

The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

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



The best-known trademark in the world
designating the products of the Victor Talking Machine Co.

Sonoradio

CLEAR AS A BELL



MODEL 242
\$225



MODEL 241
\$475

The Sonoradio Line Will Enable You To Meet This Season's Largest Demand

Sonoradio models enable you to cash in on the demand for both phonograph and radio. The phonograph-radio unit is the universal instrument. It brings both phonograph and radio entertainment—radio when the stations are broadcasting; phonograph music at other periods.

Sonoradios 241 and 242 are priced to enable you to meet the requirements of the great majority of purchasers. Model 242, at \$225, appeals

to those desiring quality at a moderate price. Model 241, at \$475, to those who want the very finest instrument obtainable.

Both models are exquisite examples of cabinetry. Both have the beautiful tone quality, volume and resonance for which Sonora is famous.

Let us tell you more about these instruments, and about the Sonora franchise. Write today.

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. 10

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Price Twenty-five Cents

Liberty Electric Corp. Is Formed—\$200,000 Capital

Officers of Company Men of Prominence—To Make Phonograph Motors and New Type of Battery Charger and Many Other Devices

The Liberty Electric Corp., of New York, has been recently organized under the State laws of New York, with a capitalization of \$200,000 preferred stock and 10,000 shares of common stock, no par value. The officers of the company are Edward P. Knapp, president; M. R. White, vice-president; Minton Cronkhite, secretary and treasurer. The board of directors will include the officers and Elisha P. Cronkhite, of Smith-Hogan Co., New York, and Philip W. Bliss, of Stamford, Conn. This concern has a factory at Stamford, Conn., for the manufacture of a new type of battery charger for the radio, automotive and railway signal field; a six-volt phonograph motor, operating from the "A" battery, and a 110-volt universal phonograph motor, operating from any line circuit, for the phonograph industry, and a number of other electrical developments invented and perfected by themselves for the electric field in general. The sales office of the company is 342 Madison avenue, New York City.

The battery charger and the electric phonograph motor are both of interest to the phonograph trade, owing to the rapid tendency of phonograph companies combining radio receiving sets and phonographs in the same cabinet. The battery charger is also of interest owing to the fact that it is stated to be a very simple device which needs no attention of any kind, no up-keep or replacements and is silent in operation. It is made for the phonograph in a very small size, so that it may be installed in almost any combination cabinet.

Of the officers of the corporation, E. P. Knapp, the president, is known to the phonograph trade owing to his efforts in developing and marketing the Tru-Time motor, which is being sold through the Efficiency Electric Corp., of which Mr. Knapp is the vice-president and general manager. The Liberty Electric Corp. is known to the general electrical trade as a manufacturer of radio receiving sets for the United States Government.

T. F. W. Meyer Made Jewett General Sales Manager

Appointed to Important Post Following Resignation of Proctor Brevard—Was Formerly Manager of Parts Division of Jewett Co.

DETROIT, MICH., October 7.—E. H. Jewett, president of the Jewett Radio & Phonograph Co., here, has announced the appointment of T. F. W. Meyer to the post of general sales manager of that organization to succeed Proctor Brevard, resigned. Mr. Meyer is not a newcomer with the Jewett organization, having held for some time the post of manager of the parts division, in which latter capacity he was concerned with the organization of what promises to be an important branch of the company's activities. Nor is he in any sense a stranger in the radio field; he was one of the founders of the Mydar Radio Co., from which he withdrew last Spring to join the Jewett forces. Prior to his advent into radio in 1921 he was an automotive man, for several years identified with the extensive Willys organization. He is also an engineer and was responsible for the development of the Jewett Micro-Dial, which made its first public appearance at the recent Radio World's Fair, and which attracted a considerable amount of interest.

Cleveland Talking Machine Co Takes Over Interests of Eclipse Musical Co.

Purchases Assets, Stock and Good Will and Is Now the Only Victor Wholesaler in Cleveland, O.—Many of the Eclipse Co.'s Staff Join the Cleveland Talking Machine Co.

CLEVELAND, O., October 7.—Confirmation of the purchase of the business of the Eclipse Musical Co. by the Cleveland Talking Machine Co. was made here to-day by heads of both of these enterprises.

Following negotiations pending over several weeks the Cleveland Co. has purchased the physical assets, fixtures, stock of Victor merchandise, accounts and goodwill of the Eclipse Co., and thus becomes the only Victor jobber in this territory. The Cleveland Co. also takes over the personnel of the Eclipse, including Phil Dorn, Howard Rorseburg and Joe Novak, of the sales division; Miss Esther Matyas and other members of the office operating staff. The sales representatives, well known to the dealer element throughout the territory hitherto covered by the Eclipse Co., will continue to call for still further improvement to dealer service with this change. One of the first moves has been the acquisition of additional warehouse space, doubling the capacity for the carrying of machines, radio and records in stock, so that instant delivery service can be given to dealers. In the three days that the new ar-

angement has been in effect a marked increase of new business has followed, according to Mr. Shartle, while compliments from dealers also have been coming in, though formal announcement was only to be made this afternoon. During the coming month plans for improving the service to dealers will be completed.

Howard J. Shartle, head of the Cleveland Talking Machine Co., is generally recognized throughout the trade as one of the best posted merchandisers in the Victor industry. Prior to his election as president of the Cleveland Talking Machine Co. he was associated with the Victor Talking Machine Co. for many years, and his intimate familiarity with every phase of Victor merchandising has been a vital factor in the success of his company. Mr. Shartle has made a special study of record selling and has offered many suggestions to Victor dealers that have stimulated and developed record business. The Cleveland Talking Machine Co. sales for September doubled August business, and the figures for 1924 show a large increase over 1923.

Edward B. Lyons and P. J. Towell will join the Cleveland Cadillac Co. in executive posts.

Boston Jobber of Royal Line Elects New Officers

P. A. Ware Becomes President and E. H. McCarthy Treasurer of Royal Line Sales Corp., Royal Distributor of Boston.

BOSTON, MASS., October 7.—At a meeting yesterday of the stockholders of the Royal Line Sales Corp., distributor in New England for Royal phonographs and the Royal-Adler neodyne radio sets, made by the Adler Mfg. Co., E. H. McCarthy was elected treasurer of the organization, succeeding P. A. Ware, who was made president. This move was made with a view to placing the actual control of the distributing company in the hands of the men who have been operating it from its beginning. With Mr. McCarthy a director and officer, the company is entirely owned by New England men, a policy which meets with the approval of the Adler Mfg. Co. and its dealer clientele.

E. H. McCarthy has earned an enviable reputation in the phonograph trade throughout New England, having been associated with the Boston staff of the Columbia Phonograph Co., Inc., for nearly five years. He resigned from this organization to join the Royal Line Sales Corp. upon its formation and his success with this company is reflected in his election to its directorate and the fact that he has acquired an interest in the company.

P. A. Ware needs no introduction to the talking machine trade, as he is one of the veterans of the industry with many years of practical experience to his credit. The Royal Line Sales Corp. is making important plans for expansion that will be under the direction of Mr. Ware and Mr. McCarthy.

O. S. Stanley With the Eisemann Magneto Corp.

The Eisemann Magneto Corp., New York, announced recently that O. S. Stanley had been placed in charge of Middle West territory, with headquarters at 2005 South Michigan avenue, succeeding P. G. Stedley, who has resigned. Mr.

Stanley was the company's Pacific Coast representative for the past year. Irving W. Edwards, for a number of years connected with the National Carbon Co., has assumed the duties of district manager, with headquarters at 85 Second street, San Francisco.

Victor Co. Announces Group Record Sales Plan

Music Arts Library of Victor Records, Name of New Plan Which Presents Groups of Related Records in Attractive Album

The Victor Talking Machine Co., Camden, N. J., recently announced a new plan to be known as the Music Arts Library of Victor Records, which has been devised to aid in the sale of certain records in groups by means of an especially prepared, extremely attractive and informative album, which will be given to purchasers of the complete sets of records.

The first records issued in this form were released on October 10 and included five records, numbers 6459 to 6463, the first three of which presented Schubert's Unfinished Symphony, played by Stokowski and the Philadelphia Orchestra. Records 6462 and 6463 presented Schumann's Quintette in E flat major, played by Ossip Gabrilowitsch, famous pianist with the Flonzaley Quartet.

While each set consists of five records and includes the album, each record may be ordered separately and sold at the list price of two dollars, the album will be furnished only with complete sets.

The plan should open up an entirely new field for Victor dealers, as there has been a long felt want for record sets such as are to be issued under the Victor plan, and the sales effort necessary to be expended in the sale of the set is exactly the same as the dealer must put behind a sale of a single record. The album contains footnotes touching on the life of the composer and the history of the composition, making the sets desirable as educational factors in addition to their worth as entertainment features and for this reason they are expected to be widely popular.

Live Dealer Solves Radio-Phono. Problem

W. T. Whitehead Tells How Phonograph and Record Sales Reached Record Volume at Burger & Morse Store Despite Big Radio Demand

The assertion hastily made some months back by some members of the trade that the radio business "is going to drive the phonograph business to the wall" has been proved to be nothing but pure bunk by one phonograph and radio selling concern. A little more than a year ago, when the radio began taking long strides and forging itself to the amusement front, Burger & Morse, of the Columbia Music Store, of 82-84 Broadway, Newburgh, N. Y., began to wonder whether they should feel afraid or not; if the radio was going to force the phonograph out, they were in such a position that they felt that they would be forced out with it. After a conference they decided that the way to play safe was to throw open their doors and take the swaddling youth, radio, by the hand and allow him to share the store with the phonographs.

Phonograph and Record Sales Gain

On September 1, 1923, the firm began keeping tabs on, and comparisons of, radio and phonograph sales. When for four months the sales kept abreast of one another Burger & Morse began to think that perhaps they had started in too soon. When their sales of records, which are among the biggest in the Hudson River valley, jumped from a ton and a half to two tons a week, the members of the concern began scratching their heads, and wondering what was going on; all the time the sales of phonographs had kept to the average, and still they were selling radio sets as fast as they could get them.

Why "Talker" and Radio Do Not Compete

One day in early September of this year, when it was raining, a country gentleman (Newburgh is the hub of agricultural Orange County), in whose farm house Burger & Morse had pre-

viously installed a costly five-tube radio outfit, entered the store and of H. Morse, of the firm, asked:

"How much will you allow me on my phonograph if I turn it in and buy a later model? I didn't buy it of your firm, but, if we can make satisfactory arrangements, I am going to buy one from you."

A bargain was made and a deal was consummated. When Mr. Morse had registered the sale, and given the farmer his receipt, he asked the question which solved the puzzle he and his partner had been wondering about.

"Why are you buying a new phonograph, Mr. Brown; isn't the radio giving satisfaction?"

And Mr. Brown said: "Oh my, yes, but you understand that I have three daughters who all dance; they have friends who come to the house one and two, and sometimes three, times a week. They push the furniture back and dance to the radio music. When the dance music ceases they have to cease too; they don't like the fact that a radio set will not respond to encoring. They find out a record containing the piece the radio orchestra has just played, put it on the phonograph and resume their dancing. Then there are times when the girls say they can't hear the music to dance to on account of what they call static; there is no static with the phonograph. Of course, the radio is all right; the girls hear the very latest in song and dance music, but they don't hear it again for maybe days. The result is they make out a list of new records they want for the phonograph. I have a list here with me now; fill it out, will you?"

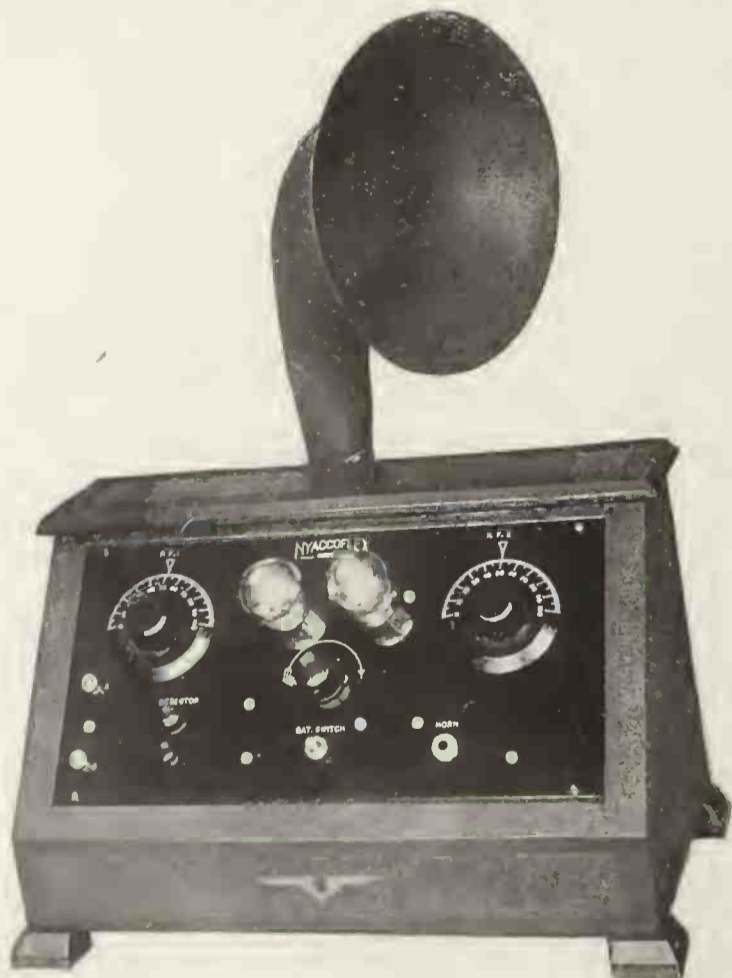
Mr. Morse did. The country gentleman said,

as he stepped into his automobile in front of the store: "You know, I would rather have my girls do their dancing at home."

Answer to Radio-phonograph Problem

Mr. Burger returned to his office and cogitated on the wisdom of Mr. Brown's statements. In reciting the above instance, Mr. Burger said:

"Now that that customer has started the fog moving I can see it all. Just because Mr. John Public has taken a liking to the radio doesn't mean that he is going to take a dislike to the phonograph. When he said that a 'radio set will not respond to encoring' he spoke words of wisdom, and when he mentioned that the phonograph has no static he wasn't using any unnecessary language. We can understand now why our phonograph sales equal our radio sales; we see what it is that has increased our sales of phonograph records. The specialist in any line can always learn from a customer things he would like to, but doesn't, know. When we got in on what we considered the ground floor of the radio business, more as a matter of protection than with any idea of increasing our business, we had not the slightest notion that we were laying plans to double our volume of business; that is just what we have done. No, the phonograph dealer, in my estimation, has nothing to fear from the advent of the radio; it helps in our case, rather than hurts. The thing for phonograph dealers to do is to carry both and, when a customer is doubtful about which to buy, to set forth the merits of both. Phonographs will not make speeches or preach sermons, but they have no static and will respond to encores. They will also keep dancing girls at home—sometimes."



NYACCO RADIO (REFLEX) RECEIVER

NYACCOFLEX



Combines 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.

We are also the manufacturers of the Nyaccoflex Radio-Phonographs, combining a phonograph of the finest quality in both tone and equipment and the Nyaccoflex receiving set described above. Its price, \$55.00, enables it to sell on sight.

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

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



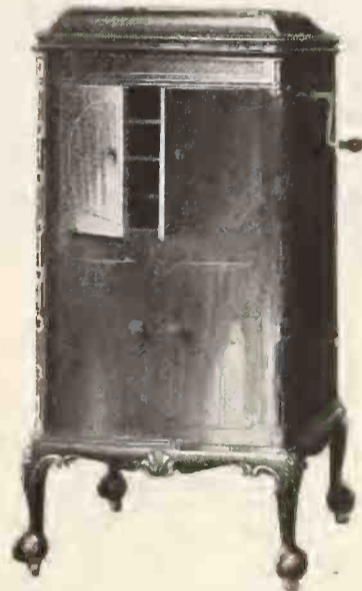
Victrola No. 50 (Portable)
\$50
Mahogany or oak



Victrola IX, \$75
Mahogany or oak



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



Victrola No. 370
Mahogany, \$275; electric, \$315

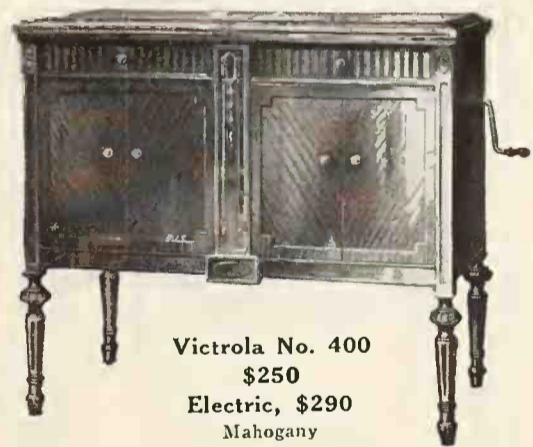
Of performances past and present. Just as the Victor has occupied its position of leadership for a quarter-century, so it continues to lead the way in the talking-machine industry.



Victrola No. 210
\$110
Mahogany, oak or walnut



Victrola No. 260
\$150
Mahogany, oak or walnut



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

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



Victrola

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

Eugene F. McDonald, Jr., Honored by His Associates

Re-elected President of National Association of Broadcasters—A Tribute Well Deserved

The National Association of Broadcasters held a meeting recently at the Hotel Vanderbilt, New York, and elected the following officers: President, Eugene F. McDonald, Jr., of WJAZ, Chicago; vice-presidents, Frank W. Elliott, of WOC, Davenport, and John Shepard, 3d, of WNAC, Boston; secretary, William H. Heinz, of WHO, Des Moines; treasurer, Powel Cross-



Eugene F. McDonald, Jr.

ley, Jr., of WLW, Cincinnati; executive chairman, Paul B. Klugh, of New York.

The directors elected were Richard Gimbel, of WIP, Philadelphia; G. Brown Hill, of KQV, Pittsburgh; William H. Hedges, of WMAQ, Richmond Hill, Queens; Robert Shepard, of WEAN, Providence; Harold J. Power, of WGL, Medford Hillside, Mass.; Earle C. Anthony, of KFI, Los Angeles; Jack E. Lit, of WDAR, Philadelphia; L. G. Baldwin, of WTAM, Cleveland; J. R. Knowland, of KLX, Oakland, Cal.; W. W. Kideney, of WGR, Buffalo; James Cleary, of WGN, Chicago; C. H. Handerson, of WJAX, Cleveland, and A. B. House, of WFBH, New York.

The re-election of Mr. McDonald as president of the National Association of Broadcasters is

a well-deserved tribute to his indefatigable efforts in behalf of the Association. During the past year Mr. McDonald devoted a considerable part of his time to furthering the interests of the Broadcasters' Association, and in conjunction with the other officers and directors accomplished important results. As president of the Zenith Radio Corp., Chicago, Mr. McDonald has for many years been one of the foremost figures in the development of the radio industry, but regardless of his personal and business affairs, he has spared no time or effort in furthering the interests of the National Association of Broadcasters.

Capital of De Forest Radio Co. Is Now \$25,000,000

Plans for Expansion and Development Under Way—Announcement Made at Early Date

The radio and talking machine industry learned with interest recently that the De Forest Radio Telephone & Telegraph Co., Jersey City, one of the pioneers in the radio field, had changed its name to the De Forest Radio Co. The announcement was also made that the company had increased its capitalization from \$2,500,000 to \$25,000,000. This announcement is a concrete indication of the extensive plans for expansion and development that the De Forest Radio Co. has been consummating during the past few months. The change of name was decided upon in view of the fact that the company is concentrating all of its activities in the radio field, manufacturing De Forest Reflex Radiophones and De Forest Audion tubes, and the name De Forest Radio Co. is therefore in accord with the company's general activities in the radio field.

With a capitalization of \$25,000,000 the De Forest Radio Co. will be in a splendid position to carry out the plans of its executives to a successful end. De Forest products are famous the world over, and at the present time the De Forest sales organization is being perfected and expanded along lines that insure permanency and stability. W. H. Ingersoll, general sales manager of the company and widely known in commercial and advertising circles, will announce in the very near future full details regarding the De Forest sales program, and it is interesting to note that the company has appointed quite a number of phonograph jobbers as distributors for De Forest Reflex Radiophones and Audion tubes.

Brunswick Conference Plans for Gotham Are Completed

Conference of Salesmen Arranged by the Eastern Division of the Brunswick Co.

Just as this issue of The Talking Machine World goes to press, arrangements are being made for a conference of retail merchants and their sales staff to be held October 13 and 14 under the auspices of the Eastern division of the Brunswick-Balke-Collender Co., with headquarters in New York. The conference will be held at the Eastern office of the company, 799 Seventh avenue, and the program will follow closely the very successful Brunswick retail conference which was held in Chicago a few weeks ago.

H. Don Leopold, manager of the Brunswick Co.'s dealer service department, with headquarters in Chicago, will be chairman of the conference committee and in charge of all details. Mr. Leopold also held this post at Chicago, and in New York he will have the enthusiastic co-operation of the entire Eastern staff, including Harry A. Beach, Eastern sales manager of the phonograph division, and H. Emerson Yorke.

Among the speakers scheduled for the two days' conference are: P. L. Deutsch, vice-president and general manager of the Brunswick Co.; A. J. Kendrick, general sales manager, phonograph division; J. O. Miller, production manager; D. J. Pieri, chief radio engineer; F. E. Fehlman, vice-president of Lord & Thomas, Chicago, and Freed Teele, credit manager of the Eastern division. An executive of the sales division of the Radio Corporation of America will also be one of the speakers.

Plans are being made to give the Brunswick dealers and their sales staff an entertaining and enjoyable program, and the special features call for two buffet luncheons at the Brunswick offices and a banquet Tuesday night at the Club Deauville. Among the Brunswick artists who will appear at the banquet will be Ray Miller and a fifteen-piece orchestra, Marion Harris and other well-known artists.

Keats Is Eastern Gennett Record Sales Manager

Changes in the Gennett record sales division for the Eastern district was recently announced at the offices of the Starr Piano Co., New York City. G. H. Keats, assistant sales manager of the Eastern office, has assumed the executive end of the sales managership of the record division, following the resignation of W. G. Russell, who has made connections with the Pathé Phono & Radio Corp., Brooklyn. V. C. Rottkamp has been appointed assistant to Mr. Keats and is taking care of the field work and establishing dealer contact. Mr. Keats states that the sale of Gennett records for the past six weeks has been better than at any other time during the year, with Irish records selling well and with the demand for the popular vocal records being especially brisk.

Victor Co. Announces Popular Priced Portable Victrola

The Victor Talking Machine Co., Camden, N. J., has just announced a new portable Victrola, style No. 35, smaller, lighter and more moderately priced than the popular Victrola portable No. 50. The new model is made in strict accordance with the best Victor traditions and quality and there is every reason to believe it will prove most popular. It is 6¾ inches high, by 12¼ inches wide, by 17 inches deep and weighs 16½ pounds. It is covered in black Fabrikoid. The list price for the instrument is \$35. For the benefit of dealers who wish to place early orders for this instrument, the Victor Co. states that the telegraphic code word assigned it is Halbick.

"Brass-tacks"

TALKING business straight from the shoulder you have to admit that the word Service is like the proverbial "step-child," badly mistreated.

Everybody talks the "stuff" but few deliver. The proof of good service is not in saying a whole lot about it, but giving it and that's what we are doing.

Our advertising man can write pages of copy on what we do for the dealer but that won't prove anything to you until you try us out.

Talk over your merchandising problems with our representative, let him give you the benefit of his wide contact. On this matter of service, our policy is to get down to "brass-tacks" and deliver.

THE CLEVELAND TALKING MACHINE CO.

Wholesalers of Victor Products
CLEVELAND, OHIO



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 handle a known quantity—a line of products that has demonstrated its worth by a quarter-century of actual accomplishments.



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



Victrola No. 100
\$150
Mahogany, oak or walnut



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



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.

How Direct Methods Win for M. Goldsmith

Policies That Veteran Dealer Has Found Best—Beating the Gyps—
Securing Adequate Down Payment—Giving Public What It Wants

In spite of the many changes which the past few years have seen brought about in the talking machine business, due to the tendency to take on new lines, more intense competition, and great improvement in merchandising, the basic principles of business remain the same and the merchant who operates his enterprise by the common sense utilization of these fundamental merchandising factors cannot go wrong.

Successful Policies of M. Goldsmith

Brought down to the simplest terms successful retail merchandising consists of buying merchandise and reselling it at a fair profit. In the case of the talking machine business this means that the dealer must, to operate in the most efficient manner for this type of business, utilize every opportunity to secure the names of live prospects, who must be followed up in an effort to sell them machines and records. These prospects should also be approached with the object of selling them any other merchandise which the dealer handles as a sideline.

That, briefly, is the principle on which M. Goldsmith, a veteran Gotham talking machine dealer, works. The soundness of his policies is indicated by the fact that he has been handling talking machines for a period of twenty-two years, or since the inception of the industry, and has made a success of the enterprise. For eighteen years Mr. Goldsmith has been an exclusive talking machine dealer, handling one standard make of instrument, and his wide experience makes any assertion of his authoritative.

Meeting Cut-price Competition

The most difficult competition for the legitimate retailer to meet is the gyp, according to Mr. Goldsmith, but the retail talking machine dealer who handles a standard product and knows his line has very little to fear in this direction. Where many dealers make a big mistake is in trying to meet the gyps on their own ground. It is better not to sell an instrument at all than to take a loss on it and the legitimate retailer, operating a high type of business, cannot afford to meet the prices of his fly-by-night competitors, not if he is handling a standard line.

"When a customer comes into my store and after she has been shown an instrument declares she can do better at some other talking machine shop," declared Mr. Goldsmith, "I explain that I am a responsible merchant; I handle a standard product which I honestly believe is the most perfect of its kind; I expect to be in business for many years and not here to-day and gone to-morrow, and therefore to retain the patronage of the people who make their purchases from me is most important and I can-

not afford to sell something which may result in eventual dissatisfaction of customers and lost trade. This at least makes them think, and as I do a neighborhood business, this argument often turns the tide in my favor.

The Down Payment

"Another thing, I receive a down payment of at least \$10 on every instrument I sell, with the exception of the cheap portables, where I insist on at least \$5. When a prospect objects to paying so much down and insists on a \$2 or \$3 first payment I do one of two things if the instrument the prospect desires to buy is fairly high-priced. I endeavor to interest that prospect in a cheaper instrument or, if she will not meet my terms, I will not make a sale. It has been my experience that the person who is willing to contract for a high-priced product and then can only afford a couple of dollars as a down payment will cause trouble later on. This is often so, not because the customer is trying to get away with something on the dealer, but because the family simply has not enough money to meet the payments.

Direct Method of Collecting

"I send out very few collection letters. It is my practice to make collections personally where the customer has failed to meet the instalment on the date it is due. Of course, this method would not work in every neighborhood. The dealer must analyze his patrons and follow the course which will bring the best results with the type of people with whom he is doing business. Often a customer of mine falls behind and I lose no time in visiting that home. This impresses on them the importance of meeting their payments promptly. Many times a customer with only a few payments to make seems determined to hang back and then I simply point out to the head of the house that there are only three or four more payments and ask him whether he would rather lose the instrument or pay the small balance. I even offer to reimburse them for the instrument, but not a single one has taken me up, although one man said, 'Give me \$75 and you can take the talking machine away with you.' Quick as a flash I took the asked-for sum from my wallet and handed it to him. When it came to a show-down he refused to take it, preferring to keep the instrument."

Foreign-born Music Lovers

Mr. Goldsmith's store is located in a district where the bulk of the people are either foreign born or of foreign extraction. They are music lovers, the older people preferring the better type of music and the folk songs of their native

countries; the younger generation preferring the dance music and popular songs of the day. The result of this is that Mr. Goldsmith not only does a large business in popular records, but he also has built up a large foreign record business.

Another interesting sidelight on this type of patronage was revealed by Mr. Goldsmith. These people are thrifty and save money, although in most cases their incomes are not large. They save on other things apparently but not on talking machines and other musical instruments. They prefer the best and Mr. Goldsmith's sales of instruments ranging in price between \$150 to \$300 are more numerous than those of less expensive instruments. All this shows the necessity of the dealer who has such a neighborhood in his community capitalizing on the possibilities of this business.

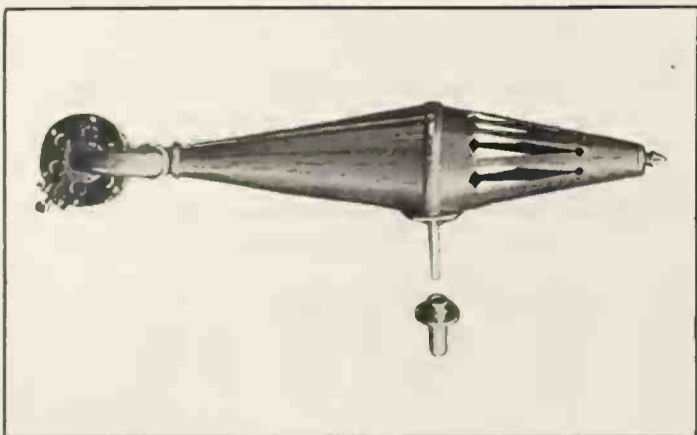
P. Kaufman Now With Dalrymple-Whitney Corp.

Appointed General Representative of New York Radio Distributing Concern

P. Kaufman, for many years connected with the talking machine industry and well known to the trade throughout the Middle West and East, recently joined the organization of the Dalrymple-Whitney Radio Corp., 437 Fifth avenue, New York, as general representative. Mr. Kaufman possesses experience that should prove invaluable in his new position, as, in addition to his wide knowledge of the retail music field, he is also well versed in the radio field, having been connected with E. J. Edmonds, New York Atwater Kent radio distributor.

Mr. Kaufman was formerly connected with the Independent Talking Machine Co., the Stradivara Co. and the Sonora Phonograph Co., Inc. While with the latter concern he covered the State of Pennsylvania and also did field work in the Middle West and throughout New York, Maryland, Delaware and the Virginias. For a period of two and a half years Mr. Kaufman was general manager of the talking machine departments of the six stores of the Wissner Piano Co., and so has a thorough understanding of the problems of the dealer that should enable him to render them real service.

There is much meat in this saying of the immortal Elbert Hubbard: "Once we thought work was a curse; then it came to us that it was a necessary evil; and yesterday the truth dawned upon us that it is a blessed privilege."



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.

A New Feature in Record Albums

PEERLESS Loose-Leaf Marks a New Day in Album Construction

This extremely novel loose-leaf record album now being placed in the hands of the trade is a big forward step in the manufacture of such merchandise.



Read the description—look at the construction of this high quality product

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.

Hundreds of dealers acknowledged the merit of this new loose-leaf Album by stocking a heavy supply for the Fall season. It will pay you to order a sample at once—or better still send in a trial order.

Also Stock Radiologs

This will be a tremendously big season for Radio. Make Radiologs a feature. Whether you sell Radio or not, you can supply Radiologs—thus bringing radio fans into your store.

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.

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

(Registered in the U. S. Patent Office)

PUBLISHED BY EDWARD LYMAN BILL, Inc.

President and Treasurer, C. L. Bill, 383 Madison Ave., N. Y.; Vice-President, J. B. Spillane, 383 Madison Ave., N. Y.; Second Vice-President, Raymond Bill, 383 Madison Ave., N. Y.; Sec'y, E. L. Bill; Ass't Sec'y, L. E. Bowers; Ass't Treasurer, Wm. A. Low.

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Cable Address: "Elbill," New York

NEW YORK, OCTOBER 15, 1924

Business Conditions Show Steady Improvement

THE talking machine business is improving steadily in all sections of the country, as was expected with the coming of the Fall season, though there are still some districts where local conditions mitigate against any marked progress in sales volume. Even where the retail business is best, however, the dealer who is inclined to take things easy, drift with the tide and wait for that share of business which he feels must come to him in the natural order of events is likely to be fooled, and badly fooled, for there are indications that it will require hard work and plenty of it to build up a sales volume during the Fall and Winter that will not only prove profitable of itself, but help put the year's business total over in a satisfactory way.

Any talking machine dealer who admits that sales are picking up to a noticeable degree will also admit that he and his staff are working harder than for a number of years past in an effort to turn prospects into customers and to keep those people already on their books in a buying mood.

There is an inclination on the part of the public in certain quarters to do considerable shopping. Various stores report an almost continual parade of "lookers" who ask for prices on machines, examine them carefully, hear a few record demonstrations and then go out with the promise to call again. It is the problem of persuading these people to buy at once or of holding their interest until they do finally buy that is keeping the managers and their salesmen stepping lively during these early Fall weeks.

Certain it is that the majority of dealers, and for that matter jobbers, are working harder than has been their wont. Perhaps the results are not as satisfactory as might be expected in view of the increased effort, but they are beginning to measure up with previous years' totals, made at a time when hard selling was not quite so essential.

Business for the coming month is going to represent no path of roses for the dealer, but at the same time, with a certain amount of business to be had, the fellow who goes after it just a little harder than he feels justified in doing perhaps at the time is going to get the bulk of results, and the restful individual, or the one who

tries to divide his energies in a half dozen different ways, is going to be disappointed and have complaints to make.

In certain States, where agricultural conditions have shown a remarkable improvement as compared with this period last year, a splendid feeling of optimism prevails owing to the high prices received for the products of the farm. There is consequently a goodly margin of money available for the purchase of such necessities in the home as talking machines, records, radio and other musical instruments that are making a wide appeal to the American people. It is up to the dealer to capitalize on this situation by bringing his products to the attention of the purchasing public.

The Stability of The Talking Machine Industry

ACCORDING to Eldridge R. Johnson, president of the Victor Talking Machine Co., in an interview given upon his return from Europe recently, the net earnings of the Victor Co. for the first six months of 1924 were from 17 to 20 per cent in excess of the net earnings for the corresponding period last year, and he declared that there was every prospect that the same percentage would hold good for the balance of the year.

For those who for any reason doubt the stability of the talking machine trade this statement by the Victor Co.'s president should offer a full measure of encouragement. It was stated some time ago that the Victor Co. schedule called for production 48 per cent greater than that of 1923. The statement was interesting as indicating the confidence of the company in the future of the trade, but that the actual business has brought with it so substantial an increase in net profits offers a more convincing argument than could be found in any production or sales figures.

There is no reason, and has been no reason, for doubting the stability of the talking machine industry. It has its ups and downs just as any other line of business, but its ups have been far more numerous than its downs, and it has maintained an average that has meant profitable business for the great majority of those dealers who have consistently given to this trade the best that was in them.

It is true that talking machines and records have to be sold, for we have passed the balmy period when the demand was so far in excess of supply that the dealer was conferring a favor on the customer when he permitted him to take a popular model of machine or one of the popular records, but there are still to be found merchandisers in the trade who are able to develop campaigns and sell goods, and who are ready and willing to work. To such go increases in sales volume and consequently increases in net profits.

What They Spent for Musical Instruments

DURING 1923 the average family in the United States spent the munificent sum of \$13.49 for musical instruments, divided as follows: talking machines and records, \$5.51; pianos, players and rolls, \$7.54, and all other musical instruments, 44 cents. This figure does not seem particularly impressive, and yet it represents an increase of \$2.38 per family over the average expenditure for 1918, and, inasmuch as it is the claim of the authorities that families are getting smaller, perhaps that fact will be accepted as encouraging.

The figures quoted are those offered by the Domestic Distribution Department of the Chamber of Commerce of the United States in its first report on the Population's Purchasing Power, one replete in detail and offering much information of genuine value to the manufacturer as well as to the retail merchant regarding sales possibilities in various territories.

The Chamber's survey covers thirty of the leading cities of the country from Maine to California. It shows, among other things, the expenditures made by the average family for clothing and likewise the expenditures made for furniture and housefurnishings, under which heading musical instruments are included. When it is considered that musical instrument purchases represent something over 15 per cent of all money spent under that head, totaling in all \$88.88, the figures are not so unsatisfactory, even though they show marked possibilities for improvement.

The report has gone to the extent of dividing the population as to native-born and foreign-born whites, negroes, etc., and into various age and occupational groups. It tells the percentage of homes rented and owned and whether they are encumbered or

unencumbered, and likewise gives the number of retail and wholesale dealers in a given territory.

The report represents probably the first attempt to gather and disseminate information of this character on a national scale, and, although it may not be as comprehensive as some would wish, it opens the way for some very constructive work along this line either on a public or private basis.

The main point is that it affords to the talking machine dealer, as well as dealers in other fields, an opportunity for gauging the sales opportunities in his territory, learning just what proportion of the public's expenditures is going into his particular field and just what part of that division he himself is getting.

Retail selling has developed to a point where it cannot be carried on on a hit-or-miss basis. The dealer, to be successful, must be able to understand just what field he has to cover, what possibilities lie in that field and how a campaign may be planned in order to get the best results. Surveys such as that outlined above are not calculated so much to give him full details of the matters covered as to show him the way to make a similar survey on his own account, a practical work that can be carried on without any great difficulty when the way is once shown.

Proof of Increasing Public Interest in Radio

THAT approximately 175,000 people visited the Radio World's Fair held recently in New York serves to emphasize the wide public interest in radio and all that appertains to it. From the angle of the merchant this interest holds great sales possibilities, and a goodly number of dealers in and out of the talking machine trade have taken advantage of these possibilities to a greater or less extent.

From the angle of the dealer who is new in the radio game, or still feels that he has much to learn regarding this new industry in order to handle the line intelligently, the recent show and those that are to follow in New York, Chicago, Buffalo and elsewhere are important, for the reason that they afford the merchant an opportunity to make direct comparison between the receiving sets and accessories offered by the various manufacturers.

One thing the Radio World's Fair demonstrated conclusively, and that is that the new industry is becoming rapidly stabilized, and while improvements are being made steadily and frequently,

there are not apparent those overnight switches that have proved so worrisome from the angle of the merchant. Moreover, the complete set, assembled, tested and guaranteed by the manufacturer, and attractively cased, is coming strongly to the fore. Radio is rapidly growing out of the amateur and home builder stage, which in itself is a matter of great interest to those who would sell it as a complete unit.

How Growth of Musical Appreciation Is Helped

IN the face of the declarations of paragraphers in certain newspapers that talking machines and records are losing in a measure their appeal to the public, there comes the report from Denver, Col., that the advance sale of seats for the concert given by the Eight Famous Victor Artists at the Auditorium in that city as the first of a series of similar recitals in the West amounted to over \$10,000, a very respectable amount indeed for a concert.

The significance of the announcement does not lie in the fact that this particular group of artists were able to corral over \$10,000 of Denverites' money before they appeared, but rather in the fact that it was the desire of the citizens of the city to see in the flesh those whose voices and playing had become familiar through the medium of talking machine records.

The instance is not an unusual one even at this advanced day, for in practically every case where popular recording artists have arranged to appear in person on the stage the public has responded enthusiastically. If the talking machine owners were not interested in their records and those who make them such results in concert work could not have been achieved.

Orchestras such as those of Wiedoeft, Whiteman and Lopez owe no small part of their success in vaudeville and on the concert stage to reputations they have won through the medium of their records, which have gone into hundreds of thousands of homes in advance of their appearances in person.

The Eight Famous Victor Artists would have been unable to have made any such record for advance sales in Denver had their records not preceded them and created a desire in talking machine owners to hear the record makers in the flesh. If any proof of the continued popularity of the talking machine be needed certainly the Denver experience and similar experiences in other cities should prove thoroughly satisfying.



Sherman, Clay & Co.

Victor Distributors on the Pacific Coast

Victrolas Victor Records
Victor Accessories

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

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

5 DISTRIBUTING DEPOTS for YOUR CONVENIENCE

Basic Principles of Radio Merchandising

Hints on the Intelligent Promotion of Radio Sales by Charles C. Henry, Radio Engineer for the Sonora Phonograph Co., Inc.

The ideal combination of sales ability and a thorough knowledge of radio is seldom found in one person, but there is no man too old to learn enough radio to materially aid in his sales work. In fact, broad technical knowledge of radio is not a necessity. Perhaps the best training that a radio salesman can give himself consists in actually operating under different conditions the various radio sets which he will be called upon to sell. There is no city or community in which all sets receive equally well from all stations. Nor were there ever two radio sets which operated alike. Two sets of apparently identical construction will function differently with the same tubes, batteries, antenna and ground.

Knowledge Through Operation

Salesmen should avail themselves of the opportunity to familiarize themselves thoroughly with the sets which they have in stock. Store owners should insist that their salesmen use in their own homes the types of sets which are for sale in their stores, and, where possible, these sets should be used by the salesmen under as many different antenna conditions as is practicable.

It is too common a thing to find radio salesmen condemning standard sets of merit and refusing to push them. This trouble usually originates from a lack of familiarity and an inability to correctly determine the needs of various types of customers.

It always takes considerable time for any radio expert to hit upon the little tricks in tuning which make available the greatest satisfaction from any particular set. It may also take time to find out the particular virtues and limitations of sets. There is probably no set in existence which will receive equally well on all broadcast wave lengths.

It is only with an intimate knowledge of the receiving conditions in the various sections of the community, and the character of the broadcast programs which are received in that community, together with a full realization of the capabilities of the set being demonstrated,

that the demonstrator can give the best satisfaction to his customers.

What the Radio Owner Expects

In general, the new owner of a radio set expects too much. If, because of good "air" conditions, the prospect's expectations are met, there is likely to be a call for service on the first sub-normal radio night which follows. The new owner is not at fault, since he is constantly hearing of freak results obtained.

He frequently fails to realize that a broadcast station which can transmit satisfactorily a distance of 2,000 miles, at a certain hour, on a good radio night, may have difficulty in getting out one-tenth of that distance a few hours later. Again, many new owners of radio sets must be informed that the transmission range of a broadcast station during daylight is reduced to a very small percentage of its night-time range, yet, on the other hand, there are certain stations which are heard to much better advantage during the day time.

Use of Educational Literature

Some dealers have devised a little pamphlet for prospective radio owners which provides them with the facts, which reduce the amount of service cost to a very appreciable extent and provide for the better satisfaction of the consumer because of his greater knowledge of the radio art.

The wording of this pamphlet must be handled cautiously and it is advisable for the new radio dealer to obtain permission to use matter that he has found to be of an acceptable nature, which has appeared in books or periodicals.

It is preferable that this knowledge be in the hands of a prospect before a demonstration is attempted in his home. A prospect also should be cautioned not to invite guests for his initial radio performance, since the demonstrator may find it desirable to make slight alterations or adjustments to the set in order to permit it to function at its best.

Instructing the Customer

There are certain little tricks to the trade which experienced radio men know, which will improve tone quality, volume or lessen inter-

ference. These things may be attempted on "adjustment night." During the second evening, which is devoted to this same customer's set, a portion of the time should be given over to the instruction of the new user. It goes without saying that some people require more hours of instruction than others.

There is every reason why the owner should be expected to pay by the hour for his instruction, since it will enable him to secure the best results from his set with a minimum amount of upkeep expense.

Difficulties of Store Demonstrations

There is another bugaboo to radio selling which new radio dealers soon realize. This is the difficulty of demonstrating radio sets in a store. Antennas located in the business blocks of any town suffer from the decrease in the energy received at the antenna because of the absorption of the radio waves in passing through thickly built-up business blocks. These business blocks are usually of masonry construction and contain wires, piping, steel frame work and other metallic bodies, which seriously hamper reception and seem, at times, to even cause a distortion of local and distant stations alike.

The daylight programs and the short range of transmission possible during the day make it almost impossible to give satisfactory demonstrations during store hours.

With all this there almost invariably exists a serious induction interference, due to local telegraph and telephone stations, motors, X-Rays and street cars. This trouble is not usually encountered in residence sections and when found is usually of very reduced intensity.

Demonstration in the Home

Successful radio stores seldom make any but the slightest pretense of demonstration in the store. They employ demonstration men who devote their evenings to operating sets in prospects' homes. These men have preferably a good sales ability, coupled with a thorough knowledge of the instrument they are working. They frequently are able to sell accessories in addition to those which the prospect thought he might require.

One of the most serious handicaps to a good demonstration in a prospect's home is the cost of an antenna and ground system for an event which involves a problematical sale. The prospect, however, can usually be convinced that he should have a permanent antenna installed at his home since he will, no doubt, purchase some kind of a radio set in the near future, whether or not he buys one from the dealer installing the antenna.

In conclusion, it may be said that radio selling, like any other art, is best done with well-trained personnel who are thoroughly familiar with the devices which they offer.

F. S. Martin in New Position

HELENA, MONT., October 4.—F. S. Martin, formerly connected with the Montana Phonograph Co., distributor of Edison products, resigned his position the latter part of last month and is now connected with Edison Phonographs, Ltd., 1271 Mission street, San Francisco, Cal., as a traveler. He is covering the territory of central and northern California.

Foster Holding Sales Drive

MONROE, LA., October 6.—The Foster Music Co., 102 North Second street, recently started a sales drive to run for one month and based on the Victrola club plan. The Victrola console model retailing at \$110 is being especially featured.

SATISFACTION

Our policy of producing only the Best is your assurance of entire satisfaction.

Always insist on getting

DE LUXE NEEDLES

(BEST BY EVERY TEST)

Perfect Reproduction of Tone

No Scratching Surface Noise

Plays 100-200 Records

May We Send You Sample?

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.

Price 3 for 30 Cents

Liberal Trade Discounts

HONEST QUAKER

REG. U.S. PATENT OFFICE & CANADA

Main Springs and Repair Materials



© E.T.M. Inc.



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



TRADE MARK

OUR CREED:

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

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



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

REPLACEMENT PARTS FOR EVERY

MOTOR, TONE ARM and REPRODUCER

Dividends From the Publicity Investment

Making the Advertising Dollar Bring the Greatest Returns in Sales—Constructive Suggestions Which Will Boost Fall Sales

During the next few months talking machine retailers will launch advertising drives in order to cash in on the usual Fall and pre-holiday business. However, publicity is expensive and the dealer who desires the most for his money (in this case promoting inquiries and sales) will not go about his advertising in a hit-or-miss manner, but will carefully analyze his problem and then plan his campaign accordingly.

Whom Are You Trying to Reach?

The first question to determine is the type of people the dealer is trying to reach. There are several distinct classes, and advertising directed to one type of people will not be very effective in reaching another. For example: There are the cultured people of the community, to whom quality is of first importance, and the poorer people, who make up the bulk of the population, and to whom price and terms are vital considerations, strongly influencing their purchases.

The Music Appeal

In these two cross sections of the public there are a number of separate appeals which the well-rounded advertising campaign will take into consideration. Foremost in importance is the music appeal. The talking machine is primarily a music-reproducing instrument. It is purchased for that purpose, and the advertising which is built with the thought of bringing home to readers the reproducing qualities of the instrument or instruments featured will bring the best results.

The Factor of Price

By far the largest portion of the public is in a position financially where the dollar is an important consideration. Therefore, the dealer whose campaign is planned to include this stratum of the public must deal with price and terms in his ads. While price is important, it is not of such predominance in the minds of these prospects that the dealer is warranted in going to extremes as regards down payments and terms. Unfortunately, there seems to be a tendency in this direction, and the result is harmful both to the dealer making ridiculously low offers and to the entire trade. The public is essentially fair-minded and intelligent enough to realize that it cannot get something for nothing. And a too generous offer is often looked upon with suspicion, thereby creating an attitude upon the public mind which is anything but beneficial. Of course, this kind of publicity will attract those people who are looking for "bargains" on the instalment plan, but there will be trouble with collections and losses through repossessions.

Other Appeals That Interest

There are many other appeals which are part of the talking machine dealer's advertising. These include entertainment, service, etc. The accompanying illustration of one of the ads of the Stewart Dry Goods Co., Louisville Ky., is an excellent example of the service appeal. The slogan of the firm, "It does make a difference where you buy your Victrola and Victor records," is emphasized. The Stewart Dry Goods

Co. is going competition one better by educating the public through this slogan to make its purchases in its store. Service is again emphasized in the announcement of Victrola Week in the following paragraph: "During the great event, while our stock is complete with every Victrola in every finish, you may choose an instrument for your home," and in the following paragraph service is again brought to the fore as follows:

system of following up inquiries in an effort to turn the interest of the prospect into a sale he is not taking complete advantage of his opportunities. Many people read an ad and their momentary enthusiasm prompts them to visit the store to inspect the instruments. At the moment these people are good prospects, and the dealer should make a strong effort, if he fails to close the sale on the spot, to secure their

names and addresses. And then not too much time should be lost in following up the inquiry by putting a good, live salesman on the job. A very successful retailer is using a twofold follow-up with excellent effect. After securing the name and address of the inquirer he mails a letter to his or her home the same day.

This is in the nature of the sales letter and its wording depends largely upon the type of prospect to whom it is sent. The following day the salesman calls personally and tries to arrange for another demonstration, either at the store or in the home, and thereafter this man calls periodically at the home of the prospect until the sale is made or definitely lost.

The purpose of advertising is, of course, to create interest and arouse

desire to the point where the reader follows up the matter by visiting the store or making inquiries. From that point onward the responsibility of securing the name to the dotted line rests entirely in the hands of the salesman. In conclusion, too much emphasis cannot be placed on the necessity of all members of the dealer's organization being thoroughly familiar with the advertising, so that when an inquiry is received the salesman can proceed in an intelligent manner. Ignorance on the part of the salesman in this respect is a sure and easy way of reducing the chances of securing the maximum sales per number of inquiries, thus killing the effectiveness of the publicity.

Announcing
VICTROLA WEEK
At Stewart's

From Monday, Sept. 22, to Saturday, Sept. 27

DURING this great event, while our stock is complete with every Victrola in every finish, you may choose an instrument for your home, some of which are offered on

Terms As Low As \$5 Down, \$5 Monthly

Here, too, you will find courteous and intelligent salespeople to assist your choice of the world's best music on Victor Records and the popular numbers of the day

Come to our salesrooms this week and see what we mean by:

"It does make a difference where you buy your Victrola and Victor Records."
Music Salons, Seventh Floor.

STEWART DRY GOODS CO
See Additional Stewart Advertising on Pages 4 and 5 of This Section

Stewart Dry Goods Co. Advertising Emphasizing Service

"Here, too, you will find courteous and intelligent salespeople to assist your choice of the world's best music on Victor records and the popular numbers of the day."

The layout of the ad is attractive, to say the least, and the reader not only is impressed with the message of service but also with the variety of merchandise to choose from. It will be noticed that the price factor is not neglected in the Stewart ad, although it is not made the principal theme of the publicity. Combinations of the various appeals may be used to advantage.

Inquiries and Follow-Up

Unless the talking machine dealer has some

STARR PIANOS STARR PHONOGRAPHS

GENNETT RECORDS

Represent the Highest Attainment in Musical Worth

The STARR PIANO COMPANY

Established 1872 Richmond, Indiana



MODEL XI

Beautiful mahogany inlaid cabinet, with built-in loud speaker for reception of local and out-of-town stations. Simplified tuning on one dial. Stations are always found at the same point on this dial. Controlled volume. Non-radiating. Licensed under Armstrong U. S. Patent No. 1,113,149

Retail price without accessories \$185.00
West of the Rockies \$190.00

*Built with a finger
on the market's pulse*

QUESTIONING hundreds of big town and little town radio dealers; gathering the radio opinions of thousands of people; finding the answer to that outstanding question "How will it sell?"

—and then, working in closest cooperation with the best technical radio men in the country to build this line of Kennedy models to meet the requirements exactly; that is the plan we followed to make this the biggest year Kennedy dealers have had so far.

Yes, we were certainly thorough in taking the pulse of the market. For your benefit, Mr. Reliable Radio Dealer.

You can now stock the nationally advertised Kennedy line with full confidence that it is absolutely in line with popular demand. And you will avoid much unfair competition, for the price slasher is not acceptable as a Kennedy dealer. You have noticed the high character of radio dealers who are handling the Kennedy line. That is not accidental. Kennedy clean-cut manufacturing and selling policies appeal to merchants who are in business to stay, and Kennedy dealers are appointed with care.

*A Kennedy dealership is a valuable business asset
Mail the coupon today and we will tell you more about it*

Kennedy unit
for
talking machine



SPECIALLY designed to fit Victrola Models 215, 400, 405 and 410 without cabinet work. Can also be fitted to other talking machines. Three-tube and four-tube models. Prices and special information on request.

THE COLIN B. KENNEDY COMPANY
Saint Louis

KENNEDY



MODEL XV

Super-selective long range radio frequency model. It cuts right through local broadcasting and brings in distance. Simple, logged tuning with only two controls. Volume can be controlled. Non-radiating.

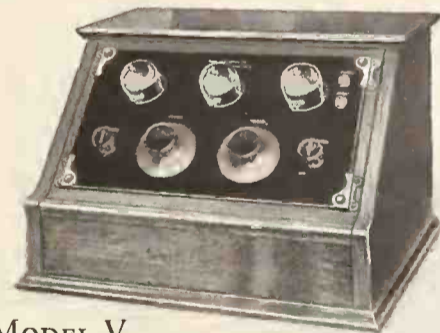
Retail price without accessories \$142.50
West of the Rockies \$145.00



MODEL VI

This Kennedy brings in distant stations with loud speaker volume. Like all Kennedy models, noted for purity of tone. Simple logged tuning on one dial. Non-radiating. Licensed under Armstrong U. S. Patent No. 1,113,149.

Retail price without accessories \$105.00
West of the Rockies \$107.50



MODEL V

One of the most popular models. Forty-five degree angle panel, a Kennedy feature, is convenient for tuning. Each station has its own dial setting and is always found at that point. One dial controls tuning, the other regulates volume. Non-radiating. Licensed under Armstrong U. S. Patent No. 1,113,149.

Retail price without accessories \$88.75
West of the Rockies \$91.25

C O U P O N

THE COLIN B. KENNEDY COMPANY, Saint Louis
I am interested in a Kennedy dealership. Please send me particulars.

My name _____
Firm name _____
Street address _____
City _____
Business _____

Creating Once-a-Week Buyers of Records

How the Stamford Music Shop Has Built Up a Record Clientele Which Visits the Store Weekly—Selling Records Before Released

"It takes intelligence and salesmanship to sell records.

"The record salesman must know the record stock and, what is of equal importance, must know the customer.

"Handing out what the customer asks for and letting it go at that is not salesmanship.

"Sales of records should pay the overhead of the store and leave some profits over."

These four principles are in effect what Otto Benzing, phonograph dealer of Stamford, Conn., believes the success of the record department hinges upon. And he is qualified to express an authoritative opinion, in view of the fact that during the past year he and Mrs. Benzing have done a tremendous business, in spite of many adverse influences. Mr. Benzing is a great believer in the canvassing route to sales and he has made a clean sweep of his territory in this manner. Mrs. Benzing has charge of the store and it is due to her sales ability, charming personality and the knowledge of the records she sells that this concern does a record business out of all proportion to its size and the number of steady customers it has.

Customers in the True Sense of the Word

The customers of this live dealer are consistent purchasers of records and, although the number of patrons is much smaller than is usually the case with talking machine establishments located on busy thoroughfares, the lack of numbers is more than made up by the number of records purchased. Both Mr. and Mrs. Benzing believe it is much better to build up a steady clientele of music lovers, whether they be lovers of classics or jazz, than to have a large transient trade, because in the long run the steady customers will buy more, thus giving the dealer greater profits. There is a tip in this for neighborhood retailers who must necessarily depend upon the patronage of the people of the section in which the store is located for the bulk of business.

"Typical of our customers is the baggage man at the railroad station. Although, I am sure, his income is small he comes in here once each week and purchases at least three records,"

said Mr. Benzing. "In the end this type of customer is the best from the profit standpoint. Most of our customers are of the working class, the kind who do not receive any too much money for their labor and are not exactly what one might call cultured. The way to sell these people and make friends with them is to talk the language they can understand. Talking over their heads about the records kills the chances of making a sale and a friend for the store."

Selling Records Before Released

An unusual stunt in record selling has been found very effective by Mrs. Benzing. When a customer comes into the store Mrs. Benzing, knowing the type of music which that person has been in the habit of buying, calls attention in an enthusiastic manner to a record which is due for early release and actually sells the customer the record before it has been released. Now the big point in this is that the customer must visit the store within a short time to get this record and the same process of selling in "advance" is repeated.

Mrs. Benzing is "sold" on the line of records she handles and her enthusiasm is contagious. It has been pointed out many times that the sales person who is not convinced that what he is selling is the best of its kind makes an unconvincing talker. Mr. Benzing is also enthusiastic over his line of talking machines. He has studied them and is in a position to deliver a sales talk that will convince the most skeptical of the merits of his product. He knows every point in the construction of his instruments and how they differ from other makes and his success is concrete proof that his methods are paying ones.

Satisfy the Customer

Whether it is selling machines or records, the main object of this merchandiser is to make the customer satisfied with his purchase. "Even after a customer has completed his payments I keep after him or her," said Mr. Benzing. "Perhaps my motive is a selfish one, but not entirely so. In the first place, some day I may approach a former customer again with a sale as my

objective. Then, again, the sale of a talking machine or piano means future sales of records and music rolls. I believe in giving my patrons a square deal and they know it. That is why we continue to do a good record business. When a customer goes out of this store he is in a happy mood, if we can make him so. This policy has proved practical and I firmly believe that one of the reasons why many of our customers come in for records week after week is because they like to do so. They actually enjoy buying here.

"Although, as I have stated, most of our business is done with the type of people who are not possessed of any too much of the world's goods, we have a number of customers who are in much better financial circumstances. You see we are not very far from the railroad station and it is a habit of the wives and daughters of many of the commuters to call for members of the family who work out of town, or who are returning from a visit. From time to time one of these persons will see our little shop and stop in to hear a record. Invariably they buy something and they are so pleased with the type of courtesy and service extended by Mrs. Benzing that they make it a point to stop in when they are in this neighborhood. We have one customer, secured in this manner—a man—who drops in occasionally and never goes out with less than ten music rolls."

Using Manufacturers' Literature

Another little stunt which is mighty effective has been put in effect by this dealer. Several makes of records are handled and the large hangers listing the latest releases, instead of being thrown away, are placed immediately behind the service counter. All the customers who enter this store go to the service counter and the first thing that strikes their eyes are the several large hangers. A simple thing, to be sure, but it interests the patrons. They stop to read and, what is of more importance, they often see some title which interests them. They ask to hear the record and another sale has been made. Yes, a simple thing, but in the final analysis it is the apparently small things which lead to a large whole.

Cantor, Columbia Artist, Meets Prince of Wales

A few nights before his departure from the United States the Prince of Wales was the guest of honor at an impromptu, informal party given by Rodman Wanamaker on his palatial houseboat. Most prominent among the people to be invited from an entertainment standpoint was Eddie Cantor, exclusive Columbia artist, who entertained the party with rare bits of his contagious humor in the way of songs and stories, but also had a little chat with the Prince.

Dunlap Adds Ware Radio

PEERSKILL, N. Y., October 7.—Dunlap's Music Store, of this city, recently entered the radio field with the addition of the Ware neotrodyne to its stock of talking machines and pianos. The concern operates a large local store and another in Ossining. Canvassing has been found the most effective route to sales by this live merchandiser and his outside sales activities extend into the rural districts, where he does a large machine and record business with the farmers. This class of business has been found by Mr. Dunlap easy to secure and hold and experience has proved the rural trade first class, from a credit standpoint.



*Old King Cole was a merry old soul
And a merry old soul was he,
He called for his pipe and he called for his bowl
And he called for his fiddlers three.*

*When the fiddlers were gone King Cole would
laugh,
For a very merry way had he
Of using a Baby Cabinet Phonograph
In place of his fiddlers three.*

The Baby Cabinet Phonograph

Retails for \$10.00

As illustrated. Height 17"; weight, 10 lbs. It is painted ivory white, with nursery rhyme figures in colors. Spring worm gear motor with speed regulator.

What about children's phonographs for your toy shop? They are always popular, and more so than ever when the cold weather keeps the youngsters indoors. The Baby Cabinet—and our small "Genola," to retail at \$5.00—are models that appeal instantly, and both play any flat records up to 10 inches.

The General Phonograph Mfg. Co.

Elyria, Ohio

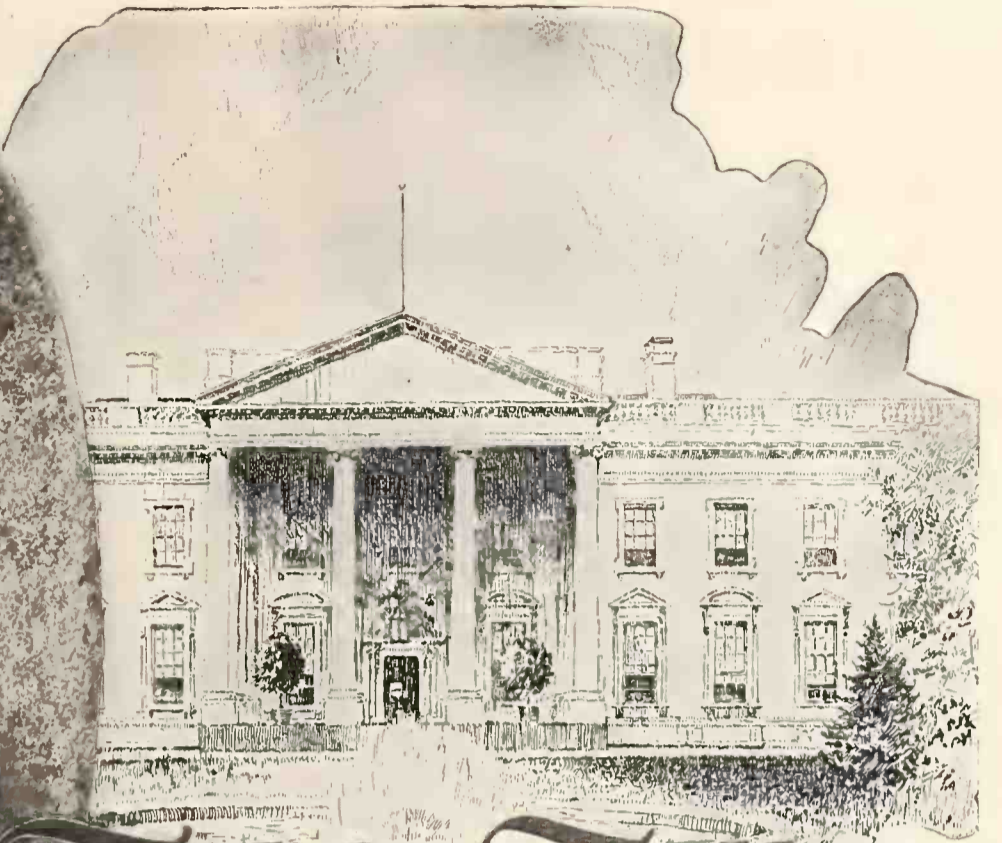
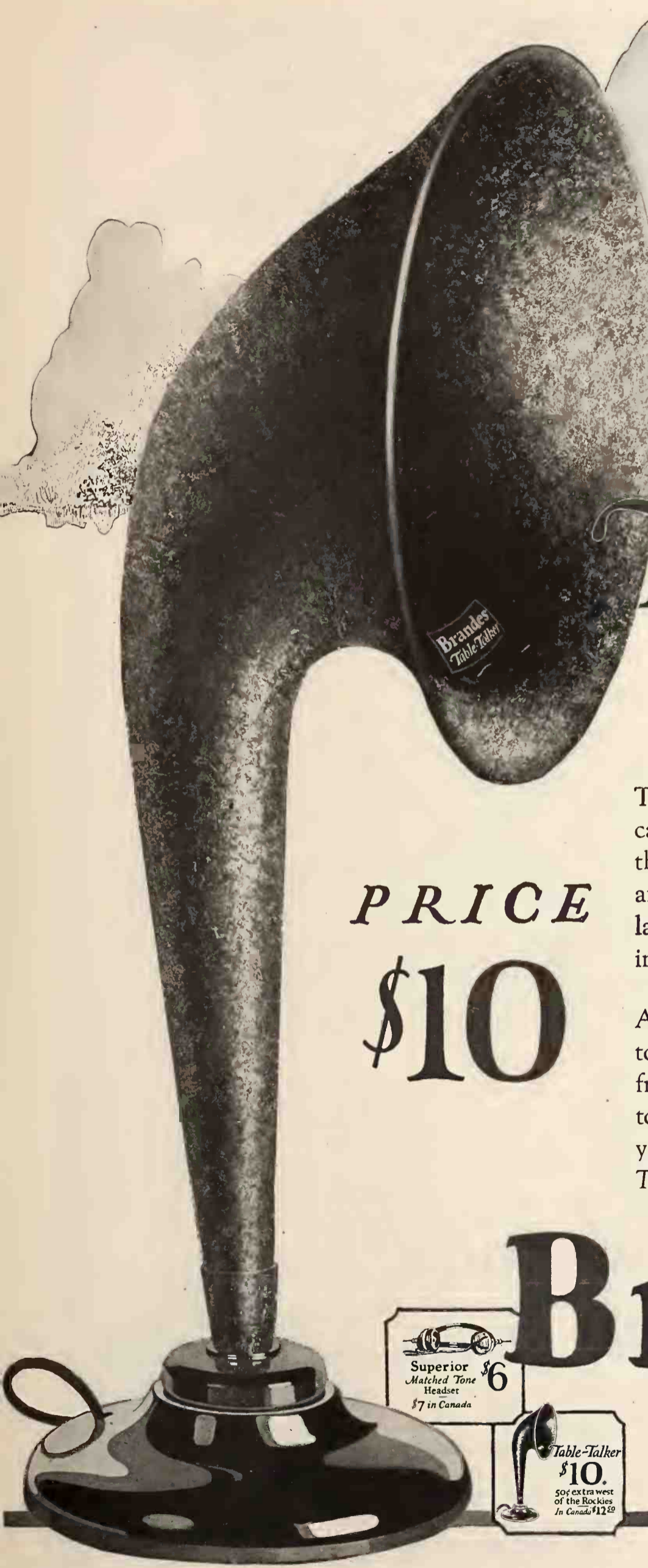


Table-Talker

Keep in Touch with
National Events

PRICE
\$10

The final desperate spurt as the Presidential campaign draws to a close! The returns as they pile up on election night. Great speeches and vital messages—the inaugural address, the later congressional messages—hard, slow reading, but easy to listen to—with a *Table-Talker*.

