In Preparation



Scored by ONIVAS HAROLD FLAMMER PUBLISHER

ANOTHER TRIUMPH!

for

"LOVE HAS A WAY" Lopez Speaking!

'I shall now play that marvellous fox-trot "Love Has a Way" by Schertzinger. This song is my favorite ballad'

Vincent Lopez





"BLACKIN' BLUES"

"Blackin' Blues" is about the weirdest thing yet ~ One of those "Shivery" fox trots and just a little "Low Down"

"YOU CAN'T GO WRONG WITH ANY FEIST SONG"

As a Struttin' Fox Trot song "Pickin' 'em Up and Layin' 'em Down" is a tune that'll be the talk of the town!



"Pickin' 'em Up And Layin' 'em Down"

© 1924 LEO FEIST INC.

Hearst Questionnaire Sent to the Dealers

Publisher Asks What Sort of Advertising Material Is Greatest Aid to Them in Exploiting Numbers in Their Respective Localities

Some of the outstanding plans of Hearst Music Publishers of Canada, Ltd., covering its coming activities were recently reviewed in these columns. Particular references were made to its co-operative arrangements for dealers and the accompanying service, not only from the home office of the company but through its various branches and representatives.

In line with its coming policy on dealer hook-ups and co-operation Hearst Music Publishers have forwarded to the trade a questionnaire in which retailers are to state what forms of advertising they would prefer the organization to adopt; whether preference should be given to national magazines, farm journals, local newspapers or direct by mail. These answers will be used as a basis for planning an extensive advertising program and the channels covered will be closely related to the dealer's activity, thereby allowing him to obtain maximum results from such publicity. The dealer is also requested to state the type of supplementary advertising material he can best use, such as window trims, display panels, folders and circulars, streamers, thematic booklets or electros for advertising. It is planned by the Hearst company also to record the records and rolls each dealer handles and to gather other data that can be used advantageously by the home office. The company has adopted as a slogan, "Persistent Pounding Produces Profits."

Some of the advertising material of the Hearst organization is most attractive in form. All of it is designed with the idea of producing sales for the dealer. Its window trims are most elaborate and its supplementary material for the counters are made to meet varied tastes.

"Stop Imitating" American Composers Are Urged

America's composers of music can not hope to reach a place in the sun through an imitation of European styles, remarks one of the most prominent of their number, Charles Wakefield Cadman. The American must shake off the shackles of a too apparent Continental influence and express himself boldly and sincerely, says Mr. Cadman. Not even experimentation with Indian themes, of which Cadman is a master, is real American music, so he confesses. A

composer who uses either Indian or Negro themes merely touches the outer shell of American life.

This composer laments the fact that experts have failed to consider as "consciously American" such works of his own as his Piano Sonata in A Major, based upon verse of Joaquin Miller, the California poet. He also mentions Deems Taylor's "Through a Looking Glass" as typically American, and gives the following partial list of others attempting to write music that does express America: John Powell, Henry F. Gilbert, John Alden Carpenter, Rubin Goldmark, A. Walter Kramer (by some of his later works), Leo Sowerby ("when he gets away from the French style"), Arthur Farwell, David Guion and, in lighter music, Zez Confrey.

Two Feist Shows Have Three Road Companies

Two shows for which Leo Feist, Inc., published the music will have three road companies on tour during the coming season. They are "Little Jessie James" and "Blossom Time." The first of the James shows opened in Boston on August 4. The No. 2 show opened in Scranton, Pa., on September 1, and about the same time the third show opened in Altoona, Pa.

The "Blossom Time" shows have played for several seasons and from all indications will be successful profit makers for several seasons more. The first of the "Blossom Time" shows opened in Chicago on September 1, closely followed by the No. 2 show in Syracuse on September 8. Later in the month the third show will open its season in Charlottesville, Va. "Song of Love," from "Blossom Time," continues to be one of the big sellers in the Feist catalog. Naturally with the visit of the "Blossom Time" show in various localities the sales in those sections take on a new vigor. The song itself, however, is a permanent part of every dealer's stock and it is now accepted as a standard offering and should be a permanent factor in sales for a generation.

Garrick Hit on Victor Record

The Garrick Music Sales Co., of Chicago, which is achieving considerable success with several of its latest numbers, is being congratulated upon the fact that its hit, "Tell Me You'll Forgive Me," has been recorded by the Victor Talking Machine Co. and will be released very shortly. The International Orchestra has made the record for the Victor library and it is expected that it will be received enthusiastically by the Victor trade.

"Golding's Diary of Musical Events" Out

New Publication of Golding Music Co., of Winnipeg, Can., Contains Much of Interest

Alfred Golding, well known from coast to coast for his organizing and publicity activities in the music publishing business, has achieved another triumph in publishing "Golding's Diary of Musical Events" which has been so enthusiastically received that it is now being compiled for its third year's publication.

The detail embodied in this 120-page manual places it in a category by itself, for not only does it contain an authentic diary of musical events, summaries of local organizations, all dates pertaining to musical clubs, societies, choirs, etc., but also contains directories of music teachers, complete lists of artists open for engagements, a condensed catalog of songs, studies and advertisements of most useful information to the buying public.

"Golding's Diary of Musical Events" is copyrighted by Golding's Music Co., Winnipeg, Can., and is but one of several innovations introduced into the West by this progressive house. The majority of the prominent artists located in Winnipeg have placed themselves under Golding's concert direction; the house also acts as a clearing house for musical events; has instituted a register where data of all functions can be registered free, and the unfortunate clashing of events thereby eliminated.

The book is printed on coated paper in a heavy golden-rod cover, and is a very creditable and useful production.

Similarly this initiative is reflected in the volume of music carried in stock. Besides the usual lines of sheet music, music books and teachers' supplies incidental to music stores—Golding's carry a stock of foreign and modern music which is probably the richest in the Dominion of Canada.

Mr. Golding made many friends while traveling in the music field and the trade will be glad to know that the venture he started in an experimental mood has grown to such a successful issue.

New Ponce Chicago Man

Phil Ponce Publications recently appointed Jimmie Altiero as the Chicago representative of the company. This firm has also accepted for publication the song by Charles O'Flynn entitled "I Found You Out When I Found You in Somebody Else's Arms."

WE PUBLISH THE SENSATIONAL RADIO WALTZ HIT

"TELL ME YOU'LL FORGIVE ME"

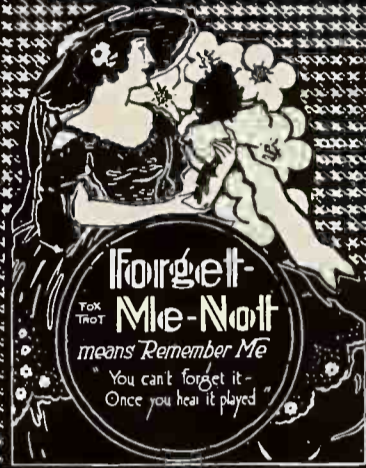
GARRICK MUSIC SALES
4040 Dickens Ave. CHICAGO



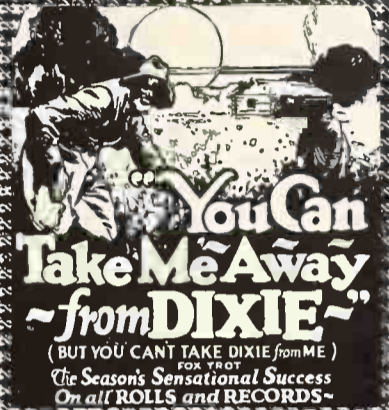
Tell me you'll for-give me, If I made you

on RECORDS and PLAYER ROLLS

The Hits that took the Bite out of Dog Days and Still Going Strong



RELEASED ON
VICTOR, EDISON, COLUMBIA
VOCALION, OKEH
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PIANO ROLLS



'JUNE'
The Wedding Trot
The Scintillating
Success
of the Season

'In a Wonderful World of Our Own'
a Waltz melody
of Lulling Beauty



Sweeping the Country
from Breezy Atlantic City
to Sunkist Frisco.



ENDORSED BY EVERY LEADING DIRECTOR

Make your own conditions
-don't be at the mercy of them
FEATURE HEARST HITS.

HEARST
MUSIC PUBLISHERS OF CANADA LTD
HEAD OFFICES - WINNIPEG CANADA
CHICAGO - NEW YORK - TORONTO - VANCOUVER

It Pays TO BE FIRST WITH A "HEARST"

"DIXIE'S FAVORITE SON"

A "High brown" Comedy Blues Fox Trot

"The PAL THAT I LOVED"

(STOLE THE GAL THAT I LOVED)

A Story Ballad with a sympathetic Waltz Melody

"BURNING KISSES"

ORIENTAL IN ATMOSPHERE WITH A SINGULAR NEW FOX TROT RHYTHM.

"Haunting Melody"

A beautiful Waltz Song with a melody of haunting sweetness

You can't go wrong with any "FEIST" song"

©1924 LEO FEIST INC.

"Lady of My Cigarette" Proving a Big Success

Featured by Dan Gregory Orchestra, Which Is Enthusiastic Over Number—Melody a Turkish Novelty That Is Infectious

Among the orchestras featuring the novelty fox-trot, "Lady of My Cigarette," released by Phil Ponce Publications, is the Dan Gregory Orchestra. This musical combination, which is one of the most popular in Eastern territory, is enthusiastic over this new song and dance. The melody of the number is described as a Turkish novelty and there are some indications that this issue will be the forerunner of an Oriental deluge.

For a song that has been in the hands of the orchestras for only a few short weeks "Lady of My Cigarette" has been more than promising. Phil Ponce, head of the publishing firm which is issuing the number, describes it as "the tune they walk a mile to hear," linking up the song with the well-known cigarette slogan.

New Copyright Act of Argentine Republic

Chief of Argentine National Library Holds United States Copyright Protects in That Country—Some of Its Details

The copyright law of Argentina, No. 7092, passed on September 23, 1910, and modified by law No. 9510 of October 10, 1914, is presumed to give protection to such property as is copyrighted in the country of origin, provided that the country, by law, special treaty, or by its adherence to an international convention on the subject, gives the same rights to Argentine citizens.

The chief of the Argentine National Library, in which institution publications are deposited in order to obtain copyright protection, is of the opinion that such publications as are issued in the United States and duly copyrighted there are, by that fact, protected in Argentina, due to ratification by the United States of the Pan-American Agreement of 1910, even though there is no authority in the Argentine law to receive publications from abroad or to issue the corresponding certificate.

The chief of the library further states that, in so far as he is informed, no jurisprudence on matters of copyright of foreign works has been established by the courts. In view of this situation it is recommended that United States publishers, in sending copyrighted matter to Argentina, have printed or stamped on each work the following phrase as a warning to the public: "Todos derechos protegidos por Convenio Internacional" ("All rights protected by international convention").

Many Hits in Feist List

Leo Feist, Inc., which has two of the outstanding hits of the season in "June Night" and "Doodle, Doo Doo," is also fortunate in including in its catalog "May Time," which has made rapid strides towards popularity in recent weeks. In addition to the above it has a new number recently introduced by Al Jolson, entitled "Who Wants a Bad Little Boy?"; two songs in the Ziegfeld "Follies," "All Pepped Up" and "Adoring You," and the following popular songs that are showing much activity, some of which will doubtlessly be recognized as outstanding successes during the coming Fall, "Where the Dreamy Wabash Flows," "Helen Gone," "String Beans," "Why Live a Lie?" and "Black and Blue."

Lynne Stanley has opened a music shop at 156 Mill street, Brass Valley, Col. with a full line of musical instruments, sheet music and other supplies.

"Mandalay" Featured in Fine Window Display

PORTLAND, ORE., September 4.—The Remick Song & Gift Shop, of this city, has long been noted for its attractive window displays. Attractive windows lure people into the store and are doubly valuable during the Summer or any other dull period. Fortunately for Portland the Summer season has been quite active. That, however, has not deterred the Remick Shop from continuing to make its windows a magnet



Remick Features "Mandalay"

for possible customers. Herewith is shown a particularly attractive window on the Remick song "Mandalay," with colored cut-out figures and lifelike illustrations which attracted more than the usual attention. Here is depicted an elephant train on the white desert sand with a black background, making a striking contrast and adding to the charm of the window, which has come in for high praise.

Jolson Records Feist Song

Al Jolson has made a Brunswick record of the new Leo Feist, Inc., song, "Who Wants a Bad Little Boy." It is also understood that this number will be included in the new Jolson show now in preparation. The song is by Joe Burke and Mark Fisher, two writers from Philadelphia, the former of which has been connected with some past successes. The professional department of Leo Feist, Inc., is quite enthusiastic over this new offering and undoubtedly "Who Wants a Bad Little Boy" will be made one of the outstanding features of the Feist catalog during the coming months.

Victor Wholesalers



The House
of
Mellor
in
Pittsburgh
since
1831



"THE DIFFERENCE IS IN THE TONE"

The Starr Piano Company

STARR PIANOS for over half a century have represented highest ideals of craftsmanship. Each Starr Made Grand, Playerpiano and Upright represents a value known the world over.

STARR PHONOGRAPHS from the smallest table style to the elaborate console model possess musical worth which is the result of a careful coordination of each part into a perfect symmetry.

GENNETT RECORDS represent the highest attainment in the art of sound recording. Their variety, perfect reproduction and real musicianship of the artists have made them musical gems of rarest charm. Released every week.

THE STARR PIANO COMPANY

Established 1872

Factories: Richmond, Indiana

NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO, PORTLAND, KANSAS CITY, BIRMINGHAM, NASHVILLE, DETROIT, CINCINNATI, BOSTON, CLEVELAND, INDIANAPOLIS.

Outlines Radio Production Policies of Mercury Co.

Edgar Sisson, Chief Engineer of Mercury Radio Co., Discusses Radio Problems

The Mercury Radio Products Co., New York, has been achieving considerable success in the introduction of the Mercury radio receiver. This receiver, which uses the well-known Grimes Inverse Duplex System, is being merchandised by jobbers and dealers in the talking machine trade and new connections are being opened in the leading trade centers.

In a recent chat with *The World*, Edgar Sisson, chief engineer of the company, gave interesting details regarding the company's manufacturing plans and the important features of the Grimes Inverse Duplex System. Mr. Sisson stated in part:

"The Talking Machine World recently completed an elaborate survey of the talking machine trade and the interesting results of this work have already been made known. What this paper attempted to discover was the interest of dealers, jobbers and distributors of talking machines and musical instruments in radio, and it found that a great many of them were handling radio receivers but that two definite objects stood in their way.

"The first of these was that there were few receivers then which had been designed with adequate tone quality to meet the requirements of buyers of musical instruments. The second difficulty lay in the fact that radio was highly technical, demanded service which they could not supply, and information they did not have due to the fact that it was not made intelligible, or available at all.

"In designing the new Mercury receiver, these two liabilities were the first for which provision was made. It was easy to foresee the time when amateurish attempts for distance would wear themselves out and the general attention would turn to the set that could bring in good local stations within a reasonable range with a tone quality that would make listening a pleasure. To do this the Grimes Inverse Duplex System was selected. This circuit has balance; Mercury engineers have avoided overloading, which has often been a distracting feature, by a simple control placed on the front of the panel. The circuit also has stability and therefore stations can be logged after once tuned in and referred to under similar conditions. But, above all, it can be operated on a loop as well as an outdoor antenna. Also the Grimes Inverse System uses two tubes twice, thereby creating a fine balance in the audio

circuit, at the same time drawing an amount of battery current equal to the load when the tubes are used only once. It is therefore very economical. Thus every effort in designing the Mercury receiver has been bent toward coping with the tone problem. To make assurance doubly sure, and to make the set doubly sensitive, it includes two steps of tuned radio frequency.

"The effort to make the set easy to merchandise has also received attention. In the first place, the receiver has been made as simple as possible. In the second, all problems of assembly have been eliminated: wires have merely to be connected with marked taps, bulbs placed in specified sockets and the set is ready to demonstrate. In order that the dealer will be absolutely sure of its construction and operation, diagrams and directions of a non-technical nature have been compiled and accompany the set.

"The public is interested in radio as a musical instrument; as an adjunct to entertainment in the home. According to *The Talking Machine World's* survey, radio will not compete with talking machines, but the correct set, with tone and an efficient system of merchandising, will increase the gross profits of the dealer who sells it. This statement is enforced by the certainty that the future will see parent stations, with surpassing programs tied in on balanced land wires to a number of local stations, so that the best of everything will be available to the person with a good receiver in any vicinity.

"Radio is undoubtedly of vital importance to the music dealer. He cannot get along without it in the future. But he must invariably choose the set with tone quality—for that is what is and will be in demand, and the set which he can sell, and which will stay sold."

Gardner Branch Opened

SPARTANBURG, S. C., September 8.—The S. W. Gardner Music Co., Inc., of Gastonia, N. C., opened a branch store in this city on the first of the month, occupying the building on Morgan Square formerly used by the Smoker confectionery concern. Talking machines and records, pianos and a full line of musical merchandise are being carried. Several record demonstration booths have been installed.

C. M. Atmore has succeeded E. E. Campbell as sales manager of the Robertson Music House, Indianapolis, Ind. Mr. Atmore is an experienced merchandiser and his success in the new post seems assured.

Radio Exposition to Be Held in Dallas in October

Southwestern Radio and Electrical Exposition Planned by Radio Jobbers' Association

DALLAS, TEX., September 8.—Plans for the 1924 Southwestern Radio & Electrical Exposition, to be held in the Parkmoor Building, this city, on October 14 to 19, inclusive, under the direction of the Southwestern Radio Jobbers' Association, are rapidly nearing completion. According to George Goodwin, chairman of the executive committee in charge, indications are that the affair promises to be one of the most comprehensive in character and largest in scope of its kind ever held in the Southwest and will be the first showing of the 1925 radio models in this section of the country. October 14 to 19, the date of the Exposition, is simultaneous with the holding in Dallas of the Annual Texas State Fair, and it is felt that this Exposition comes at a most opportune moment when it will be accessible to the many thousands of people who will be visiting in Dallas at this time.

There will be approximately a hundred exhibitors at the show, representing every type of radio receiving set, as well as the various accessories and batteries that are now on the market. Facilities will be available for not only broadcasting reception on the floor of the Exposition, but special plans are being made for reproducing at the Exposition a most complete, up-to-date broadcasting studio from which actual broadcasting will be done by prominent artists of the air.

The United States Government, through the Army Signal Corps and other branches of the service, will be invited to participate, and it is expected that there will be shown in this connection the important part that radio is destined to play in our system of national defense. The extraordinary progress made by the radio industry during the past year, and the many striking improvements in radio apparatus to be placed on the market in 1925, will be shown for the first time in this Exposition and will prove a revelation to the thousands who will attend.

To Exhibit at Fair

Music dealers of Canton, O., are making preparations for the annual Autumn Exposition, which is to be held September 17 to 20, and in which eight of the city's leading music houses will participate.

VAN VEEN & COMPANY, Inc.

Woodworkers Since 1907

Costly experiment has taught the Phonograph Trade the importance of high-grade sound-proof hearing rooms and store fittings.

Radio dealers can avail themselves of Van Veen equipment in the first instance and avoid the experimental losses of the Phonograph trade. Van Veen booths are indispensable in selling and demonstrating radio.

Counters, racks and wall display cases carried in stock or made to special design. Write for estimate and catalogue.

Offices and Warerooms:
413-417 East 109th Street

'Phone Lehigh 5324

NEW YORK CITY

IN THE MUSICAL MERCHANDISE FIELD

How Operation of Musical Merchandise Department Influences Entire Business

Small Goods in Demand the Year Round Brings Up Sales Volume—Getting the Most Out of the Department Through Intelligent Sales Campaigns—Possibilities for Development

The place of the band instrument and musical instrument line in the talking machine store is no longer to be questioned, for a surprisingly large number of talking machine dealers, in a desire to expand their businesses and broaden their field of activity, have seen fit to stock such a line to their general satisfaction and profit, particularly where intelligence has been used in merchandising these additional lines and the interests of their regular musical following capitalized.

The talking machine business cannot be regarded as a strictly seasonal business. But the fact remains that it requires considerably more effort to put over machine and record sales during the Summer months than during other times of the year. This is due to conditions over which many retailers have little or no control, for a goodly proportion of their customers leave their permanent homes for a few weeks or a few months during the heated season and take their patronage with them.

Seasons Have Little Effect on Sales

In spite of this Summer movement of the permanent population, it is significant that the sales of small musical instruments, particularly the stringed family, such as the ukulele, banjo, guitar, etc., as well as certain types of band instruments, particularly the saxophone, have kept up close to the mid-Winter average in many cases. It would perhaps be hard for anyone to find a definite reason for this strong demand beyond the publicity and exploitation work put behind small instruments by manufacturers and the steadily increasing public interest in music and music-producing mediums.

Small Goods Boost General Sales

There is one dealer who practically paid the entire expenses of his establishment from June to August inclusive, through sales of small musical instruments, carrying on a persistent campaign through the newspapers, by mail and by personal contact. Another found that his record business this year was considerably better than in the Summer of 1923, despite the fact that none of his competitors could make a similar claim. He ascribed this increase to handling musical merchandise, which served to bring more people, especially the younger ones, into his store for the instruments themselves or for needful accessories such as strings, picks,

etc. This increased following was found to consist, to a substantial degree, of record buyers who, under ordinary circumstances, might have patronized another dealer or, barring their small instrument needs, have remained away from the store entirely.

An All-year-round Proposition

So much for the Summer business. But it is logical to assume musical instruments that sell well in Summer, regarded as the off-season, should naturally sell more readily during the Fall and Winter, and that the dealers who put the proper effort back of these small instruments will find a very substantial source of profit therein.

It is not to be concluded that sales will be automatic, that the manufacturer's advertising, plus a local display of the goods, will bring customers trooping into the store. But the average dealer has on hand an excellent field for cultivation in the customers already on his books for talking machines and records. He has a mailing list and personal contact that should be worth thousands of dollars to him. Likewise, customers for musical merchandise can well be developed into talking machine and record buyers once they form the habit of coming to that particular store for their musical needs.

The dealer cannot be content, however, with following up his talking machine customers alone as prospects for small instrument sales. He must broaden his field of activities just as he has broadened his line to get results that are commensurate with his investment and his sales effort.

There is hardly a group of youngsters these days which does not boast of its amateur dance orchestra and each orchestra of four or five men means the sale of several hundred dollars' worth of equipment. Likewise, there are few schools, particularly high schools, without a band, orchestra or some sort of organization using musical instruments.

The Possibilities for Developing New Field

So far as the school is concerned, the dealer is in a particularly fortunate position for the reason that his training in the talking machine business has taught him how to gain entry into the schools and arouse the interest of both teachers and students to the buying point. If

he is willing to go to a little trouble to promote and encourage the organization of small bands and orchestras in schools and make terms upon which to supply the instruments, he is going to be dollars in pocket.

If he watches his local newspapers he will find frequent items referring to the organization, or contemplated organization, of bands and orchestras, among the members of fraternal organizations, clubs and various groups of employes, including the Post Office and the local fire and police departments. This information can be used to advantage in promoting sales.

Successful musical merchandise selling is not done altogether in the store. It is a line that depends, in no small degree, on missionary work of the right sort. The dealer must discover the new field and show the way before he can hope to make sales and reap the profits. It is a department which cannot be carried on successfully as an off-shoot of the talking machine department. It is worthy the attention of a strong sales force, whether that force consists of one salesman or ten. In short, it is a business and not simply a fad.

Orchestra Advertises Its Use of Conn Instruments

CHICAGO, ILL., September 8.—Thousands of dance lovers who frequent the Trianon ballroom of this city each evening are apprised of the fact that the instruments used by the orchestra to whose music they are dancing are manufactured by C. G. Conn, Ltd. The Dell Lampe Trianon Orchestra has a placard prominently displayed with the message "Conn Instruments Used."

Mr. Lampe, in discussing the high regard in which he and the members of his orchestra hold Conn instruments, stated that it was through no suggestion of his that the Conn instruments were chosen. Various makes of instruments were originally used, but the merits of the Conn products were discussed until finally the entire aggregation was Conn-equipped.

Expand Small Goods Dept.

BALTIMORE, MD., September 9.—Expansion of the musical merchandise department has been so rapid that the Kranz-Smith Piano Co. has fitted up a separate department for brass and string instruments in the basement of the store at Charles and Fayette streets. The new department will be under the management of Edward Kieffer.

The Best Men on the Phonographs All Use Buescher Instruments

THE learnedness of the average flapper and high school boy concerning instruments of the orchestra is due in great measure to the popularity of record orchestras. Every time a new fox-trot comes into the household there's a lot of discussion as to whether this or that effect is made by the Trumpet, Trombone, the Saxophone—or what.

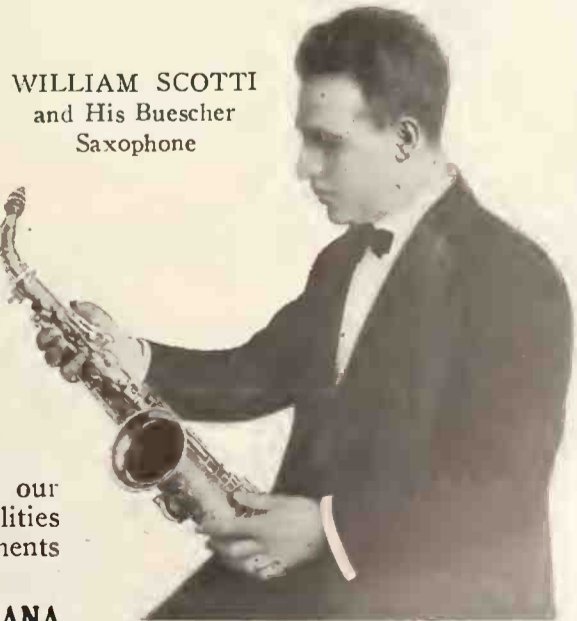
William Scotti played in the Earl Fuller Orchestra in the days when Earl Fuller's Columbia records were the best sellers. Later he played with Hazy-Natzy in various records, with Al Jocker's Orchestra and in various Edison record orchestras.

All young folks are real live prospects for the dealer who handles Buescher Band Instruments and Saxophones.

Mutes make the Buescher-Grand Trumpet and Cornet fine instruments for the parlor or the front porch. The mute quiets the tone to just the right volume for indoors. The Saxophone, of course, is quiet or loud, as the player desires, without a mute.

Ask for catalogs and trade prices. Let our literature acquaint you with the great possibilities for you in Buescher True-Tone Band Instruments and Saxophones.

BUESCHER BAND INSTRUMENT CO., G-93 Buescher Block, ELKHART, INDIANA




WILLIAM SCOTTI
and His Buescher
Saxophone

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 157)

HOHNER *Harmonicas* and *Accordions*

THE WORLD'S BEST




Every Day Is a Hohner Day

Every Day Finds a Ready Market for Hohner Harmonicas

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

Bruno Organization Is Preparing for Big Fall

Distinguished Musical Merchandise House Begins Ninety-first Season—Fall Orders Already Beginning to Come In—Travelers on Road

C. Bruno & Son, Inc., wholesalers of musical merchandise, 353 Fourth avenue, New York, are preparing for a heavy Fall business which has already begun to get under way, according to Fred Kling, advertising manager. This is one of the oldest houses in the business and it now begins its ninety-first selling season.

Bruno's staff of traveling sales representatives has begun to take to the road for the start of the Fall and Winter campaign and dealers' orders will soon begin to come in.

"Bruno is ready for a big season," declared Mr. Kling to a World representative. "Our Mr. Chas. Sonfield has been in Europe all Summer looking after the interests of Bruno's thousands of retail customers. As a result we are able to show a finer assortment of reliable merchandise than ever before in our career. Mr. Sonfield has visited all the leading manufacturers of Europe and his trip has not been in vain, we can assure the dealers.

"Our domestic lines have also been strength-

ened all down the line. We have made some new connections with American manufacturers that will benefit our dealers and we have made arrangements for some new numbers that are certain to be popular."

Summer Sales of Leedy Mfg. Co. Break Records

INDIANAPOLIS, IND., September 6.—All records for volume of sales for the Summer months were broken during the past season, according to U. G. Leedy, president of the Leedy Mfg. Co., Inc., makers of drums and drummers' accessories, of this city. Mr. Leedy stated that the close of the Summer season, which is usually the dull time of the year, found the factories with no reserve stock for the Fall, and his advice to the trade is to anticipate the season's requirements and to place orders as early as possible. "From all indications," says Mr. Leedy, "the manufacturers of musical merchandise are going to be taxed to the utmost to take care of the Fall demand."

A new edition of the publication, "Musical Truth," which is issued four times during the year by C. G. Conn, Ltd., of Elkhart, Ind., is now ready for the press.

Conn Dealers Benefit From Appearance of Orchestras

Isham Jones' Orchestra on Western Tour Occasion for Effective Tie-ups by Conn San Francisco Co. and George J. Birkel Co.

SAN FRANCISCO, CAL., September 4.—The recent tour of the Pacific Coast made by Isham Jones and His Orchestra was the occasion for very successful tie-ups on the part of Conn dealers situated in the cities visited by this famous aggregation. Upon the arrival of the orchestra in this city they were met by Paul Ash, popular orchestra leader, and twenty-five young ladies, each of whom carried a bouquet of roses. Phonograph dealers and Daniel Miller, of the Conn San Francisco Co., tendered a breakfast to the travelers at the St. Francis Hotel.

The Conn San Francisco Co. was the headquarters for the orchestra while they were in that city and this company benefited from the visit by placing a very attractive display in the windows of the store. Large photographs of Mr. Jones and His Orchestra were surrounded by gold-burnished Conn instruments, and an enlargement of Mr. Jones' testimonial of Conn instruments was the centerpiece of the display. A number of sales directly attributable to the local appearance of the orchestra resulted.

In Los Angeles the George Birkel Co., Conn dealer, took similar steps to welcome the orchestra and carried an attractive window display centered about these popular musicians. As in San Francisco the professional musicians of the city called at the store and met the members of the Jones Orchestra and also the members of Paul Biese's band, who were also in the city at the same time and who are also entirely Conn-equipped.

Gibson, Inc., to Market New Instrument, Tenor-Lute

KALAMAZOO, MICH., September 8.—An announcement that should prove of particular interest to dealers in musical merchandise who have close contact with players in professional dance orchestras is that of Gibson, Inc., of this city, who are placing on the market a new instrument to be known as the Tenor-Lute.