And, too, there's everything from football to recipes, from grand opera to market reports, from prize fights to bedtime tales. All brought to your home—shared with your family and your friends by the *real* reproduction of the *Table-Talker*.

Brandes

*The name
to know in Radio*

Superior Matched Tone Headset \$6
\$7 in Canada

Table-Talker \$10.
50¢ extra west of the Rockies
In Canada \$12.25

Navy Type Matched Tone Headset \$8
\$9 in Canada

C. N. Andrews Is Host to Victor Dealers in Buffalo

Discuss Radio at Luncheon and Dinner at the Park Club in That City

BUFFALO, N. Y., October 9.—Curtis N. Andrews, Victor jobber in this city, will be the host to a large number of Victor dealers on Tuesday, October 14, at a luncheon and dinner to be given at the Park Club for the purpose of discussing radio as applied to the talking machine business. Victor dealers from Western New York, Northwestern Pennsylvania and Northeastern Ohio have been invited to attend the meeting, and several well-known speakers are scheduled to address the dealers at both the noon and evening programs.

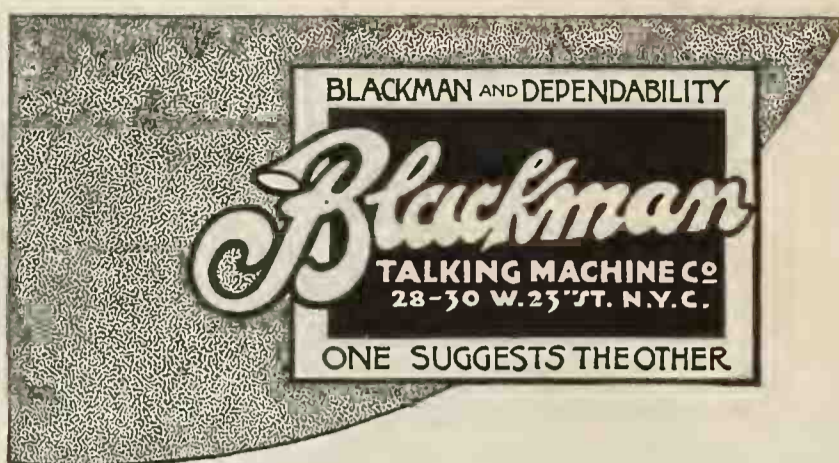
After dinner a radio program will be received in the Park Club, and the business discussions will be continued. Among the speakers are Gordon Sleeper, head of the Sleeper Radio Corp., New York, and Lloyd Graham, of the Radio Digest, Chicago. Mr. Andrews has already been appointed a jobber for the Sleeper Radio Corp. and the Freed-Eisemann Radio Corp., and has also arranged to handle other well-known radio products, including loud speakers, head phones, batteries, battery chargers, etc. The radio department is in charge of M. H. Minick.

New Electric Motors for Latest Sonora Models

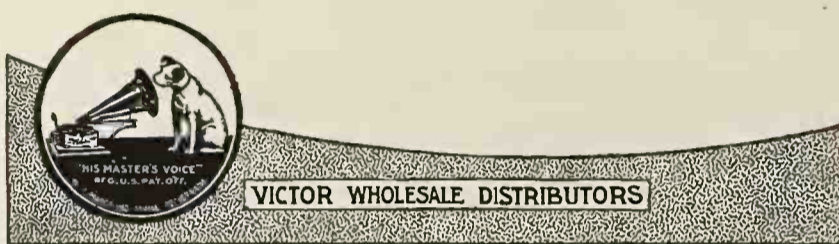
The Sonora Phonograph Co., Inc., announced recently that Sonora phonographs equipped with a new electric motor would be ready for distribution to the trade within sixty days. In announcing this new motor the company said:

"Quite recently the General Electric Co. submitted to us an electric motor for phonographic use, built under a principle that is reliable in respect to uniformity of speed under fluctuating current, as well as in regard to wearing qualities. After many exhaustive tests we can unhesitatingly recommend this motor. We have sufficient confidence in it to adopt it for our instruments. It will run with perfect tempo and will stand up perfectly under long and steady use. It is small and compact, occupying no more space than the ordinary spring motor; is of workmanlike construction and of the best materials.

"This motor may be used only with alternating current, but since over 85 per cent of the electric equipment in this country is for alternating current, there will be only a few cities in which the motor cannot be used. In models retailing at \$200 and above (excluding the de Luxe) there will be an additional charge of \$25 for the motor installed in place of the ordinary spring motor. With de Luxe models there will be no extra charge."



Let your purchases, Mr. Victor Dealer, reflect your approval of your distributor's dependability.



Kennedy Distributors in Cleveland and Omaha

Two New Important Appointments That Will Mean Much for Kennedy Expansion

St. LOUIS, Mo., October 7.—The Radiovox Co., of Cleveland, O., formerly R. C. A. distributor, has just taken on the Kennedy radio line, which it will distribute in the northern and northeastern sections of Ohio, according to A. A. Fair, assistant sales manager of the Colin B. Kennedy Co. It has a very large live sales organization and Robert Van Cleve, general manager, is much enthused over the Kennedy product and is planning an extensive drive.

Recently the Storz Western Auto Supply Co., of Omaha, Neb., was included in the list of distributors of the Kennedy product.

"We are receiving many substantial orders from distributors and they report their dealers are now buying liberally," said Mr. Fair in a chat with The World. "In fact, everything looks good for a very successful season and you may be assured everyone of us here is doing his part to not only make the radio business a subject of pride, but also to place the Kennedy product and our organization on a very high level."

Heineman Motor Demand Indicates Better Business

Otto Heineman, President of General Phonograph Corp., Presents Some Important Data

In a recent chat with The World Otto Heineman, president of the General Phonograph Corp., New York, commented upon the fact that the company's motor business the past few months had been exceptionally fine and far beyond all expectations. The immense factories at Elyria, O., are working to capacity, and Mr. Heineman is co-operating with his organization in giving phonograph manufacturers throughout the country efficient service in taking care of their requirements.

Judging from the motor sales of the General Phonograph Corp. the past few months, talking machine business generally is showing a steady improvement. For many years the figures compiled by this company have acted as a barometer of phonograph sales generally. The first three or four months of 1924 were fairly satisfactory, but during the past few months the sales of Heineman motors have increased by leaps and bounds, indicating that the talking machine business as a whole is enjoying an unusually prosperous Fall season.

National Record Albums

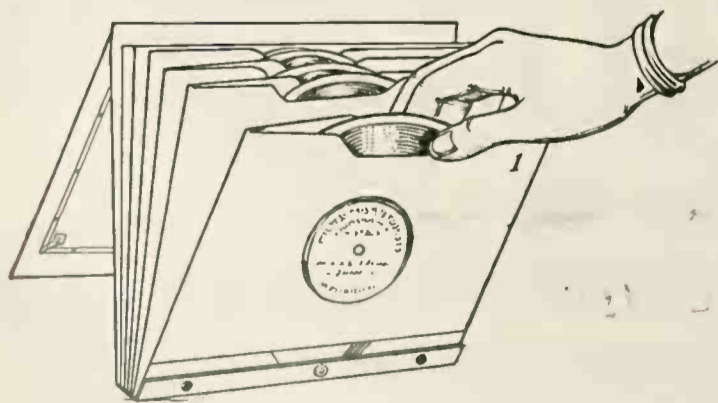
are

Good Albums

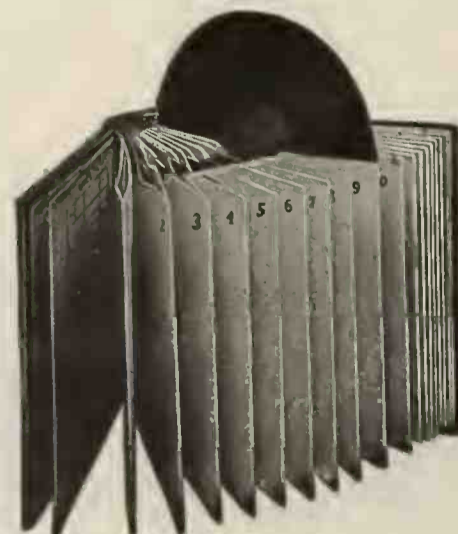
Nationally known because they give real satisfaction.

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.

ZENITH

"Long Distance" RADIO

TRADE MARK

The  Sales opportunity—
as wide as its receiving range.

THE Zenith Franchise in any city is a five-to-six figure money making opportunity for any man.

Millions upon millions of dollars will and are being spent to bring the world to the home via Radio.

Performance sells receiving sets. And in Zenith Long Distance Radio, a merchant can demonstrate unequalled performance with this most saleable and best merchandized product of them all.

Some one is going to make money in your territory with Zenith. Are you?

ZENITH

“Long Distance” **RADIO**

TRADE MARK

What does it mean to be a dealer?

IT means the right to represent the most saleable product on the market. And it means more.

The Zenith Company realizes the dealer's right to protection. Zenith jobbers and ourselves want only the best dealer in a market. To that dealer we present a policy that assures no cut-price — cut-throat competition.

In return we demand and will get the type of business man who is spoiling for a fight, who is ready now to line up to the unequalled performance of Zenith Long Distance Radio — to their extensive advertising, their intensive merchandising, and take his abundant share of the millions of Radio dollars that are being spent.

A wire to your nearest jobber (see following pages) will bring an answer about your territory.

Remember “Best” and “Biggest” never were the same word!

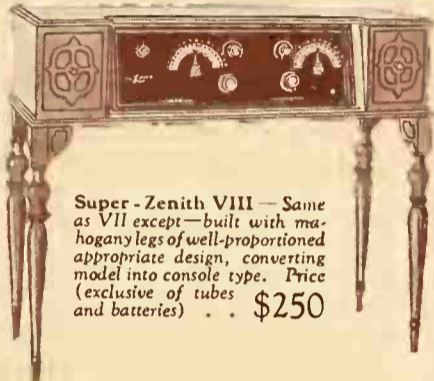
ZENITH

MODELS

From \$95 to \$550



Super-Zenith VII—(Not regenerative)—6 tubes—2 stages tuned frequency amplification—detector and 2 stages audio frequency amplification. Installed in a beautifully finished cabinet of solid mahogany—44 7/8 in. long, 16 1/2 in. wide, 10 3/8 in. high. Price (exclusive of tubes and batteries) \$230



Super-Zenith VIII—Same as VII except—built with mahogany legs of well-proportioned appropriate design, converting model into console type. Price (exclusive of tubes and batteries) \$250



Super-Zenith IX—Same as VII except—built with legs and additional compartments containing built-in Zenith loud speaker on the one side and generous storage battery space on the other. Price (exclusive of tubes and batteries) \$300



The Super Zenith
\$550

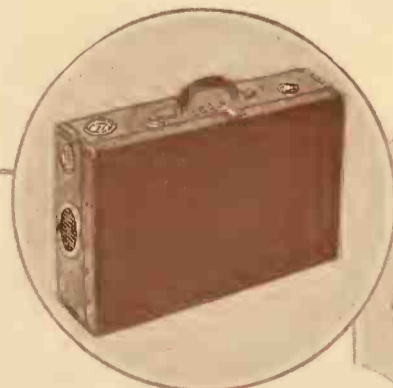
THE SUPER ZENITH X, a worthy leader of a worthy line, has these exclusive features.

Built-in patented super Zenith duo loud speakers (harmonically synchronized twin speakers and horns) and the Zenith battery eliminator which makes A or B Batteries and chargers unnecessary.

Concentrate on Zenith long distance radio, the line that is priced over a range wide enough to fit any prospect. Let the cheap business go to cheap dealers. Cheap prices mean dissatisfied customers and no radio dealer will ever stay in business who cannot look a customer in the eye three weeks after the sale was made.

ZENITH RADIO CORPORATION

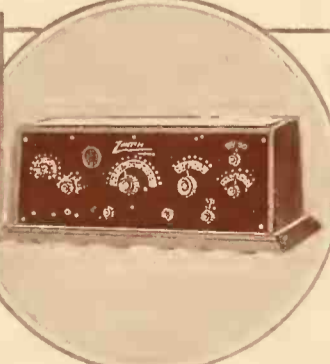
Branch Office: 1269 Broadway, New York City General Offices: 332 South Michigan Ave., Chicago, Ill.



Zenith Super-Portable—A six-tube radio set entirely self-contained tubes, "A" batteries, "B" batteries, loud speaker and loop antenna complete \$224



Model 4R—A specially designed three-circuit regenerative receiver in combination with an audion detector and three-stage audio-frequency amplifier, all in one cabinet \$95



Model 3R—A specially designed distortionless three stage amplifier in combination with the new and different Zenith 3-circuit regenerative tuner—all in one cabinet. Extreme selectivity. \$160



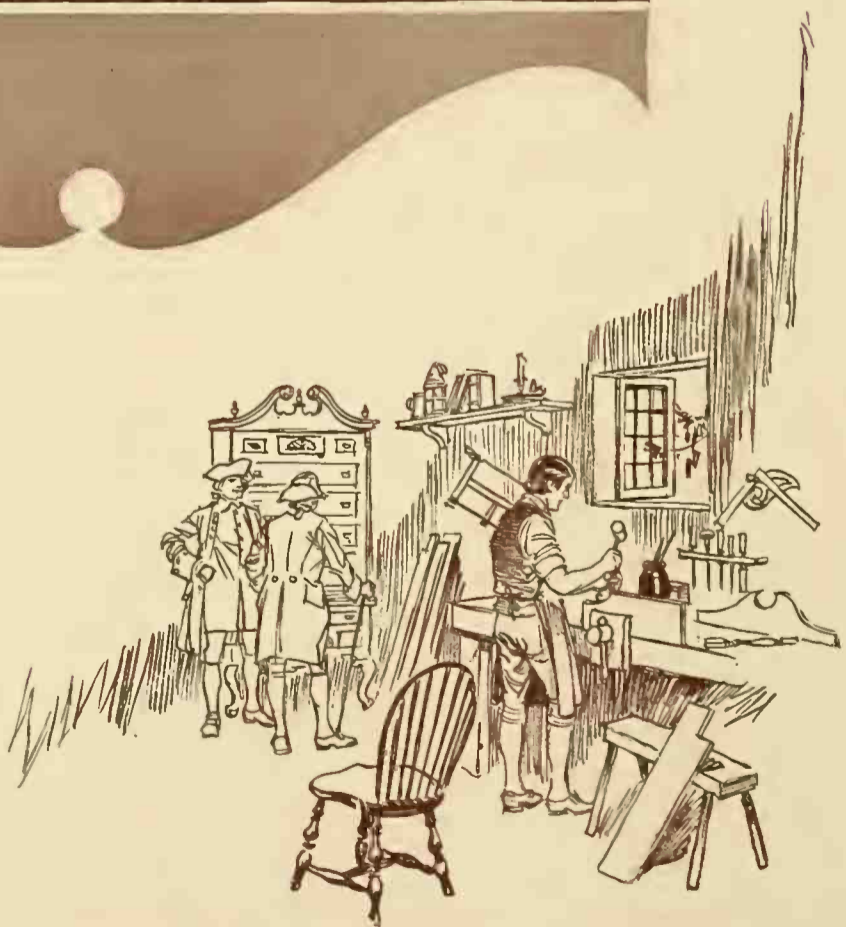
Zenith Panel for combination with a Victrola. Price of the panel only ready for installation. \$150

SKILLED craftsmen with knowledge of how to create fine character and impelling attractiveness, have succeeded in producing cabinets for Zenith Long Distance Radio that have the visible value of beautiful design and workmanship.

The cabinets are exceedingly beautiful, their graceful lines and fine proportions make them exceptional examples of the cabinet makers' art.

Zenith dealers will find that the cabinets we have designed and produced are a decided sales asset.

JAMESTOWN MANTEL CO.
Jamestown, New York



ZENITH

"Long Distance" RADIO
TRADE MARK

IN ALABAMA



ZENITH Performance is without competition —the Zenith price and model range is right, the Zenith Sales Policy recognizes the dealer right to fair profit.

The Zenith line represents the biggest money making opportunity on the market now—wire for all information.

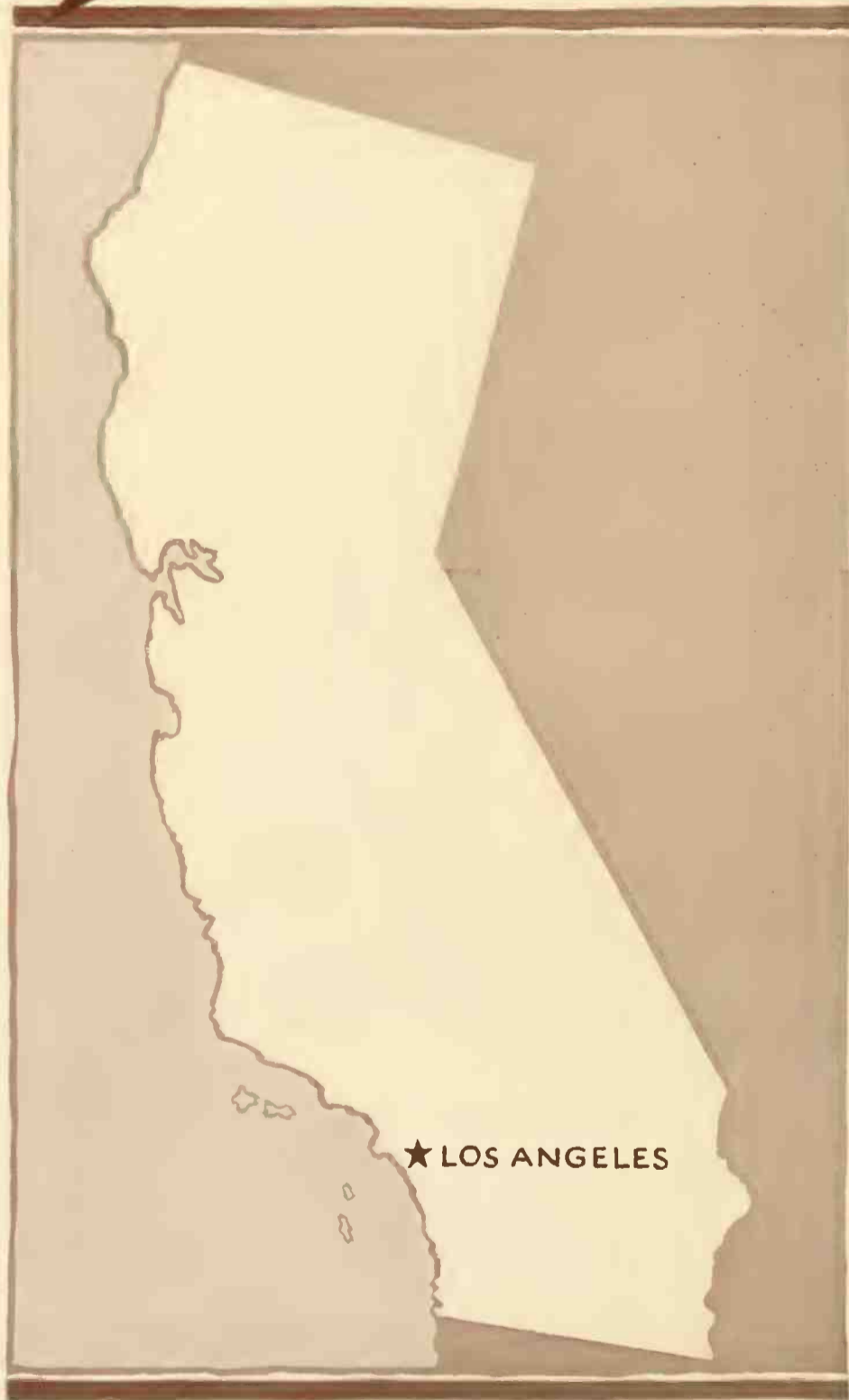
TALKING MACHINE COMPANY

Birmingham, Alabama

ZENITH

"Long Distance" RADIO
TRADE MARK

IN CALIFORNIA



DEALERS who are looking for a Radio line that will sell through performance . . . *tie to Zenith.*

And behind Zenith performance you will find extensive advertising plus intensive merchandising.

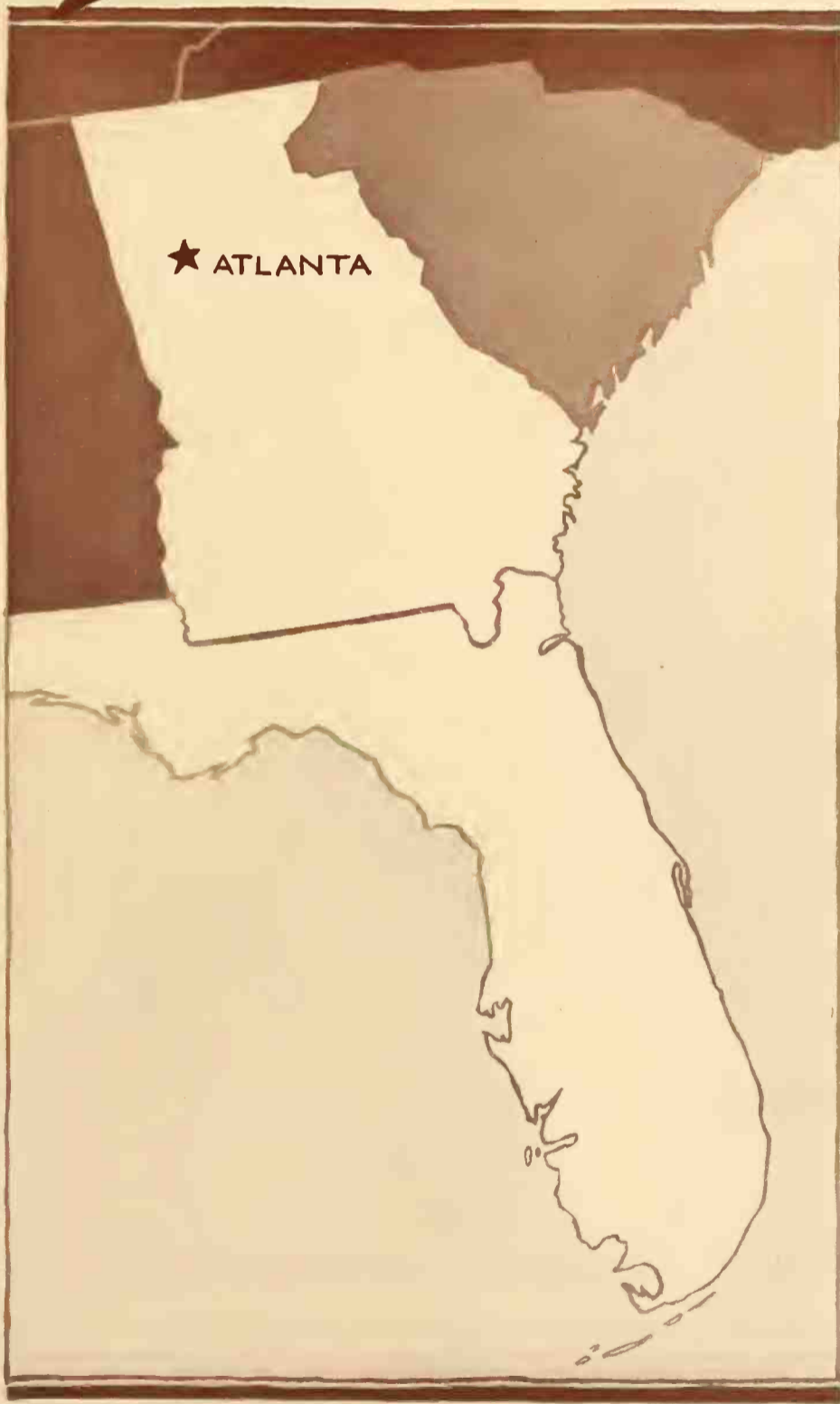
Wire us about your territory.

LISTENWALTER & GOUGH

819 East First Street, Los Angeles, Cal.

ZENITH

"Long Distance" RADIO
TRADE MARK



IN GEORGIA AND FLORIDA

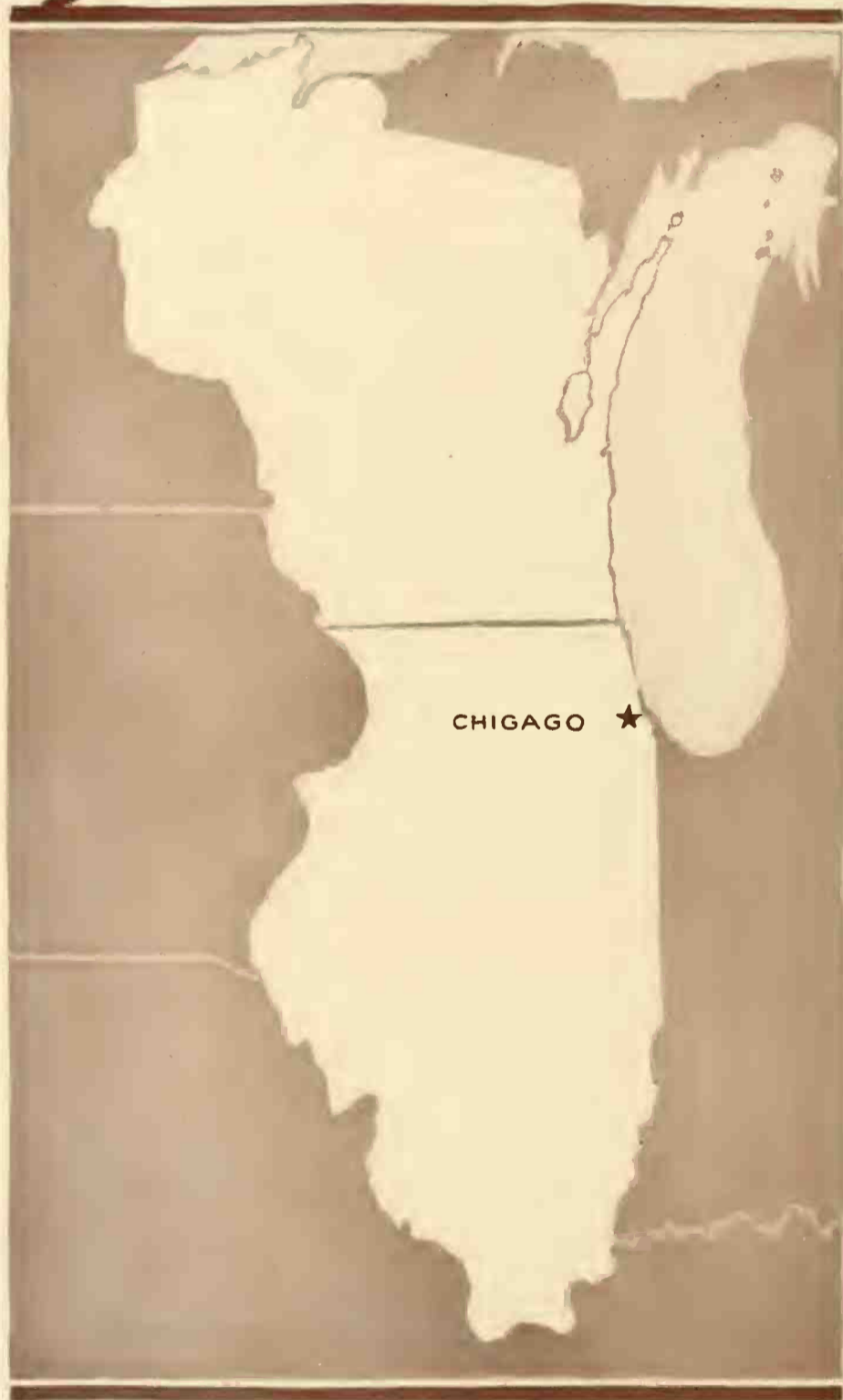
THIS season Radio spells opportunity with capitals. And the Zenith line is the one best way to capitalize on that opportunity.

Some dealer in your territory is going to cash in big with Zenith. Wire for information about the Zenith Sales Plan.

SOUTHERN AUTO & EQUIPMENT CO.
111 Forsyth Street, Atlanta, Ga.

ZENITH

"Long Distance" RADIO
TRADE MARK



IN ILLINOIS AND WISCONSIN

HOW many Radio dollars are you going to collect? Someone in your locality is going to get a lot of them by representing the Zenith Line.

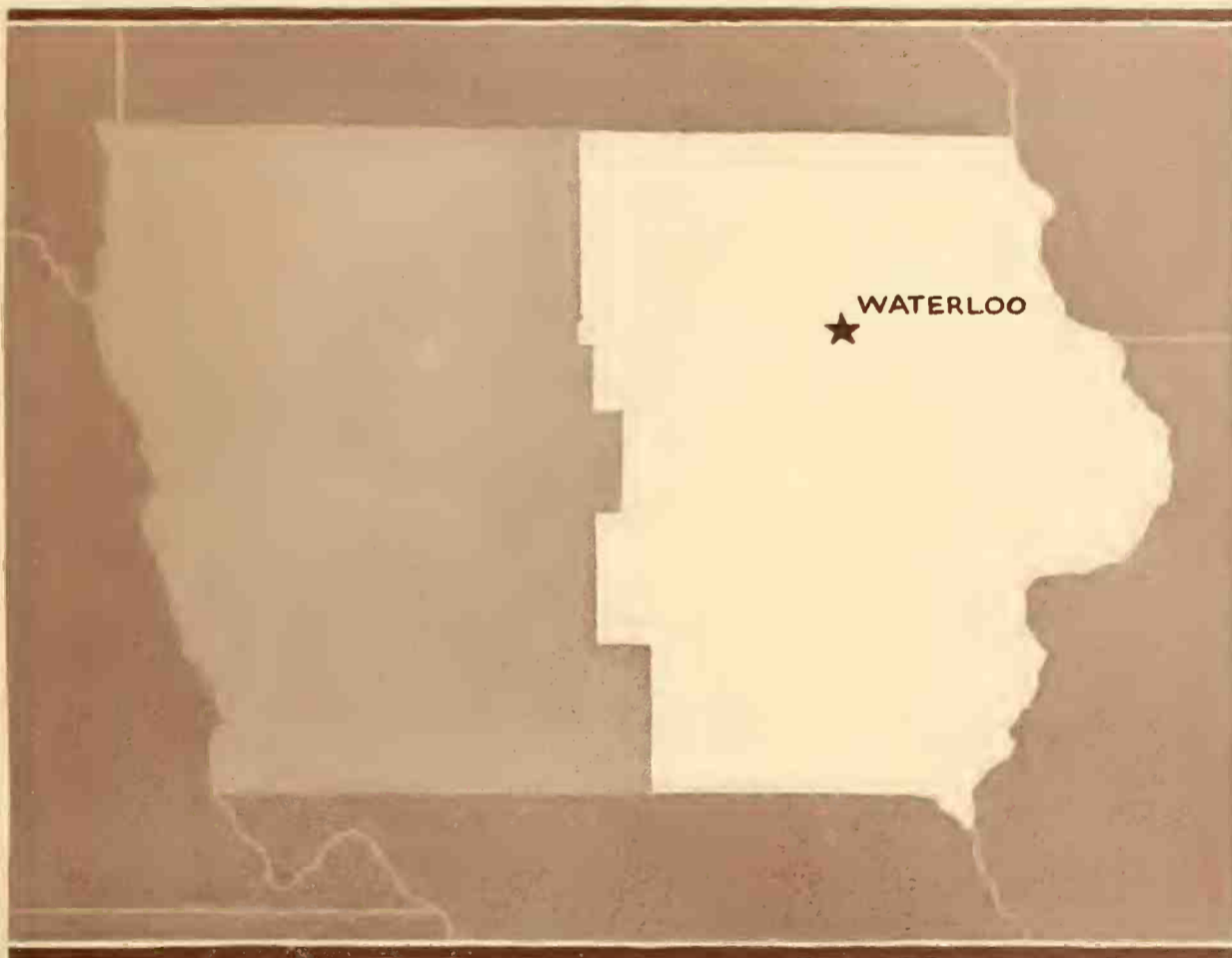
Zenith Long Distance Radio sells on performance. The line is wide enough in models and price to allow concentration. And behind it is a dealer's plan that makes profit a certainty—not a speculation. Territory is going fast—wire about yours.

MUSIC TRADES RADIO CORPORATION
328 North Michigan Ave., Chicago, Ill.

ZENITH

"Long Distance" RADIO
TRADE MARK

IN IOWA



THE ZENITH LINE means the surest way to make money for any dealer.

A large statement—but true. Add Zenith performance to Zenith advertising and merchandising and with proper dealer effort no radio prospect can refuse.

Is your territory open? Wire and find out.

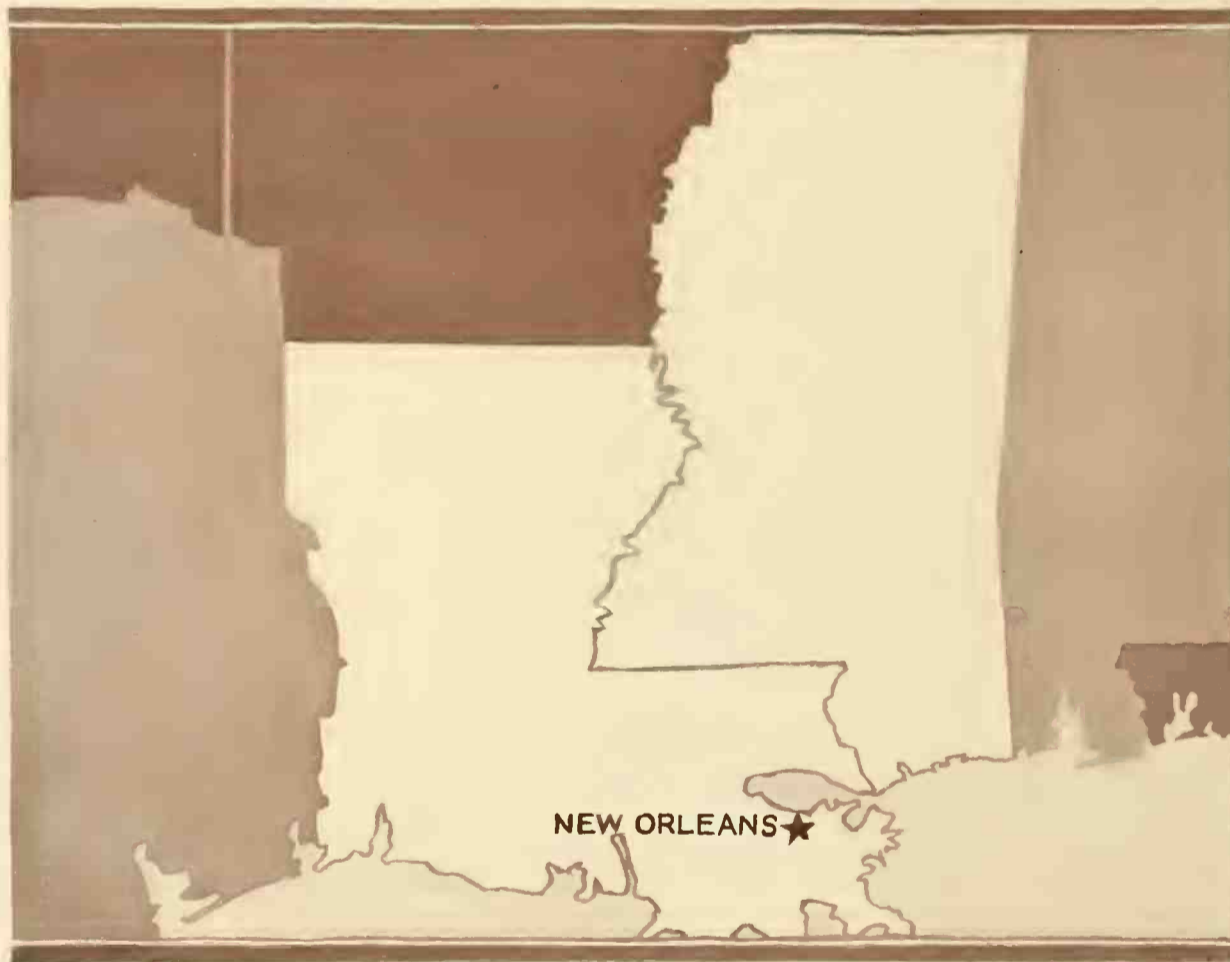
REPASS AUTOMOBILE COMPANY

170-182 Park Avenue West, Waterloo, Iowa

ZENITH

"Long Distance" RADIO
TRADE MARK

**IN LOUISIANA
AND MISSISSIPPI**



IT'S team work that wins! That's why the dealer that ties to Zenith can't lose.

He has for sale unequalled performance—and behind his selling efforts are—extensive advertising, proper merchandising and a sure fire sales plan. Who's going to win the Zenith Franchise in your territory?

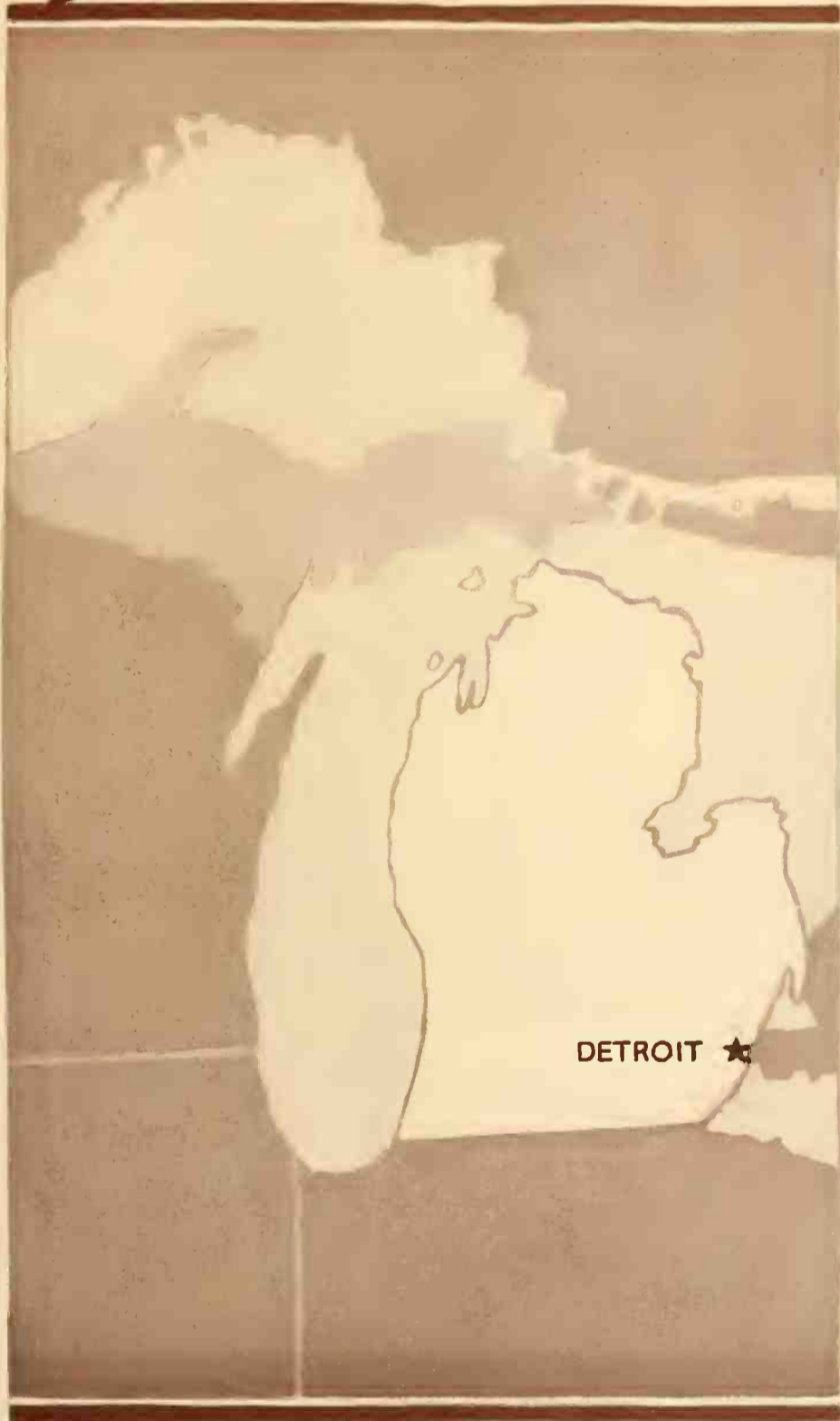
WOODWARD WIGHT & COMPANY, Ltd.

New Orleans, La.

ZENITH

"Long Distance" RADIO
TRADE MARK

IN MICHIGAN



A FAIR and square dealer plan that recognizes the dealers right to make real profit —that's one of the big reasons we took on the Zenith Line.

Plus this, Zenith sells on performance — and stays sold through enduring performance. We want dealers who want to make money—not next year but right now.

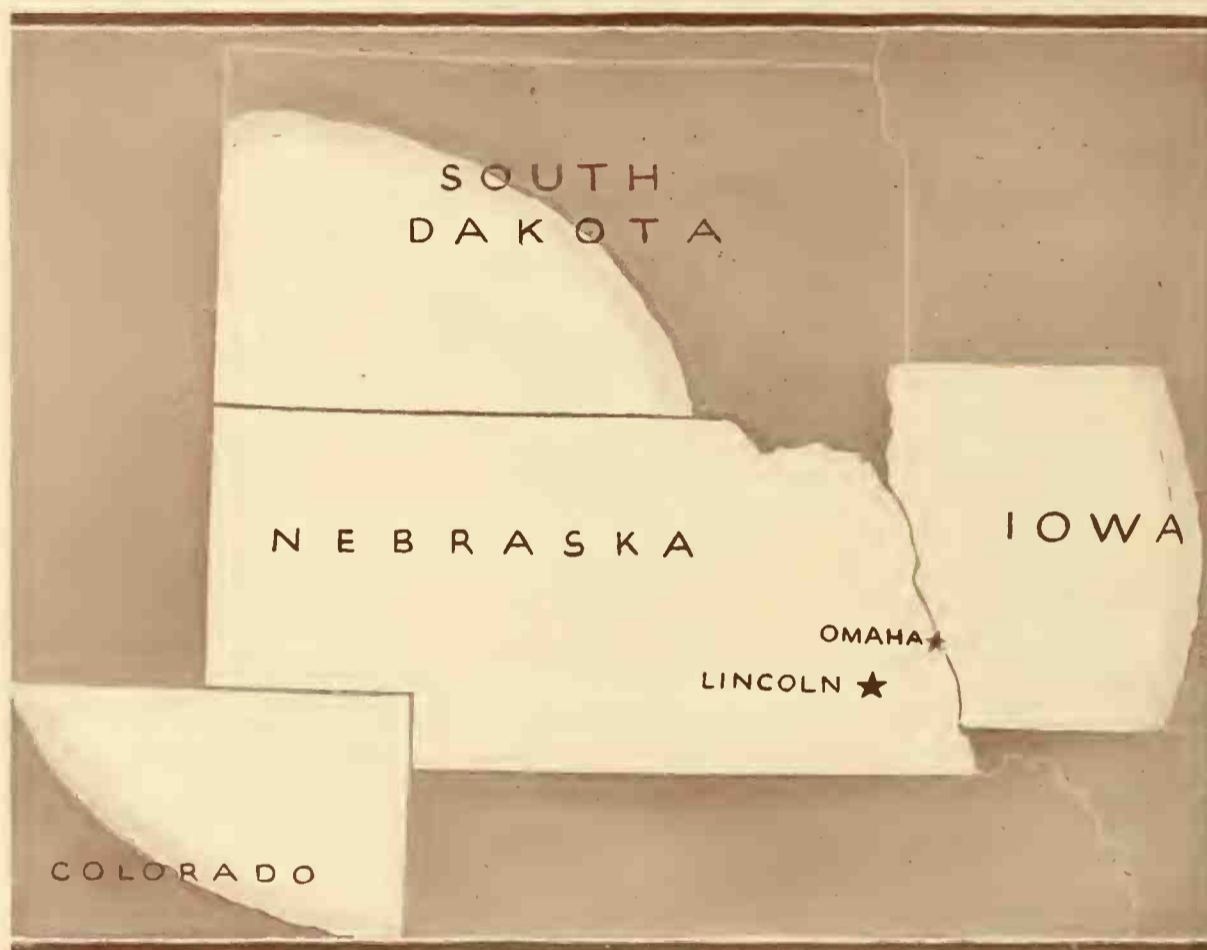
Better wire about the Zenith plan for your territory.

REPUBLIC RADIO CORPORATION
Ford Building, Detroit, Mich.

ZENITH

"Long Distance" RADIO
TRADE MARK

IN NEBRASKA



WE added our name to the name of Zenith for one reason only. We believe it is the one outstanding sales proposition on the market today for any dealer.

The Zenith Plan of selling will interest you. And while territory is going fast, yours may be open. Wire.

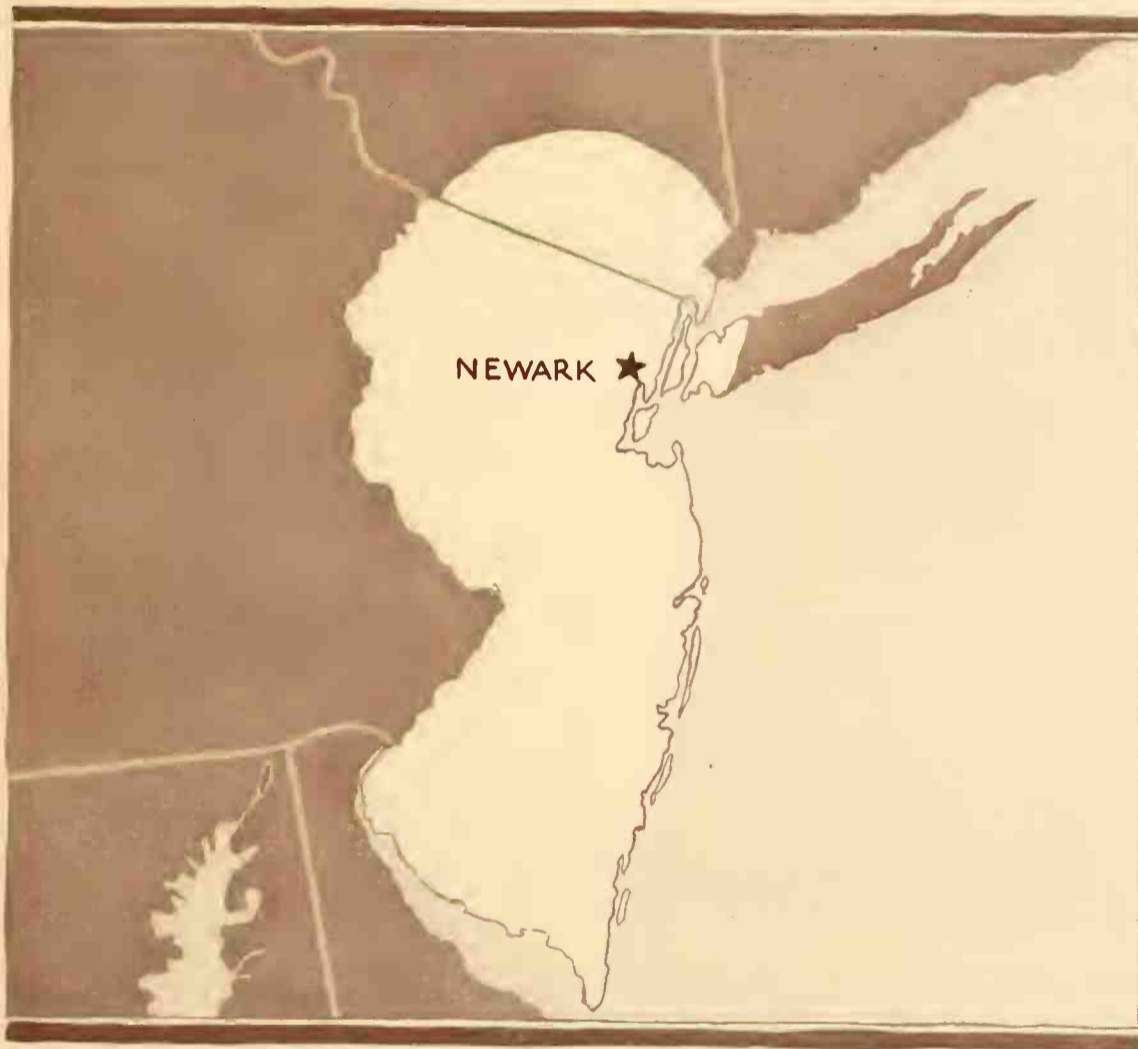
NEBRASKA BUICK AUTO CO.

Lincoln and Omaha, Neb.

ZENITH

"Long Distance" RADIO
TRADE MARK

IN NEW JERSEY



A RADIO dealer to make money needs product performance, a price and model range that allows concentration of effort on one name . . . more, he needs a well advertised, well merchandized product with a sales plan that avoids cut price competition.

Analyze the Zenith Line and the Zenith Policy from those four angles before you sign any other contract.

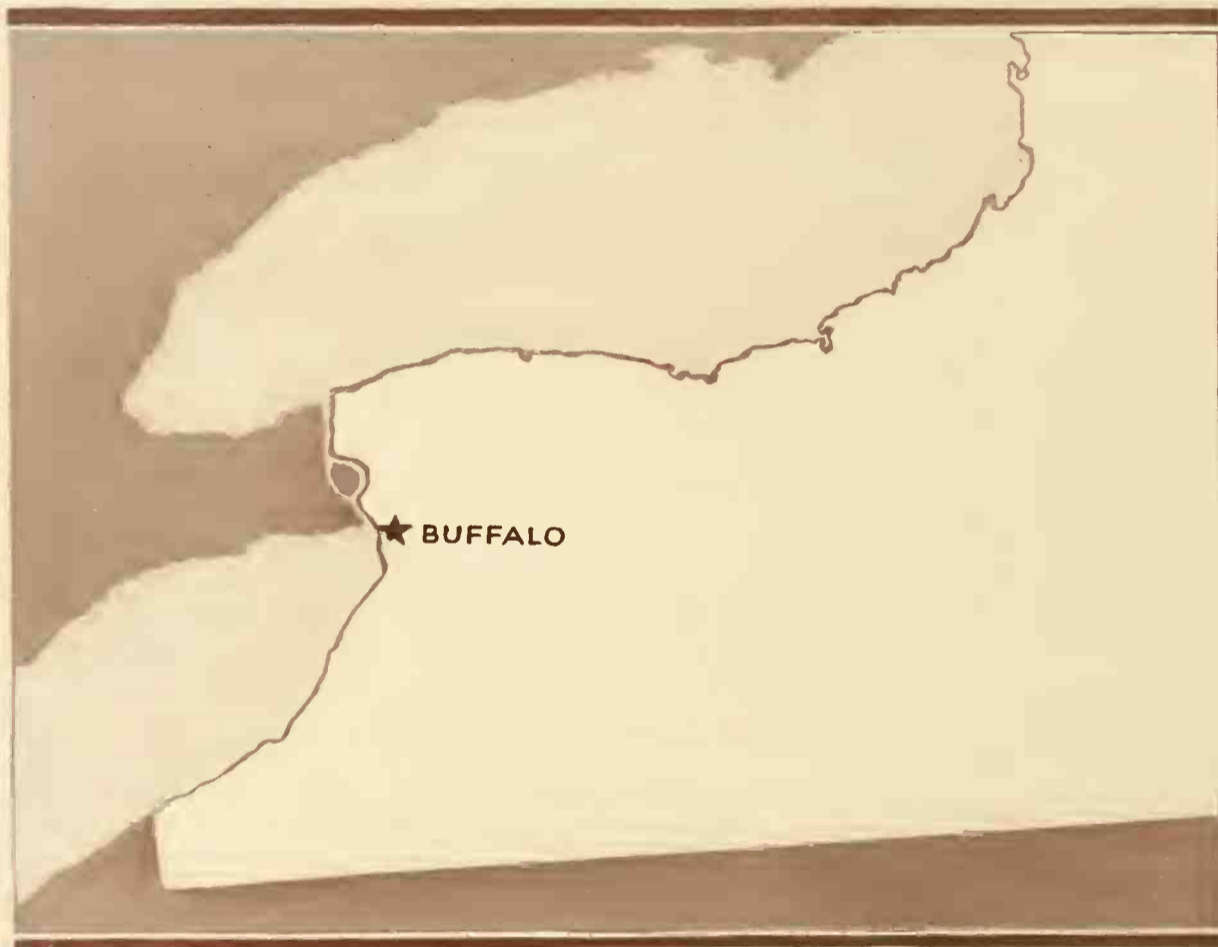
A wire will bring all the information.

E. M. WILSON & SON
11 Lafayette Avenue, Newark, N. J.

ZENITH

"Long Distance" RADIO
TRADE MARK

IN WESTERN NEW YORK



THE ZENITH LINE is wide enough to fit any prospect who really wants Radio results. Between \$95 and \$550 there is the ideal set for any one.

Add your name to the one name that has set the standard for Radio reception. The Zenith name plus yours is certain to win out in your territory.

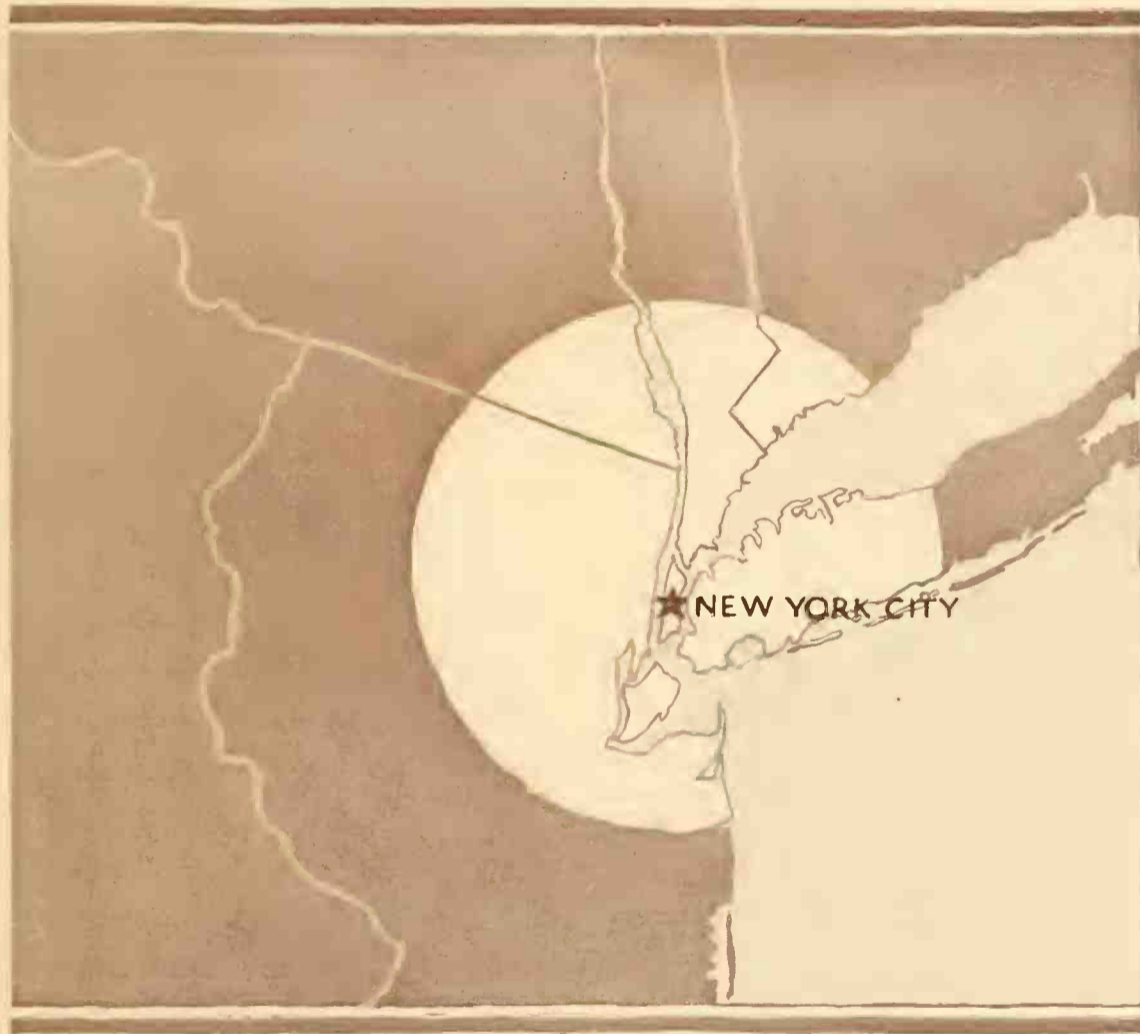
Wire for the Zenith Sales Plan.

JOSEPH STRAUSS COMPANY
Buffalo, N. Y.

ZENITH

"Long Distance" RADIO
TRADE MARK

**IN GREATER
NEW YORK**



DEALERS wanted who will guarantee one thing — to make money for themselves. We have taken on the Zenith Long Distance Radio Line for one reason only. We know it's the most saleable offered the public. That means money for you and money for us. Wire for all the information.

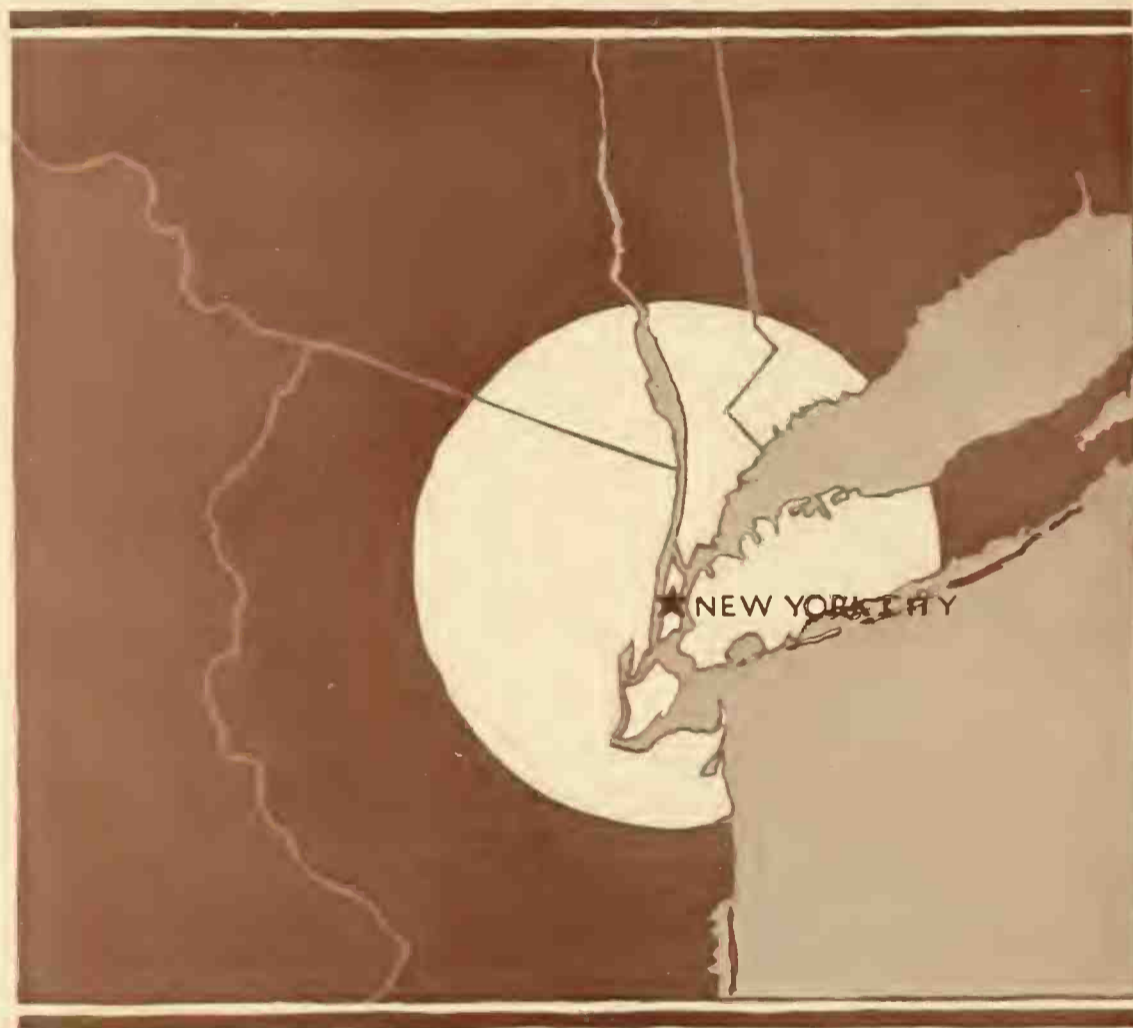
HERBERT JOHN CORPORATION

560 Seventh Avenue, New York City

ZENITH

"Long Distance" RADIO
TRADE MARK

IN GREATER NEW YORK



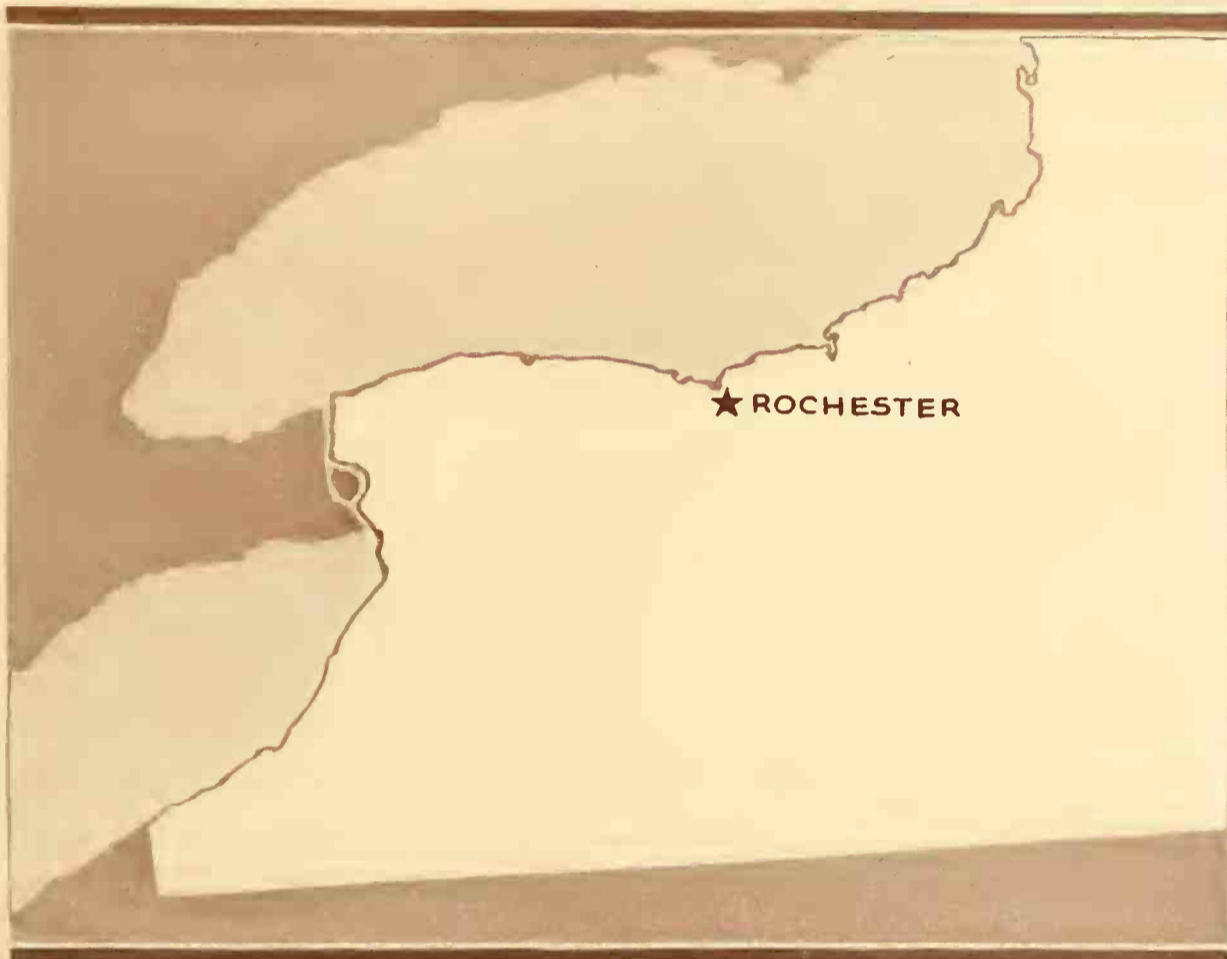
WE give special service to Talking Machine Dealers on ZENITH Radio Receivers. We employ Talking Machine Men especially to serve Talking Machine Dealers. Our technical staff backs you up in seeing that you get 100% results. Our sales department specializes in prompt dealer team work. Our service facilities plus the Zenith Sales opportunity makes the Zenith Line a sure winner in your territory. Wire for complete information.

RADIO STORES CORPORATION
216 West 34th Street, New York City

ZENITH

"Long Distance" RADIO
TRADE MARK

IN WESTERN NEW YORK



THIS season is going to beat all records for incoming Radio dollars. And someone in your territory is going to get a major share by linking to the Zenith Line.

Ten minutes will demonstrate in detail why the Zenith Line is the most saleable, the best merchandised and will return more dollars and cents for invested time than any other product on the market.

May we tell you the whole story?

W. H. ROWERDINK & SON
78-82 North Ave., Rochester, N. Y.

ZENITH

"Long Distance" RADIO
TRADE MARK



IN EASTERN NEW YORK

ZENITH representation means a real money making opportunity for that dealer who wants to make money now.

Zenith performance, Zenith advertising, the Zenith price and model range backed by a square deal dealer plan should make Zenith your first consideration.

Wire for details about your locality.

PORTER ELECTRIC COMPANY

514 Charlotte Street, Utica, N. Y.

ZENITH

"Long Distance" RADIO
TRADE MARK

IN PENNSYLVANIA



WHEN the product is right . . . when the market is right . . . when the advertising, the merchandising and the sales policy, each, is right — no one can go wrong.

That's why we know that the Zenith Line is the one line any dealer should think of first. Is your territory open? Wire.

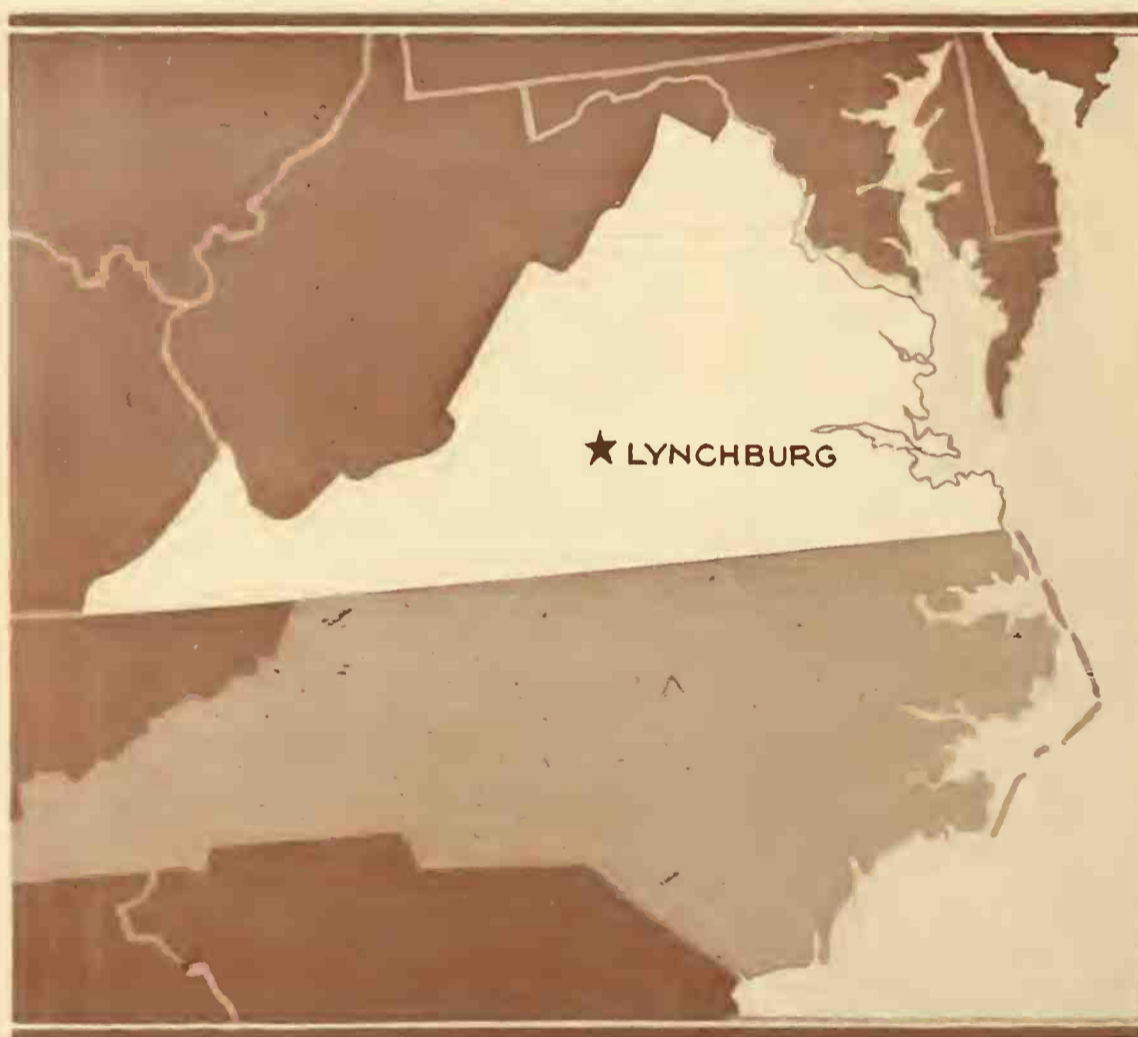
Music Master Corporation

10th and Cherry Streets, Philadelphia, Pa.

ZENITH

"Long Distance" RADIO
TRADE MARK

IN VIRGINIA



WE BELIEVE the Zenith Line is the best proposition for any dealer. That's why we took it on.

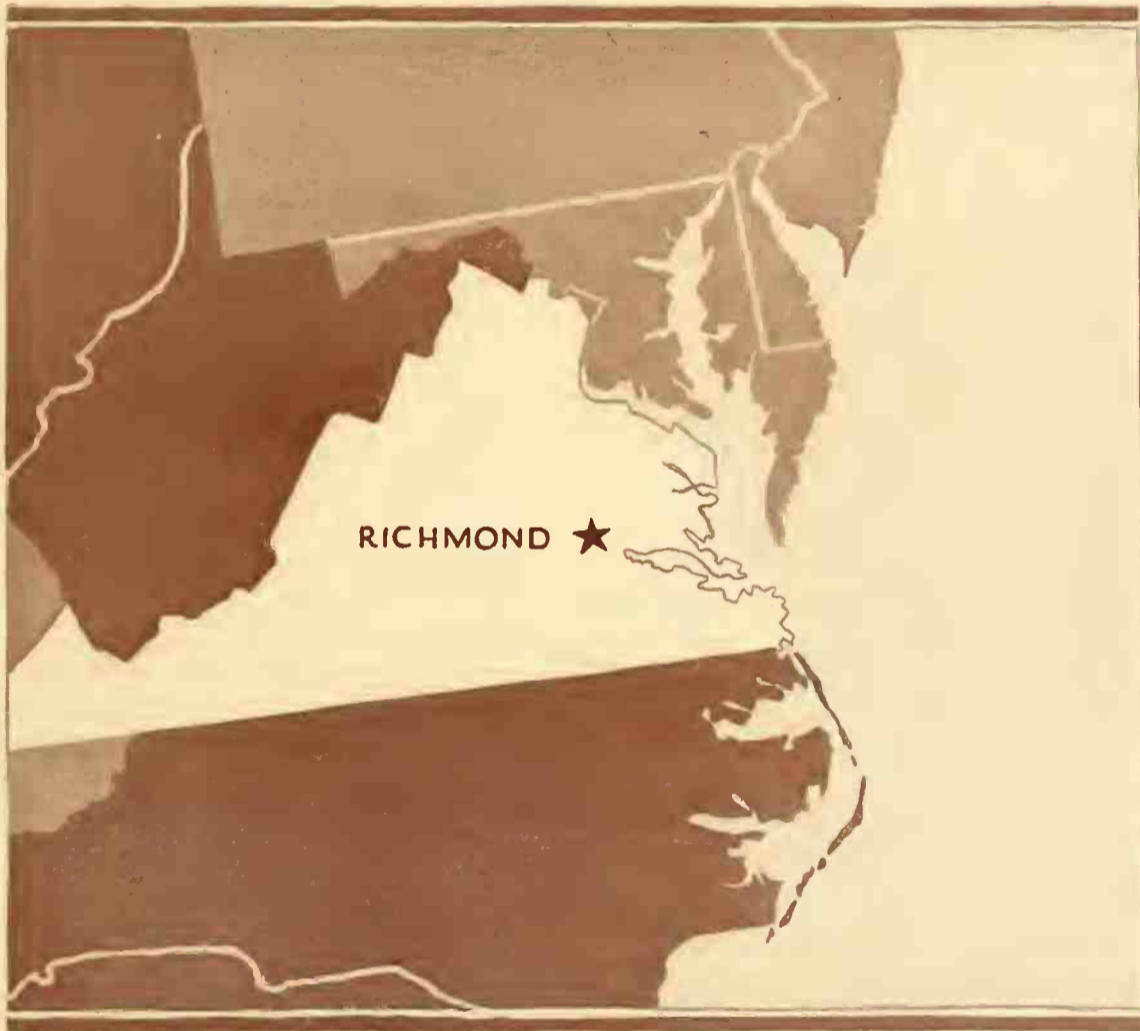
And the reasons are these — Zenith Performance — Zenith advertising — Zenith merchandising — Zenith sales policy. Someone is going to make real money in your locality selling Zenith Long Distance Radio. How about you?

ARTHUR S. WILLIAMS, Inc.
LYNCHBURG, VA.

ZENITH

"Long Distance" RADIO
TRADE MARK

IN VIRGINIA



ADD your name to Zenith. Together they represent the biggest radio opportunity in your market.

Someone is going to win out with Zenith. Someone is going to see what the properly priced, properly advertised Zenith Line means as a collector of Radio Dollars. Are you?

THE RADIO SHOP

Richmond, Va.

ZENITH

"Long Distance" RADIO
TRADE MARK



IN WASHINGTON AND OREGON

PROSPECTS buy on performance—that's the big reason why the Zenith Line is most saleable.

And when you back Zenith performance with an intelligent protective sales policy, real advertising and an unsurpassed system of dealer cooperation, the Zenith Franchise is a certainty—not a gamble.

Your territory may be open. Wire.

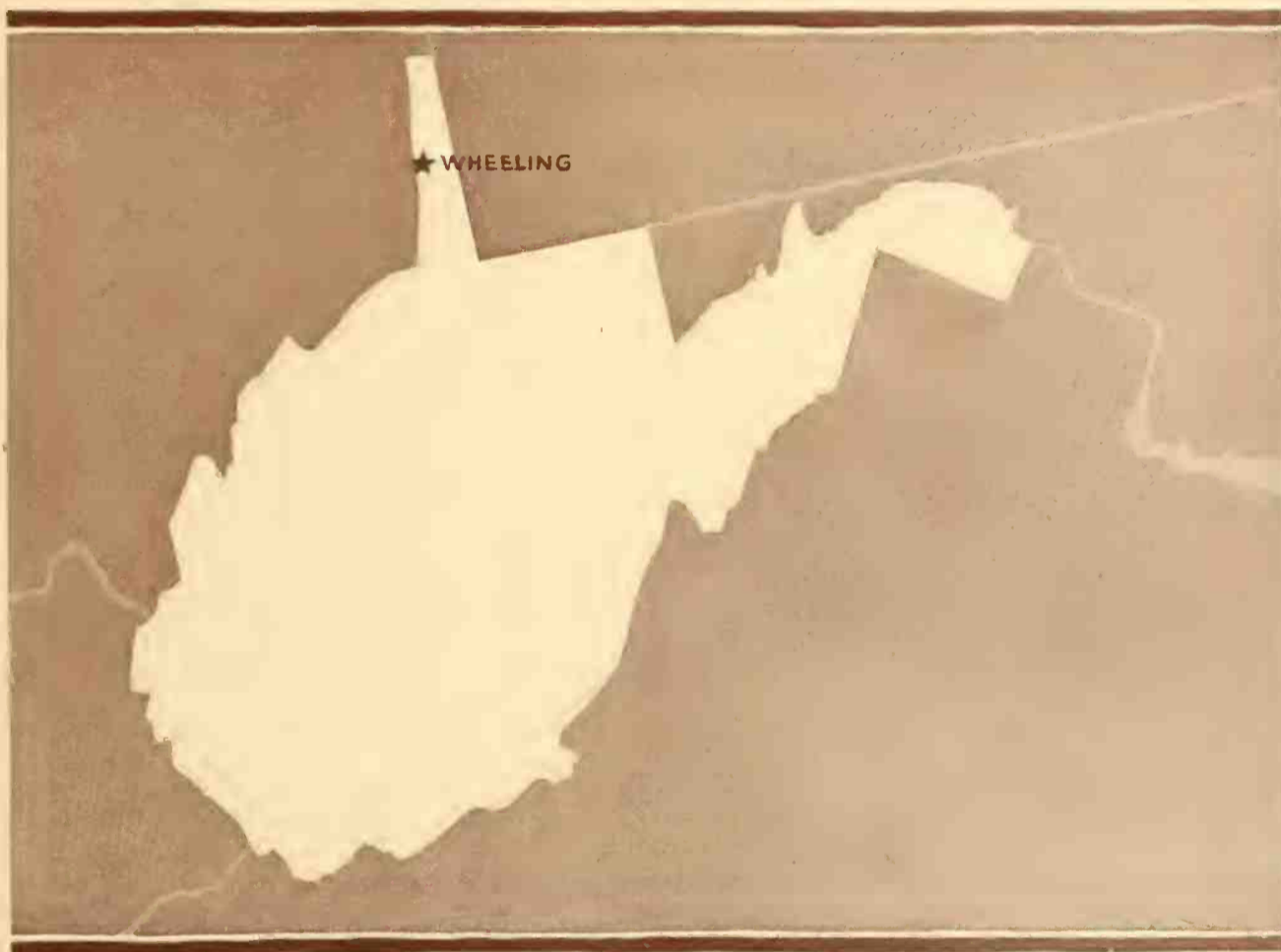
L. C. WARNER COMPANY

335 Occidental Ave., Seattle, Washington.

ZENITH

"Long Distance" RADIO
TRADE MARK

IN WEST VIRGINIA



TWO fisted dealers are going to reap a big harvest with the Zenith line. That is not a conjecture — it's a fact.

The Zenith Franchise is a four square proposition that gives you an unexcelled product, properly priced in a wide model range, backed by extensive advertising and a sales policy that assures no cut price competition. Wire about your territory.

THE RADIO DISTRIBUTING CO.

Wheeling, W. Va.



ZENITH
"Long Distance" **RADIO**
TRADE MARK

BUT PERFORMANCE IS NOT ENOUGH!

PERFORMANCE is a matter of demonstration. We believe that any fair minded judge can be convinced that Zenith performance is beyond competition.

But that is not enough. That performance must be offered the public in the most salable form. You will find the Zenith line is properly priced. You will find it covers a wide range of models. You will find behind it the kind of advertising that helps the dealer turn prospects into sales. You will find a Zenith Sales Policy that is founded upon the recognition of the jobbers' and dealers' right to a fair and legitimate profit.

The engineering department of the Zenith Radio Corporation is second to none in the industry. And to those engineering brains has been added the merchandising knowledge of a group of men, gained through long years of experience in selling the public kindred products.

That's why the Zenith franchise represents the biggest radio dealer opportunity in the country today.

ZENITH RADIO CORPORATION

Branch Office:
1269 Broadway, New York City

General Office:
332 South Michigan Avenue, Chicago, Ill.

Canvassing Route to Volume Radio Sales

Aggressive Tactics Prove Effective in Securing Prospects and Sales for Arthora Store—R. M. Whitelaw Describes His Methods

Talking machine dealers who are handling radio are discovering that in merchandising talking machines or radio practically the same basic principles of selling obtain. They are beginning to realize that both are musical instruments and mediums of entertainment and must be sold on this basis. The day when the dealer who operates a radio department can sit in his store and merely hand out what the eager customers want is gone and has been replaced by a healthier condition, one where competition is keen enough to make the dealer rustle for sales, and that this condition is sound is proved by the evolution of practically every enterprise of a similar nature. A higher merchandising plane means more sets sold and the establishment of a sound, enduring business. Competition is keen and there are many instances of cut prices, but these are conditions which have been in existence in the talking machine trade for years and that the legitimate dealer, the one who is wide awake and progressive enough to go out after business, has increased his sales volume year after year is proof enough of the fallacy that business is going to the dogs because of these practices. The field is wide open for radio and the proportion who own sets to those who do not and those who are now or will be soon in the market for better receiving outfits is small. Roger Babson, in a recent report on the radio industry, estimates that it will be ten years before the saturation point is reached and even then there will be plenty of opportunity for large rewards for the live dealer.

Sell Tone Quality

"In selling radio you are dealing with the most living, vital, yet mysterious, thing of the twentieth century," declared R. M. Whitelaw, manager of the Ideal Radio & Music Co., of Newark, N. J., in discussing the merchandising of radio. "This very mystery has a tendency to confuse and perhaps cause many people to postpone purchasing a radio set. Every effort should be made to impress upon a prospect the fact that the modern radio set is not a complicated electrical apparatus, but, on the contrary, it is a medium for entertainment. In discussing, tone quality the talking machine dealer is on familiar ground and when the set is sold on the basis of its reproducing or receiving quality much trouble can be avoided.

"The question of what distance the set will bring in is best answered by the general statement that location and other conditions govern this problem to such an extent that it is impossible to guarantee similar results in all localities. The salesman should emphasize the selectivity of the set he is trying to sell, its ease of operation and its volume and clarity of reproduction. Discuss the mechanism of the set as little as possible, as you are apt to get lost in a maze of conversation which may or may not prove instructive and certainly is not conducive to closing a sale. Take it for granted that your prospect knows something about radio and let him know that you feel that he does and then sell him on the tone quality of the set."

The above are the principles which experience has proved successful at the Ideal Radio & Music Co. Another practice which this live concern has found the most efficient radio sales builder has been outside selling and home demonstrations. During the time the concern has featured radio it has been discovered that a very small percentage of the people who come into the store to secure information regarding the various sets buy at the time. They want to shop around. However, the percentage of sales to store visitors has been brought up considerably by following up inquiries. In the main, this follow-up is done during the evening, when

the entire family is at home. A set of the type that needs no outside aerial is taken along by the salesman and the demonstration is made in the home under conditions which are much more favorable to making a sale than would be the case with a store demonstration.

Canvassing for Radio Business

Arthora, a concern handling talking machines and radio in Stamford, Conn., has inaugurated a canvassing campaign for prospects for both talking machines and radio which already has proved the worth of this method of securing business. In addition to many prospects a number of sales of radio outfits and talking machines have been made.

A canvasser has been secured to thoroughly cover the city. This man is not a salesman and makes no attempt to sell. His object is simply to find prospects and this he is doing. He inquires whether there is a radio set or a talking machine in the family and then through further questioning he ascertains whether the persons he interviews are interested either in a radio set or a talking machine. This information is placed on a card provided for that purpose and later a salesman goes out to follow up these leads. This eliminates lost motion on the part of the salesman. He loses no time by calling on people who are not in the market and thus his sales are much greater.



The Murdock Neutrodyne has every feature that your radio customers want

THE Murdock Five Tube Neutrodyne represents the highest achievement in Neutrodyne construction. Everything about this wonderful receiver denotes quality and exceptional performance. The unfailing resources, skill, and experience of a pioneer manufacturer who has been making radio equipment of the highest engineering standard for 20 years, enter into its construction.

The Murdock Neutrodyne is built, not

"assembled". It is a unit of standardized parts—all made in our own factory or according to our own specifications. Each part is rigidly inspected before it goes into the receiver. Then each receiver must pass a number of searching tests before it gets our approval. The refinement of construction revealed in all details of assembly and wiring accounts for the exceptional performance of the Murdock.

THESE FEATURES ESTABLISH THE MURDOCK SUPREMACY

Simplicity of tuning. Freedom from objectionable squeals and howls. Clarity and rich tone volume. Selectivity—ability to get the desired local and distant stations every time and without interference. Long distance reception.

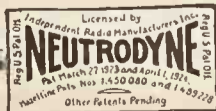
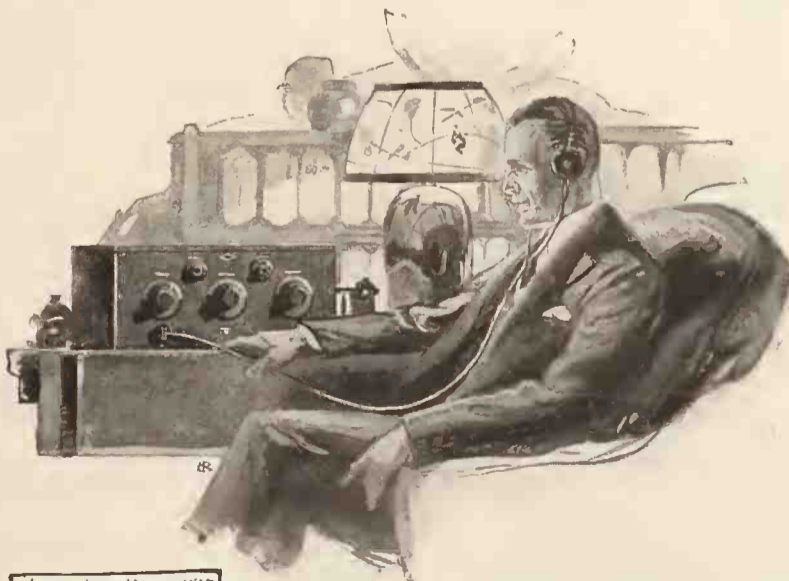
Hook-up with the Murdock Neutrodyne—and give your customers the best in radio. The high quality and moderate price of this receiver turn in volume sales and good profit. Backed by strong ad-

vertising in radio magazines and daily newspapers—and active sales co-operation. See your jobber today. If he does not carry the Murdock Neutrodyne write us for information and dealer discounts.

WM. J. MURDOCK CO.,
415 Washington Ave., Chelsea, Mass.

Branch Offices: New York—53 Park Place Chicago—140 S. Dearborn St. San Francisco—509 Mission St.

MURDOCK NEUTRODYNE



How Live Dealers Tie Up With Halloween

Wm. B. Stoddard Gives Some Concrete Instances Where Dealers Have Profited by Clever Tie-ups With This Merrymaking Holiday

All Saints Eve, October 31, is the carnival night par excellence, and every dealer in talking machines and records should see to it that the public is fully acquainted with his complete stock of dance records, and mirth-provoking monologs, quartets and solos. Use plenty of the accepted symbols of the occasion—witches, black cats, bats, owls and the black and orange crepe paper—and thus tie up your line with Halloween festivities.

A Sales-producing Halloween

The day permits many picturesque advertisements and displays. Stix, Baer & Fuller, St. Louis, featured dance records for Halloween, showing three clowns dancing amid a shower of confetti, serpentines and toy balloons. It was

captioned: "Of course you'll dance on Halloween. It will be the wee sma' hours before you stop if you dance to these fascinating records."

Then followed a long list of releases, as well as the most popular dance records of recent months, the name, number and price of each being given. They complemented this with a gay window, which, though small, brought the joy of the Halloween dance strongly to mind. The floor was covered with a tarpaulin and was thickly sprinkled with confetti. From the ceiling descended myriads of serpentines of all colors. At one side was a phonograph, topped with the figure of a grotesque clown doll. In the center of the display was a young woman in dance frock of black and scarlet, with a black half mask. She held in her hand a dance program, and beside her was a big black cat with bristling tail. At the other side was a card with this message: "Of course, you'll dance on Halloween. Pick out some new records for the occasion. There is a selection in our music room to suit every taste."

Capitalizing the Holiday in Los Angeles

Two of the leading music dealers in Los Angeles—the Platt Music Co. and the Fitzgerald Music Co.—had special settings that brought their records and talking machines into prominence. The first named had three tall black standards each topped with a grinning Jack o'Lantern, while from the ceiling hung festoons of serpentines. Four different styles of cabinets were shown, each wreathed with serpentines. Down the front were set a number of the latest records and a card suggested: "Get Your Records Now for the Revels of All Saints Eve."

The Fitzgerald Co. showed in the background a large circle five feet in diameter, covered with dark blue cloth. Holes were cut in this cloth in the shape of moon and stars, and these were covered with orange or silver gauze, with a strong light behind them, making the "starry heavens" stand out very distinctly. A cardboard fence was erected and on this, silhouetted against the moon, was a black cat with humped back and bristling tail. A platform covered with black felt had on either side tall torchieres with shades of orange silk, at the base of each being the life-size cut-out of a black cat. In the corners were piles of pumpkins, upon which were painted "Get Your Records for Halloween." Three phonographs were exhibited, on the top of each being a black cat, while at the base was a pumpkin on which in black letters was printed the price of that particular machine.

Fostering Home Pleasures

Formerly the youngsters, especially boys, roamed the streets on this night, committing all sorts of depredations under the guise of "sport," but of late years the indoor gatherings have superseded to a great extent these nocturnal prowls. The idea of the indoor "party" should be fostered by every music dealer, not only because it will help him sell records and machines, but because he will earn the good will of all law-abiding adults, who object to the bell-ringing and other Halloween pranks. The

Sunday Schools, Boy Scouts, Camp Fire Girls and kindred organizations often hold gatherings on Halloween, and the loan of a phonograph for entertainment will build much good will. It is particularly valuable at this season, for most merchants are now getting things in shape to launch their Christmas selling campaign. One music firm brought its records prominently to mind as gifts by having printed in bold letters upon the envelope of each record: "Give Records for Christmas—something the whole family can enjoy." Whenever they lent a machine for some festive occasion, such as a Halloween gathering, the records were naturally handled by a score of people during the evening, all of whom had a chance to see this suggestion.

Cater to the Kiddies

The children play a large part in Halloween festivities and records suitable for them should accordingly be featured. All of the records contained in the Bubble Books make good entertainment, and all of the Mother Goose rhymes should be suggested. They were advertised very strikingly by Robinson's, Los Angeles. Suspended by slender but stout wires from the ceiling was a big goose with outspread wings, on which was seated Mother Goose herself, in peak cap and garments of red, blue and gold. In one corner of the room was a juvenile phonograph, which was being operated by a small boy, while at the other end was a cabinet and an adult machine, on the top of which was a big black cat. Half a dozen little children were scattered about, some dancing, some listening to the music. The boys were dressed in clown suits of black and orange, while the little girls wore fluffy orange frocks. All of the children carried horns decked with orange and black ribbons. Around the white wall were hung a series of records, with borders of orange. In the center of each record was an orange circle upon which the name and price of the record were painted in black. A card suggested:

"MUSIC FOR THE HALLOWEEN PARTY"

Come to our big children's music department—on the toy floor—and hear the liveliest, funniest, dancingest tunes you ever listened to. Just the thing to make the kiddies shout with glee at the Halloween party.

In the section devoted to children's music a phonograph was installed and on the Saturday preceding Halloween a number of children from local dancing schools, dressed as fairies and goblins, danced to the music of the phonograph before a delighted audience.

Herb Wiedoet's Orchestra on Long Concert Tour

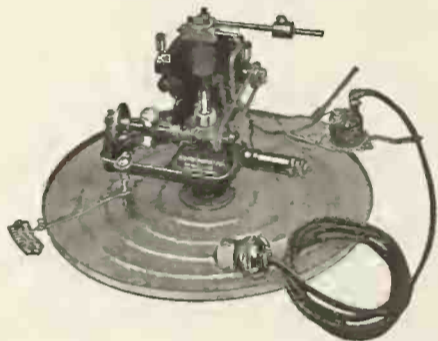
Herb Wiedoet's Orchestra, Brunswick artists, have signed bookings for a tour of fourteen weeks, extending from Cleveland to Pittsburgh, to New York, and then back to open for the Winter at The Cinderella Roof, Los Angeles.

The tremendous success of Herb Wiedoet's Orchestra on tour has shown itself tangibly in record sales. Brunswick dealers in each instance have co-operated enthusiastically in advertising the appearance of these artists with excellent results.

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, 12x12¾, \$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.

We win again!



WHOLESALER	MONTH	PER-CENTAGE OF FILL
Pearsall		92%
Competitor "A"	JUNE	57%
Competitor "B"		61%
<hr/>		
Pearsall		91%
Competitor "A"	JULY	45%
Competitor "B"		62%
<hr/>		
Pearsall	AUGUST	93%


NOTE—The above figures represent the actual delivery checkup of a prominent Victor Dealer—submitted in appreciation of Pearsall Service.

BUT

—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

BRIGGS

Cashing in on Holidays Through Windows

Seasonal Displays of the "Eye-Arresting" Type Impress Passers-by at an Opportune Time—Important Element of the Sales Drive

With Thanksgiving in the offing it is time for talking machine dealers to think of ways and means of making this holiday pay dividends in sales. More and more each year music is being accepted as an important element in making the holidays thoroughly enjoyable, and live music dealers vie with one another to make pre-holiday days profitable. To what extent any individual dealer succeeds in this depends entirely upon himself and the efforts he puts forth.

The Seasonal Window

The window display and advertising offer the talking machine merchant the most effective methods of getting his message before a substantial portion of the public. In the case of the window display the retailer has a great advantage, for he can visualize the message designed to create sales of the product he handles. The seasonal window is especially forceful, from the standpoint of creating a desire for the instruments displayed, and it also implants a thought in the mind of the passer-by—the thought that music helps make the home happier and the holidays more enjoyable.

The illustration herewith shows a simple and at the same time appealing Thanksgiving window display arranged by the Barnes Music Co., of Los Angeles. The display fairly breathes the holiday spirit and the golden days of Fall. The simplicity of the arrangement is most attractive. It will be noted that there is a lack of crowding, a fault too often prevalent in window displays. Only two talking machines are shown, an upright and a console. Placards placed in advantageous positions strike the eye with significant messages. The cost of such a

display is very small. The leaves and other embellishments can be secured by a trip to the outskirts of any town or city. The natural background of the window or a strip prepared especially for the display to carry out the theme



A Thanksgiving Window Display Which Will Make 'Em Look

can be secured from the local sign painter at comparatively small cost, and can be used each year for similar displays.

Make 'Em Stop and Look

To make passers-by stop, look and think is the function of the window display. It is said

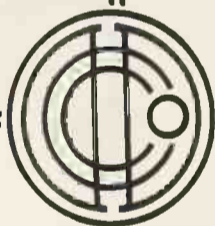
of one dealer in a small town that his displays are so original and striking that each week his window is the Mecca of most of the shopping portion of the public. The window is a powerful "silent salesman" and it works twenty-four hours each day. It is valuable space for which the dealer pays dearly and so it is up to him to get some return from it. The only way he can do this is by compelling those who pass by on business or pleasure bent to stop and look. A display which does this results in two things—first, it emphasizes on the public mind the dealer and his business, and, therefore, may result in future sales, and, second, it creates immediate sales.

The talking machine dealer who secures the greatest benefit from holiday sales possibilities is the one who utilizes all the forces at his command in a consistent drive for business, and by no means least of these is the window display. During the days, and even weeks, preceding the holidays the public turns out to do its shopping in greater numbers than usual for the reason that this is the season of family reunions, festivities and feasts. At this season also window displays attract greater attention than usual because the American public has been educated to look for unusual and beautiful exhibits. Window shopping becomes the favorite sport of father, mother and the children. They are all in a receptive mood and the sales message of the talking machine dealer expressed through the medium of the window display has greater force than at any other time of the year.

However, while the window display is in the front rank as a holiday sales producer, newspaper advertising, direct mail and other methods of making the public realize the enjoyment to be derived from appropriate music at this time are all important links in the sales-promotion campaign and none should be neglected. A well-rounded campaign demands that the retailer make each unit of his drive for business as strong as possible. By the time the issue of *The World* in which this appears reaches the trade Thanksgiving will be only a few weeks off—little enough time for planning the holiday sales campaign.

Announces Booklet on Radio Art Furniture

The Columbia Mantel Co., Inc., Brooklyn, N. Y., recently sent a letter to the trade announcing its new booklet on "Radio Art Furniture." This well-known furniture manufacturing house during the thirty years of its existence has witnessed the growth of the talking machine industry from a small beginning to its present status, and is enthusiastic over the future of the radio industry as part of the talking machine business. Within Greater New York it is announced that auto truck delivery will be made right to the premises of the purchaser and even in more distant shipments it has established a slogan of "Without a scratch" for its delivery department.



DOEHLER

The World's Largest Producer of

DIE-CASTINGS



A successful compromise between price and quality has never yet been arranged. Responsible manufacturers never attempt it—responsible purchasers never really expect it.

There is no recorded instance of gold dollars having been purchased for less than 100 cents—and there never will be.

Each Doehler Die-Casting has a quality that is honestly measured by its price. Each dollar paid for a Doehler Die-Casting buys 100 cents' worth of sound serviceability, accuracy, strength, metal quality, satisfactory service.

DOEHLER DIE-CASTING Co.

BROOKLYN, N. Y.

TOLEDO, OHIO.

POTTSTOWN, PA.

BATAVIA, N. Y.

LITTLE TOTS' NURSERY TUNES

SONGS, GAMES, STORIES -- ON RECORDS

1/3 MORE AT THE OLD PRICE



4 RECORDS instead of three; eight selections instead of six; complete in an **\$1.00** attractive album with eight pictures and verse cards, individually wrapped in glassine envelopes

Dealers Price

Lots less than one-half gross

65c. each

The Price Remains the Same—So Does the Profit

If you are possessed with a keen sense of merchandising you won't need very much of a reminder to send in your order for this new value in LITTLE TOT Books. The continual and ever increasing popularity in Children's Records, making your stock incomplete without them. The present possibility of offering your customer 1/3 more at the old price, provides additional means for the creation of good will and customers' satisfaction.

Dealers Price

Lots of one-half gross or more,

60c. each

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

A SURE-HIT HOLIDAY ITEM

The increased value at the old price combined with the vast possibility of numerous repeat sales, places LITTLE TOTS Record Books before you for premier consideration as a Holiday Item. Think it over!

Order Now

LITTLE TOTS' PHONOGRAPH

Feature This Attractive Talking Machine

together with Little Tots Books and you will be surprised by the large number of sales made. The Little Tots Talking Machine is not a toy, but a complete well constructed phonograph, playing all size records with a clear, rich and loud tone. Fine wood cabinet, painted in Rich Ivory, embellished with attractively colored kiddie pictures; or plain mahogany.

ORDER ONE AS A SAMPLE

Price

\$10

Retail



Dealers Price, \$6.00 f. o. b. N. Y.

REGAL RECORD CO., 20 West 20th Street, NEW YORK

Efficient Speech Is Big Power in Selling

The Art of Selling Is an Art of Talking, Says Braid White, in an Interesting Dissertation on This Phase of Retail Business

The art of selling is an art of talking. Thought cannot be expressed save by means of words, and the choice and use of speech are the essence of good salesmanship. Of course, it can always be said by someone that he knows a very successful salesman who can hardly read or write and glories in having no education, and all that sort of thing, but none of that really has anything to do with the case. A man who thus succeeds is successful despite his handicap, and would be much more successful if he were better educated. The fact remains that the man who has any idea of rising above the lowest ranks needs to possess or to acquire the art of efficient speech.

What "Efficient" Means

I say "efficient" and not "correct," for the latter word is badly misused and in the popular mind has come to mean something stilted and pedantic. What I have in mind is the power of using words to convey one's meaning in the most efficient manner, and by the specific adjective "efficient" I mean the manner which, for any given purpose, may be most likely to achieve its end. Thus I do not confine myself to what is called "snappy" or brisk or brief or "forceful" speech. I mean whatever kind of speech will obtain the results aimed at in each case; which may mean anything and everything as to manner, although it can only mean one thing as to content.

Clearness and impressiveness are probably the most valuable qualities in the speech of the salesman. By clearness is meant the quality of conveying to the hearer one's thought unspoiled, without losing half its weight and power in the course of conveyance. To be a "clear" speaker means, of course, to be a clear thinker and that, in turn, means that one must have practiced the art of arranging one's thoughts logically. A clear thinker who has read enough good literature to have learned something of the trick of expression will be a clear talker.

What Is Clear Thinking?

Now clear thinking depends upon certain conditions of the thinker's mind. These are mainly

controlled by education and training. The sloppy apology for an education with which too many men and women have to be satisfied furnishes the most unfavorable soil for the propagation of a clear-thinking mind; but whatever one's educational circumstances may have been, it is possible always to appreciate the simple fact that clear thinking, which gives mastery over facts and persons alike, depends upon mental capacity to sift evidence and to distinguish between what is patently false and what is probably true. There is no royal road to mastery in thinking, but there are certain things to be done which if and when done will help immeasurably along the rather straight and narrow path laid out for the thinker.

The first of these may be described by calling it the practice of examining evidence. A man who makes his living by selling is popularly expected to be an advocate rather than a judge, but this is true only in regard to his actual selling work. In respect of the judgments he frames about people, about business matters and about everything which demands soundness of opinion, he must be impartial and coolly determined to get at the truth of the matter in question. When selling he is a pleader, when managing he is judge and general in one.

The practice of examining what is presented to one's judgment, instead of either at once accepting or rejecting it, is the first of practices to be undertaken by him who would think clearly. No business executive takes snap judgments; or, if one does at any time, he is sure afterwards to be sorry more often than not.

The second thing is the practice of not allowing one's judgment to be warped by either prejudice or suggestion. Prejudice is the deadliest enemy to clear thinking and at the same time the subtlest of all human errors, for it is mixed up with education and environment and thus eats into the very roots of one's being.

The Crowd and Its Power

Crowd suggestion is another deadly enemy. To follow always the fashion, to be always "up to date," to fear always that one may be doing

something not entirely in accord with the prevailing thought of the crowd, is to be merely a member of the mob and to surrender in advance all hope of mastery. The suggestive powers of the crowd are enormous; yet they dissolve like a puff of vapor in the clear dry light of independent thought.

Given this determination to weigh all evidence and to use only independent judgment, without heed to the temptations of prejudice and suggestion, one acquires almost insensibly the habit of clear thought, which leads with equal certainty to the gradual and sure mastery of clear speech. No better way can be found of hastening one's progress than in the practice of writing down one's thought about propositions or ideas presented to one. To keep a diary may seem neither very important nor very useful, but a steadily written journal of his life from day to day will give a man a power over expression that he can hardly acquire in any other way.

Impressiveness

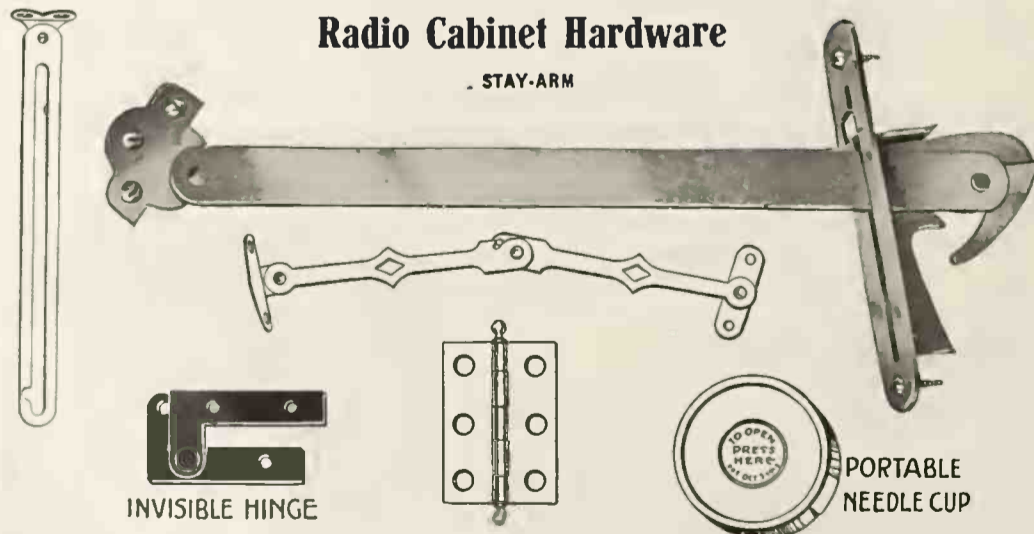
Impressiveness of speech is that quality which enables a speaker to press home his ideas to his hearers with magnified effect, owing to the manner of his delivery, apart from the actual matter of it. When a man is able to present his thought not only clearly, so that it shall be thoroughly understood, but also impressively, so that it shall be heard with pleasure and shall cause those who hear to be impelled towards assenting to the statements put forth, he may consider himself qualified to sell, whether his goods be material or mental, dry-goods or idea-goods. Impressiveness is part of the good salesman's equipment, but impressiveness does not mean noise, or ranting, or rhetoric. It rather means that quiet earnestness which comes when a man has both thought out all the facts about the proposition he is enunciating and has convinced himself that it is worthy his best efforts. Earnestness which is noisy is worse than no earnestness at all, for it then becomes mere ballyhoo. High-class salesmen never place themselves on a level with the Coney Island barker or the cheap jewelry auctioneer. Quiet earnestness, on the other hand, conveys to the hearer a sense of the speaker's power which is usually decisive and sometimes overwhelming.

Reading

Even good salesmen may resent the suggestion that more and better reading would be very good indeed for most of them; yet this is only too true. The sloppy thinking, the sloppier speech and the general sloppiness of mentality that permit a man to sell, yet never to surpass his fellows in selling, that make him a salesman, but never one of those big men to whom the apparently impossible tasks are given, are all characteristics of an age which despises learning; yet it is the most patent of truths that the big men are always learners from birth to grave. He who would know how to handle his ideas should, nay must, be a student; nor is there any road towards mastery in this department of life easier, more open and more certain to repay than the road of good reading. I am not selling books; but if I had long since collected them on my shelves one by one I should certainly want to have those volumes which together are called the Five-foot Shelf of Books, and which President Eliot selected. A man who has no more reading than is in these only will be a man who can talk because he will have learned to think, who can talk persuasively because he will have learned how Burke persuaded, who can talk impressively because he will know how Lincoln spoke at Gettysburg, who can reason because he will know how Socrates argued.

FULL LINE of HARDWARE

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



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.

40% Off List— How much is *REALLY* yours ?

Landay Bros., one of the country's foremost music merchants, operating a chain of stores, made their first installation of

24 AUDAK UNITS in DECEMBER 1923

They have just placed an order for *still more* Audak Units for their Fifth Ave. stores.



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. Install

THE AUDAK SYSTEM

The Modern Method of Demonstrating and Selling Records

Without the Use of Booths

Record Service with Audak Unit

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

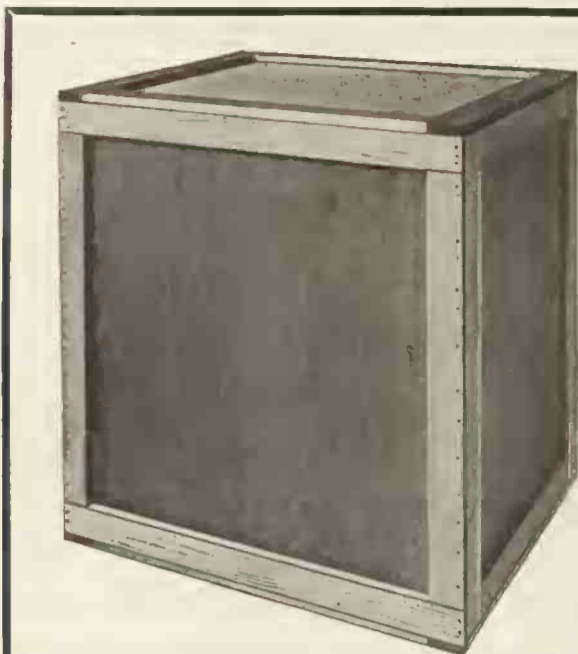
Write for detailed information.

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.



Tailor-Made Packing Cases

Atlas Plywood Packing Cases undoubtedly give proper protection for your product in every detail. They are scientifically made for the specific goods they are intended to carry.

Their scientific construction makes possible the combining of light weight with greater protective qualities. The result is a big saving in freight charges and in claims for damage. Atlas Cases carry heavier loads than the ordinary wooden box.

Atlas Plywood Packing Cases make a better appearance and cost less.

Send us a memorandum of your requirements so that we may point out just what savings Atlas Cases can effect in your particular line.

Atlas Plywood Corp.

PARK SQ. BUILDING

BOSTON, MASS.

Largest Manufacturers of Box Shook in New England

French Nestor Co. Arranges Series of Dealers' Meets

Three Sales Conferences for Southeastern Victor Dealers to Be Held in Jacksonville, Miami and Tampa During the Month of October

JACKSONVILLE, FLA., October 8.—The French Nestor Co., Victor wholesaler of this city, has arranged for an important series of three sales conferences for the benefit of the Victor dealers in the Florida district, which takes in sections of South Carolina and Georgia, as well as Florida.

The first conference will be held at the Seminole Hotel in Jacksonville on Thursday, October 16, and assurances have already been received that all the representative dealers and department managers, as well as many of their sales people from northern Florida, Georgia and Carolina, will attend this session.

The second conference will be held at the Hotel Roberts, Miami, on Tuesday, October 21, for the benefit of dealers located on the east coast of Florida, south of Daytona. The third conference will be held at the Hillsborough Hotel, Tampa, on Friday, October 24, and will draw from west coast and central Florida points as far east as Eustis, Sanford and Orlando.

Elaborate programs have been prepared for each of the conferences, which will be divided into morning and afternoon business meetings with a banquet in the evening. The speakers will include Frank K. Dolbeer, sales manager of the Victor Talking Machine Co.; Parke Willis, of the mechanical department of the Victor Co.; David S. Pruitt, Southeastern traveling representative of the Victor Co., and Martin L. Pierce, sales and promotion chief of the Hoover Co., Canton, O., vacuum cleaner manufacturer, who on several previous occasions has delivered addresses before talking machine retailers.

The purpose of the conferences is to give the dealers and their sales people concrete facts and valuable talking points on the construction and quality of Victor products and outline for them tried and proved advertising and sales plans and methods, including window and store display, stock keeping, etc., with a view to enabling them to realize fully upon their opportunities as Victor retailers.

Crosley Radio Co. Now Occupies New Factory

Opening of Cincinnati Plant Makes Fourth Factory—New Plant to House Radio Station—New Model Proving Popular

CINCINNATI, O., October 6.—The Crosley Radio Co. recently moved into its new executive offices and factory at Colerain and Sassafras streets, which will also house its new high-powered broadcasting station. This is one of the four factories now operated by the Crosley manufacturing interests.

The spacious executive offices are given a most modern setting and occupy an entire floor in the forward wing of the new home. The other floors are given over to assembling plants. These latter divisions are operated along the most efficient lines, and assembling of the Crosley products resembles similar performances often spoken of in reference to the Ford plant.

The assembling of the raw materials commences at one end of the many lengthy tables before which each expert workman is seated and the progress of these various parts through many hands along the table is a credit to modern manufacturing methods. When the assembled product reaches the completed base each set is given a headphone testing. These sets had been previously given preliminary testings as they moved along the line. The set tested and passed is immediately pushed forward into the hands of wrappers and boxers and marked for shipment.

The new Trirdyne \$100 model has in recent weeks been given particular attention and heavy quantities of this, which is already shown to be a popular model, are being produced.

R. F. Novy Visits Hollenberg

LITTLE ROCK, ARK., October 4.—R. F. Novy, of the Brunswick-Balke-Collender Co., St. Louis, was a recent visitor to the headquarters of the Hollenberg Music Co. here, where he held conference with the officials of the company. He reported that the Brunswick-Radiola combination set had already established itself on the market.

Val McLaughlin to Make Records for Brunswick

Val McLaughlin, who has become a nationwide favorite through broadcasting her stories for children, has signed an exclusive Brunswick contract. Her first records will be announced in November. Miss McLaughlin has been what might be termed a sensation in radio broadcasting circles. Her style of rendering stories for



Val McLaughlin

children has been an innovation in work of this type. Daily she receives hundreds of letters from little tots all over the country, asking for their favorite stories. Special advertising is being prepared and one of the features will be a special envelope for her records.

Carter Co. Adds Edison Line

KOKOMO, IND., October 7.—The Carter Electric Co., 112 South Washington street, recently secured the agency for the Edison phonograph. John Carter, president of the company, stated that the organization is now fully equipped to serve the many owners of Edison phonographs in the city.

The men who produce jazz say that jazz is nothing more or less than the modern American treatment of music—more particularly in point of both orchestration and instrumentation.

Phonograph Parts and Supplies

MOTORS, TONEARMS, SOUNDBOXES, SPRINGS AND NEEDLES OUR SPECIALTY

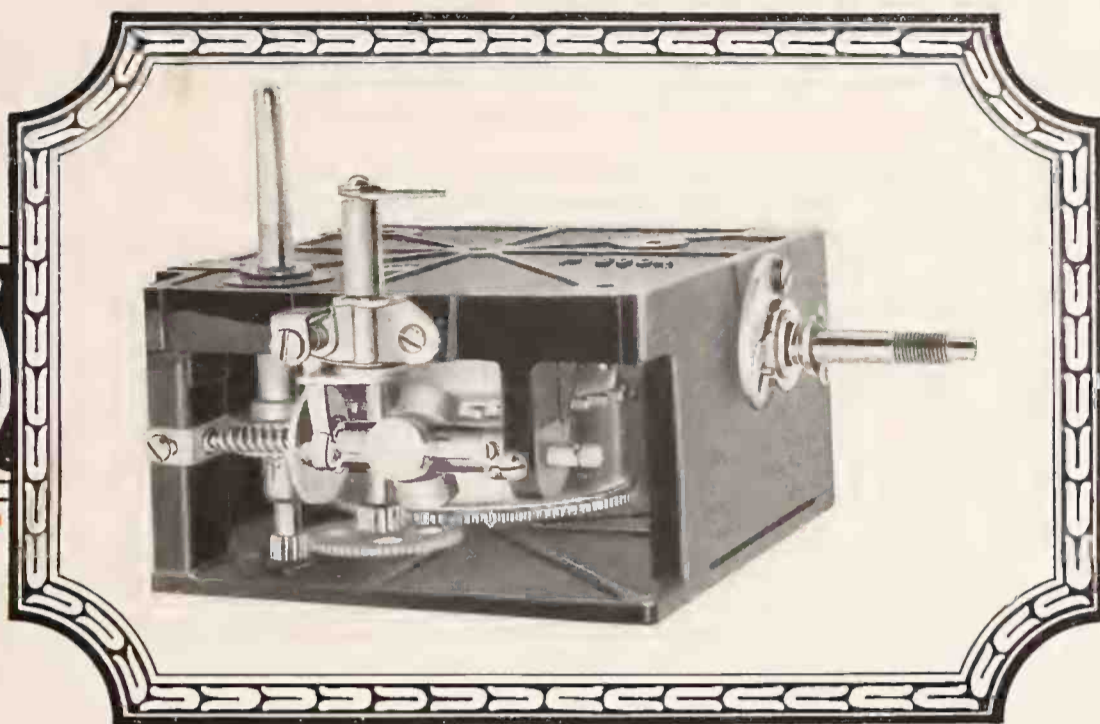
Lowest Prices and Best Qualities Always Available for Delivery Anywhere

Send for Bargain List of Repair Parts and Motors

THE VAL'S ACCESSORY HOUSE, Inc.

110 No. Broadway

St. Louis, Mo.



MOTOR No. 22

The Heineman Number 22



IFT the motorboard of any of the moderately priced console models on the market today and nine times out of ten you'll find it equipped with the Heineman Motor Number 22. Manufacturers know that the buying trend now is for consoles at a reasonable price. That's why the majority of them are using the Heineman Number 22. They know that it is absolutely dependable and made with the painstaking care used in the manufacture of all Heineman motors, regardless of price.

Some More "Reasons Why"

The Number 22 meets the demands for an inexpensive motor that yet is reliable. The "reason why" it is inexpensive is because in the first place it is smaller. That means less material required and hence less expense.

However, the same care that is used in manufacturing the higher priced motors

is given the 22. It goes through the same number of careful checkings, is made by the same precise machinery and in fact practically the same materials are used. Only smaller quantities of it are required. But remember this: There is never any difference in the QUALITY of any HEINEMAN motor.

HEINEMAN QUALITY MOTORS

Manufactured by

General Phonograph Corporation

OTTO HEINEMAN, Pres.

25 West 45th Street

New York City

Squelching the "Saturation Point" Calamity Howlers

Methods of the Victor Co. in Proving Wrong Those Who Believe Sales Have Reached Their Limit Featured in Printers' Ink

An interesting tribute to the progressive business methods of the Victor Talking Machine Co., Camden, N. J., appeared in the form of an editorial in the September 18 issue of Printers' Ink, the authoritative publication on all advertising matters. Under the caption "Saturation? Think of Victor!" the article dealt with the bugaboo of saturation and told of the methods by which the Victor Co. is overcoming the belief which some people have, that the talking machine industry has reached its limit of distribution. The article reads:

"When you see saturation in the distance, stop and consider how some of the gigantic businesses of the country have tackled the problem. Look, for example, at the Victor Talking Machine Co. with that problem in mind.

"Over a long period of years it has marshaled its sales force and dealers in an intensive and unbroken sales attack on consumers. It has been one of the largest advertisers in the country. Despite the fact that many people believe that the phonograph industry has about reached its limit in distribution, it probably will continue to be a great advertiser.

"And while many are thinking that the saturation point has been reached for phonographs, what is the Victor Co. doing? Right now it is telling its dealers about the farmers' prosperity. It is telling dealers that farmers soon will be seeking relaxation and diversion. 'Strike while the iron is hot—sell them Victrolas.'

"How?" ask the dealers. 'With a light delivery car you can visit a number of farmers each day, taking a Victrola and records with you. Don't wait for business to come to you or someone may head it off,' answers Victor.

"A new school season opens. Victor jacks up its dealers by asking: 'Have you shown your local school board the educational advantages of having a Victrola in the school auditorium?'

"Vacation is over and people are returning with portable Victrolas. The dealer is urged to canvass his list of purchasers of this model while the people are receptive to suggestions that they invest in an instrument more suitable for the home.

"The concert and grand opera season approaches. Here is the industry's great sales impetus which robs saturation of its myth. Victor makes certain that its dealers are awake to possibilities.

"That bugaboo saturation! When you think you have reached it, ponder over what Victor tells its dealers: 'You may have to look about a bit for ways to get business coming your way, and there are a score of ways looking right at you. It is to your own interest to look about and see what can be done, and now is the time to do it.'"

Aside from its commendation of the Victor Co., this article should merit the attention of all dealers in that it mentions methods of stimulating sales that have proved without equal in the past, namely, canvassing and tie-ups with local musical events, the value of which has been illustrated time and time again by articles appearing in the columns of The World.

Clarkson's Store Renovated

PLATTSBURGH, N. Y., September 8.—Recent alterations and improvements have made Clarkson's Music Store in the Clinton Theatre Building one of the most attractive stores in this section of the country. The store now occupies the entire frontage on the Clinton street side of the theatre and carries a complete line of Brunswick phonographs and records, as well as a full line of pianos and musical merchandise.

A Business Card That Contains a Sales Message

Ideal Music Shop, of Newark, Purchased by W. Arrowsmith—Name Changed to Ideal Radio & Music Shop to Cover Lines Handled

NEWARK, N. J., October 8.—The Ideal Music Shop, one of the leading talking machine stores in this city, owned by a company which operates several stores in Greater New York, was recently sold to W. Arrowsmith, who for a number of years has been connected with the talking machine and radio business and who is a thoroughly experienced retail merchandiser. The name of the establishment has been changed to the Ideal Radio & Music Shop, a fine line of radio having been added.

A clever little stunt is in use by Mr. Arrowsmith in connection with his business cards. The face of the card contains the name and address of the concern, together with the name of the company's representative. On the back

of the card is the following self-explanatory and interesting message:

RADIO has found its place in home life. It has come to stay, and has earned its welcome.

It is consistently demonstrating its educational value. It has passed the luxury stage and has become a necessity in our every-day lives.

We hear the jazz of Broadway, the sermons of well-known preachers, the concerts of celebrities and the direct connections with all National and Sporting events. We can demonstrate the merits of any of the Nationally known sets in our spacious booths or in your own home. Let us Radioize your home to-day and you will enjoy the interesting programs NOW.

The largest, finest and most completely equipped Radio Shop in New Jersey is at your service.

IDEAL RADIO & MUSIC SHOP

New Quarters in Fond du Lac

W. H. Schmitz, owner of a music store at Fond du Lac, has moved from his old quarters at 24½ South Main street into the Moose Temple at 21 Forest avenue.



A GREAT SEASON — A GREAT RECEIVER —

A GREAT RADIO SEASON is before us — a season when the Music Dealer will come definitely to the front in the Radio sales field.

Music Lovers are flocking to Radio and are buying fine receiving sets. Your trade will look to you for a Receiver that will deliver the maximum in radio enjoyment, at a price within the reach of the average family.

That's the A-C DAYTON XL-5. A super, five tube receiver, guaranteed to furnish the utmost in selectivity and volume and receiving the finest of music with PERFECT CLEARNESS, the XL-5 is an outstanding value in the fine Receiving Set market.



The A-C DAYTON XL-5 is furnished in knocked-down form, complete with all parts and directions, neatly packed in attractive display case. Write for circular.

Beautifully designed and finished in dark mahogany, the XL-5 has an instant appeal. Simplicity of operation makes it easy to demonstrate and SELL.

Write today for complete description, price, discounts and music dealer plan.

THE A-C ELECTRICAL MFG. CO., DAYTON, OHIO
Makers of Fine Electrical Equipment for Twenty Years

A-C DAYTON XL-5

Wisdom of Classifying Prospects for Radio

Variety of Radio Receiving Combinations Permits the Talking Machine Dealer to Make the Proper Appeal to Various Classes

In the handling of radio receivers in their various forms on a profitable basis the talking machine dealer is faced with certain problems which, while not really serious, require good merchandising sense in their solution. He is persuaded to go into the handling of radio on the basis that he has a definite following among the musical people of his town, enjoys entrée to their homes, has an establishment that is ideal for the demonstration of radio receivers, and knows how to sell music and music-producing instruments.

The very fact that he has on his books a definite list of customers may prove embarrassing unless he uses good judgment in making his radio appeal to those same customers, for more than one dealer has suffered a more or less heavy loss on a radio sale for the reason that he has been persuaded to take in exchange for a combination radio phonograph a straight phonograph which has been hard to resell at a fair price.

Classifying the Appeal

A talking machine dealer who has been quite successful in handling radio and who has avoided the accumulation of a profit-killing assortment of used instruments has devised three distinct avenues of approach in placing his radio receivers before prospects and customers. To the owner of an upright phonograph in which it is not easily feasible to install a radio receiving panel the dealer talks the separate receiver complete in itself, either equipped with its own loud speaker, or with a loud speaker unit for attaching to the talking machine tone arm, which provides the argument for the retention of the old machine.

When the customer is the possessor of one of the newer console models the dealer centers his sales talk on one of the radio receivers in panel form specially designed for installation in cabinets of that type, and persuades the customer that he is really saving money by utilizing the receiving unit and retaining the talking machine and its cabinet intact.

Then comes the prospect who has been importuned on numerous occasions to buy a talk-

ing machine and a supply of records but has held off. Here is found the real field for the exploitation of the combination talking machine and phonograph, for to him such a sale means a clean sale without any occasion to take back an old and often unsalable instrument. Should the combination not appeal to the prospect it is often possible to sell him some complete receiving unit of one of the recognized types.

Keeping Exchanges at a Minimum

It does not require a great deal of effort to classify the several groups of customers and prospects and the trouble that is saved by such classification is well worth the effort. There are times, of course, when the dealer will find it profitable to make an exchange proposition to the customer provided he can give a low allowance on the used instrument and get a good price for the combination, but there are other occasions when a poor exchange can wipe out all the potential profit of the new sale.

Not so very long ago a dealer called the attention of one of his customers to a new combination selling at \$350. This same customer had only a half year before purchased a console phonograph at a price approximating \$200. The customer was interested in the radio outfit and agreed to buy it with the proviso that his other machine be taken in exchange. The dealer stretched his allowance to \$125 as a concession, but the customer demanded that he be allowed the full price he paid for his phonograph. "I'm certainly not going to spend \$75 for the privilege of having used the machine for six months" was his declaration. Although the dealer did not allow the full amount as demanded, the compromise arrangement was unprofitable to the dealer and, moreover, not satisfactory to the customer. Such a sale would be better unmade.