This instrument is designed for tenor-banjo players who have long felt the want of an instrument upon which to double. They desired an instrument that could be played like the tenor-banjo, but that would have an entirely different tone. The new instrument fills that need, having a quality of tone similar to a guitar. It has the standard tenor-banjo neck, four strings and banjo pegs, but the body of the instrument is of wood and imparts a rich tone greater in volume than that of the guitar.

When You Buy Drums

Ludwig
TRADE MARK

Does the line sell? That's your question when you buy Drums for resale purposes.

A liberal margin, the right selling price, greatest consumer demand and strict dealer co-operation have made Ludwig Drums the best selling line of Drums and Accessories in the World.

Get full particulars about our direct-from-factory service. Send for complete catalogs, prices and discounts. We'll help you.

Ludwig & Ludwig

World's Largest Drum Manufacturers

1611 No. Lincoln Street

Chicago, Ill.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 158)

Hohner Publicity Includes a Billboard Campaign

Billboard Advertising a Feature of the Comprehensive Hohner Harmonica Drive

Publicity on Hohner harmonicas continues to grow as the season advances. M. Hohner, New York City, manufacturer and importer of the Hohner harmonica, has placed behind this instrument publicity that has reached from coast to coast and in practically every known phase, including magazines, newspapers, news articles, harmonica contests and other ways almost too



One of the Attractive Billboards numerous to mention. One of the latest developments in the publicity placed behind the Hohner harmonica is the large billboard campaign recently inaugurated. In New York City alone over thirty-nine large billboards are used. This advertising has been prepared with excellent taste and features the Hohner harmonica in a very strong manner. That this publicity pays is proved by the steady sales by Hohner dealers. Active plans are in preparation for Hohner publicity during the Fall and Winter seasons and, judging from past performances, the phrase that "every month is a Hohner month" will carry through the year.

Fall Bacon Banjo Orders Indicate Big Season

GROTON, CONN., September 9.—The Bacon Banjo Co., Inc., of this city, reports that the number of orders received thus far for Fall delivery would indicate that the coming season will surpass all others in sales volume.

Increasing numbers of orchestras are reported to be using the Bacon banjo and many letters of enthusiastic commendation are received at Bacon headquarters from these banjoists. "Nick" Carter, banjoist of the Castle Inn Entertainers at Delaware Water Gap, Pa., has

played the Bacon banjo for years and is enthusiastic over it. Mr. Carter summed up his commendation by stating that he had always used the Bacon Silver Bell and always would.

R. Roy Coats in New Post

MEMPHIS, TENN., September 8.—R. Roy Coats was recently appointed manager of the Melody Music Shop, 111 Madison avenue, this city. He is instructor of the Young Ladies' Institute Saxophone Band and of the Jonesboro (Ark.) Junior Band.

P'mico.
Musical Merchandise of Quality
 New Catalog Showing Splendid Values
Write for your copy today!
Progressive
 MUSICAL INSTRUMENT CORPORATION
 319 Sixth Ave., New York

Arthur Victor Arrives at Jerome C. Harris Home

Jerome C. Harris, secretary of C. Bruno & Son, Inc., Victor wholesalers, New York City, again became the proud father of a young son on August 15. This is the second son and child in the Harris family, and Mr. Harris proudly and rightfully states that he now holds a pair of kings. The newest arrival has been named Arthur Victor Harris. Although father Harris has a well-earned reputation as an indefatigable worker in the advancement of Victor prestige and sales, the middle name of the younger Mr. Harris is a family one and does not relate to the famous talking machine. Both Mrs. Harris and young Arthur Victor are enjoying the best of health, and the head of the family is making plans to have the coming Fall season one of the biggest in the history of the Bruno organization.

For Extra Profits This Fall

With the opening of the fall season the demand for instruments of the "small goods" type invariably experience a sharp increase. Folks are getting ready for the long winter evenings—preparing to increase their pleasure and profit during this season.

Have you a small goods department? If not, do you realize that phonograph users are the most likely prospects for instruments which they can play themselves?

The Conn line of wind instruments—every instrument for the band and orchestra—is not only the highest in quality, but the best known. National advertising in more than fifty publications including double pages in color in the Saturday Evening Post, maintain Conn leadership and increase profits for Conn dealers.

Is your territory open? Write now for complete information—no obligation is involved.



C. G. CONN, Ltd.

934 Conn Building

Elkhart, Ind.



CULTIVATE YOUR MUSICAL BUMP

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 159)

Pedal Tympani Proving Popular for Orchestral Use

Instruments Capable of Rapid Tuning and Many Arrangers Have Provided for Their Wide Use to Get More Novel Effects

CHICAGO, ILL., September 6.—The problem of the modern orchestra to add more tone color to its playing has resulted in more or less of a contest between the manufacturers of musical instruments to supply the new instruments to fit the orchestrations and the arrangers of compositions to make orchestrations that will include instruments newly placed on the market. One of the most popular instruments used to give additional tone shading are the tympani. Modern composers realize the possibilities of the tympani, the one difficulty being the fear that these instruments were not capable of rapid tuning.

Ludwig & Ludwig, manufacturers of drums and also the Ludwig natural-way balanced action tympani with the easy tuning action, report that the pedal tympani may safely be used by the modern composers and arrangers as chromatic instruments. "They are capable of very rapid tuning," says Wm. F. Ludwig, president; "but it is necessary, of course, that the performer devote a little time to the manipulation of the pedals in order to become proficient. However, this is not one-tenth as difficult as mastering any other orchestral instrument.

"The most essential qualifications are a good ear, which can be acquired if not already possessed, a keen sense of rhythm, which drummers naturally have, and a little practice with the pedal mechanism. The tones are located just as easily as the positions on a slide trombone."

Harry L. Alford, composer; J. Bodewald Lampe, composer; Isham Jones and other artists use the pedal tympani in their arrangements.

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 electro-cuts of all items—broadsides for mail and counter use—display cards—catalogs, etc.

WRITE TO US.



Leedy Mfg. Co.

INDIANAPOLIS
INDIANA

BACON BANJOS

Played by Leading Musicians and Orchestras

Sold by
Representative Music Merchants
BACON BANJO CO., Inc.
GROTON, CONN.

Bruno Now Distributes "Maxitone" Banjo Resonator

Made of Heavy Gauge Aluminum in Three Sizes and Can Be Attached Instantly to Any Instrument—Many Orders From Dealers

C. Bruno & Son, Inc., importers and wholesalers of musical merchandise, 353 Fourth avenue, New York, have been appointed wholesale sales representative for the "Maxitone" banjo resonator, a new tone-amplifying device for banjos, according to announcement made this week by Bruno officials.

The resonators, which are made of heavy gauge aluminum, are made in three sizes to be attached instantly to any ten-inch banjo-mandolin, or eleven or twelve-inch tenor banjo or banjo. It is expected that music dealers will find a great demand for these devices, for they not only improve the tone of a regular banjo, but they change its appearance to resemble the new extension resonator type instruments which are so popular.

The "Maxitones" will be sold direct by the dealer and many dealers have already placed orders for them in response to a notable demand for them from banjo players. It weighs only twenty ounces and has scientifically constructed sound holes. It is rigidly held in place on the banjo by means of four nickel-plated adjusting spring clamps.

B. & J. Catalog Bringing Big Results in Orders

Buegeleisen & Jacobson, New York City, importers and wholesalers of musical merchandise, report that their new catalog is bringing surprising results in the short time that it has been out in the trade. This attractive piece of literature, which was described in detail last month, is very comprehensive in scope and lists a wide range of instruments, styles and prices. The three weeks of its existence have already developed a volume of orders that is taxing the capacity of the house. Felix Baer, of the B. & J. organization, reports that four nights' overtime was necessary last week to take care of the orders. Mr. Baer points to this heavy business as an indication of the faith of musical merchandise dealers all over the country in big business for this Fall.

Buescher Equipped Orchestra Entertains Prince

En route to this country aboard the "Berengaria" the Prince of Wales was entertained by and danced to the music of the Paul Specht Carolina Club Orchestra, which has been playing at the Piccadilly Hotel in London. This orchestra is composed of a group of young university students and is fully equipped with Buescher instruments.

Charles Sonfield, general sales manager of the musical merchandise department of C. Bruno & Son, Inc., returned from Europe recently on the S. S. "Berengaria." Mr. Sonfield spent some time in Europe studying conditions.

The Instrument that *Sells*

Vega Banjos in many models sell from \$34.00 to \$375.00. Always a price and style to please.



The new Vega-phone models are used by leading artists and orchestras and on seventeen makes of records.



EVER increasing in popularity, the banjo is one of the greatest sources of new sales. To carry a high quality make of banjo having a wide price range will bring new customers and a resulting profit.

Vega Banjos have established a wide reputation for high quality and inherent value. They are made in many styles selling from \$34.00 to \$375.00. There is always one style Vega that will sell.

Vega Instruments are sold direct to the dealer assuring you of good service.

Write for Catalog and Dealer Information

THE VEGA CO.

155-W Columbus Avenue

Boston, Mass.

Manufacturers of String and Brass Instruments

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 160)



FRED C. BUCK
Banjoist and Arranger

"Waring's Pennsylvanians"
and His

Weymann Orchestra Banjo

The Most Prominent Banjoists Are
Playing Weymann Instruments

Write for Agency

H. A. WEYMANN & SON, Inc.
1108 Chestnut Street Philadelphia, Pa.

**Fred Gretsch Returns
From European Trip**

Fred Gretsch, president of the Fred Gretsch Mfg. Co., Brooklyn, N. Y., returned recently on the S. S. "Minnetonka" from a ten weeks' European trip. With Mr. Gretsch was Mrs. Gretsch and son, Fred, Jr., who returns to take up his studies at Cornell University.

Mr. Gretsch, in a chat regarding his trip, reported a strong likelihood of a shortage of several lines of musical merchandise during the coming months and he urgently advises dealers to prepare themselves against this situation. He found that most of the manufacturers in Germany, which is the large European musical instrument-producing country, were working upon a basis of limited production and were prepared to distribute their output in limited lots among American importers.

**Attractive Billboard
Advertises Small Goods**

WILMINGTON, DEL., September 8.—The J. B. Wilson Co., music dealer at 912 Orange street, is using billboard advertising to bring before the public the various musical instruments which it carries. One very attractive billboard erected recently is devoted to Conn saxophones, Vega banjos and Ludwig & Ludwig drums. The board is divided into three panels, the center and largest one giving the name and address of the company and the information that it is an exclusive agency for Ludwig & Ludwig drums. The smaller side panels each contain a picture, one of a Conn saxophone and the other the Vega "De Luxe" tenor banjo, with the resonator.

**Jack Shilkret and Band
Scores in Victor Issues**

One of the new comers in the list of Victor artists is Jack Shilkret and his orchestra, whose first records were announced in the August Vic-



Jack Shilkret and His Orchestra

tor list. Mr. Shilkret is a leader and recorder of many years' experience with the Victor Talking Machine Co., but the August records were his first recordings as head of his own orchestra. He has made innumerable recordings as a mem-

**Do You Get Your Share of the Profit
in Band Instruments?**



OR are you buying various lines only on demand and on a low margin? If you want a small goods department that pays well investigate our proposition to dealers. We offer full dealer protection and satisfactory margin on the finest line of Brass Instruments in America, nationally advertised and featured by extensive direct-mail campaigns. Ample territory given to dealers who are willing to sell. Write for our proposition.

THE H. N. WHITE CO.
5215-55 Superior Ave., Cleveland, O.

ber of the International Novelty Orchestra, the Troubadours, Zez Confrey's Orchestra and others.

The orchestra includes many musicians who are popular in New York City with dance enthusiasts, including Harry Shilkret, a very fine trumpeter; Harry Raderman, the original laugh-

ing trombonist; Jack Wasserman, well-known saxophonist, and Louis Raderman, violinist. Mr. Shilkret plays on the piano and doubles on the saxophone, and this orchestra, in common with many other Victor orchestras, uses Buescher band instruments and saxophones exclusively.

Vega Popularity Growing

BOSTON, MASS., September 8.—The Vega Co., Inc., of this city, manufacturer of the well-known Vega banjos and other stringed and brass instruments, reports that the popularity of the banjo, although already great, is still constantly growing. Even though this company manufactures and imports a large line of musical instruments, the Vega banjo is reported to be one of the greatest sources of new sales. The coming Fall season is expected to be an exceptionally large one and the Vega Co. is putting into effect an energetic sales promotion campaign to thoroughly cover this important season.

Weymann Factory Moved

The musical instrument factory of H. A. Weymann & Sons, Inc., manufacturers of Weymann orchestra banjos and the Keystone State line of stringed instruments, has been moved to a new location at Hancock and Columbia avenues, Philadelphia, where more than twice the amount of manufacturing facilities will allow the firm to catch up with the large volume of orders received and provide for better service in the filling of orders. Preparations are now under way for an immediate increase in production.

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

Big Months Ahead!

The Carryola Line—Profitable Portables the Year 'Round

It has been a big summer for Carryola dealers. And it's going to be a profitable fall and winter. The portable phonograph, mighty in its popularity, has come to stay. The market is everywhere, every day. Reaches into homes, churches, schools, club rooms and other gathering places all over the land.

You can make maximum sales with Carryola portables. They have a combination of features that insures volume business. The staples in the portable field. The portables for quick turnover. Big sales every month in the year. More sales of records, too, when you handle the Carryola line.

Built Right—Sold Right

Two big reasons are responsible for the remarkable success of Carryola portables—the way we build them, and the way we sell them. Strictly high-grade machines, quality-built in every way.

Carryola portables are sold only through recognized music channels and Carryola dealers are backed by a firmly established, ably financed organization, manufacturing portables on a big-production scale. Hence the low prices. The Carryola Company fully realizes its responsibility to the trade and has developed a complete merchandising plan. Progressive sales ideas—a variety of dealer helps—real sales assistance.

Carryola is the line for big profits, winter and summer—right now! Send for our proposition today.

CARRYOLA COMPANY of AMERICA

373 Broadway

Milwaukee, Wis.

New York Office
37 W. 37th St.

San Francisco Office
57 Post St.

Retail Price
\$25.00
West of Rockies
\$27.00



The CARRYOLA MASTER —Truly a Masterpiece

The full, rich tone of Carryola Master rivals that of costly cabinet machines. The Master is the only portable with the Add-A-Tone Reproducer, which greatly increases the volume and clearness of tone. A truly exquisite instrument. Its superiority is readily apparent.

Has quick, easy-winding SILENT motor which plays more than two pieces with one winding. Plays all records; has space for 15. Always assembled and ready to play. Has durable, 3-ply veneer case, genuine Du Pont Fabrikoid covering, nicked trimmings. Continuous piano type hinge—complete in every way. Has the appearance of a much higher priced machine. A masterful instrument of outstanding value in the field.

The **CARRYOLA**

S. H. Mapes Now President Jos. W. Jones Radio Corp.

Widely Known Talking Machine and Radio Executive Appointed to Important Post With New Company Headed by Joseph W. Jones

S. H. Mapes, well known in the local talking machine and radio trade, has resigned as assistant to the vice-president and manager of the New York offices of the Federal Telephone Mfg. Corp. to become assistant to the president and general sales manager of the Joseph W. Jones Radio Corp., Inc., New York. Mr. Mapes, who has a host of friends throughout the industry, will assume his new duties on October 1, and his thorough familiarity with the merchandising of radio products well qualifies him for his new and important post.

The Joseph W. Jones Radio Corp., Inc., was recently organized with a large capitalization to take over the Radio Improvement Co. and the Jones Tacometer Co. The president of the

company is Joseph W. Jones, who is widely known throughout the country as the inventor of the Jones Speedometer, Tacometer, Motrola and the process for making lateral-cut records. Mr. Jones controls numerous radio patents which will form the basis for the products to be manufactured by his company.

Edward N. Burns, formerly vice-president of the Columbia Phonograph Co. and one of the foremost authorities on phonograph merchandising, is vice-president and general manager of the new company. Mr. Burns needs no introduction to the talking machine and radio industry, as he has been in close touch with all developments in both fields for several years past.

F. S. Martin, formerly manager of the Boston office of the Federal Telephone Mfg. Co., has been appointed manager of the New England territory for the Joseph W. Jones Radio Corp., Inc. According to the company's plans it will manufacture a complete line of radio products, including sets and parts, and also the Tacometer, which is a well-known device used for measuring the speed of airplane propellers.

W. C. Fuhri Returns From Trip to Pacific Coast

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., returned to his desk a few days ago after a six weeks' trip to the Pacific Coast. En route to the Coast from New York Mr. Fuhri visited every Columbia branch and also called upon some of the Columbia dealers throughout the country. In a chat with *The World* he stated that conditions everywhere were very encouraging, and he was particularly gratified to find the Coast doing an excellent business and making plans for a banner Fall trade.

All of the Columbia branch managers were optimistic in discussing conditions in their respective territories, and this optimism was reflected in August sales totals, which showed a substantial increase over the figures for July. Columbia dealers are evincing keen interest in the various sales and publicity plans sponsored by the company the past few months and are giving these important plans their heartiest cooperation.

Atwater Kent Mfg. Co. Outlines Marketing Policy

The Atwater Kent Mfg. Co., Philadelphia, Pa., has just issued an outline of its marketing policy, describing the high standards which govern the conduct of its business.

Referring to discounts it states "Our policy for the 1924-1925 season embraces one single maximum discount for the established recognized wholesaler of the Atwater Kent radio products." In the outlying territories—that is, territories not closed and covered by recognized Atwater Kent wholesalers—an intermediate discount is given. The suggestion is also made to the wholesaler that he give the recognized radio retailer a flat maximum discount regardless of quantity purchase. The musical retailer is predicted to be a prominent factor in the radio business of the future, and the servicing of radio is to be more important than ever before.

The Atwater Kent program contemplates intensive merchandising. Sales quotas have been assigned to each district. Prompt shipment will be possible with the immense new plant of the company and the policy for the prompt handling of radio repair material by the special radio service department is assured. Reliable advance information to all proper parties will be given through a bulletin service. Changes in standard equipment will be kept to a minimum. Only such improvements as the proper advancement of the set demands will be made.

The Atwater Kent line is complete. The four, five and six-tube sets, both open and closed, and the DeLux models, give a wide selection. The three Atwater Kent loud speakers cover the needs in this field. The phonograph sound reproducing unit for the talking machine will continue to be a substantial seller, and it is expected that the new Universal phonograph radio replacement set will give the trade an opportunity for big business.

The company's policy also includes co-operation with its wholesalers and an extensive warranty on its products.

New Amrad Distributor

The American Radio & Research Corp., Medford Hillside, Boston, Mass., has announced the appointment of the McPhillen Radio Corp. as exclusive metropolitan distributor for Amrad products. The McPhillen Radio Corp. is located in Jamaica, L. I., convenient to the entire metropolitan territory, and has a substantial sales organization which has covered the radio field in metropolitan territory for a long period of time. It is expected that this company will shortly open a New York office, which will include a shipping department and display room.



**An Exceptional 3-Tube Set
Yet Priced Within Reach of All!**

HERE is the set that will bring in the volume business. A three-tube regenerative set (licensed under the Armstrong Patent No. 1113149) that has the distance, selectivity and tone quality usually found only in expensive sets. The handsomely engraved Formica panel set in its distinctive Adam Brown Mahogany-finished cabinet attracts immediate attention and approval.

A perfectly balanced tuning unit having only two controls makes the Echophone very simple to operate—yet the set covers the entire radio-casting field of 200 to 600 meters. Retail at \$50 without tubes or batteries.

The Echophone line also includes a four and five tube set of equal efficiency.

The Echophone "4" contains a perfectly balanced triple circuit, has a special switching arrangement for controlling selectivity and volume. From every standpoint it is one of the most scientifically built receivers on the market today. Retail at \$125 without tubes or batteries.

Echophone "5" employs both radio and audio frequency amplification. Can be operated from either a loop or small indoor or outdoor aerial. Two main tuning controls with patented auxiliary adjustment for adapting the radio frequency amplifiers to various wavelengths. Retail at \$110 without tubes or batteries.

With the Echophone line you are able to meet the needs of both "price" and "quality" buyers with meritorious merchandise. No need to carry a big stock of models. Quick turnovers assured with these three fast-selling sets. Write today for prices, literature, selling helps, etc. The Armac Radio Co., Agents, 1120 N. Ashland Ave., Chicago, Ill.

Manufactured by
THE RADIO SHOP
1120 N. Ashland Avenue, Chicago, Ill. Long Beach, California
Sunnyvale, Calif.

*Get New Thrills—
Listen in on the*

ECHOPHONE

Storage Battery Results at Dry Cell Cost



Dealers: Get in touch
with your Jobbers

Attention Phonograph Manufacturers

Echophone radio panels complete with attached apparatus may be quickly installed in either upright or vertical phonograph cabinets. The compact, solid construction of Echophone sets is admirably adapted to this use. The panels are of square type and of dimensions permitting them to be readily adjusted to any size cabinet. Manufacturers will find our prices on Echophone panels especially attractive. Write for details.

10 Years of Success for the
CHARMAPHONE
Profit-Making Phonographs



Retail \$25
MODEL NO. 2
 Height: 7 in.; width: 16 in.;
 depth: 16 in.

*Better Merchandise—
 Lower Price*

That's the Charmaphone slogan for this season. Here are shown the leaders of a line that includes designs and prices to meet all tastes and every purse.

The Dealer's profit is extra liberal. The quality cabinets, fine workmanship and unusual tone assure sales.



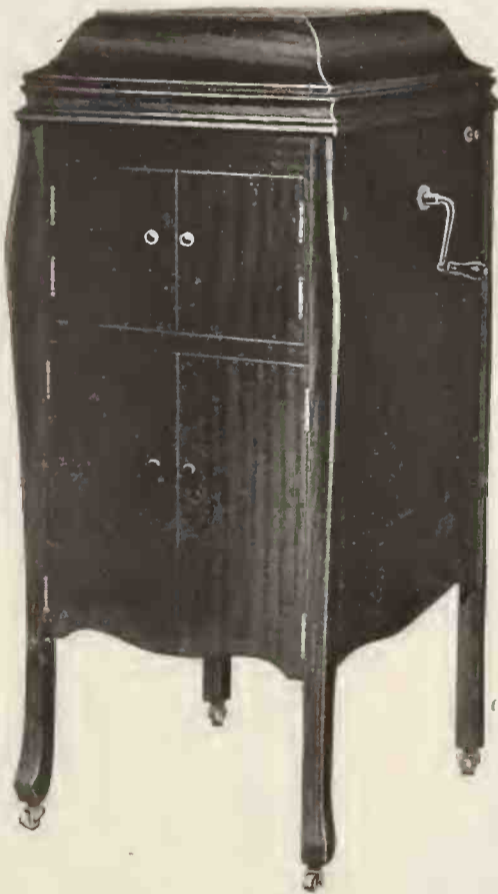
Retail \$40
MODEL NO. 3
 Height: 14 in.; width: 18 in.;
 depth: 21 in.



Retail \$100
MODEL NO. 10
 Height: 49 in.; width: 22 in.;
 Depth: 22 in.



Retail \$60
MODEL NO. 4
 Height: 42 in.; width: 19 in.;
 depth: 21 in.



Retail \$70
MODEL NO. 5
 Height: 48 in.; width: 19 in.; depth: 21 in.



Retail \$125
MODEL NO. 20
 Height: 36 in.; depth: 21 in.; width: 31 in.



Retail \$85
MODEL NO. 15
 Height: 32 in.; width: 31½ in.; depth: 21 in.

If you are not already a Charmaphone Dealer, write at once for illustrated catalog and prices. This will be a Charmaphone season. Get your share of the sales. Call, wire or write

THE CHARMAPHONE COMPANY

Executive Offices:
 21 East 21st Street, New York City

Factory:
 PULASKI, NEW YORK

Growth of Orders Reported by Thos. A. Edison, Inc.

In an interview with *The World* the executives of Thomas A. Edison, Inc., reported a substantial increase in both the instrument and record business during the past few weeks. Dealer inventories have been found to be exceptionally low and the outlook indicates a steady acceleration in business from now until the end of the year.

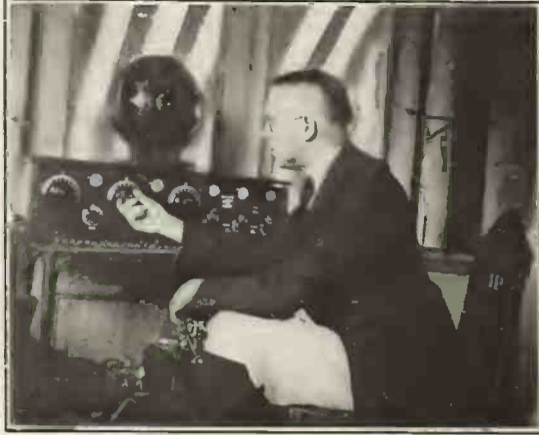
Ambler-Holman Chartered

Ambler-Holman, manufacturers of the Ambler-Holman radio receiving sets, have incorporated under name Ambler-Holman, Inc. The distribution channels of this increasingly popular set are steadily being added to. Within the last few weeks the H. B. Holman Sales Co., of San Francisco, was appointed factory distributor to the jobbers throughout the West. This company also maintains offices in Los Angeles, Cal.; Seattle, Wash., and Portland, Ore.

The Phonograph Sales Co., of Milwaukee, Wis., recently decreased its capital from \$50,000 to \$15,000.

Harry E. Sherwin an Enthusiastic Radio Fan

The accompanying illustration will introduce to the talking machine trade Harry E. Sherwin, marketing manager of the Th. Goldschmidt



Harry E. Sherwin

Corp. and well known in merchandising circles. Mr. Sherwin is an enthusiastic radio fan, and he is shown here tuning in with the new N & K imported loud speaker. He recently completed a trip which included the entire United States, Mexico and Canada, and he states that business

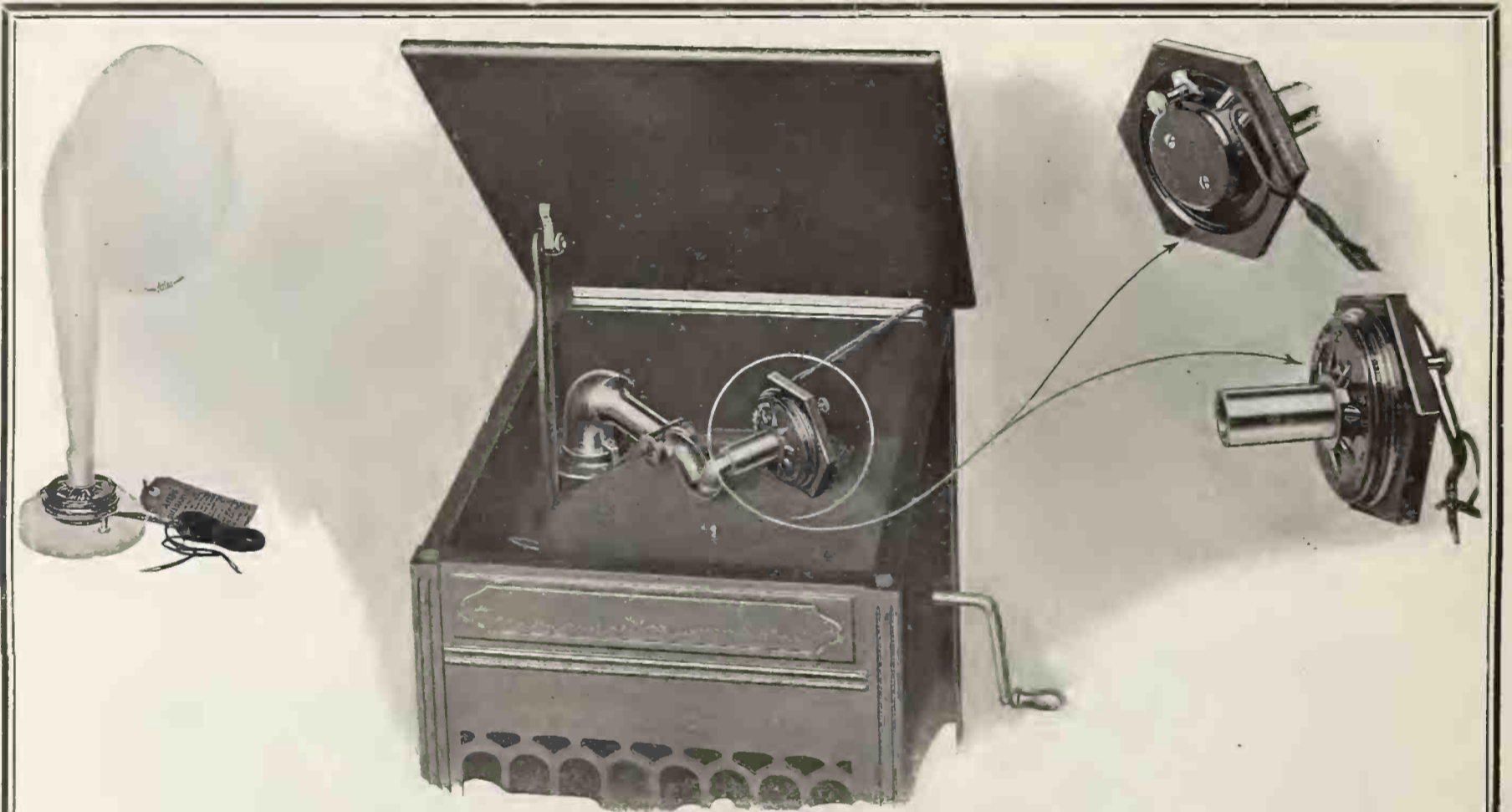
conditions are fundamentally good, with the trade preparing for a healthy Fall and Winter season.

Cowperthwait Adds Pathé

Immediately upon the release by the Pathé Phono. & Radio Corp., Brooklyn, N. Y., of its new Five-Six receiving set Cowperthwait & Son, prominent New York furniture house, installed this new set in its radio department. It has been named the "Five-Six" because it uses five tubes for local stations and six tubes to bring in the distant stations on the loud speaker. Cowperthwait & Son will feature this new set in their department during the coming Fall and Winter season.

New Victor Artist

The Victor Talking Machine Co., Camden, N. J., has supplied its dealers with window placards announcing a new Victor artist, Toti Del Monte, famous coloratura soprano of La Scala, Milan, whose first Victor recordings were released last Friday, September 12. These recordings, sung in Italian, are the Mad Scene from Lucia di Lammermoor in two parts.