Keeping Old and Building New Business

It is conceded that the average talking machine dealer taking on radio still plans to continue in the talking machine business, to which he has devoted at least several years. Likewise, it is conceded that he is going to look for radio business from the customers and prospects of his talking machine store, and it will

require good business judgment to follow out both programs.

Simply to make a radio canvass of a full list of talking machine customers will unquestionably lead to complications, for what will appeal to one customer may not register with another. Just as the dealer seeks to sell a \$50 instrument to one customer, and a \$350 model to another, so he must differentiate when going after radio sales.

The division of customers and prospects into three classes may not work in every instance, but it at least affords a basis on which the dealer who is on the job and knows his clientele can divide his sales appeal.

By offering the radio panel unit to the owner of the modern console phonograph, or the upright phonograph designed to take such a unit; by offering the separate and complete receiver unit to the owner of the upright model who can be persuaded to retain his phonograph and use it as a loud speaker; by offering to the new prospect his choice of either the combination phonograph or the separate radio, the dealer in this way getting the most out of each field without embarrassing comebacks.

The Clean Sale Spells Profit

There is no question but that the trade-in problem is going to grow in the talking machine trade, for it cannot be entirely avoided. In some cases a good exchange proposition can be made profitable either in dollars or in good will and plans can be developed for moving the used instruments thus accumulated. It is the clean sale, however, made for either cash or instalments, but without any exchange, that insures the proper net profit, and any method that will insure and expand these clean sales is worthy of consideration in the development of any merchandising policy.

Nyacoflex Radio Introduced

The New York Album & Card Co., New York and Chicago, manufacturer of the Nyacco line of talking machine record albums, which entered the radio field last month with the introduction of its Nyacoflex combination radio-phonograph, has gone further into the field through the production of a separate radio set called the Nyacoflex. The new set contains the same distinguishing features of the set used in the combination but is encased in an artistic table cabinet with slanting dial board. It will be merchandised principally through the talking machine trade. Max Willinger, president of the company, recently concluded a trip through the Middle West in the interest of his new products. He reports that they were well received wherever shown and that a substantial volume of orders for them is being received at both the New York and Chicago factory headquarters.

New Manager at Shartle's

MEADVILLE, PA., October 7.—Miss Rose Stevenson was recently appointed manager of the Edison phonograph department at Shartle's store, opposite the Academy of Music, Chestnut street. Miss Stevenson possesses a wide experience in the retailing of phonographs, having been in the business for eight years. She intends making a personal call on all Edison owners in the city.

Has Changed Its Name

INDIANAPOLIS, IND., October 7.—The Phonograph Corp. of Indiana, Edison jobber in this district, recently changed its name to Edison Phonograph Distributors Co.

FELT



Satisfaction

Permanent patronage is invariably the result of satisfaction.

Leading manufacturers of talking machines continue to favor us with their orders for turntable felt year after year for one reason and only one reason—satisfaction.

Other manufacturers may be interested in knowing about this source of felt supply. An inquiry will receive careful attention.

AMERICAN FELT COMPANY

211 Congress St., Boston

114 E. 13th Street, New York City

325 So. Market Street, Chicago

The first of the Cheney National Advertisements appeared in the September 20th issue of *The Saturday Evening Post*

The Cheney line embraces a wide range of upright, console and wall cabinet De Luxe models, as well as a number of radio combination models both equipped with, or adapted for radio installation. The CARLYLE below, is a remarkable value at \$135

The CHENEY
The Master Phonograph

Have you ever really heard a piano on a phonograph?

You will, when you hear The Cheney. This master instrument restores the beauty and "living" quality of the original itself to piano as well as all other records.

If you have never heard The Cheney, you have a revelation coming. You have no conception of what the phonograph can really do.

Piano records are considered the most difficult test of a phonograph. Listen to a piano record on The Cheney for five minutes and you will be convinced that never before has a phonograph played so realistically to this some favorite record that you know, now for once like Greg's Blue No. 10.

What will you hear? The tone of the piano, as clear as pure, as sharply as if you stood in the room. You will clearly measure the touch and feel of the pianist.

This same magic touch The Cheney adds to every record it plays. Hear a piano record like the Prologue.

in Pastoral and note the balance between orchestra and voice, the lushness of tones, unblemished by needle scratches. Even more wonderful is a number like Massenet's *Elegie*, following the voice like a shadow.

There is no other phonograph like The Cheney. There can be no other like it. For The Cheney combines patented acoustical features which differ fundamentally from those of other phonographs usually employed. It is the only phonograph which controls and develops tone in a series of carefully proportioned chambers. It is the only phonograph with a visible resonator carved from wood so vibrant that it swerves and catches every period, that it takes every note and overtones from the record and restores to them their full beauty.

Cheney cabinets are the fitting counterparts of Cheney tone quality. In a wide range of models which reflect the great historic periods of Old England, they portray the finest furniture craftsmanship in the world.

If you do not know where to see and hear The Cheney, send us the coupon below.

CHENEY TALKING MACHINE COMPANY
CHENEY, MICHIGAN

Early Empire Piano in mahogany or walnut completely equipped \$250

THE MOST PERFECT MUSIC-REPRODUCING INSTRUMENT MADE

The Carlyle \$135
The Metropolitan \$175
The Ambassador \$200



The CHENEY

The Master Phonograph

Outstanding Merchants
Everywhere
Sell The CHENEY

- Lyon & Healy, Inc. Chicago
- Henry F. Miller & Sons Piano Co. Boston
- John Wanamaker New York
- Strawbridge & Clothier Philadelphia
- Buescher's Music Co. Cleveland
- J. L. Hudson Co. Detroit
- Cable Piano Co. Detroit and branches
- Pearson Piano Co. Indianapolis and branches
- Foster & Waldo Co. Minneapolis
- The Emporium, Inc. San Francisco
- Barker Brothers Los Angeles
- G. F. Johnson Piano Co. Portland, Ore.

More Profits for Every Cheney Dealer

During the past ten years, The Cheney has won public appreciation for its superior tone quality and distinction of cabinets unequaled by any other phonograph.

The Cheney franchise has come to have definite value in every community.

Now—by inaugurating a campaign of national advertising in *The Saturday Evening Post*, by carrying the story of Cheney superiority into millions of the best homes, we are making The Cheney

franchise an asset of even greater value.

Every Cheney merchant will find selling easier, note a greater familiarity on the part of his customers with Cheney features, and make more profits.

The biggest, most influential music and department stores in the country are putting The Cheney on their floors. Could there be better reason for every merchant inquiring into the profit possibilities of The Cheney in his store?

Write immediately for complete information on The Cheney line, prices, and franchise opportunities

THE CHENEY TALKING MACHINE COMPANY—CHICAGO
The Cheney is made complete in our own factories in Grand Rapids, Michigan

Should Dealers Send Records on Approval

The Methods of Several Retailers and Resulting Problems in Sending Out Records on Approval Outlined by Frank H. Williams

When it comes to the sending out of records on approval, should the talking machine dealer do so without any restrictions being placed on the customers getting the records? Or should the dealer place certain restrictions on approvals which will have the result of creating some business for him? And, in the cases of approval customers, how can the dealer cash in on these customers to the fullest extent possible, not only at the time of sending out approvals to them but also in the future?

These are important questions for the consideration of every dealer. And it will be worth while for all retailers to consider the various ways in which different dealers successfully answer these questions. Here are some of the most interesting and worth while ways in which various dealers handle the approval problem:

Insists Customers Make Purchase

Pribyl's Phonograph Shop, at the corner of Fifth and Main streets, Santa Ana, Cal., is definite and specific about the things it expects from customers who ask to take home records on approval. This store has a sign above its stock of records which reads as follows: "At least one-third of all records sent out on approval must be purchased." And, over another section of the phonograph record stock, the store has this additional sign: "No exchanges."

These signs are so prominently displayed that it is a careless customer indeed who can come into the store and not see them. So most of the customers are informed in advance of what is expected of them when they ask for records on approval. But, in order that there will be no misunderstanding about the matter, the Pribyl store politely informs all approval customers of its terms about approvals and so does away entirely with any chance for mistakes. This plan of making customers purchase at least a third of the records they secure on approval has been of great help to the store.

Forty-eight Hours Return Plan

A Southern California talking machine store insists that its customers return all approvals within forty-eight hours of the time they are taken from the store. If the records are not returned within that length of time they are charged against the customer as a regular sale. By making this rule regarding approval records and by enforcing it to the letter, this store has done away with a great deal of the trouble

which it formerly had in the handling of approval records through delayed returns.

Doesn't Send Out Dance Records on Approval

"Our experience with approval records may not have been the same as that of other dealers," said a live wire Middle Western merchant, "but we have found that we have a lot more trouble, in the long run, with dance records sent out on approval than with any other kind of records.

"This is a sample of the sort of trouble we have had with such approvals: A young girl came in here not so very long ago and said her family was tired of the old dance records and she wanted to see if she couldn't get them to buy some new records. She wanted us to let her take out a dozen or so snappy new records on approval so that she could demonstrate them to the family and get them to buy some of them. The next day the girl returned with all of the records and said she was very sorry, indeed, but the family didn't like any of the records and her folks would come to the store themselves and hear some records and then make purchases.

"Right away we were quite suspicious. I thought sure there was something else doing than the simple state of affairs the girl had told me about. And my suspicions were fully justified when on looking at the society column of the local paper that evening I saw where the girl had entertained at a dance party the previous evening. She had made us furnish the music for her dancing party, but didn't pay us anything for it and didn't give us any credit for it, either.

"A few experiences of this sort made us institute our rule against sending out dance records on approval. With the other kinds of records there isn't the temptation for doing things of this sort and there is more reason for people wanting to hear how the records sound on their own machines in their own homes."

Care Must Be Exercised

"We have put a lot of intensive study on this matter of sending out phonograph records on approval," declared another dealer. "We feel, of course, that the more demonstrations of phonographs and of records we can give to our customers the more business we will do and the more money we will make. Con-

sequently it is, of course, to our advantage to send our records on approval. But if the people who get records on approval simply take advantage of this service and if they hold the records longer than they should and simply play them to pieces while they have them, then we will be better off by not having any approval service at all.

"In view of this, then, the best proposition for the phonograph dealer with regard to sending out records on approval is to make sure that the people who get the approvals will not abuse the privilege.

"We find from experience that while young people purchase the most records at our store, they are also the greatest abusers of the approval privilege. So we have made it a rule to cut down, as much as possible, the approvals allowed young people and to give older people just about what they want in the way of getting records on approval. We either kid the young people out of getting records on approval or we tactfully tell them there is nothing doing and, generally, they take it all right and don't raise trouble, and we get as much business from them as we ever got. And, of course, the older people are quite appreciative of our courtesy in giving them quite extensive approval privileges and we have greatly increased our business from older customers in this way."

Follows Up Approval Customers by Phone Calls

"We follow up approval customers conscientiously all the time in trying to get more business from them," commented another dealer. "We have almost no restrictions regarding the sending out of records on approval provided we know the people who want the approvals or provided that they look right to us. In fact, this thing of sending out records on approval is one of the most profitable branches of our business. But we are not content with simply getting what business comes to us voluntarily from our approval customers. We keep right after these customers all the time in trying to get still more business from them. We keep track of the names and addresses of all customers who have ever received records from us on approval and the dates of the last times we sent them such records. Then, every other month or so we call them up on the phone—if they haven't purchased any records from us in the meantime—and we suggest that we send them out some new records to try on their machines.

"In most instances this offer gets response from the people to whom it is made. These customers who are accustomed to getting records from us on approval tell us to go ahead and send out some of the new records. We do so at once and we practically always get enough business to make the proposition very much worth while. And we always feel that such business as we get in this way is business that we have actually created, as it is business that, otherwise, wouldn't have come to us.

Brodrub & Blair Opening

WATERBURY, CONN., October 8.—The formal opening of the new headquarters of Brodrub & Blair, Victor and Edison dealers, was held recently at 97-99 Bank street. The new quarters are complete in every detail with facilities for the proper demonstration and display of a full line of Victor and Edison products, a section to be devoted to radio, with testing and concert rooms. The mezzanine is given over entirely to a piano salon. A feature of the opening day ceremonies was the musical program rendered by local and nationally known artists. Flowers and appropriate souvenirs were distributed.



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 looked into the future and are prepared to meet a demand, just as clearly forecast, for quality binding posts "with Tops Which Don't Come Off." We are PROGRESSIVES in our field.

EBY posts are scientifically designed, beautifully finished and their price is right. They can be furnished either plain or engraved in twenty-five different markings.

**Our COMBINATION is
QUALITY and SERVICE**

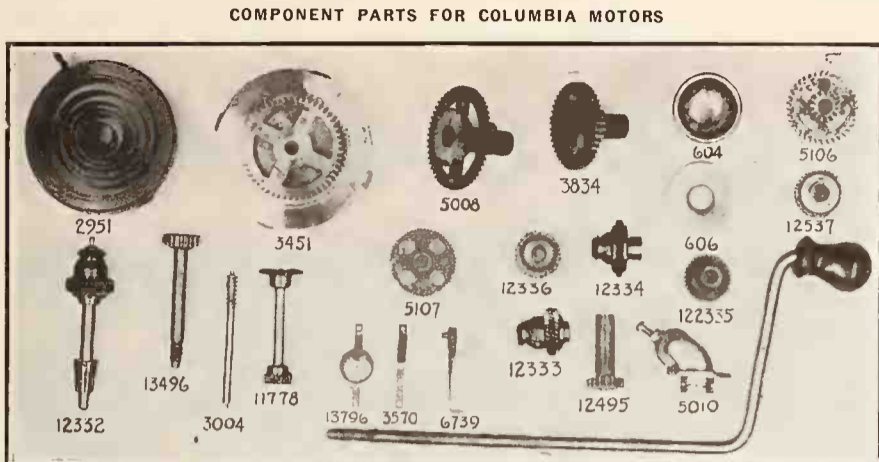
H. H. EBY MFG. CO., Philadelphia, Pa.



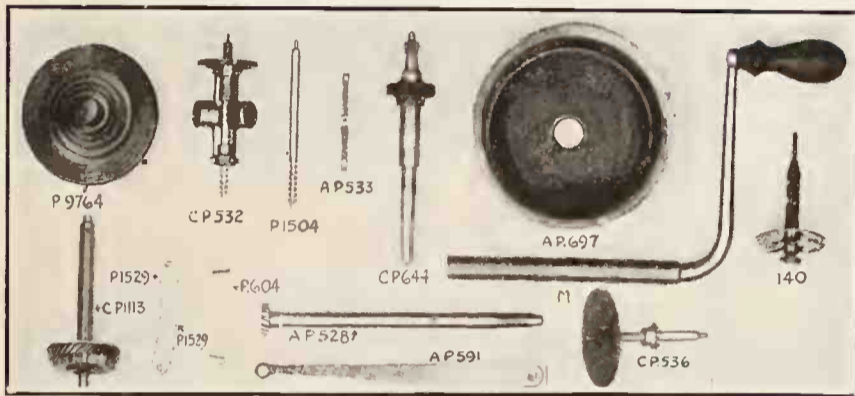
FALL PRICE LIST—PARTS FOR ALL MOTORS and MACHINES

MAIN SPRINGS

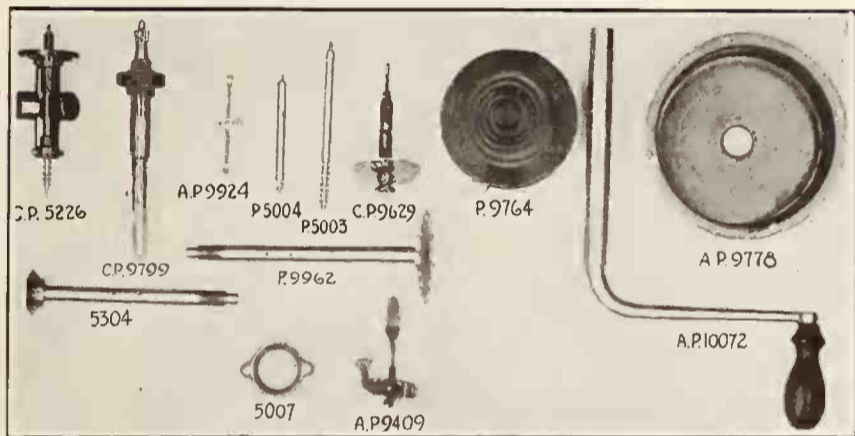
No.	Each Spring Packed in Individual Box	Price each
405	1 1/4 in. x .022 x 17 ft., pear-shaped holes on both ends for Victor motor.....	\$0.60
406	1 1/4 in. x .022 x 12 ft., pear-shaped holes on both ends for Victor motor.....	0.50
407	1 1/4 in. x .022 x 17 ft., bent arbor and pear-shaped hole outside for Victor motor.....	0.60
408	1 1/4 in. x .022 x 12 ft., bent arbor and pear-shaped hole outside for Victor motor.....	0.50
409	1 1/4 in. x .022 x 17 ft., bent arbor and bent end outside for Victor motor.....	0.60
410	1 1/4 in. x .022 x 12 ft., bent arbor and bent end outside for Victor motor.....	0.50
411	1 1/4 in. x .022 x 9 ft., bent arbor and bent end outside for Victor motor.....	0.45
412	1 3/16 in. x .025 x 19 ft., pear-shaped holes for Heine man No. 44 and Pathe motor.....	0.60
413	1 in. x .020 x 15 ft., both ends bent for latest style Victor motor.....	0.50
420	1 in. x .025 x 12 ft., pear-shaped holes on both ends for Heine man Nos. 33-77.....	0.40
421	1 in. x .020 x 13 1/2 ft., oval holes on both ends for Victor Nos. 4-6-8.....	0.40
422	1 in. x .020 x 13 1/2 ft., bent arbor for Victor motor Nos. 4-6-8.....	0.40
423	1 in. x .025 x 16 ft., oblong hole for Meisselbach motor Nos. 16-17-19.....	0.50
424	1 in. x .025 x 16 ft., oblong hole for Krasco, Sonora, Silvertone, Saal motors.....	0.60
425	1 in. x .025 x 16 ft., pear-shaped and oblong holes outside for Krasco, Sonora and Aeolian.....	0.60
426	1 in. x .025 x 11 ft., pear-shaped holes for Columbia single-spring motor.....	0.35
427	1 in. x .028 x 10 ft., pear-shaped holes for Columbia two, three and four-spring.....	0.38
428	1 in. x .025 x 18 ft., pear-shaped and oblong hole for Brunswick motor.....	0.65
429	1 in. x .022 x 9 ft., oblong hole outside for Meisselbach No. 12 motor.....	0.35
430	1 in. x .25 x 12 ft., oblong hole outside for Sonora, Saal and Brunswick.....	0.40
435	3/4 in. x .023 x 10 ft., pear-shaped hole for Pathe and Bliek motors.....	0.30
436	3/4 in. x .023 x 10 ft., oblong hole outside for Meisselbach Nos. 9-10.....	0.30
437	3/4 in. x .025 x 10 ft., pear-shaped hole for Columbia and Heine man No. 36.....	0.28
438	3/4 in. x .025 x 8 ft., for Madison and German motors.....	0.25
439	3/4 in. x .022 x 8 ft., for Imported motor.....	0.22
440	1 in. x .028 x 16 ft., button holes for latest style Columbia.....	0.65
441	2 in. x .022 x 16 ft., for Meisselbach motor No. 18.....	1.25
442	2 in. x .025 x 16 ft., for Edison motor.....	1.25
443	1 1/2 in. x .028 x 21 ft., for Edison disc motor.....	1.25
444	3/4 in. x .022 x 11 ft., for Edison motor.....	0.22
445	3/4 in. x .022 x 8 ft., for Swiss motor.....	0.22
446	3/4 in. x .028 x 11 ft., for Western motor.....	0.30
447	1 1/6 in. x .030 x 21 ft., for Edison.....	0.90



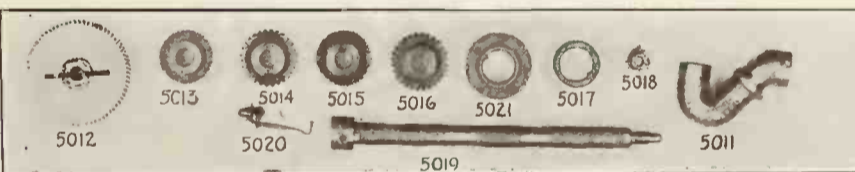
COMPONENT PARTS FOR MEISELBACH MOTORS



COMPONENT PARTS FOR HEINEMAN MOTORS



COMPONENT PARTS FOR VICTOR MOTORS



PARTS FOR VARIOUS MAKES



SOUND BOXES TO FIT ALL TONE-ARMS



COLUMBIA REPAIR PARTS

No.	Price each
2951	Columbia main springs..... \$0.38
3451	Columbia spring barrel head..... Complete 0.75
5008	Spring barrel winding gear, old style..... 0.75
3834	Spring barrel winding gear, new style..... 0.75
604	Needle cups..... Per 100 2.00
606	Needle cup covers..... Per 100 1.00
5106	First intermediate gears..... Complete 0.40
5107	Second intermediate gears..... Complete 0.40
12537	Worm gear for single-spring motor..... 0.30
12336	Bevel pinion single-spring motor..... 0.35
12333	Bevel pinion, regular style..... 0.75
12334	Bevel pinion, latest style..... 0.75
12235	Bevel pinion for old-style double spring..... 0.50
12332	Bevel pinion disk shaft..... Complete 1.00
13496	Male winding pinion..... 0.30
12496	Female winding pinion..... 0.30
3004	Governor shaft..... 0.40
11778	Driving shaft..... Complete 0.50
13796	Governor balls..... Complete 0.08
3570	Governor springs, each 0.02..... Per 100 1.50
6739	Stylus bar..... Complete 0.35
5010	Universal attachment..... 0.35
13228	Winding crank, 3 sizes, 7, 8 and 9 in. long..... Each 0.35
439	Columbia Governor Screws..... Per 100 1.00
2621	Columbia Barrel Screws..... Per 100 1.00
3943	Columbia Sound Box Thumb Screws..... Per 100 1.50
13119	Columbia No. 6 Sound Box, nickel-plated..... 2.25
13296	Columbia Tone Arm, nickel-plated, old or new style..... 2.50

MEISELBACH REPAIR PARTS

P9764	Main springs for motors 16, 17, 19..... \$0.60
P9765	Main springs for motor No. 12..... 0.35
CP532	Governor..... Complete 1.90
P1504	Governor shaft, new style..... 0.75
P1505	Governor shaft, old style..... 0.75
AP533	Governor ball..... Complete 0.10
CP644	Turntable shaft Nos. 16, 17, 19..... 1.50
CP645	Turntable shaft for No. 12..... 1.25
AP697	Spring barrel cup for Nos. 16, 17, 19..... 0.50
AP698	Spring barrel cup for No. 12..... 0.50
CP1113	Spring barrel shaft and gear..... 0.90
P1529	Brake lever, bottom plate..... 0.10
P604	Brake lever, top plate..... 0.10
AP528	Winding shaft for Nos. 16, 17, 19..... 0.60
AP529	Winding shaft, straight cut, Nos. 16, 17, 19..... 0.60
AP530	Winding shaft, spiral cut, for 10; 12..... 0.35
AP531	Winding shaft, straight cut, for 10; 12..... 0.35
AP591	Brake lever..... 0.35
CP536	Intermediate gear for Nos. 16, 17, 19..... 0.90
M	Winding cranks, 3 sizes..... 0.75
140	Speed indicator..... 0.45

HEINEMAN REPAIR PARTS

CP5226	Governor..... Complete \$1.90
CP9799	Turntable shaft..... Complete 1.50
AP9924	Governor balls, 33; 77; 44..... 0.10
AP9925	Governor balls for No. 36..... 0.10
P5004	Governor pinion for No. 9..... 0.25
P5003	Governor shaft..... 0.60
CP9629	Speed indicator..... 0.45
P9764	Main spring for No. 33 or 77..... 0.40
P9765	Main spring for No. 36..... 0.28
P9766	Main spring for No. 44..... 0.60
AP9778	Spring barrel cup for No. 33 or 77..... 0.50
AP9779	Spring barrel cup for No. 36..... 0.50
AP9780	Spring barrel cup for No. 44..... 0.75
P9762	Winding shaft for motor No. 33..... 0.60
P9966	Winding shaft for motor No. 36..... 0.40
5304	Winding shaft for No. 44 or 77..... 0.75
5007	Escutcheon..... Complete 0.15
AP9409	Turntable brake..... 0.15
AP10072	Winding crank, 3 sizes..... 0.75

REPAIR PARTS FOR VICTOR MOTOR

No.	Price each
5012	Winding gear..... \$0.60
5013	Turntable gear, straight cut, small teeth..... 0.35
5014	Turntable gear, large teeth, straight cut..... 0.35
5015	Turntable gear, small teeth, spiral cut..... 0.35
5016	Turntable gear, big teeth, spiral cut..... 0.35
5021	Rubber back for exhibition box..... 0.35
5017	Rubber back for No. 2 sound box..... 0.35
5018	Governor collar..... 0.15
5019	Spring barrel shaft..... 0.60
5020	Stylus bar for No. 2 box..... 0.35
5022	Stylus bar for exhibition box..... 0.35
5011	Attachment for vertical cut record..... 0.25
5049	Governor springs, for Victor..... Per 100 1.00
5041	Governor screws, for Victor..... Per 100 1.00
5042	Governor balls, new style, for Victor..... 0.08
5043	Needle arm screws for exh. box..... Per 100 1.50
5044	Needle arm screws for No. 2 box..... Per 100 1.50

SOUND BOXES

No. B1	Bliss sound box, fit Victor..... \$1.25
No. F	Favorite, fit Victor..... 1.75
No. I	"Supreme" nickel-plated, loud and clear..... 2.50
No. 1	"Supreme" gold-plated, loud and clear..... 3.25
No. 1	"Supreme" oxidized..... 3.25
No. M	Nickel-plated, mellow tone, for Victor..... 1.75
No. M	Gold-plated, mellow tone..... 2.25
No. G	Nickel or gold-plated..... 1.00
No. P	Gloria patent, extra loud..... 3.00
No. H	Imported nickel-plated..... 1.10
No. 6	Columbia, nickel-plated..... 2.25

TONE ARMS

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

ILSLEY LUBRICANT

25-lb. Can	\$6.50
10-lb. Can	3.00
5-lb. Can	1.60
1-lb. Can	0.40
4-oz. Can	0.15

FAVORITE MFG. CO.
105 East 12th St., New York
Tel. 1666 Stuyvesant

PARTS—HARDWARE

5000	Crown gear for Bliek motor..... \$0.25
5001	Crown gear for Meiselmotor..... 0.25
5002	Crown gear for Heine man No. 0..... 0.25
5003	Tone-arm goose neck for Independent arm..... 0.25
5004	Governor pinion for imported motor..... 0.25
5005	Tone-arm base for Independent arm..... 0.25
5006	Automatic nickel-plated lid supports..... 0.22
5007	Automatic gold-plated lid supports..... 0.55
5008	Piano hinges, nickel-plated, 1 1/2 in. long..... 0.22
5009	Highly nickel-plated needle cups..... Per 100 2.00
5010	Covers for cups..... Per 100 1.00
5030	Highly gold-plated cups..... Per 100 7.00
5031	Needle cup covers, gold-plated..... Per 100 5.00
5032	Turntable felts, 10-in., round or square..... 0.15
5033	Turntable felts, 12-in., round or square..... 0.18
5034	Motor bottom gear for Triton motor..... 0.20

MICA DIAPHRAGMS

1 23/32 in.	Victor Ex. Box, 1st grade..... \$0.15
1 1/4 in.	new Victor No. 2, very best..... 0.18
1 31/32 in.	for Sonora..... 0.20
2 1/16 in.	for Meisselbach box..... 0.22
2 1/8 in.	for Pathe new style..... 0.35
2 3/16 in.	for Columbia No. 6 or Mutual Box..... 0.25
2 9/16 in.	for Pathe or Brunswick..... 0.45

SAPPHIRE NEEDLES

Pathe, very best, loud tone, genuine.....	\$0.12
Pathe, soft tone, ivory setting.....	0.18
Pathe, soft tone, steel setting.....	0.10
Edison, very best, medium tone.....	0.18
Edison, very best, loud tone.....	0.15
Edison, genuine diamond.....	1.25

STEEL NEEDLES

Brilliantone, all tones.....	Per 1,000 \$0.45
Blue Steel Reflexo, per package.....	0.07 1/2
Wall Kane Needles, per package.....	0.06

ATTACHMENTS

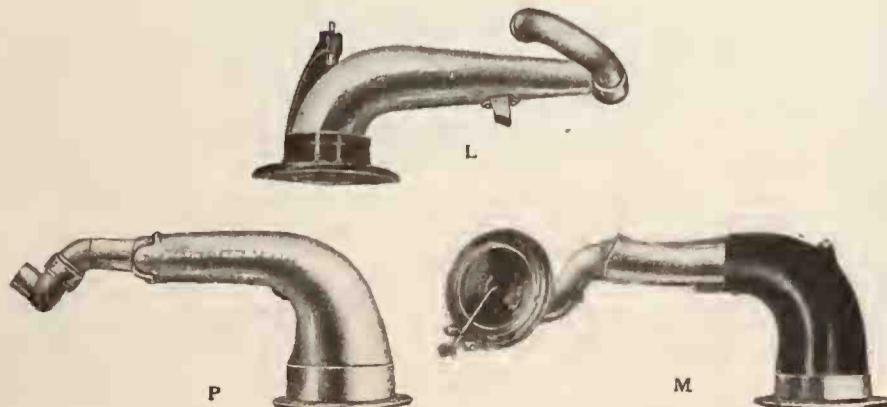
In Gold or Nickel-Plated	
Attachment for Victor Arm to play Edison.....	\$0.25
Kent, for Edison with C box.....	2.50
Kent, without box for Edison, nickel or gold.....	1.60
For Columbia, plays vertical records.....	0.35
Kent special adaptor with sound box, gold-plated or oxidized.....	4.95
Favorite Master Adaptor "Supreme" box N. P.....	4.35
Favorite Master Adaptor, "Supreme" box gold P.....	5.00
Favorite Master Adaptor, "Supreme" box oxidized.....	5.00

MOTORS

Distributors for Heineman and Meisselbach Motors	
Krasberg, 2-spring.....	\$9.00
Krasberg, 3-spring.....	11.50
Krasberg, 4-spring.....	13.50
Heineman, No. 36, 2-spring.....	7.50
Heineman, No. 33, 2-spring.....	8.50
Heineman, No. 77, 2-spring.....	9.50
Heineman, No. 44, 2-spring.....	12.50

All motors complete with 12-in. Turntables

FAVORITE MFG. CO.
105 East 12th St., New York
Tel. 1666 Stuyvesant





Give Value—and the Sales Will Take Care of Themselves

That's the experience of all Gilt Edge dealers. For, once a customer enjoys the matchless recording of these superb needles he'll have no other.

Plays ten records perfectly—bringing out every tonal beauty from the first to the tenth. Gilt Edge Needles not only mean more customers, but more *satisfied* customers.

**100%
PROFIT
BRINGERS**

But, besides volume, there's liberal profit in selling Gilt Edge Needles—100% profit. Send for our No. 100 Display assortment (four tones) of 100 packages that sell for 10c each—\$10—that cost you only \$5. And with it comes a crackerjack Display Stand that does the selling for you.

Reflexo BLUE STEEL (Spear Point) Needle

is another great seller. Plays every tone—loud, soft or medium. Display stand No. 50 of 50 packages (15c each), sells for \$7.50—costs you \$3.75.

Write for samples. Ask your jobber.

REFLEXO PRODUCTS CO., Inc.

Selling Agents for
W. H. BAGSHAW COMPANY
347 Fifth Avenue New York



Changes Announced in Victor Traveling Staff

Several Changes of Territory and New Assignments Follow Annual Meeting of Members of Traveling Department in Camden Recently

CAMDEN, N. J., October 6.—A number of new appointments and several new assignments of territory were announced following the recent annual convention of the staff of the Victor traveling department held at the headquarters of the Victor Talking Machine Co. in Camden, N. J. The new members of the staff include A. W. Deas, Jr., who will cover Brooklyn, N. Y., and Connecticut, succeeding A. H. Levy, who is in charge of the Victor exhibition rooms opened some time ago on Fifth avenue, New York; B. L. Plank, assigned to Texas and Louisiana territory; C. V. Price, with headquarters in Denver; C. B. Gilbert, as assistant to B. F. Bibighaus, New York City, and F. G. Hawkinson, who will act as special representative. C. C. Hicks has been transferred to Minnesota to cover the St. Louis and Kansas City territory, succeeding in the latter district T. L. Husselton, who is in charge of the Victor exhibition rooms at Atlantic City.

The following travelers will continue to cover the same territory as heretofore: R. C. Hopkins, Newark; R. A. Drake, Albany; D. S. Pruitt, Atlanta; F. C. Erdman, Cleveland; R. A. Bartley, Philadelphia; G. L. Richardson, Des Moines; W. T. Davis, Baltimore; W. R. Lewis, Detroit; J. A. Frye, Boston; R. P. Hamilton, California; B. F. Bibighaus, New York; R. S. Cron, Chicago; L. S. Morgan, Milwaukee; E. S. F. Marx, Pittsburgh, and A. C. Mayer, Cincinnati.

The annual meeting, which covered five days, was under the general direction of F. K. Dolbeer, sales manager of the company, assisted by E. J. Dingley, assistant sales manager; C. L. Egner, manager of the traveling department, and his assistant, O. L. May. Members of the various factory department staffs addressed the salesmen, and one afternoon was devoted to the Atlantic City showrooms. The golf tournament at the Bala Golf Club, Philadelphia, followed by a dinner, wound up the proceedings.

Dayton Fan & Motor Co. Radio Products Popular

The latest radio sets manufactured by the Dayton Fan & Motor Co., Dayton, O., the OEM models, are meeting with success. They are the results of many months' experimenting by Major O. E. Marvel, who was in the United States Signal Corps during the war and has been connected with radio since its very inception. The OEM-7 is a four-tube set and the OEM-11 is a three-tube set. They have the Duo-plex circuit developed by Major Marvel and are very compact and easily operated.

These products are being distributed at retail by dealers in all sections of this country and Canada. The company has launched an extensive advertising campaign which includes space in practically all of the leading radio and electrical trade papers, generous space being used to tell the public as well as dealers about these radio products.

The company is standing behind its dealers, giving them many selling helps and co-operating with them in every way to increase sales.

Edison in Model Home

OKLAHOMA CITY, OKLA., October 6.—Lattin's Phonograph Shop has supplied an Edison phonograph, in a William and Mary period model, for the model home here. The instrument is a beautiful one, with inlaid border, and harmonizes perfectly with the furniture of the room in which it has been placed and is attracting wide attention.

H. C. Schultz Joins the Yahr & Lange Forces

Well-known Talking Machine Man in Charge of Michigan Territory for Sonora Distributor

MILWAUKEE, Wis., October 6.—Yahr & Lange, Sonora distributors of this city, announce the acquisition to their sales staff of H. C. Schultz, who will have entire charge of the Michigan territory of Yahr & Lange, with headquarters in Detroit.

Mr. Schultz brings a wealth of experience in phonograph merchandising to his new duties,



H. C. Schultz

which amply fits him to make a big success of the new undertaking, as well as to serve the dealers of his territory in splendid fashion. He spent a number of years in the phonograph business in Cleveland. At one time he had his own retail business in that city, being a partner in the firm of Kennedy & Schultz. Later he had the Cleveland City territory for the Columbia Co.

For the last three years Mr. Schultz has been in charge of the Detroit territory for the Columbia Co., during which time he has built up a splendid reputation for himself.

The engaging of Mr. Schultz is a distinct asset to Yahr & Lange and to the dealers in the Michigan territory where Mr. Schultz is already instituting many plans whereby Sonora dealers will be the recipients of a high grade of service and co-operation.

The J. H. Padgham & Son Co., Santa Ana, Cal., has been taken over by Mr. Pryble, who was formerly connected with the concern.

RADIO DEALERS

TALKING MACHINE DEALERS, PIANO DEALERS, Etc.

should send for this new RADIO CATALOG No. 26-R

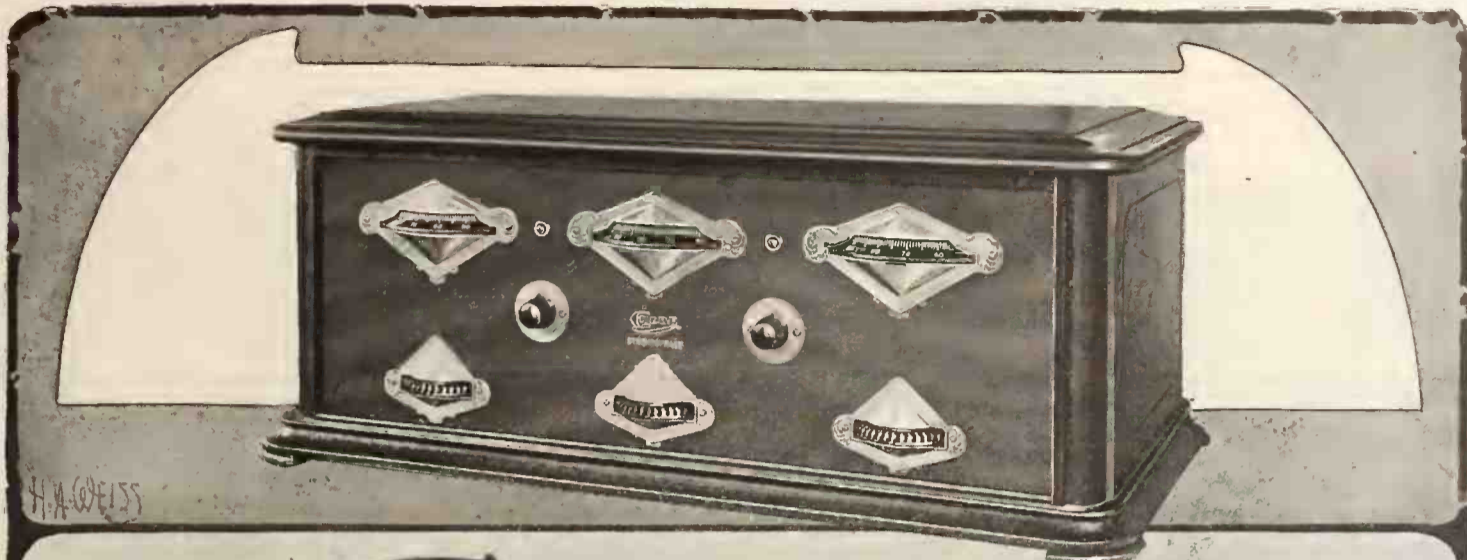
Covers a most complete line of quality Radio Products, with liberal discounts applying for Dealers.



WRITE TODAY!

"The House with a Policy. Exclusively wholesale!"

OHIO RUBBER
228 W. 7th St., Cincinnati



H.A. WEISS

GREBE

SYNCHROPHASE

TRADE MARK



"Instruction pervades the heart of the wise."
— Confucius

The wise dealer heeds that greatest of instructors—popular demand. That's why he sells the Grebe Synchronphase.

Doctor Wu

THE high degree of selectivity and over-all efficiency attained in the design of the Grebe Synchronphase is rivalled only by its rare craftsmanship and thorough ease of dependable operation.

Write for literature

A. H. GREBE & COMPANY, INC.

Van Wyck Blvd., Richmond Hill, N.Y.

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



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

Jobbers and Dealers who build with the Grebe Synchronphase are establishing themselves upon the bedrock of thoroughly satisfied customers.

All Grebe apparatus is covered by patents granted and pending.

Harold Bauer Makes First Recording for Victor Co.

Victor Publicity Announcing Record by Famous Pianist Sent to Dealers

The Victor Talking Machine Co., Camden, N. J., recently supplied to its dealers a window poster with the announcement of the first recording of Harold Bauer, pianist. This announcement is an important one, in view of the standing of this artist in the front rank of con-



Harold Bauer

temporary pianists. He has toured the United States many times and is world-famous.

Harold Bauer was born in England in 1873 of musical parents and at the age of ten made his first concert appearance as a violinist. It was not for some years later that he mastered the technique of piano playing, but by devoting himself assiduously to this instrument he rose rapidly. His first recording on Victor records couples Rubenstein's "Kamennoi-Ostrow" and "Impromptu in A Flat" of Schubert.

How Tie-up With Record Artists Creates Business

DENVER, COL., October 6.—How a talking machine dealer can tie up with the local appearances of prominent record artists was recently demonstrated by the Chas. E. Wells Music Co., of this city, which cashed in on the local appearance at the Orpheum Theatre of Isham Jones and His Orchestra, Brunswick artists. The Chas. E. Wells Music Co. is one of the most successful phonograph concerns in the entire Middle West, and the tie-up with Isham Jones was typical of the methods which have brought this house to the pinnacle of success.

A feature of the tie-up was an unusually effective window display, many sales of the records of these artists resulting. In addition a definite advertising campaign was launched and a direct mail campaign placed the message of the artists' appearance before the entire mailing list of the concern. This campaign not only stimulated sales of the Isham Jones records, but a general increase in record sales right down the line was noticeable.

H. Richman a Busy Traveler

H. Richman, traveling representative of the Favorite Mfg. Co., 105 East Twelfth street, New York City, has just returned from New England and upper New York. He plans to shortly tour the Middle West States. Mr. Richman stated that the dealers in the territory visited were quite optimistic over the Fall outlook and plan for a heavy business.

Glory Record Co. Chartered

The Glory Record Co., New York, was recently incorporated at Albany, N. Y., with a capital stock of \$15,000 to manufacture records for phonographs. The incorporators are V. Czerwinski, S. Zdanoff and R. G. Szewo.

Marie Morrisey Now a Brunswick Record Artist

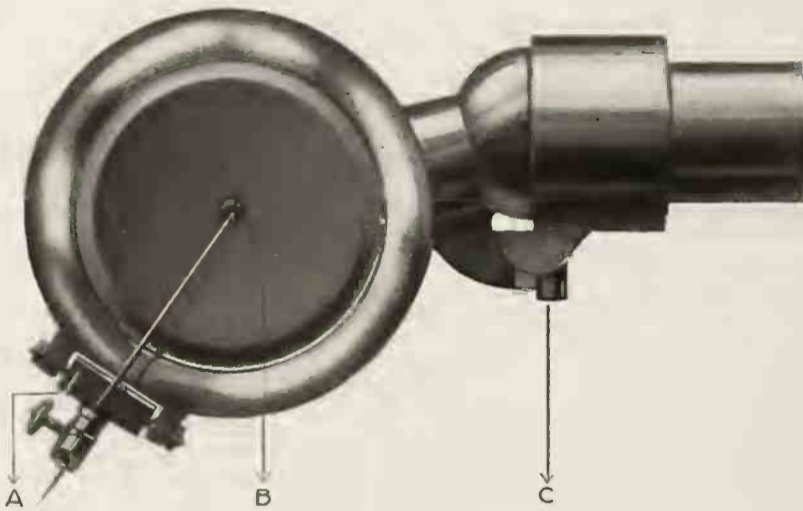
A recent addition to the Brunswick Hall of Fame is Marie Morrisey, contralto, who recently signed a contract to make records for the Brunswick Co. Her first record "Just A Wearyin' For You" and "Coming Home" will be released this month. Miss Morrisey is well known throughout talking machine circles through con-



Marie Morrisey

cert work which has covered the entire country and also because of the fact that she has been making records for other companies for a number of years. She is the wife of Roy Keith, formerly general manager of the New York and Chicago Talking Machine Companies.

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.

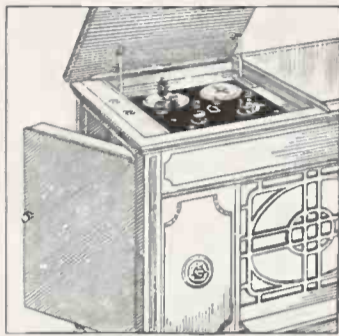
To those we would state it reproduces lateral-cut records with that full, rich, round tone that only our patented NOM-Y-KA Diaphragm and other patented and exclusive features can give—its heavy center and very light and flexible edges render both heavy and light tones with their true musical values,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

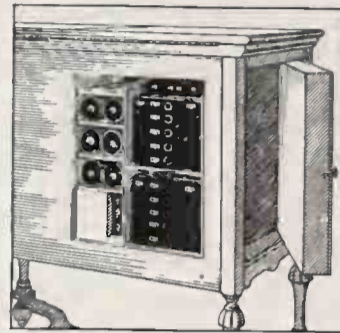


Brunswick Radiola No. 160, showing Super-Heterodyne panel and loop aerial door at left.



Brunswick Radiola No. 160

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 that it is governed by merely a turn of the lever.



Sectional view showing battery installation in rear of cabinet.

Now Radio—Phonograph—Records all in one line—Brunswick

Only the Brunswick dealer offers this combination as manufactured products: a line of superlative instruments to fill every sales need

MONEY in stock is an investment. Some people invest in gold bonds. Others "invest" in wild cat stock. An investment is only as good as the sure return it makes on your money.

Brunswick Dealers during the years past have found the Brunswick franchise a gilt-edge, protected investment. They handle a commodity in unflinching demand—a product with a high repu-

tation, one that the public appreciates. Now, in addition to phonographs and records of highest musical quality, comes Radio. And Radio worthy of the name Brunswick.

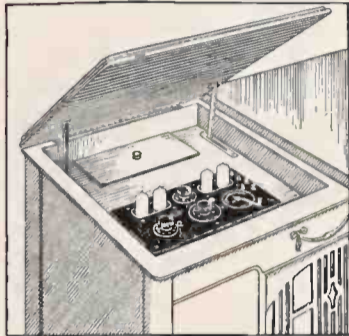
Now for each customer the Brunswick Dealer has a product—he misses no sales—and he concentrates his fire all on ONE line.

The Brunswick Franchise is a valuable franchise.

Brunswick Radiola

Six styles of Brunswick Radiolas
each in two finishes
retailing from \$190 to \$660

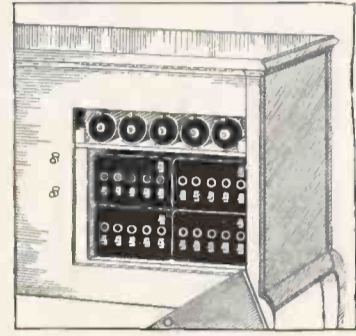




Sectional view of top of cabinet showing installation of Radiola 111-A.



Brunswick Radiola No. 35



Rear view of cabinet showing battery installation.

Lessened overhead, more frequent turnover, and greater profits

PUBLIC reaction to the first announcements of Brunswick Radiolas have exceeded all expectations. Sales-results have convinced even the skeptics. For Brunswick Radiola has filled a long-felt want.

Now music of the air of the superlative quality of Brunswick recorded music. Possible only by the adaptation of the Brunswick double-purpose amplifier—the famous Brunswick Method of Reproduction.

And for the Dealer, greater profits

through immediate public acceptance of the Brunswick Radiola. And through concentration of effort along one line with correspondingly lower overhead and greater turnover.

Add to this the Brunswick factory-protected and controlled franchise eliminating the middleman and placing the proper discounts where the sales are made — with the Dealer. Meaning many additional benefits through direct contact, that make Brunswick Dealers prosperous, successful music merchants.

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



Brunswick Co. to Issue New Purple Label Records

New Series to Include Standard, Concert, Semi-popular and Folk Songs—Artists in New Hall of Fame to Record for Popular-priced Records

The Brunswick-Balke-Collender Co., Chicago, recently made announcement to the trade of a new series of records to be known as the "Purple Label Popular Series" by artists of the new Hall of Fame.

The new series will consist of selections which are classed as standard, semi-popular, concert and songs of native lands. The artists in the Brunswick New Hall of Fame include Michael Bohnen, Karin Branzell, Richard Bonelli, Mario Chamlee, Giuseppe Danise, Claire Dux, Florence Easton, Maria Ivogun, Marie Morrisey, Sigrid Onegin, Elisabeth Rethberg, William Willeke, the Elshuco Trio and Frederick Schorr, and other artists of a like caliber who will be added from time to time. The new records will list at \$1 for the ten-inch and \$1.50 for the twelve-inch, all double faced.

The most interesting part of the announcement is that the artists who will record for the new series are all of world-wide fame, whose selections heretofore have been confined to that type of music with a more or less limited appeal. With records of an unlimited, lasting appeal sung by these famous artists this new series opens a lucrative field for all Brunswick dealers. The first records in this series will be announced some time this month and will affect selections in the present catalog in the 5,000, 13,000, 15,000, 25,000, 35,000 and 50,000 series.

The Brunswick Co. has done and is doing everything possible to extend the sales possibilities of its records, one outstanding development being the double-facing of all Gold Label records and listing them at practically the same price as the single-faced records. The present Gold Label Classical Series will not be affected in any way by the new series, but will remain at the present list price.

The Brunswick Co. will, within the next month or two, announce a special exchange plan covering those records in the present catalog that are superseded by the new Purple Label Popular Series. This exchange will not have any bearing on the regular policy of cut-out exchanges.

Hunt's Leading Music House Adds Line of Radio Sets

WHITE PLAINS, N. Y., October 8.—Hunt's Leading Music House, of this city, one of the most progressive music merchants in this section, has added the Freed-Eisemann line of radio receivers. Mr. Hunt, in addition to operating the local store, recently purchased the Melody Shop, of Mt. Kisco, N. Y., which he is operating as a branch. Talking machines and musical instruments of all kinds are featured.

Mr. Hunt is a firm believer in going out after sales and this practice has resulted in making his business one of the most successful in this vicinity.

McLogan-Pearce Co. Moves

HOUGHTON, MICH., October 4.—The McLogan-Pearce Co. recently completed the moving of its stock and fixtures from the store formerly occupied by the concern to its new storeroom, opposite the Central Hotel on Fifth street. Manager Weidelman announces complete new stocks of talking machines and sheet music.

Receiver for Radio Guild

William C. Etgen, Jr., was recently appointed receiver for the Radio Guild, Inc., 256 West Thirty-fourth street, New York, by Judge Grubb. The liabilities of this firm are listed at about \$20,000 and the assets at about \$2,500.

Factory-to-Dealer Delivery Announced by the Victor Co.

Under New Plan Victor Products Will Be Shipped Direct From Factory to Dealer on Request—Charged to Jobber's Account

There was announced recently by the Victor Talking Machine Co., through the medium of its distributors, a new shipping plan that provides for the direct shipment of Victor products from factory to dealer, when such shipment is specified. The goods shipped direct will be charged to the jobber's account, and the quantity subtracted from the jobber's order delivery schedule.

On carload shipments freight allowances will be credited by the factory to an amount not exceeding the allowance that would be made if the shipment went direct to the jobber, or for a lesser amount if the location of the dealer means a shorter haul. No factory freight allowances will be made on less-than-carload lots and

direct shipments will be made only to single consignees.


This new direct shipment plan is a distinct innovation, and is introduced as a form of dealer service after mature consideration. It is believed that the plan will prove of distinct advantage to many dealers in providing quicker service on an economical basis. It will also be calculated to relieve the jobbers' organizations of considerable work.

Melody Shoppe Opened

FT. WAYNE, IND., October 6.—The formal opening of the Melody Shoppe, 117 East Wayne street, was held recently and attracted a large audience. This new music store is owned and managed by H. Lloyd Grosvenor, prominent in local musical circles. The store is modern in design and equipment, the front having been made into a music salon and the rear equipped with demonstration booths for the display of phonographs and pianos which the concern is featuring.

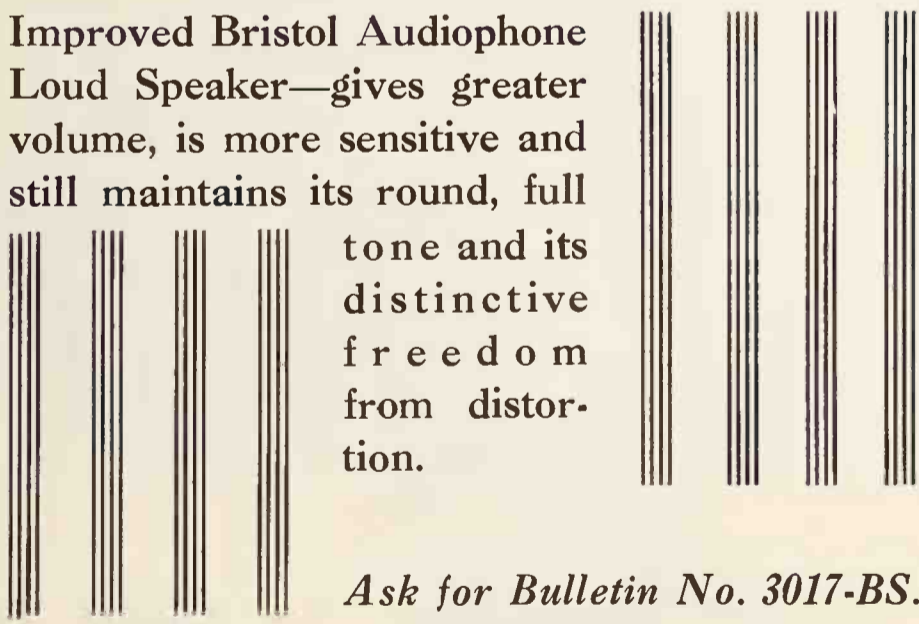
New Models BRISTOL Radio Receivers

*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.

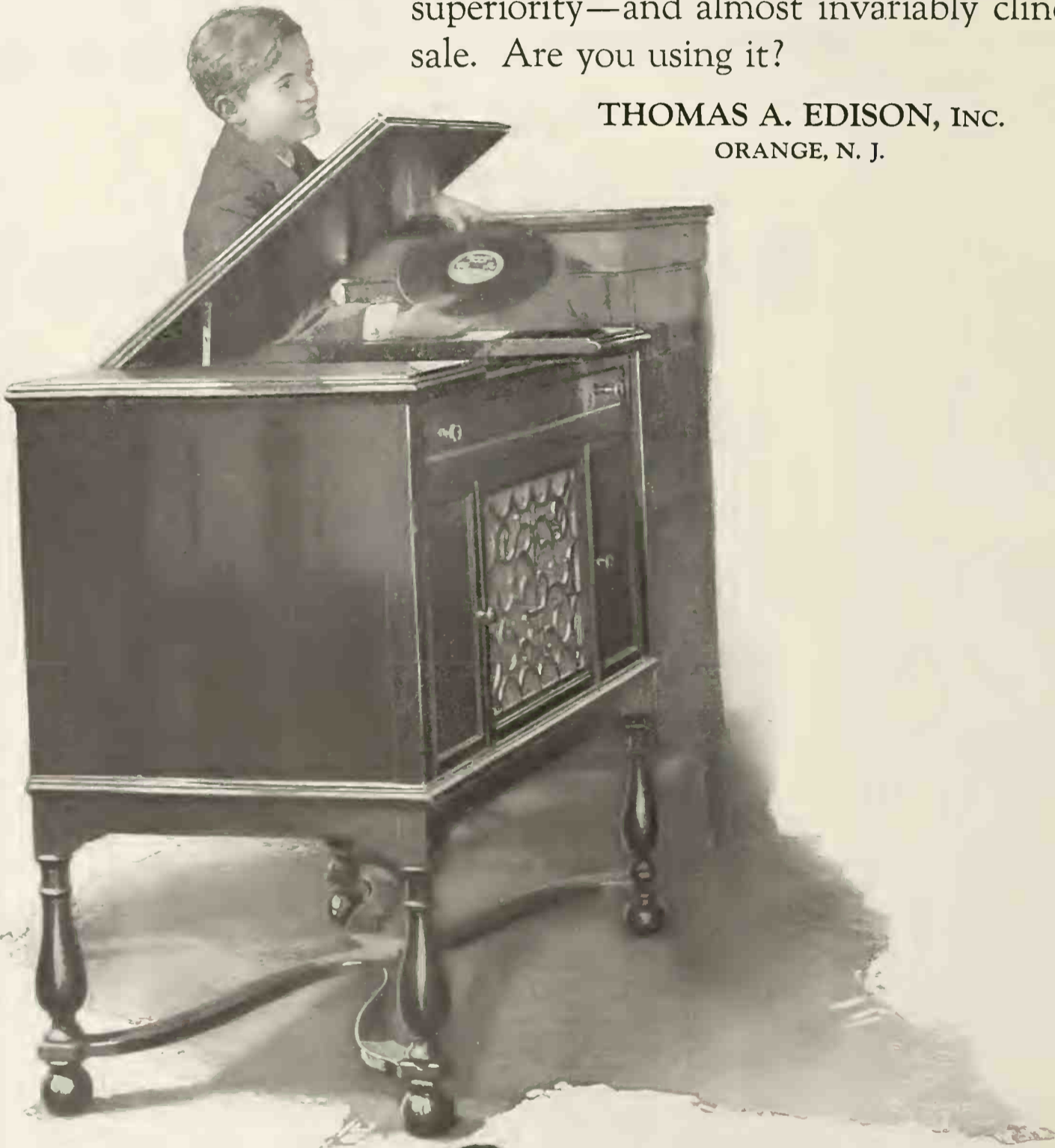
Grimes System Insures Natural Tone Quality

Here's the easiest

LET the customer do it for herself! Give her the opportunity, in her own home, of hearing the New Edison in side-by-side comparison with *any* other phonograph.

This test conclusively establishes New Edison superiority—and almost invariably clinches the sale. Are you using it?

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



The **NEW**
P H O N O

way to sell—

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



EDISON
G R A P H

A Discussion of Radio Selling Problems

Max Landay, Head of Landay Bros., Makes Interesting and Direct Statements in Talk Before Popular Science Institute of Standards

The following talk on "Radio Sales Problems," delivered recently by Max Landay, president of Landay Bros., Inc., at a luncheon arranged by the Popular Science Institute of Standards held in New York, is of particular interest for the reason that Mr. Landay can be regarded more or less as an authority on the subject, Landay Bros. having been among the pioneers in the talking machine trade and likewise one of the pioneers in the handling of radio receiving apparatus in talking machine stores. Many of his statements will be concurred in heartily by the majority of dealers.—EDITOR.

When Professor Bliss requested me to address the radio manufacturers present at this luncheon on the "Radio Sales Problems" of the music dealer I proceeded to shape my talk in the form of an appeal to radio manufacturers and explain to them the problems of the music dealer that I believe can be solved by the manufacturers of radio apparatus. The Landay stores have been the proving grounds for many sales problems of the music dealer and in the course of about three years of such experimenting we have satisfactorily shaped the proper policies of a chain of radio stores, but there are at present many fallacies in the sales policies of radio manufacturers that are retarding the music dealers' progress. In the course of this short talk I will touch on some of them and explain how the manufacturer can assist the music dealer.

1. Why the Talking Machine Trade Was Slow to Take on Radio:

(a) Loyalty to his phonograph business and to the phonograph manufacturer gave him the idea that radio was but a fad and that to put it into his store would merely hurt the phonograph business without in any way helping materially the radio fad.

(b) The unsatisfactory performance of radio for about two years after its popular appearance was anything but encouraging to the talking machine dealer, even though he was willing to waive aside his mistaken idea of loyalty to the phonograph business. It seemed to him that in order to sell radio at that time that he would have to employ sales people with technical knowledge of radio in order that he might succeed in keeping the radio sold.

(c) The problem of selling radio on the instalment plan was also a great stumbling block for the talking machine dealer. It seemed to him entirely a most precarious undertaking to risk the sale of radio on the instalment plan. The dealer at that time did not appreciate that

he could have sold a considerable quantity of radio for cash. His viewpoint on radio at that time was very much prejudiced and for that reason he was slow to take on radio.

2. Why the Music Dealer's Store Is a Logical Outlet for Radio:

(a) Good location, well-equipped store interiors and window display.

(b) Financial responsibility, thereby giving real buying power.

(c) The high type of salesmanship which the talking machine dealer is accustomed to is perhaps more necessary at this time in the sale of radio than any other article of amusement.

(d) The increased discount has now encouraged the music dealer to sell radio on the time payment plan.

(e) The music dealer's training in the sale of phonographs and other musical instruments has taught him that price-cutting is not at all an essential for business success, that the quality of merchandise and service which he offers to the public is of greater importance and the manufacturer should bear in mind that the music dealers' devotion to this ideal will prove a great help in the development of the radio art as an instrument for home entertainment and education.

3. How to Gain the Talking Machine Dealers' Support:

(a) Standardize your products. Avoid the placing of new models on sale without reasonable notice to the dealer or any offer to help him unload his stock before the new models appear or are advertised and to avoid putting out new models more than once a year.

(b) Standardization of fair list prices in order to assure the dealer that the public is getting a square deal and therefore no radical change in list price downwards need be anticipated. The manufacturer should bear in mind that the public's confidence becomes very much shaken, when an article advertised at \$150 is suddenly reduced to \$60. The manufacturer should try to arrange a fair price to begin with and his reduction should be reasonable and in proportion to the savings that accrue from increased production.

(c) A discount to the dealer should always be maintained, at a point that will insure him reasonable profit from the amount of service that he renders in connection with the sale

of radio and the expense under which he operates, and if possible the discount to be made, so that it will enable the talking machine dealer to carry his own paper when he sells radio on the instalment plan. I would like to recommend that the same line of discount that he has been accustomed to in the phonograph business should be quoted him on radio products.

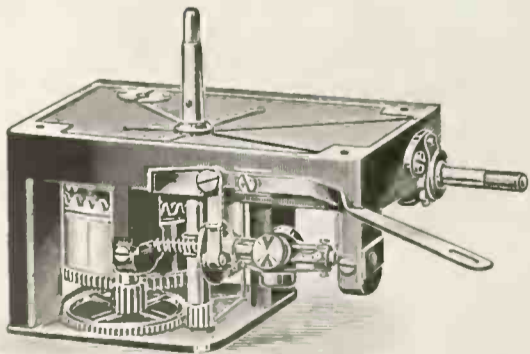
(d) Source of supply is perhaps the most important item to the dealer. Too many jobbers are handling radio products while the talking machine dealer prefers to buy his radio goods through distributors. The word "jobber" has been used incorrectly in many lines and especially in the radio business, because to my mind the jobber is one who purchases merchandise in job lots and sells it along the same lines and for that reason I believe that the music dealer would prefer to buy from distributors and preferably some concern which understands the music dealer's retail problems, also the dealer's point of view in other matters pertaining to his business, and therefore I recommend to manufacturers this important phase of their selling, that they should place their goods in the hands of men who will handle it along good distribution lines and not as so much material purchased in quantity and sold in any old way, without regard to the future effect of their sales.

(e) What kind of advertising will help the talking machine dealer most? I have noticed that manufacturers place themselves in the hands of large advertising agencies who immediately put into effect antiquated ideas, which usually result in a campaign of advertising without regard to what part of the country his merchandise was being sold mostly. I am a great believer in magazine advertising but I do not believe that the radio manufacturers should neglect local advertising fields just because somebody else in some other line of merchandise made a success of his business through magazine advertising. My recommendation to the manufacturers that the advertising which would gain a greater support of music dealers, is newspaper advertising in the territory in which the dealers are located and the amount of advertising to be in proportion to the sales in their territory.

(f) Number of dealers to be restricted by some system of control by the manufacturer so that a certain amount of unfair competition be eliminated and thereby encouraging dealers to develop their loyalty to the various lines of radio products that they may be selling.