*Clear Articulation, and Mellow Tone, Mean More
Than Mere Volume—Atlas Gives All Three*

Atlas
TRADE MARK
RADIO REPRODUCTION

Atlas Radio Reproduction (either through the Atlas speaker or the phonograph unit) floods the room with the best that's in the set.

And since your customers judge radio solely by "how

it sounds", it is simply good business to equip the radio sets you sell with Atlas Radio Reproduction. Atlas helps sell the whole outfit, and helps to keep it sold!

Write for profit-details.

MULTIPLE ELECTRIC PRODUCTS CO., Inc.
36 Spring Street, Newark, New Jersey. Dept. O.

New York, Boston, Philadelphia, Baltimore, Pittsburgh, Detroit, Chicago, St. Louis, Denver, 550 Howard Street, San Francisco

Marconi Wireless Telegraph Co. of Canada, Ltd.
Sole Canadian Distributors.

Radio Success

Depends largely on choosing the right kind of distributing jobber. The Spartan Electric Corporation is organized to supply the right merchandise at the right price at the right time. Get in touch.

We handle Stromberg Carlson Neutrodyne, Murdock Neutrodyne, Radyne, Cunningham Tubes, Kodol Portable, Exide Batteries, Eveready Batteries, Philco Batteries and the famous Spartan Speaker.

Spartan Electric Corporation
99 Chambers Street
New York City
 Telephones: Worth 2773-2774

Reasons for Big Fall and Winter Carryola Sales

The Portable as an All-Year Product Grows in Favor—Big Demand for Latest Styles

MILWAUKEE, Wis., September 6.—“We have every reason to expect heavy Fall and Winter sales with the Carryola line,” said an official of the Carryola Co. of America of this city in a recent chat with The World. “Several factors and tendencies assure this bigger expansion of sales with our product, and with general conditions steadily improving and advanced prices being received for farm crops, we feel sure a promising year is ahead of us.

“The day of the portable is here, and the public is being educated to desire more and better music. Radio is doing its share, augmented orchestras in moving picture houses are increasing the interest in music and record manufacturers are bringing out thousands of records by new orchestras, singers and instrumental numbers. Then there are traveling musical organizations, with active sales plans by the musical instrument manufacturers to increase their outlets, and all these factors are developing a growing demand for music.

“The portable phonograph most satisfactorily meets the demand of the great majority of people for music anywhere, any time. It provides entertainment for homes, churches, schools, clubrooms, for young people going away to college and for the great number of young folks who are away from home working in cities. We have made a careful survey of the portable market, and the two models of the Carryola that we have introduced have met with a popular reception from dealers everywhere. Apparently we have been able to reach the big majority of portable buyers and our Carryola Master has proved to be a remarkable business getter for the trade as a whole.”

It is understood that the Carryola Co. will bring out in the near future several new models that will increase the range in price for the line and give Carryola dealers a wider opportunity for sales. The Carryola Master has several features, including the Add-A-Tone reproducer, playing all makes of records; the Silent motor, playing more than two records with one winding, and carrying room for fifteen records. The Carryola Co. is making plans for effective sales co-operation with its trade this Fall, including national advertising, dealer tie-ups and every form of sales helps.

Edison Ends Vacation

During the latter part of August Thomas A. Edison, the famous inventor, returned from his annual Summer vacation, spent with Henry Ford and Harvey Firestone. This year the triumvirate spent their holiday in New England, and their itinerary included a two-day visit with President Calvin Coolidge in Plymouth, Vt.

Brunswick Radiola Week Big Success in the East

Brunswick Radiola Week in Eastern territory was inaugurated on September 11 and will continue up to and including September 18. The week so far has proved a decided success and Brunswick dealers throughout the Eastern territory are co-operating with the Brunswick-Balke-Collender Co. in emphasizing the sales and musical possibilities of the Brunswick Radiola. On September 11 attractive full pages appeared in several New York newspapers and out-of-town papers, and in the September 13 issue of the Saturday Evening Post, distributed on September 11, a double-page spread appeared featuring Brunswick Radiola products.

Before the campaign started H. Emerson Yorke, of the sales promotion and publicity department of the Brunswick Co., sent a letter to Brunswick dealers offering various suggestions which were used to splendid advantage throughout the territory. These suggestions included

the use of small newspaper advertisements, window displays, Brunswick Radiola demonstrations and other timely sales helps. Brunswick Radiola products have been used as the basis of one of the most interesting sales and publicity campaigns introduced in recent years, and Brunswick Radiola Week in New York has emphasized the rapidly growing popularity of these products.

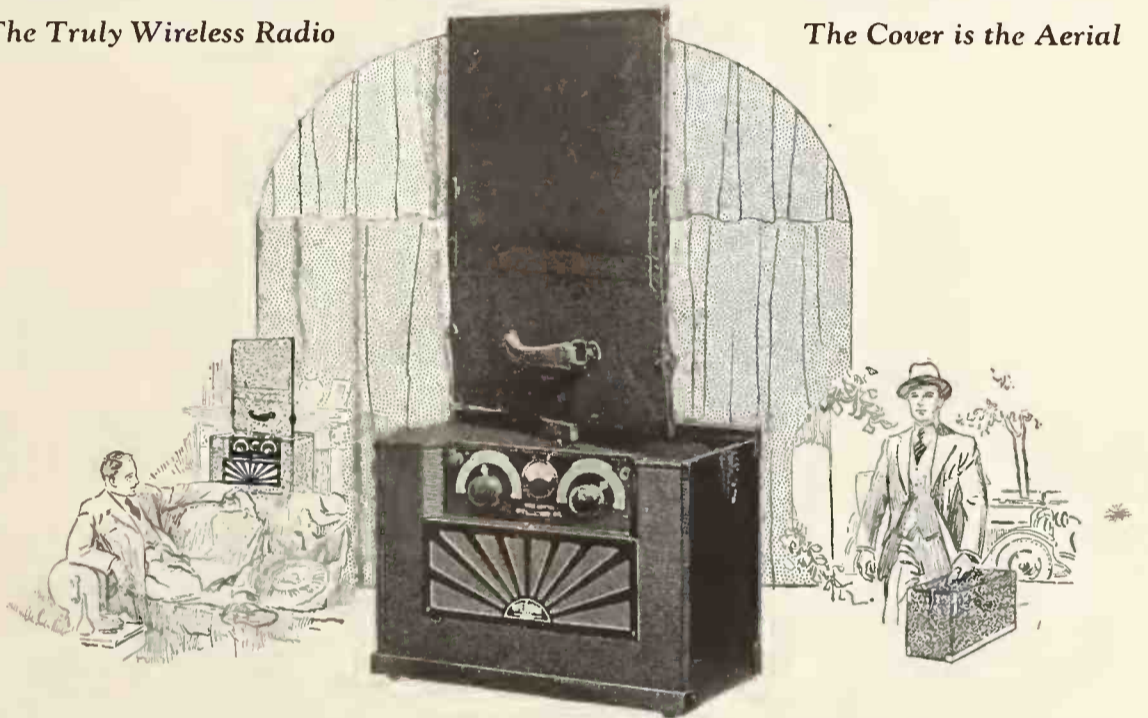
New Mutual Distributor

The Mutual Phonoparts Co., New York City, manufacturer of Mutual tone arms and sound boxes, has announced the appointment of a new distributor, the Shapleigh Hardware Co., of St. Louis, Mo. This prominent wholesale hardware house has a large and efficient sales organization thoroughly covering the territory in which it operates and the arrangements were concluded in time to make it possible to cover the entire Fall season. This new distributor is planning an intensive drive on Mutual products.

Presenting The 1925 Operadio

The Truly Wireless Radio

The Cover is the Aerial



The Original Self-Contained Radio Set

With many revolutionary improvements and a new application of the Cascade Radio Frequency Circuit (capacity compensated)

The 1925 Operadio develops still further the unique Operadio idea—a radical departure in radio design.

Operadio engineers set for themselves this task—to produce a radio set of the highest efficiency, to give it beauty worthy of any surroundings, to do away with the need of external wires or connections and to design it in so compact a form that it can be easily carried anywhere.

Introduced last year, the Operadio created a country-wide sensation. Many thousands are now in use. In the new model all the former features are retained—the loud speaker, six tubes, dry cells and all parts are fitted into a compact cabinet and the necessity for aerial and ground is eliminated by a patented wave-bridge located in the cover. To these are added new refinements and no less revolutionary improvements.

The 1925 Operadio is marked by extreme beauty of appearance

and efficiency of performance. The wave band is expanded to include reception from radiocast stations of all wave lengths. Utmost simplicity of tuning—only two controls. Razor-sharp selectivity.

The remarkable efficiency of the set is due to the perfected application of cascaded radio frequency amplification, capacity compensated.

For example, the set contains removable radio and audio units. In each of these are hermetically sealed all the finely adjusted parts in perfect and unchanging balance, thereby insuring absolute uniformity of performance and virtually eliminating the possibility of damage.

There are many additional exclusive features—a specially designed condenser with planetary disc control, safety fuse for tubes, “A” and “B” battery tester, space for largest size “B” batteries, etc. Write at once for particulars.



The 1925 Operadio ideally fulfills every need for an easily-operated, reliable, long range home set—complete and ready for instant operation and easily taken with you anywhere.

The Operadio Corporation, 8 South Dearborn Street, Chicago

Dealers: Write on your letterhead for our sales proposition and full particulars about the 1925 Operadio.

OPERADIO

MAIL THIS COUPON
 The Operadio Corp.
 8 So. Dearborn St., Chicago, Ill.
 Please mail me complete particulars about the 1925 Operadio.

Name

Street

City

State

"Where The Dreamy Wabash Flows"

The Lyric is a gem, and its Fox Trot Melody makes it a delight to Dancers.

Everybody's Playing Them!

"You Can't Go Wrong With Any FEIST Song"

"DOODLE DOO DOO"

THE SONG AND DANCE HIT

Its lively rhythm and catchy chorus made it instantly popular.

"SING A LITTLE SONG"

A SUNSHINE FOX TROT

When You're Blue, Here's What To Do—Sing Yourself A Little Song!

© 1924 LEO FEIST INC.

"When Lights Are Low"

The Most Charming Waltz Hit of the Year

"MOONLIGHT MEMORIES"

A NEW WALTZ HIT BY VINCENT ROSE, WRITER OF "LINGER AWHILE," WITH LYRICS BY DOROTHY TERRISS, WHO WROTE "THREE O'CLOCK IN THE MORNING" AND "WONDERFUL ONE"

Artistic Freed-Eisemann Booklet Released to Trade

One of the most attractive booklets brought out in some time is now being distributed by the Freed-Eisemann Radio Corp., of Brooklyn, N. Y. The entire radio line manufactured by the company is artistically illustrated, with text outlining the merits of the product. Each page contains an artistic sketch in two colors of the various Freed-Eisemann sets in use in the home and the last page of the booklet contains some pertinent information under the title: "What the Purchaser Should Know." The booklet is bound in brown imitation leatherette paper with an illustration in black and gold. It is a most effective piece of publicity.

Due to the fact that its quarters have for some time proved inadequate to meet production demands the company now occupies an additional floor in the Sperry Building.

New York Landay Store Renovated and Rearranged

The Landay Bros. store at 427 Fifth avenue, New York, reopened the latter part of last week after being closed for several weeks during which time extensive alterations and redecorations were made. The most important change was the extending of the display windows back for a distance of fourteen feet and so altering them that instead of two large windows there are now four. One of these will be devoted to displays of musical merchandise. The Audak

system of demonstrating records has been installed and new record demonstration booths have been erected on the main floor. The musical merchandise department has been moved to the basement and new record racks have been built. This department now occupies a prominent position in the front of the street floor.

Wallerstein in Important Post

Harry A. Beach, Eastern sales manager of the phonograph division of the Brunswick-Balke-Collender Co., New York, announced recently the appointment of Edward Wallerstein as a member of the traveling staff to cover Brooklyn territory. Mr. Wallerstein, who was formerly associated with the Brunswick headquarters at Baltimore, succeeds Frank Elliot, who has joined the forces of the North American Radio Corp., New York.

Opens New Music Store

MORGANTON, W. VA., September 2.—L. E. Webb, a well-known local musician, has opened a music store here with a complete line of musical merchandise. He has on display a complete assortment of high-grade string instruments, banjos, guitars, violins, ukes, Hawaiian guitars, tenor jazz banjos, strings and accessories. Mr. Webb has been operating a music studio which he will continue in conjunction with the store. He is able to play and demonstrate all kinds of musical instruments in a most competent way.

Kenneth Mills, Columbia Manager, Home From Europe

Kenneth Mills, manager of the New York branch of the Columbia Phonograph Co., and Mrs. Mills, have just returned on the Aquitania from a month's visit to England and France, a most delightful trip that combined business and pleasure. While in London, Mr. Mills visited extensively with the retail trade, and reports most favorably as to the widespread and highest-classed distribution obtained through Columbia dealers in the British capital. One Bond street dealer reported that the Prince of Wales had been a frequent customer to his store.

Mr. Mills is most encouraged by the improved interest and activity that has come with the early days of September, centering in a greatly increased record business, and in a special interest in the new three-tone Columbia console models just being announced. He is very optimistic over the outlook.

Victor Standard Records

The two standard Victor records pushed by Victor dealers during the week starting September 12 under the sales plan for standard records are record No. 6235, "Hungarian Rhapsody, No. 2—Part 1 and 2," played by Ignace Paderewski, and record No. 18595, coupling two humorous selections, "Uncle Josh and Aunt Nancy," by Cal Stewart and Ada Jones, and on the reverse side "Train Time at Pumpkin Centre," rendered by Cal Stewart."

Four of the Latest Victrola Models of the Victor Talking Machine Co.



Victrola No. 350

Victrola No. 360

Victrola No. 370

Victrola No. 100

These Distributors Will Help You Secure the Sensational New



Imported

LOUDSPEAKER

THE distributors listed below are now prepared to serve the music and talking machine trade with the new N & K Type W Imported Loudspeaker, N & K Imported Phono Unit, and N & K Imported Phones.

We are frank in saying that the demand for the new speaker has exceeded even our own expectations. And it is increasing daily. Take advantage of it and of the

growing interest created by the N & K NATIONAL ADVERTISING CAMPAIGN

reaching approximately 75 million radio-interested readers of America's most popular publications.

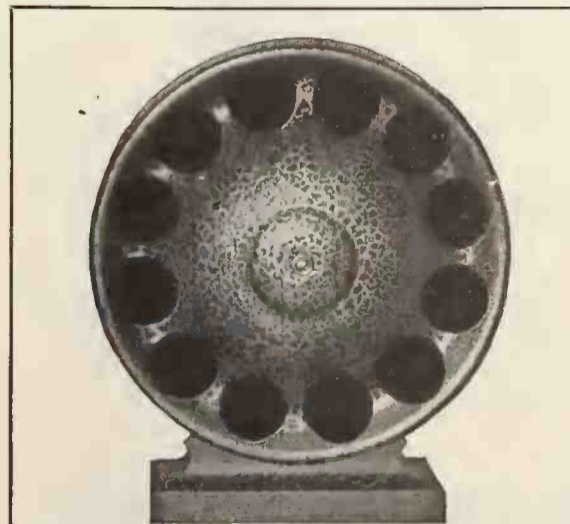
Secure a sample N & K Imported Loudspeaker at once from the nearest distributor on this list. It will bring you orders from customers to whom you have never before been able to sell a speaker.

AUTHORIZED N & K DISTRIBUTORS

- ALABAMA**
H. M. Price Hardware Co., Mobile
- ARKANSAS**
O. D. Tucker IV Co., Little Rock
- CALIFORNIA**
H. Earl Wright Co., 133 Eighth St., San Francisco.
Alexander & Lavenson Electrical Supply Co., 926 Howard St., San Francisco.
Rudolph Wurlitzer Co., San Francisco.
- CONNECTICUT**
Plymouth Electric Co., 155 Court St., New Haven.
- COLORADO**
Reynolds Radio Co., Inc., Denver
- DELAWARE**
Garrett-Miller Co., Fourth & Orange Sts., Wilmington.
Wilmington Electrical Specialty Co., 405 Delaware Ave., Wilmington.
- DISTRICT OF COLUMBIA**
Carroll Electric Co., Washington, D. C.
Cohen & Hughes, 1221 E St., N.W., Washington.
William Boyer Co., 812 Thirteenth St., N.W., Washington.
- FLORIDA**
Florida Radio Supply Co., 205 Hogan St., Jacksonville.
Electrical Equipment Co., 42-58 W. Fourth St., Miami.
- GEORGIA**
Butler Bros., Atlanta, Ga.
Carter Electric Co., 21 Haynes St., Atlanta, Ga.
- ILLINOIS**
Butler Bros., Chicago.
Beckley-Rakston Co., 1301 So. Michigan Ave., Chicago.
Chicago Radio Apparatus Co., 415 So. Dearborn St., Chicago.
Commonwealth Edison Co., 72 W. Adams St., Chicago.
Lynn Radio Co., 220 S. State St., Chicago.
Newark Electric Co., 226 W. Madison St., Chicago.
Motor Car Supply Co., of Chicago, 415 So. Dearborn St., Chicago.
Marshall-Field & Co., Section 42, Chicago.
Waken-McLaughlin, Inc., 225-235 E. Illinois St., Chicago.
Tay Sales Co., 6 No. Franklin St., Chicago.
Rudolph Wurlitzer, Chicago.
- INDIANA**
Alamo Sales Corp., 131 E. Ohio St., Indianapolis.
Capital Radio Supply Co., 54 W. New York St., Indianapolis.
South Bend Electric Co., cor. South & Michigan St., South Bend.
- IOWA**
Blanchard Supply Co., 911 Braden Ave., Chariton.
Radio Exchange, 511 Seventh St., Sioux City.
Republic Electric Co., 120 E. First St., Davenport.
- KANSAS**
Southwestern Radio Corp., Wichita.
- KENTUCKY**
Belnap Hdw. & Mfg. Co., Louisville.
The Sutcliffe Co., Louisville.
- MAINE**
James Bailey & Co., Portland.
- MARYLAND**
Cohen & Hughes, 225 W. Saratoga St., Baltimore.
Southern Electric Co., 5 So. Gay St., Baltimore.
Joseph M. Zamoiski Co., 19 No. Liberty St., Baltimore.
- MASSACHUSETTS**
Chandler & Farquhar, 250-260 Devonshire St., Boston.
E. W. Ham Electric Co., Worcester, Mass.
Hub Cycle Co., 19-37 Portland St., Boston.
McKenney & Waterbury Co., 181 Franklin St., Boston.
Milhender Electrical Supply Co., 617 Atlantic Ave., Boston.
Northeastern Radio, Inc., 99 Bedford St., Boston.
M. Steinert & Sons, 35 Arch St., Boston.
Wetmore-Savage Co., 76 Pearl St., Boston.
- MINNESOTA**
Butler Bros., Minneapolis.
Findley Electric Co., Minneapolis.
W. S. Nott Co., 201 N. Third St., Minneapolis.
Farwell, Ozmun, Kirk & Co., St. Paul.
Noyes Bros. & Cutler, St. Paul.
- MICHIGAN**
Harry F. Anderson Co., 5950 Second Boulevard, Detroit.
Detroit Electric Co., 113 E. Jefferson Ave., Detroit.
Commercial Electric Supply Co., 132 E. Congress St., Detroit.
Tisch Auto Supply Co., Grand Rapids.
- MISSOURI**
Hafer's Supply Co., Joplin.
The Schmelzer Co., Kansas City.
Western Radio Co., Inc., Baltimore at 14th St., Kansas City.
Butler Bros., St. Louis.
Commercial Electrical Supply Co., N.E. cor. Broadway & Spruce St., St. Louis.
Van-Ashe Radio Co., 210 N. Tenth St., St. Louis.

- NEW YORK**
Albany Hardware & Iron Co., State St., Albany.
Electric Supply & Equipment Co., Church St., Albany.
W. R. Ostrander & Co., Brooklyn.
McCarthy Bros. & Ford, 75 W. Mohawk St., Buffalo.
H. I. Sackett Electric Co., 251 Pearl St., Buffalo.
Seeber & Hoffheims, Inc., 861 Main St., Buffalo.
Beaudet & Bradley, 2 Maple St., Glens Falls.
Baugert Electric Co., 267 Fulton St., Jamaica.
Alpha Electric Co., 151 W. 30th St., N. Y.
Butler Bros., 495 Broadway, N. Y.
Capitol Distributing Co., Inc., 25-33 W. 18th St., N. Y.
Dalrymple-Whitney Radio Corp., 437 Fifth Ave., N. Y.
Independent Electrical Supply Co., 59 Warren St., N. Y.
W. R. Ostrander & Co., 371 Broadway, N. Y.
Steeleman, Inc., 24-26 Murray St., N. Y.
Hickson Electric Co., 36 So. Avenue, Rochester.
Frank E. Bolway & Son, Inc., 319 So. Clinton St., Syracuse.
Clark Music Co., 416 Salina St., Syracuse.
- NEBRASKA**
W. M. Dutton & Sons Co., Hastings.
American Electric Co., 1521 O St., Lincoln.
Auto Electric & Radio Corp., 2813 Harney St., Omaha.
The McGraw Co., 1208 Harney St., Omaha.
- NEW JERSEY**
Radio Distributing Corp., 8 W. Park St., Newark.
Tri-City Electric Co., 52-56 Lafayette St., Newark.
Tri-City Electric Co., 159 Ward St., Paterson.
Paterson Radio Co., 213 Market St., Paterson.
- NORTH CAROLINA**
Southern Radio Corp., 905 Realty Bldg., Charlotte.
- OHIO**
Ainsworth-Gates Co., 605 Main St., Cincinnati.

- Atlas Rubber & Belting Co., 416 Main St., Cincinnati.
Cincinnati Gas & Electric Co., 114 W. 6th St., Cincinnati.
Ohio Rubber & Textile Co., Cincinnati.
The United States Distributing Co., 1106 Second Nat'l Bank Bldg., Cincinnati.
- Rudolph Wurlitzer Co., Cincinnati.
Hass Electric Sales Co., 639 Huron Rd., Cleveland.
The Cleveland Products Co., 713 Huron Rd., Cleveland.
A. Goldenberg Elect. Co., 3949 Woodland Ave., Cleveland.
Budd & Co., Columbus.
Hughes Peters Electric Corp., Columbus.
S.M.K. Radio Corp., 23 E. Third St., Dayton.
- OKLAHOMA**
Dodge Electric Co., Tulsa.
- OREGON**
Hallock & Watson, 192 Park St., Portland.
- PENNSYLVANIA**
Altoona Electrical Supply Co., 1129 Twelfth Ave., Altoona.
Thompson's, Chester.
Erie Radio Co., Inc., Erie.
R. M. Peffer, 2 No. Fourth St., Harrisburg.
Johnstown Automobile Co., 101 Main St., Johnstown.
Kirk Johnson & Co., 16-18 W. King St., Lancaster.
Allied Electric Supply Co., 617 Liberty Ave., Pittsburgh.
U. S. Radio Co. of Pennsylvania, Inc., Pittsburgh.
Bramson Radio Specialty Co., 1101 Fifth Ave., Pittsburgh.
Music Master Corp., Pittsburgh.
Ludwig-Hummel & Co., 530 Fernando St., Pittsburgh.
Shipley & Co., 1015 Chestnut St., Philadelphia.
Music Master Corp., Philadelphia.
Bright & Co., Reading.
Lucas Supply & Equipment Co., 109 W. George St., York.
- RHODE ISLAND**
B. & H. Supply Co., 16 Mathewson St., Providence.
Narragansett Radio Corp., 133 Dyer St., Providence.
- SOUTH DAKOTA**
Dakota Radio Apparatus Co., Inc., Yankton.
- TENNESSEE**
Orgill Bros. & Co., 36 W. Calhoun St., Memphis.
C. M. McClung & Co., Knoxville.
Chattanooga Radio Corp., 12 E. Sixth St., Chattanooga.
W. C. Teas Co., Chattanooga.
Herbriek & Lawrence, Nashville.
Braid Electric Co., Nashville.
- TEXAS**
Butler Bros., Dallas.
Huey & Philip Hdw. Co., Dallas.
Tel Electric Co., 603 Preston Ave., Houston.
Southern Radio Corp. of Texas, 608 W. Evergreen St., San Antonio.
Veibl Crawford Hdw. Co., Fort Worth.
- VIRGINIA**
Woodhouse Electric Co., Norfolk.
Southern Electric Co., Norfolk.
Southern Electric Co., Richmond.
Tower Binford Electric & Mfg. Co., Richmond.
- WASHINGTON**
L. C. Warner Co., 305 Occidental Ave., Seattle.
Washington Electrical Supply Co., Spokane.
- WISCONSIN**
Badger Radio Co., 495 E. Water St., Milwaukee.
Hansen Storage Co., 120-134 Jefferson St., Milwaukee.
Fox River Valley Radio Supply Co., 143 W. Wisconsin Ave., Neenah.
- WEST VIRGINIA**
Gee Electric Co., Wheeling.
Sands Electric Co., Wheeling.
- CANADA**
John Millen & Son, Ltd., Montreal, P.Q.
Bennet & Elliott, Ltd., Toronto, Ont.
R. S. Williams & Sons, Ltd., Toronto, Ont.
R. S. Williams & Sons, Ltd., Montreal, P.Q.
R. S. Williams & Sons, Ltd., Winnipeg, Man.
Consolidated Distributors Radio, Inc., 130 Princess St., Winnipeg, Man.
Bowman Bros., Ltd., 1827 Cornwall St., Regina, Sask.
Motor Car Supply Co. of Canada, Ltd., 514 Eleventh Ave., W., Calgary, Alberta, Can.
Motor Car Supply Co. of Canada, Ltd., Edmonton, Alberta.
Maritime Radio Corp., Ltd., St. John, N.B.
Mechanics Supply Co., 80-90 St. Paul St., Quebec, P.Q.
Bowman Bros., Ltd., 234 29th St., E., Saskatoon, Sask.
Phinney's, Ltd., 454 Barrington St., Halifax, N.S.
- MEXICO**
La Casa del Radio, Av. Jarez 62, Mexico City, D.F.



Made of a new lightweight material, *burtex* which eliminates false vibrations. A new type of construction causes the sound to penetrate clearly to all parts of the room. Operates on all ordinary plate voltages. Requires no batteries. 14 inches high. Finished in a choice of handsome color schemes. List \$27.50. Write for folder, "The Loud Speaker You Have Been Waiting For."

Be sure to visit Booth 4, Section G at the Radio World's Fair, Madison Square Garden, New York, Sept. 22-28

TH. GOLDSCHMIDT CORPORATION Dept. T9 15 WILLIAM STREET, NEW YORK

Two Song Hits
from

ZIEGFELD FOLLIES

An adorable Fox Trot Ballad
and the best song in the show!

"Adoring You"

Lyrics by
JOSEPH
McCARTHY
Music by
HARRY
TIERNEY
© 1924 LEO FEIST

"All Pepped Up"

All that the title implies — full of
pep and a corking fast Fox Trot!

You can't
go wrong with
any FEIST
Song



The Sonora Shop Is Latest Addition to St. Paul Trade

ST. PAUL, MINN., September 5.—The Sonora Shop, 18 West Sixth street, which is conducted by William J. Simpson and James J. Mead, held its formal opening recently and drew hundreds of music lovers. The new store is attractively arranged and decorated, and its equipment is most modern and complete. A full line of Sonora phonographs is carried, including period models, such as Louis the fifteenth, Chippendale De Luxe, Italian Renaissance, Sheraton, William and Mary and others. The Sonoradio is also being featured, and it is expected that a brisk business will be done in this combination during the Fall and Winter. A full line of records is carried, including Odeon and Fonotipia European recordings.

Both Mr. Simpson and Mr. Mead possess long experience in the retailing of musical instruments in this city, and both have a large following.

The Jackson, Miss., branch of the L. Gruenwald Co. recently took over new quarters.

A. J. Walsh Enthusiastic Over Edison Tone Tests

Arthur J. Walsh, musical director of Thomas A. Edison, Inc., and advertising manager for the same company, has spent a good part of the Summer at Atlantic City, where he has been largely responsible for the success attained by the exhibit of the New Edison in the Arts and Industry Exposition. Mr. Walsh feels very enthusiastic about the tremendous number of people that have heard the Edison tone tests, given in connection with this exhibit by Helen Davis and Victor Young, and considers it one of the best pieces of publicity and advertising that the Edison organization has ever undertaken. Quite a number of leads have been developed from this exhibit, on which Edison dealers have cashed in with actual sales in their own territory.

A. O. Andelin and Dr. J. W. West have purchased the stock of the Wendell Music Co., Idaho Falls, Idaho, which will operate in the future as the Andelin Music Co. This is a popular local music house.

Increased Demand for Sonora Products in Gotham

The Greater City Phonograph Co., Inc., New York, Sonora distributor for New York City, Staten Island and northern New Jersey, reports through Maurice Landay, president of the company, greatly increased activity among the phonograph dealers in the sales of talking machines. The Sonora line of phonographs, Sonoradios and Sonora loudspeakers continues to enjoy constantly increased sales throughout the territory, according to Mr. Landay. The new Sonoradio, equipped with a five-tube Ware Neutrodyne receiving set, from all indications will be oversold during the coming Fall and Winter season, continued Mr. Landay.

"Dealers who have visited the showrooms of this company to view the new Freed-Eiseman line of radio products have been greatly impressed with the appearance and performance of both the panels and cabinet sets. A leading phonograph manufacturer assisted in the designing of the cabinets and they have been made to conform exactly with the requirements of the talking machine trade," said Mr. Landay in a chat with The World.

Edison Hawaiian Records Made by Anna Case

When visiting in the Hawaiian Islands, last year, Anna Case, the distinguished Edison artist, created quite a sensation by singing some of the finer Hawaiian songs in the native Hawaiian tongue. Thomas A. Edison, Inc., recently recorded two of these selections, which will be released during the current month. They are sung in Hawaiian and are on the same record. The selections are "Na Lei O Hawaii" (Song of the Islands) and "Sweet Lei Lehua." In each song the accompaniment is by an Hawaiian orchestra.

Cohoes Carrybag Popular

The Cohoes Envelope Co., Inc., manufacturer of all styles of record delivery bags and supplement envelopes, is strongly featuring the Cohoes record Carrybag. The Cohoes Envelope Co., Inc., has been long established, and has earned a reputation as a manufacturer of quality envelopes. The record Carrybag, in addition to its distinction as a well-made bag, has other distinctive features, such as the carry feature and flap lock. No strings, buttons, or metal clasp are used. The Cohoes Envelope Co. is rendering a service along with the purchase of these envelopes which includes attractive border designs and attractive papers.

The company points with pride to the satisfaction rendered by these envelopes and reports that in the New York territory out of some 800 dealer accounts only one so far has failed to reorder.

EVERY-
THING
FOR
THE
RADIO
DEALER

ZIMMERMAN · BITTER CONSTRUCTION · COMPANY

A wise dealer will
prepare in advance
for the Fall business.

Our vast experience in
equipping musical
merchandise and
radio stores is at your
disposal.

Complete stock on
hand ready for im-
mediate shipment.

quality  design

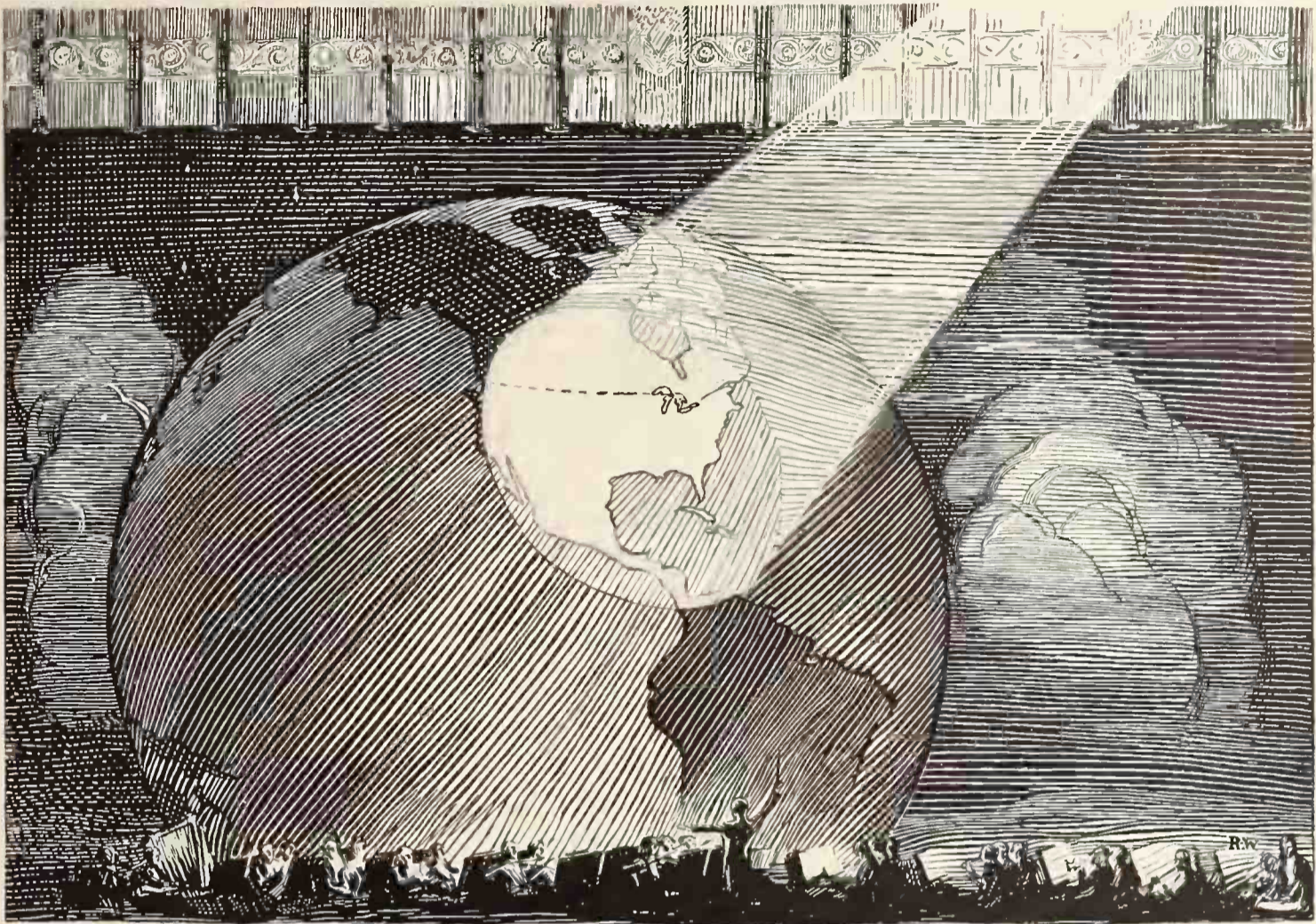
Record Racks Display Cases
Hearing Rooms Musical Instrument
Service Counters Cases, Etc.

Prices on request

ZIMMERMAN · BITTER
CONSTRUCTION COMPANY

325-27 East 94th Street, New York
Telephone Lenox 2960

ASK US
ABOUT
OUR
SHEET
MUSIC
AND
MUSICAL
INSTRU-
MENT
CASES



When the Curtain Rises on the World's Entertainment

WHETHER you settle down comfortably to enjoy some special event or just to taste the casual pleasures of the ether, the *Mercury* Receiver holds up a faithful mirror before the original studio performance.

The ethereal whisper of a violin, the mighty rushes of an orchestra, the lyric loveliness of a precious voice and the reedy depths of a great organ — *all* music is reproduced by the *Mercury* with an impartial fidelity very new in radio.

MERCURY RADIO PRODUCTS CO. - 50 CHURCH ST., NEW YORK CITY

*Our proposition will interest good
talking machine dealers. Write for it today*

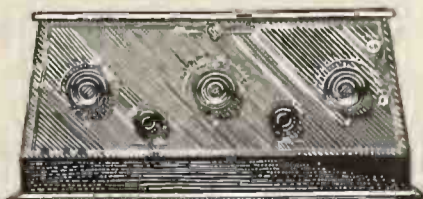
MERCURY BROADCAST RECEIVER

Licensed under Grimes Patents—issued and pending

“The STRADIVARIUS of RADIO.”

TECHNICAL

Highest existing development of Grimes Inverse Duplex System. Four tubes reflexed and equal to six in cascade, (two tuned radio frequency, tube detector and three stabilized audio frequency). Operates from loop (furnished) also indoor or outside antenna *without change in set*. “Last word” low-loss engineering at every point.



APPEARANCE

Solid American Walnut Cabinet. Hand rubbed *genuine* piano finish. Inclined panel of heavy-gauge, etched ordnance bronze. Set rests on rubber protecting buttons. Balanced panel arrangement of controls. All “A” and “B” dry batteries self-contained. Price, with loop; but *without* tubes and batteries, \$165.00 list.

INVERSE DUPLEX SYSTEM INSURES NATURAL TONE QUALITY

P. L. Baerwald Wall-Kane General Sales Manager

The Wall-Kane Needle Mfg. Co., Brooklyn, N. Y., has announced through its president, Nathan Cohen, the appointment of Paul L. Baerwald as general sales manager of the company. Mr. Baerwald needs no introduction to the trade. For a period of eight years he was connected with the General Phonograph Corp. During this period he made a host of friends. Mr. Baerwald succeeds Samuel Kaminshine, who has withdrawn from the needle firm to go into another field. Mr. Baerwald will cover the entire United States on the Wall-Kane jazz and concert needle. He left a short time ago on his first trip in the interest of Wall-Kane products, which will carry him to the Pacific Coast.

Reduces Prices of Products

The Kirkman Engineering Corp., New York City, manufacturer of the K-E loud speaker and the K-E phonograph unit, has announced a reduction of price in both these numbers. The Kirkman Engineering Corp., which is well known in talking machine circles and is also prominent in the electrical field as manufacturer of electrical products for many years, manufactures the K-E automatic stop. The K-E loud speaker and phonograph unit and other electrical instruments of high quality made by this firm are particularly adapted for sales in talking machine warerooms. Production has already been increased in anticipation of a big Fall season.

Branch Store Moves

NAPA, CAL., September 5.—The local branch of Kohler & Chase, music dealers, recently moved to its new store in the Empire Theatre Building. The interior of the store has been artistically decorated. H. D. Secoy is the manager.

New Form of Columbia Record Supplement Liked

Columbia dealers throughout the country are receiving with enthusiasm the new form of Columbia record supplement that was inaugurated recently. Heretofore the new Columbia records were featured each month through the medium of an eight-page supplement, but this form has been changed to a twenty-page supplement, which is proving infinitely superior to the smaller folder.

In the twenty-page supplement there are featured each month the new Columbia selections, together with photographs of the various artists and timely comments regarding the records listed. There is also presented a resumé of the records listed previously, and the folder as a whole can be used to splendid advantage by Columbia dealers in their sales work.

J. E. Lasky a Columbia Caller

Jacob E. Lasky, president of the City Trust Co., St. Louis, who is also interested in the activities of the Columbia Distributors, Inc., of that city, Columbia jobber, was a recent visitor to the Columbia executive offices in New York. Mr. Lasky spent several days here in conference with W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., and was very enthusiastic regarding the progress made by the Columbia Distributors, Inc., in developing Columbia business in St. Louis territory.

Other recent callers at the Columbia executive offices in New York were Westervelt Terhune, manager of the Atlanta branch; W. S. Parks, manager of the Boston branch, and W. H. Lawton, manager of the Seattle branch.

The Lockwood Radio Co., Inc., has opened a store at 931 Market street, Philadelphia, Pa. It will distribute the Eagle radio line.

W. T. Chappell Made Manager

TOPEKA, KAN., September 6.—W. T. Chappell, of Salina, was recently appointed manager of the Topeka Music Co. and is now in charge of the store at 633 Kansas avenue, this city. Mr. Chappell has for several years been associated with his brother in the furniture business. He announced, on taking over his new position, that the store would specialize in radio equipment.

Has Successful Trade Tour

B. R. Forster, head of the Brilliantone Steel Needle Co., New York City, who has been away on a trip of about six weeks' duration, returned to headquarters around the first of the month. Mr. Forster's trip carried him as far as the Pacific Coast. He found business good and brought back with him a substantial volume of orders. The general business of the company has shown a remarkable increase during the past month and good Fall business is looked forward to.

The Brilliantone Co. has announced the appointment of Irving P. Unger to the sales staff. Mr. Unger is a brother of Louis Unger, general manager of the Reflexo Co. and was at one time formerly connected with the Brilliantone Co. He will shortly leave on his initial trip covering the retail trade in Michigan, Pennsylvania and Ohio.

Victor Repair Parts Catalog

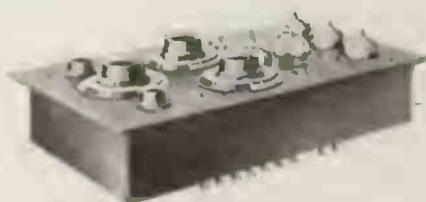
The Victor Talking Machine Co. recently distributed to its dealers a consignment of twenty-four sheets of repair part catalogs. The sheets show the structural details of fourteen types of Victrolas and include all changes since the various types were announced to the trade. A chart of Victor mainsprings was also included in the consignment. This matter is being used to advantage by Victor dealers.

CAPITOL PRODUCTS GIVE YOUR CLIENTELE SOMETHING ENTIRELY NEW



The Dynergy receiver that needs no batteries, has been accepted on its merit by leading music merchants. Its ease of operation, with generous tone volume and the absence of battery trouble makes this an ideal receiver for your trade.

Song-Bird, 5 Tube, Phono-Panel is particularly adapted for phonograph combinations. It is completely encased to preserve the interior and the extremely low price of \$80.00, list, should be a boon to your combination sales.



The policy created by Capitol to serve new and better radio products has resulted in a steady stream of Fall orders to replace the depleted stocks of last Summer. Today wise dealers are buying merchandise that will sell instantly, without the profit losses of dead stock. When you order Capitol products, you are buying only new and better radio.

MURDOCK NEUTRODYNE—the only 5 tube genuine neutrodyne, marketed to sell as low as \$130.00, that will stand the most exacting tests for distance, volume, or clarity.

AMBLER-HOLMAN receivers were designed for the elite trade but priced moderately. Stores displaying this handsome receiver realize the attention it attracts by virtue of its unique design.

CHARMITONE LOUD SINGER enables you to tune in weak signals with a super-sensitive stethoscope provided on each. It eliminates head phones on any receiver.

N & K Products, Bright-Star Batteries, Presto Plugs, Battery Chargers, Loops, Lightning Arresters, RCA Tubes, Art Cabinets.

CAPITOL
DISTRIBUTING CO., INC.

25 West 18th Street
New York City

*YOU CAN'T

ELIZA

A tune that'll surprise ya!

The New Fox Trot Hit
by **GUS KAHN** and **TED FIORITO**
and it's **G-double-O-D--GOOD!**

GO WRONG

JUNE NIGHT

(GIVE ME A JUNE NIGHT
THE MOONLIGHT AND YOU)

A beautiful Melody with an
Irresistible Fox trot rhythm.
Scored an Immediate Success!

WITH ANY

Don't Blame It All On Me

*Jeddy Moses' Latest
and Greatest Song*
A FOX TROT BALLAD

'FEIST' SONG

MAY TIME

Predicted as big a
hit as 'Linger Awhile'
and by the same writer
VINCENT ROSE

DOODLE DOO-DOO!

Victor Co. Acquire License to Produce Bubble Books

F. K. Dolbeer, sales manager of the Victor Talking Machine Co., has announced that the Victor Co. has acquired by exclusive license the very broad Mayhew patents which practically cover all records in albums with printed story accompanying such records, and is now in a position to announce the first two books to be followed by others as early as factory conditions will permit.

Victor Bubble Books will contain three double-faced, seven-inch Victor records with six songs and two stories combined in one book. They will be twice as big as the first editions and representing full Victor quality.

Bubble Book No. 1. The first and the Mother Goose Bubble Book, containing the following selections: "Tom, the Piper's Son," "Mary and Her Little Lamb," "Jack and Jill," "Simple Simon," "Little Bo-Peep," "Old King Cole."

Bubble Book No. 2. The Singing Games and the Animal Bubble Book. Selections: "Miss Jennie Jones," "The Farmer in the Dell," "Lazy Mary," "Three Little Kittens," "Three Little Pigs," "Three Blind Mice."

New Edison Releases Popular

In the releases for the current month there are two new selections, namely, "College Horn Pipe" and "The Devil's Dream," by Jasper Bisbee, who is the rural fiddler discovered by Thomas A. Edison and Henry Ford on their camping trip last Summer. The first records by Mr. Bisbee were released a short time ago, and their popularity is responsible for the release of the new numbers.

Also included in the new releases is "The Sidewalks of New York," by Billy Jones and Chorus. This song played one of the biggest parts in the recent Democratic Convention held in New York City, and, in consequence, a large public demand was created for this famous old song, written by Charles B. Lawler, some thirty years ago.

The organ selections which were released as Edison records, last month, have proved very popular, and the repeat orders now being received by Thomas A. Edison, Inc., for these numbers are large.

William Phillips, president of the William Phillips Phonoparts Corp., New York City, finds the demand well apportioned throughout the entire line. The new portable arm has rapidly taken its place in popularity and the Phono-Radio tone arm is in strong demand.

Dictogrand

The Articulating
True Tone
LOUD SPEAKER

Milton H. Batz Joins Forces of Sonora Phono. Co.

The sales department of the Sonora Phonograph Co., New York, announced this week that Milton H. Batz, formerly connected with the traveling staff of the Columbia Phonograph Co., Inc., in Buffalo territory, has joined the staff of the Gibson-Snow Co., Syracuse, N. Y., Sonora jobber, and will cover the same territory for this distributor.

Herman D. Shultz, formerly traveler for the Columbia Co. in Detroit territory, has joined the staff of Yahr & Lange Drug Co., Milwaukee, Wis., Sonora jobber, covering the same territory that he formerly traveled.

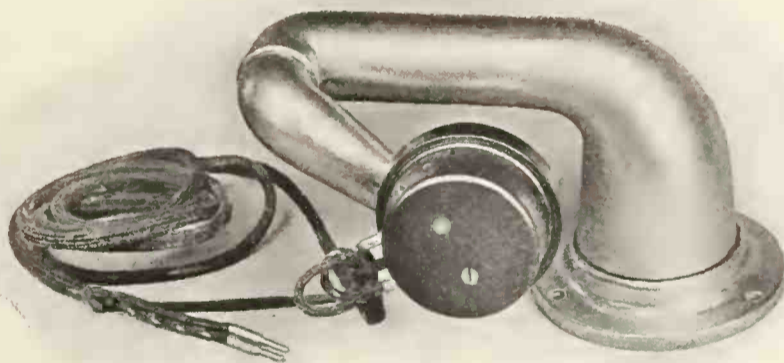
Among the recent visitors to the Edison laboratories at Orange was Peter Hawley, head of the Girard Phonograph Co., Edison jobber located in Philadelphia.

Neumeister Convalescening

The many friends in the trade of Chas. W. Neumeister, general sales manager of the Radiotive Corp., Brooklyn, N. Y., manufacturer of loud speakers and loud speaker attachments, will regret to learn that this popular sales executive was struck by an automobile about ten days ago and painfully, although not seriously, injured. Mr. Neumeister spent about a week in a hospital and was then removed to his room at the Hotel Shelton, New York.

In Hands of Receiver

ALBANY, N. Y., September 10.—The Baker Music House, Inc., talking machine and general music dealer, with stores in Albany, Schenectady, Utica, Gloversville, N. Y., and North Adams, Mass., has been placed in the hands of a receiver. Liabilities, \$1,050,000, and assets, \$1,150,000.



TRIANGLE RADIO TONE ARM

If you want to get the full amplification from your Combination Radio and Phonograph, use a Triangle Radio Tone Arm. By removing the sound box, a Loud Speaking Unit can be attached in a second, without the use of tools.

Radio amplification employs the same principle as Phonograph amplification, and to get the best results the Loud Speaking Unit must be attached to the end of the tone arm.

We guarantee twice the volume from our Radio Tone Arm with the Loud Speaking Unit on the end of the arm, that can be obtained by any other method. We are prepared to demonstrate and back up our statement with real proof.

Manufacturers should be careful to give the dealers the best. Otherwise, the dealers will not be able to dispose of their product when demonstrated in competition with the product of the manufacturer who employs the best method of amplification.

No manufacturer would think of putting a reproducer, or sound box, on any part of a tone arm other than the extreme end; otherwise, the results would be far from satisfactory. The same applies to the Radio Loud Speaking Unit. Unless this unit is attached to the extreme end of the tone arm, more than half of the amplification is lost. Radio is new, and the average dealer does not understand this. However, in a short time they will become as well acquainted with Radio as they are with Phonograph amplification. These dealers will then talk and sell the product which employs the correct principle.

Order a sample Triangle Radio Tone Arm, and decide the matter for yourself.

We also manufacture drawn brass tone arms for Radio only.

TRIANGLE PHONO PARTS CO.

'Phone Nevins 2037

722 Atlantic Avenue

Brooklyn, N. Y.

Largest Manufacturers of Phonograph and Radio Tone Arms

Western Sales Office—1500 Republic Building, Chicago, Ill.

C. Gilbert and R. M. Keator Guests of Honor

Recent successful radio patent litigation by Dr. Lee De Forest was the subject of a detailed and enthusiastically received speech by S. E. Darby, Jr., at the Lotos Club, 110 West Fifty-seventh street, at a testimonial dinner given last night to Charles Gilbert, retiring vice-president, and Randall M. Keator, retiring secretary of the De Forest Radio, Tel. & Tel. Co. As noted elsewhere in this issue of The World, Messrs. Gilbert and Keator have formed the Gilbert-Keator Corp., New York, and will distribute radio products.

Melville E. Stone, counselor of the Associated Press, said that during the war about 3,000 words a day were received by wireless from the Eiffel Tower. He said, however, that for "speed and intense accuracy" the cable still was relied upon largely. He spoke of Dr. De Forest as "not a promiser but a doer."

Other speakers were Dr. De Forest, ex-Judge



Dealers! Jobbers!

Here is a quick turnover profitmaker you cannot afford to overlook—

Agfa
ROLL-FILM FILM-PACK

*A Size for Every
Camera*

Thousands of dealers and jobbers are reaping NEW, great profits selling FILMS—get your share of this business.

The famous AGFA noncurling FILM is superior in speed and clearness to the ordinary film—but costs no more—and gives you a greater profit!

QUICK! Send NOW for details of interesting proposition.

AGFA PRODUCTS, Inc.
114 East 13th Street
New York



THE SHELTON Electric Motor

The "Simplicity" electrifies Victor, Edison and Columbia phonographs by simply taking off winding handle and placing motor against turntable. Automatic switch in motor operated when the turntable is started or stopped. Operating on AC or DC current of 110 volts. Specify type of current when ordering.

SHELTON ELECTRIC CO., 16 East 42nd Street, New York

T. G. Haight, J. H. McKinnon, W. H. Ingersoll, general sales manager of the De Forest Co., and the guests of honor. The directors and officers of the company present were W. H. Priess, E. H. Jewett, A. C. Allyn, William Buchsbaum, James I. Bush, Arthur D. Lord and Frank W. Blair.

Tremendous Th. Goldschmidt Jobber Representation

Th. Goldschmidt Corp., New York, has just announced the names of its authorized distributors in the United States, Canada and Mexico which have been appointed to serve the music and talking machine trade. The list contains the names of over 170 representative concerns which are now jobbers for the N & K phones, N & K loud speakers and N & K phone units. The list as a whole is a most remarkable tribute to the products of this company, which is so widely represented that the dealers may be served promptly and satisfactorily by the particular jobber in their locality. An idea of the magnitude of the N & K jobber representation may be gleaned from the list which appears in full in an advertisement on another page of this issue of The World.

H. C. Lansell With Nyrad Co.

H. C. Lansell, for many years connected with the wholesale talking machine trade with the Blackman Talking Machine Co. and later with the Musical Instrument Sales Co., has been appointed a sales representative of the Nyrad Distributing Co., radio wholesaler, and will cover the New Jersey, New York State and Connecticut territory. The Nyrad Co. is distributor for Sleeper, Atwater Kent, Pooley, Music Master, Eveready and other leading lines of radio sets and accessories.

Giant Edison Phonograph in Atlantic City Pageant

At the Atlantic City Pageant held on Thursday, September 4, Thomas A. Edison, Inc., was represented in a very unique and impressive manner. The most important feature of the Pageant was the parade, and in this parade there were many elements, including the numerous entries in the National Bathing Beauty Contest, floats of the various fraternal orders and the floats of the national advertisers and exhibitors at the Art and Industry Exposition, now being held in Atlantic City.

For this occasion a very large facsimile of the William and Mary model of the New Edison was constructed and mounted on a float. Inside were hidden ten men, who composed a dance orchestra and who played popular and dance tunes throughout the

Planning Energetic Sales Campaign During the Fall

The American Radio & Research Co., Medford Hillside, Boston, Mass., and its branches are making energetic plans for the development of business during the Fall season. The New York sales office, under the management of L. P. Naylor, territorial manager in charge of New York, is planning to surpass all previous sales records. This office, which covers some of the



Staff of American Radio and Research Co.

most important territory in the country, has a complete sales organization of its own, consisting of nine men, each of whom is not only thoroughly conversant with his own line, but also thoroughly understands the subject of radio merchandising. The accompanying photograph was taken at a recent sales conference of the New York sales staff. Those in the top row, from left to right, are A. R. Strauss, J. F. Hunter, A. E. Lanning, C. H. Fink and F. A. Coale. Bottom row: A. A. Papp, C. E. Weller, L. P. Naylor, manager, and M. Schmidt.

W. E. Meland and V. E. Meland have formed a partnership with R. E. Sachs in the Sachs Music House, Harvey, Ill.



Huge Facsimile of Edison With Hidden Musicians



SIX TUBES
 - a single turn of the
SINGLE CONTROL
 to the desired wavelength -
 the station **SNAPS IN!**
 that's *Thermiodyne*
 TRADE MARK - LICENSE UNDER TUBE PATENTS PENDING
 (Ther-my-o-dine) **TF6**

14 Points of Thermiodyne Supremacy

- 1—Single Control .
- 2—No Outdoor Antenna Necessary
- 3—No Directional Loop
- 4—Meter or Kilocycle Pickup of Stations instead of meaningless numbers *
- 5—CANNOT Squeal or Howl
- 6—CANNOT Radiate
- 7—CANNOT Distort
- 8—The Newspapers Give Time and Wavelength
- 9—Thermiodyne Picks Them at Exact Setting Every Time
- 10—No Logging of Stations; Nothing to Remember
- 11—Stations of Different Wavelengths Cannot Interfere with Each Other
- 12—A Six Tube Receiver; Three Stages Thermionic Frequency, Detector and Two Stages Audio Frequency
- 13—Distance, Volume, Clear as a Bell, Without Fuss or Excuses
- 14—A 180 Degree Turn of the Single Control is Like an Instantaneous Tour of Dozens of Cities

CONSIDER what this means to you, Mr. Dealer. For the first time in radio history, a six-tube receiver that brings in any desired station with a single turn of a single dial to a single pre-determined number. And more—a pure quality and clarity of tone unmatched by any other receiver on the market.

Thermiodyne appeals particularly to the average non-technical man or woman who looks for perfect performance with easy operation. It may be used with any type of aerial, or, under favorable conditions, with none; with dry or storage batteries and with any make tubes.

Thermiodyne is beautifully built, in an exquisite genuine mahogany cabinet with ample space for all batteries for dry cell operation. It is sold at an especially attractive price that nets you a handsome profit.

LIST PRICE \$140

Made and Fully Guaranteed by

SHEPARD-POTTER CO., Inc.

Plattsburgh, N. Y.

Write NOW for Thermiodyne Brochure, descriptive of this remarkable receiver and for details of territorial allotment



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The convention was welcomed by Mayor Clayton C. Towns, of Cleveland, and President Charles H. Yahrling responded on behalf of the Association. Another speaker was ex-Governor Harry Davis, who is once more in the race for the Governorship. Henry Dreher presided as toastmaster.

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A TUBE CAN BE as good as its filament only—and there is the great secret of W. Harrison Cole's latest achievement.

WITH PERFECT OSCILLATION in all circuits, it brings to radio perfection of reception never before known.

Unique in Clarity
Immense Volume

WITH GUARANTEE THAT MEANS SOMETHING	
List Price	Wholesale
\$3.50	\$2.25
Everywhere	Less 2% to Rated Dealers

BACKED BY A MILLION DOLLAR CORPORATION

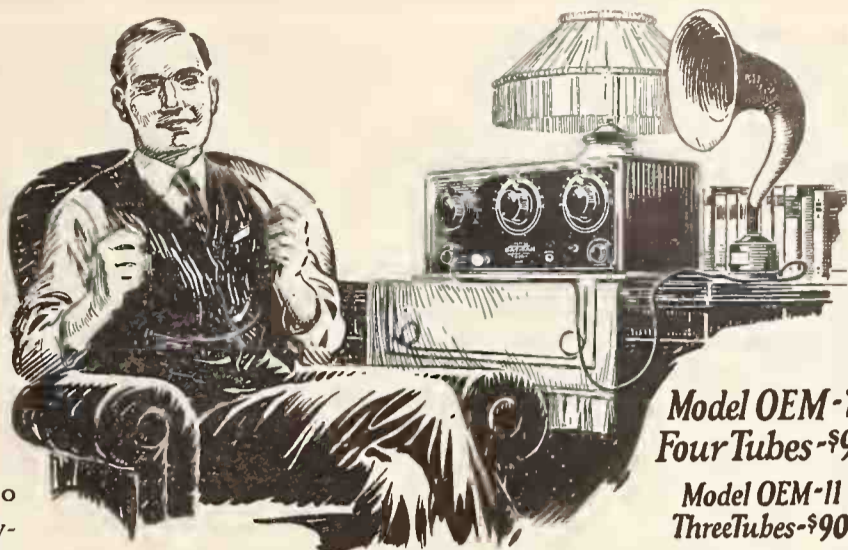


PATENTS IN PROCESS

The Factory behind the BRENDONNE Tube

BRENDONNE
CORPORATION
ORANGE NEW JERSEY

"Let Winter Come. I've Got a DAY-FAN OEM"



**Model OEM-7
Four Tubes - \$98**

**Model OEM-11
Three Tubes - \$90**

THOUSANDS upon thousands of people who have radio sets are prepared to get real enjoyment during the long, cold winter evenings just ahead. These people will have the benefit of listening in on broadcasting stations which will offer a greater variety than ever before.

Are YOU prepared to get this enjoyment?

The DAY-FAN receiving set, Model OEM, is just the friend you need this winter. It has thoroughly proven its worth and has made a lasting place for itself in hundreds of homes. It will enable you to get the best of everything that is "in the air."

The OEM comes to you practically already tuned. Once you get a station you can always get it with

the same dial settings as shown in your log book. When you want it again you simply turn the dials in accordance with your records on this station—and listen in.

What little you need to know about the OEM is contained in a small but very complete instruction book which is sent with each set.

The Dayton Fan and Motor Company
*Manufacturers of High Grade Electrical Equipment
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LONDON, ENGLAND

Manufacturer of the "Peter Pan" Portable Phonograph

Announces the Opening of

Distributing Headquarters for the United States

in the Canadian Pacific Building

342 Madison Avenue New York

Suite 806

Telephone Vanderbilt 7036

The "Peter Pan" is the original camera-shaped and camera-size gramophone. It is protected completely by patents on all fundamental parts, and in workmanship, tone quality and appearance, is far superior to any instrument of similar type or size now being offered to the trade.