The Keystone Radio Service, New York, was recently incorporated at Albany, with a capital stock of \$10,000. The incorporators include E. Schneider, H. Jeffery and E. M. Foley.

Talking Machine Motors



"GRUBU"

THE MARK OF SUPERIOR QUALITY

Sole Agents Wanted
In All Countries of the World

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



The De Luxe **\$27.00**
Coast to Coast 5 Tube **NET**
NEUTRODYNE

Using Standard, Genuine
Licensed Hazeltine Parts
Synchronized and Matched
DEALERS WRITE

For Quick Selling

KITS RADIO PARTS

Wholesale Only

HAROLD M. SCHWAB, Inc.

Dept. TMO
55 Vesey Street New York, N. Y.



Type 201A List Price, \$160 without accessories

“The air holds no secrets from an Adler-Royal Neutrodyne”

THE Adler-Royal Neutrodyne is the most advanced application of the neutrodyne principle to radio reception. It not only eliminates necessity for technical knowledge, but its range and selectivity are remarkable even in the hands of those who know nothing about the fine points of radio.

Encased in beautiful cabinets with a finish like a grand piano, The Adler-Royal Neutrodyne will be an ornament to any home.

Several outstanding points of superiority of Adler-Royal Neutrodyne are:—

Extreme Selectivity—Due to the special type of condensers, losses are reduced to a minimum.

Automatic filament control—Adler-Royal Neutrodyne

automatically lights the tubes needed when the plug is inserted.

Does not re-radiate—Adler-Royal will positively not re-radiate or become a sending station itself.

Clear amplification—Distant stations can be brought in clearly on the loud speaker without exaggerating the interfering noises.

Wired like finest telephone switchboard—The workmanship of Adler-Royal is not only a delight to the ear but to the eye as well.

No detuning necessary—Separate control for audio and radio frequency.

Every Adler-Royal is equipped with two separate binding posts; one for short and one for long aerials, thus solving an important engineering problem.

ADLER MANUFACTURING CO. General Sales Office, 881 Broadway, New York

Factories: Louisville, Kentucky

The Adler-Royal Franchise is Valuable

WE INVITE correspondence from reputable dealers in territory where we are not adequately represented. Address our New York office, 881 Broadway, for discounts and territorial arrangements.

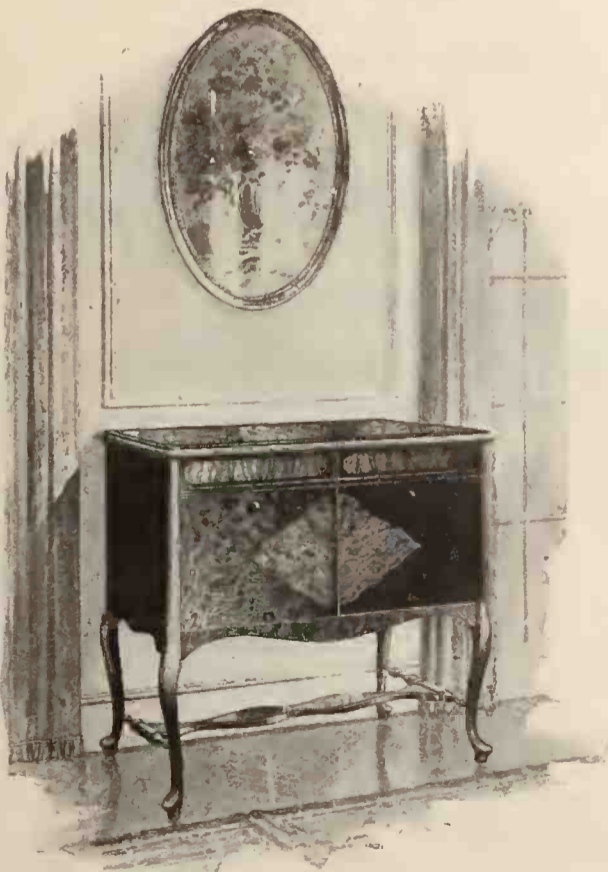
Adler-Royal

NEUTRODYNE

Royal Combination 5-tube Neutrodyne
Radio and Phonograph

Royal Cabriole—Model 10,
in either walnut or mahogany. List
Price, \$300, including loud speaker,
but without other accessories.

The Adler-Royal Neutrodyne is
licensed under the Hazeltine
Neutrodyne patents, granted to
King-Hinners Radio Company.



New Brunswick Dealers' Association in St. Louis

Scope of Local Association Enlarged to Include Entire Territory—Name Changed—New Officers Elected—Brunswick Radiola Introduced.

St. Louis, Mo., October 4—The Brunswick Dealers' Association of the St. Louis District replaced the St. Louis Brunswick Dealers' Association as the outgrowth of a banquet served to Brunswick dealers in this territory on the Hotel Statler Roof to mark the introduction of the new Brunswick Radiola. With the change of the name of the Association its scope was enlarged to include dealers in the entire St. Louis Brunswick district. This move followed the resignation of Smith K. Gerhardt as president, who was forthwith tendered a vote of thanks for his excellent work while in office. Following the reorganization and renaming of the Association, L. E. Cox, of the Martin Bros. Piano Co., of Springfield, Mo., was elected first president of the new Association; Barrett Stout, Kirksville, Mo., vice-president, and H. A. Parks, Hannibal, Mo., second vice-president.

More than one hundred music merchants exhibited their keen interest in the Brunswick Radiola, which was formally introduced. Those present included representatives from outstanding Brunswick accounts over the entire St. Louis district, such as C. G. Martin and L. B. Cox, of Martin Bros. Piano Co., Springfield, Mo.; Saul Bluestein, of the Melody Music Shop, Memphis, Tenn.; H. C. Bollinger, of Ft. Smith, Ark.; Messrs. Parks and Hedges, of Parks Music House, Louisiana and Hannibal, Mo.; Barrett Stout, Stout's Music House, Kirksville, Mo., and many other prominent music merchants.

J. H. Bennett, manager of the Brunswick Co. in St. Louis, presided and introduced the new Brunswick Radiola line. Mr. Crawford, Brunswick radio technician, of Chicago, followed with a short talk touching on the technical side of the

Radiola. B. F. Novy, district phonograph manager of the Brunswick Co., gave an interesting talk on the impending Brunswick sales conference in Chicago, September 22 and 23. Mr. Novy also talked on "Dealer Service." From reservations received indications are for 100 per cent attendance at the sales conference in Chicago, by dealers present at the dinner.

Extremely interesting and instructive talks on merchandising and sales organization work were given by Mr. Hammond, of the Kieselhorst Piano Co., St. Louis, Mo.; Mr. Parks, of Parks Music House, Hannibal, Mo., and L. E. Cox, of the Martin Bros. Piano Co., Springfield, Mo. Mr. Howerton, radio technician, from Parks Music House, gave a brief but exceedingly interesting talk on radio. During the progress of the dinner guests were entertained by the very popular Cliff Wassel and His Varsity Club Orchestra, who also accompanied Harry Meyer, a St. Louis Brunswick dealer, in his rendering of several vocal selections impersonating in typical fashion the famous Al Jolson.

Webber Music Co. Enlarged

RED WING, MINN., October 4.—The Webber Music Co. has acquired the exclusive Victor representation in this city through the purchase of the stocks of J. J. Ferrin & Son and the Steaffens Studio. In taking over the business of these former Victor dealers, the Webber Co. is now in better position than ever before to supply the highest type of service. Mr. Webber recently stated that the enlarged business would be conducted under the same policy that prevailed before.

Circle T. M. Co. Assigns

The Circle Talking Machine Co., 159 East Houston street, New York, has made an assignment to Samuel Rose, of 265 Broadway. Morris Lucomin is president of the company.

Edison Tone-Test Recitals at New York State Fair

Clark Music Co., Syracuse, Features George Ballard, Well-known Edison Tenor, and Other Artists at New York State Fair Exhibit

SYRACUSE, N. Y., October 1.—At the New York State Fair held here last week one of the particular exhibits was that of the Clark Music Co., which displayed and illustrated in addition



Clark Co.'s Tone Test at State Fair

to Edison and Victor talking machines and records the Chickering Ampico grand, Conn band instruments and radio equipment.

The fair visitors appeared particularly interested in the Edison Tone-Test recital held at the Clark booth at various times during the fair. The accompanying photograph shows part of the crowd which stopped to listen to a tone-test recital by George Ballard, the well-known Edison tenor. Miss Anita Brookfield, a promising young harpist, gave a series of recitals during the week and Dale Greenleaf played the cornet. Other artists also appeared during the week.

S. H. Morecroft, vice-president and treasurer of the Clark Music Co., was in personal charge of the State Fair Exhibit.

NEW EMPIRE COMBINATION

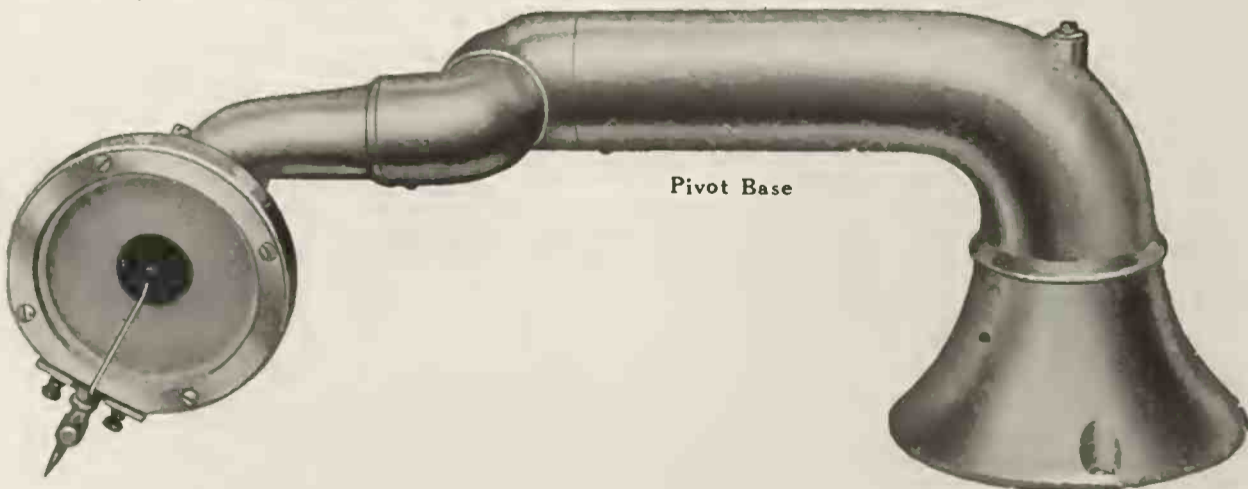


Combination Radio and Phonograph Tone Arm

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.



Pivot Base

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

EMPIRE PHONO PARTS COMPANY

Established in 1914

2261 East 14th St.

W. J. McNAMARA, President

Cleveland, O.

Columbia Recording Staff Secures Stove Pipe No. 1

Sings the Old-time Favorites in a Manner to
Enthuse Many Users of Records

The charm of the old and familiar on phonograph records is still an abundant source of demand for the dealer. People like, and will buy in surprising quantities, songs they and their parents before them have always known. It is found, too, that these selections are liked best as played or sung in the familiar way. A fiddler, banjoist, harmonica or guitar player, as old-fashioned in technique as the selections themselves, will outsell a high-class orchestra when playing "Turkey in the Straw" or "The Arkansas Traveller."

The Columbia Phonograph Co., recognizing this demand, already has on its roster an imposing list of typical old-timers, and it announces that records released by this class of musicians have been selling in most satisfactory volume for many Columbia dealers. A recent addition to this group of recording talent is Stove Pipe No. 1. His real name is Sam Jones, but he is much better known to his public by the latter title.

Stove Pipe No. 1 hails from out Cincinnati way, where he is a favorite performer at the nearby Summer resorts. He sings the old favorites, accompanying himself on guitar or banjo, with a most impressive harmonica to fill in the gaps between vocal choruses. The result is the favorite old airs, known to all Americans as part of their national heritage, played in such a way as to cause a pleasant reminiscent sentiment. Stove Pipe No. 1 has played a record to be released in the regular November list, to go on sale at Columbia dealers during this month of October. It is "Turkey in the Straw," coupled with "Cripple Creek and Sourwood Mountain."

M. I. S. Co. Issues Booklet Showing Ad Illustrations

The Musical Instrument Sales Co., Victor distributor, of New York, has just issued its third edition (1924-1925) of "M. I. S. Victrola Illustrations." The booklet, which contains twenty-two pages of illustrations of Victrolas for dealers' advertisements, shows the endless variety of cuts at the disposal of retailers who desire to make their publicity more effective. Each illustration is in itself the basis on which the appeal of the advertisement may be built. For example, there are illustrations which show the Victrola in use during all of the holidays, during the Winter, at parties, in camp, for dancing, as a form of education and entertainment for children, on auto trips, etc. This service is extended exclusively to one Victor dealer in each city and the M. I. S. Co. exacts but a nominal charge for the cuts and mats, which barely covers the cost of making them.

Strand Temple of Music Adds Three Departments

ALBANY, N. Y., October 8.—The Strand Temple of Music, 121 North Pearl street, recently added radio, musical merchandise and sheet music departments to the talking machine lines carried by the store. The new departments are complete in every detail and leaders in each field are being carried. Large advertisements were inserted in all the local newspapers announcing the new departments and Manager Al. Edelstein has issued invitations to all the patrons of the store to visit the warerooms and inspect the added lines. A complete line of Victrolas and records is carried and this department, together with the new lines, places the Strand Temple of Music in the forefront of the most modern and complete stores in eastern New York.

F. A. D. Andrea, Inc., Issues an Interesting Volume

F. A. D. Andrea, Inc., New York, manufacturer of Fada radio receiving sets, parts and equipment, recently issued a most comprehensive and valuable volume of seventy pages entitled "How to Build a Fada Neutrodyne Radio Receiver." This book supersedes the successful thirty-two-page Fada "How to Build It" published last year. The volume has been prepared after much study and thought and covers both the construction and operation of a neutrodyne radio receiver, including a discussion of all possible receiver trouble and remedies and should prove invaluable to the dealer as well as the consumer of radio receiving sets for the information it contains. There are numerous illustrations of the various parts employed in the construction of the Fada neutrodyne, so that anyone purchasing a complete set may, by a careful study of the contents of this book, gain

a most complete understanding of the construction and operation of the neutrodyne circuit and comprehend clearly certain phases in the operation of sets which might otherwise be unintelligible. The dealers should welcome this book as a material aid in merchandising Fada sets.

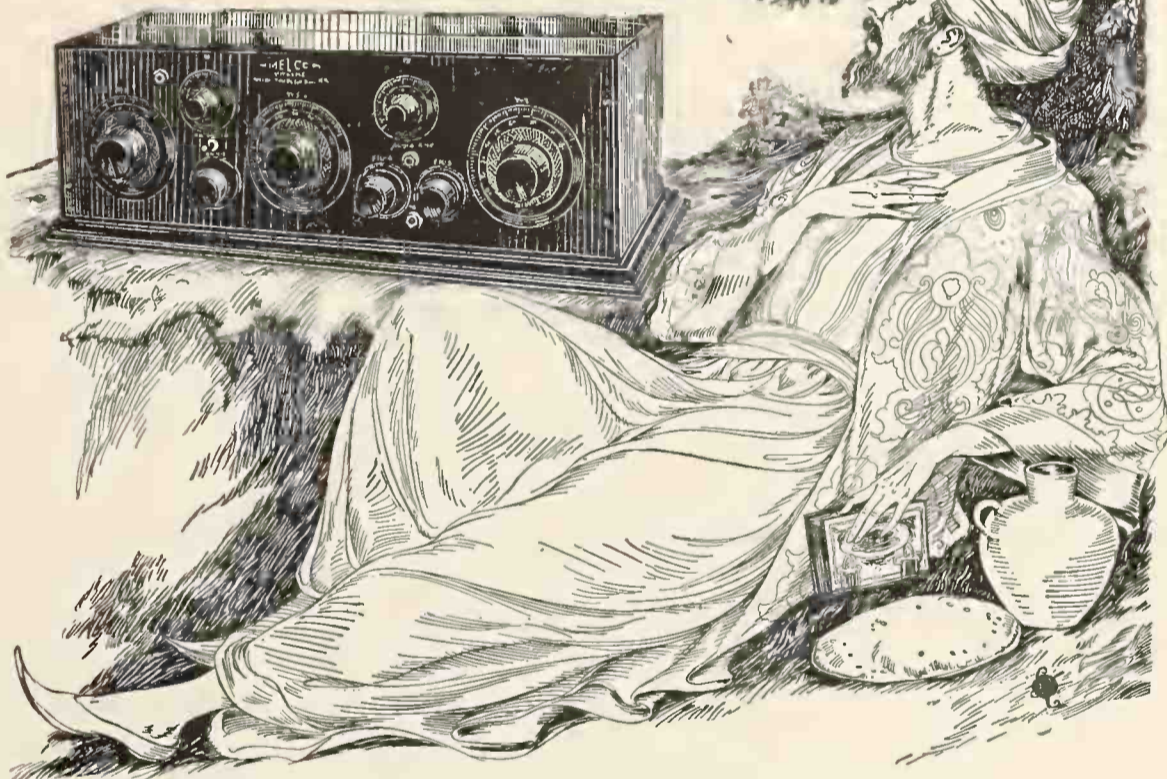
Telegraphon Corp. Chartered

The Telegraphon Corp. of America, New York, was recently incorporated at Albany, with a capital stock of 5,000 shares of preferred stock, \$100 par value, and 25,000 shares of common stock at \$1.00 par value, giving an active capital of \$525,000. The company manufactures sound recording machines. The incorporators are A. B. Seigel, J. H. Keim and W. S. Keith.

The Toledo Mechanical Appliance Co. was recently incorporated in Cleveland with a capital stock of \$5,000. The incorporators are Frank B. Niles and William E. Vogt.

*Here with a loaf of Bread beneath the Bough
A Flask of Wine. A Book of Verse — and Thou
Besides me singing in the Wilderness —
And Wilderness is Paradise enow.*

OMAR KHAYYAM



MELCO SUPREME RECEIVER *Tuned Radio Frequency*

A five-tube receiver that embodies every feature demanded by the most discriminating enthusiast for perfect radio reception. The Melco Supreme really amazes in its performance any time and any place.

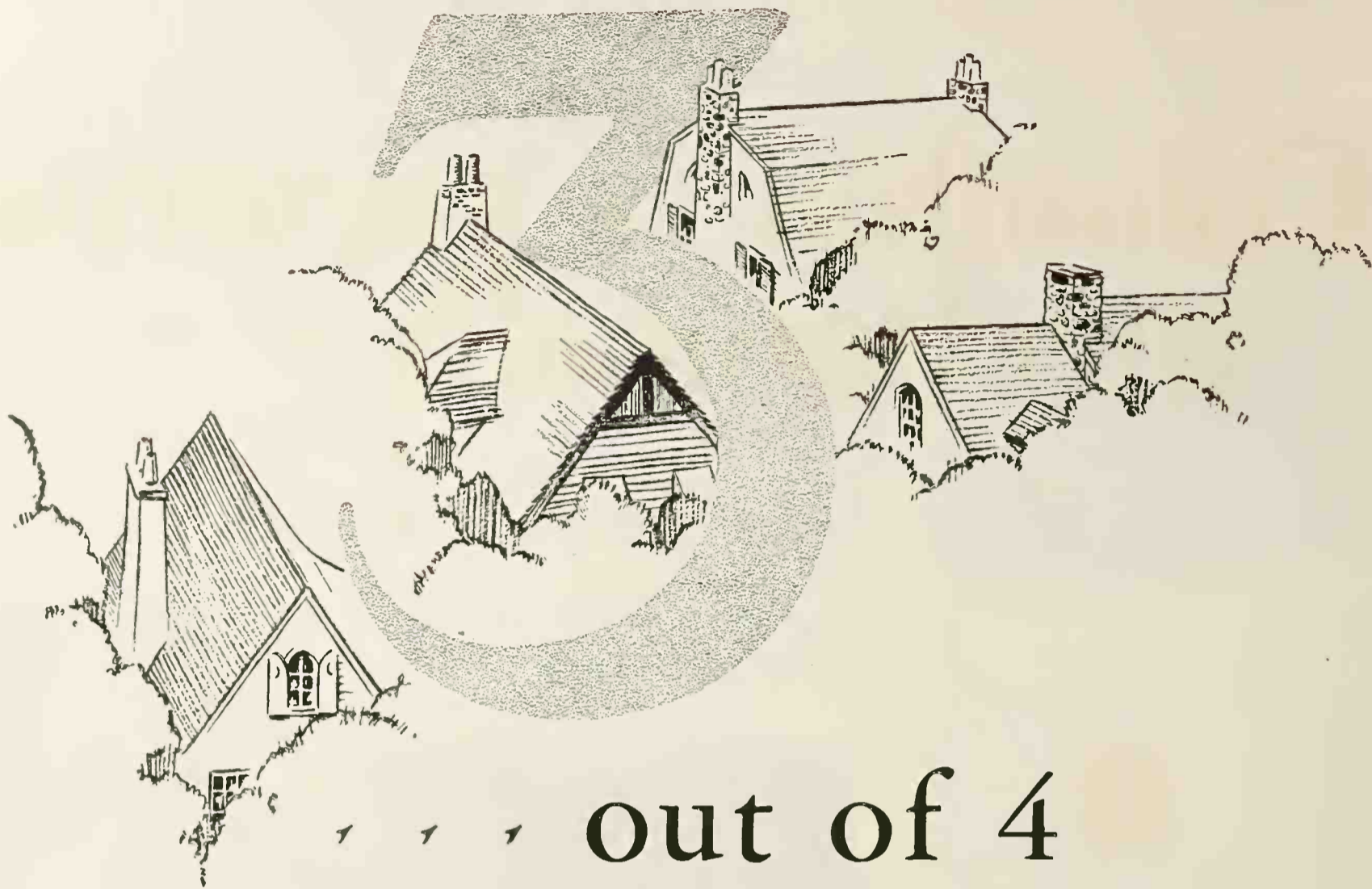
*Write for detailed literature
and our jobbers' proposition.*



AMSCO PRODUCTS INC.
Broome & Lafayette Sts. New York City.



ALL THE MUSIC OF ALL THE WORLD



3 out of 4 waiting to be sold

THE next three months are the best music-selling months of the year. More money is being spent before Christmas than during any other period. Are you going to get your share of the phonograph and record business?

Sit down for a moment and figure how many phonographs you can sell from now till New Year. But don't figure it out of blue sky.

Let's assume your store serves 50,000 population—that means about 10,000 homes. Field surveys show that about one out of every four homes owns a phonograph. That would make 2500 phonographs in 10,000 homes, or 7500 homes without phonographs.

We believe people will buy just the moment that they realize the satisfaction and entertainment a standard phonograph can give. This is the dealer's opportunity.

The Columbia line is interesting to every family from a price and value standpoint. The Columbia cabinets are beautifully designed; the New Columbia tone pleases the most critical; and mechanically—the New Columbia stands the most technical scrutiny. Make your community Columbia conscious by outside work, advertising and modern store merchandising. You will find that this effort on your part will pay.

COLUMBIA PHONOGRAPH CO., Inc.
1819 Broadway New York

Columbia

PHONOGRAPHS AND  NEW PROCESS RECORDS

ALL THE MUSIC OF ALL THE WORLD

The New

Columbia is superior
mechanically ~ ~ ~

because

- 1** It starts itself. As you move the tone-arm over to place the needle on the record the motor starts the turntable. No adjustments—the exclusive automatic start takes care of everything.
- 2** It stops itself. Regardless of what make of record is played, the turntable stops after the selection is finished. No previous adjustment or setting. The patented automatic stop device is never failing and fool-proof.
- 3** The New Precision Motor runs so smoothly that it insures perfect pitch of the tone. It is noiseless—strong—durable. Speed never varies. The bronze and brass bearings act like jewels in a watch. Acknowledged to be the finest phonograph motor the industry has ever seen.
- 4** The regulator of the New Columbia can be locked. Dealers will appreciate this, because it prevents customers from tampering with the speed of the turntable. Take advantage of this exclusive device.
- 5** The perfect oiling system insures longer life of the motor. It is such a simple matter to oil the motor that every customer can be persuaded to attend to this important matter. As a result the phonograph will perform far better and thus maintain its owner's appreciation.

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

Columbia

PHONOGRAPHS AND  NEW PROCESS RECORDS

At every price and value in the

\$300 Console

The new four-spring Model W motor with new Non-set Automatic Stop and new No. 12 Reproducer. Finished in walnut, with all exposed metal parts in nickel. Shelves with complete set of albums for records. Tone-control leaves behind sliding panel. Duo-tone woods make reproduction more natural.



\$200 Console

The new three-spring Model W motor with new Non-set Automatic Stop and new No. 12 Reproducer. Finished in brown mahogany and walnut, with all exposed metal parts in nickel. Shelves with complete set of albums for records. Tone-control leaves behind sliding panel.



\$200 Upright

New four-spring Model W motor with new Non-set Automatic Stop and new No. 12 Reproducer. Records are stored in novel filing device, with an extra record capacity in the back of the cabinet. Finished in brown mahogany and walnut, with all exposed metal parts in gold finish. Exclusive tone-control leaves.



\$150 Upright

New No. 12 Reproducer. The new three-spring Model W motor, with new Non-set Automatic Stop. Shelves for record storage. All exposed metal parts nicked. Finished in redmahogany, brown mahogany, golden oak and walnut. Exclusive tone-control leaves.

there is beauty New Columbia



\$250 Console

The new three-spring Model W motor with new Non-set Automatic Stop and new No. 12 Reproducer. Finished in walnut, with all exposed metal parts in nickel. Shelves with four albums for records. Tone-control leaves behind sliding panel. Duo-tone woods make reproduction more natural.

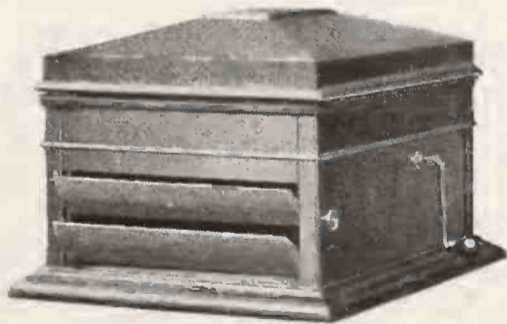
\$350 Console

The new four-spring Model W motor with new Non-set Automatic Stop and new No. 12 Reproducer. Finished in walnut, with all exposed metal parts in nickel. Shelves with eight albums for records. Tone-control leaves behind sliding panel. Duo-tone woods make reproduction more natural.



\$125 Console

Two-spring Model W motor with new Non-set Automatic Stop and new No. 12 Reproducer. Finished in brown mahogany and walnut, with all exposed metal parts in nickel. Shelves for records. Tone-control leaves behind sliding panel.



\$75 Table Model

Two-spring Model W motor. New No. 12 Reproducer. Finished in red mahogany, with all exposed metal parts in nickel. Exclusive tone-control leaves.

ALL THE MUSIC OF ALL THE WORLD

Here are the reasons *why*

The NEW
Columbia has superior
Tone ~ ~ ~

- 1** The New International Reproducer is a marvel of naturalness. The tone it creates is preferred by the majority of music lovers. It permits an ideal amount of volume.
- 2** Excessive vibration is absorbed by the tiny shock absorbers of the new reproducer. As a result blare, blast and shrilling are prevented. Convince yourself of this by playing the record of a lyric soprano.
- 3** The bayonet tone-arm of straight, spun brass allows tone to expand without distortion. The new tone amplifier permits only the actual and correct number of waves.
- 4** The tone-control leaves are built on the pipe organ principle—the only correct system. No sound confusion from vibration in horn walls. No filtering of the tone through fabric or lattice work. Sound comes forth in just the volume you want it.
- 5** These features—reproducer, tone-arm and tone-control leaves, reproduce the voice and sound of the instrument exactly as they are. A soprano is a soprano—not a contralto; a violin is a violin—not a cello. *Hearing is believing.*

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

Columbia

PHONOGRAPHS AND  NEW PROCESS RECORDS

ALL THE MUSIC OF ALL THE WORLD

Columbia meets the demand

~ ~ *with the
biggest value*



DOLLAR FOR DOLLAR the New Columbia line offers the aggressive dealer the biggest opportunity in the phonograph industry.

The New Columbia combines beauty, tone and performance.

The New Columbia models are priced to appeal to every one of your prospects, no matter how much he wants to spend.

This makes the Columbia franchise valuable.

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 St.
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 St.
Seattle, Wash., 911 Western Avenue

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

Everybody's T. M. Co. Now Distributor of Okeh Records

Manufacturer of Honest Quaker Products Gets Exclusive Territory Formerly Covered by Music Master Corp., of Philadelphia

PHILADELPHIA, PA., October 6.—Everybody's Talking Machine Co., Inc., well known as the manufacturer of Honest Quaker main springs and a complete line of talking machine repair materials, has announced that arrangements have been completed whereby it has become exclusive Okeh distributor for a territory that includes Pennsylvania, Delaware, Maryland, New Jersey and part of West Virginia; in fact, all the territory formerly controlled by the Music Master Corp., of Philadelphia and Pittsburgh. Okeh records already enjoy good distribution throughout the territory and, with the well-planned sales organization of Everybody's Talking Machine Co. and its many years of experience in the talking machine field, it is

expected that the aforementioned territory will prove one of the busiest in the country.

In commenting on the new connection Samuel Fingrutd, secretary of the company, stated: "As makers of Honest Quaker products during the past half decade, we have built up a most wonderful business. The distribution of Okeh records has been taken on in addition to our regular business and not to supplant any of it. Our organization can be expanded so as to handle this line in a most satisfactory manner, inasmuch as records are naturally associated with our product. We look forward to big business this Fall with both our new line and our Honest Quaker springs and repair materials."

Bosstone Co. Chartered

PORTLAND, ME., October 7.—The Bosstone Co. was recently incorporated at Augusta to manufacture and deal in musical instruments with a capital stock of \$50,000. The incorporators are H. J. Welch, Elmer Perry and L. M. Hagen.

Attractive Atwater-Kent Trade Bulletins Issued

Important Messages Addressed to Dealers Through Medium of Bulletins

The Atwater-Kent Mfg. Co., of Philadelphia, Pa., recently prepared and mailed to the trade a particularly attractive series of bulletins which contain messages addressed especially to the talking machine and music dealers. The Atwater-Kent Co. is paying particular attention to this field and these bulletins are a part of a general campaign now being conducted.

The first bulletin is captioned "What Atwater-Kent Means to the Music Dealer." The first page is devoted to a description of the factory behind the product. "The Factory Behind the Product" is a subject that is being strongly featured in the general advertising campaign of the Atwater-Kent Co. The new factory, recently completed and occupied, is one of the finest buildings devoted to the production of radio. The inside spread of this first bulletin is devoted to the merit of the Atwater-Kent set and shows the full line of receiving sets, loud speakers and phonograph attachments. There is attached to the inside of this spread a return postcard and it is interesting to note that although this bulletin has only been out a comparatively short period of time there has been a large number of return cards received.

"Real Music With Atwater-Kent" is the caption of the second bulletin of the series. The bulletin particularly features the Atwater-Kent loud speaker in conjunction with the new de luxe cabinet model. The theme of the text is "Why Atwater-Kent Means Profit to You." A return postcard is also enclosed.

Another equally attractive broadside, and also in colors, has been prepared, featuring the Atwater-Kent policy and showing its various dealer helps, which include display material, newspaper electros, literature and price lists. A visualization of the intensive publicity conducted in nineteen of the national magazines is also set forth.

The Atwater-Kent Mfg. Co. has a tremendous publicity campaign planned and these bulletins constitute an important part of it.

Beyer's Handsome New Store

SAN ANTONIO, TEXAS, October 4.—A. F. Beyer, talking machine dealer, recently moved to the new headquarters of the store at 318 Houston street. The new establishment has a twenty-foot frontage on Houston street, running back 145 feet to College street, with a basement under the entire building, 80 by 145 feet, giving ample space for storage and workrooms. The demonstration and salesroom on the main floor is most attractive. It has been decorated in conventional design and tone, ivory and quiet greens predominating.

Eight demonstration booths have been installed to serve the convenience of prospective purchasers of Edison and Brunswick phonographs and Brunswick-Radiolas and the main demonstration room has been fitted up after the manner of a comfortable drawing room. The Audak system of record demonstration has been installed and there is a self-service record rack which appeals to many customers.

Victor Dealers Ordering

The Perry B. Whitsit Co., well-known Victor jobber, of Columbus, O., states that there is quite a livening up in the demand for goods by retailers. The dealers who have hesitated placing quantities in stock have been encouraged by the eased situation after the Summer months and all seemingly look forward to a very heavy Fall demand. Greater interest is also shown in radio and with the presentation of new Victor models and timely record releases increased activity is shown.

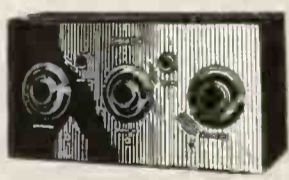
The Powerful GAROD Neutrodyne* Power Plus



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 34 1/2" long—13 3/4" deep—11 1/8" high.
\$195.00



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 35 1/2" long—16 1/8" deep—42 1/2" high.
\$400.00



The Garod RAF
The receiver that made GAROD famous. Added mechanical improvements—4 tube model—with which you are familiar. Size 10 1/2" long—7 3/8" deep—10" high.
\$135.00

THERE'S far more than mere volume of tone in GAROD POWER.

For a more complete understanding of our meaning—we refer you to our old friend, Noah Webster—of dictionary fame. In his list of synonyms for POWER—you will find the following:—ability, energy, force, might, strength. Of these, we like "ability" best—but even Webster hasn't quite explained the meaning of POWER as applied to Garod.

GAROD POWER lies in the ability of the Garod to receive radio broadcasts in such a manner as to overcome the annoyances, interruptions and extraneous sounds commonly encountered in the ordinary "set," and receive precisely as is ideally and theoretically intended. The matter of distance is a mere detail of Garod reception.



To Own One is to Know the Best in Radio Reception

THE GAROD CORP.
120 Pacific Street
Newark, N. J.

The GAROD Neutrodyne*



The Bestone V-60 five-tube receiver in beautiful, distinctive, antique polychrome cabinet, with built-in high-grade loud-speaker and battery compartment.
List, \$165.00



TRADE MARK

The Aristocrat of Radio

Different From Any Set You've Ever Heard or Seen

Perfect tone, entirely free from distractive noises and distortion.

Its accomplishments have heretofore been thought impossible.

The BESTONE V-60 has been developed with one idea in mind—to furnish Radio entertainment without apologies or excuses for ordinary radio annoyances.

No other radio receiver incorporates such volume—distance—selectivity.

AND—simplicity itself. Nothing complicated in its makeup.

TRULY THE ARISTOCRAT OF RADIO.

Sold only to the Musical Trade.

Manufactured, Guaranteed and Distributed by

Henry Hyman & Co., Inc.

476 Broadway
NEW YORK

212 W. Austin Ave.
CHICAGO



Bestone V-60 five-tube receiver, Imperial Model, in beautiful polished mahogany cabinet.

List, \$115.00

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

List, \$85.00



Wiley B. Allen Co. Features Victor Wagnerian Records

Particularly Effective Display Made by Prominent San Francisco House Arouses Great Interest Among Wagnerian Enthusiasts

SAN FRANCISCO, CAL., October 3.—One of the most interesting window displays that have been seen here for some time is that of the Wiley B.

nerian music have gone in and begged to be allowed to purchase them, so well do they convey the Wagnerian idea of the "Ring."

Illustrating "The Rhinegold," Alberich is shown stealing the gold from the Rhine Maidens; "Siegfried" is illustrated by Siegfried forging the broken sword. Illustrating "The Twilight of the Gods," Brunnhilde is depicted riding her fiery steed Grange on to the funeral pyre of Siegfried, and "The Valkyrie" is shown by the picture of Wotan bidding farewell to Brunn-

G. A. Barlow Sons Co. Open Radio Department

Well-known Trenton, N. J., Music House Gives Over Large Section of Store to Radio

TRENTON, N. J., October 6.—G. A. Barlow Sons Co., well-known music merchants of this city, formally opened their new radio department last month during local "Style Week" when all their windows were dressed especially for the occasion. It was thought a good idea to advance the opening date of the new radio department. The new department has a most prominent place in the store, and is well equipped to handle the quality and volume of business that the store attracts.

Warren Whitney, of Dalrymple-Whitney Radio Corp., attended the opening of the department, which is under the management of H. V. Huntton, formerly manager of the radio department of the Knight-Campbell Music Co., of Denver, and aided in making the affair a success.

The concern will at present handle a staple line, including the Ware, Radio Corp. of America, Pooley, Atwater Kent receivers, and a standard line of well-known and reliable accessories. Mr. Barlow predicts that this year will see a great volume of radio business done through the music merchant channel, as indicated by the large business that has already been done in the new department.



Artistic Window Display of Wiley B. Allen Co. Featuring Wagnerian Records

Allen Co., featuring the new Victor Wagnerian Masterpieces. A beautiful bronze bust of the composer, Richard Wagner, is the centerpiece of the display. Artistically arranged in the window are paintings representing the most vivid scenes in the four operas from which the records are excerpts: the "Rhinegold," "The Valkyrie," "Siegfried" and "The Twilight of the Gods." The paintings were made, to order, for the Wiley B. Allen Co., and many lovers of Wag-

hilde. Each picture carries, at the bottom, the name of the opera to which it applies, together with a line telling what it portrays and the number of the Victor record which carries the musical theme. Since the window which so dramatically tells the story of the Wagnerian Ring has been installed the Wiley B. Allen Co. has had a very heavy demand for the thirty-two Victor Wagnerian records, and crowds have stopped to admire the thoroughly artistic display.

Features Brunswick-Radiola

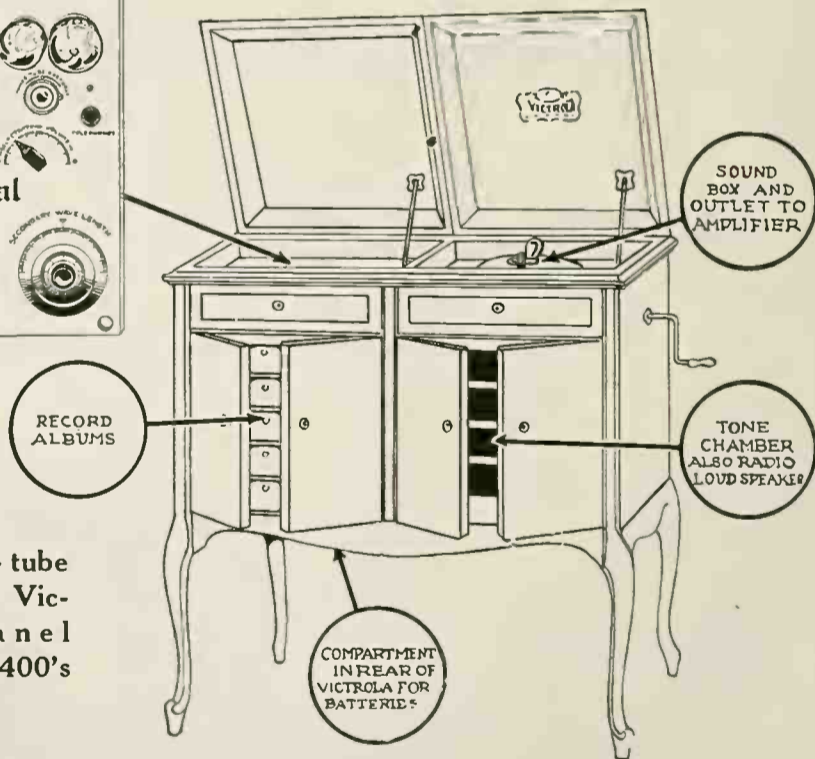
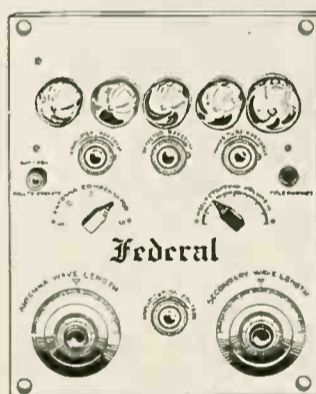
TERRE HAUTE, IND., October 8.—Jensen Bros. Brunswick Shop has for some weeks past been featuring the Brunswick Radiola combination unit and reports that the instruments have been given an enthusiastic reception. William Piper, representative of the Brunswick-Balke-Collender Co., recently spent some time at the store, assisting the sales force in demonstration and installation work.

Salability

—plus rare selectivity and sensibility that is unusual—these are the outstanding features of this panel by Federal, for which we are general distributors.

In handling this Federal panel, under the M. I. S. plan of distribution, you will encounter none of the elements of indiscriminate merchandising and may rest assured that there is a policy behind it worthy the permanent respect of Victor dealers.

The Victrola Specials are not complete without radio and, to demonstrate this Federal panel in them, is to realize the greatest sales opportunity of the day.



Federal Five - tube Panel 200 for Victrola 215. Panel 417 for the 400's

We Are the Exclusive Distributors for These Federal Panels in the Metropolitan District and Only Through Us Can They Be Procured.



Musical Instrument Sales Co.

Victor Wholesalers
673 Eighth Avenue
NEAR 42ND STREET
New York



~And now

Federal's Deferred Payment Plan Offers Another Sales Point in Your Favor

NOTHING need be said to the majority of Phonograph Dealers regarding the superiority of the Federal Radio Receiving Set. Federal is known and appreciated for its exceptional tone quality, its simple operation and its unusual distance range, its *saleability* over all competition.

Now Federal announces a further sales advantage which will enable Federal Dealers to make even greater sales than last season with less sales effort and larger net returns. This advantage is the deferred or "easy payment" plan just worked out by Federal in conjunction with the Commercial Investment Trust, Inc., of New York City.

Thru this financing plan, Federal Dealers will be enabled to sell Federal

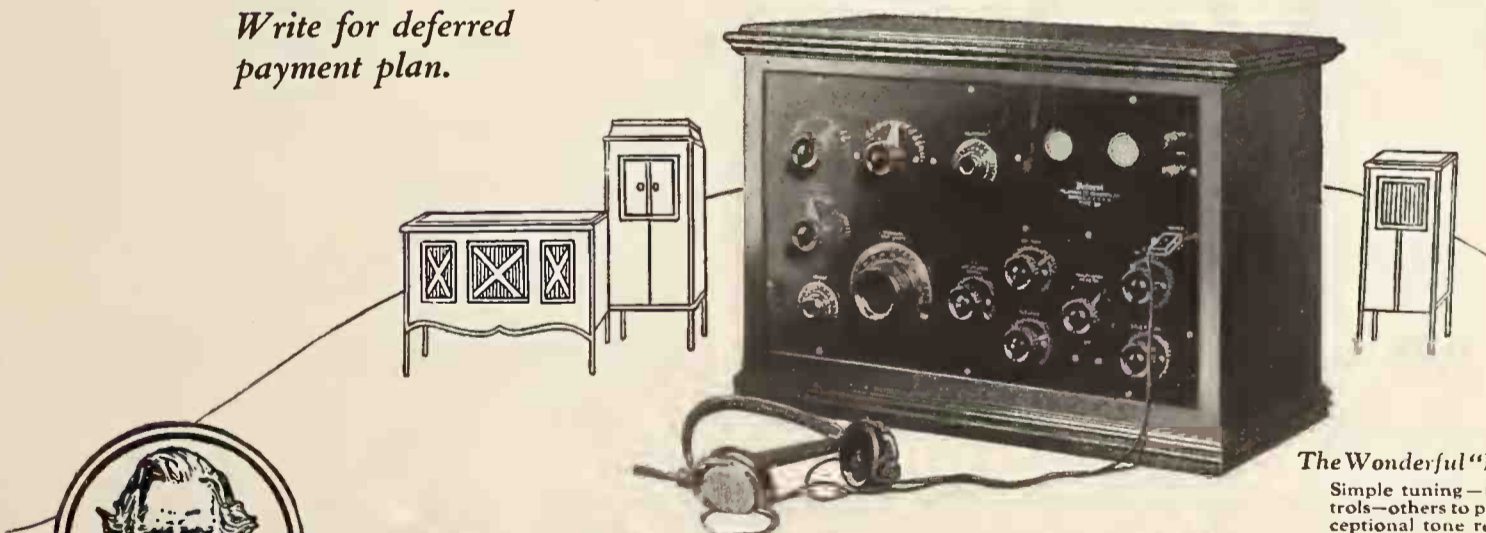
Sets on the most liberal of "down payments" and will be relieved from any of the annoyances or detail of making later collections. Also the plan is unique in that it can be extended to include tubes, batteries, loud speakers and other accessories that go to complete the sale of radio equipment.

We invite all Phonograph Dealers to write us regarding this new sales feature, as we have diligently sought every advantage for the dealer in our negotiations with the financing house, and we believe the plan gives tremendous advantage not only in broadening the dealer's sales field, but also in the relief it offers to dealers who have been burdened with the duties and details of personal collection methods.

FEDERAL TELEPHONE MANUFACTURING CORP.
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

This trade mark signifies not only superior mechanical excellence but also a most helpful dealer policy.



Patented in U. S. A.
and Foreign Countries

World pioneers in the development and manufacture of sound amplifying and reproducing apparatus.

Now a Complete Line— The Best Dealer Connection in Radio

THE phonograph and music business could not develop large and prosperous retail stores until the merchant was assured permanent connections with some complete line of superior quality, nationally advertised, and distributed in such a way as to recognize and protect the retailer's investment of money, effort and brains. The radio business must likewise develop along the same lines.

An unequalled opportunity to create and maintain a profitable volume of sales is offered the reliable dealer who identifies himself with the Magnavox Radio Line.

The quality of each Magnavox Product, the completeness of the line, and the highly favorable Magnavox sales policy, thoroughly establish Magnavox as the best Dealer Connection in Radio.

Your special attention is called to the substantial construction and refined appearance of the new Magnavox Radio Receivers, designed in keeping with the best traditions of the musical trades; and also to the new Magnavox Tubes which offer a greater source of profit than the sale of phonograph records ever offered even in their most popular days.

The Magnavox Line



TRF-50 (as illustrated)—is a 5-tube tuned radio frequency receiver with built-in Magnavox Reproducer unit. \$150.00



TRF-5 (as illustrated)—is identical with the above but encased in smaller cabinet without built-in Reproducer. \$125.00



Type A and Type D—Six-volt storage battery tubes with standard base. \$5.00

Receiving Sets

The latest Magnavox achievement is a highly perfected tuned radio frequency circuit with Unit Tuner encased in handsomely carved cabinets, with and without built-in Magnavox Reproducer Unit, as illustrated.

Inefficiency, simplicity and also beauty, Magnavox Receivers are a distinct advance.

Vacuum Tubes

Magnavox amplifier and detector tubes are the result of the discovery of new principles in tube construction making them superior to ordinary tubes. Each tube packed in strong wooden box, as illustrated.



R-3—Electro-dynamic Reproducer with Volume Control. \$35.00
R-2, larger size, \$50.00

Radio Reproducers

The first radio Reproducer ever designed was a Magnavox, and Magnavox instruments are the best known and largest selling Reproducers today.

Ranging in price from \$25.00 to \$50.00, the Magnavox line of Reproducers meets every radio requirement.

Of special interest to Phonograph and Music dealers is the electrical Volume Control now furnished with Magnavox R3 and R2 and the superior tone quality and graceful appearance of M4 in comparison with ordinary instruments which operate without the use of a battery.



M-4—Semi-dynamic Reproducer which requires no battery. \$25.00

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 new Broadside Announcement supplying details of Magnavox Radio Products, extensive National advertising, and the registration of reliable dealers.

THE MAGNAVOX COMPANY, Oakland, California

New York: 350 WEST 31st STREET

San Francisco: 274 BRANNAN STREET

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

New Haven Dealers Use Trucks as Canvassing Aid

Aggressive Methods of Columbia Dealers Profitable—Dixwell Music Shop Opened

NEW HAVEN, CONN., October 8.—Avrutin's Drug Store, West Haven, has moved into its new quarters where it is displaying the Columbia New Process records and new Columbia phonographs.

Miller's Music Shop, 144 Congress avenue, this city, has purchased a new truck for outside sales work. Lewis Miller reports great success selling the new Columbia phonographs.

The Dixwell Music Shop has opened a new shop featuring Columbia New Process records and the new Columbia phonographs. Anthony Collela and Harry DeAngelis are the owners of this new store.

Amendola Bros., 164 Wooster street, have just purchased two new Dodge trucks for outside sales work. These live-wire phonograph

merchants are great believers in truck sales work and have used this method of reaching prospective phonograph buyers for the past five years. The introduction of the new Columbia phonographs has met with unusually good results.

Dean David Smith, 219 Elm street, located in the heart of Yale College, reports excellent sales to the college students, their favorite artists being the California Ramblers, the Little Ramblers, Paul Specht and Ted Lewis. Mr. Smith states that the New Process Columbia records are being demanded by his trade.

New Display Card for Victor Tungs-Tone Needles

Attractive Feature Publicity Designed for Dealer Use Just Issued by the Victor Co.

The Victor Talking Machine Co. has just issued to its dealers an attractive new display card featuring the Victrola Tungs-tone needles,

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

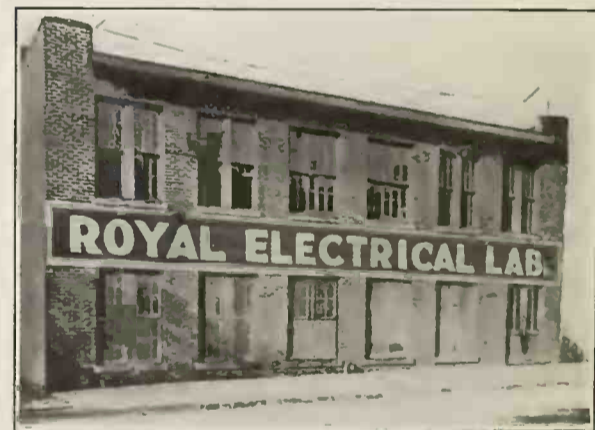
and designed to attract public attention to those needles and their desirability in connection with the playing of Victor records. An outstanding feature of the card is a largely magnified reproduction of a Tungs-tone full-tone needle in the actual gold finish, while at the right appear reproductions of the soft-tone, full-tone and extra-loud needles in actual size. The caption printed in white on a blue background reads: "For best results use Victrola Tungs-tone Needles on all Victor Records."

Royal Elec. Laboratories Add to Factory Space

Prominent Manufacturers of Royalphone Loud Speaker Take Over Entire Building

The Royal Electrical Laboratories, Newark, N. J., manufacturers of head sets and the Royalphone loud speaker unit, have acquired larger quarters, made necessary by the rapid expansion of their business. This company was formed in 1921, occupying small quarters at 179 South street, but soon found it necessary to acquire more space, and in 1922 they moved to the first floor of their present building. Recently they took over the entire building at 109-11 Tichenor street, Newark, N. J., which allows them 9,000 square feet of working area.

The sales office, which has been maintained at 235 Market street, will be moved to the factory and all sales will be handled from there.



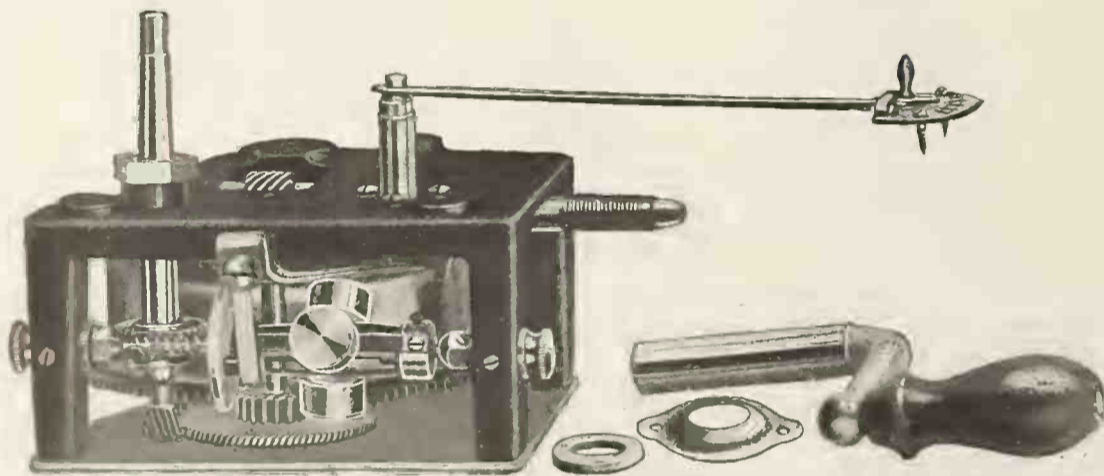
Royal Electrical Laboratories

This company has built up its distribution until the Royalphone head sets and units may be obtained throughout the United States and in a number of foreign countries, including Canada, Cuba, Mexico, Australia, New Zealand and Sweden. Inasmuch as every head set sold carries the manufacturers' guarantee, dealers and jobbers throughout the country have found a ready market for the Royal electric product.

Pointers on Road to Success

One of the world's most successful retail merchants, Marshall Field, had a habit of pointing out that there were twelve things to keep in mind while working on the road to success: One, The value of time. Two, The success of perseverance. Three, The pleasure of working. Four, The dignity of simplicity. Five, The worth of character. Six, The power of kindness. Seven, The influence of example. Eight, The obligation of duty. Nine, The wisdom of economy. Ten, The virtue of patience. Eleven, The improvement of talent. Twelve, The joy of originating.

Silent Motors



Model S. S.

Here is proof of real Quality—

Returns for any and all causes less than $\frac{2}{5}$ of 1% of all motors

*Skilled Labor
 Best Material
 Intelligent Construction
 Rigid Inspection*

FACTS—Not wordy descriptions—Count

We welcome your test of our motors

Detailed Information Upon Request

The Silent Motor Corporation

321-323-325 Dean St.—Brooklyn, N. Y.—Sterling 4861

THE NEW PARAGON

WE take genuine pride in announcing this new radio receiver—new in appearance, new in simplicity of control, new in *price*—having every good quality that Paragon Radio Receivers have shown in the past with a big *plus*.

A four-tube receiver whose range for loudspeaker reception is practically unlimited.

A four-tube receiver whose control is concentrated in a single major dial.

A four-tube receiver priced so low that its selling market is practically doubled—embracing both the quality and the price fields.

The new Paragon Four employs the new *Paradyne Circuit*—which is *non-radiating*. It is clear-toned and free from distortion.

It is a member of an *entire new line*, including two, three and four tube receivers, all in active production and delivery, with a strong advertising and merchandising campaign planned to market the line.

I believe your trade will be much interested in hearing this new receiver.

Alfred P. Morgan

PACIFIC TALKS TO ATLANTIC

On Saturday night, Sept. 13th, at 12.30, while operating my new Paragon Four, I was amazed to hear station KGO come in clear and loud on my speaker, loud enough to fill the room. KGO is at Oakland, California. This was further proof to me that your new Paradyne circuit will get anything that's in the air.—Charles K. Atwater, 40 Oakwood Avenue, Upper Montclair, N. J.



The New Paragon Two, \$27.50

A new two-tube receiver capable of loudspeaker volume from stations within a moderate radius and phone reception over almost unlimited range. Major dial control. Mahogany finish cabinet. 11 by 5 by 6 1/2 inches.



The New Paragon Three, \$48.50

An exceptionally sensitive new three-tube set. Major dial control. Amazing loudspeaker tone and volume on long distance range. Solid mahogany cabinet. 16 1/4 inches long, over all 7 inches wide 6 7/8 inches high.

AGGON FOUR

\$65



A four-tube set capable of loud-speaker reception of practically unlimited range. New Paradyne circuit. Major dial control. Handsome solid mahogany cabinet. 20 1/2 in. long (cover all), 7 1/2 in. wide, 8 in. high.

Cohen & Hughes, Inc., Plans Special Drive on Radio

Radio Department of Baltimore Distributor Operated as Separate Branch of Business—New Offices Opened—Publicity Campaign

BALTIMORE, MD., October 7.—Cohen & Hughes, Inc., distributor of a well-selected list of radio sets and accessories, is making a special drive this Fall on radio. This company has been established for many years as a Victor distributor. The radio department, however, is conducted entirely separate and distinct from the distribution of Victor products. William Biel, secretary of the company, who inaugurated the radio department, has now withdrawn entirely from its management, and is giving his entire attention to the distribution of Victor products. In his place has been appointed William Middleman, who is in full charge of the radio department, with headquarters at the main offices of Cohen & Hughes, Inc., at 225 West Saratoga street, this city. Not only are the departments separated at headquarters but an entirely separate sales staff calls upon the dealers regarding radio products than that which calls upon the dealers for Victor merchandise.

In anticipation of the big Fall business ahead several new offices have been opened. In addition to the Baltimore and Washington offices, which have been in existence many years, an office has been opened at 1306 Arch street, Philadelphia, Pa., and another at 230 Fifth avenue, Pittsburgh.

The radio staff of Cohen & Hughes, under the direction of Mr. Middleman, is as follows: W. Cole, formerly Amrad representative in Baltimore, is covering Baltimore City; Mr. Hagen, who is familiar with the merchandising of radio products, is covering Washington. The new Pittsburgh office is in charge of James G. Bowers, formerly with the Music Master Corp. B. B. Todd is managing the radio affairs in Philadelphia, with the assistance of George A. Lyons, who is covering the Philadelphia territory. Mr. Lyons is well known throughout the trade through his former connection with the Unit Construction Co., of Philadelphia. Frank Shay has been appointed general radio traveler of the company, covering Maryland, Virginia and West Virginia.

In addition to the foregoing sales staff, three service men have been added, two in Baltimore and one in Washington, and it is contemplated to add service departments in Pittsburgh, Philadelphia and Richmond, Va., in the near future.

The Ware Neutrodyne Co., in conjunction with Cohen & Hughes, Inc., which is its distributor, is conducting a newspaper campaign in Baltimore, Washington, Philadelphia and Pittsburgh. Advertisements of a substantial size will appear three times each week in the newspapers of these cities. It is expected that the co-operation of Cohen & Hughes, Inc., with its dealers, backed by this newspaper campaign, will result in a decided increase in the sales of Ware sets.

Drive on Reflexo Products

Reflexo Products, Inc., are coming into a big season with their Gilt Edge and Reflexo blue steel needles. Louis Unger, general manager of the company, is energetically conducting a Fall campaign, which is resulting very favorably, and, in anticipation of the increased business expected, has added to his sales staff Samuel Roth, who will cover the New York City trade in the interest of Reflexo products.

The Victor foreign language record releases for the month of October, include recordings in the following tongues: Hebrew and Yiddish, Greek, Italian, German, Arabian, Bohemian, Hungarian, Mexican, including Spanish selections recorded for Mexico; Polish, Portuguese, Slovenian and Swedish. Appropriate literature and window posters have been sent to dealers.

Road Signs Used to Good Purpose by Rome Dealers

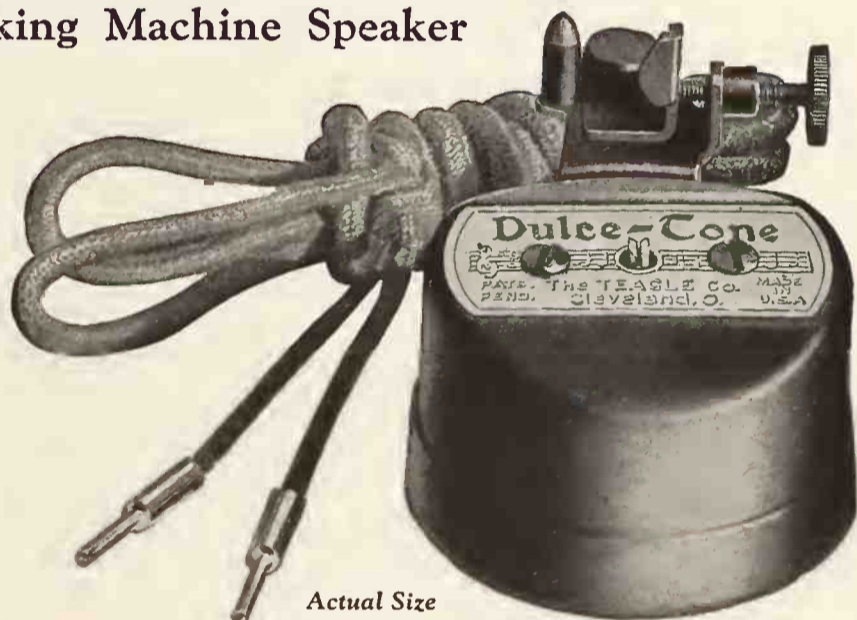
Schruderer & Castle Get Excellent Results From Well-planned Out-door Publicity Directed Toward Auto Tourists

ROME, N. Y., October 6.—Whether or not any great writer ever penned the phrase "Politeness costs nothing" is respectfully left for the reader with superior knowledge in the matter to decide, but it is undeniable that putting the phrase into practice pays a profit. And in the case of John H. Schruderer, of Schruderer & Castle, located at 166 North Dominick street, this city, the little politeness some seven years ago of permitting a phonograph salesman to leave his sample phonograph overnight in his rug store, the business in which Mr. Schruderer was then engaged, led Mr. Schruderer to give the matter of possibly himself selling phonographs such intensive thought as to develop into the very tangible issue of his possessing, as he does

to-day, in partnership with Lloyd C. Castle, one of the finest and best-equipped stores of its kind in central New York. Six thousand square feet of floor space devoted to display of phonographs with separate rooms devoted to specialties, such as radio.

There are so many larger cities near neighbors to Rome, however, that the partners have had to consider and experiment with various plans to keep their clientele from thinking of purchasing elsewhere when traveling. To baffle any such erstwhile unfaithfulness towards those who really are constantly studying their interests known so intimately by Schruderer & Castle, these gentlemen have had placed at a suitable distance apart, each from each, brilliant 5' x 10' signs painted (black words on orange background), telling the autoist on every main road as he goes out and as he returns, that the names "Schruderer & Castle" signify all that is necessary for the autoist to bother about when arranging for pleasures along the line of phonograph or radio in his home. It obviously pays to be enterprising.

Dulce-Tone Radio Talking Machine Speaker



Actual Size

The Perfected Link Between Radio and Talking Machines



THIS illustration of a Dulce-Tone in actual use shows how unobtrusively it harmonizes with the talking machine's beauty.

No extra battery connections are required. The Dulce-Tone is complete, ready to plug into the radio.

NOT an Attachment

DULCE-TONE is the first device to perfectly adapt ALL the fine qualities of talking machine reproduction to radio. Leading talking machine and radio engineers agree that it sets an entirely new standard in tonal qualities, of both instrumental and vocal reproduction, without sacrifice of volume.

Dulce-Tone is absolutely safe to use with the finest talking machine *because it does not necessitate the removal of or tampering with any parts*. Simply drop the needle on the Dulce-Tone reed. To remove—just lay it aside like a record.

Two models to fit all talking machines. Retail price complete with 6-ft. phone cord, only \$10. Write

The Teagle Company
1125 Oregon Ave. Cleveland, Ohio

Better Business Noted in Kansas City With Opening of Fall and Concert Season

How a Live Dealer Ties Up Effectively With Visiting Record Artists—New Models Please—Remodeling Jones Store Co.—G. C. Anderson Opens Branch—Radio Interests Trade and Public

KANSAS CITY, Mo., October 7.—There has been encouraging activity in talking machine departments for the last two weeks. The Fall season here is beginning to open up in actual fact, with the commencing of the concert season. Three Victor artists appear this week at the Orpheum—Walter Kelly, Fannie Brice and the Leviathan Band.