*We are now appointing jobbers and dealers.
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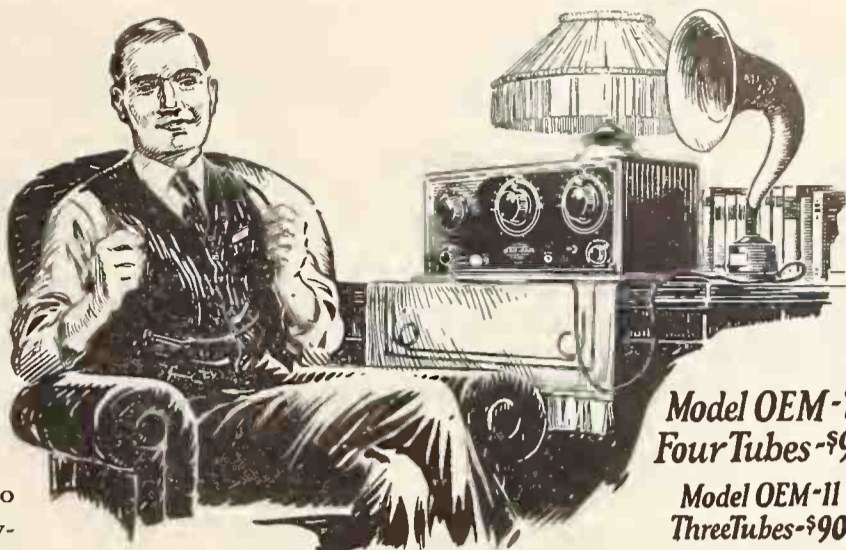
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Write for our proposition.*

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—One or two experienced phonograph salesmen to sell the highly successful Carryola line of portables. Going big everywhere. This is a real opportunity for man whose past record shows he can produce. Permanent, profitable arrangement for right man. Give references and tell us all about yourself in first letter. Replies strictly confidential. Address Sales Director, Carryola Company of America, 373 Broadway, Milwaukee, Wis.

WANTED—Active agent for the sale of mica diaphragms. High-class gentleman with A No. 1 references. Address "Box 1444," care of The Talking Machine World, 383 Madison Ave., New York City.

WANTED — TRAVELING SALESMEN — Old established house, in the business 19 years, has an attractive opening for a high-grade salesman. Only capable man, accustomed to producing substantial income desired. Commission basis with drawing account. Exclusive territory. Must be experienced and acquainted in the music trade and able to promote the sale of portable phonographs among retail dealers only. Indicate your qualifications fully. Address "Box 1406," care of The Talking Machine World, 383 Madison Ave., New York City.

WANTED—Crew manager, with own truck, to sell Victrolas and other well-known phonographs and pianos. Capable of taking charge of several canvassers in New York City. Earn from \$300 to \$500 weekly. Address "Box 1445," care of The Talking Machine World, 383 Madison Ave., New York City.

WANTED—Salesman with knowledge of the phonograph trade, including jobbers and dealers throughout the country, to handle the sales for a phonograph manufacturer throughout the country. Address "Box 1447," care of The Talking Machine World, 383 Madison Ave., New York City.

WANTED—Resident salesmen with following among music trade to sell highly efficient radio set and complete line of parts. Representation desired in following cities: Buffalo, Cleveland, Pittsburgh, Philadelphia, Boston, Washington, Baltimore, Atlanta, New Orleans and other populous centers. A real future for men of the right calibre. Write Box B. D., Room 416, 38 Park Row, New York City.

John E. Mathews Dead

EUREKA, CAL., September 5.—John E. Mathews, pioneer music merchant and founder of the

Mathews Pioneer Piano House, died here recently after an illness of six weeks. An accident several years ago caused Mr. Mathews to relinquish active supervision of his business, and

WALL-KANE NEEDLE PRODUCTS

FACTORY REPRESENTATIVES

General Phonograph Corp., N. Y. C.
Consolidated Talking Machine Co., Inc., Chicago, Ill.
Everybody's Talking Machine Co., Inc., Phila., Pa.

WALL-KANE NEEDLE MFG. CO., Inc.

Originators of the TEN TIME NEEDLE
3922-14th Avenue Brooklyn, N. Y.

WANTED

Wide-awake salesmen calling on the music, piano and phonograph trade in any part of the United States. Can easily make five hundred dollars a month. Must have established trade. This is a side-line commission proposition. Will allot exclusive territory. Sales will increase rapidly. Commission paid on all repeat orders. This is no experiment. Several salesmen are now making big money. This proposition will not interfere with your present work. Write today before the best territory is taken. Address "Box 1423," care The Talking Machine World, 383 Madison Ave., New York City.

FOR SALE

40 phonographs at a bargain price.
MANDEL PHONO PARTS CO.
1530 Milwaukee Ave. Chicago, Ill.

CAPITAL WANTED

Capital required to manufacture a real portable phonograph. Actual cost of manufacture \$5.00. Will consider manufacturer or individual. Address "Box 1448," care of The Talking Machine World, 383 Madison Ave., New York City.

BIG DISCOUNTS
On Nationally Advertised Radio Goods Make More Money for Dealers. Write for Bargain Catalog
AMERICAN RADIO CO.
Dept. 9 6 WEST 14TH ST. KANSAS CITY, MO.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

WANTED—Salesmen now calling upon the talking machine trade to handle as a side line a small novelty nationally known in the trade. An excellent chance to add to your income. Sample will fit in your pocket. Write today for particulars. "Box 1415," care of The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—Young man, married, familiar with all angles of phonograph business desires to connect with wholesale music house as traveling representative. Prefer any part or whole of New England. References furnished. Address "Box 1446," care of The Talking Machine World, 383 Madison Avenue, New York City.

since that time the store has been under the management of his daughters, who will continue to conduct the business under the name of the Mathews Music House. In addition to a full line of pianos, the store carries Victrolas and Sonora phonographs and a full line of sheet music and musical merchandise.

Goldman Band to Make Tour

The Goldman Band, Edwin Franko Goldman, conductor, which recently closed a most successful series of Summer concerts at the Mall, Central Park, New York, and which has recorded several selections for the Victor Co., is arranging to make a tour of all the larger cities throughout the country. The large attendance at the concerts given in New York by these popular artists is concrete evidence of their popularity with the music loving public.

STOP

Unhealthy and Profitless

RECORD COMPETITION!!



By Selling a

Standard Price Quality Record

NOT HIGH PRICE—NOT CUT PRICE

50^{c.} Emerson Records 50^{c.}

AT A DIGNIFIED PROFIT

You can place before your trade the greatest modern popular priced record catalog, carrying both standard and popular numbers and a representative foreign catalog in many languages by most prominent artists.

Meet both the taste and pocket-book of your customers at a profit to yourself.

Emerson Records

Are Standard Priced Everywhere

NATIONALLY ADVERTISED

The Emerson name is nationally advertised—it is known to radio audiences—you need make no apologies when selling

Emerson Records

Write Today for Our Dealer Arrangement



Emerson Phonograph Company, Inc.

207-209 Sixth Avenue

New York City

**Look at These Features
COMPREHENSIVE CATALOG**

—By NOTED ARTISTS—
POPULAR SONGS

You're in Love With Everyone but the
One Who's in Love With You
June Night

LATEST DANCE

Mandalay—Fox-trot
Charley, My Boy—Fox-trot

COMEDY—NOVELTY

Cohen's Wedding—Monologue
Poor Buttermilk—Piano Solo

RACE

West Indies Blues—Character Song
Chattanooga—Blues Fox-trot

HAWAIIAN

Kilima Waltz
Aloha Oe

STANDARD

Oh, Promise Me—Baritone Solo
Humoresque—Violin Solo

OPERATIC

Meditation From "Thais"
Celeste Aida

SACRED

Face to Face
Adeste Fideles

IRISH

Killarney
Irish Jigs and Reels

RUSSIAN

Ay Oochniem (Song of the Volga)
Rusky Balny Tanietz

ITALIAN

Tarantella Pe' Napule'—Soprano
Il Sogno Di Salvatore, Valzer

JEWISH

Sha, Sha, Der Rebe Geht
Durch Schleshte Chaveirem

GERMAN

Puppschen Liese—Soprano
Der Janitor—Komiker

POLISH

W Noc Lipcowa—Waltz
Na Weselu—Baryton

If it's a real hit—

It's out first on

Emerson Records

Increased Demand for All Products in Atlanta Indicates Healthy Condition

Energetic Efforts of Dealers Rewarded by Sales—Record Business Especially Satisfactory—B. W. Whiteman Joins Sales Organization of James K. Polk, Inc.—Trade Activities of Month

ATLANTA, GA., September 8.—With the end of Summer at hand and the real warm temperature already a thing of the past, the talking machine trade in this city and surrounding territory is beginning to feel the good effects of the more pleasant weather and the volume of sales in practically every store is showing an appreciable increase over that of the past few months. The indication most pleasing to dealers and one that has all the marks of pointing to a healthy Fall and Winter business is not the mere increase of bulk sales volume but the fact that the increase is not limited to any one class of merchandise, for all lines—talking machine, record and radio sets—have shown a brisk activity.

Brisk Record Sales

The record business is particularly good. This is not surprising, as this branch of the business has kept up to almost average during the entire Summer due to the untiring efforts of dealers to get behind and push and to take advantage of every loop-hole which could be used to get over their sales messages. Window displays, record concerts, mailing lists and tie-ups with visiting artists whose recordings were available in the different stores—all these methods were used and proved so effective that dealers are now entirely "sold" on the importance of the record department and devote a goodly share of the store's sales efforts to pushing records.

Another reason for the good showing of the record departments during the Summer months was the fact that several local artists recorded for some of the large record manufacturing companies and, as was but natural, their recordings were in great demand by their town-folks. One instance of this were the recordings made by Gid Tanner and Riley Puckett, both of Atlanta, who made several records for the Columbia Phonograph Co. These sold exceedingly well and continue to do so, as both these artists broadcast frequently and their every appearance before the microphone seems to mean additional sales for Columbia dealers.

James K. Polk, Inc., distributor of Okeh and Odeon records, reports that business for the past month was eminently satisfactory and anticipates an upward trend in all lines that will

continue to grow more and more pronounced each month. Odeon records are selling exceedingly well in all sections supplied by this wholesaler and orders for the Okeh "hill-country music," as well as for the "blue" numbers by race artists, are constantly being received. Okeh record No. 40151, "My Mother's Prayers Have Followed Me" and "My Mother's Hands," both sung by J. Douglas Swaggerty, choir-master of the Druid Hills Presbyterian Church, of this city, and which was released last month, is selling exceedingly well.

B. W. Whiteman in New Post

Announcement has just been received that B. W. Whiteman has joined the sales force of



B. W. Whiteman

James K. Polk, Inc., Atlanta wholesale distributor of Okeh records, Sonora phonographs, Honest Quaker repair parts, supplies, etc.

Mr. Whiteman will represent the various lines distributed by this company in the State of Georgia and the eastern part of Tennessee. He is already in the field after the business.

Reynold C. Clark, formerly connected with the Conn Atlanta Co., who opened his own store known as the Clark-Atlanta Co., at Auburn avenue and Ivy street, recently has ar-

ranged to carry the Starr line of phonographs and pianos and the Strand line of phonographs. Gennett and Okeh records will also be carried. The new company is capitalized for \$25,000. A full line of wood instruments and stringed instruments is being arranged for by Mr. Clark.

Stores Being Remodeled

M. E. Lyle reports that the demand for the Strand radio-phonograph is sustained and satisfactory. The amplifier, which permits of the instrument being played as either phonograph or radio without any adjustment, is a big feature. Mr. Lyle, speaking as the representative of the Unit Construction Co., states that many dealers throughout the South have remodeled their stores with Unico equipment in preparation for an anticipated brisk Fall business.

The monthly concerts of the Rich Bros. & Co. Music Club are still proceeding and seem to grow in popularity from month to month. Local artists and musical organizations appear at each concert and the store has gained a prestige that cannot help but have its benefits in increased patronage. More than 3,000 members are enrolled as members of the club and receive notices of its activities.

Phonograph Dealer Logical Outlet for Radio Sets

B. F. Muldoon Contributes Some Interesting Views on This Much Discussed Subject

While it has been a recognized fact for some time past that the phonograph dealer is the logical outlet for the distribution of radio receiving sets, it is interesting to note that Henry Hyman & Co., Inc., New York, has adopted the policy of distributing exclusively through the music dealer.

In a recent chat with *The World*, B. F. Muldoon of this company said: "Best-Tone receivers will be distributed through the music trade, and the music trade only. We feel that the ethical practices of the talking machine dealer in his sales to the consumer are of the highest order and that by employing him as a medium of distribution we have secured the best outlet possible and are avoiding the cut-price or illegitimate merchandiser by this method. We have always been of the opinion that the phonograph dealer was the logical outlet for distribution insofar as radio receiving sets are concerned, and have worked along these lines in devising our present sales policy, in which we have tried to conform in every detail with the requirements of the phonograph trade. For the next eight months at least our sales will be made direct to the dealer, thus avoiding the possibility of our product reaching undesirable merchants through our not being in direct and personal contact with our dealers. In designing the Best-Tone set our aim has been to combine simplicity of operation with beauty in appearance, and we feel that in the new models which are at present being offered to the industry this purpose has been accomplished. We have kept away from the bugaboo of long distance reception and confined ourselves to the perfecting of tone and quality of reproduction, thus making the new Best-Tone receivers real musical instruments which will reproduce without squeals, squawks or distortion.

"The cabinet design has met with the approval of the most critical and will harmonize with the furnishings in the finest of homes. The price has been fixed so as to bring it within the reach of even those people whose incomes may be limited but whose taste at the same time requires that they possess merchandise of the finest quality."

Duet Radio Corp. Chartered

The Duet Radio & Cabinet Corp., New York, was recently incorporated at Albany to manufacture radio apparatus. The capital stock is \$5,000. The incorporators are M. and H. Harr and A. B. Kinzler.

Okeh and Odeon Records

IN your preparations for the Fall increase in Okeh and Odeon sales, don't overlook one of the most important factors in the making of a successful season. With a dependable distributor service at your convenience, the kind that is quick, accurate and thoroughly dependable in the pinches, you are equipped to consistently give your customers complete satisfaction at all times.

Such a service is Polk's!

Wholesale Phonograph Division

JAMES K. POLK, Incorporated

Offices and Show Rooms:

294 Decatur Street

ATLANTA, GA.

Buy Okeh Needles—They Keep Record Sales Alive!

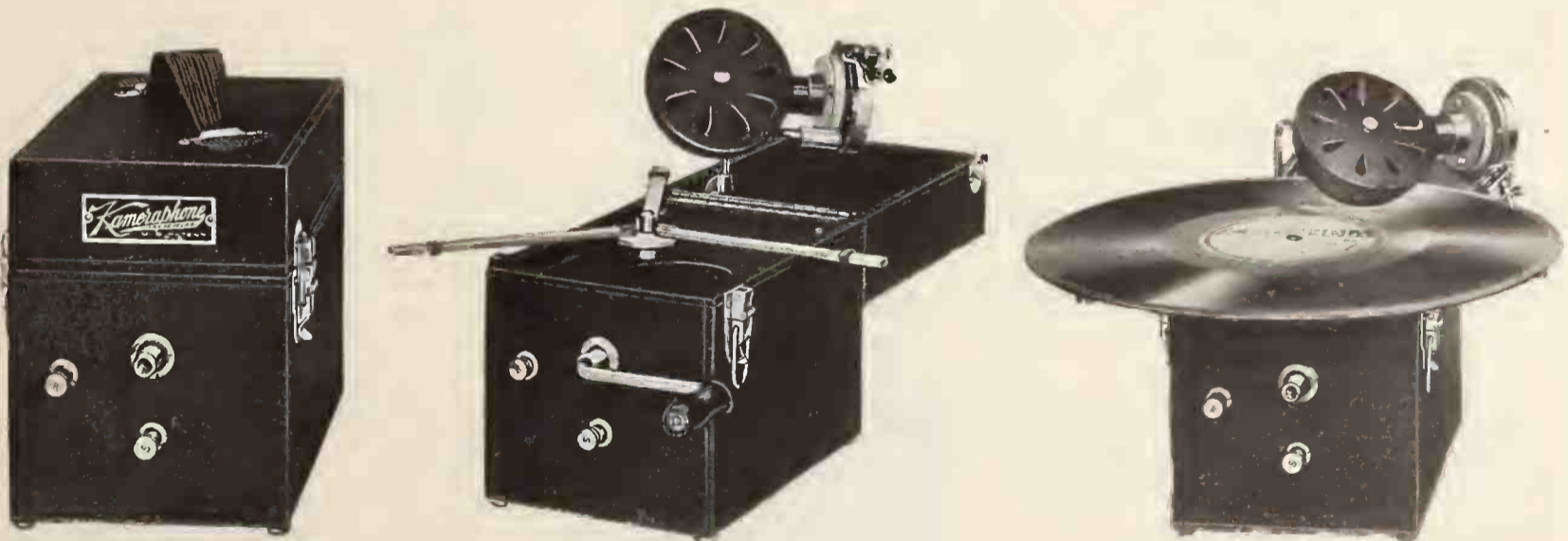
WARNING!

JOBBERS and DEALERS

The Kameraphone is PATENTED in the UNITED STATES and PATENTS have been issued to Solo. Sachs of the SPECIALTY TRADING CO. Any infringement on these patents will be prosecuted to the full extent of the law.

There is only one original Kameraphone and this is the one. The Kameraphone is not a toy but a musical instrument in every sense of the word. It is equipped with a first class motor capable of playing any twelve inch record. Solidly built with a sound box and reproducer that brings out the best in tone and quality. MANUFACTURED IN THE U. S. AND GUARANTEED.

Send for a Sample and Be Convinced



Dimensions, 4 $\frac{3}{4}$ x5 $\frac{3}{4}$ ins.
Weight, 4 $\frac{1}{2}$ lbs.

JOBBERS TERRITORIES NOW OPEN

Write or Wire to

SPECIALTY TRADING CO.

547 BROADWAY

EMIL BORNSTEIN, Inc.
SOLO. SACHS, Sec. and Treas.

NEW YORK, N. Y.

Wareroom Improvements Indicate Trade Confidence

Many Important Store Installations Being Made by Zimmerman-Bitter Co.

The fact that the Zimmerman-Bitter Construction Co., New York, installers of equipment in talking machine dealer stores, is unusually busy is an indication of the confidence of the trade in the business outlook. "We are constantly receiving calls from dealers throughout the country inquiring about the installation and equipping of their stores. These calls do not come from one locality alone, but are spread throughout the entire United States, showing that healthy conditions are not localized but exist throughout the whole country.

"We have found by past experience that our business has been a fair barometer of general conditions among the dealers, as during dull times there is very little attention given by the retailer to new and necessary equipment for his store," said Mr. Bitter, head of the concern, commenting on business conditions.

Among recent installations completed by the Zimmerman-Bitter Construction Co. is that of Waldman & Fisher, 312 West 145th street, New York. The contract called for a new store front, installation of fifteen hearing rooms, Ampico display room and elaborate showrooms on the main floor, the basement floor being done over into a piano and radio department and the entire store being redecorated throughout in a French period design.

Other installations recently completed are those of the Greely Music Shop, 224 Flatbush avenue, Brooklyn, N. Y., comprising twelve demonstration booths, piano showrooms and a complete redecorating of the entire store. An up-to-date and elaborate musical instrument installation has been made in the New York Band Instrument Co., of Broadway, Brooklyn, and a new sheet music department has been installed in the Hawes Music Store, Portland, Me.

Fire in Platt Music Store

HOLLYWOOD, CAL., September 4.—The Platt Music Co., 6614 Hollywood boulevard, suffered a loss estimated between \$3,000 and \$6,000, caused by fire started by defective wiring. Talking machines, pianos, furnishings and fixtures were totally destroyed by the fire, which gutted the entire second story of the building.

Atwater Kent Co. Revises Plans Made for Convention

PHILADELPHIA, PA., September 8.—It had been the intention of the Atwater Kent Mfg. Co., of this city, for some time past to hold a formal convention of its wholesalers from September 15 to 20 inclusive. Due, however, to the unavoidable delays in completing the new factory and administration offices and due to the fact that every facility is being taxed to cope with the unfilled orders for sets, it has been deemed advisable to substitute the following plan:

An open house will be held on the above dates, at which time all outside traveling representatives as well as new men will be in the office. An invitation addressed to all Atwater Kent wholesalers states: "We will be glad to receive any and all visitors and show them over the new factory and discuss any questions that you may care to ask at that time. There will be no set addresses or a set program, but we want every Atwater Kent radio wholesaler to feel that he is cordially invited to come and spend such time as he may desire with us."

In Hands of Receiver

MINNEAPOLIS, MINN., September 8.—The United States District Court here has appointed C. W. Gardner Receiver for the Cutting & Washington Radio Corp. This concern, which markets the Teledyne radio sets, is under process of reorganization. The Cutting & Washington radio products are widely known, many talking machine dealers featuring them.

Ray Miller and Orchestra Score in Philadelphia

Ray Miller and His Orchestra, exclusive Brunswick artists, appeared the week of September 8 at the Stanley Theatre, Philadelphia,



How Ray Miller and His Orchestra Were Featured

where they achieved unusual success. The orchestra is playing the week of September 15 at the B. F. Keith Hippodrome, New York, and will shortly open an indefinite engagement at the "Arcadia," Broadway's newest and most palatial dance palace. The accompanying illustration will give some idea of the manner in which the owners of the "Arcadia" are featuring the engagement of Ray Miller and His Orchestra. Mr. Miller has a tremendous following among dance devotees in New York, and it is expected that he will be an important factor in the success of this new dance palace.

Capitol Co. Reports Decided Gain in Demand

The Capitol Distributing Co., New York City, distributor of Dynergy, Ambler-Holman, Murdock and Song Bird receiving sets and a wide line of radio accessories, reports that the last two weeks have witnessed a decided increase not only in business but in new dealers added to the list as well. This company is well prepared for the Fall season. In anticipation of big demands this Fall, and in order that its dealers might be thoroughly protected in receiving enough merchandise to sell, the Capitol Distributing Co. has stocked up its basement against the expected shortage this Fall. The basement provides 9,000 square feet of storage space and this has already been well filled. A large fireproof vault is used for the storage of tubes, of which a large stock has also been accumulated. The latest number to be added to the line is the Shurety lead-in lightning arrester. It is expected that the talking machine trade will find this new product a valuable resale proposition, and useful in installation work.

Maher Bros. Plan Building

JACKSON, MICH., September 6.—Maher Bros., proprietors of the music store of that name, have broken ground for the new two-story building which they are erecting on Otsego avenue, two doors from the Family Theatre. The new building, which is being rushed for completion this Fall, will have a depth of eighty-six feet and a frontage of fifty-one feet. The plans call for accommodation of three stores on the ground floor, so arranged that all three or two of them may be thrown into one.

Play the Baby Cabinet in Your Toy Shop

Parents and Children Will Want It at Home

"Sell them while the band is playing,
Let the music speak for you."

Although made particularly for playing such nursery rhyme records as the "Little Wonder" and "Bubble Book," The Baby Cabinet will play perfectly any flat records up to 10 inch size. Keep one going in your toy shop and see how many will be sold.

The Baby Cabinet
Retails for \$10.00

17¼ inches high, finished in ivory white with Mother Goose figures in colors, The Baby Cabinet is a dainty ornament for any nursery, as well as a real talking machine. It gives clear, loud reproduction, has special compartment for records, and is run by a spring worm gear motor with speed regulator. Weight 10 lbs.

Other Models to retail from \$5 to \$25

The General Phonograph Mfg. Co.
ELYRIA, OHIO





Patents have been applied for on this device covering this or similar applications.

From Phonograph to Radio in a Flash—
The Phonoradio is the only instrument that changes from Phonograph to Radio without attachments or detachments.

Tune in to more sales

Here is the ideal combination instrument the world has been looking for. It is two complete instruments in one. A wonderful radio and a wonderful phonograph in one beautiful console case. Simple to operate as A B C. There are no cords—no complicated “contraptions”—showing outside the cabinet or under the lid. Just right for the average person who does not wish to fuss.

Just pull a lever and you change from phonograph to radio—no attachments or detachments. The same famous Music Master amplifier brings out the full tonal clarity of the record or the radio.

A Phonograph for Every Purse and Purpose

The Emerson offers the only perfect combination of fine radio and phonograph—the only instrument that is complete—the only instrument that changes from phonograph to radio without attachments.

We offer choice of three different radio receiving sets in successful combination with the Emerson Phonograph:

No. 1. The Phonoradio equipped with Howard 5-tube Neutrodyne and Music Master Horn.

No. 2. The Phonoradio equipped with Federal 4-tube radio and Music Master Horn.

No. 3. The Phonoradio equipped with Radiocaster 4-tube radio and Music Master Horn.

The Famous Music Master Reproducer

is used in the Phonoradio. This horn of straight-grained spruce—the famous violin wood of Stradivarius and Cremona—is the mouthpiece of both phonograph and radio. This, together with the true tone reproducer, accounts for the fidelity of tone reproduction.

Easier to Sell Than Compete Against The Phonoradio

Radio is the big selling word this year. The “make your own” fans are now supplied—the big sales will now be made to the average person who wants carefree radio enjoyment from a simple, powerful outfit that anyone can operate. The Phonoradio is the instrument for these people. Stock now. Profit now.

WASMUTH-GOODRICH COMPANY, Peru, Indiana

The PHONORADIO



The Blenheim Phonoradio
Queen Anne Period Console in brown mahogany or burl walnut containing complete phonograph and radio, as well as album filing system.
Radiocaster Model 4-tube Retail price . \$240
Federal Radio Model 4-tube Retail price . \$300
Neutrodyne Model 5-tube Retail Price . \$395

Watch for interesting details in our October announcement

Lady Churchill Phonoradio
Rich brown mahogany design in Queen Anne Period, nickel trim.
Radiocaster 4-tube Model Retail price . \$220
Federal 4-tube Model Retail price \$280

Special Emerson Cabinette Radio

A fine Model No. 15 cabinet in brown mahogany containing a guaranteed radiocaster 4-tube radio frequency set made especially for the Wasmuth-Goodrich Company.

Retail price \$150
With Federal 4 tube non-regenerative set.
Retail price \$185





EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY MANAGER

Educational and Constructive Sales Work Keep Business Up to the Mark

General Optimism in Gramophone Trade Circles as Unusually Good Business Continues—Effect of the Abolition of the McKenna Duties—Gain in Exports—Hirst Forms New Company

LONDON, E. C., September 3.—Though laboring under the disadvantage of anything but ideal Summer weather (at the time of writing) the gramophone trade is making no bad showing. Indeed, with the numerous sales stunts and the educational and instructive work of record and instrument manufacturers, dealers have but little excuse these days to let business slide. I hear varying reports from dealers as to the amount of business done during the last month, but the majority emphatically state that it has been quite good, and one and all are very optimistic concerning the prospects of the approaching Fall season. Much thought is being given to this by all sections of the trade, and preparations have long since been in hand, and might almost be said to have reached completion. The firm which has not made full arrangements and planned its policy for the season will assuredly suffer a big disadvantage. Competition is certain to be keener than ever during the next few months, but other than improving the quality of their products, it is not anticipated that there will be any startling announcements of reductions in prices.

The McKenna Duties

Conflicting reports in the public press from all over the country are to hand regarding the effects of the abolition of the McKenna duties, particularly in relation to the pianoforte industry, but these can be regarded as merely attempts to use the result of the abolition as a confirmation of their political predictions. In the first scare occasioned by the suggestion to remove the duties, the pianoforte industry shared too much of the public limelight, and the effect of that scare has not yet entirely been erased from the public mind, despite the fact that conditions in Germany, political and economic, have precluded any but a slight reduction in the price of high grade instruments only. The gramophone, in a sense a subsidiary to the pianoforte industry, escaped a lot of the political notoriety at the time, and the gramophone manufacturers, generally, were wise enough not to cry, "stinking fish." As a consequence, the public was not unduly alarmed or the public purse shut too tightly.

If any apprehensions of an increase of foreign competition exercised the minds of the

gramophone industry, the latest news as to a probable restoration of the full 26 per cent Reparations Duty will go a long way to remove such fears. It will be recalled that on February 25 last the present Labor Government announced the duty imposed on imports from Germany, under the German Reparations (Recovery) Act, would be reduced from 26 per cent to 5 per cent. This action was taken on the strength of a Treasury minute, and was defended on the ground that, as the German Government had for some months refused to repay to exporters in that country the amount of the levy, a revised arrangement was necessary.

The return to the old figure is stated to be provided for in the committee report of the recent London Conference. It is further stated that proper notice would be given to traders before the tax of 26 per cent is re-imposed.

In my report in the February issue of *The Talking Machine World*, I showed how the German Government, at that time, was only recognizing its obligations to the German exporter by payment in bonds, which were of extremely doubtful value. To-day the same thing obtains. In fact, in conversations recently with large importers in this country I learn that the German exporters still hold large numbers of these bonds in their safes, the bonds being un-negotiable except at a very heavy discount.

At the moment of writing traders this side have not received official notice of the re-imposition and only the 5 per cent is being paid by the importer to the customs. It seems very probable that the restoration to the full 26 per cent will take place before my next report, in which event the trade here not only need have no fear of unfair competition from Germany, but should have everything in their favor in the fight to retain the whole of the British trade markets and be able successfully to enter and hold any other market in which they were previously in competition with Germany.

The Gramophone in Musical Education

It is increasingly evident with each passing month that the educational propaganda of the Federation of Music Industries and the leading companies, particularly the Gramophone Co., Ltd. (His Master's Voice), is reaping a consid-

erable success. From various parts of this country news is continually to hand of educational authorities and other bodies utilizing the potent talking machine as an aid to the pleasant acquirement of musical culture. This month I note that the Leeds education authorities have decided to install several instruments, while the London County Council has already provided with gramophones some evening institutes where music is part of the curriculum. These actions have occasioned much enthusiastic comments in the press by leading musicians, notably Sir Landon Ronald and Sir Walford Davies.

The gramophone, too, is now being utilized in language schools and great assistance from it is claimed, especially in oral class work. As one writer says: "The student may take his oral French or Spanish lesson after dinner or tea, and have no hesitation over requiring his gramophone to repeat a sentence as often as he pleases until he grasps the correct pronunciation or tone shade. Liverpool University is among the colleges of repute where the gramophone has been used as a feature of instruction in language courses.

Big Chicago House Buys British Gramophones

Messrs. Montgomery, Ward & Co., of Chicago, whom, I understand, conduct one of the largest mail order businesses in the world, have opened up an office in this city and secured the services of a London agent. Further, the advantage of buying certain lines of musical goods in this country for export to America has already been proved, a well-known British portable gramophone having been largely ordered.

Gain in Exports

British export figures for July show an all-round increase, not only upon the figures for June, but upon those for the month of July in the years 1922 and 1923. Exports total £71,283,289, as against £59,503,850 in 1923, and re-exports £10,174,629, as against £8,754,883. Imports total £108,115,498, as against £76,860,906. Trade for July brings up the total for the first seven months of the year well above the corresponding periods of the two preceding years.

German Concern's Big Turnover

A German trade paper states that the Polyphonwerke, Leipzig, made a profit of 94,263 marks in the last working year.

Hirst Reopens as New Company

The makers of the Aladdin gramophone, formerly trading as M. Hirst & Co. (in liquidation), have now reopened in Great College street, Camden Town, where they are trading as gramophone and sound box manufac-



Vulcan

MAINSRING

MANUFACTURED BY
J. Stead & Co Ltd
Established 1901
SHEFFIELD,
ENGLAND.

FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 180)

Hornless, Table Grand, Upright and Horizontal Cabinet Grands

Actual Manufacturers Export a specialty

REX GRAMOPHONE COMPANY
59 Chiswell Street, LONDON, E. C., England
Cable Address "Lyrecodisc, London"

turers and factors under the style of the Aladdin Gramophone & Accessories Co.

Death of Alp Humphries

The death is announced of Alp Humphries, director of Messrs. John Forrester, Ltd., of Hackney, who recently put on the market a combined piano and gramophone and which I described among the exhibits at the last British Industries Fair.

Revenue Plan for Federation

The Federation of British Music Industries has finally adopted the stamp plan for some time past existing in the United States, upon financing the activities of that organization. At the present time the pianoforte section, including the supply houses, have adopted the plan, although the Gramophone section continues to contribute on a voluntary basis.

Copyright Protection Society Registered

One of the latest companies to secure the advantages of incorporation under the Companies Act is the Mechanical Copyright Protection Society, Ltd., which was registered in July 7 last, to acquire rights of adapting any musical composition, speech or other series of words or sounds for performance by means of gramophones, Pianolas or other mechanical instruments. The nominal capital is declared at £2,400 in 2,400 shares of £1 each. The board of directorate comprises E. Saville, G. Deavenne (nominated by the holders of shares numbered 1 to 900), W. W. A. Elkin (music publisher), and A. V. Broadhurst, of

Messrs. Enoch & Sons (publishers). The last two are permanent directors.

Some Good Zonophone Records

Music and song of the more or less popular type predominates in the latest batch of records to hand from the British Zonophone Co., just the kind that should make for heavy sales at this time of the year. "Shine" and "You're in Kentucky, Sure as You're Born" are both having a tremendous vogue here, and as played by the Midnight Follies Orchestra on No. 2470 one can appreciate the fascination of these strongly rhythmic fox-trots. Ever popular Max Darewski contributes two brilliantly played piano solos on No. 2469, "Pierette" and "Coaxing the Piano," and on No. 2468 he sympathetically accompanies Blanche Tomlin, soprano, in a couple of charmingly rendered songs, entitled "Moon Love" and "What'll I Do?" The Horwich L. M. I. Band demonstrate their powers of clever ensemble playing in the "Amen Chorus" from Handel's "Messiah," and the "Eventide Hymn and Aria" on No. 2462. Browning Mummery, tenor, who has achieved a considerable popularity here in operatic circles, proves on record No. 2463 that he is just at home in ballad singing. He sings "My Heart's Delight" and "The Dear Land I Love." The two popular comedienne—Dottie and Billie—contribute on No. 2467 a couple of the humorous items with which they are wont to regale their numerous admirers, viz., "We Keep Them Guessing" and "Wikki, Wikki, Wonki, Woo."

Wurlitzer Opens Branch

LEBANON, O., September 8.—A branch store of the Rudolph Wurlitzer Co. was opened here recently under the management of David Wilson, son of R. H. Wilson, manager of the Middletown, O., branch of the company. The new store carries a full line of talking machines, pianos, radio sets and musical merchandise.

Pertinent Things to Know About Your Business

Pertinent queries about business are contained in a quiz sheet prepared by the Chamber of Commerce of the United States. Check yourself up on the following points and see how nearly 100 per cent you measure, for all of this information is really important:

- Do you keep a "purchasing account" that shows total of all goods bought?
- Do you know what you save annually by discounting bills?
- Do you know what it costs to buy goods?
- Do you know what you owe?
- How often do you take stock?
- Do you figure stock at cost or selling price?
- Do you make allowances for depreciation and dead stock?
- Do you make depreciation allowances of fixture and delivery equipment?
- Do you know what is due you?
- Can you furnish your bank a financial statement at once?
- Are collections made as rapidly as accounts increase?
- Do you know what it is costing you for allowances for customers?
- How often do you make up a "Profit and Loss Account"?
- Into how many separate accounts are your expenses divided?
- Do you own the building in which you do business?
- Do you charge rent therefor?
- Do you charge your own salary as an expense?
- Do you charge interest on the money you have invested?
- Do you know the percentage of expense to sales?
- If a fire took place could you from your books give a complete statement of all accounts?

"Hear Caruso on the Pixie Grippa, it will astonish you"



A Miniature Gramophone at a miniature price but with a giant voice

The Pixie Grippa is a tiny gramophone; it only measures 7½ in. x 4¼ in. x 10½ in., and only weighs 6½ lbs., and yet it plays 12 inch records with all the tone, depth, and detail of a big machine. The Pixie Grippa is a triumph of manufacture. Every part is constructed on scientific lines, and is strong and durable and capable of really hard wear in the home or on the journey anywhere. It has no loose parts and all the working parts are hidden and the delicate mechanism of the sound box is securely encased. The Pixie Grippa has a Secondary Amplifying Horn which effects a 20 per cent. increase in tone, so that it will fill the largest room with great ease.

This Machine has been truly named "The Wonder of Wembley." Customers from every part of the world have insisted on purchasing this machine in preference to all other portables at the British Empire Exhibition.

The World's patents on this machine are now in process of completion and the Patentee is prepared to consider proposals for manufacture in U. S. A. and Canada under license terms.

PRICE	{	In Leatherette case.....	£2 9 6	\$12.50
		In Oak Case.....	2 15 0	13.50
		In Solid Oak case.....	3 5 0	15.00

Sample Machine Prepaid Post free by parcel post all countries except Australia and New Zealand.

Trade Discounts available in cases containing 48 machines
Size 42 x 33 x 25=23 cubic feet

Sole Patentee

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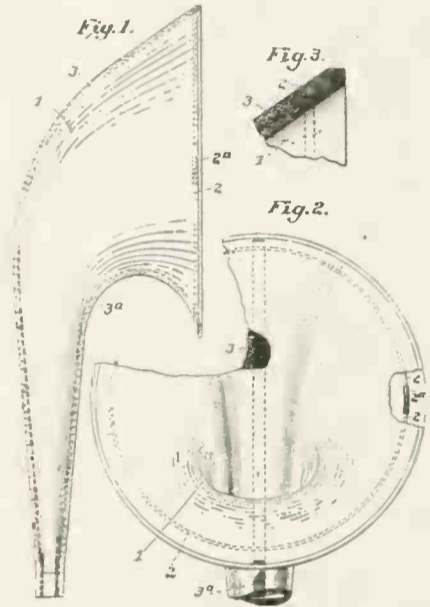


LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., September 9.—Re-inforced Horn. Ray Mertz, Akron, O., assignor to the Miller Rubber Co., same place. Patent No. 1,501,794.

The present invention relates to improvements in megaphones, and aims to produce a horn which will have the desired characteristics as a sound amplifier, which may be manufactured at an extremely low cost, and which will be strong and durable in use.

Heretofore sound amplifiers have been made



of rubber compound containing a blowing ingredient, as disclosed in an application filed in the United States Patent Office on the 18th day of December, 1922, Serial No. 607,610, said application and the present one being owned by one and the same assignee.

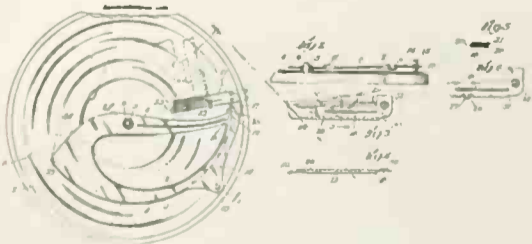
It has been found that by varying the hardness of the rubber composing the horn, the characteristics thereof as a sound amplifier can be varied or modified, and that for many purposes a relatively soft compound is more desirable, though by the word "soft" it is not to be understood as meaning what is known to the trade as "soft rubber," but, on the contrary, the horn is composed of hard rubber, though of a softer cure than is customary. It has been found that such softer horns are liable to sag in warm atmospheres so as to change their shape and also danger of such change of shape in shipping.

The present invention aims to remove this objection in a manner which will not impair the sound producing characteristics of the horn.

Figure 1 is a side elevation of such a horn or megaphone. Fig. 2 is a front elevation, partly broken away. Fig. 3 is an enlarged sectional detail.

Talking Machine Repeater. Walter H. Huth, Chicago, Ill. Patent No. 1,500,495.

This invention relates to talking machine repeaters and the object is to provide a novel and improved talking machine repeater of the fore-



going character, having certain novel features and details of construction whereby the device will operate more satisfactorily than heretofore, and will be practicable to manufacture.

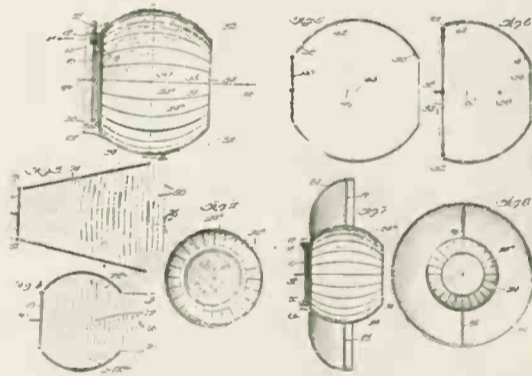
Figure 1 is a plan of a talking machine repeater embodying the principles of the invention, showing the same in place on the disc record of the phonograph or talking machine,

and showing the reproducer of the machine in position for playing the record. Fig. 2 is a detail section on line 2-2 in Fig. 1. Fig. 3 is a view of the end side of a portion of the said repeating device. Fig. 4 is an edge view of the part shown in Fig. 3. Fig. 5 is a transverse section on line 5-5 in Fig. 3; Fig. 6 is a detail view of a portion of the device.

Sound Amplifier for Phonographs. Howard L. Page, Chicago, Ill. Patent No. 1,501,720.

It is well understood in the phonographic art that the vibrating diaphragm which delivers the sound waves to be received by the listening public and interpreted as sound is practically powerless in its operation unless some sort of an amplifying device is provided. In the older phonographic art this device has been a plain horn, originally of sheet metal, more recently of wood. The theory on which these old amplifiers act is that the sound waves delivered by the diaphragm are reflected forward and backward across the horn from its smaller to its larger end, until when they leave the horn and pass out into the room they have set a sufficiently large volume of air into motion that the desired result is produced. It is well understood that as these diagonally reflected waves within the horn cross from side to side of the horn to produce this result successive waves intersect each other with more or less distortion of the waves and a consequent blurring of the sound produced, so that it is frequently impossible, when standing at the large end of the phonograph horn, to tell which of several similar words was actually delivered by the diaphragm.

The object of this invention is to provide a device for application and connection with a phonograph diaphragm, which will perform all the desired functions of the phonograph horn of commerce and do away with all of its objec-



tions, thereby producing practically clear and readily understood sounds throughout the room into which the phonographic diaphragm is expected to deliver audible, pleasing sounds.

Figure 1 is a sectional detail view of the complete mechanism illustrating this invention in its preferred form; Fig. 2 is a somewhat reduced sectional view on the line 2-2 of Fig. 1; Fig. 3 is a diagrammatic sectional view of the conventional phonograph horn of the old art here inserted for illustrative purposes; Fig. 4 is a corresponding diagrammatic view of the device of this invention; Figs. 5 and 6 are sectional views of devices of the type of this invention, in which the vibrating spherical portions are not of proper curvature to produce the desired results, these figures being inserted for illustrative use; Fig. 7 is a sectional, detail view of a supplemental sound amplifying device applied to the device of Figs. 1 and 2 of this invention; and Fig. 8 is an end view of the device of Fig. 7, but on a reduced scale.

Reproducer for Talking Machines. Stuart Bertram Booty, Dulwich Hill, Near Sydney, New South Wales, Australia. Patent No. 1,502,332.

This invention relates to sound reproducers

for talking machines which are operated with either disc records or cylindrical records.

The reproducer needle is set in a socket in a platform the ends of which rest on two cone points which are set far apart on the sound box casing so that the platform will be freely movable in the direction of the normal oscillation of the needle and stylus; said platform carries a transversely disposed leaf spring, the ends of which extend laterally of the length of the platform at either side of it and are constrained towards the sound box casing so as to hold one end of the platform down on the cone point below it by means of adjusting screws having cork cushion washers under their heads. A soft mica diaphragm is fitted in the sound box, and



a stylus bar, the butt of which is fixed in the platform, is attached at its operative end to the center of the diaphragm. The novel feature in the invention is the fitting of a long leaf spring transversely across the platform, with its ends extended at either side of it and separately adjustable for tension by means of cushioned screws.

On the accompanying drawings Figs. 1, 2 and 3 are detailed views of a reproducer according to the invention, respectively in side elevation, bottom plan, and end elevation, arranged for operation with records having laterally corrugated grooves.

Portable Phonograph. Solomon Sachs, New York, N. Y. Patent No. 1,502,060.

This invention relates to portable phonographs and in particular to a type adapted when closed to simulate the flat type of pocket camera.

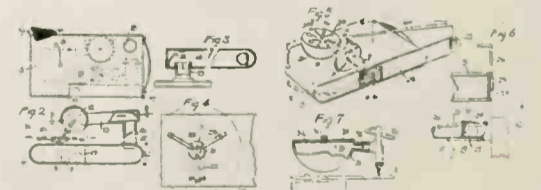
A particular object of the invention is to provide a phonograph of this character in which the parts may be carried inside the phonograph and which when set up will operate efficiently.

Another important object is to provide a phonograph of this character which makes use of the container as a sound box; in other words, the portion or space which is occupied by the various parts of the phonograph in transportation may be used as an amplifier when the phonograph is set up for operation.

A further object is to produce a tone arm which will close the compartment in the phonograph when the same is being carried.

Other objects are to provide a portable turn table, and tone arm, and reproducer, which can be carried inside the phonograph when the same is not in use.

Referring to the drawing wherein is shown



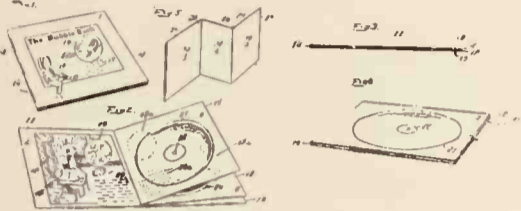
a preferred embodiment of the invention, Figure 1 is a top plan view of a portable phonograph made up to represent the conventional flat pocket camera, the parts being shown dotted; Fig. 2 is a view in side elevation, the parts thereof being shown in section of the phonograph in position for use, the parts thereof being shown in their relative operating position; Fig. 3 is a section on the line 3-3 of Fig. 2 and shows the interior of the tone arm; Fig. 4 is a top plan view of the motor end of the phonograph showing a turn table in open posi-

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 182)

tion thereon, the dot and dash lines showing the position assumed by the arms of the turn table when the same are folded; Fig. 5 is a view in perspective of a modified form of mounting for the reproducer in this instance, the tone arm being dispensed with and an expandible supporting arm being used together with a slidable side piece for the phonograph. Fig. 6 is a section on the line 6—6 of Fig. 5; Fig. 7 is a section on the line 7—7 of Fig. 5, and Fig. 8 is a section on the line 8—8 of Fig. 5.

Mounting Means for Phonograph Needles. Ralph Mayhew, New York, N. Y. Patent No. 1,502,312.

This invention relates to an article or device which is designed to be used for instructional,



educational, amusement and other purposes, and the invention consists in the various novel and peculiar arrangements and combinations of the several different parts.

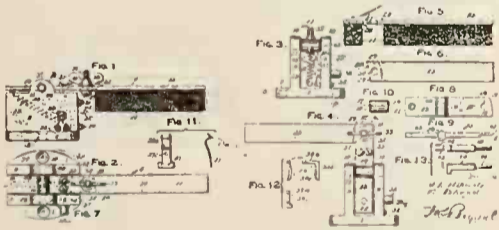
Figure 1 is a perspective view of the article showing the several parts or sections as folded together in book-like form. Fig. 2 is a perspective view of the article with some of the leaves or sections opened out. Fig. 3 is an edge view of the article folded. Fig. 4 is a perspective view of the article folded so as to bring one of the sound reproducing records upon the exterior and in position to be placed upon a sound reproducing instrument in the usual manner. Fig. 5 is a perspective view of a modified form of the invention in which the leaves or sections are attached together end to end.

Phonograph Record Cleaning Brush. John L. Mikovits and Frank Peeterselk, East Pittsburgh, Pa. Patent No. 1,503,058.

This invention relates to new and useful improvements in phonograph record cleaning brushes.

An important object of the invention is to provide a record cleaning brush for phonographs which may be mounted in a convenient position with respect to the turn table of the machine and which may be manually moved into its operative position and be retained in such position without requiring the attention of the operator of the machine.

A further object of the invention is to provide a brush of the above-mentioned type which



may be moved into an inoperative position out of the way of the operator of the machine and the record-carrying turn table.

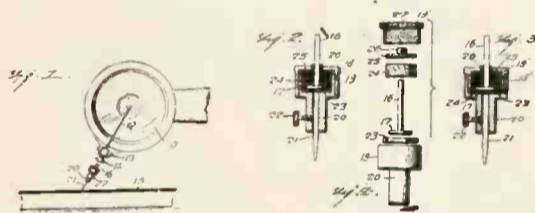
Figure 1 is a side elevational view of the phonograph record cleaning brush embodying this invention with the said brush in its operative position; Fig. 2 is a top plan view of Fig. 1; Fig. 3 is an end elevational view of the apparatus shown in Figs. 1 and 2; Fig. 4 is an end elevational view of the brush support with the brush arm moved into a position at right angles to the holder arm and with the holder arm extending vertically. Fig. 5 is a side elevational view of the brush arm and brush material carried thereby; Fig. 6 is a top plan view of Fig.

5; Fig. 7 is an end elevational view of Fig. 5; Fig. 8 is a top plan view of the holder arm; Fig. 9 is a side elevational view of the arm shown in Fig. 8; Fig. 10 is an end elevational view of the arm shown in Figs. 8 and 9; Fig. 11 illustrates two side elevational views of a latch member employed for retaining the brush in its operative position, the said views being taken at right angles to each other; Fig. 12 illustrates two side elevational views and a top plan view of a toothed bar carried by the holder arm and adapted to be engaged by the latch member for retaining the brush in its operative position, and Fig. 13 illustrates an end and a side elevational view of a stop member employed for checking the movement of the holder arm when the same is moved into a vertical position for carrying the brush into its inoperative position.

Tone Modifiers for Phonographs. Edwin Coulson Clark, Canton, O., and Arthur T. Brower, Cleveland, O. Patent No. 1,502,764.

This invention relates to tone modifiers for phonographic machines and has for an object to provide a device interposed between the usual stylus and stylus arm, by which the vibrations delivered by the stylus arm to the sound box diaphragm will be varied from the normal vibrations to thereby produce modification of the tone delivered from the amplifier.

A further object of the invention is to provide a device interposed between the usual stylus and stylus arm of a phonographic instrument, which comprises a cushioning element interrupting all metallic connection between the



stylus and the stylus arm and substituting therefor a yielding, elastic and resilient member.

A further object of the invention is to provide a device embodying a spindle adapted to be employed in association with the stylus arm of a sound box in substantially the usual and ordinary manner, with a stylus located in axial alignment with the spindle, but wholly separated therefrom metallically by the interposition of a cushioning substance providing for yielding of the parts in all directions. A further object of the invention is to provide means for varying the tension upon the cushioning parts whereby in the same device a modification of the tone may be accomplished.

With these and other objects in view the invention comprises certain novel parts, units, elements, combinations, inter-actions and functions, as disclosed in the drawings, together with equivalents thereof.

Figure 1 is a view of a conventional sound box in side elevation with the present modifying attachment connected therewith in operative position; Fig. 2 is a view in longitudinal diametrical section through one type of the modifier, which at present is believed to be the preferred type; Fig. 3 is likewise a sectional longitudinal diametrical view through a modifier of slightly different construction; Fig. 4 is a detail view in side elevation of the several component elements of a modifier of the type shown at Fig. 3.

Needle Silencer for Talking Machines. Moritz F. Corswandt, Chicago, Ill. Patent No. 1,504,433.

This invention relates to talking machines, and more particularly to the reproducing element thereof, its object being to eliminate the noise produced by the friction of the needle with the surface of the record.

The above object is attained by interposing a silencing device between the reproducer and the needle, which deadens or absorbs the scratching noise usually accompanying a talking machine rendition.

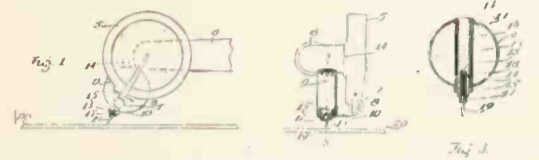
Another object of the invention is to provide

a device of the above kind which filters the sounds reproduced, making them smooth and mellow.

A further object of the invention is to provide a device which may be quickly attached to or removed from talking machines of the prevalent type, and requires no skill in that connection.

A still further object of the invention is to design the novel device with such simplicity that it may be manufactured at trifling cost.

Figure 1 is an elevation of the novel silencer



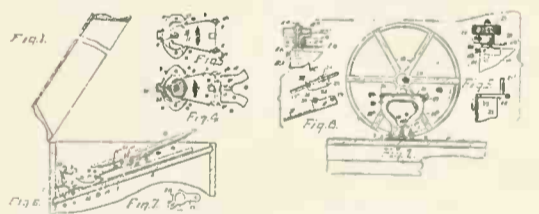
as applied to a talking machine reproducer of standard design; Fig. 2 is an edge view of the showing in Fig. 1, taken from the left, and Fig. 3 is an enlarged section of the silencer, taken on the line 3—3 of Fig. 2.

Disc Talking Machine. Horace Leopold Tucker Buckle, Yiewsley, Eng. Patent No. 1,505,073.

This invention relates to improvements in diaphragm carrying means for disc talking machines, and in particular to means for carrying a large diaphragm, which, during playing, lies substantially parallel with the record and travels over the record in the arc of a circle, the diaphragm being adapted to be tilted up, away from the record, to allow the record to be changed and a new needle to be inserted when necessary.

Among other objects of the present invention are, in a diaphragm carrying means of the type specified, to remove the above objections, to provide a more compact arrangement than hitherto known, and a simpler and stronger construction, and to provide for the delicate adjustment of the weight with which the reproducing point bears on the record.

The invention is illustrated in conjunction with a machine of this latter construction in the accompanying drawings, in which Fig. 1 is a side elevation, partly in section, with the diaphragm and carrying means in the lowered or playing position. Fig. 2 is a front elevation, partly in section, with the diaphragm and carrying means in the raised position. Fig. 3 is a top plan view of the fixture and the member of



the diaphragm carrier mounted therein. Fig. 4 is a similar view partly in section. Fig. 5 is a detail view showing the portion of the frame carrying the spring tension device and the corresponding end of the cross bar in juxtaposition. Fig. 6 is a detail view partly in section showing the spring tension device. Fig. 7 is a detail view of the clamp thereof; and Fig. 8 is a detail view in side elevation showing the end of the cross bar remote from the spring tension device, and the corresponding portion of the frame in juxtaposition.

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WHAT WOULD YOU GIVE to make people buy records regularly again?

BECAUSE the amplifying chamber of the talking machine is the most efficient for radio loud speaking, attempts are being made with millions of talking machines to turn them into loud speakers, with the result that the talking machine, as such, is destroyed—in the majority of cases never again to be put into use.

What Are You Going to Do About It?

Such a condition naturally reduces the sales of the talking machine manufacturer, the record producer, the distributor and the dealer, and produces a serious problem that affects the entire industry.

Here is the Solution

Maximilian Weil, the well-known electrical and acoustical engineer, has solved this important problem for you with the

SELECTRON

What You Should Do

Revive the talking machine and record business by Selectronizing every talking machine in your locality.

Selectronizing a talking machine adds to it **HALF OF THE FINEST RADIO SET EVER MADE**—therefore, Selectronize every talking machine in your store and watch the sales jump!

A Message to Radio and Talking Machine Distributors

The **Selectron** will be sold through responsible jobbers to the retail trade. The sales will be tremendous and wide-awake; efficient wholesale organizations are invited to communicate at once.

Dealers and Jobbers, write for detailed information.

What the Selectron Does

1. Merely placing **Selectron** on a talking machine immediately makes available the highly efficient amplifying horn for radio loud speaking purposes.
2. Because **Selectron** avoids the large leakage at the base of the tone-arm, and owing to the exact scientific construction of the radio acoustic chambers in the **Selectron**, the radio reproduction will be at its highest efficiency.
3. **Selectron** avoids the use of makeshifts and immediately becomes an integral part of the talking machine.
4. With **Selectron**, the continued efficient operation of the radio set is absolutely *independent* of the condition of the talking machine mechanism.
At all times—each is complete by itself—yet, through the medium of the **Selectron**, both make use of the same amplifying chamber.
5. **Selectron** forever preserves the talking machine as a musical instrument and *retains it in the record market*.
6. A **Selectronized** talking machine is permanently protected against being "killed off" as a musical instrument.
7. Each of the many millions of talking machine owners is a prospect.
8. **Selectron** brings a handsome profit to the dealer *right now* in its sale and assures future sales of records, besides.
9. **Selectron** brings dead talking machines back to life and back into the record market.
10. **Selectron** does all of the above without interfering with the talking machine *in the least* and without any so-called "installation."

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

In Canada, manufactured by McLagan Corp., Stratford, Ont.

Advance RECORD BULLETINS for October, 1924

Victor Talking Machine Co.

- LIST FOR AUGUST 29**
- 19370 Go Down, Moses.....Marian Anderson 10
 - Heav'n, Heav'n.....Marian Anderson 10
 - 19403 Oh Sole, Oh Me!—2nd Installment...Lou Holtz 10
 - I Can't Get the One I Want.....Lou Holtz 10
- INSTRUMENTAL RECORD**
- 19371 Persian March (Johann Strauss), The Goldman Band 10
 - Egyptian March (Johann Strauss), The Goldman Band 10
- EDUCATIONAL, CHILDREN'S RECORDS**
- 19396 Fundamental Rhythms No. 1 (2-4 measure)—(1) The Bell (French); (2) The Hunter (Bohemian); (3) From Far Away (Lithuanian); (4) Memories (Finnish); (5) The Warning (German).....Victor Orch. 10
 - Fundamental Rhythms No. 2 (3-4 measure)—(1) Springtime (German); (2) Punctinello (French); (3) The Bird a-Flying (German); (4) Ash Grove (Welsh); (5) In the Valley (Swabian).....Victor Orch. 10
 - 19397 Fundamental Rhythms No. 3 (4-4 measure)—(1) Vesper Hymn (Sicilian); (2) Au Clair de la Lune (French); (3) The Tailor and the Mouse (English); (4) John Peel (English), Victor Orch. 10
 - Fundamental Rhythms No. 4 (6-8 measure)—(1) The Thresher (German); (2) Johnny at the Fair (English); (3) Longing (German); (4) Top o' Cork Road (Irish)...Victor Orch. 10
- DANCE RECORDS**
- 19402 The Song of Songs—Fox-trot, Paul Whiteman and His Orch. 10
 - My Dream Girl (Intro.: "If Somebody Only Would Find Me")—Medley Waltz, The Troubadours 10
 - 19404 I Want to Be Happy—Fox-trot, Jan Garber and His Orch. 10
 - I never Care About To-morrow—Fox-trot, Jan Garber and His Orch. 10
 - 19405 Hinky Dinky Parlay Voo—Fox-trot, Jan Garber and His Orch. 10
 - You'll Never Get to Heaven With Those Eyes—Fox-trot.....George Olsen and His Music 10
- RED SEAL RECORDS**
- 1028 Little Orphant Annie (Riley-Krull), Louise Homer 10
 - The Barnyard Song (Wyman-Brockway), Louise Homer 10
 - 1029 A Kiss in the Dark (Victor Herbert), Waltzing Doll (Poldini-Kreisler)...Fritz Kreisler 10
- "FEATURE" RECORDS**
- 501 O sole mio (My Sunshine) (Capurro-di Capua)—In Italian.....Caruso 10
 - 'A Vucchella (A Little Posy) (D'Annunzio-Tosit)—Neapolitan.....Caruso 10
 - 18769 Star of the Sea—Reverie (A. Kennedy), Florentine Quartet 10
 - Meditation (C. S. Morrison, Op. 90), Florentine Quartet 10
- LIST FOR SEPTEMBER 5**
- 45424 Less Than the Dust (L. Hope-A. Woodforde-Finden).....Royal Dadmun 10
 - Till I Wake (L. Hope-A. Woodforde-Finden), Royal Dadmun 10
 - 19411 Charley, My Boy, Billy Murray with International Nov. Orch. 10
 - A New Kind of Man, Aileen Stanley with International Nov. Orch. 10
 - 19412 Old Familiar Faces.....Shannon Quartet 10
 - In the Candle Light.....Peerless Quartet 10
- INSTRUMENTAL RECORDS**
- 55225 Rhapsody in Blue—Part 1 (Gershwin, Arr. by Grofé). Paul Whiteman and His Concert Orch. 12
 - Rhapsody in Blue—Part 2 (Gershwin, Arr. by Grofé). Paul Whiteman and His Concert Orch. 12
 - 19372 Sallie Johnson and Billy in the Low Ground, A. C. (Eck) Robertson 10
 - Done Gone.....A. C. (Eck) Robertson 10
- DANCE RECORDS**
- 19379 Mandalay—Fox-trot.....Art Hickman's Orch. 10
 - String Beans—Fox-trot, Vincent Rose and His Montmartre Orch. 10
 - 19384 Come On, Red—Fox-trot, Whitey Kaufman's Original Penn. Serenaders 10
 - Unfortunate Blues—Fox-trot, Whitey Kaufman's Original Penn. Serenaders 10
 - 19385 Moana Chimes—Waltz.....Hilo Hawaiian Orch. 10
 - Waikiki Is Calling Me—Waltz, Hilo Hawaiian Orch. 10
- RED SEAL RECORDS**
- 6455 Boris Godounow—Farewell of Boris (Farewell, My Son, I Am Dying) (Moussorgsky), Feodor Chaliapin 12
 - Boris Godounow—Death of Boris (Hark! 'Tis