Wunderlich's, one of the most aggressive concerns here, takes advantage of these appearances in several ways. If possible, the artist is secured in advance for an appearance in the store and invitations are mailed and telephoned to customers, giving them the privilege of seeing the artist in person. Kansas City already has ten or twelve of the Victor artists scheduled for the Fall season.

New Victor Model Pleases

Dealers are showing much interest in the new style No. 370 upright art model Victrola just received by the J. W. Jenkins Sons Music Co. This company ordered lightly at first, but has since had to double the order, and this will perhaps not take care of the demand at this time.

Jones Store Co. Remodeling

The Jones Store Co., in remodeling its entire building and rearranging the store, is repainting and refurnishing the third floor of its Twelfth and Main street building for the new music department. The talking machine section will have a large share of the space.

Suggests Records to Train Canaries

"Records are going like hot cakes," is the comment of Manager Bessler, of the Starr Piano Co. This company is featuring the new Gennett record by the Golden Bird, singing "Souvenir" and "Spring Songs" and "Glow Worm," which it is advertising with the suggestion to "Teach your canary to sing!" A display window tie-up showed these records with placards bearing the picture of a canary bird, and under it the words "Teach your canary to sing!"

Brunswick Radiola Well Received

The new Brunswick-Radiola has met with more than its anticipated success since the week of its demonstration here in September. The public's acceptance of the instrument is unprecedented in either radio or phonograph fields in Kansas City and surrounding territory.

New Radio Department at Wunderlich's

The Wunderlich Piano Co. has installed a new radio department for demonstration and

radio broadcasting. The department is under the direction of Fred Garner and is situated on the fourth floor of the Wunderlich Building. A specimen of every Brunswick-Radiola model is displayed, and can be demonstrated at any time. A printed card accompanies each model and offers the information of its requirements for installation, prices, etc., and Radiola models are similarly displayed and demonstrated.

The Wunderlich's Concert Co. will broadcast weekly from the studio through the Kansas City Star. The first concert was given on the evening of September 15. Sales in the department have been gratifying from every point of view. Mr. Garner believes that, since radio is a musical medium, the connoisseur is eager to accept it as such and will trade with the dealer who can give him professional service.

The Radio Studio of the Wunderlich Piano Co. will maintain an eighteen-hour service for the adjustment and repair of instruments purchased from the store, a service that is unusual in any retail organization, but one requisite for the particularized function of the radio.

Radio in Neighborhood Shop

Harry L. Trudell, of the Trudell Music Co., is realizing excellent sales in records and Victrolas. The machine with space for a radio outfit is proving a very popular one and as a result of the demand Mr. Trudell expects to expand his business to include a radio department.

G. C. Anderson Opens Branch

George C. Anderson, of the Brunswick Shop, 1109 Walnut street, is opening a branch shop, to be known as the Brunswick Studio, at Country Club Plaza, which will be complete and ready for business by October 10. This shop will feature the Brunswick-Radiola and phonograph, as well as records and phonograph supplies of all kinds.

Enjoying Foreign Record Trade

Victrola records in Spanish, Mexican and Hebrew are being sold at the E. B. Guild Music Co. and, while the sale is not large, there is a noticeable demand. This company has a small clientele composed of these nationalities, who come in regularly for records in their own tongues.

Portola Co. Chartered

The Portola Radio Co., Wilmington, Del., was recently incorporated to manufacture cabinets. The capital stock is listed at \$20,000.

SPECIAL LOUD SPEAKER UNITS for Musical Instrument and RADIO Set Manufacturers

Same unit as is now well known under two different names and designs on the market as high-priced and high-quality loud speakers.

Not a disguised head set unit, but, operating under the Reynolds Patent No. 1,463,372, a compound lever amplification principle as well as electrically controlled magnet amplification.

No batteries required—amplification and tuning vernier control from front of cabinet or panel if desirable.

Manufactured by one of the most responsible electrical concerns in the United States.

Address

A. F. WILSON

103 Park Ave. New York City

Industrial Exposition Display Creates Sales

Musical Instrument Exhibition at Industrial Show Attracts Interested Spectators and Dan Weed's Music Shop Cashes In

POUGHKEEPSIE, N. Y., October 6.—Dan Weed, who manages the Dan Weed Music Store, one of the Blout chain of retail music stores in



Dan Weed's Exhibit at Industrial Show

New York City and surrounding territory, is a firm believer in publicity, and when an industrial exposition was staged in this city recently he decided that the opportunity of cashing in on the event should not be lost. Therefore, he secured space at the show and arranged a display of musical instruments which was one of the feature attractions of the event. The accompanying illustration shows Mr. Weed's attractively arranged booth, which, as nearly as possible, is a miniature reproduction of the store. The display consisted of talking machines, radio, musical merchandise and a piano.

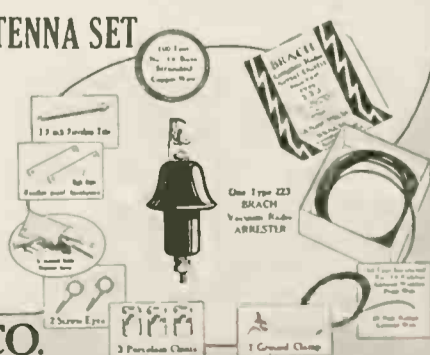
Because of the fact that many of the concerns exhibiting were presenting visitors with mementos of the event Mr. Weed had prepared a quantity of large paper carrying bags, with his name and business printed in bold type. "Most of the visitors stopped at our booth and many of them carried away these bags, which they found mighty convenient," declared Mr. Weed. "Our name on the bags carried our publicity into their homes and we consider this an excellent form of advertising. A number of sales resulted from the exhibit, which more than paid for itself."

*Experiments
cost money!*

Dealers need no longer experiment with doubtful material or sell separate parts of radio antenna. Now they can satisfy and delight their customers and save themselves a lot of talk and time by selling the

BRACH COMPLETE RADIO ANTENNA SET —including Brach Arrester

All the necessary equipment for hooking up an antenna with radio—parts selected by experienced radio engineers—approved by National Board of Fire Underwriters.



L.S. BRACH M'FG. CO.
NEWARK, N.J., U.S.A.



Another Exclusive

VOCALION RECORD

DANCE HEADLINER

The Ambassadors Orchestra

Directed by Willie Creager

VOCALION dance orchestras head the list for popularity. This season the Ambassadors, under Willie Creager's direction, will play for fox-trotting enthusiasts at the mammoth Cinderella Ball-Room at 1600 Broadway, which holds 2000 dancers at one time. Ambassador Red Records of up-to-the-minute dance hits are sure sellers.

THE AMBASSADORS

- 14851 —Pleasure Mad—fox-trot.
10" \$.75—
14829 —Maytime—fox-trot.
10" \$.75—Ukulele Blues—fox-trot.
35042 —Oh, Peter—Some of These Days—fox-trot.
12" \$1.25—June Night—Ida—fox-trot.
14810 —Spain—fox-trot.
10" \$.75—Savannah—fox-trot.
14823 —(If You Don't Want Me) Stop Doggin' Me
Round—fox-trot.
10" \$.75—Tell Me If You Want Somebody Else—fox-trot.
14820 —Oriental Love Dreams—fox-trot.
10" \$.75—
14792 —Worried—fox-trot.
10" \$.75—It Had to Be You—fox-trot.
14808 —Oh Baby!—fox-trot.
10" \$.75—Mandalay—fox-trot.

Distributors of Vocalion Records

S. E. LIND, Inc.,
2755-65 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 Avenue,
Cleveland, O.

LOUISVILLE MUSIC CO.,
570 S. 4th St., Louisville, Ky.

STERCHI BROS., Knoxville, Tenn.

STERCHI FURN. & CARPET CO.
Atlanta, Ga.

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.

REINHARDT'S, INC.,
104 S. Main St., Memphis, Tenn.
RADIO EQUIPMENT CO. OF TEXAS,
1319 Young St., Dallas, Texas.

D. H. HOLMES CO., New Orleans, La.

STONE PIANO CO., Fargo, N. D.

STONE PIANO CO.,
Distributors of Vocalions and
Vocalion 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

How Radio Brought Civilization to Dr. Donald B. MacMillan, Explorer, in Arctic

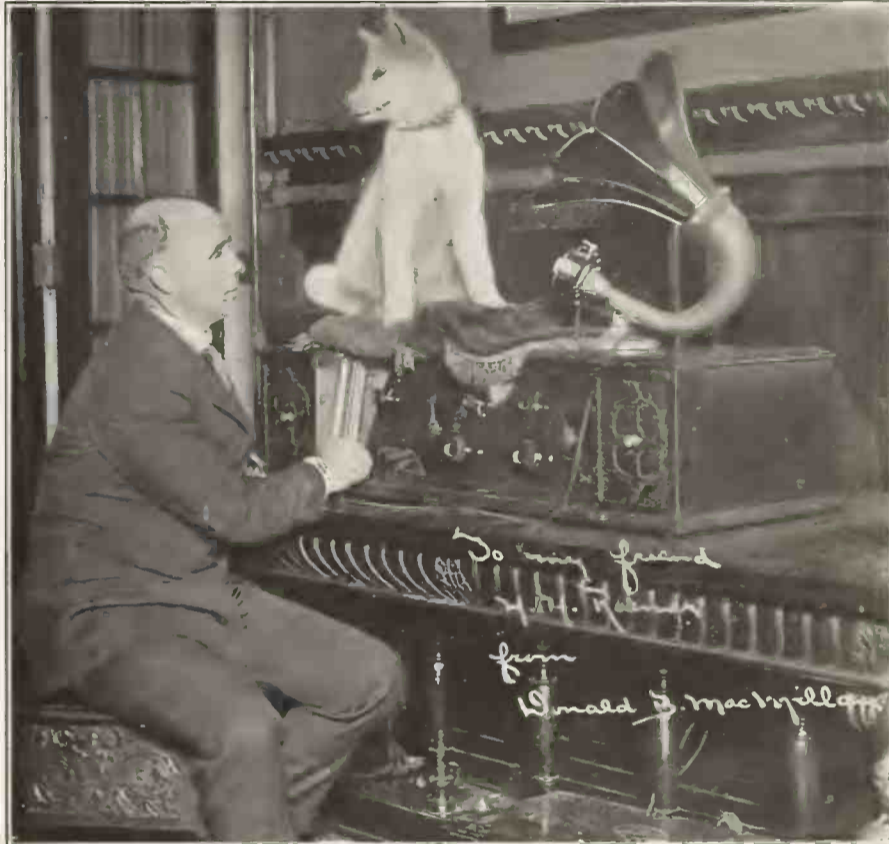
Famous Explorer and Scientist Tells of Part Played by Radio in Success of Expedition to Within Twelve Degrees of North Pole—Important Observations on Radio Reception in Arctic

Intensely interesting observations on the part played by radio and music during his fifteen months' expedition to the Far North were made by Dr. Donald B. MacMillan, Arctic explorer and scientist, in an exclusive interview with *The World*, during a recent visit to New York to attend the Radio World's Fair, following his return from the Arctic. The reception of radio programs was especially effective in breaking the endless monotony of the long Arctic night, said Dr. MacMillan, and the loneliness of the endless snow and wind-swept spaces, bridging the vast distance between civilization and the intrepid explorers ice-bound within twelve degrees of the North Pole.

On Wednesday evenings at midnight it was customary for the eight men connected with the expedition to repair to the forecabin where the radio receiving set and loud speaker were installed to "tune in" on the special concert program and messages broadcast from the powerful Zenith station in Chicago. In addition, radio programs were received from many other stations, and Dr. MacMillan stated that they received many requests from broadcasters to select their own programs. This was made possible because of the fact that wireless sending apparatus was part of the equipment of the "Bowdoin," the ship on which the expedition was made.

An interesting sidelight on the part played by radio and music during the expedition was the manner in which the Eskimos received the programs. They simply refused to believe that it was possible to receive messages and music through the air with the aid of only a box, but they were finally convinced and conceded that "white men could do anything." However, their primitive curiosity was aroused and word quickly passed through the entire tribe, with the result that some of these primitive people traveled a distance of more than 150 miles to listen to the radio.

The Eskimos are lovers of the rollicking melodies, negro compositions and music of a similar type, according to Dr. MacMillan. A talking machine and records were part of the equipment of the "Bowdoin" and concerts were given weekly, which were attended by many Eskimos. The classics did not seem to please them, especially those numbers with extremely high range. They called it "crazy music." On



Dr. Donald B. MacMillan "Tuning in" With a Zenith Radio Set

the other hand, they were extremely pleased with Harry Lauder's recordings and music of the "jazz" type.

Also of great interest were Dr. MacMillan's observations on radio reception conditions in the North. During the long Arctic night when the sun is hidden nearly six months radio reception was at its best. During a period of 230 days, from September to March, programs were clearly received, although reception was at its best during November, December and January. During this period the Zenith radio receiving set, which constituted a vital and valuable part of the equipment of the "Bowdoin" and which proved such a boon to the explorers, was in continual and eminently satisfactory operation. With the coming of the equally long day and the march of the sun across the heavens the radio signals on short wave lengths quickly faded, the last communication from civilization

being received April 14, 1924, and picked up again on August 26.

Dr. MacMillan studied the connections between radio and meteorological conditions and a summary of his findings will be made public, although final conclusions must await a check with other available records. One definite conclusion reached is that the northwest winds, carrying frost crystals, set up a high potential in the air, causing a continual rush and roar, which made communication utterly impossible and at times cut the explorers off entirely from contact via radio with the civilized world.

The aurora had absolutely no effect on radio transmission, declared Dr. MacMillan. On the contrary, the best radio transmission results were obtained during the most spectacular displays. A peculiarity of radio reception was that stations in western United States and even in Honolulu were tuned in without any trouble, while it was impossible to get Eastern stations. This phenomenon was unexplainable, said the explorer, although at some periods static was bad. The frost-laden Northwest winds may have been responsible for this, he added.

The radio log of the expedition showed that over 30,000 words were sent over the air from the "Bowdoin" and more than 100,000 words of press matter was received from stations at Nauen, Germany and Leafield, England. The "Bowdoin's" signals were reported heard in the United States, Canada, Alaska, Hawaii, Mexico, Japan, Spain, England, France, Germany, Norway, Netherlands and Italy. It was found impossible to get the station at Annapolis, due to interference of the high-powered trans-Atlantic stations.

Music Store Changes Hands

DE KALB, ILL., October 6.—William B. Rankin, talking machine and jewelry dealer, who had built up a large patronage during his twelve years' residence in this city, recently sold the business to H. R. Weidenhamer, of Cleveland, O. Mr. Rankin has made no definite plans for the future beyond the statement that he and his family intend spending a few months vacationing in California.

Adds Columbia in Waterbury

WATERBURY, CONN., October 7.—D. Barbieri & Bro., 375 South Main street, this city, have just added the new Columbia phonograph and the complete Italian record library, together with the American record library. Mr. Barbieri secures the bulk of his phonograph sales through the truck canvassing plan and reports that the new Columbia phonographs have met with much favor.

The incorporation of the Vinn Radio Corp., New York, was recently filed at Albany, with a capital stock of \$50,000. The interested parties are E. Klinger and G. Swift.

CHRISTMAS SALES

The holiday season will shortly be upon us and the age-old question of "what to give" will be uppermost in the minds of the buying public.

Mr. Dealer, you can solve this problem and make real profits for yourself by featuring the "Yale" Blue Bird talking machine for holiday sales. This small, compact, beautifully finished instrument, although not a toy, will prove an excellent gift for man, woman or child. You can fill this demand without detracting from your other sales and we urge that you communicate with us now so as to be sure to secure stock for the holiday season.

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.



Why Advertise a Registering Piano in a Phonograph Journal?

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

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

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

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

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

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

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



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

GULBRANSEN COMPANY

3236 W. Chicago Avenue, Chicago

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

Name _____

Address _____

City _____

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

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

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

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

GULBRANSEN COMPANY

3236 W. Chicago Ave., Chicago

(Pronounced Gul-BRAN-425)
GULBRANSEN
The Registering Piano

General Prosperity in the Akron-Canton District Is Reflected in Retail Trade

Better Class of Instruments and Record Demand Hold the Center of the Business Stage—Visiting Artists Aid Record Sales Through Dealer Tie-ups—New Stores and Enlargements

AKRON-CANTON, O., October 7.—Much optimism prevails in this district as to what the Fall season holds for the retail trade. The improved trend was noticeable shortly after Labor Day when, vacation periods ended, industrial plants increased their production schedules and retail buying in general improved. While there are some talking machines being sold, they are the better-class machines and buyers are using precaution in obligating themselves to any great extent. One phase of the business which has been getting better right along is records; this class of merchandise has not slumped in recent weeks, dance records having the big call.

New console models of practically all makes now on the floors are attracting much attention and tendency is for models of this style. Local

distributors predict that unless buying becomes heavier within the next month there will be a rush just prior to the holiday season, as they contend retail business will pick up gradually from now until the first of the year.

C. L. Chute Co. Opens New Store

Columbia talking machines and records will be a featured line with the C. L. Chute Co., New Lexington, O., furniture dealer. Considerable floor space has been given over to the display and sales of the Columbia line.

Wiedoeft at East Liverpool

Sponsored by the Smith-Phillips Music Co., of East Liverpool, the Herb Wiedoeft Cinderella Roof Orchestra, of Los Angeles, Cal., Brunswick artists, appeared here for a single night's engagement at Rock Springs Park to a

record crowd. Successful appearances also were made at Moonlight Gardens, Canton; East Market Gardens, Akron, and Euclid Gardens, Cleveland, attracting enthusiastic audiences.

Whiteman Returning to Canton

George C. Wille, head of the George C. Wille Music Co., Canton, in collaboration with Ralph D. Smith, concert promoter, has signed contracts to bring to Canton on November 3 Paul Whiteman and His Orchestra for a concert in the City Auditorium. It is expected the concert will be one of the largest attended affairs held in the city building in recent years, and Victor dealers will profit through tie-ups.

Has Exclusive Cheney Agency

W. E. Pyle, manager of the talking machine department of the William R. Zollinger Co., Canton, announces this store has been appointed exclusive representative in Canton for the Cheney talking machine. At the recent Stark County Fair, which was attended by more than 80,000 people, the Zollinger Co. presented a most attractive display of Victor and Cheney talking machines.

Miss Jane Lewis Made Manager

The George S. Dales Co., Akron, announces Miss Jane Lewis, late of the May Co., Cleveland, has been made manager of the talking machine department of the store.

Opens New Department

Talking machines will be merchandised in the new music section of the Akron Dry Goods Co., which was opened last week. It is located on the main floor of the big store and will specialize in popular-priced merchandise. Records also will be handled.

Will Hold Radio Show

The George C. Wille Co. and the Strassner-Custer Music House, two leading Canton music stores, are co-operating with the Canton Repository in the staging of a mammoth Radiola show, the equipment for which is being supplied by the Radio Corp. of America.

New Stores Opened

Hallet & Davis and Emerson console phonographs will be sold in Alliance by the Roath Piano Co., which firm has opened a new store at 27 South Main boulevard. The store was visited by several hundred persons when the formal opening was recently held.

One of the most complete music stores in eastern Ohio has been opened at 13 Broadway, Salem, O., by the Finley Music Co.

Dales Prepares for Opening

Formal opening of the music store of the George S. Dales Co. is announced for October 15, 16 and 17, with an elaborate program of entertainment for each of the three days. The store has been remodeled and enlarged and under the new arrangement the entire second floor will be given over to the sale and display of Victor, Brunswick and Cheney machines and Victor and Brunswick records.

Interesting News Brieflets

John B. Garver, advertising manager of the Garver Bros. Co. store at Strasburg, O., put across a nice piece of exploitation in connection with the Edison line at the annual Tuscarawas County Fair at Dover, O., recently. The entire line was exhibited, attracting wide attention.

The Superior Music Parlors, for several years located at 87 South Main street, Akron, have moved to 91 South Main street. This concern handles Starr phonographs, Gemmet records and Starr pianos exclusively.

The George S. Dales Co., Akron, will open a complete radio section in the newly remodeled and enlarged store early in the present month. R. M. Lamb, until recently identified with the Zenith Radio Corp., of Chicago, will be manager of the department.

F. Farland Opens Store

WICHITA, KAN., October 7.—F. Farland, formerly of El Dorado, has taken a lease on the building at 406 East Douglas, and is having it remodeled as a store for the handling of musical instruments and jewelry.

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



Thompson
CONCERT GRAND
Model S-70

THOMPSON RADIO NEUTRODYNE



Thompson
GRANDETTE
Model 5-B

Some Radio buyers want a radio receiving set that looks like one. And there are others who want a radio receiving set that is also a piece of furniture in keeping with refined surroundings.

In either case, radio buyers will want a Thompson Radio Receiving Set which is so fully developed and perfected as to cause the customer to forget that the Thompson has any other "works" except the dials.

Made by an organization that has been exclusively radio ever since "radio" was called "wireless," Thompson Radio Products give the complete satisfaction that builds bigger and better business—and with a minimum of "bother."

Thompson advertising has made Thompson prospects in every neighborhood in America. Write for Thompson proposition today.

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
PARLOR
GRAND
Model S-60

Landau's Sponsor Concert and Record Sales Gain

Effective Tie-up With Prominent Record Artists
Creates Sales for Wilkes-Barre Firm

WILKES-BARRE, PA., October 7.—The concert given by Paul Whiteman and His Orchestra at the Irem Temple on September 24, under the management of Landau's Music & Jewelry Stores, was a decided success from both a musical and financial standpoint and also from the viewpoint of stimulating the sale of Victor records recorded by this world-famous aggregation. The Landau establishment, which carries Victrolas and Victor records exclusively, is to be congratulated for the foresight exhibited in co-operating with the musical activities of the community. In addition to the prestige and good-will engendered and the reputation built up as the music center of the city, it affords an excellent opportunity for effecting tie-ups with visiting Victor artists which result in profitable sales. The above-named concert is an instance. In addition to having the name of the shop mentioned several times on the program as local managers, the entire back cover of the program was given over to a list of the Victor records recorded by Paul Whiteman and His Orchestra.

The good results of this form of exploitation work cannot be doubted—the increased sales of records made by the Whiteman organization was marked. Mention was also made on the program of the following artists who are to give concerts at the Irem Temple under the management of Landau's: Heifetz, Werrenrath, Matzenauer, Cecilia Hansen and Rachmaninoff, all of these artists, incidentally, being Victor recording artists, thus affording dealers tie-up opportunities.

New Columbia Dealers in Connecticut Territory

BRIDGEPORT, CONN., October 8.—Piquette Piano Co., 183 Fairfield avenue, has added the Columbia line both in this city and Derby, Conn.

E. K. Music Shop, 933 East Main street, just opened its new Columbia Shop. Five beautiful hearing rooms and a complete record department comprise the equipment. This music shop caters to the foreign and American people of this section.

H. M. Leventhal, 625 East Main street, has added the new Columbia phonographs and reports great success derived mostly through outside sales work.

Itri Music Shop, 64 Pacific street, Stamford, has just added the Columbia line and carries the complete Italian records and also the American. The new Columbia phonographs are taking well, especially with the foreign trade. Mr. Itri has added a new truck for outside sales work.

Stamford Music House, 478 Atlantic street, Stamford, has just added the Columbia line. Mr. Benzinger reports that there has been a very big demand for foreign New Process Columbia records.

John A. Kenney in New Post

DANBURY, CONN., October 7.—White Music Shop, 155 Main street, this city, has just added to its staff of workers John A. Kenney, formerly with the Kennedy Music Shop, of Worcester, Mass. Mr. Kenney will handle the outside sales work. Miss White has been displaying the new Columbia phonographs and reports brisk sales.

Arcade Shop Bankrupt

UTICA, N. Y., October 7.—Nicholas A. Ruscitto, trading as the Arcade Phonograph Shop, 277 State street, this city, recently filed a petition in bankruptcy with liabilities of \$2,983 and assets of \$600 of stock and \$275 in accounts.



A Complete List of Okeh and Odeon Distributors

- WALTER S. GRAY COMPANY
926 Midway Place, Los Angeles, Calif.
- WALTER S. GRAY COMPANY
1054 Mission St., San Francisco, Calif.
- L. D. HEATER
357 Ankeny St., Portland, Ore.
- TEXAS RADIO SALES COMPANY
2005 Main St., Dallas, Texas
- JUNIUS HART PIANO HOUSE, LTD.
123 Carondelet St., New Orleans, La.
- CONSOLIDATED TALKING 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.
- EVERYBODY'S TALKING MACHINE COMPANY
810 Arch St., Philadelphia, Pa.
- GENERAL PHONOGRAPH CORPORATION OF NEW ENGLAND
126 Summer St., Boston, Mass.
- GENERAL PHONOGRAPH CORP.,
(New York Distributing Division)
15 W. 18th St., New York City
- JAMES COWAN COMPANY
18 West Broad St., Richmond, Va.



Hartzell Managers and Salesmen in Conference

Members of Gotham Radio Distributing Organization Hold Instructive Meetings

The Hartzell Sales Co., 50 Church street, New York City, distributor of several well-known lines of radio products, recently held a convention of its branch managers and sales staff in New York City. The gathering lasted for several days and included visits to the United Radio Co., Bloomfield, N. J., manufacturer of the "Black Beauty" amplifying horn; the Acme Wire Co., New Haven, Conn., and the U. S. Tool Co., Newark, N. J. There was a series of meetings at which the members of the organization were addressed by the manufacturing and sales departments on the various lines for which the Hartzell organization is sales representative. Two special meetings in which the features of the Coto-Symphonic Broadcast receiver were covered in all their phases were held in the Madison Square Hotel. The gathering was also addressed by J. T. Sims, of the Livermore & Knight Co., advertising agents for the Hartzell Sales Co.

Among those who attended were C. C. Hartzell, president; Adolph Friedman, manager; A. S. Merrifield, and J. P. Butler, of the New York office; A. F. Parkhurst, manager; J. A. Cole, J. J. Bauman and W. G. Jones, of the Chicago office; J. O. Olsen, manager of the Pittsburgh office; R. E. Stanton, manager of the Philadelphia office, and N. H. Spindler, manager of the Memphis office.

Kennedy Radio Model XV Introduced to the Trade

New Receiver Has Many Features Which
Should Find Favor With the Public

Announcement has been made by the Colin B. Kennedy Co., of St. Louis, Mo., of a new radio receiver which will be known as Model XV. This new product, described as "an easy-to-tune-radio frequency receiver," uses two stages of



Kennedy Radio Model XV
tuned radio frequency, a non-regenerative detector tube and two stages of audio frequency amplification. A feature of the set is the graduated selectivity control. The number of tuning controls has been reduced to two and facilities have been provided so that the set can be logged for the various stations with the utmost simplicity. The instrument operates efficiently on outside aerial or indoor loop aerial, and a jack has been provided for plugging in this loop. There are also jacks for the detector and each stage of audio frequency. No potentiometer is used. The set is incased in a beautiful mahogany cabinet and in this respect is up to the usual high standard of Kennedy products.

Increase in Radio on Farms

A recent survey made by the United States Department of Agriculture shows a rapid increase of radio on farms. It is estimated that there are now more than 370,000 radio sets in use on farms, as compared to 145,000 a year ago. The survey was made among county agricultural agents.

Sargent & Marvin

put a real "kick" in



"GO 'LONG, MULE"



SARGENT and MARVIN

HERE'S the latest "wow"—another nonsensical "nut" song that is taking the public by storm! On the style of "It Ain't Gonna Rain No Mo'", it has a number of humorous "hokum" verses, each one topped off by the catchy, memory-haunting "fool mule" chorus.

And putting it over for Okeh, on record No. 40139, with a real laugh-"kick" in every line, is the famous Keith vaudeville team of Sargent and Marvin! These widely-known merry-makers, top-notch favorites wherever they appear, are now off on a coast-to-coast Keith vaudeville tour. Their biggest applause-getter has been, and will continue to be, "Go 'Long, Mule."

And the very same version that they use in their stage work, they have recorded for Okeh records! On the reverse side is their inimitable novelty presentation of the ever-popular "Farewell Blues." This record is selling like hot-cakes now! Rush your order in for



40139 { GO 'LONG, MULE—Novelty Duet
10" {
75c { FAREWELL BLUES—Novelty Duet



Okeh Records

The Records of Quality

Manufactured by

General Phonograph Corporation, New York

OTTO HEINEMAN, President

First Brunswick Records of Radio Franks Announced

Frank Bessinger and Frank Wright, who are widely known to radio fans as The Radio Franks, recently were signed up by the Brunswick Co. to make records, and their first recording, "Honest and Truly" and "I'd Love You All Over Again," has just been announced. These artists will make a feature record for Brunswick



The Radio Franks

each month and it is expected that their popularity through radio broadcasting and theatre appearances will prove profitable to dealers in creating a demand for records made by them.

"Air College" to Broadcast a Series of Lectures

Complete endorsement of the practical value of radio broadcasting as an aid to education was demonstrated in the co-operative action between New York University and the Radio Corp. of America in opening the Fall term of the recently instituted "air college" at station WJZ on Monday evening, October 6. Addresses by members of the New York University faculty and General J. G. Harbord, president of the Radio Corp., broadcast direct from the college playhouse on that date, officially inaugurated an extensive schedule of educational broadcasting.

The Fall term of the "air college" will consist of fifty-four twenty-minute lectures covering eight subjects to be broadcast from station WJZ every week-day evening from October 7 to December 23.

The curriculum for the first term takes up eight subjects in turn, each to be covered completely before going on to the next. The schedule follows: October 7-10, "Facts, Figures and Fancies of Archaeology," by Professor Ralph V. D. Magoffin; October 13-17, "Politics and Statesmanship," by Professor E. C. Smith; October 20-24, "Co-operative Economics," by Mrs. Clara E. Breakey; October 27-November 7, "Economics," by Professor Reid L. McClung; November 10-26, "Geology," by Professor J. Edmund Woodman; December 1-5, "Biology," by Professor Charles E. Bristol; December 8-12, "English," and December 15-23, "History and Development of Civilization," by Professor E. George Payne.

Pacific Music Co. Expands

MODESTO, CAL., October 4.—Improvements now under way at the Pacific Music Co.'s store, on Tenth street, this city, will add approximately 2,000 square feet to that establishment. One of the main changes being made is the addition of a balcony which, when completed, will house radio and talking machine display rooms. A basement storage room will be added, which will permit of the main floor being devoted strictly to display and demonstration purposes.

Professional Friends Greet Ben Bernie at Roosevelt

Theatrical Stars and Others Attend Opening of New Hotel Grill, Where Ben Bernie and His Orchestra Furnish the Dance Music

Many stage stars, theatrical managers, producers, well-known writers, and music and dramatic critics attended the formal opening of the new Hotel Roosevelt grill Tuesday night, September 23, when Ben Bernie, director of the Ben Bernie Hotel Roosevelt Orchestra, held a reception to professional friends.

As the stage stars entered the softly lighted grill the orchestra played selections from the various musical comedies in which they appeared, or songs which were known to be their favorites. As soon as the guests learned that the director was arranging his program to meet their pleasure they sent up cards naming their favorite songs.

There was dancing before and after supper,

and the grill remained open until an early morning hour in order to make it possible for the professional guests to arrive after the shows.

The special lighting system was installed and in working order for the grill opening, and soft, varicolored floor lights were switched on during the dreamy waltz numbers.

More than one hundred congratulatory telegrams were received by the orchestra director during the evening. Some of these were from professional friends now on tour.

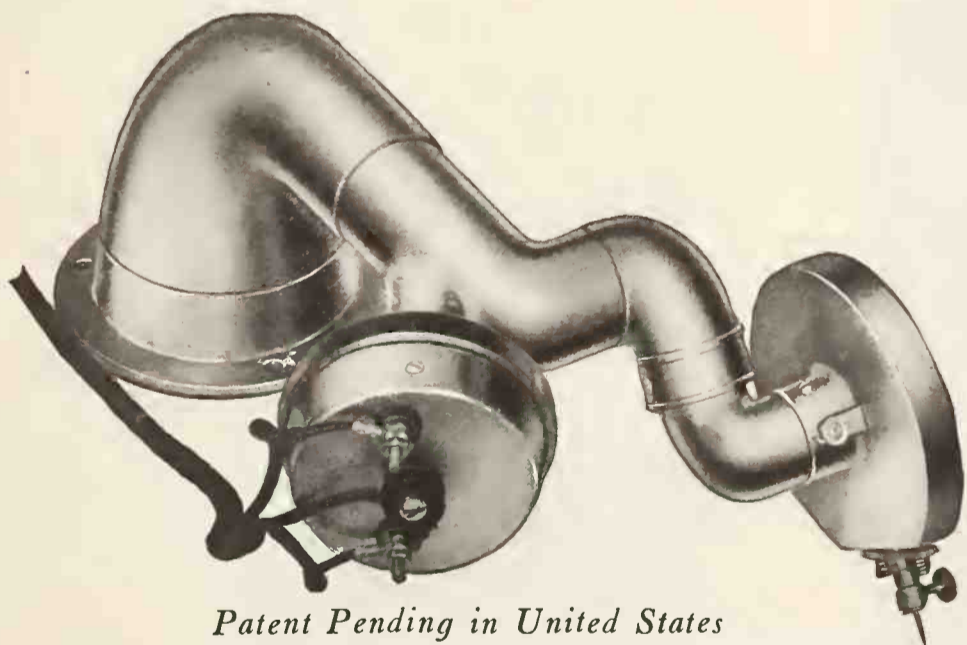
Among the guests were: Irving Berlin, Daniel Frohman, Miss Fanny Hurst, Mrs. Lydig Hoyt, Heywood Brown, Eddie Cantor, Jimmy Hussey, Harry Fox, O. O. McIntyre, Al Jolson, Hassard Short, Bud De Sylva, Raymond Hitchcock, Earl Carroll, Ruth Hale, Eddie Buzzell, Jack Donahue and S. Jay Kaufman.

Ben Bernie and His Orchestra broadcast their music several times a week through Municipal Station WNYC, and in the publicity from the hotel and the broadcasting station much prominence is given to the fact that the orchestra records exclusively for Vocalion records.

ORIGINAL and BEST Phillips



is being featured by some of the largest department stores in the country. Phonograph dealers, if you want the best in radio tone arms demand Phillips as your equipment.



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

WM. PHILLIPS PHONO PARTS CORP.

145 West 45th Street

CABLE ADDRESS
"PHONOPARTS"

New York City

Broadcasting a big message to Radio enthusiasts!

Sonora Announces a Radio Speaker

Clearer tone • Sharper definition • Perfect concealment of the "horn" • make this instrument a radical advance in Radio Amplification

VIOLIN, cello, piano, harp — the finest musical instruments—have always been made of wood. Eleven years ago Sonora joined these ranks of the finest by applying the same principle of sound reproduction to the phonograph; and now—

Sonora announces a radio speaker with concealed all-wood "horn."

Not solid wood, for, like solid metal, thick or thin, solid wood will add vibrations of its own.

Instead, ply upon ply of thin, seasoned wood is moulded around a form as perfect as the science of acoustics can make it. Each wafer-thin layer is set at cross-grain to the next, for sound waves follow the fibres of wood, and by opposing successive networks of these fibres, no track is left open for tone to escape.

And between every pair of plies are spread sheer films of gum which function like the quicksilver coating on a mirror, reflecting every faintest sound and cushioning each layer of mellow wood from vibration against the next.

Every unnatural vibration is shorn from the crystal-clear stream of sound which pours from the Sonora tone chamber.

NOW the Sonora Radio Speaker, the culmination of eleven years' specialization in sound reproduction alone, is in the hands of radio and phonograph

dealers all over the country. Read in the column at the right a few of the many unsolicited testimonials which reach us daily. They will tell you how the Sonora Radio Speaker is bringing to thousands a new value in radio.

WHENEVER broadcasting is in progress, these dealers are prepared and eager to make a comparative demonstration for you. You shall be the only judge, of the thousands who have already purchased this instrument, hardly one has failed to comment on its marked superiority in tone and volume.

We are sure that this difference will be obvious to you, too. Stop by this evening and



Sits gracefully on top of your Radio Set

"Out of the heart of a Sonora"

merely listen for a minute. Or, if the dealers in your town are not yet supplied with Sonora Radio Speakers, send us the coupon below and make a thorough test in your own home. The price of the Sonora Radio Speaker is \$30.00.

Sonora Radio Speaker

CLEAR AS A BELL

Can be plugged into any Radio Set
No extra batteries required

NEW YORK RUN SCORES A SCOOP

With a Sonora Radio Speaker

The extraordinary character of tone reproduced by the Sonora Radio Speaker was vividly demonstrated when, during the broadcast of the New York Run on the radio, the Sonora Radio Speaker was used in the Sonora Phonograph Co. office.

FROM "THE MAN BEHIND THE GUN"

Official Announcer for WCX

Has purchased two Sonora Radio Speakers

Sonora Phonograph Co. New York, N. Y.

In the opening line that I have heard from the Sonora Radio Speaker, I have found that it is superior to any other speaker I have heard of. In the opening of the speaker it is evident that the speaker is not only a speaker but a speaker of the highest quality. The tone is clear and sharp, and the volume is just what is needed for a speaker of this kind. I have purchased two of these in this office for the benefit of the radio listeners in my office. I have also purchased one for my home. I am sure that this speaker will be a great asset to any radio listener. I have purchased two of these in this office for the benefit of the radio listeners in my office. I have also purchased one for my home. I am sure that this speaker will be a great asset to any radio listener.

ONE ORDER FOR 1,000 SONORA RADIO SPEAKERS!

An initial order for five thousand is being placed for the production of the Sonora Radio Speaker. All orders should be placed with the Sonora Phonograph Co. immediately. The price of the Sonora Radio Speaker is \$30.00. The price of the Sonora Radio Speaker is \$30.00.

SONORA'S PERFECT GIFT TO THE RADIO WORLD

The Sonora Radio Speaker is the perfect gift to the radio world. It is the only speaker that can reproduce the tone of a radio set with such clarity and volume. It is the only speaker that can be used in any radio set. It is the only speaker that can be used in any radio set. It is the only speaker that can be used in any radio set.

SONORA PHONOGRAPH CO., 40 Broadway, New York, N. Y.
Name _____
Address _____
City _____ State _____
Shipped to _____
Please send me one Sonora Radio Speaker with the shipping charges.
 Check or cash enclosed. Send C. O. D.
Name _____
Address _____
City _____ State _____

Beginning October 18th we will announce the new Sonora Radio Speaker in a striking series of large space advertisements in the Saturday Evening Post.

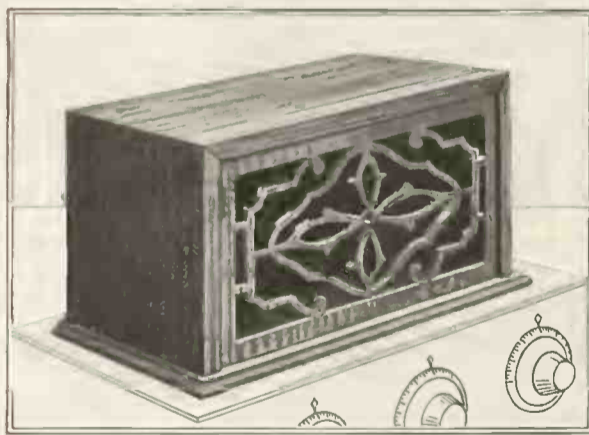
EVERYWHERE the keenest critics are pronouncing this new Speaker a big advance in radio sound reproduction. Actually "clear as a bell," like the famous Sonora phonograph. And the Sonora Radio Speaker has all the rich beauty of design and finish for which Sonora is likewise famous.

Six full pages and two half pages in the Saturday Evening Post, together with an impressive schedule in newspapers all over the country—presenting the Sonora Radio Speaker, the Sonoradio, and Sonora Phonographs—constitute the advertising for the fall months.

Thousands of dealers took on the Sonora Radio Speaker before this advertising was announced. They felt sure Sonora's record for tone-reproduction guaranteed that the new product would "make good." They were not disappointed! And now—powerful advertising to help you to sell the Sonora line.

Every dealer who handles radio equipment or considers handling it should give the Sonora Radio Speaker a personal trial. The price is \$30, less Sonora's liberal discount.

This full-page advertisement appears in the Saturday Evening Post for October 18th. Be prepared to get your share of the new business.



In the Sonora Radio Speaker are combined the same rare knowledge of acoustics and the same artistic craftsmanship that long ago established Sonora supremacy in sound reproduction and decorative beauty.

Sonora Phonograph Company, Inc., New York City

Makers of Sonora Phonographs, 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, from 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, NORTH-

ERN 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:

KIEFFER-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.

ARIZONA 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.

Milwaukee Retailers Placing Orders in Preparation for Big Holiday Demand

Every Branch of the Trade Optimistic in Anticipation of Busy Season Ahead—Addresses Dealers on Victor as an Educational Aid—Artists' Tie-Ups Prove Profitable to Dealers—The News

MILWAUKEE, Wis., October 7.—The past month was an unusually good one in the talking machine business, according to reports from local distributors and jobbers. Merchants are placing their orders for Fall and holiday business in phonographs and records, and a big year is expected in both fields.

Bright Outlook, Says G. F. Ruez

"Business has been exceptionally good for the month of September," stated G. F. Ruez, president of the Badger Talking Machine Co., Victor jobber, "and all indications point to a large holiday trade. Business conditions are picking up, especially in rural communities, and that is having an effect on dealers in small towns. Altogether things are looking very good."

Talks on Victor as Education Aid

Victor educational work is being done in this and other Wisconsin cities by Mrs. I. B. Torgerson, in charge of Victrola department at the Boston Store. For several years she has been giving talks on the use of Victrolas in schools and various institutions, and recently spoke before the Milwaukee Pre-Vocational School and instructed the sisters of a Milwaukee convent in the teaching of folk dances with a talking machine. She also spoke before a teachers' convention in a southern Wisconsin city, and is scheduled to address another teachers' meeting in Oshkosh, Wis.

Early Buying Noticeable

An optimistic report of business conditions was given out by Yahr & Lange, wholesalers for the Sonora in Wisconsin and Michigan. This company reports that merchants are buying earlier than any previous season. Fred E. Yahr recently returned from a trip to northern Wisconsin, where he called on Sonora dealers. He

found business satisfactory. Following his return Mr. Yahr left for Michigan territory in connection with the four-day Sonora display held at the Hotel Statler, Detroit, which was under the direction of H. E. Schultz, who recently was placed in charge of the Michigan territory for Yahr & Lange, with headquarters at the Hustedt Piano Co., Detroit.

Yahr & Lange have noticed that the Ware neutrodynes are rapidly becoming known among their dealers, and report that returns on Sonoradios Nos. 241 and 242 have been good.

Among the Wisconsin dealers to visit at the offices of Yahr & Lange recently were Mr. Meyer, of the Meyer-Sager Co., of Appleton, Wis., and Joseph P. Schneider, of Malone, Wis.

Saturday Afternoon Concerts

In order to attract a crowd of people to the Victrola department of the Third street store of Ed. Schuster & Co., a Saturday afternoon musical program was announced, when local artists presented a number of pieces which are popular on Victor records. Samuel Spencer, a recording artist, rendered several selections.

W. E. Pugh's Duties Broadened

W. E. Pugh, who has been in charge of Milwaukee and southern Wisconsin territory for the Columbia Co., has now been placed in charge of all of Wisconsin, except the northwest corner, as well as the upper peninsula of Michigan and nine counties of Illinois. During the latter part of September Mr. Pugh started a thirty-day trip through the new territory.

"Dealers are feeling quite optimistic, principally because farmers are again buying. Crops have been good and prices higher than for some time," reported Mr. Pugh. "We have opened a number of accounts the past month and there

are several other dealers to whom agencies will be granted before Christmas."

Tie-up With Columbia Artists

Columbia phonographs and records were featured during the appearance of the vaudeville artists, Van and Schenck, at a Milwaukee theatre. During the period of their run the Thiery Piano & Phonograph Co. exhibited an attractive console model Columbia in the lobby of the theatre and Columbia recordings of the two stars were on sale.

Sonora in Style Show

Sonora phonographs were recently brought to the attention of Milwaukee people during the Promenade of Styles, presented at the Auditorium by the Milwaukee Journal with the cooperation of local retail merchants. A Sonora console style phonograph from Yahr & Lange was included in the stage setting for one act of the show, and this instrument was later presented as second prize in a "Styles of Yesterday" contest.

Death of Felix Warr

Word has been received in Milwaukee of the death in New York City of Felix Warr, former owner of a talking machine shop at 3414 North avenue, and well known among local merchants.

Starr Business Growing

"September business was exceptionally good," stated Alfred F. Kiefer, distributor in Wisconsin for the Starr phonographs and Gennett records. Mr. Kiefer celebrated his first anniversary as Wisconsin distributor for the Starr Co. and is very well pleased with the accomplishments of the past year.

Mr. Kiefer has announced new accounts including C. Niss & Son, Milwaukee, Gennett German records; George H. Eucker Music Co., Milwaukee, Starr phonographs and Gennett records, and the Brunswick Shop, Sheboygan, Wis., Gennett German records.

Dealers Tie Up With Nighthawks

Milwaukee Victor dealers took advantage of a good advertising opportunity during the appearance of the Kansas City Nighthawks, exclusive Victor artists. This orchestra appeared as a special attraction at a local moving picture theatre. Radio fans were given the opportunity to suggest popular numbers which they desired to hear. The orchestra's appearance was under the auspices of the Wisconsin Radio Trade Association.

Plans Discussed for Fall Drive

"Business conditions have improved greatly and some very nice sales have been made during the past few weeks," reported Hugh W. Randall, president of the J. B. Bradford Piano Co., Victor, Brunswick and Vocalion representative. "Every one in the entire organization has returned from vacation and the regular Fall business dinner was held at the Wisconsin Club in September, when plans for the Fall campaign were discussed."

The News Boiled Down

Sonora phonographs are being featured by the East Side Music Co., which was recently opened at 499 Maryland avenue. The store is owned and managed by Arno Zinke.

A. Thallmeyer, manager of the foreign record department of the General Phonograph Co., was a recent visitor here. He came from Detroit, Cleveland and Chicago, where he found conditions unusually good.

The Wisconsin Phonograph Repair Shop has moved into larger quarters at 326 State street. This shop is owned and managed by O. A. Rheingans.

Christianson Bros., who feature Victrolas and Victor records, have announced the addition of Zenith and Crosley radio outfits, which they plan to feature strongly.

W. H. Schmitz has moved his music store into new quarters in the Moose Temple at 21 Forest avenue. The shop handles Victrolas and other talking machines, as well as radio.

The Seyfert Radio Corp., of Fond du Lac, has been incorporated to conduct a general business in radio, with a capital of \$15,000. Offices are now located in the Dodge salesrooms on Forest avenue, in Fond du Lac, Wis.

"ROYALFONE"

KING OF ALL

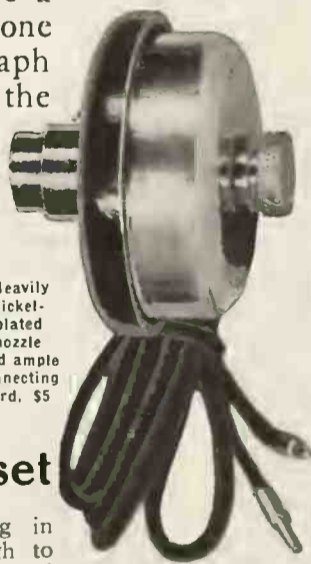
LOUD SPEAKER UNIT

What Every Customer Wants

EVERY one of your customers would rather have a loud speaker unit that could be controlled for tone volume, as easily as the sound doors of a phonograph are operated. A sales-clincher that will give you the bulk of the unit sales in your section.

Adjustable for Tone Volume

Soft or loud, for a small or large room, simply by turning the adjusting screw on the back of the Royalfone Unit—just the tone volume you wish, however strong the reception. The Royalfone Unit makes your phonograph, or any horn, a high-class loud speaker, adjustable to the acoustics of the room, as easily as you open or close the doors of your phonograph to regulate the volume of sound. A decided advantage added to a balanced diaphragm which entirely banishes distortion. The most economical way to buy a real good loud speaker.



Heavily nickel-plated nozzle and ample connecting cord. \$5

"ROYALFONE" Headset

KING OF ALL

Especially designed for tuning in long distance. Sensitive enough to catch the faintest signal. Balanced diaphragm gives the true tone so essential for perfect tuning.

SEE WHAT A TRIAL ORDER WILL DO

Test the response of your customers to Royalfone advertising and to the UNIT and headset—with a trial order. Attach a Royalfone Unit to a phonograph hooked up to your demonstrating set and let them try the tone control feature. Send your order NOW!

List Price, \$4.50

Manufacturers and Jobbers of phonographs and loud speakers
—write for interesting offer

ROYAL ELECTRICAL LABORATORIES

NEWARK

Dept. T. W.

NEW JERSEY



BRUNO

WHY THE VICTROLA—

Dependability

“Dance when you will,—the Victrola is ever ready” is more than an effective advertising expression. It is a frank, honest statement of the unfailing utility that goes with a Victor Talking Machine and Victor Records to every music lover.

The enjoyment of Radio by millions of people may have had some effect in changing domestic life and habit during the brief period of popular broadcasting to date. And it must be admitted that an undeniable purpose is served by Radio—for disseminating news and information, sport and political events, and other transient matter.

And it is also a fact—and it is being proved daily in the experience of the Radio public generally—that for downright legitimate musical value, nothing approaches the performance of **the world's greatest and most dependable musical instrument**—the Victrola.

Victrola programs are never interfered with by static, never sign off at the wrong moment, never fade away and never refuse an encore. In fact, it is quite the reverse. The Victrola makes good not only some of the time but all the time—every minute of the day or any hour of the night.

Dependable, easy, instantaneous, continuous, and never failing operation under any circumstances! All of these serve as another affirmative answer, Mr. Victor Dealer, to the query—Why the Victrola?

C. BRUNO & SON, Inc.

351-353 Fourth Avenue

New York

Victor Wholesalers to the Dealer Only

Big Trade Expected to Materialize in the Brooklyn Territory During the Fall

Upward Trend in Business Already Noticeable and Entire Trade Is Optimistic—Stimulation Furthered by Efforts of Live Elements of the Wholesale and Retail Fields—Month's News

BROOKLYN, N. Y., October 9.—The consensus of opinion of talking machine jobbers and dealers in the Brooklyn and Long Island territory, as regards the prospects of Fall and Winter business is that the next few months will see the trade enjoying a volume of sales that has not been equalled for some time past.

Starting early in September a marked change was noticeable in the amount of interest shown by the public in talking machines and radio. Throughout the entire month and up to the present date dealers have had a continual flow of customers making inquiries concerning various models and many sales have resulted.

Aeolian Co. Sales Brisk

The Aeolian Co. held its annual Fall sales drive of Vocalion phonographs during the latter part of last month with good results. Sales in this establishment held up extremely well during the Summer with the volume of sales at the end of each month comparing favorably with a similar period of last year. This was especially notable when it is taken into consideration that for a period of some ten days the store was being redecorated and the presence of workers in the store naturally interfered with a normal amount of business being done. Robert McCarthy, manager of this branch, states that the outlook is most promising and that the demand for the Radiola is growing.

Abraham & Straus' Sales Competition

A good example of the manner in which the talking machine business has "come back" after a slow Summer is shown in the experience of Abraham & Straus, Inc., large department store. During last month, from September 6 to September 22, the annual Fall sales campaign was held and to stimulate business a sales competition was held, with all the departments of the store competing. At the check-up it was discovered that the talking machine department had finished second; the house furnishings department being the only department to do a larger gross business during this period. The radio department, which is run in conjunction

with the talking machine department, but which was treated as a separate unit during the competition, finished fourth. Individual prizes in the form of a three-day trip to Niagara Falls were awarded to the salesman on each floor of the store who sold the greatest amount of merchandise during the sale. Ed. Norton, of the talking machine department, with a total of sales of \$7,000, was the winner on the fifth floor.

The radio department of this store has been achieving good results by concentrating on one set during each month. During September special sales efforts were placed behind the Ware three-tube neutrodyne radio receiver and during this month the Atwater Kent receiver will be featured.

Gibbons & Owens Attractive Display

Gibbons & Owens, Inc., Victor dealers, 10 Fourth avenue, report an increase in business during the past month. This store has been featuring in its window the display suggested by the "Voice of the Victor," namely, the Victrola in the home. The floor plan with the designated place for a Victrola and the accompanying placards showing the desirability of owning a Victrola attracted much attention, although the vision of many passers-by was obstructed by the eager horde of baseball fans who watched daily the scores of the various games as they were placed on the bulletin board of the Brooklyn Daily Times, the first floor of which building is occupied by Gibbons & Owens.

Bay Ridge Store Enjoys Good Business

The Bay Ridge Temple of Music enjoyed a Summer business that was considerably larger than that of last year and the month of September and early October continued to place 1924 as being ahead of the same period of 1923. The Ware three-tube neutrodyne is proving to be one of the best-selling sets carried by this enterprising dealer.

E. Blout, Inc., Flatbush Store Expands

E. Blout, Inc., 904 Flatbush avenue, has taken over another floor in anticipation of an increased business. A staircase has been built

from the main floor, giving access to the new addition. Under the new arrangement talking machines, radio receivers and pianos will be displayed and demonstrated in the upper section of the store and the main floor will be devoted entirely to the record department and demonstration booths, musical merchandise and sheet music departments.

Long Island Phonograph Co. Exhibit

The Long Island Phonograph Co., Sonora distributor, held an exhibit of the Sonora line last month. The display included all models of Sonora instruments, from the portable to the most elaborate period models, and from the Sonora loud speaker to the combination units, including the two new models equipped with the Ware neutrodyne receivers. The exhibit was most successful and stimulated trade interest in the new models. In a recent issue of The World it was mentioned that H. B. Haring had succeeded J. J. Schratweiser as sales manager of the company. This was an error, as Mr. Haring is an executive of the company with the title of assistant secretary. Mr. Haring reports that loud speakers are moving briskly, due, in large part, to the intensive drive which ended recently and which was most successful.

The following new accounts were opened by the company during the past month: George S. Uniss, Inc., 121 Court street; Ormond Music Shop, 1315 Fulton street; Aaron Music Shop, 2906 Fulton street, and John L. Jones, Valley Stream, L. I.

Harry Parnes Remodels Store

Harry Parnes, Brunswick dealer, recently redecorated the entire store and rearranged the front of the warerooms which now present a much more attractive appearance and allow of better display space.

New Store Opened

The United Housefurnishing Co., Morris Kinkler, proprietor, recently opened a store at 193 Utica avenue, where a full line of talking machines and records and pianos and player rolls will be carried.

In New Home

The Brooklyn Repairing Co., formerly located at 462 Hudson avenue, moved on October 1 to 741 Fulton street, a short distance from the theatrical section. A full line of talking machines and pianos are carried by the company, in addition to its efficient repair department.

American Talking Machine Co. Busy

The American Talking Machine Co., Victor wholesaler, reports that business in both machines and records during the month of September showed a marked upward trend. The taking over of the Bubble Books by the Victor Co. was the cause of many dealers stocking up with these ever-popular novelties. The recently announced plan of the Victor Co. to issue records in sets, with accompanying albums, starting with the "Unfinished Symphony" of Schubert, is believed by the officials of this company to be a step which will result in a marked increase in the record sales of Victor dealers. Many inquiries have been received from dealers concerning the new plan.

G. E. Perry in New Post

MONROE, LA., October 6.—G. E. Perry, manager of the music department of the Foster Jewelry & Music Co., this city, has been appointed manager of the music department of Feibleman's, Inc., Shreveport's new and largest department store. The department will handle the Victrola exclusively. Mr. Perry took over his new duties October 1, the opening date of the new establishment.

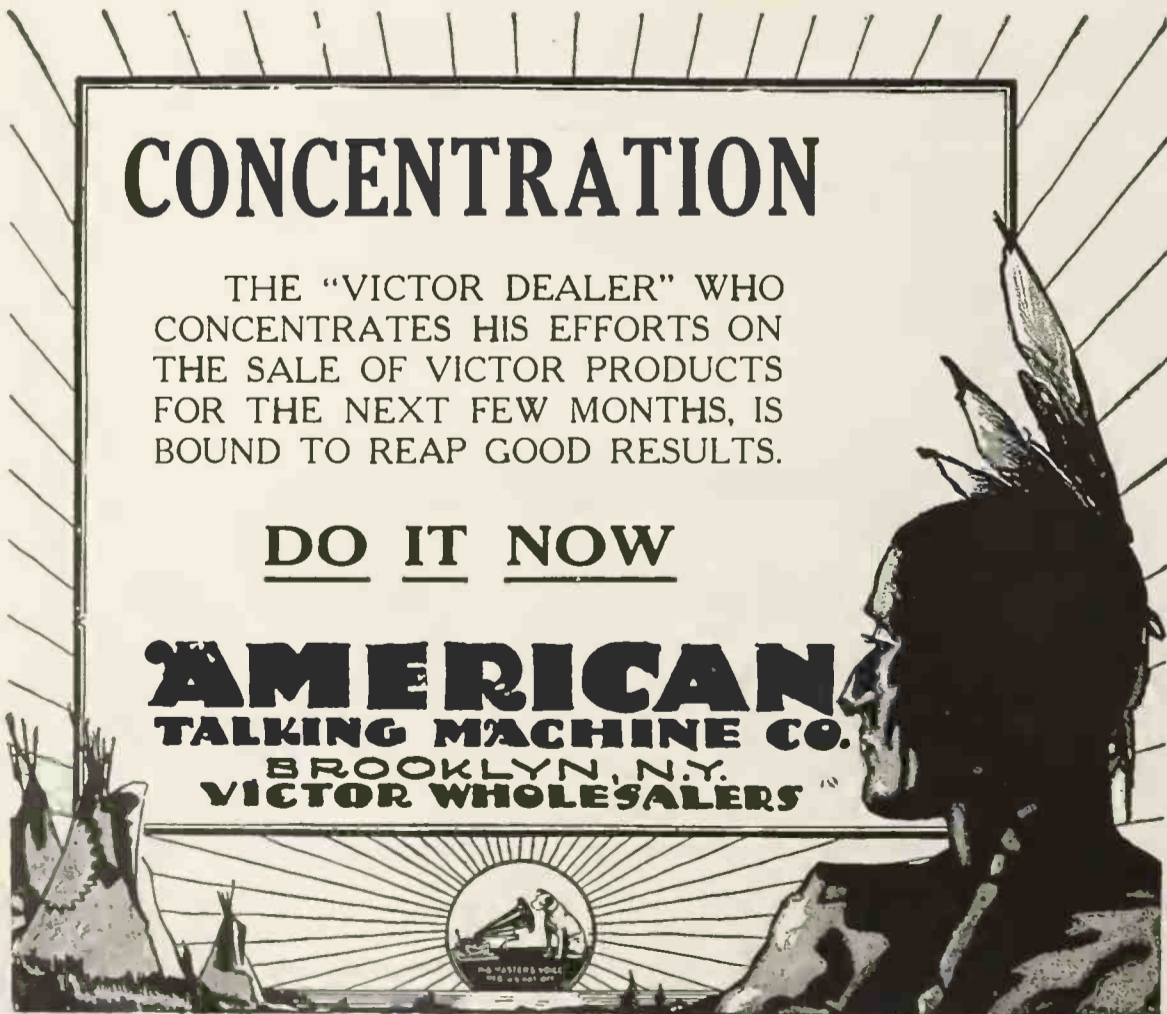
A concert by Isham Jones and His Orchestra, Brunswick artists, broadcast by station KGO, Oakland, Cal., was heard 615 feet below the surface of the earth in the Bellingham Coal Mine, Bellingham, Wash., according to a letter received by the station from A. M. Brown, of the mine.

CONCENTRATION

THE "VICTOR DEALER" WHO CONCENTRATES HIS EFFORTS ON THE SALE OF VICTOR PRODUCTS FOR THE NEXT FEW MONTHS, IS BOUND TO REAP GOOD RESULTS.

DO IT NOW

AMERICAN TALKING MACHINE CO.
BROOKLYN, N. Y.
VICTOR WHOLESALERS





Quality Plus Price

THE great interest attending the rising popularity of Domino Records is readily conceded to three outstanding features.

- 1. Only the newest hits on both sides recorded by prominent artists and orchestras.
- 2. Unusually advanced releases.
- 3. The 35c price combined with a distinctive appearance that has in itself proven a real business producer.

Shall we send you sample records and details of the sales building DOMINO proposition?

Mr. Dealer

A cracker-jack DOMINO Sales Boosting, Advertising Service is yours for the mere asking.

This service consists of all necessary mats, cuts, posters, window displays, etc.

*At Your Service
The Advertising Division*

DOMINO RECORD CO., 22 W. 20th St., New York

A. C. Barg in Important Post With the Jewett Co.

New Northeastern District Sales Representative
Widely Experienced and Well-known to Talking Machine and Radio Trade

August C. Barg has been appointed district sales representative for the Superspeaker and other Jewett products along the northern and Atlantic seaboard, according to an announcement emanating from the main offices of the Jewett Radio & Phonograph Co., Detroit.

Mr. Barg needs no introduction to either the talking machine or radio trade, his seven years' association with the Aeolian Co. and his recent activities as sales manager of the Radiolamp Co. having already brought him in intimate contact with the trade in the district he now covers for Jewett.

Operating from New York as headquarters, Mr. Barg's zone embraces the metropolitan area, north through New England and south to Washington, D. C. Mr. Barg assumed his duties immediately subsequent to the recent Radio World's Fair in New York.

Paul Whiteman Gives Concert and Party on Eve of Tour

Paul Whiteman and His Orchestra, world-famous dance musicians and popular Victor artists, gave a benefit concert for the New York Newspaper Women's Club on Sunday, September 14, at the Earl Carroll Theatre. The program consisted of an "Experiment in Modern Music," the program which caused such a furore in music circles when first given at Aeolian Hall last February and which shows the kinship of popular music, so-called jazz, to "real" music. Many of these selections have been recorded for Victor records by the Whiteman aggregation, notably Gershwin's "Rhapsody in Blue," released last month, which has caused much discussion.

Following the concert Mr. Whiteman entertained some hundred or more of his newspaper friends at a farewell party at Keen's Chop House, West Forty-fourth street, where a dinner was served, and dancing to the strains of the Whiteman Orchestra was enjoyed until the late hours of the morning. The Whiteman Orchestra recently started on its first important concert tour, which will cover the leading cities

in eleven States and certain cities in Canada. The tour started with its initial concert at Cumberland, Md., on September 15 and will conclude with a concert at Carnegie Hall, New York, on November 15.

C. A. Prince Appointed to Important Victor Post

Recent additions to the musical staff of the Victor Talking Machine Co., as announced by the company at Camden, N. J., include the appointment of Charles A. Prince, formerly of



Charles A. Prince

New York, as associate musical director. Mr. Prince has been connected with the trade for many years and is widely known.

M. I. S. Co. Commends New Victor Group Record Plan

The Musical Instrument Sales Co., New York, Victor wholesaler, in a letter to its dealers urges them to take full advantage of the recently announced Victor plan of selling certain records in groups, together with a handsome album, which contains interesting information concerning the composition of the selections interpreted on the records and also brief histories of the composers. In addition to pointing out to the dealers that it will be worth while to put considerable sales effort behind this plan, the M. I. S. Co. stresses the desirability of these sets as appropriate gifts.



One handle handles it!
Outing
TRADE MARK

'Master of Movable Music'

4 Years
Have Proved
Outing
Portables
Are the
Best

General Phonograph Corp.
15 West 18th St. New York, N. Y.
Outing Distributor

Hazeltine Licensees Adopt Dealer Financing Plan

Neutrodyne Manufacturers Arrange With Commercial Investment Trust, Inc., to Aid in Financing Retail Dealers

The Independent Radio Mfg. Co., Inc., announces that a number of neutrodyne manufacturers licensed under the Hazeltine patents have adopted a new method of handling the financing of sales on the instalment plan. The arrangement is made with the Commercial Investment Trust, Inc., of New York, a concern with long and successful experience in financing instalment paper in various fields. The new method simplifies the dealer's problem by relieving him of the burden of carrying the paper and the strenuous work of collections. It relieves the drain on his capital. The Commercial Investment Trust makes collections direct.