- the Passing Bell!) (Moussorgsky), Feodor Chaliapin 12
 - 6452 Polichinelle (Punchinello) (Rachmaninoff)—Piano Solo.....Sergei Rachmaninoff 12
 - Nocturne in F Sharp Major (Chopin)—Piano Solo.....Sergei Rachmaninoff 12
- "FEATURE" RECORDS**
- 6153 Gypsy Airs No. 1 (Zigeunerweisen) (de Sarasate).....Jascha Heifetz 12
 - Gypsy Airs No. 2 (Zigeunerweisen) (de Sarasate).....Jascha Heifetz 12
 - 16105 Owl and the Pussy Cat (de Koven), Hayden Quartet 10
 - Bring Back My Bonnie to Me, Criterion Quartet 10
- LIST FOR SEPTEMBER 12**
- 19382 Estudiantina.....Victor Mixed Chorus 10
 - Carmena.....Victor Mixed Chorus 10
 - 19415 I Wonder What's Become of Sally?, Shannon Quartet 10
 - I'd Love You All Over Again.....Henry Burr 10
- INSTRUMENTAL RECORDS**
- 19400 The Chantyman's March (Sousa)...Sousa's Band Ancient and Honorable Artillery Company (Sousa)—March.....Sousa's Band 10
 - 35745 Popularity March—Part 1—(1) Washington Post (Sousa)—March; (2) Up the Street (Morse)—March; (3) Our Director (Bigelow)—March.....Victor Band 12
 - Popularity March—Part 2—(1) American Patrol (Meachem); (2) When the Guards Go By (Costa); (3) The Assembly (Smith); (4) Yale Boole (Hirsch)...Victor Band 12
- DANCE RECORDS**
- 19414 Somebody Loves Me—Fox-trot, Paul Whiteman and His Orch. 10
 - Lonely Little Melody—Fox-trot, Paul Whiteman and His Orch. 10
 - 19398 Helen Gone—Fox-trot, Vincent Rose and His Montmartre Orch. 10
 - Rip Saw Blues—Fox-trot, Art Landry and His Orch. 10
 - 19399 Patsy—Fox-trot.....Art Hickman's Orch. 10
 - G wau With It—Fox-trot...Art Hickman's Orch. 10
- RED SEAL RECORDS**
- 1032 What'll I Do (Irving Berlin).....Frances Alda 10
 - Love Has a Way (Victor L. Schertzinger), Frances Alda 10
 - 6466 Lucia di Lammermoor—Mad Scene—Part 1—Splendon le sacre iaci (Round Us, the Guests Assembled) (Donizetti)—In Italian, Toti Dal Monte 12
 - Lucia di Lammermoor—Mad Scene—Part 2—Spargi d'amaro pianto (Cast on My Grave a Flower (Donizetti)—In Italian, Toti Dal Monte 12
 - 6454 Flower Song (G. Lange, Op. 39)...Erika Morini 12
 - Hearts and Flowers (Theo. M. Tobani, Op. 245).....Erika Morini 12
- "FEATURE" RECORDS**
- 6235 Hungarian Rhapsody No. 2—Part 1 (Liszt), Paderewski 12
 - Hungarian Rhapsody No. 2—Part 2 (Liszt), Paderewski 12
 - 18595 Uncle Josh and Aunt Nancy Put Up the Kitchen Stove.....Stewart-Jones 10
 - Train Time at Pun'kin Centre.....Stewart 10
- LIST FOR SEPTEMBER 19**
- 35746 Sportsmanship...H. R. H. The Prince of Wales 12
 - God Bless the Prince of Wales (Richards), The Band of H. M. Coldstream Guards and Male Chorus 12
 - 45453 Memory Lane.....Lambert Murphy 10
 - My Dream Girl.....Lambert Murphy 10
 - 19390 'Mid the Green Fields of Virginia, Peerless Quartet 10
 - The Girl I Loved in Sunny Tennessee, Peerless Quartet 10
- INSTRUMENTAL RECORD**
- 19383 (1) Lead Kindly Light (Newman-Dykes) (2) O Come, All Ye Faithful (Adeste Fideles), Victor Band 10
 - (1) Come Thou Almighty King (Wesley-De Giardini) (2) Holy, Holy, Holy (Heber-Dykes).....Victor Band 10
- DANCE RECORDS**
- 19420 Little Old Clock on the Mantel—Fox-trot, Paul Whiteman and His Orch. 10
 - Charley, My Boy—Fox-trot, Jack Shikret's Orch. 10
 - 19421 It Ain't Gonna Rain No Mo'—Fox-trot, International Novelty Orch. 10
 - Hayseed Rag—Novelty Fox-trot...The Dizzy Trio 10
 - 19419 My Papa Doesn't Two-time No Time—Fox-trot—Vocal Refrain by Billy Murray, George Olsen and His Music 10
 - Superstitious Blues—Fox-trot...The Virginians 10

- 19416 Moonlight Memories—Waltz, Vincent Rose and His Montmartre Orch. 10
 - Tell Me You'll Forgive Me—Waltz, International Novelty Orch. 10
- RED SEAL RECORDS**
- 1033 Milonguita (My Little Troubadour) (Boyer-Delfino)—In Spanish.....Lucrezia Bori 10
 - El Majo Discreto (The Gallant Lover) (Periquet-Granados)—In Spanish.....Lucrezia Bori 10
 - 1016 Scherzo (Mendelssohn, Op. 16, No. 2)—Piano Solo.....Alfred Cortot 10
 - Bourrée (Saint Saëns)—Piano Solo, Alfred Cortot 10
- "FEATURE" RECORDS**
- 827 Granadinas (Farewell, My Granada)—In Spanish, Tito Schipa 10
 - Princesita (Little Princess)—In Spanish, Tito Schipa 10
 - 17720 Love's Dream After the Ball—Violin, Cello, Harp.....Venetian Trio 10
 - Dream Visions—Intermezzo...Florentine Quartet 10

Columbia Phonograph Co.

- COLUMBIA NEW PROCESS RECORDS**
- DANCE RECORDS**
- 174-D Maytime—Fox-trot, Paul Specht and His Hotel Alamac Orch. 10
 - Jealous—Fox-trot, Paul Specht and His Hotel Alamac Orch. 10
 - 170-D Barnyard Blues—Fox-trot, Ted Lewis and His Band 10
 - There'll Be Some Changes Made—Fox-trot, Ted Lewis and His Band 10
 - 179-D Charley, My Boy—Fox-trot, California Ramblers 10
 - Big Boy!—Fox-trot.....California Ramblers 10
 - 175-D Arkansas Blues—Fox-trot, The Little Ramblers 10
 - Them Ramblin' Blues—Fox-trot, The Little Ramblers 10
 - 171-D Please—Fox-trot.....California Ramblers 10
 - Charleston Cabin—Fox-trot, California Ramblers 10
 - 181-D My Dream Girl (From "The Dream Girl")—Waltz.....Columbia Dance Orch. 10
 - San' Man—Waltz.....Columbia Dance Orch. 10
 - 177-D Lonely Little Melody (From "Ziegfeld Follies of 1924")—Fox-trot.....The Columbians 10
 - Somebody Loves Me (From "George White's Scandals")—Fox-trot.....The Columbians 10
- POPULAR SONGS**
- 182-D Charley, My Boy—Comedian, Orch. Accomp., Eddie Cantor 10
 - Skin-a-ma-rink-a-rink-a-ree—Tenor-Baritone Duet, Orch. Accomp. Billy Jones-Ernest Hare 10
 - 176-D I Must Have an Italian Girl—Comedians, Orch. Accomp. Van-Schenck 10
 - Sister Hasn't Got a Chance Since Mother Bobbed Her Hair—Comedians, Orch. Accomp. Van-Schenck 10
 - 180-D Where the Dreamy Wabash Flows—Male Quartet, Orch. Accomp. Shannon Four 10
 - Sweetest Little Rose in Tennessee—Tenor-Baritone Duet, Orch. Accomp. Lewis James-Elliott Shaw 10
 - 178D Jealous—Tenor Solo, Orch. Accomp. Lewis James 10
 - Don't Waste Your Tears Over Me—Tenor Solo, Orch. Accomp. Lewis James 10
 - 172-D I Hear You Calling Me (Marshall)—Tenor Solo, Orch. Accomp. William A. Kennedy 10
 - The Old Refrain (F. Kreisler)—Tenor Solo, Orch. Accomp. William A. Kennedy 10
- ACCORDION SOLO**
- 173-D Narcissus (Nevin).....Guido Deiro 10
 - Valse Pirovette (Deiro).....Guido Deiro 10
- FIDDLE, BANJO AND GUITAR**
- 168-D Frankie Baker—Solo, Harmonica-Guitar Accomp. Ernest Thomason 10
 - Don't Put a Tax on the Beautiful Girls—Solo, Harmonica-Guitar Accomp. Ernest Thomason 10
 - 169-D Sparrow Bird Waltz—Harmonica-Guitar, Ernest Thomason 10
 - Kiss Waltz—Harmonica-Guitar, Ernest Thomason 10
 - 167-D Cindy in the Meadows—Fiddle-Banio, Vocal Chorus....Samantha Bumgarner-Eva Davis 10
 - John Hardy—Solo, Banjo Accomp. Eva Davis 10
 - 166-D The Worried Blues—Solo, Banjo Accomp., Samantha Bumgarner 10
 - Georgia Blues—Solo, Banjo Accomp., Samantha Bumgarner 10
- SACRED SONGS**
- 165-D The Old Rugged Cross—Baritone-Contralto Duet, Orch. Accomp. Homer A. Rodeheaver-Virginia Asher 10
- (Continued on page 186)

Two New Tunes by Vincent Rose, Composer of "Linger Awhile"

"HELEN GONE"

A popular Fox Trot melody from the far West

"STRING BEANS"

A Novelty Syncopated Fox Trot with words

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ADVANCE RECORD BULLETINS FOR OCTOBER— (Continued from page 185)

- Life's Railway to Heaven—Baritone-Contralto Duet, Orch. Accomp., Homer A. Rodeheaver-Virginia Asher
- 3000S-D SYMPHONY—CONCERT SELECTIONS There Is a Garden (Proctor)—Baritone Solo, Piano Accomp. by Erno Balogh, Louis Graveure 10
- Where My Dear Lady Sleeps (Breville-Smith)—Baritone Solo, Piano Accomp. by Erno Balogh, Louis Graveure 10
- 30009-D Come to the Fair (Martin)—Soprano Solo, Orch. Accomp., Florence Macbeth 10
- What's Sweeter Than a New Blown Rose? (Handel)—Soprano Solo, Orch. Accomp., Florence Macbeth 10
- 30010-D The Water Music (Handel, Arr. by Grainger)—Hornpipe, Piano Solo, Percy Grainger 10
- Why? (Warum?) (R. Schumann, Op. 12)—Piano Solo, Percy Grainger 10
- 20023-D Serenade (d'Ambrosio, Op. 4)—Violin Solo, Edward C. Harris at the piano, George Enesco 10
- Aubade Provencale (Couperin, Arr. by Kreisler)—Violin Solo, Edward C. Harris at the piano, George Enesco 10
- 20022-D June Brought the Roses (Openshaw)—Tenor Solo, Orch. Accomp., Tandy Mackenzie 10
- Waiting for the Dawn and You (Edwards)—Tenor Solo, Orch. Acc., Tandy Mackenzie 10
- 65021-D Londonderry Air (Bridge)—Instrumental, London String Quartet 12
- Notturmo—Andante from Quartet in D Major (Borodine)—Instrumental, London String Quartet 12

Brunswick Records

- 2647 Moonlight Memories—Fox-trot, Herb Wiedoeft's Cinderella Roof Orch. Chimes Blues—Fox-trot, Herb Wiedoeft's Cinderella Roof Orch.
- 2656 Panamericana (Morceau Caracteristique (Victor Herbert)—Capitol Grand Orch.
- 2658 Roll on Silvery Moon—Yodeler, Paul Van Dyke
- 2659 Sleep, Baby Sleep—Yodeler, Paul Van Dyke
- Old Rugged Cross (Bennard)—With Organ, Criterion Male Quartet
- Dear Lord Remember Me (Thompson)—With Organ and Chimes, Criterion Male Quartet
- 2661 La Golondrina—Waltz, Paul Ash and His Granada Orch.
- Ojos Hermosos—Waltz, Paul Ash and His Granada Orch.
- 2662 Adoration—Waltz, Carl Fenton's Orch.
- Georgia Lullaby—Waltz, Carl Fenton's Orch.
- 2663 Scissor Grinder Joe—Fox-trot, Gene Rodemich's Orch.
- Wond'ring Blues—Fox-trot, Gene Rodemich's Orch.
- 2664 Beets and Turnips—Fox-trot, Vic Meyers and His Orch.
- Weary Blues—Fox-trot, Vic Meyers and His Orch.
- 2665 Patsy—Fox-trot, Abe Lyman's California Orch.
- I Don't Know Why—Fox-trot, Abe Lyman's California Orch.
- 2666 Please—Fox-trot, Ray Miller and His Orch.
- Charleston Cabin—Fox-trot, Ray Miller and His Orch.
- 2667 Charley, My Boy—Fox-trot with Vocal Chorus, Bennie Krueger's Orch.
- Pleasure Mad—Fox-trot, Bennie Krueger's Orch.
- 2668 Follow the Swallow—Fox-trot, Carl Fenton's Orch.
- Not Now, Not Yet, But Soon—Fox-trot with Vocal Chorus, Carl Fenton's Orch.
- 2670 Put Away a Little Ray of Golden Sunshine—Fox-trot, Piano Duet, Ohman-Arden
- You Know Me, Alaham—Fox-trot, Piano Duet, Ohman-Arden
- 2672 Wanted "Someone to Love"—Singing Comedienne, Marion Harris
- Go, Emmaline—Singing Comedienne, Marion Harris
- 2673 Too Tired—Singing Comedienne, Margaret Young
- Doodle Doo Doo—Singing Comedienne, Margaret Young
- 2674 Honest and Truly—Tenor, Frank Bessinger
- I'd Love You All Over Again—Vocal Duet, The Radio Franks—Wright-Bessinger
- 2675 Memory Lane—Violin Solo, Fredric Fradkin
- Nightingale—Bird Imitations by Margaret McKee—Violin Solo, Fredric Fradkin
- 13106 Andante, Op. 92 (Saint-Saens)—Violin, 'Cello, Piano, Elshuco Trio
- Scherzo, Op. 99 (Schubert)—Violin, 'Cello, Piano, Elshuco Trio
- 15082 Ich Liebe Dich (I Love Thee) (Von Holstein-Grieg)—Soprano in German, Elizabeth Rethberg
- Canzonetta (Goethe-Loewe)—Soprano in German, Elizabeth Rethberg
- 15083 The Blind Ploughman (Hall-Clarke)—Contralto, Sigrid Onegin
- The Fairy Pipers (Weatherly-Brewer)—Contralto, Sigrid Onegin
- 15084 Berceuse from Lucelya (Godard)—Violin Obligato by Fradkin Tenor, Mario Chamlee
- Paquita (Spanish Serenade) (Martens-Buzzi-Peccia)—Tenor, Mario Chamlee

- 50051 Jota Navarra (Spanish Dance) (Op. 22) (Sarasate)—Violin Solo, Bronislaw Huberman
- Romanza Andaluza (Spanish Dance) (Op. 22) (Sarasate)—Violin Solo, Huberman

Edison Disc Records

ALREADY RELEASED SPECIALS

- 51371 Colorado, James Doherty and Chorus
- 51373 Meet Me at the Mill, Walter Scanlan and Chorus
- Boll Weevil Blues, The Arkansas Trio
- A New Kind of Man (With a New Kind of Love for Me), The Arkansas Trio
- 51374 The Sidewalks of New York, Billy Jones and Chorus
- I'm Just a Ragged Newsboy, But My Heart's True Blue, Walter Scanlan
- 51369 When It's Love-time in Hawaii, Waikiki Hawaiian Orch.
- Hula Hula Dream Girl, Waikiki Hawaiian Orch.
- 51391 Jealous (Wright and Bessinger), The Radio Franks
- The Pal That I Loved Stole the Gal That I Loved, James Doherty
- 51390 Mandalay—Fox-trot, Harry Raderman's Dance Orch.
- It Had to Be You—Fox-trot, Harry Raderman's Dance Orch.
- 82324 Je dis, qu'en ne m'epouvante (Micaela's Air)—Carmen, Claudia Muzio
- Elle a fui, la tourterelle! (The Dove Has Flown)—Les Contes d'Hoffmann (The Tales of Hoffmann), Claudia Muzio
- 82322 Slavonic Dance, No. 2, E Minor—Violin Solo, Albert Spalding
- Valse Triste—Violin Solo, Albert Spalding
- FLASHES
- 51372 Ev'rything You Do—Fox-trot, Vocal Chorus by Joseph Phillips, Harry Raderman's Dance Orch.
- Radio—Fox-trot, Vocal Chorus by Arthur Hall, Atlantic Dance Orch.
- 51378 Louise—Fox-trot, Harry Raderman's Dance Orch.
- Why Did You Do It?—Fox-trot, Georgia Melodians
- 51379 Lonely Little Melody (From "Ziegfeld's Follies of 1924")—Fox-trot, Atlantic Dance Orch.
- My Dream Girl (Intro: "If Somebody Only Would Find Me," from "The Dream Girl")—Medley Waltz, Atlantic Dance Orch.
- 51380 There's No One Just Like You—Fox-trot, Vocal Chorus by George Wilton Ballard, Kaplan's Melodists
- May You Laugh in Your Dreams—Fox-trot, Vocal Chorus by James Doherty, Kaplan's Melodists
- 51383 Save a Kiss for Rainy Weather—Fox-trot, Green Bros.' Novelty Band
- I Don't Know Why—Fox-trot, Green Bros.' Novelty Band
- 51384 Adoring You (From "Ziegfeld's Follies of 1924")—Fox-trot, The Top Notchers
- Carita—Waltz, Nathan Glantz and His Orch.
- 51385 She Loves Me—Fox-trot, Vocal Chorus by Billy Jones, Green Bros.' Novelty Band
- Go, Emmaline—Fox-trot, Vocal Chorus by Vernon Dalhart, Green Bros.' Novelty Band
- GENERAL GROUP
- 51375 Ain't It a Shame?—Ernest Hare
- How Long? How Long?—Absent Bliss, Emma Johnson
- 51376 Love's Young Dreams (From "Peg o' My Dreams")—Elizabeth Spencer-Charles Hart
- In a Little Nest for Two, Helen Clark-Charles Hart
- 51381 Money Musk with Variations—Violin, Jasper Bisbee
- The Girl I Left Behind Me (Medley)—Violin, Jasper Bisbee
- 51382 College Hornpipe—Violin, Jasper Bisbee
- The Devil's Dream (Reel)—Violin, Jasper Bisbee
- 51368 Baby Sister Blues (Intro: "Honolulu Hula Hula Heigh!")—MacDowell Sisters
- One, Two, Three, Four, MacDowell Sisters
- 80795 El Mantón de Manila, Velez's Spanish Orch.
- Marigny (Poesia Campera)—Tango, Velez's Spanish Orch.
- TWO FRENCH-CANADIAN RECORDS
- 58013 Air du Rossignol (Nightingale Song)—L. Oiseleur, Jeanne Maubourg
- Le Rouet (The Spinning Wheel), Jeanne Maubourg
- 58014 Bercous (Chanson Negre) ("Ma Curly Headed Baby"), Jeanne Maubourg
- La Tire, Jeanne Maubourg

Edison Blue Amberol Records

- 4895 Driftwood—Fox-trot, Song by Arthur Hall, Harry Raderman's Dance Orch.
- 4896 What Has Become of Hinky Dinky Parlay Voo? Al Bernard and Chorus
- 4897 When Katinka Shakes Her Tambourine—Fox-trot, Song by Arthur Hall, Nathan Glantz and His Orch.

- 4898 The Wreck on the Southern Old '97, Vernon Dalhart
- 4899 Monkey Doodle—Fox-trot, Song by Arthur Hall, The Merry Sparklers
- 4900 Hard-boiled Rose, Billy Jones-Ernest Hare
- 4901 You'll Never Get to Heaven With Those Eyes—Fox-trot, Song by Billy Jones, Atlantic Dance Orch.
- 4902 I'm Gonna Bring a Watermelon (To My Girl To night), Billy Jones-Ernest Hare

Aeolian Records

- (VOCALION RECORDS) OPERATIC-STANDARD
- 35045 Dich, teure Halle (aus "Tannhauser") (Hail, Hall of Song) (From "Tannhauser") (Richard Wagner)—Soprano, in German (Orch. Accomp. (Recorded in Europe), Lotte Lehmann 12
- Cacilie (Strauss)—Soprano, in German; Orch. Accomp. (Recorded in Europe), Lotte Lehmann 12
- INSTRUMENTAL
- 38009 Peer Gynt Suite—Part I "Morning" (Grieg)—Conducted by Leo Blech (Recorded in Europe), Berlin Philharmonic Orch. 12
- Peer Gynt Suite—Part II ("The Death of Ase") (Grieg)—Conducted by Leo Blech (Recorded in Europe), Berlin Philharmonic Orch. 12
- 38010 Peer Gynt Suite—Part III ("Anitra's Dance") (Grieg)—Conducted by Leo Blech (Recorded in Europe), Berlin Philharmonic Orch. 12
- Peer Gynt Suite—Part IV ("In the Hall of the King") (Grieg)—Conducted by Leo Blech (Recorded in Europe), Berlin Philharmonic Orch. 12
- 60062 Chant sans Paroles (Song Without Words) (Tchaikowsky)—Violin Solo, Piano Accomp. by Josef Kochanski, Paul Kochanski 10
- Melodie—Op. 42, No. 3 (Tchaikowsky)—Violin Solo, Piano Accomp. by Josef Kochanski, Paul Kochanski 10
- IRISH—INSTRUMENTAL
- 14845 Kincora—Reel Medley (Irish Set—1st Figure) (Violin-Piccolo-Piano)...The McNamara Trio
- Garryowen—Jig Medley (Irish Set—2nd Figure) (Violin-Piccolo-Piano)...The McNamara Trio 10
- VOCAL
- 24063 June Night (Friend-Baer)—Tenor, Aeolian Orch. Accomp., Colin O'More
- Maytime (Rose-Kahn)—Tenor, Aeolian Orch. Accomp., Colin O'More 10
- 14842 Memory Lane (De Sylva)—Ballad, Orch. Accomp., Irving Kaufman
- I Wonder What's Become of "Sally"? (Ager)—Orch. Accomp., Irving Kaufman 10
- 14856 Why Live a Lie? (Gilbert-Koehler)—Ballad, Accomp. by The Ambassadors, Irving Kaufman
- You're in Love With Everyone (But the One Who's in Love With You) (Dixon-Henderson)—Accomp. by The Ambassadors, Irving Kaufman 10
- 14855 Go, Emmaline (Creamer-Brown)—Comedy, Accomp. by Selvin's Orch., Isabelle Patricola
- I Can't Get the One I Want (Rose-Handman)—Comedy, Accomp. by Selvin's Orch., Isabelle Patricola 10
- DANCE
- 14851 San (McPhail)—Oriental One-step, Ben Selvin and His Orch.
- Pleasure Mad (Bechet)—Fox-trot, The Ambassadors 10
- 14852 Tessie (Stop Teasing Me) (Johns-Perkins)—Fox-trot—Vocal Chorus by Irving Kaufman, Ben Selvin and His Orch. 10
- Sweet Little You (Bibo)—Fox-trot, Ben Selvin and His Orch. 10
- 14853 Charlie, My Boy (Kalm-Fiorito)—"Peppy" Fox-trot—Vocal Chorus by Irving Kaufman, Ben Selvin and His Orch. 10
- Red Hot Mamma (Blues) (Wells-Cooper-Rose)—Fox-trot, Ben Selvin and His Orch. 10
- 14854 Somebody Loves Me (Gershwini) (From "George White's Scandals")—Fox-trot, Ben Bernie and His Hotel Roosevelt Orch.
- Put Away a Little Ray of Golden Sunshine for a Rainy Day (Ahler), Ben Bernie and His Hotel Roosevelt Orch. 10
- 14857 Dreamy Delaware (Violinsky-Donaldson)—Waltz, The Bar Harbor Society Orch. 10
- Georgia Lullaby (Chas. Cordray)—Waltz, The Bar Harbor Society Orch. 10
- 14862 Language of Love (P. Bolognese)—Waltz—Violin and Guitar, Florentine Serenaders
- Heavenly Rhythm (P. Bolognese)—Waltz—Violin and Guitar, Florentine Serenaders 10
- VOCAL—MEXICAN
- 14858 La Chancela (The Old Shoe) (E. Herrera Vogo) Cancion Mexicano—Tenor, Accomp. by The Castillians, Gaston Flores
- Morena Mia (My Brunette) (Armando Villareal)—Cancion Columbiana—Tenor, Accomp. by The Castillians, Jose Moriche 10

- DANCE—RACE**
- 14859 The Gouge of Armour Avenue (Handy)—Fox-trot.....Fletcher Henderson and His Orch. 10
 Hard-hearted Hannah (Ager)—Fox-trot, Fletcher Henderson and His Orch. 10
- VOCAL—RACE**
- 14860 Back-Bitin' Mamma (Waller)—Blues, Piano Accomp.....Ethel Waters 10
 Pleasure Mad (Bechet)—Blues, Piano Accomp., Ethel Waters 10
- 14861 (I'm Gonna See You) (When Your Troubles Are Just Like Mine) (B. & J. Spikes)—Blues, Piano Accomp.....Hazel Meyers 10
 Maybe Someday (B. & J. Spikes)—Blue Ballad, Piano Accomp.....Hazel Meyers 10
- SPECIAL SOUTHERN RECORDS (FIDDLING)**
- 14846 Old Liza Jane (Hoe-down)—Vocal Chorus by Gene Austin, Piano Accomp., Uncle "Am" Stuart (Old-time Fiddler) 10
 Forki Deer (River) (Hoe-down)—Accomp. by Banjo Picker, Uncle "Am" Stuart (Old-time Fiddler) 10
- VOCAL**
- 14847 I'm Goin' Away to Leave You, Love (Macon)—Comedy, Banjo.....Uncle Dave Macon 10
 (She Was Always) Chewing Gum (Macon)—Comedy, Banjo.....Uncle Dave Macon 10
- 14848 Keep My Skillet Good and Greasy (Macon)—Comedy, Banjo.....Uncle Dave Macon 10
 Papa's Billie Goat (Novelty Arrangement by Macon)—Comedy, Banjo.....Uncle Dave Macon 10
- 14849 Bile Them Cabbage Down (Macon)—Comedy, Banjo.....Uncle Dave Macon 10
 Down by the River (Macon)—Comedy, Banjo, Uncle Dave Macon 10
- 14850 The Fox Chase (Macon)—Comedy, Banjo, Uncle Dave Macon 10
 The Old Maid's Last Hope (A Burglar Song) (Macon)—Comedy, Banjo, Uncle Dave Macon 10

Odeon Records

- (Recorded in Europe)
- 3105 Second Italian Suite—Tarantella Napolentana (Funiculi, Funicula) (Bece), Edith Lorand and Her Orch. 12
 Second Italian Suite—Serenata Siciliana (Bece).....Edith Lorand and Her Orch. 12
- 3106 Candelance of the Brides of Kashmir (From "Feramors") (Rubinstein), Michailow and His Orch. 12
 Norwegian Dance No. 2 (Grieg), Michailow and His Orch. 12
- 3107 Adorables Tournaments—Valse Tzigane (Barthelmy-Carusio).....Dajos Bela and His Orch. 12
 Serenade D'Autrefois, Dajos Bela and His Orch. 12
- 3108 Nocturne in E Flat (Opus 9, No. 2) (Chopin)—Cello Solo with Piano Accomp., Arnold Foldesy 12
 Serenade (Zur Guitarre) (David Popper)—Cello Solo with Piano Accomp.....Arnold Foldesy 12
- 5042 Don Giovanni—Overture, Part I (Mozart)—Symphony Orch.Dr. Weissman and the Orch. of the State Op. House, Berlin 12
 Don Giovanni—Overture, Part II (Mozart)—Symphony Orch.Dr. Weissman and the Orch. of the State Op. House, Berlin 12

Okeh Records

- DANCE RECORDS**
- 40150 Nobody Knows Blues (De Droit-McNamara)—Fox-trot, J. De Droit and His New Orleans Jazz Orch. 10
 Number Two Blues (De Droit)—Fox-trot, J. De Droit and His New Orleans Jazz Orch. 10
- 40152 I Can't Get the One I Want (Lou Handman)—Fox-trot, V. Lopez and His Hotel Pennsylvania Orch. 10
 All Alone With You in a Little Rendezvous (Ted Snyder)—Fox-trot, V. Lopez and His Hotel Pennsylvania Orch. 10
- 40152 Only You! (Johnstone)—Fox-trot, Ace Brigade and His Fourteen Virginians 10
 Don't Take Your Troubles to Bed (Cook-Johnstone)—Fox-trot, Ace Brigade and His Fourteen Virginians 10
- 40154 Sorry for You (Gordon), Glantz and His Orch. 10
 Oh, Sarah! Won't You Please Pull Down That Shade? (Gaskill)—Fox-trot, Glantz and His Orch. 10
- 40160 I Never Care 'Bout To-morrow (As Long as I'm Happy To-day) (La Vine-Lang-Holden)—Fox-trot.....Markels Orch. 10
 Walla-Walla (Robi)—Fox-trot....Markels Orch. 10
- 40161 Diety Blues (Henderson) (Recorded in Chicago)—Fox-trot, Finzel's Arcadia Orch. of Detroit 10
 Africa (Creamer-Hanley)—Fox-trot, Markels Orch. 10
- 40165 Adoring You (From the "Ziegfeld Follies of 1924") (Tierney)—Fox-trot, V. Lopez and His Hotel Pennsylvania Orch. 10
 Lonely Little Melody (From the "Ziegfeld Follies of 1924") (Buck-Stamper)—Fox-trot, V. Lopez and His Hotel Pennsylvania Orch. 10
- 40166 Charley, My Boy (Kahn-Fiorito)—Harry Reser, Director.....Okeh Syncopators 10
 Please (Cooper)—Fox-trot; Harry Reser, Director.....Okeh Syncopators 10
- 40170 Somebody Loves Me (From "George White's Scandals") (Gershwin)—Fox-trot, The Lanin Orch. 10
 Bagdad (Ager)—Fox-trot.....The Lanin Orch. 10
- VOCAL RECORDS**
- 40155 Jesse James (Recorded in Atlanta)—Baritone Solo with Banjo Accomp., Bascom Lamar Lunsford 10
 I Wish I Was a Mole in the Ground (Recorded in Atlanta)—Baritone Solo with Banjo Accomp.....Bascom Lamar Lunsford 10
- 40156 Boll Weevil Blues (McCurdy-Palmer)—Novelty Trio with Banjo Accomp., Vernon Dalhart-Ed Smalle-Harry Reser 10
 I Want a Phos Phos (Brown-Von Titzer)—Tenor with Orch.....Billy Jones 10
- 40157 Sadie O'Brady (Lindemann-Gregory-Schaffer)—Tenor with Orch.....Vernon Dalhart 10
 Hard-Hearted Hannah (The Vamp of Savannah) (Yellen-Bigelow-Bates)—Baritone with Orch., Ernest Hare 10
- 40158 Just Some Roses (McKenna)—Tenor Solo Accomp. by Justin Ring Trio, Brue Wallace 10
 You and I (Clark-Stevens)—Contralto-Tenor Duet Accomp. by Justin Ring Trio, Helen Clark-Bruce Wallace 10
- 40162 The Trail of Love (Belmont)—Baritone Solo Accomp. by Justin Ring Trio, Charlie Morrison 10
 Land of My Sunset Dreams (Hall)—Baritone

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- Solo Accomp. by Justin Ring Trio, Charlie Morrison 10
- 40163 Morning (Won't You Ever Come 'Round?) (Turk-Silver)—Baritone Solo with Orch., Earl Rickard 10
- 40163 A New Kind of Man (With a New Kind of Love for Me) (Clare-Flatow)—Baritone Solo with Orch.Earl Rickard 10
- 40164 Skin-a-Ma-Rink-a-Rink-a-Ree (McHugh-Dubin-Mills)—Tenor-Baritone Duet with Orch., Billy Jones-Ernest Hare 10
- The Grass Is Always Greener (In the Other Fellow's Yard) (Egan-Whiting)—Baritone-Tenor Duet with Orch., Jack Kaufman-John Ryan 10
- 40167 Memory Lane (DeSylva-Spier-Conrad)—Contralto-Tenor Duet with Orch., Helen Clark-Bruce Wallace 10
- Just a Little Bit of Love (Davis-Santly)—Tenor with Orch.....Bruce Wallace 10
- 40168 She's Everybody's Sweetheart (But Nobody's Gal) (Rose-Conrad)—Baritone with Orch., Arthur Fields 10
- Ukulele Blues (Laphan-Breen-Kors)—Baritone Solo with Ukulele Accomp. by Harry Reser, Ernest Hare 10
- 40169 Goin' Down the Road Feelin' Bad—Harmonica, Guitar and Singing.....Henry Whitter 10
 The Drunkard's Child—Harmonica, Guitar and Singing.....Henry Whitter 10
- INSTRUMENTAL RECORDS**
- 40159 Humoreske (S. Rachmaninoff, Op. 10, No. 5)—Piano Solo.....Elinor Remick Warren 10
 Rigaudon (E. A. MacDowell, Op. 49, No. 2)—Piano Solo.....Elinor Remick Warren 10
- SQUARE DANCE RECORDS**
- 7005 Sourwood Mountain—Square Dance, Whitter's Virginia Breakdowners (Henry Whitter-John Rector-James Sutphin) 12
 Mississippi Sawyer—Square Dance, Whitter's Virginia Breakdowners (Henry Whitter-John Rector-James Sutphin) 12
- LATEST RACE RECORDS**
- 8151 I Never Knew What the Blues Were (Until You Went Away)—Contralto Solo with Piano Accomp. by Clarence Williams, Virginia Liston 10
 Don't Agitate Me Blues—Contralto Solo with Piano Accomp. by Clarence Williams, Virginia Liston 10
- 8152 Smoketown Strut—Guitar Solo, Sylvester Weaver 10
 I'm Busy and You Can't Come In—Guitar Solo, Sylvester Weaver 10
- 8153 John Jasper's Campmeetin'—Part I (Intro. "Taken in the Land")—Descriptive, The Three Deacons and Sister Lowdown 10
- John Jasper's Campmeetin'—Part II (Intro. "Wasn't That a Band")—Descriptive, The Three Deacons and Sister Lowdown 10
- 8154 He's Never Gonna Throw Me Down—Contralto Solo, Accomp. by Clarence Williams' Harmonizers.....Sara Martin 10
 Too Late Now to Get Your Baby Back—Contralto Solo, Piano Accomp. by Clarence Williams.....Sara Martin 10
- 8155 Pencil Papa Blues—Saxophone Solo with Piano and Banjo Accomp.....Charles Booker 10
 Osceola Blues—Saxophone Solo with Piano and Banjo Accomp.....Charles Booker 10
- 8156 My Daddy's Calling Me—Contralto Solo, Piano Accomp. by Clarence Williams, Irene Scruggs 10
 Cruel Papa But a Good Man to Have Around—Contralto Solo, Piano Accomp. by Clarence Williams.....Irene Scruggs 10

Gennett Lateral Records

- GREEN LABEL RECORDS**
- 2602 Angels Guard Thee—With Violin Obligato, Mme. Jeanne Brola 10
 Angels' Serenade—With Violin Obligato, Mme. Jeanne Brola 10
- STANDARD NUMBERS**
- 5490 Sligo (Just to Hear My Mother Sing)—Tenor, James Egan 10
 When It's Moonlight in Mayo—Tenor, James Egan 10
- 5493 Take a Look at Molly—Tenor, Orch. Accomp., John Shaughnessy 10
 Sometime (I'll Hear Your Sweet Voice Calling)—Tenor, Orch. Accomp.....John Shaughnessy 10
- 5516 (a) Bob Walker; (b) When You and I Were Young, Maggie; (c) Collin's Reel, Wm. B. Houchens, Fiddle; Saloma Dunlap, Piano Accomp. 10
 (a) College Hornpipe; (b) Hel'n Georgia, Wm. B. Houchens, Fiddle; Saloma Dunlap, Piano Accomp. 10
- 5524 Gate City March—March, Lieut. Matt's 106th Infantry Band 10
 Our Director—March, Lieut. Matt's 106th Infantry Band 10
- POPULAR SONGS**
- 5514 June Night—Duet, Orch. Accomp.....Baur-Shaw 10
 I Wonder What's Become of Sally—Duet, Orch. Accomp.....Baur-Shaw 10
- 5513 Popular Songs of the Past—Part I (In the Good Old Summer Time; Down Where the Cotton Blossoms Grow; In the Shade of the Old

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ADVANCE RECORD BULLETINS FOR OCTOBER—(Continued from page 187)

Apple Tree; Blue Bell)—Orch. Accomp., Criterion Quartet

Popular Songs of the Past—Part II (Wait Me Around Again, Willie; After the Ball; Under the Bamboo Tree; Wait Till the Sun Shines, Nellie)—Orch. Accomp., Criterion Quartet

5520 Follow the Swallow—Tenor, Orch. Accomp., Arthur Fields

Main Street Wasn't Big Enough for Mary—Tenor, Orch. Accomp., Arthur Fields

5528 Charley, My Boy—Ukulele Accomp., Aileen Stanley, Comedienne

Too Tired—Ukulele Accomp., Aileen Stanley, Comedienne

FOR DANCING

5508 Charleston Cabin—Fox-trot, Saxi Holsworth and His Orch.

A New Kind of Man—Fox-trot, Saxi Holsworth and His Orch.

5527 Rock-a-Bye My Baby Blues—Waltz, Paul Sanderson and His Orch.

Kiss Me Good-night—Waltz, Paul Sanderson and His Orch.

5529 Sing a Little Song—Fox-trot, The Vagabonds

Where Is That Old Gal of Mine—Fox-trot, The Vagabonds

5515 Bucktown Blues—Piano, Ferd (Jelly Roll) Morton

Tom Cat Blues—Piano, Ferd (Jelly Roll) Morton

5517 Rambling Blues—Fox-trot, The Kentucky Blowers

(Formerly The Dixie Hod Carriers; with "Roll" Williams)

Charley, My Boy—Fox-trot, The Kentucky Blowers

(Formerly The Dixie Hod Carriers; with "Roll" Williams)

5518 Steady Steppin' Papa—Fox-trot, The Happy Harmonists

Hot Mittens—A Stomp, The Bucktown Five

5521 Anyway the Wind Blows—Fox-trot (Arthur Fields; Vocal Chorus), Ladd's Black Aces

Morning! Won't You Ever Come Round—Fox-trot (Arthur Fields; Vocal Chorus), Ladd's Black Aces

5522 Follow the Swallow—Fox-trot, Duke Yellman and His Irene Castle Orch.

Virginia Is Calling Me—Fox-trot, Duke Yellman and His Irene Castle Orch.

FOREIGN—SPANISH

S-5496 El Rosal Enfermo—Tenor, Acomp. de Orquesta, José Moriche

Las Golondrinas—Tenor, Acomp. de Orquesta, José Moriche

S-5509 Morir por tu Amor—Vals, La Orquesta de Nava

Mañana de Niebla, La Orquesta de Nava

S-5510 Os Amo (Je Vous Aime)—Shimmy, Orquesta Texana

Muñequita—One-step, Orquesta Texana

S-5491 Lison-Lisette—One-step, Orquesta Texana

Yo Amo (J'aime)—Shimmy Fox, Orquesta Texana

WELSH

W-5519 A Welsh Courtship—Part I, Ted and May Hopkins

A Welsh Courtship—Part II, Ted and May Hopkins

Pathe Phono & Radio Corp.

DANCE RECORDS

036126 I Want to Be Happy (From "No, No Nanette")—Fox-trot, Lanin's Arcadians

Kisses True—Fox-trot, Casino Dance Orch.

036127 She Loves Me—Fox-trot, Lanin's Arcadians

My Marie—Fox-trot, Casino Dance Orch.

036128 Follow the Swallow—Fox-trot, Post Lodge Orch.

(Harold Oxley, Director)

036129 Ramblin' Blues—Fox-trot, Golden Gate Orch.

Tessie! Stop Teasing Me—Fox-trot, Five Birmingham Babies

036130 Lonely—Fox-trot, Casino Dance Orch.

Charley, My Boy—Fox-trot, Golden Gate Orch.

Hard-hearted Hannah—Fox-trot, Five Birmingham Babies

036131 Dreary Weather—Fox-trot, Lanin's Arcadians

Sweet Little Lou—Fox-trot, Post Lodge Orch.

(Harold Oxley, Director)

036132 Morning (Won't You Ever Come 'Round)—Fox-trot, Jos. Samuels Orch.

Lonely Little Melody (From "Ziegfeld Follies")—Fox-trot, Jos. Samuels Orch.

036133 My Dream Girl (From "The Dream Girl")—Waltz, Westchester Biltmore Country Club Orch.

(Hazay Natzy, Director)

Moonlight Memories—Waltz, Westchester Biltmore Country Club Orch.

(Hazay Natzy, Director)

036134 I'm Going Back to Those Who Won't Go Back on Me—Fox-trot, Original Memphis Five

West Indies Blues—Fox-trot, New Synco Band

036135 Don't Blame It All on Me—Fox-trot, Southampton Society Orch.

Put Away a Little Ray of Golden Sunshine for a Rainy Day—Fox-trot, Southampton Society Orch.

RACE RECORD

032067 Hard Luck Blues, Clementine Smith

Strange Man, Clementine Smith

POPULAR VOCAL RECORDS

032068 Go 'Long, Mule, Sid Turner

Wreck of Southern No. 97, Sid Turner

032069 Oh-My-Yes, Billy Jones-Ernest Hare

Skin-a-Ma-Rink-a-Rink-a-Rec, Billy Jones-Ernest Hare

032070 Driftwood—The Radio Franks, Frank Wright-Frank Bessinger

I've Got a Feeling for Ophelia—The Radio Franks, Frank Wright-Frank Bessinger

032071 Follow the Swallow, Charles Warren-Frank Sterling

My Colorado Home, Vernon Dalhart

032072 Tell Me You'll Forgive Me, Charles Warren-Frank Sterling

The Pal That I Loved Stole the Gal That I Loved, Vernon Dalhart

NOVELTY RECORDS

021127 The Coon Mariners—Comedy Duet, Golden-Marlow

A Lovesick Coon—Comedy Duet, Golden-Marlow

021128 Bird Calls—Whistling, Margaret McKee

Kamawe (Shake Your Feet)—Hawaiian Guitars, Louise Ferera

Emerson Records

LATEST DANCE HITS

10786 Mandalay—Fox-trot, Emerson Dance Orch.

Some Day You'll Miss Me—Fox-trot, California Melodic Syncopators

10787 June Night—Fox-trot, California Melodic Syncopators

Sunny Spain—Fox-trot, Marlborough Symphonic Orch.

10789 Moonlight Memories—Waltz, Glantz and His Orch.

Titine—Fox-trot, Glantz and His Orch.

10785 Doodle Doo Doo—Fox-trot, Emerson Dance Orch.

Somebody Loves Me—Fox-trot, Pennsylvania Syncopators

10783 You Know Me, Alabam'—Fox-trot, The Original Memphis Five

A Little Bit of Jazz—Fox-trot, The Jazzeliers

10784 Charley, My Boy—Fox-trot, Vocal Chorus by Jack Kaufman, California Melodic Syncopators

Southern Days—Fox-trot, Emerson Dance Orch.

LATEST SONG HITS

10790 Follow the Swallow—Tenor Solo, Orch. Accomp., Sydney Mitchell

Put Away a Little Ray of Golden Sunshine—Tenor Solo, Orch. Accomp., Sydney Mitchell

10788 The Grass Is Always Greener in the Other Fellow's Yard—Tenor Solo, Orch. Accomp., Arthur Fields

Where the Dreamy Wabash Flows—Tenor Solo, Orch. Accomp., Arthur Fields

Banner Records

DANCE RECORDS

1395 Put Away a Little Ray of Golden Sunshine—Fox-trot, Roseland Dance Orch.

The Little Old Clock on the Mantel—Fox-trot, Continental Dance Orch.

1396 I Wonder What's Become of Sally—Fox-trot, Sam Lanin's Dance Orch.

Morning (Won't You Ever Come 'Round)—Fox-trot, Sam Lanin's Dance Orch.

1397 Somebody Loves Me ("Scandals, 1924")—Fox-trot, Imperial Dance Orch.

I Want to Be Happy ("No, No, Nanette")—Fox-trot, Imperial Dance Orch.

1398 Follow the Swallow—Fox-trot, Continental Dance Orch.

Bagdad—Fox-trot, Hollywood Dance Orch.

1399 She Loves Me—Fox-trot, Vocal Chorus by Arthur Hall, Sam Lanin's Dance Orch.

San—Fox-trot, Missouri Jazz Band

1400 Sally Lou—Fox-trot, Hollywood Dance Orch.

That's Georgia—Fox-trot, Roseland Dance Orch.

1401 Moonlight Memories—Waltz, Hollywood Dance Orch.

Come Back to Me—Syncopated Waltz, Sam Lanin's Dance Orch.

VOCAL RECORDS

1402 The Pal That I Loved Stole the Gal That I Loved—Baritone Solo, Orch. Accomp., Arthur Fields

Just for Remembrance—Tenor Solo, Orch. Accomp., Vernon Dalhart

1403 Follow the Swallow—Tenor Solo, Orch. Accomp., George Bronson

Sing a Little Song—Tenor Solo, Orch. Accomp., Arthur Hall

1404 That's Georgia—Baritone Solo, Ukulele Accomp., Arthur Fields

Hard-hearted Hannah—Baritone Solo, Novelty

1405 Skin-a-ma-rink-a-rink-a-ree—Duet, Orch. Accomp., Hare-Jones

Mrs. Murphy's Chowder—Comedy Solo, Orch. Accomp., Billy Jones

1406 Put Away a Little Ray of Golden Sunshine—Baritone Solo, Orch. Accomp., Arthur Fields

I Know What You Are To-day—Tenor Solo, Orch. Accomp., Vernon Dalhart

RUDOLPH POLK VIOLIN RECORD

2113 The Swan (Saint Saens)—Violin Solo, Piano Accomp., Rudolph Polk

Serenade (Schubert)—Violin Solo, Piano Accomp., Rudolph Polk

Regal Records

9691 I Wonder What's Become of Sally—Fox-trot, Sam Lanin's Dance Orch.

That's Georgia—Fox-trot, Sam Lanin's Dance Orch.

9692 I Want to Be Happy ("No, No, Nanette")—Fox-trot, Hollywood Dance Orch.

Somebody Loves Me ("Scandals, 1924")—Fox-trot, Hollywood Dance Orch.

9693 Follow the Swallow—Fox-trot, Imperial Dance Orch.

The Little Old Clock on the Mantel—Fox-trot, The Chiclet Orch.

9694 Put Away a Little Ray of Golden Sunshine—Fox-trot, Sam Lanin's Dance Orch.

Bagdad—Fox-trot, Imperial Dance Orch.

9695 Sally Lou—Fox-trot, Hollywood Dance Orch.

San—Fox-trot, Six Black Diamonds

9696 She Loves Me—Fox-trot, Vocal Chorus by Arthur Hall, Roseland Dance Orch.

Morning (Won't You Ever Come 'Round)—Fox-trot, Roseland Dance Orch.

9697 Come Back to Me—Syncopated Waltz, Roseland Dance Orch.

Moonlight Memories—Waltz, The Chiclet Orch.

VOCAL RECORDS

9698 Follow the Swallow—Tenor Solo, Orch. Accomp., George Bronson

I Know What You Are To-day—Tenor Solo, Orch. Accomp., Vernon Dalhart

9699 Skin-a-ma-rink-a-rink-a-ree—Duet, Orch. Accomp., Hare-Jones

Mrs. Murphy's Chowder—Comedy Solo, Orch. Accomp., Billy Jones

9700 The Pal That I Loved Stole the Gal That I Loved—Baritone Solo, Orch. Accomp., Arthur Fields

Sing a Little Song—Tenor Solo, Orch. Accomp., Arthur Hall

9701 Hard-hearted Hannah—Baritone Solo, Novelty

Accomp., Arthur Fields

That's Georgia—Baritone Solo, Ukulele Accomp., Arthur Hall

9702 Put Away a Little Ray of Golden Sunshine—Baritone Solo, Orch. Accomp., Arthur Fields

Just for Remembrance—Tenor Solo, Orch. Accomp., Vernon Dalhart

RUDOLPH POLK VIOLIN RECORD

9703 Serenade (Schubert)—Violin Solo, Piano Accomp., Rudolph Polk

The Swan (Saint Saens)—Violin Solo, Piano Accomp., Rudolph Polk

Domino Records

DANCE RECORDS

377 Follow the Swallow—Fox-trot, Gotham Dance Orch.

Morning (Won't You Ever Come 'Round)—Fox-trot, Rialto Dance Orch.

378 Put Away a Little Ray of Golden Sunshine—Fox-trot, Rialto Dance Orch.

San—Fox-trot, Lucky Strike Dance Orch.

379 Somebody Loves Me ("Scandals, 1924")—Fox-trot, Lucky Strike Dance Orch.

That's Georgia—Fox-trot, Rialto Dance Orch.

380 Sally Lou—Fox-trot, Gotham Dance Orch.

I Want to Be Happy ("No, No, Nanette")—Fox-trot, Gotham Dance Orch.

381 I Wonder What's Become of Sally—Fox-trot,

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382 She Loves Me—Fox-trot, Vocal Chorus by Allen
CraigHal White's Syncopators
Bagdad—Fox-trot...Clarence Sherman's Dance Orch.
- VOCAL RECORDS**
- 383 Put Away a Little Ray of Golden Sunshine—
Baritone Solo, Orch. Accomp.....Lee Knight
Sing a Little Song—Tenor Solo, Orch. Accomp.
Allen Craig
384 Follow the Swallow—Baritone Solo, Orch. Ac-
comp.....Lee Knight
That's Georgia—Baritone Solo, Ukulele Accomp.,
Bob White
385 Skin-a-ma-rink-a-rink-a-ree—Duet, Orch. Ac-
comp.....Thomas-West
Hard-hearted Hannah—Baritone Solo, Novelty
Accomp.....Fred King
386 The Pal That I Loved Stole the Gal That I
Loved—Baritone Solo, Orch. Accomp.....Lee Knight
I Know What You Are To-day—Tenor Solo,
Orch. Accomp.....Harry Blake

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WORD ROLLS

- Title
Charley, My Boy—One-step
Sing a Little Song—Fox-trot
Oriental Love Dreams—Fox-trot
Underworld Blues
Along the Old Kentucky Shore—Waltz
Dreamy Delaware—Waltz
It Looks Like Rain—Fox-trot
Doodle Doo Doo—Fox-trot
Kiss Me Good-Night—Waltz
Sweet Little You—Fox-trot
Caldonia Blues
Forsaken Blues—Fox-trot
Moonlight and You—Fox-trot
Morning (Won't You Ever Come 'Round)—Fox-trot
The Eagle and the Lion—March With Lyrics
At the End of the Sunset Trail—Waltz
Shadows Across My Heart—Waltz
San—Fox-trot
Why Live a Lie?—One-step
I Want to Be Happy—Fox-trot
Words—Fox-trot
Somebody Loves Me ("Scandals")—Fox-trot
Susquehanna Home—Fox-trot

AUTO-ART

INSTRUMENTAL ROLLS

- Title Played by Composer
Etude—(Revolutionary Etude), Op. 10, No. 2—Cora
Mell HattonChopin
An Old Garden—New England Idyls—
Robert Billings—Edward McDowell
From Puritan Days—New England Idyls "In
Domine"—Robert Billings.....Edward McDowell
La Gondola—Etude, Op. 13 No. 2—Cora Mell Hat-
tonA. Henselt
Midsummer—New England Idyls—Cora Mell Hat-
tonEdward McDowell
Petite Valse, Op. 28, No. 1—Cora Mell Hatton...A. Henselt
The Joy of Autumn—New England Idyls—Roger
Le MarEdward McDowell
Prelude in G Minor—Ivan Petrikoff.....Rachmaninoff

AUTO-ART

WORD ROLLS

- On the Road to Mandalay—Ballad—Robert Billings,
Kipling and Speaks

LIBRARY EDITION

WORD ROLLS

- La Rosita—Robert Billings.....Stuart and Dupont

LIBRARY EDITION

(Music only)

- Whispering Willows—Intermezzo—Cora Mell Hatton,
Victor Herbert
Louin du Bal (Echoes of the Ball)—Waltz—Ralph
AustinErnest Gillet
Dance Caprice, Op. 28, No. 3—Cora Mell Hatton...Grieg
1. At a Trysting Place. 2. To a wild rose, From Wood-
land Sketches—Robert Billings..Edward MacDowell
Etude—Revolutionary Etude—Op. 10, No. 2—Cora Mell
Hatton, Chopin.

Attractive Mid-Season Gennett Record Catalog

The Starr Piano Co., Richmond, Ind., manu-
facturer of Starr phonographs and Gennett re-
cords, has just issued a very attractive mid-
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section featuring popular selections. The cata-
log is illustrated throughout with photographs
of some of the many well-known Gennett artists
and there are various listings of popular records,
including Gennett dance hits, songs and tunes
of old Ireland, records that should be in every
home, selections of exceptional charm, etc., etc.
Particular attention is given to the recordings
of Henry Moeller, whose Gennett recordings
have been very successful; Robert Perutz, a
violinist of considerable popularity; Lieutenant
Matt and the 106th Regiment Band and other
popular Gennett artists. There is also an alpha-
betical list of all Gennett records released since
the 1924 catalog, and this mid-season catalog
can be used to advantage by Gennett dealers in
their Fall and holiday campaigns.

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RICHMOND VIRGINIA

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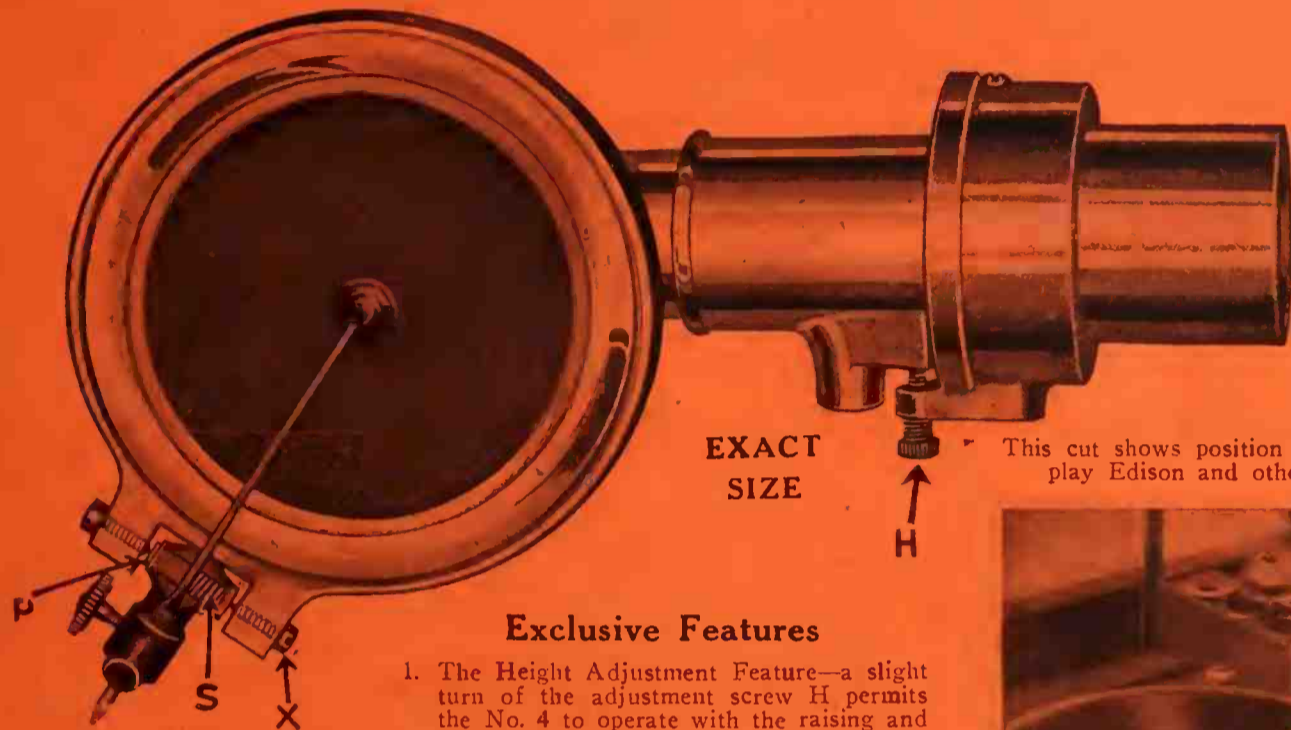
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and All Other
Lateral Cut
Records

This cut shows position of No. 4 when turned to play Edison and other vertical cut records

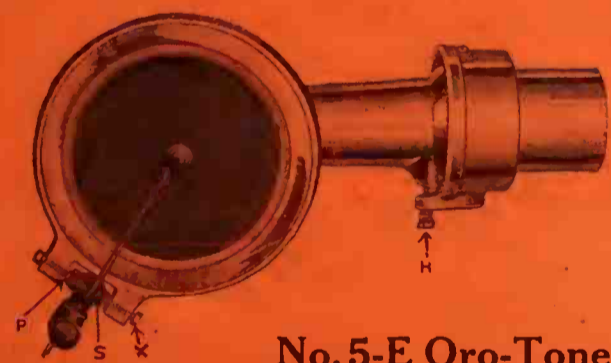


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No. 5-E Oro-Tone Attachment for Playing Lateral Cut Records Only

This attachment has all the features of the No. 4 described above, except that it cannot be turned to play Edison or other hill and dale records. All Oro-Tone attachments are of highest quality and in every way worthy of being associated with the marvelous Edison phonograph.

PRICES { Nickel - - - - - \$6.00
Antique Bronze - - - - - 7.50
Gold - - - - - 7.50

WHEN a family or a household decide to buy a phonograph they talk it over and shop around quietly seeking information without committing themselves. In the end, the dealer who presents the best sales arguments and gives the best demonstration gets the sale. Every shopper is your chance to drive home the superior features of the Edison, the wonderful scientific construction and the true, natural, unequalled tone. And with an Oro-Tone No. 4 you can show how all disc records can be played. Hundreds of our dealers are finding that the Edison with the No. 4 Oro-Tone Automatic attachment is an unbeatable combination. Stress this point. Your competitors may be saying the Edison will play Edison records only.

PRICES { Nickel - - - - - \$7.00
Antique Bronze - - - - - 9.00
Gold - - - - - 9.00

Less 40% Discount to Dealers

Samples on 30 Days' Approval.

1000 TO
1010
GEORGE ST.

The Oro-Tone Co.
QUALITY FIRST

CHICAGO
ILLINOIS
U. S. A.

The NEW EDISON P H O N O G R A P H

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

See pages 36 and 37

Jobbers of the New Edison, Edison Records, the Edison Diamond Amberola and Blue Amberol Records

CALIFORNIA
Los Angeles—Edison Phonographs, Ltd.
San Francisco—Edison Phonographs, Ltd.

COLORADO
Denver—Edison Phonograph Distributing Co.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago—Edison Phonograph Distributing Co.

INDIANA
Indianapolis—Phonograph Corporation of Indiana,
Edison Phonograph Distributing Co.

IOWA
Des Moines—Harger & Blush.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.
Iver Johnson Sporting Goods Co.
(Amberola only).

MICHIGAN
Detroit—Phonograph Co. of Detroit.

MINNESOTA
Minneapolis—Laurence H. Lucker.

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.

MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.

NEW JERSEY
Orange—The Phonograph Corp. of Manhattan.

NEW YORK
Albany—American Phonograph Co.
New York City—J. F. Blackman & Son.
(Amberola only).
Syracuse—Frank E. Bolway & Son, Inc.
W. D. Andrews Co. (Amberola only).

OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.

OREGON
Portland—Edison Phonographs, Ltd.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittsburgh—Buchn 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).