The dealer is required, under the plan, to secure a minimum down payment equal to one-third the total value of the set and its accessories. This obviates the necessity for demanding cash for tubes and batteries. The neutrodyne licensees who have already adopted the plan are: F. A. D. Andrea, Inc., Freed-Eismann Radio Corp., Garod Corp., Wm. J. Murdock Co., Workrite Mfg. Co.

Gilbert-Keator Corp. New Jewett Distributor

Almost coincident with the announcement of the entry of Charles Gilbert and Randall M. Keator into the jobbing field comes the announcement from the Jewett Radio & Phonograph Co., Detroit, that the Gilbert-Keator Corp. has been appointed a distributor for the Jewett Superspeaker.

This gives Jewett a total of four distributors in the metropolitan area, the others being the McPhilben Radio Co., Jamaica; Herbert-John Corp., New York; Noyes Electric Supply Co.

Attractive Feinbau Catalog

Feinbau, Winterbach, Wurttemberg, Germany, is distributing an attractive illustrated catalog of Grubu talking machine motors and accessories. Illustrations and full descriptions of seven different models of motors are contained in the catalog, which is printed in two colors, with descriptions in both English and German.

White Co. at Danbury Fair

DANBURY, CONN., October 9.—The White Music Co. is well represented at the Danbury Fair, which started last Monday, October 6, and which is one of the most important exhibitions about this section. Extensive preparations were made by the White organization for the fair and the annual Victrola Club was started.

Okeh and Odeon Records

OKEH Records, with the early releases of the popular song and dance hits recorded by prominent artists, and imported Odeon recordings, revealing the true beauty of Old World music, are regularly bringing new customers to Okeh dealers.

Helping the dealers in the Metropolitan district to get their full share of this fruitful business by fast, efficient service and hearty co-operation, is

GENERAL PHONOGRAPH CORPORATION

New York Distributing Division

15 West 18th Street

New York City

BUY OKEH NEEDLES—They Keep Record Sales Alive!

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, Thomp-
son, Murdock,
and any neutro-
dyne or other set
with panels not
over 29" x 9".



R2 Closed

Manufacturers Phonograph Co., Inc.

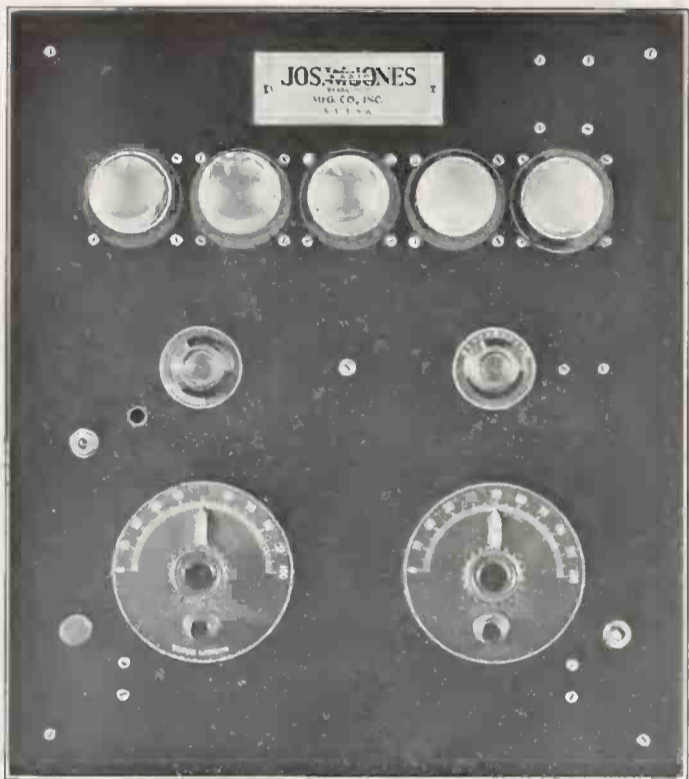
GEORGE W. LYLE, President

95 Madison Avenue

New York City

Jos. W. Jones Receiving Sets Meet Every Requirement of Dealer and Customer—in Profit and Performance

The unusual selectivity, tone quality, and simple operation of these two receiving sets make instant appeal to the discriminating radio buyer. And from the dealer's viewpoint, easy sales, handsome profit, and satisfied customers make the sets well worth backing to the limit.



The Jos. W. Jones Horizontal or Vertical Panel, 5-tube Set fits any of the new Victor Consoles

This panel, 15 $\frac{3}{4}$ inches by 17 $\frac{3}{8}$ inches, holds a set that establishes a new standard for 5-tube receiving units. Built throughout of Jos. W. Jones parts. Operates on outside aerial, inside aerial, or small loop. Highly selective, but so simple that a novice can operate it; only two dials. Tunes out all local interference and brings in DX on a loudspeaker. Permits absolute logging of all stations heard.



JOS. W. JONES

One of America's leading inventors who has been granted over 300 patents.

Inventor of the new method now used for making disc phonograph records; the Jones Speedometer; the Jones Taximeter; the Jones Aeroplane Tachometer, now used by the U. S. Army and Navy; the Jones Motrola, etc. etc., and the Jos. W. Jones "Improved" Radio Parts.



The Jos. W. Jones Vertical Model, 4-tube Set, shown in Strand Model R-1 Cabinet

This vertical-panel set, with one less tube than the other, offers greater simplicity—one dial does the trick—yet equally satisfying performance. In a recent test, this set pulled in 32 stations (local and DX) between 8.20 p. m. and midnight.

Both of these superior sets are built entirely of Jos. W. Jones radio parts. All Jones parts are low-loss instruments, and the jacks and switches kill the capacity effects that rob receiving sets of their efficiency. This and a genius for construction account for the excellent tone quality obtainable with Jones sets.

If your jobber does not handle our line, write us for free booklet and dealer discount lists.

When you visit the radio show at the Grand Central Palace, New York, be sure to stop at booth No. 75, where the Jos. W. Jones exhibit is on view.

JOS. W. JONES

TRADE MARK

Jos. W. Jones Radio Mfg. Company, Inc.

Formerly Radio Improvement Co.

40-42-44-46 West 25th St., New York

Headed by Jos. W. Jones, for 28 years a successful engineer and builder of precision instruments.

Branch Offices:

BOSTON
99 Bedford St.

PHILADELPHIA
1011 Chestnut St.

Winners of Loving Cups at Radio World's Fair

Well-known Members of Radio Trade Act as Judges at Various Interesting Contests

During the course of the First Radio World's Fair, held recently at Madison Square Garden and the Sixty-ninth Regiment Armory, New York, considerable interest was manifested in the silver loving cups which were displayed in connection with other contests sponsored by the Fair executives. Competition for these cups was very keen, and at the close of the show on Sunday night, September 28, the awards were announced.

In the "New Inventions Division" the awards were as follows: E. T. Flewelling, for the "Originality and Perfection" of his new circuit, silver loving cup; Herbert H. Frost, president of Herbert H. Frost, Inc., for successfully adapting Bakelite to the manufacture of loud-speaker horns, silver loving cup; Bernays Johnson, for his "Radio Ear" and "Loud-speaking Crystal Set" inventions, two silver loving cups; Mrs. Frank L. Savage, for her unique portable antenna inventions, silver loving cup; Paul McGinnis and J. F. Maher, for their "Filter Tuner" inventions, which they have donated to the enthusiasts of the world, a gold medal. The judges in this contest were Edgar James,

of the Freed-Eisemann Radio Corp., chairman; H. H. Roemer, Zenith Radio Corp.; Harry Marx, technical editor, Radio Digest; Major J. Andrew White, well-known radio authority.

The awards in the "New Announcers" contest were as follows: First, E. W. Kersten; second, Archibald Colby; third, John J. Kelly. The judges were Edgar James, E. C. Raynor, Major J. Andrew White, Arthur Freed and Louis Reid. A silver loving cup was also awarded to Mr. James by the directors of the First Radio World's Fair as a token of appreciation for the ultra valuable service which he rendered to



Left to right: Paul McGinnis, J. F. Maher, Bernays Johnson, Herbert H. Frost, Mrs. Frank L. Savage, Harry Marx (Judge), H. H. Roemer (Judge), Edgar James (Chairman), E. T. Flewelling

the various departments of the exposition. The awards in the First Radio World's Fair Amateur Set Builders' Contest were as follows: Contest No. 1—First, John Willow; second, Oliver B. Parker; third, Magnus N. Dolan; fourth, George Raphaelian; fifth, Fred. C. Matthews; sixth, R. G. Fehrens; seventh, C. L.

Lockwood; eighth, Chas. E. Epworth; ninth, J. Howard Bennett; tenth, Alexander Deron; eleventh, Elmer J. Maderer; twelfth, Mrs. W. A. Judd.

Prizes awarded in Contest No. 2—First, John H. Hartley; second, Charles G. Slater; third, August Singleman; fourth, Albert Boam; fifth, George Zarris; sixth, Chas. H. Benoit. Special prizes—First, Helen Giles; second, Ivan T. Nedland; third, Robert Goebel; fourth, Alfred Savastand. Prize for originality—Leo Abrams. Prize for neatness—Edward A. Torbeck. The judges were Edgar James, chairman; E. T. Flewelling, H. H. Roemer and Harry Marx.

An Impressive Demonstration

At the annual convention of the Association of Electragists held at West Baden, Ind., recently, a five-tube Fada neutrodyne, operated by R. M. Klein, general manager of F. A. D. Andrea, Inc., gave a very interesting demonstration. The first station brought in was WGN from Chicago, and the entire delegation at the convention listened to the soprano aria from "Rigoletto." No power amplifiers were used, sufficient volume being obtained from the receiver itself to fill the large hall.


This demonstration was particularly interesting in view of the fact that it was given in the mammoth Pompeian Room at the West Baden Springs Hotel, one of the largest circular halls in the world. It is stated that this is one of the few times where a regulation standard set has been used in such a large auditorium without the aid of power amplifiers.

Falls Music Co. Chartered

NIAGARA FALLS, N. Y., October 8.—The Falls Music Co. was recently incorporated at Albany, with a capital stock of \$10,000 to deal in musical instruments of all kinds and radio receiving sets. J. B. Hildred and J. S. O'Donnell are the incorporators.

HAROLD BOLSTER,
on behalf of the Principal Radio Manufacturers and
Dealers of America
Presents —

THIRD ANNUAL



**NATIONAL
RADIO
EXPOSITION**
GRAND CENTRAL
PALACE
NOV. 3rd. to 9th. 1924

(Main and Mezzanine Floors)
NEW YORK CITY
"The World and his Girl will be there"

American Radio Exposition Company

Director: HAROLD BOLSTER
522 FIFTH AVENUE,

General Manager: J. C. JOHNSON
NEW YORK
Telephone: Vanderbilt 0068

This greatest radio show ever held will be profit-sharing with exhibitors

**Special
Election Week
Program Features**

Featuring, in advance, the most striking developments in the Radio art and the Radio industry for the coming year

- Receiving Set Models for 1925
- Phonograph Radio Combinations for 1925
- Improved Equipment for 1925

General Betterment in the Indianapolis Territory Is Noted by All Trade Factors

Higher Priced Machines Moving in Satisfactory Manner—Radio-Phonograph Combinations in Popular Favor—Retail Trade Preparing for a Busy Fall and Winter Season—Month's News

INDIANAPOLIS, IND., October 8.—The cold, snappy days of Fall have served as a stimulant to local dealers, and a general betterment is evinced in every line of the talking machine trade. Whether it is the psychological effect or that people are just ready to buy, there is a more general sales trend.

The Brunswick Shop reports September sales as very favorable. The better-priced machines are moving. The Brunswick-Radiolas that this store handles are enjoying a healthy sale.

F. X. Donovan, manager of the phonograph department of the Pearson Piano Co., reports sales in instruments about on a par with last year, with a tendency for an increase. Prospects at this store are especially bright for future business. The Radiola line is moving

extremely well. All records are ahead of their last year's sales. A great many sales at this store are made through the neat and clever window displays featuring each week some special merchandise; at present the Radiola products are being featured in all window displays.

H. E. Whitman, manager of the Circle Talking Machine Co., reports talking machine sales as a little below their last year's record. This store handles the Victor and Edison lines. In commenting on the situation Mr. Whitman expressed the opinion that October sales as anticipated will equalize the year's record. Records at this store have moved well despite lack of talking machine sales. Talking machines at the Indianapolis Music House, according to Hal P. Shearer, are fair.

The Rapp & Lennox Piano Co. announces its entrance into the talking machine field and will handle the Sonora line. This store will handle, in addition, the Ware Radio Corp. products.

P. W. Willis, of the engineering department of the Victor Talking Machine Co., presided at a meeting of local talking machine dealers, held at the Indianapolis Music House, and gave a technical discussion on electric motors. Mr. Willis also held a day's school of instruction for all repair men of the local talking machine houses. Accompanying Mr. Willis were G. A. Jennings and Gus Mayer.

Frederick Pullen, sales manager of the Phonograph Corp. of Indiana, handling the Edison line, reports dealers in this territory as moving more merchandise than formerly, with an indication of surpassing last year's record. The movement of Edison records is on a par with the same period of last year. Mr. Pullen announced that T. Fitzgerald, associated for several years with the factory department of the Edison Corp., is to take charge of the credit department of the local Edison headquarters. R. R. Karch, of the Edison factory, was a visitor to this territory recently.

Indications seem to point to strong sales of radio during the Fall and Winter seasons. Interest throughout the trade seems to be greater than in former years. Those dealers who have their ear to the ground for the change of public fancy are therefore preparing themselves in the radio line.

Recent local visitors include B. K. Van Korn, Cheney distributor for this territory, and Paul Baerwald, general sales manager of the Wall-Kane Needle Mfg. Co.

Jewett Plans Additional Plant at Pontiac, Mich.

Site Recently Purchased for \$35,000 Factory to Be Built in Spring—To Augment Large Facilities at Allegan, Mich.

PONTIAC, MICH., October 7.—The Jewett Radio & Phonograph Co. has purchased a factory site here and expects to build the first unit of what will eventually be its main plant at a cost of \$35,000. E. H. Jewett, president of the company, declared recently that operations will either be begun within three weeks or not until next Spring. The wait until Spring may be necessitated because it will be difficult to move in the Winter. The site was purchased for a consideration of \$16,500 from Charles S. Cole and D. W. Green, of Detroit. It is situated on Orchard Lake avenue, just inside the city limits, at the intersection of the Sylvan Lake road. There are five and one-half acres included in the plot.

With a plant now in operation at Allegan and a warehouse at Detroit, the Jewett Co. is still in need of room to carry on its production of the Jewett Superspeakers and other radio equipment. The building which will be erected here will be 50 by 200 feet, two stories in height and affording 20,000 square feet of floor space. There will also be a power unit. The cost is estimated at \$35,000. The company will employ 150 persons here.

There will be room for seven other units on the property purchased here and Mr. Jewett said to-day that, in case more expansion becomes necessary, there is other land which may be added.

R. B. Norton in New Post

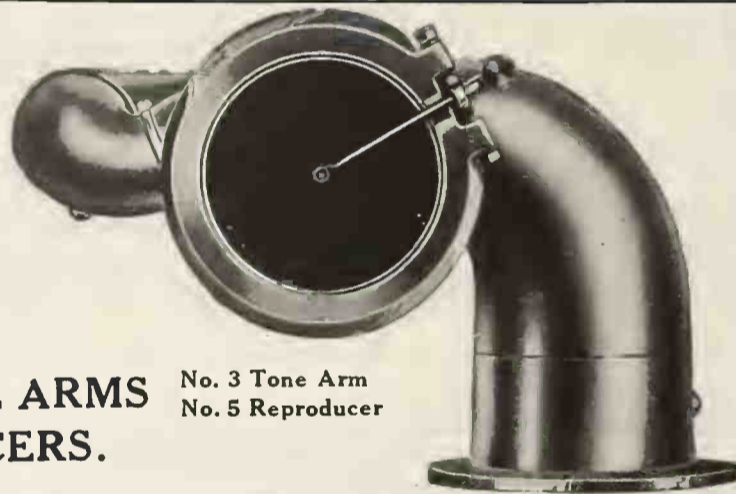
R. B. Norton, for several years representative in Michigan for the Federal Tel. & Tel. Co., is now associated with the Jewett Radio & Phonograph Co. as a general field man. Mr. Norton is now traveling the Northwest in behalf of the Superspeaker, the Parkay radio cabinet and the Micro-Dial. His wide experience in the trade and his knowledge of dealer problems insure his success.



ARE YOU PREPARED FOR THE FALL BUSINESS?

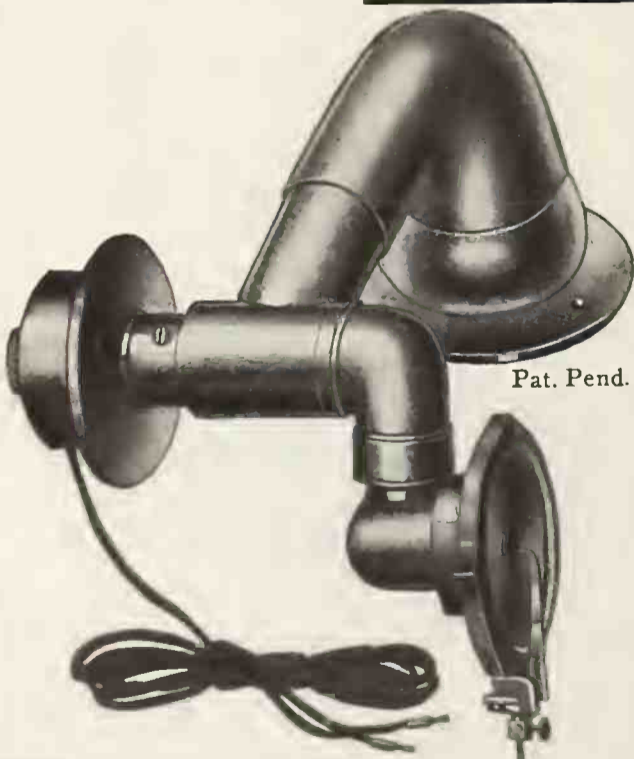
For better interpretation of records produced by the world's greatest artists use

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 & Dlnner 229 W. Randolph St., Chicago, Ill.



To You and Yours from Across the World

THE air holds no secrets from the *Mercury*. With incredible sensitivity and matchless fidelity of reproduction this instrument searches keenly the vast reaches of the ether at the touch of a finger.

Here is an ever-ready flood of crystal-clear melody totally without distortion. Here also are an exactness and simplicity of tuning which have been hoped for but previously never achieved.

The *Mercury* Broadcast Receiver is fortunate in that it appeals as much to the seasoned radio enthusiast as to the public at large. The wonderful performance of the *Mercury* is fittingly crowned by a physical beauty worthy of the finest home.

MERCURY RADIO PRODUCTS CO. - 50 CHURCH ST., NEW YORK CITY

Our proposition will interest good talking machine dealers. Write for it today

MERCURY

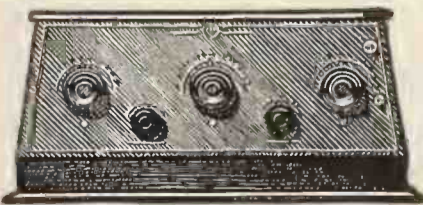
BROADCAST RECEIVER

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 straight (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 felt 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

Increase in Talking Machine Sales a Feature of the Trade in Cincinnati

Business Revival Manifests Itself With the Opening of Fall—Wholesalers Prepared for Heavy Ordering by Dealers—Good Demand for Radio-Phonograph Combinations—Month's News

CINCINNATI, O., October 7.—The talking machine dealers in Cincinnati report that their sales are on the increase at the present time and they feel that the last three months of the year should bring a large volume of business. One encouraging feature at the present time is the increase in sales of talking machines. Sales of machines have been quiet since last Spring, and the latter part of September brought the first sign of returning business. Records have been selling remarkably well all through the Summer and early Fall, and practically every retail dealer has ordered a large stock for the late Fall and early Winter.

The sales of talking machines are less than they were at this time in 1923, but, in view of the industrial situation and conditions in other trades, sales have been about normal. Jobbers have been putting in stock large quantities of machines in anticipation of a large business during the two months preceding the holidays. The call from the dealers for machines, however, has been rather heavy and a great deal of goods has been moved out of the warehouses of the jobbers. Inquiry among dealers shows that they expect the record business during the next three months to be equal to or better than

during the corresponding period of 1923, if the demand continues to improve.

Good Sales of Brunswick-Radiola

The Otto Grau Piano Co. states that it is having splendid success with the Brunswick-Radiola. During the past week its entire display window was devoted to the Radiola and the company ran large newspaper advertisements featuring this combination machine. In fact, the Brunswick dealers in Cincinnati have been especially active since the Radiola has been placed on the market and have co-operated to a remarkable extent in newspaper advertising. All of the dealers report that they are well satisfied with the sales of the Brunswick-Radiola, and that the only problem that faces them is obtaining a sufficient number of machines.

Edison Dealers Meet

The Phonograph Co., Edison distributor in Cincinnati territory, reports that its business during September held up to a high point. The outstanding feature of the month was the dealers' meeting, which was held at the Hotel Gibson in this city on September 29. C. Karsch, sales manager of Thos. A. Edison, Inc., and R. E. Titsworth, special representative of Mr. Edison, were the speakers at this meeting. Dealers were present from Ohio, Kentucky and Tennessee. Arrangements for the meeting were in charge of Mr. Oelman, manager of the Phonograph Co. An evening session on the same day was devoted to radio, with W. C. Von Brandt, of the DeForest Radio Co., and K. R. Moses, of the Crosley Radio Corp., as the speakers. In the evening the dealers visited broadcasting station WLW of the Crosley Radio Corp., while a special program was being broadcast. The Phonograph Co. reports that DeForest radio equipment is selling unusually well in Cincinnati territory.

Moves to Second Floor Location

The W. G. Woodmansee Piano Co. has moved from the ground floor of the building to the second floor. This concern retails the New Edison phonograph and the New Edison records.

Stages "Victrola Week"

The Rudolph Wurlitzer Co. staged a "Victrola Week" recently, which stimulated sales of



One handle handles it
Outing
TRADE MARK
'Master of Movable Music'

4 Years
Have Proved
Outing
Portables
Are the
Best

Sterling Roll & Record Co.
137 W. 4th St. Cincinnati, O.
Outing Distributor

Okeh and Odeon Records

A WIDE-AWAKE, "go-getter" organization that is helping hundreds of Okeh and Odeon Dealers to build permanent, profitable businesses in the selling of these popular, fast-moving record lines.

Today 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!

"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"

Victor machines to a great extent. The display windows of the company were devoted exclusively to the showing of the twenty-one models of Victrolas and attracted much comment because of their beauty.

Satisfactory Columbia Business

Columbia Distributors, Inc., with headquarters at 224 West Fourth street, report that their business in the past few months has been entirely satisfactory. Miss Helburg, manager of the local office, states that business in both Columbia machines and records is improving steadily. J. E. Lasky, president of Columbia Distributors, Inc., was a recent visitor to the Cincinnati office, while C. F. Baer, manager of the Chicago office of the Columbia Phonograph Co., was another visitor. The Gift Shop has recently added a complete line of Columbia records and machines.

Addresses Victor Dealers

H. H. Murray, Camden, N. J., chief engineer of the Victor Talking Machine Co., was the principal speaker at a meeting of Cincinnati talking machine dealers who handle Victrolas,

(Continued on page 74)

The **OHIO**
TALKING MACHINE Co.
427-429 WEST FOURTH ST.
CINCINNATI, O.
VICTOR DISTRIBUTORS

**SERVICE
IS OUR
WATCHWORD**



Duo-Vox

BUSH AND LANE

"Better than a Phonograph"

with

RADIO



Model R 120, Mahogany or Walnut

A complete Duo-Vox Bush & Lane with the usual individual Duo-Vox lateral and hill and dale reproducers and the regular Duo-Vox tone arm, having, in addition, a full radio panel with loud speaker operating directly into the Duo-Vox tone chamber.

Style "R 120" and other Duo-Vox Bush & Lane Radio models can be equipped with any of several standard makes of radio panel with either outside antenna or inside loop antenna.

Duo-Vox Bush & Lane sound reproduction yields a richness of detail and tonal beauty that unfailingly attracts preference.

Full line of console and upright models.

Write for Literature

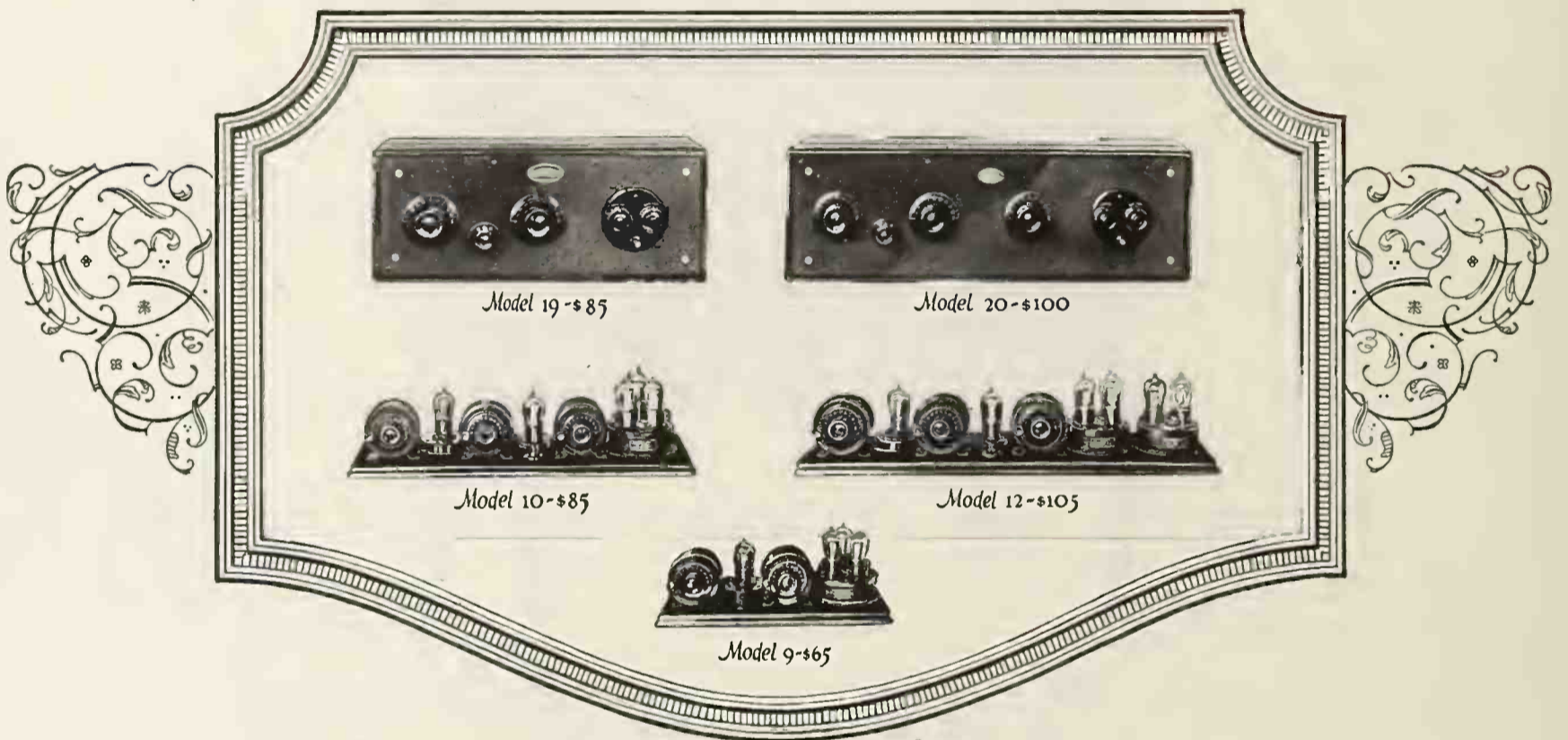
BUSH & LANE PIANO COMPANY

HOLLAND

MICHIGAN

ATWATER KENT

RECEIVING SETS



When you stock ATWATER KENT Radio you
also stock a franchise of public good-will

TWENTY YEARS before the first radio broadcasting station was opened, the "ATWATER KENT" name plate on an electrical precision instrument was accepted by the buyer as an assurance of quality. This buyer confidence, unbetrayed for a quarter of a century, goes far toward making ATWATER KENT Radio self-selling and is a definite asset to any radio merchant.

ATWATER KENT Receiving Sets and Loud Speakers make satisfied customers. The sale of one ATWATER KENT instrument leads to the sale of another just as surely as noon-day follows dawn.

Send for descriptive literature and dealer price list.

ATWATER KENT MANUFACTURING COMPANY - 4725 Wissahickon 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

LOUD SPEAKERS

ATWATER KENT Loud Speakers mean
increased sales for you

A GREAT many of your customers will buy radio on its reputation, on a friend's advice, on your salesmanship; or perhaps on all three.

But a Loud Speaker;—that's different. There is where your customer, to a great extent, does his own choosing. The Loud Speaker must not only sell itself, (on performance) but is also a potent factor in selling the Receiving Set.

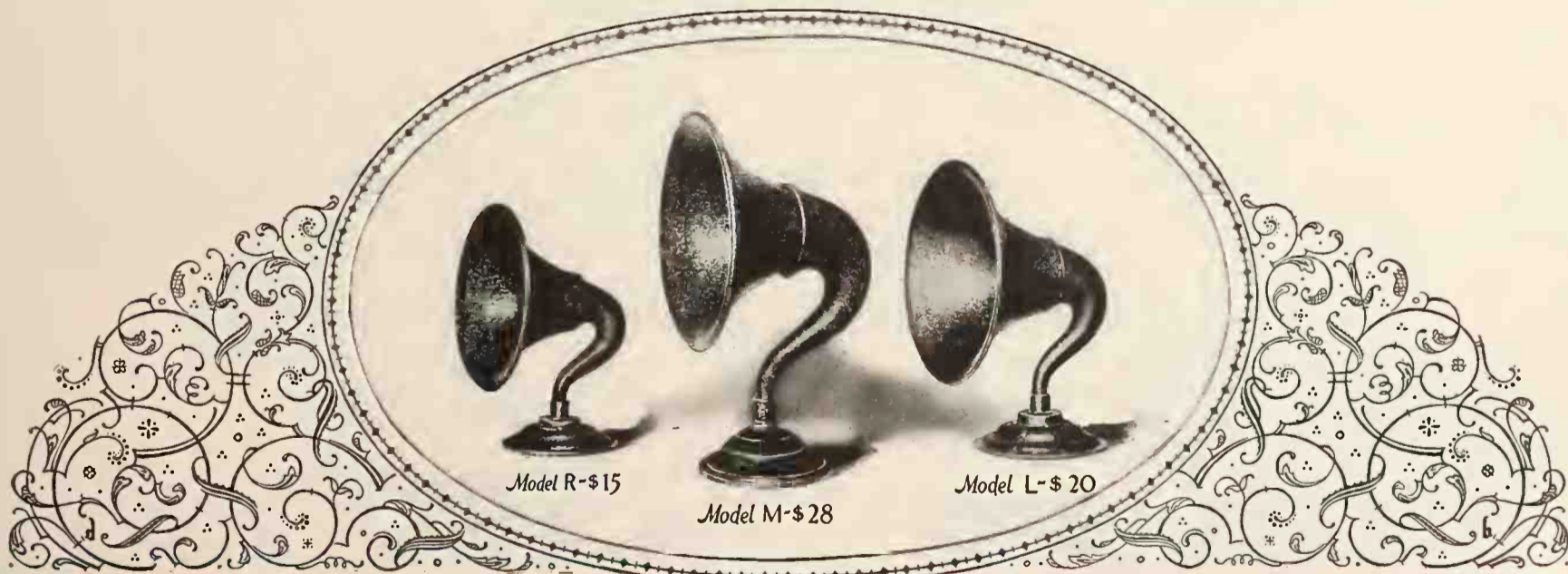
With this thought in mind, ATWATER KENT Loud Speakers repre-

sent the best skill of our laboratories. Their exquisite fidelity of reproduction, rich tonal quality and freedom from distortion constitute a selling argument your customer will readily understand.

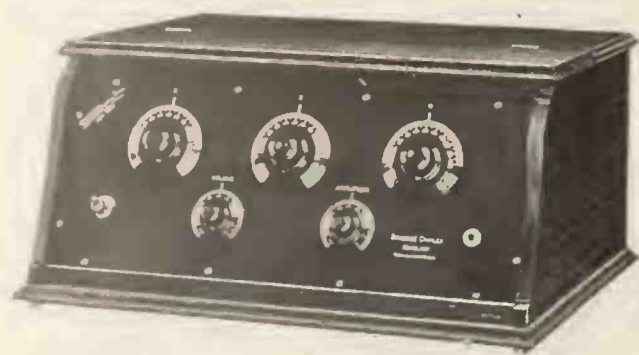
Do not overlook the tremendous sales momentum embodied in ATWATER KENT Radio. Prestige plus Publicity! A quarter-century of reputation for excellence plus a powerful advertising campaign now running in full-page space in nineteen national magazines.

Send for descriptive literature and dealer price list.

ATWATER KENT MANUFACTURING COMPANY - 4725 Wissahickon Ave., - PHILADELPHIA, PA.



T H I N K O F W H A T I S B A C K O F I T



H. P. BARAN & CO.

• 247 • PARK AVE • NEW YORK •

BEST IN
RADIO

Telephone, Vanderbilt 6310-1-2

GRIMES INVERSE DUPLEX

List Price - \$85.00

—DEALERS:—

This proposition is absolutely the outstanding money-maker of the season

**SATISFIED CUSTOMERS
PROTECTED SALES POLICY
PLUS
REMARKABLE DISCOUNTS**
are the principal reasons



**Silver
Voice
Loud
Speaker**



The only rechargeable Dry Cell Storage Battery.

Rechargeable six to eight times.

Just attach to your electric light socket, recharging then costs two cents.

SEE US AT THE GRAND CENTRAL PALACE SHOW

Cincinnati Trade Activities

(Continued from page 70)

which was held at the Hotel Sinton on September 26. The meeting was called by the officials of the Ohio Talking Machine Co., Victor jobber in Cincinnati territory, and its purpose was to familiarize all dealers and their organizations in this territory with the operation of electric machines, and to explain their technical side. It is believed that if the buying public can be shown how simple it is to operate machines it will be an added selling factor.

Brunswick Dealers to Meet

A meeting of the Brunswick Retailers' Association is scheduled to be held here this month. This organization was formed several months ago to promote better merchandising of Brunswick machines and records. Its members pledged themselves to a high standard of advertising. E. M. Abbott, president of the E.

M. Abbott Piano Co., is president of the Association.

The Brunswick Shop reports that its first month's business has been most encouraging. Louis Ahaus, president of the company, has one of the most beautiful retail stores in the Middle West, and has the only retail shop in Cincinnati devoted exclusively to one line of talking machines. Mr. Ahaus was formerly manager of the talking machine department of the Otto Grau Piano Co.

Okeh, Strand and Outing Sales Gain

The Sterling Roll & Record Co. reports that its sale of Okeh records during the month of September were way ahead of the same period during 1923. In addition the sales of Outing portables and Strand phonographs showed a nice increase over the previous month. Much emphasis has been placed by B. L. Brown, general manager of the company, on his new radio department, which is fully equipped to take care

of the needs of dealers in Cincinnati territory.

The Sterling Roll & Record Co. plans to distribute complete receiving sets and panels for insulation in talking machines. It is at present marketing the lines of the Crosley Radio Co. and the Radio Improvement Co.

Ben L. Brown, general manager of the company, states that in their territory, while radio has had a substantial sale, it seemingly has not affected greatly the demand for talking machine goods. His company has increased its Okeh record business about 70 per cent over last year's maximum. Substantial increases are also recorded on phonographs and supplies.

Optimistic Feeling in Trade Circles

Dealer stocks in this territory are quite low and there is an optimistic feeling prevalent. All look for better business and advance preparations to care for it are now being made. The way business is now developing indicates a busy Fall and Winter trade in this territory.

Greater City Phonograph Co. cordially invites all radio and music dealers to an exhibition of

**The INVERSE
DUPLEX**

Insures Natural Tone Quality

LICENSED UNDER PATENTS ISSUED AND PENDING

**Radio Sets
Produced by
David Grimes, Inc.**

Authorized Factory Distributors

GREATER CITY PHONOGRAPH CO.

234 West 39th Street

Telephone Fitzroy 1446

New York, N. Y.



Type 3XP—Official Laboratory Model

A Message

Announcing the New Grimes Inverse Duplex-Super-Reflex

The latest product offered to the public by DAVID GRIMES, Inc., is type 3XP. Not only does it offer value but decided economy through patents that give the most desired in Radio.

DAVID GRIMES, Inc., is a strong organization from both financial and manufacturing standpoints. The laboratories of the company are modernally equipped for extensive research and development. They are under the personal direction of David Grimes and a competent staff of engineers.

It is the purpose of the company to provide for the first time the GRIMES SYSTEM at a

POPULAR PRICE—PLUS QUALITY

**The INVERSE
DUPLIX**
Insures Natural Tone Quality
LICENSED UNDER PATENTS ISSUED AND PENDING

Marked selectivity.
Simplicity of tuning.
Three tubes equal six.
No tube hum.
Three 201-A or UV-199 tubes.
Two stages of tuned radio.
A fixed detector.
Three stages of audio.
Three dial control.
Does not re-radiate.

Suspension sockets eliminating microphonic noises in A and B batteries, housed within the cabinet.
Will operate on indoor or outdoor aerial.
Standard approved parts throughout.
Mahogany cabinet (English Brown) hand rubbed finish.
A and B batteries within cabinet.
Loud speaker reception.

Retail Price Without Accessories **\$85⁰⁰**

DISTRIBUTORS' TERRITORY OPEN

FOR FURTHER INFORMATION, APPLY TO YOUR JOBBER OR DIRECT TO

DAVID GRIMES, Inc.

1571 BROADWAY

Strand Theatre Building

NEW YORK, N. Y.

Live Zenith Radio Jobber Utilizes Road Signs

W. H. Rowerdink & Son, Rochester, N. Y., Are
"Broadcasting" Zenith Merit

ROCHESTER, N. Y., October 4.—W. H. Rowerdink & Son, of this city, well-known jobbers, have experimented this year in advertising Zenith radio products on printed bulletin boards on all



W. H. Rowerdink

the main highways leading into Rochester. This company has been doing splendid work as a Zenith jobber, and its publicity in behalf of Zenith products is meeting with signal success.

Ten boards are used to flash out to all who travel the highways that Zenith long-distance

radio sets have many distinctive features. The company is also featuring the time payment plan, which is becoming very popular. In addition to these ten country boards, W. H. Rowerdink



Rowerdink's Attractive Zenith Billboard Publicity

& Son have five illuminated boards in the city of Rochester on the main arteries leading to Main street. The color combination of these boards is very effective at night and the word Zenith is visible at a considerable distance. Rowerdink & Son have also used newspapers very extensively in connection with their pub-

licity work, with the idea of bringing to the attention of the public the true educational and entertainment value of radio. This newspaper advertising has been used early in the season to enable the trade to capitalize on the advertising at the peak of the buying season.

This enterprising concern has been in business in Rochester for the past thirty-five years and is well known throughout the city. During the past six or seven years it devoted most of its time to the automobile accessory business, and about two years ago decided to become radio jobbers in addition to its other activities. The company has been very successful as a radio distributor, and H. J. Rowerdink, president and general manager of the company, has developed an efficient sales organization that is establishing Zenith dealers.

Victor Co. Earnings Show Big Increase Over 1923

Net Earnings for First Six Months of This Year Were From 17 to 20 Per Cent More Than in 1923, Declares President Johnson

CAMDEN, N. J., October 1.—Net earnings of the Victor Talking Machine Co. during the first six months of 1924 were from 17 to 20 per cent more than in 1923, according to Eldridge R. Johnson, president of the company, who returned last week on the "Majestic" from a business trip abroad.

"We expect this percentage to hold good for the year. Our production is actually about 48 per cent ahead of a year ago, but our models

are somewhat cheaper so that averages about the improvement in our earnings.

"Our big months, however, are ahead of us. October, November, December and January are really our best months."

Joseph Lawlor in New Store

MONTCLAIR, N. J., October 7.—Joseph Lawlor, talking machine dealer, formerly located at 338 Bloomfield avenue, is now at home in his new store at 404 Bloomfield avenue. The new location is an admirable one, being in the same building with the Wellmont Theatre, one of the largest in suburban New Jersey. In addition to the complete Brunswick and Edison lines, pianos and small goods are carried.

RADIO SHOW *IN* BUFFALO

November 17-22 Inclusive

AUSPICES OF THE

Radio Dealers Association

OF WESTERN NEW YORK *and the*

Buffalo Courier—Buffalo Enquirer

This show, to be held in the largest auditorium in Buffalo, will add great impetus to this responsive market for radio.

Manufacturers—take this unusual opportunity to demonstrate your products to all radio Buffalo and Western New York. Reservations for floor space should be made at once. *Write or wire Buffalo Courier.*

Show Editions, Sunday Courier, November 16th, Buffalo Enquirer, November 17th. Forms close November 8th.

Anticipations of Busy Fall by Dealers in San Francisco Rapidly Materializing

Dealers and Wholesalers Report Increased Demand—Music Trades Association of Northern California Appoints Radio Committee—Planning for Music Week—Trade Activities of the Month

SAN FRANCISCO, CAL., October 4.—The month of September saw an appreciable picking up in both the talking machine and radio business in this territory. Reports from the wholesalers and retailers coincide in that the expectations which were entertained as to a brisk Fall and Winter business have started to become realizations and from all sources come expressions of satisfaction as to the volume of business done during the past month. A greatly improved demand for records throughout the entire territory is reported by Robert Bird, of the wholesale Victor department of Sherman, Clay & Co. Mr. Bird recently returned from a vacation trip to Los Angeles and Riverside and he reports that everywhere he found interest in records on the increase, the demand for Victor records from the Bay section being especially good.

Music Trades Association Meeting

Matters of interest to the trade were taken up at a meeting of the Music Trades Association of Northern California, held recently, the president, Shirley Walker, of Sherman, Clay & Co., being in the chair. A radio committee was appointed to keep in touch with the problems of the members of the Association in radio. The committee consists of F. A. Levy, of the California Phonograph Corp., chairman; James J. Black, of the Wiley B. Allen Co., and H. A. Rehmkne, of Sherman, Clay & Co. Another committee was appointed to investigate the matter of changing the interest of unpaid balances on instalment sales into a carrying charge.

Music Week Organization Started

Organization of San Francisco's 1925 Music Week was started recently with a luncheon, held at the St. Francis Hotel. Supervisor J. Emmet Hayden was chairman and the luncheon was attended by numerous citizens who have been working to further the cause of music. Several members of the music trades also attended the luncheon.

Nathan-Dohrmann Business Brisk

Both talking machines and records and the combination talking machine and radio unit have been selling well, according to B. R. Scott, manager of these departments at the Nathan-

Dohrmann Co. The inexpensive models of talking machines have been in demand of late at this store and a special sale was held of this type of instrument. It did not, however, interfere with the sale of Victrolas and Cheney instruments, which are moving regularly. The problem of radio installation and service has been solved to a great extent by this company, which turns over a sold set to a company which specializes in installation and service. For the sum of \$10 this concern installs the receiver and gives service for a period of thirty days, the time when most complaints are received.

Sales From Exhibits at State Fair

The annual State Fair, held last month at Sacramento, was the most successful ever staged. Henry Hauschildt, of the Hauschildt Music Co., which exhibited talking machines and pianos at the Fair, stated that business throughout the nine days of the event was good and a very fine volume of sales resulted.

Radio in All Sherman-Clay Branches

P. T. Clay, president of Sherman, Clay & Co., and L. W. Sturdevant, manager of the radio department of the company, recently returned from Fresno, Stockton and Sacramento, where they installed radio departments in each of the Sherman-Clay branches. Fred R. Sherman, vice-president of the company, in discussing the taking on of radio, stated that success is crowning Sherman, Clay & Co.'s efforts. The public has been responding enthusiastically and the first radio advertisements brought a quick response.

New Music Store to Open Soon

The finishing touches are being put on the store at 34 Golden Gate avenue, which is to house the newly formed Modern Music House and School of Music. Ralph Eliaser, formerly manager of the H. C. Hanson Music House, states that he has consolidated with the Barbee Music Co. in opening the new store. The new firm will consist of E. Barbee and Eugene Shalk, of the Barbee Co., and Mr. Eliaser.

Brunswick Business Good

C. P. McGregor, manager of the Brunswick Co., states that business has picked up consid-



"One handle handles it"
Outing
TRADE MARK
"Master of Movable Music"

4 Years
Have Proved
Outing
Portables
Are the
Best

Carl Florine

131 E. 4th Ave. Denver, Colo.
Outing Distributor

erably and that sales of records are far in advance of last year. During the month of September more records were sold than during last December, the best month of the year. The Brunswick-Radiola combination is proving exceedingly popular.

Concert Stimulates Record Sales

The concert recently given at the Scottish Rites Hall, by the Eight Popular Victor Artists, proved to be a most efficient stimulant to the sale of the records of these artists. All of the local Victor dealers co-operated with the appearance of the Victor artists and more than 35,000 folders were distributed. The Victor Co. also prepared folders for the opera season which closed recently. The folder gives the program, and the Victor records covering the same, while the cover features illustrations of well-known Victor artists.

Phonograph Shop Adds Brunswick

The Phonograph Shop, under its new management by Quarg Bros., is rapidly getting in shape. A sheet music department has been installed in the front of the store, the office being moved to the rear. The Brunswick line will be carried as the store's leader in the talking machine line. The DeForest and Magnavox radio receivers are also carried.

Outing Portables Popular

A feature of the talking machine business this year has been the excellent demand for portables. One of the leaders in these small instruments is the Outing portable, which is distributed in this territory by the Walter S. Gray Co., which has its headquarters in this city and Los Angeles. The demand for these small machines proves that they are an all-year-round proposition for live dealers.

City of Paris Enjoys Good Business

The City of Paris is doing a brisk business in both talking machines and radio receivers. The talking machine demand made itself manifest the early part of last month and has continued to date. The demand is a natural one and does not in any way interfere with the sale of radio sets, which are selling briskly without any diminution. The combination sets have also been moving satisfactorily.

Leon Douglass Returns From Europe

Leon Douglass, honorary chairman of the board of directors of the Victor Talking Machine Co., recently returned from a prolonged tour of Europe, on which he was accompanied by his family. Leon Douglass, Jr., remained in Paris to continue his studies.

Brunswick Store Opening

HOLYOKE, MASS., October 8.—The Brunswick Phonograph Store recently held the formal opening of its new quarters at 283½ Maple street. The establishment carries the full Brunswick line, featuring the Brunswick-Radiola. The record library is most complete, including records in all languages of the following lines: Brunswick, Vocalion, Okeh and Odeon. Ten record demonstration booths, finished in old ivory, have been installed.



HENRY BURR



ALBERT CAMPBELL



JOHN MEYERS

EIGHT POPULAR VICTOR ARTISTS

In Concert and Entertainment

Personal Appearance of

Eight Popular Favorites on One Big Program

A live attraction for live dealers and jobbers

Bookings now for season 1924-1925

Sample program and particulars upon request

PHILIP W. SIMON Manager

1674 Broadway

New York City



FRANK CROXTON



MONROE SILVER



BILLY MURRAY



RUDY WIEDOEFT



FRANK BANTA

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

LATHAM



This symbol of quality is your protection.

Radiola

REG. U. S. PAT. OFF.

Sell Radio Receivers That Satisfy

As a dealer in high grade musical instruments can there be any doubt but that you are interested primarily in offering your trade the best the market affords in Radio Receivers?

The new line of R C A Radiolas incorporating the splendid Radiola Super-Heterodyne and Radiola Super VIII shown in the accompanying illustrations represent merchandise proven and accepted by the trade and public.

THE DEMAND IS HERE

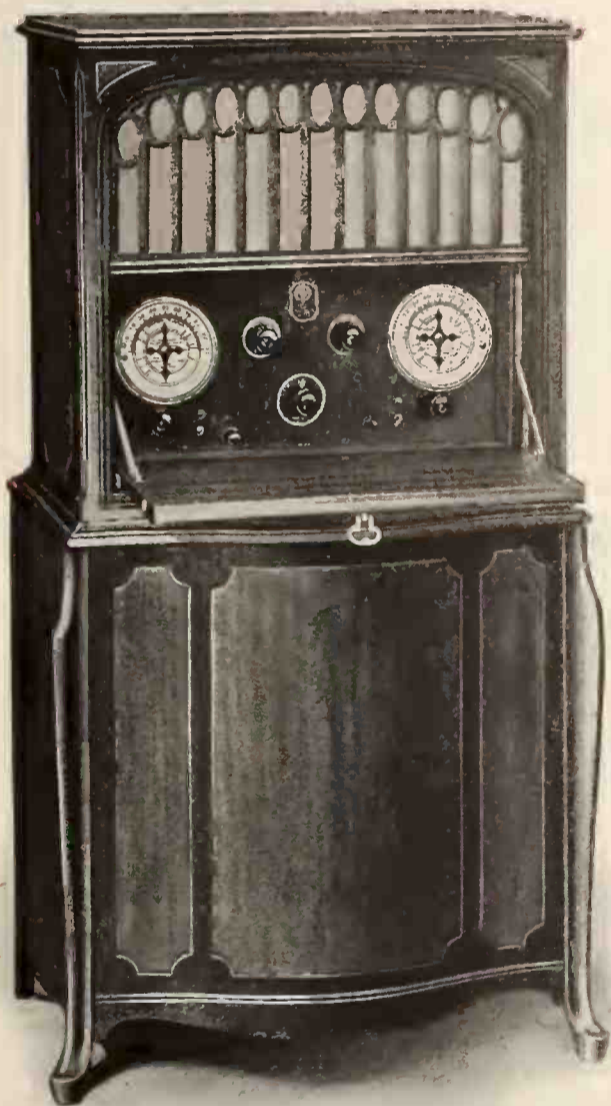
Do not delay placing your stock orders another day

Latham Service and Radiola Quality Will Stand the Test

May we assist you by offering constructive advice founded on facts and extensive experience?

E. B. LATHAM & COMPANY
550 PEARL ST., NEW YORK

Radiola Super-Heterodyne, with Radiola Loudspeaker and 6 Radiotrons UV-199; entirely complete except batteries, \$286.



Radiola Super VIII is an improved Super-Heterodyne, known as second harmonic. COMPLETE except batteries, \$125.

NEW YORK

Aiding Music Appreciation Through Medium of Radio

Caliber of Broadcasting Programs and Particularly Features to Promote Better Music Understanding of Benefit to Trade

Although the demand for radio receiving apparatus has undoubtedly interfered in some measure with the sale of talking machines and other musical instruments, temporarily at least, there is no question that radio has developed a strong tendency towards the promotion of musical appreciation throughout the land which must lead inevitably to the sale of musical instruments of various types in the future.

As it stands now, something over 80 per cent of broadcasting programs are given over to musical features ranging from dance orchestras to a rendition of the classics, and there is an increasing tendency among program arrangers to offer to radio audiences the type of music that is considered good and uplifting in character. The same home may, and quite frequently does, house a piano, a talking machine a violin or some similar small instrument, for the reason that these various instruments produce different types of music. The music of the radio also is different, and it is not to be expected that it will lead to the elimination of all those instruments that either produce or reproduce special types of music of themselves.

That the value of music is given full recognition by radio authorities is evidenced from the attention given to the musical training of the general public through the medium of various broadcast features.

In Kansas City, for instance, one of the broadcasting stations has been carrying on, and with considerable interest and success, a comprehensive course in piano playing. We cannot certify to the truth of the reports, but it is certain that some of the listeners-in have claimed to have received very satisfactory preliminary

knowledge of piano playing through that means. It is to be assumed that the course has achieved results or it would not have been continued.

At another broadcasting station in the West, KDKA, Victor Saudek, director of the studio's symphony orchestra, is planning to give a series of short lectures on the various instruments that go to make up the orchestra, illustrating his talks with solos played on the instrument upon which the lecture is based. The course of lectures will be along the same lines as those delivered by Mr. Saudek at various high schools and colleges.

Period Vocalion Used in New Feature Film

Forms an Important Part of the Stage Setting of "Dangerous Money," a New Famous Players-Lasky Production Just Released

When "Dangerous Money," the big new feature film released by the Famous Players-Lasky, opens at the Rialto, October 19, a beautiful early Italian period Vocalion will be an important part of the striking stage setting that characterizes the film. Bebe Daniels, leading woman in the production, plays the part of a farm girl, "Cinderella," unexpectedly made an heiress by an unusual turn of Fortune's wheel. A trip to Italy follows. In the scenes laid in this locale with every interior detail authentic Italian in type, the seventeenth century Vocalion in that period strikes a harmonious note.

Special Radio Display Room

A new display room for radio goods is being built at the rear of the piano warerooms of Hardman, Peck & Co., 51 Flatbush avenue, Brooklyn, of which J. C. Franke is manager. The radio department will in the future be located on the rear mezzanine of the store with L. Cerf as manager.

Dixie Stars Make Their First Brunswick Record

Al Bernard and Russell Robinson, the famous Dixie Stars, have made their first Brunswick record, which is scheduled for release this month. These two artists are not new to the recording game, Al Bernard having long been known to



The Dixie Stars

record fans through his records of negro dialect songs. Russell Robinson was for years the accompanist of Marion Harris, also a Brunswick artist and vaudeville headliner.

The Dixie Stars, Al Bernard and Russell Robinson, will appear during the next ten months at all the broadcasting stations.



THE SYMBOL OF SERVICE

CONTINENTAL

"New York's Leading Radio House"

Well balanced service throughout the year



Radiola Super-VIII



This symbol of quality is your protection



Radiola X

Concentration upon two fundamental ideas—a well balanced service throughout the year and standard products, has gained for Continental Radio & Electric Corporation considerable prestige and good will amongst radio dealers.

We wish to extend to the talking-machine dealers the same well balanced service and a complete line of standard products, the kind you will be proud to sell your customers.

The Radio Corporation of America (Radiolas) offer great sales possibilities. The handsome cabinet designs and beautiful finish lend an atmosphere of refinement and quality in any show rooms. You can be sure that "Radiolas" are the best that experience can build.

Our Service is your service—write to us or visit our demonstrating room at 15 Warren Street.

Distributors for Radio Corporation of America and other Standard lines.

CONTINENTAL RADIO & ELECTRIC CORPN.

Fifteen Warren Street

New York, U. S. A.

2084-Q

Sell Tone Quality

in the Radiola Regenoflex

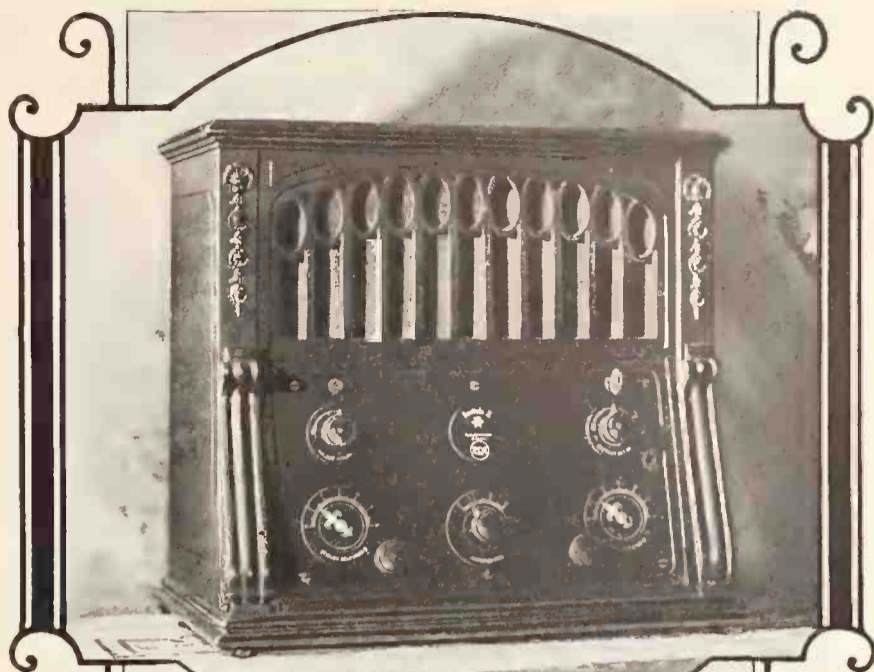
Every Radiola has its outstanding selling points. Strongest of all—and easiest to prove—is tone quality.

The Regenoflex circuit has other achievements to boast of, too. It gets big distance—it is non-radiating—it is extremely simple to operate, yet very selective. And it operates on dry batteries.

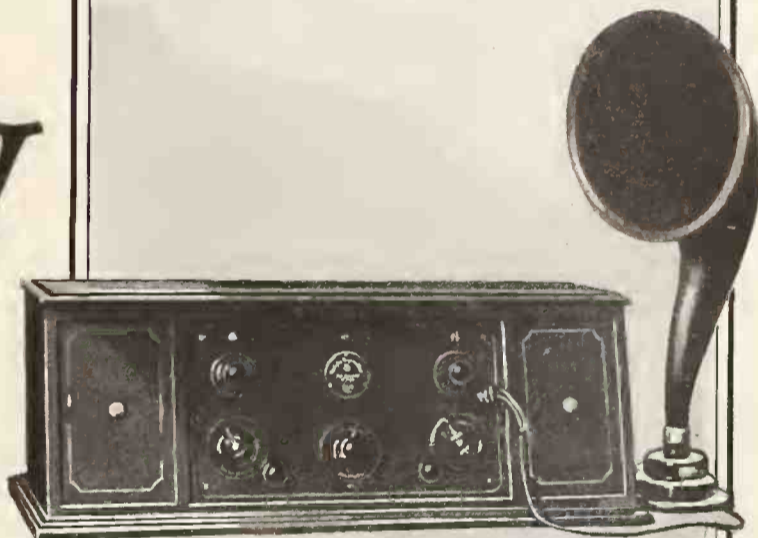
But above all, the universal appeal—especially to the phonograph dealers' customers—is a surpassing clearness and reality of tone, reproducing music and voice with perfect clarity and sweetness—and no background noises. And tone quality is the one big thing that everyone wants in radio.

"There's a Radiola for every purse"

Radio Corporation of America
 Sales Offices: Suite No. 3610
 233 Broadway, New York City 10 So. La Salle St., Chicago, Ill.
 433 California Street, San Francisco, Cal.



Radiola X
 the Regenoflex circuit, richly cabinetted, with its own loudspeaker enclosed—a special new loudspeaker gaining swift fame for its rare tone quality—
 \$245



Radiola Regenoflex, with Radiola Loudspeaker, and 4 Radiotrons WD-11; with space for batteries inside; (complete except batteries and antenna)
 \$191

Radiola Regenoflex is advertised for October with full pages in these magazines. Are your stocks ready to meet the demand?

Saturday Evening Post, Literary Digest, Popular Science Monthly, American Boy, Atlantic Monthly, Harper's Magazine, Scribner's Magazine, Popular Mechanics.



This symbol of quality is your protection

Radiola

REG. U. S. PAT. OFF.

Satisfactory Business Features the Opening of Fall in Denver Territory

Improvement in General Industrial and Agricultural Conditions Reflected in Improved Trade—Dealers Cash in on Concerts by Record Artists—Good Portable Sales—The News

DENVER, COLO., October 7.—A brisk Fall business is anticipated by the talking machine trade of this city, and the business accomplished during the month of September in both talking machine and radio lines leaves little to be desired. There are a number of reasons for the marked increase in business. First and foremost, general conditions throughout the State have improved considerably, the oil situation is much better than it was and the farm crops were never better. In addition to this, the evenings are getting cooler, bringing a desire to stay at home, and also improving the reception of radio programs. No matter to what cause one attributes the improvement in business, the fact remains that the sales totals in all lines have increased materially over last month and the outlook is excellent.

Dealers Back Artists' Concert

The concert given at the City Auditorium by the Eight Popular Victor Artists was successful from every angle. A great share of the credit for the success of the affair must be given to the Victor dealers in the city who co-operated to bring about the concert and it was their united efforts which afforded the music lovers of the city with a real musical treat. Among the dealers who sold tickets and built up an advance sale of \$10,000 for the concert were Daniels & Fisher, Denver Music Co., Laman & Johnson Music Co., Knight-Campbell Music Co., Sharp Music Co., Charles E. Wells Music Co. and the Denver Dry Goods Co.

Bright Portable Outlook

Carl Florine, distributor for the Outing Talking Machine Co., Inc., manufacturer of the Outing portable instruments, reports a continued

demand. While it is true that the Summer months and the holiday season are the peak periods for this type of instrument, and the past Summer was no exception concerning portable machines, not a few sales were made. This type of instrument is now one of the most consistent "sellers" throughout the entire year. Indications point to an excellent demand for the Outing during the remainder of the year.

Cashing-in on Radio

The Denver Music Co., handling the Crosley, Zenith, Freed-Eisemann and Sonoradio in its radio department, under the management of Howard Sanders, reports business brisk. One of the chief factors in the success of this company in handling radio is the service which it gives to the radio buyers. It was decided when the department was inaugurated that radio sets would be treated in the same manner as the other merchandise sold by the store. As an example, if a player-piano is sold, one of the salesmen calls at the home of the customer and initiates him in the fine points which make toward a better understanding and enjoyment of the instrument. Similar service is extended to purchasers of radio sets; a salesman calls at the purchaser's home and stays with him until he tunes in and is able to enjoy the radio programs and secure the reception of which the set is capable. That this service is appreciated is evidenced by the success which the store has achieved.

Featuring Brunswick-Radiola

The Brunswick-Radiola combination unit has proved extremely popular with Brunswick dealers in this section. The Charles E. Wells Music Co. has been featuring this unit in its windows.



"One handle handles it"
Outing
TRADE MARK
"Master of Movable Music"

4 Years
Have Proved
Outing
Portables
Are the
Best

Walter S. Gray & Co.

1054 Mission St. San Francisco, Cal.
Los Angeles, Portland, Seattle Outing Distributor

An instrument in operation was placed on a revolving turntable. The display resulted in many inquiries.

Teagle Co. of Cleveland, Announces the Dulce-Tone

New Device for Utilizing Reproducing Facilities of Talking Machines for Radio Reception Made in Two Models

Working for nearly a year in conjunction with the engineers of one of the leading talking machine manufacturers, the Teagle Co., of Cleveland, O., has perfected a new instrument



The Dulce-Tone

for adapting the fine reproducing qualities of talking machines for the reproduction of radio programs. The Teagle device is known as the Dulce-Tone. It is in no sense a phonograph attachment, as it is used and laid aside as easily as a record, thus keeping the talking machine instantly interchangeable for use for records or radio without the removal of sound box or change of any part, it is claimed. To operate the Dulce-Tone it is only necessary to place the instrument on or beside the turntable of the talking machine, place the needle in the groove in the vibrating reed of the Dulce-Tone, plug into the audio amplification of the radio set like any loud speaker and tune in as usual.

The new Dulce-Tone requires no special wiring or special battery connections. It obtains its power entirely from the standard battery connections of the radio receiving set.

Dulce-Tone is made in two models. These are not interchangeable. Model "V," which has a special tension control device, is designed solely for use on all Victrolas. Model "S" is designed for all other makes of talking machines.

Marasak Appointed Manager

Charles Marasak was recently appointed manager of the talking machine and radio departments of Weil Bros., large furniture store at 2252 Third avenue, New York.

Make Money and Friends Selling This New Cabinet

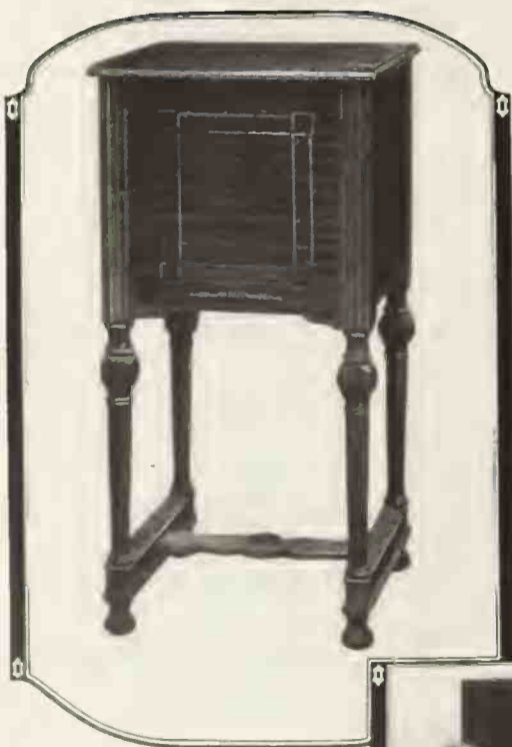


Illustration above shows this new UDELL cabinet is a beautiful piece of furniture, worthy of the finest home. At right note ease and convenience of using it—every record indexed by name and number.



THE UDELL FlexiFile Cabinet fulfills BOTH of these important requirements—(1) a practical, convenient system of filing records, (2) in a cabinet of distinguished beauty, attractive design, superior construction.

This cabinet holds 100 records—10 in each of 10 cloth pockets—and each record in a special heavy paper envelope, numbered from 1 to 100. They are ALL instantly available—all right at your finger-tips. Just the height of the popular console models.

FOR TALKING MACHINE RECORDS

The UDELL FLEXIFILE

Dealers everywhere are finding this new cabinet easy to sell. It fills a real need. Its usefulness is easily demonstrated. Its beauty is noteworthy. Its price is most reasonable. Its margin of dealer profit is more than fair. Write today for catalog and discounts.

The Udell Works, Inc., 28th at Barnes Ave., Indianapolis

Millions of FADA Advertisements Every Month

FADA Radio

The high sweet notes of the violin - the low rolling bass of the organ

TONE quality—true reproduction of voice and music without distortion—is one of the outstanding features of the new FADA Neutrodyne. You hear the music just as it is played or sung.

FADA Neutrodyne can be depended upon at any time, anywhere, to give you the utmost in radio. They operate on a simple indoor or outdoor aerial and use the types of powerful tubes which give maximum results. Each bears the stamp of FADA engineering skill plus the artistry of master cabinet designers.

You who have deferred buying a radio set—waiting for someone to produce just your combination of price, performance, cabinet design and finish—need wait no longer. In the new complete line of FADA Neutrodyne receivers you can find exactly what you want.

See your dealer. He will show you a FADA Neutrodyne that will delight you—in appearance, performance and price.

You have a range from \$75 to \$295 from which to select—ask models, each a remarkable value.

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

NEUTRODYNE

FADA Neutrodyne No. 181-80-A
This is the beautiful new table set, mounted on FADA Cabinet No. 181-80-A. Price (incl. tubes, batteries, etc.) \$295.

FADA Neutrodyne No. 185
This table Neutrodyne, a wonderful performer. Price (incl. tubes, batteries, etc.) \$115.

FADA Neutrodyne Junior No. 185
This table Neutrodyne, a wonderful performer. Price (incl. tubes, batteries, etc.) \$75.

THE September 27th issue of *The Saturday Evening Post* will carry the full-page announcement (reproduced above) of the complete line of FADA Neutrodyne. This *Saturday Evening Post* advertisement is the opening gun of a *Post* campaign, to be followed by a full page in October and another in November. The *Post's* circulation and sales influence are known and proved to be tremendous sales incentives.

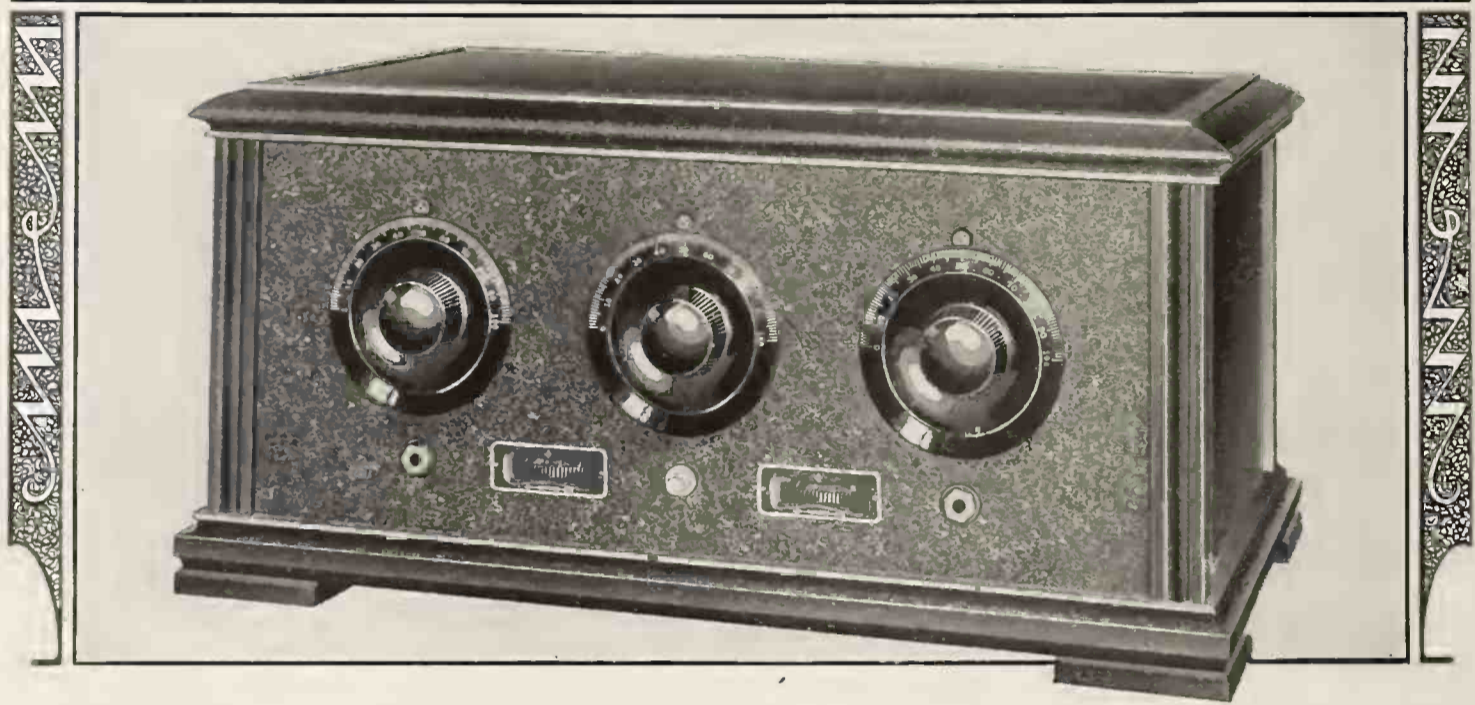
Back of *The Saturday Evening Post* stand the ranks of the tried and true sales getters in the radio field with their

valuable reading public—*Radio News*, *Popular Radio*, *Radio Broadcast*, *Radio*, *Radio in the Home*, *Wireless Age*, *Radio Digest*, *Amateur Radio* and the *Citizens' Radio Call Book*. That means a FADA advertisement in every copy of every magazine in the list—millions of FADA advertisements each and every month. Arrange your plans to get your share of the sales this advertising will create. Stock the entire FADA line and reap the profits. Get in touch with your distributor or write us for full information regarding the line.

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

EISEMANN

ELECTRICAL EQUIPMENT



The Measure of True Worth

SPECIFICATIONS

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

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.

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

Aerial: 75 to 125 feet, single wire.

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.

EFFICIENT performance, attractive appearance and moderate price are the three basic elements that comprise value in a receiving set, as in any other article. Trick names and catch phrases, used to designate circuits, mean little and often confuse the buyer.

All three essentials are combined in the Type 6-D Receiver.

Performance: Extraordinary selectivity widens the choice of programs. In close proximity to powerful stations, the sharpness of tuning is marked. Far distant points are received with unusual clarity and volume. Tuning is very simple. The three dials are closely matched at all wave lengths, and settings are easily memorized.

Appearance: The substantial mahogany cabinet, with distinctive lines and high finish, is a fitting addition to the living room or library. The symmetrical panel layout and interior construction bear the imprint of advanced thought and skilled workmanship.

Price: \$125.00, without tubes and batteries, creates a new standard of value.



EISEMANN · MAGNETO · CORPORATION

General Offices: 165 Broadway, New York

DETROIT · SAN FRANCISCO · CHICAGO

First Radio World's Fair a Huge Success

One Hundred and Seventy-five Thousand Visitors Crowd Madison Square Garden and the Armory in New York During Week of Show to View Almost 200 Splendid Exhibits of Leading Manufacturers

The first 'Radio World's Fair has come and gone, but with its almost 200 exhibitors of radio apparatus and parts, and its 175,000 visitors, it served to prove conclusively the tremendous interest that has been developed in radio and the marked developments that have taken place in that field even within the last year or so. It was most successful likewise in emphasizing the fact that the long promised stability of the radio industry is fast becoming a matter of fact.

The fair was held in Madison Square Garden and the Sixty-ninth Regiment Armory, directly opposite, during the week of September 22 to 28 inclusive, with the two hours from 11 to 1 each day reserved exclusively for the trade, and the longer period from 1 in the afternoon to 11 in the evening left free to the public, which took advantage of the opportunity, crowding both large auditoriums to the limit of their capacity.

The Trend in Radio

A most significant fact in evidence at the show was that even within the past twelve months radio has developed markedly from an amateur assembling to a straight general manufacturing proposition, for whereas in previous shows of smaller calibre producers of parts were strongly in evidence, this year the showing of complete manufactured receivers and complete amplifying units for direct sales to the public predominated strongly. This factor is of direct interest to talking machine dealers and others who have become interested in the merchandising of radio receiving apparatus.

Manufacturers generally have shown a commendable desire to give consideration to the decorative as well as the utilitarian features of their receivers, with the result that there were in evidence some noteworthy examples of fine cabinet work to please the eye, just as the interior mechanism is designed to satisfy the ear. Another interesting angle was seen in the number of receivers in which loud-speaker units were incorporated, thus keeping the entire apparatus, including the necessary batteries, within one cabinet sufficiently attractive to find a place in any home and eliminating the necessity of purchasing or installing a separate loud speaker.

Program in Loud-speaker Production

This is not to be taken as indicating that the separate loud speaker is passé, for many new and worth-while models of those units were on display and it is quite evident that much attention has been given to the development of these highly necessary accessories. Particularly noticeable was the tendency to get away from the accepted types of 'phone units as the basis for loud-speaker operation in favor of specially designed apparatus capable of withstanding greater pressure and producing in the main more satisfactory results. There were also an increased number of phonograph coupling units, a matter of interest to dealers who are working to a large extent on the premise of utilizing the present phonograph in the home in connection with the installation of a separate radio receiver.

Industry in Rapid State of Development

At one of the meetings held during the course of the show a suggestion was made that manufacturers of radio receivers enter into an agreement to make a simultaneous showing of new models at one definite period in the year with a view to enabling dealers to select their lines with the fairly definite assurance that no radical changes would be made until the next official showing of the lines for the following year. At this time, however, it appears that the industry is in such a state of development with new and worth-while ideas cropping up frequently

that it would be impractical, for some time at least, to bind manufacturers to withholding improvements for several months until the official release date. It is probable that some time in the future some such plan as that suggested for a simultaneous showing of new models will be carried out.

Many Trade Visitors

A very substantial number of members of the talking machine trade took occasion to visit the fair for the purpose of making comparisons at first hand of the various types of receivers, with a view to installing radio lines or augmenting, and, perhaps, changing the lines already handled. Trade visitors were not confined to the East, but came to New York from all parts of the country, and even as far distant as New Zealand and England to view the exhibits. Despite the fact that it was obviously impossible to permit demonstration of the various lines at the fair within the exhibition precincts, visitors were able to study the mechanical features and the cabinet work, as well as the possible salability of the various instruments, and arrange for outside demonstrations of those models which particularly appealed.

Viewed From Talking Machine Angle

From the angle of the talking machine trade

among the outstanding features of the show were the various types of panel receivers designed for installation in talking machine cabinets, as well as the phone units designed to utilize the horn of the talking machine as a loud-speaker amplifier.

Congratulations for the Managers

The show was held under the auspices of the Radio Manufacturers' Show Association, and although this was the first New York show sponsored by this organization, it has to its credit two very successful Chicago radio shows. U. J. Herrmann, widely known in theatrical and show circles, and James F. Kerr, one of the foremost "show men" in the country, were in active charge of all of the affairs of the Radio Manufacturers' Show Association, and their indefatigable efforts in connection with their first New York show contributed materially to its success. Both Mr. Herrmann and Mr. Kerr were congratulated by the exhibitors upon the character of the show as a whole and the facilities which were afforded exhibitors. They left for Chicago immediately after the New York show in order to make plans for their third annual Chicago radio show, which will be held in the Coliseum, the most suitable auditorium in that city, during the week of November 18.

Leading Exhibitors and Their Products

Atwater Kent Mfg. Co.

In a conspicuous location was the large display of the Atwater Kent Mfg. Co., Philadelphia, Pa., and the sumptuous furnishings of the section proved an attractive setting for the models shown. The popular four, five and six-tube open sets were on exhibit. The new cabinet sets, both four and five tubes, attracted considerable attention because of their recent announcement and striking attractiveness. Perhaps the most important feature of the exhibit was the five-tube cabinet de luxe model. The phonograph attachment and three models of loud speakers, models R, L and M, were also included. An illuminated sign in colors portrayed "The Factory Behind the Product," a slogan now being featured in the publicity of the company. The Atwater Kent Mfg. Co. presented to its guests an ash tray, a product of its own factory. This tray was made of the same material as the dials and pressed in its own dial presses. The exhibit was under the direction of A. Atwater Kent, president; V. W. Collamore, general manager, and H. R. Carlisle, advertising manager, assisted by the following members of the Atwater Kent sales staff: J. C. Pancoast, E. G. Griffith, R. H. Wheeler, F. MacGowan, J. E. Delp, C. W. Geiser, H. T. Stockholm, L. A. Pratt, R. B. McKinstry and E. L. Hollingsworth.

Colin B. Kennedy Corp.

The new five-tube Kennedy set, known as model XV, was one of the features of the exhibit presented by the Colin B. Kennedy Corp., of St. Louis. There was also shown the new four-tube model VI, and among the other instruments on display were the popular Jacobean console, the Spanish Desk, the model V and the model XI. There was also presented a Victrola console with the Kennedy panel made especially for this instrument. Among those in attendance at the exhibit were J. H. Rathbun, vice-president of the company; B. R. Hassler, sales manager, and D. C. Keefe.

R. E. Thompson Mfg. Co.

The R. E. Thompson Mfg. Co., Jersey City, N. J., manufacturer of the popular Thompson

neurodyne receivers, had an interesting display under the direction of W. L. King, Eastern representative of the company, in conjunction with its Eastern distributors, Steelman, Inc., Gilbert-Keator Corp., Herbert John Corp. and D. W. May, Inc. It attracted much attention.

Zenith Radio Corp.

The Zenith Radio Corp., of Chicago, literally "bagged" the show, and during the course of the week distributed approximately 200,000 bags for the use of visitors in collecting literature around the show. The name Zenith was prominently displayed on both sides of the bag, and this publicity won considerable comment during the week of the show. The feature of the Zenith exhibit was the first public appearance of the Super Zenith, a new six-tube set that is the subject of country-wide publicity. Several models of the Super Zenith were shown in addition to the standard Zenith sets. A huge cake of ice was a part of the Zenith exhibit and imbedded in the ice was a facsimile of the famous radiogram sent by Dr. Donald B. MacMillan, celebrated explorer, to E. F. McDonald, Jr., president of the Zenith Radio Corp., from Greenland, wherein Dr. MacMillan expressed his thanks for the equipment of his Arctic exploring ship with Zenith radio apparatus. There was also shown the Zenith portable, and at a second exhibit there was featured the original Zenith apparatus used by Dr. MacMillan on his ship. Among those in attendance at the exhibit were E. F. McDonald, Jr., president; H. H. Roemer, sales promotion manager; W. J. Gaynor, Eastern representative; A. E. Hassell, Chicago representative, and Fred Lakeman, metropolitan representative.

A. H. Grebe & Co., Inc.

A. H. Grebe & Co., Inc., Richmond Hill, N. Y., had two large exhibits at the show. The big feature of both exhibits was the new Grebe Synchronphase, which is described as a distinct departure from the earlier types of tuned radio frequency receivers. In addition, the complete Grebe line was shown. The new Grebe broadcasting station, WAHG, made its

(Continued on page 84)

First Radio World's Fair a Huge Success—(Continued from page 83)

initial bow on Monday, the opening day of the show, and a remote control station connected with the station was established at both the Garden and Armory. Alfred H. Grebe, president of the company, and Douglas Rigney, treasurer, greeted their many friends and the exhibits were in charge of a competent staff from Grebe headquarters.

Music Master Corp.

The exhibit of the Music Master Corp., Philadelphia, was recognizable from almost all parts of the Garden through the huge replica of the Music Master horn, which dominated the display. This horn was first shown at the Music Master Radio Congress last Spring and since then has been exhibited all over the country. In addition to the display of the familiar type of Music Master horns the new Music Master cabinet speaker, recently placed on the market, was shown. A large section between the two main aisles had been reserved for the exhibit, which was continuously the center of a throng. President Walter L. Eckhardt and Henry E. Marsehalk, well known as his "right-hand man," came over from Philadelphia to attend the show and the exhibit was in the capable hands of a selected staff.

Crosley Radio Corp.

A complete line of popular Crosley sets, made by the Crosley Radio Corp., Cincinnati, was exhibited in one of the main booths at the show and in addition to the complete line there were shown for the first time the new Crosley Trirdyn Newport type No. 1123, the name Newport designating its style and design. Among the other instruments shown were the Crosley standard one-tube receiver, two-tube, the standard Trirdyn and other models. Among those in attendance at the exhibit were Powel Crosley, Jr., president of the company; Geo. Lewis, assistant to the president; A. M. Joralemon, sales manager; Robert Stayman, advertising manager; Douglas Allen, of Prather & Allen, advertising counselors; C. B. Cooper, New York factory representative; J. W. Lyte, Philadelphia factory representative; R. A. Stemm, Chicago factory representative, and B. H. Smith, Boston factory representative.

Sonora Phonograph Co., Inc.

The popular Sonora radio speaker, which has met with exceptional success, was exhibited in an attractive booth by the Sonora Phonograph Co., Inc. Among the other interesting exhibits in this booth were the new Sonoradio combination No. 242, the Sonora Touraine and Marquette models adapted for radio, and a special DeLuxe Chinese High Boy, also adapted for radio. R. H. Meade, assistant advertising manager of the company, was in charge of the exhibit, and among the executives who visited the show were S. O. Martin, president; Frank J. Coupe, vice-president; Joseph Wolff, vice-president; L. C. Lincoln, advertising manager, and C. C. Henry, radio engineer.

Pooley Furniture Co.

The exhibit of the Pooley Furniture Co., Philadelphia, was prominently located close to the main entrance of the Garden. The full line of art models of Pooley cabinets described in their new booklet, "The Radio Beautiful," was shown. These included models No. 600 R.2, No. 1100 R.2 and No. 1200 R.2, all of which attracted much attention. Model No. 1100 R.2 was particularly featured in the display. The foregoing models were all equipped with Atwater Kent five-tube radio receiving sets and the Pooley built-in loud speakers. Other Pooley cabinets equipped with Federal sets were also shown. The Pooley Furniture Co. presented visitors to the exhibit with a comprehensive radio map of the United States, which gave tabulated information about and locations of the broadcasting stations in this country. B. R. Stauffer, treasurer and general manager, was in charge of the exhibit and welcomed his many friends in the trade. E. F. Pooley, president of the company; Frank Pooley and Capt.

Howard Hodson, sales manager, were also present at the exhibit.

Eisemann Magneto Corp.

The new 6D Eisemann radio receiving set, made by the Eisemann Magneto Corp., Brooklyn and New York, was publicly exhibited for the first time at the show and attracted marked attention from the trade and public. This set comprises a new circuit with many distinctive features which were interestingly explained by T. E. Kennedy, sales manager of the company, who was in charge of the exhibit. Among the other executives of the company who attended were W. N. Shaw, president; S. D. Livingston, designing engineer, and J. H. Mayforth, assistant sales manager. The members of the sales staff in attendance were J. H. Hannon, J. B. Crowley, R. N. Patterson and W. J. McNiff.

Adler Mfg. Co.

Lambert Friedl, vice-president and general sales manager of the Adler Mfg. Co., manufacturer of Royal neutrodyne and phonograph products, was in charge of a handsome exhibit, which included the new five-tube Royal neutrodyne set, table type, to be used with 201A tubes; a five-tube neutrodyne set dry-cell operated and two High Boy DeLuxe five-tube neutrodyne sets in Elizabethan style. There were also shown several models of the Royal phonograph with the Royal neutrodyne set as a combination. Assisting Mr. Friedl at the exhibit were Walter Brunner, S. W. Lukas, Nicholas Friedl, Allen Strauss and W. E. Guthrie. Among the visitors at the booth were Thomas Griffith, treasurer of the Adler Mfg. Co., and Frank Hinners, radio designing engineer.

Freed-Eisemann Radio Corp.

The exhibit of the Freed-Eisemann Radio Corp., Brooklyn, N. Y., was one of the most attractive at the entire show and drew much favorable comment from the visiting dealers. The entire booth was furnished in a home setting with the furniture and fixtures which one would find in a home of culture and refinement. The Freed-Eisemann line of four and five-tube neutrodyne sets was displayed to the best possible advantage in this setting. The new cabinet-enclosed loud speaker was one of the features of the exhibit. Joseph Freed, president; Alex. Eisemann, treasurer; Arthur Freed, secretary, and E. K. James were in charge.

C. Brandes, Inc.

C. Brandes, Inc., New York, exhibited the full line of the company, featuring the Brandes Table Talkers and head sets. The Magnometer, a machine which tests head sets, was also displayed prominently. A large map of the United States with electrical attachments drew crowds to the booth; this map flashing every time that a Brandes product was sold. The average flashes were five every two seconds. M. C. Rypinski, vice-president; L. W. Staunton, advertising manager, and F. Van Sant, New York, sales manager, were in charge.

Th. Goldschmidt Corp.

The Th. Goldschmidt Corp., New York, had an interesting display of N. & K. imported loud speakers, phones and phono-units at its exhibit. Six beautiful models of loud speakers were displayed, each one of which carried out a different motif. One was of Egyptian design, adapted from the period of 1516 to 1234 B. C., another was based on the Italian Renaissance period and still another was Russian in design. The main feature of this exhibit was the window display arrangement which was changed every day and afforded the visiting dealers opportunities of viewing different styles of window dressings which were unusually effective. Harry E. Sherwin and J. B. Price were in charge.

Garod Corp.

The Garod Corp., Newark, N. J., had on exhibit the full line of Garod neutrodyne radio receivers, featuring the Garod Georgian, the Garod V and the Garod RAF. A. H. Corwin, president; I. R. Rodman, vice-president, and Laurence Gardner, secretary, were in charge of

the exhibit, and the various distributors of the company were on hand at the booth to explain the products to those interested.

Radiolamp Co.

About twelve Radialamps, all lit, combined to give a decidedly attractive and novel appearance to the booth of the Radiolamp Co., New York. Although the rules of the show forbade demonstrating, the crowds were at times six deep in front of the exhibit to see this lamp that is at the same time a loud speaker. R. B. Wheelan, president of the company, was in charge of the booth. The literature of the company was much in demand and a rush order for extra supplies was put through.

Pathé Phono & Radio Corp.

The Pathé Phonograph & Radio Corp., Brooklyn, N. Y., made an attractive display of its complete new radio line. All of the new models were shown, including the Pathé High Boy, the new five-six receiving set, as well as the well-known "Minute Man" set with its type "P" phusiformer. A Pathé combination talking machine and radio console, the new Pathé cabinet loud speaker, and a selection of Pathé molded parts completed the exhibit. James F. Watters, manager of the radio division of the Pathé Co., was in charge of the exhibit, assisted by Maurice Anspacher and representatives of the Pathé Co. E. A. Widmann, president of the company, was also a frequent visitor.

Jewett Radio & Phonograph Co.

The popular Jewett Super-Speaker, made by the Jewett Radio & Phonograph Co., Detroit, Mich., was exhibited in a booth in which also were featured several other Jewett products, including the new Adapto, a cabinet for radio installation that is meeting with considerable success. The standard model of the Super-Speaker was displayed and also a giant model that actually "talks." Among those in attendance at the exhibit were E. E. Wilkinson, vice-president and general manager of the company, and T. F. W. Meyer, sales manager.

Gilfillan Bros., Inc.

A very attractive exhibit sponsored by the Pacific Coast included the presentation of the popular Gilfillan neutrodyne sets, including the GN1, a closed set, and the GN2, an open set, both being five-tube neutrodynes. This was the first official presentation of these models in the East, and the GN2 had the distinction of being the first set ever sent to New York by aeroplane. I. W. Godfrey, manager of the New York office, was in charge of the exhibit, and S. W. Gilfillan, president of the company, was a visitor to the booth for several days.

The Bristol Co.

The Bristol Co., of Waterbury, Conn., manufacturer of the Bristol Audiophone, showed several new models in its exhibit. The line of loud speakers included model S, model J, the Baby and the Baby Grand. The deluxe model Bristol receiving set was also shown, as well as the Bristol Audiophone talking machine reproducer. An interesting feature of the display was a unit of ten or more horns operated from either radio set or talking machine. The exhibit was principally manned by the New York sales staff, including C. W. Williamson, R. S. Blodgett and W. L. Trumbull. W. H. Bristol, president of the company, was frequently present, as was H. L. Griggs, sales manager. H. A. Van Halla, of the Boston office, and W. R. Young, of Philadelphia, also attended.

United Radio Corp.

The United Radio Corp., Bloomfield, N. J., was represented by a display of its "Black Beauty" amplifying horn. This horn is made of fibre, which lends itself admirably to tone amplification. A "Black Beauty" was set in a large-sized frame, with a yellow-silk background and this setting was emphasized by a clever lighting effect, making the whole most attractive. The exhibit was under the management

(Continued on page 86)

Exhibits at the Radio World's Fair, New York City



1. Zenith Radio Corp. 2. Atwater Kent Mfg. Co. 3. Sonora Phonograph Co., Inc. 4. Music Master Corp. 5. Freed-Eisemann Radio Corp. 6. Crosley Radio Corp. 7. Th. Goldschmidt Corp. 8. Colin B. Kennedy Corp. 9. Eisemann Magneto Corp. 10. Jewett Radio & Phono. Co. 11. A. H. Grebe & Co. 12. R. E. Thompson Mfg. Co. 13. Garod Corp.

First Radio World's Fair a Huge Success —(Continued from page 84)

of the Hartzell Sales Co., well-known distributor of radio products, 50 Church street, New York City, which in a series of adjacent booths displayed products of the Acme Wire Co., of New Haven; E. Z. Toon Dial Co., of Indianapolis, Ind.; U. S. Tool Co., Newark, N. J.; Coto-Coil Products Co., Providence, R. I., and Kurz-Kasch Co., Dayton, O.

Reichmann Co.

The Reichmann Co., of Chicago, displayed the Thorola and Thorophone loud speakers and horns, which are being widely advertised in national magazines and trade papers. L. R. Neff and J. Ago, of the sales division, and N. M. Simmons, export manager, who were in charge, were busy explaining to the trade and public the distinctive features of these products.

Shepard-Potter Co.

A six-tube Thermodyne radio set, made by the Shepard-Potter Co., Plattsburgh, N. Y., which has attained country-wide success during the past few months, was exhibited under the direction of Leo Potter, president of the company. The set attracted considerable attention, and Mr. Potter, together with Robert Monpere, chief engineer of the company, were kept busy answering inquiries from the trade and public.

Multiple Electric Products Co., Inc.

The Multiple Electric Products Co., Inc., Newark, N. J., had one of the most attractive exhibits at the radio show. The background of the booth was decorated with a large painting of the Atlas radio reproducer. The life-size face of the famous Atlas girl appeared in the bell of the horn. The Atlas radio reproduction speaker, the Atlas unit, and the couplings made for various talking machines, came in for particular attention of visitors. The booth was in charge of F. Weber, district sales manager of the company.

Operadio Corp.

The popular and well-known Operadio self-contained set, made by the Operadio Corp., of Chicago, was exhibited in attractive surroundings, and a feature of the exhibit was a handsome panel showing the parts entering into the construction of this new model and emphasizing the ease of service which characterizes its construction. Motion pictures were also presented at this booth, showing the Operadio set in use by famous personages, including General Dawes, Judge Landis and others. Among those in attendance at the booth were J. M. Stone, president of the company; W. B. Rickett, secretary; H. H. Shotwell, chief engineer, and W. B. Nevin, Eastern manager.

Philadelphia Storage Battery Co.

The complete Philco line of radio storage batteries, both "A" and "B" rechargeables, was shown at the exhibit of the Philadelphia Storage Battery Co., of Philadelphia, Pa. Other products displayed were chargers, charge indicators and broadcasting units. A feature of the exhibit was the Philco equipment for the new broadcasting station shortly to be opened in Gimbel's New York store, which will be known as WGBS. The exhibit was in charge of J. R. Kennally, New York district manager.

Wm. J. Murdock Co.

The Murdock neotrodyne receiver, attractively cabinetted, was well featured in a prominent location. In addition to the display of sets attractive literature had been prepared and was generously distributed. A. S. DeVeau, New York manager of the Wm. J. Murdock Co., Chelsea, Mass., was in charge of the exhibit. William J. Murdock, president of the company, and Dan R. Murdock, treasurer, were frequent visitors to the display.

Eagle Radio Co.

The new Eagle floor model, in a console cabinet, was shown by the Eagle Radio Co., 16 Boyden place, Newark, N. J. This embodies the Eagle neotrodyne receiver in a period design cabinet, with compartments for battery and charger. The Eagle multiple switch filament control, Eagle variable condenser and Eagle

rheostat were also displayed. The booth was under the direction of Oscar Krause, head of the company; A. B. Ayers, general sales manager; Frank T. Nutze, special representative, and members of the sales staff.

Dayton Fan & Motor Co.

The Dayton Fan & Motor Co., Dayton, O., exhibited several models of its receiving sets. The booth was under the direction of Andrew A. Jackson, Eastern sales manager of the company. Particular interest was aroused in model OEM-7, a four-tube set, and model OEM-11, a three-tube receiver.

Voluma Products, Inc.

Voluma Products, Inc., Hempstead, N. Y., exhibited the Professional radio reproducer during the week of the exposition, and this reproducer has several patents for sound amplification which keenly interested the visitors. The booth was under the direction of Iliff Simpson, sales manager of the company, and several assistants.

DeForest Radio Co.

The DeForest Radio Co. displayed the new DeForest Reflex Radiophone D-12 and DeForest audion tubes. This was one of the most interesting and popular exhibits of the show. The DeForest booth was a gathering place daily for a large number of radio enthusiasts and the representatives of the DeForest organization were kept busy passing out literature and explaining the features of the DeForest products. The booth was under the direction of A. G. Nordholm, Eastern district sales manager, assisted by Joseph H. Mallethom, E. Craig and P. W. Remig.

Rader Appliance Co.

The Rader Appliance Co., West New York, N. J., displayed its new product, marketed under the trade name "Run-A-Radio." This product eliminates the use of batteries. It marks a new development in radio progress and attracted wide attention, not only among radio enthusiasts but from trade members as well. The booth was under the direction of J. C. Hindle, sales manager of the company.

Henry Hyman & Co., Inc.

Henry Hyman & Co., Inc., New York, manufacturers of the Bestone radio sets, displayed the Aristocrat and Imperial models of radio receivers, together with the parts and accessories manufactured by the company. The feature of the exhibit was a receiver with three head sets operating from one plug. Murray Hyman; B. F. Muldoon, advertising manager; S. Cobert and L. Hochberg were in attendance.

David Grimes, Inc.

The new "Inverse Duplex" receiver, a product developed by David Grimes, was displayed in a booth by the recently organized firm, David Grimes, Inc. This product is known as the Grimes 3 XP. The "Inverse Duplex" embodies some patented features. It is simple in construction and is encased in an attractive cabinet and panel. E. P. H. Allen, general manager of David Grimes, Inc., was in charge of the booth, assisted by several members of his sales staff, including R. J. Hendrickson, J. D. Corrigan and Norman Matthews.

Howard Mfg. Co.

Several models of the Howard four and five-tube neotrodyne sets made by the Howard Mfg. Co., of Chicago, were exhibited under the direction of H. J. Bligh. There were also shown a Phonoradio made by the Wasmuth-Goodrich Co., equipped with a Howard five-tube neotrodyne panel, and a Howard five-tube console set, equipped with a loud speaker. R. R. Howard was also in attendance.

Clearitone Radio Co.

Several models of the Clearitone receivers, manufactured by the Clearitone Radio Co., of Cincinnati, O., were displayed in a booth under the direction of G. W. Heath and D. M. Stoner, New York and Philadelphia representatives of the company. The construction of the various Clearitone models, their simplicity of operation

and the attractive cabinets served to keep the booth a busy one. A. B. Ideson, sales manager of the company, was in attendance throughout the week.

Stromberg-Carlson Tel. Mfg. Co.

The Stromberg-Carlson neotrodyne radio set was exhibited in one of the main aisle booths, and among the models shown were the type 1A, a five-tube set, and two console types, 2A and 2B, also five-tube sets. Other products shown were the Stromberg-Carlson loud speaker, head phones, transformers and jacks. Among those in attendance at the exhibit were J. S. Gibson, W. T. Eastwood, advertising manager; Benj. Gross and H. A. Brennan.

Dictograph Products Corp.

The Dictograph Products Corp., New York, in its display featured the Dictogrand loud speaker and units for installation in talking machines. A switch block was also displayed which permits the loud speaker being switched to any of the various rooms of the home by simply throwing a lever.

Gotham Wireless, Inc.

Gotham Wireless, Inc., displayed a number of models of Gotham receivers which operate under the McCall circuit patents. This marks a new departure in radio circuits and was a source of considerable interest. The booth was under the direction of L. M. Samuel, head of the company; L. M. Lehr, sales manager, and Ben Heiss, traveling representative.

Dynamotive Corp.

The Dynergy set, which draws its current from any electric light socket, was popular with the show visitors. This set and its distinctive principles had recently received considerable mention in the news columns of the daily press. The Dynamotive Corp., New York City, manufacturer of the Dynergy, was represented at the exhibit by Nat Wissmann, manager of sales, and Samuel Levinberg, the inventor of the Dynergy. George Seiffert and others of the Capitol Distributing Co., New York City, Eastern distributor, were also present.

Nathaniel Baldwin, Inc.

The display of Nathaniel Baldwin, Inc., of its head sets and loud speakers proved most interesting. The Baldwin products are well known to radio enthusiasts throughout the country and these units have been incorporated as standard adjuncts to a large number of receiving sets. The booth was under the direction of H. F. Thornell, sales manager; W. H. Steed, Miss M. E. Jewell, and William Roufbury, of R. H. Mann, Inc.

American Specialty Co.

The American Specialty Co., of Bridgeport, Conn., exhibited at this show its new product, the "Electrola." The fact that this set employs a tuned radio frequency circuit that does not require the use of neutralizing condensers, potentiometers or similar devices to prevent oscillation, created considerable comment. Daniel Clifford, president of the company, made several trips from Bridgeport to attend. W. R. Dunn, general sales manager, was in charge of the exhibit.

A. B. Starr Equipment Corp.

The Starr Harmonic radio set, involving a new principle of radio frequency, was exhibited by this company, which has its headquarters in Brooklyn, N. Y. Two models, known as the D type, a five-tube set, and the B type, a four-tube console set, were exhibited, and among those in attendance were A. B. Starr, president of the company, and Francis T. Dodge.

Colonial Radio Corp.

Considerable interest was manifested in the booths occupied by the Colonial Radio Corp., New York, manufacturer of the Colonial radio set. The officers of this company, who include Dr. Fulton Cutting, vice-president, and Bowden Washington, vice-president in charge of engineering, are well known to the radio and talking machine trade, and the company officially an-

(Continued on page 88)

Exhibits at the Radio World's Fair, New York City



14. C. Brandes, Inc. 15. Philadelphia Storage Battery Co. 16. Operadio Corp. 17. Kor-Rad Co., Inc. 18. Gilfillan Bros., Inc. 19. Stromberg-Carlson Tel. Mfg. Co. 20. Rader Appliance Co. 21. Pathe Phono. & Radio Corp. 22. Clearstone Radio Co. 23. Radiolamp Co. 24. De Forest Radio Co. 25. United Radio Corp. 26. Multiple Electric Products Co. 27. Pooley Co., Inc. 27a. Burgess Battery Co.

PHOTOS BY CHAS. F. ALLEN

First Radio World's Fair a Huge Success—(Continued from page 86)

nounced at the show its two models. G. R. Brainard, sales manager, was in charge of the exhibit, assisted by Horace Keane.

Western Coil & Electrical Co.

Various types of the six-tube Radiodyne, made by the Western Coil & Electrical Co., Racine, Wis., were exhibited at the show, including types WC 12 and WC 11, together with a console to accommodate the six-tube set. Several of the company's executives were in attendance, including W. Turnor Lewis, secretary and treasurer, and W. H. Murphy, sales manager.

L. S. Brach, Inc.

L. S. Brach, Inc., Newark, N. J., manufacturer of many well-known electrical products and producer of several popular radio accessories, including lightning arresters and antenna sets, and similar accessories, had a very attractive booth which was under the direction of L. S. Brach, president, and G. Gort, vice-president and general manager of the company, assisted by L. G. Hoesly, F. W. Faeth and F. W. Kuehle.

The Kor-Rad Co., Inc.

The Kor-Rad Co., Inc., New York, in its attractive display featured the Lafayette five-tube neotrodyne, the Lafayette reproducer and the panel for use in talking machines. L. T. Corbin, president; George Hoar, secretary, and O. Killmer were in charge.

Burgess Battery Co.

The Burgess Battery Co., Chicago, displayed its full line of "A," "B" and "C" batteries. Mansel M. Keith, New York representative of the company, was in charge, and the exhibit proved of general interest to the show visitors.

Radio Industries Corp.

The Radio Industries Corp., New York, showed the Rico grand opera loud speaker, head sets, condensers and other parts, as well as the new Tropadyne circuit. Many dealers were interested in the Rico grand opera loud speaker, which operates without batteries and has other distinctive features. The booth was under the direction of C. Iggeberg, technical director of the company, and W. R. Rose.

American Electric Co.

The Burns loud speaker, made by the American Electric Co., of Chicago, was featured in an attractive exhibit in charge of J. J. Speed, Eastern sales manager of the company. This speaker has several distinctive features which were explained at the show.

O'Neil Mfg. Co.

The Audiophone loud speaker, manufactured by the O'Neil Mfg. Co., West New York, N. J., was a point of interest to many of the visitors at the show. The booth that housed the Audiophone had an advantageous position on the main floor and a constant stream of visitors was found coming and going at all times. Raymond L. O'Neil, head of the company, was in charge.

The National Co.

The National Co., Inc., of Cambridge, Mass., was represented by an interesting exhibit featuring National dials and National DN condensers. W. A. Ready, president of the company, attended the exhibit during the course of the week, and representatives of the company were on hand at all times to demonstrate the products.

Dual Loud Speaker Co., Inc.

The Dual Loud Speaker Co., Inc., New York, displayed the Charmitone loud singer and the RaDy-namic receivers, which operate on the electric light sockets without the use of radio batteries. B. St. George, advertising manager, and J. H. Solonche, sales manager of the company, were in attendance at the display.

The Heteroplex Mfg. Co.

The Heteroplex Mfg. Co., of Philadelphia, displayed the Heteroplex receiver models at an attractive exhibit, and, in addition to the sets shown, a glass case display of the interior was shown. The Heteroformer (a contraction of heterodyne transformer), an important distin-

guishing feature of the Heteroplex set, was featured separately. Henry F. Worner, chief engineer of the Heteroplex Mfg. Co., and Harry A. Gross, general sales manager, were kept busy explaining the principles of this new set to visitors.

Herbert H. Frost, Inc.

Herbert H. Frost, Inc., Chicago, displayed the Musette loud speaker, the Musselman selective antenna and Frost-phones and Frost-radio parts and accessories. M. Frank Burns, Eastern sales manager, was in charge. This booth was constantly crowded through a publicity stunt consisting of having the public attempt to make Bert Ibberson smile. Mr. Ibberson is known as the "man who never smiles." The crowd attempted in many ways to win the set of headphones which were awarded to those succeeding in making him "crack a smile." H. H. (Jack) Frost, president of the company, was in attendance throughout the show.

Walbert Mfg. Co.

This company exhibited a complete line of its parts, including its Univernier, panel lamp and other parts. A new receiving set was also shown. Among those in attendance at the exhibit were W. H. Huth, head of the company, and H. M. Dodge, sales manager.

Timmons Radio Products Corp.

The Timmons B-Liminator was featured at the exhibit of the Timmons Radio Products Corp., Philadelphia. This new Timmons product allows the use of electric light current in place of "B" batteries. The full line of Timmons talkers was shown, including the Type A adjustable talker to be used in conjunction with the receiving set and the Type N non-adjustable talker for installation by the manufacturer. C. A. Malliett, general manager of the Timmons Co., was a busy man at the exhibit from the opening to the closing of the show.

The Miller Rubber Co. of New York

The Miller Rubber Co. of New York, with factories in Akron, O., displayed a full line of the radio horns manufactured by the company. J. F. Johnston, manager of the mechanical goods department, and D. W. Reddin were in charge.

Gould Storage Battery Co.

The Gould Storage Battery Co., New York City, displayed the Gould Unipower battery in an attractive exhibit. The display featured "Radio Power From Your Electric Lights" through the medium of Gould Unipower "A" and "B" batteries. Gould Unipower "B" batteries and a combination of "A" and "B" batteries were also displayed, together with the standard sets of Gould "A" and "B" storage batteries. W. S. Gould and A. Isaacs, advertising manager of the company, were present, and C. A. Gould, in charge of metropolitan sales, had charge of the display.

French Battery & Carbon Co.

The French Battery & Carbon Co., Madison, Wis., displayed its full line of Ray-O-Vac "A," "B" and "C" batteries. Carl D. Boyd, sales manager of the radio division; L. R. Schadwald, W. H. Calhoun and L. H. Knibb, of the New York office, were in charge.

National Carbon Co.

A handsome educational exhibit sponsored by the National Carbon Co., manufacturer of Eveready radio batteries, was one of the most popular exhibits at the show. A large panel board showing in detail how "C" batteries can be used to decrease the power utilized by "B" batteries was surrounded by hundreds of visitors during the show. H. A. McMullen, of the advertising division, was in charge of the exhibit.

Amplion Co. of America

The Amplion radio loud speaker, made by Alfred Graham & Co., London, England, was exhibited by the Amplion Co. of America, of New York. There was also shown the Amplion loud speaker phonograph attachment and a giant loud speaker, known as the Leviathan

type, being a six-foot speaker for outdoor use. The exhibit was in charge of S. B. Trainor, president of the company; P. M. Dreyfus and F. J. Dreyfus.

Splitdorf Electrical Co.

The new Splitdorf radio receiving set was featured at the booth of the Splitdorf Electrical Co., Newark, N. J., and two models of this new set were shown, model 100 being a five-tube tuned radio frequency set and model R 101 being a five-tube tuned radio frequency set, knockdown. Among the other products shown at the booth were the Splitdafone loud speaker in three models, designated as styles A, B and C, the last-named being a cabinet type. There were also shown some of the many radio parts manufactured by this company, including tube sockets, dials, transformers, radio and phonograph attachments, etc. E. A. Kelley, director of branches, service and publicity, was in charge of the exhibit, and among those in attendance were F. V. Upton, sales manager; L. E. Farine, assistant manager of branches; F. V. Schaefer, assistant manager of publicity; E. R. Hodges, executive engineer; E. A. Hughes and Henry Richter.

Pfanstiehl Radio Service Co.

This company, with headquarters at Highland Park, Ill., exhibited several models of the Pfanstiehl five and four-tube tuned radio frequency sets designated as models 7 and 8. The exhibit attracted considerable attention, and R. N. Foley, from the executive offices, was in charge of the booth.

Raven Radio Co.

This company, with headquarters in Albany, N. Y., exhibited what is said to be the smallest super-heterodyne set on the market, consisting of a seven-tube set in an eighteen-inch cabinet. The company also showed five or six of its kits, together with a complete line of parts. The exhibit was in charge of F. A. Raven, vice-president and treasurer of the company, and L. A. Brown, New York representative.

Trimm Radio Mfg. Co.

The Trimm Radio Mfg. Co., Chicago, displayed its line of loud speakers and head phones and the Trimm "Little Wonder" phonodapter. The Trimm model 80 unit attracted attention, as did also the set of professional head phones, the same type set which was used by Dr. Donald B. MacMillan on his latest Arctic exploring expedition. E. N. Hyde, manager of the Eastern office, was in charge.

Carter Radio Co.

The Carter Radio Co., Chicago, featured the full line of Carter radio parts and accessories, with an etched model, with the various parts mounted thereon, attracting much attention. A. J. Carter, president of the company, was in charge, assisted by G. S. Pritchard and P. W. Mack, New York representative.

Grigsby-Grunow-Hinds Co.

The Grigsby-Grunow-Hinds Co., Chicago, displayed its different models of G-G-H reproducers, made of duPont pyralin. B. J. Grigsby, president and general manager of the company, was in charge, assisted by F. A. Knight, Eastern sales manager.

Carbon Products Co.

The Carbon Products Co., Lancaster, O., exhibited the Acc "A," "B" and "C" batteries. Many favorable comments were made on the new wood finish of the batteries. E. J. Wilson was in charge.

Rauland Mfg. Co.

The Rauland Mfg. Co., Chicago, exhibited the full line of All-American products, featuring the Rauland Lyric transformer and two models of short-wave radio frequency transformers. The Universal coupler and two inexpensive models of receivers were also shown. P. H. Brown, sales manager, was in charge.

Fansteel Products Co.

The Fansteel Products Co., North Chicago, featured the Balkite battery charger and the

(Continued on page 90)

Exhibits at the Radio World's Fair, New York City



PHOTOS BY CHAS. F. ALLEN

28. Dual Loud Speaker Co. 29. Miller Rubber Co. 30. Western Coil & Electrical Co. 31. Raven Radio Co. 32. Timmons Radio Products Corp. 33. Electrical Storage Battery Co. 34. Herbert H. Frost, Inc. 35. French Battery & Carbon Co. 36. Starr Equipment Corp. 37. Heteroplex Mfg. Co. 38. Reichmann Co. 39. Gould Storage Battery Co. 40. Dubilier Condenser & Radio Corp. 41. Windsor Furniture Co. 42. O'Neil Mfg. Co. 43. Talking Machine World

The First Radio World's Fair

(Continued from page 88)

Balkite "B," which replaces the "B" battery in its display. J. F. Rainbault, New York representative, was in charge.

Dubilier Condenser Co.

The Dubilier Condenser Co. exhibited the new Super Ducon, which makes use of the electric lighting circuit in the home and has already been nationally advertised. The booth was under the direction of A. U. Howard, vice-president and sales manager; L. Alexander and H. R. Bretton.

The Electrical Storage Battery Co.

The Electrical Storage Battery Co., Philadelphia, Pa., displayed all types of Exide radio batteries at its exhibit, a feature of which was the new type Exide battery encased in rubber. The exhibit was in charge of J. L. Fuller, of the Exide staff.

Windsor Furniture Co.

The Windsor Furniture Co., Chicago, featured the Windsor loud speaker console in its exhibit. This cabinet contains a built-in loud speaker and provides space for all needed radio accessories. James W. Lyons, Jr., and J. B. Siewers were in charge.

C. D. Tuska Co.

The furniture models of the Tuska receiving sets were the attraction at the exhibit of the C. D. Tuska Co., Hartford, Conn. The superdyne type 305 console model and the superdyne type 305 upright model were shown. C. D. Tuska, president of the company, assisted by a capable staff, was on hand to direct the exhibit.

Other Exhibitors

Among the other exhibitors at the show were Acme Apparatus Co., Alden Mfg. Co., Allen Bradley Co., Apco Mfg. Co., Berg Auto Trunk & Specialty Co., Buell Mfg. Co., Allen D. Cardwell Mfg. Corp., E. I. duPont Nemours Co., Electrical Research Laboratories, Express Body Corp., Gardiner & Hepburn, Inc., General Radio Co., Ltd. (London), Jewel Electrical Instrument Co., Kellogg Switchboard & Supply Co., Pacent Electric Co., Pequot Mfg. Co., Presto-Lite Co., Sterling Mfg. Co., Todd Electric Co., Willard Storage Battery Co., WorkRite Mfg. Co., Marko Storage Battery Co., Mohawk Electric Corp. and Poster & Co.

Neutrodyne Manufacturers Stage First Dinner-Meeting

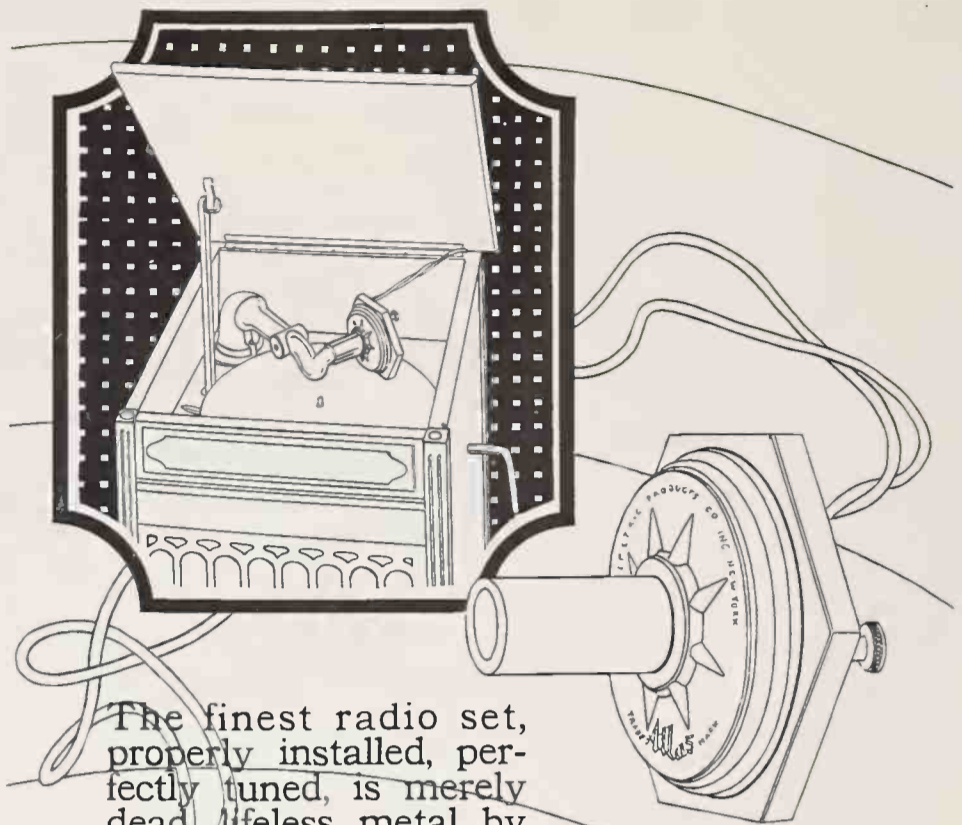
Hazeltine Corp. Host to Representatives of Fourteen Manufacturers of Neutrodyne in Waldorf-Astoria Hotel, New York

The first dinner of the executives of the neutrodyne group of radio manufacturers was held in the banquet hall of the Waldorf-Astoria Hotel, New York, Wednesday evening, September 24. It was given by R. T. Pierson, president of the Hazeltine Corp., the organization holding the neutrodyne patents.

The neutrodyne group comprises fourteen manufacturers with an annual gross radio business of approximately \$50,000,000. As a group their plants range from the Atlantic to the Pacific Coasts, and they form the largest element in the radio broadcast business in the world.

During the course of the dinner Professor L. A. Hazeltine addressed the radio trade dinner in the grand ballroom of the same hotel. In order that the professor's speech be heard by the neutrodyne group a special five-tube Garod receiver was installed in the banquet hall.

A reception was held in the State apartment at 6.30 p. m. Wednesday, just before the dinner. Those in attendance represented the following companies: R. E. Thompson Mfg. Co., American Radio & Research Corp., Gillfillan Radio Corp., Ware Radio Corp., Howard Mfg. Co., Inc., The Workrite Mfg. Co., King-Hinners Radio Co., Wm. J. Murdock Co., Eagle Radio Co., Garod Corp., F. A. D. Andrea, Inc., Stromberg-Carlson Telephone Mfg. Co. and Maloney-Lennon.



The finest radio set, properly installed, perfectly tuned, is merely dead, lifeless metal by itself. An instrument to convert magnetic waves into sound waves must be added—then radio becomes a living, speaking thing!

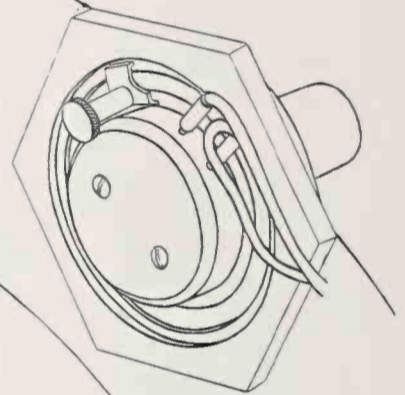
The Atlas unit. Attachment couplings are provided to fit any standard make of phonograph.

Yet it is the sound—the quality of that sound—by which your customers judge radio. And your success with radio, therefore, depends very largely on the speaker or phonograph unit you select.

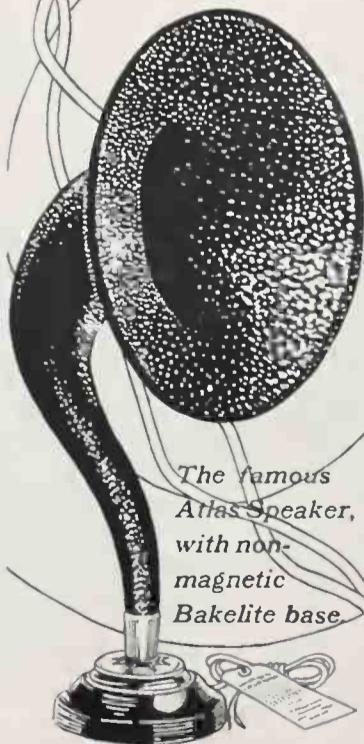
Atlas Radio Reproduction floods the room with the best that's in the set. It gives—not only ample volume—but tone purity and clear articulation as well. And consistent Atlas advertising is educating the public to appreciate these qualities in speakers and units.

You'll sell complete sets faster when you equip them with Atlas Radio Reproduction! The coupon below is the quickest step toward more profitable radio marketing for you. Multiple Electric Products Co., Inc., 365 Ogden Street, Newark, N. J., 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



Rear view of Atlas unit showing "Harmonizer" (Patent applied for) adjustment.



The famous Atlas Speaker, with non-magnetic Bakelite base.

Atlas

TRADE MARK
RADIO
REPRODUCTION

Multiple Electric Products Co., Inc. Dept. O.

365 Ogden Street

Newark, New Jersey

Send me at once your illustrated folder "Sound Reproduction" and details of the profit-possibilities for me in Atlas Radio Reproduction.

Name

Address

For Three Years
MILLIONS OF RADIO ENTHUSIASTS
 Have Been Waiting for the
SELECTRON

S ELECTRON is now here to give to radio the same fine quality of tone amplification that made the talking machine the greatest of all musical instruments.

Selectron gives greater volume and quality than any so-called loud speaking horn—regardless of price—because:

SELECTRON absolutely avoids the use of the tone-arm and sound-box for radio reproduction and leaves these parts free to perform their intended function—i. e., to reproduce talking machine records—yet SELECTRON makes use of the same highly efficient tone chamber of the talking machine—without in any way disturbing the talking machine itself and without any so-called installation.

Please divorce SELECTRON from the many make-shift devices you have seen for the past three years—SELECTRON is an integral part of the talking machine itself—thus imparting permanency to the radio set.

Remember, the talking machine tone-chamber is the product of 25 years of experimentation and development and not an over-night attempt to fill a sudden excessive demand.

OF ADDED INTEREST TO TALKING MACHINE DEALERS AND JOBBERS

- | | | | | |
|---|---|---|---|--|
| 1. SELECTRON forever preserves the talking machine as a musical instrument and retains it in the record market. | 2. A Selectronized talking machine is permanently protected against being "killed off" as a musical instrument. | 3. SELECTRON brings dead talking machines back to life and back into the record market. | 4. Each of the many millions of talking machine owners is a prospect. | 5. SELECTRON brings a handsome profit to the dealer <i>right now</i> in its sale and assures future sales of records, besides. |
|---|---|---|---|--|

TO PROGRESSIVE DEALERS

Arrangements are now being made for the distribution of Selectron through responsible jobbing organizations, the names of which will be announced in due time.



A SELECTRONIZED TALKING MACHINE

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

In Canada, manufactured by McLagan Corp., Stratford, Ont.

Daily Gains in Sales Volumes Create Optimism in the Twin Cities Territory

Many Dealers Add New Lines in Preparation for Expected Large Fall and Winter Demand—Changes in Sales Organizations—Edison Exhibited at State Fair—Other Trade Activities

MINNEAPOLIS and ST. PAUL, MINN., October 7.—Business is good among talking machine dealers and every Twin City jobber enthusiastically testifies that not only are sales increasing daily, but prospects are brighter than for a long time.

Dayton Co. Adds Sonora

September and early October have proved themselves a period of change and reorganization. The Dayton Co., one of Minneapolis' most important department stores, announced September 30 the addition of the Sonora line to its phonograph department, which has sold the Victor and Brunswick lines for years. In preparation for the formal announcement of the important addition to its department Dayton's has been displaying some artistic Sonora period instruments in its display parlors and in the large waiting room which adjoins the well-known Dayton tea rooms.

Dealers Add New Lines

Another important phonograph deal has been the taking on of the Cheney line by the Cable Piano Co. in its St. Paul store, managed by Arthur Helrigel. The Cable Co. has long been a Victor and Brunswick dealer.

Out-of-town dealers who will handle new phonograph lines include the E. T. Barron Co., Superior, Wis., and the Ramsey Drug Co., Devils Lake, N. D., who have taken on the Brunswick line, and the Fred C. Harms Piano Co., of Aberdeen, S. D., which has taken on the Sonora phonograph line.

Howard, Farwell Co. Reopens

Strand phonographs, Okeh and Odeon records will be sold by the Minneapolis branch of the Howard, Farwell Co., which had its opening October 1 in new quarters, 806 La Salle avenue. G. A. Skomars, who has managed the Howard, Farwell branch since the closing last Spring of its Nicollet avenue store, will continue management. He expects to specialize in Scandinavian records, carrying a stock of importations. Miss Jennie Dahl has charge of the phonograph department. The Gulbransen pianos also are handled here.

Personnel Changes

In the general change and reorganization plans change of personnel is also playing a part. John Lang, manager of the phonograph department of the Dayton Co., will go to the Metropolitan Music Co. to manage its Victor and Brunswick sales. J. L. Pofahl, formerly with the Peyer Music Co., last Spring joined the Dayton force, taking charge of books, pictures and phonograph departments.

Cliff Hunt, manager of Davis & Ruben's phonograph department, handling Brunswick and Victor lines, will leave for St. Louis to affiliate himself with a large furniture house there. He will be succeeded by Fred Nelson, salesman of the Brunswick Co.

Report Good Business

John E. Date, of Doerr, Andrews & Doerr, Sonora wholesalers, said: "Business is very good, as evidenced by the amount of inquiries and the fact that sales are away ahead of last year. We look forward to having one of the

best businesses in the past several years. A lot of interest has been shown in the display of de luxe models among St. Paul Sonora dealers which has resulted in some sales of this high-priced merchandise. We are oversold on the Sonora loud speaker, for which we started a campaign the middle of August. There has been a great demand for the combination Sonoradio, model No. 242, which includes the celebrated Ware neotrodyne set. The prospects for the Sonora in the Northwest have never been better."

"Doc" O'Neill, of the Brunswick Co., says: "Business is increasing every day. The Brunswick-Radiola business is very good."

Charles C. Bennett, of the George C. Beckwith Co., Victor jobber, returned October 1 from a few days' trip to central Wisconsin, where he was looking over the field, and reports conditions very fine. Mr. Bennett went to St. Cloud Wednesday night, October 1, for the concert of the Eight Popular Victor Artists, who appeared there, singing in Northfield October 2 and in St. Paul October 3.

Edisons Exhibited at State Fair

J. Unger, of the Lawrence H. Lucker Co., Edison distributor, said that the showing of Edisons at the Minnesota State Fair had been very successful, resulting in a lot of prospects, some of which the company has sold to date. The firm has established some new dealers in Minnesota and Wisconsin and Mr. Unger reports business picking up and the firm well started in its radio work.

Lawrence Lucker returned September 29 from New York after visiting the Edison factory.

Mrs. B. C. Eggar, of the Consolidated Talking Machine Co., says that there has been a decided increase in business and the prospects are very good.

Dealers Push Okeh Records

"So Long, You," Okeh record No. 40139, has been going excellently, due to the clever campaigning which St. Paul and Minneapolis dealers have been conducting for the past three weeks. The shops advertised this feature by decorated windows and featuring of the number. Like troubadours of old, Lou Emmel, of the Shapiro-Bernstein Co., publisher, and Stanley Thomp-



One handle handles it
Outing
TRADE MARK
Master of Movable Music

4 Years
Have Proved
Outing
Portables
Are the
Best

Edward G. Hoch Co.

27 No. 4th St. Minneapolis, Minn.
Outing Distributor

son, of the Consolidated Co., spent the last week of September in strumming and singing the song before the shops featuring Okeh records. They modernized their minstrelsy by going about in a disreputable Ford, loudly, in highly colored pennants, featuring the song.

Cheney and Outing Lines Moving Briskly

Edward G. Hoch, of the Edward G. Hoch Co., Cheney and Outing portable distributor, returned Friday from Duluth, where he spent several days. Both the Cheney and Outing are moving in a satisfactory manner.

Ben Heiss in Mid-West

Ben Heiss, traveling representative of Gotham Wireless, Inc., left recently on a trip, visiting the larger trade centers through the Middle West. His company's product, the Royal Knight receiving set, using the McCall Circuit, is being distributed by a number of musical organizations throughout the country. Mr. Heiss is featuring the Royal Knight, together with Admiral condensers on his present trip.

Installs Audak in Newark

NEWARK, N. J., October 8.—The Griffith Piano Co. is equipping its talking machine department with Audak record demonstrators. The success of these sales creators will undoubtedly encourage the Griffith organization to install similar equipment in its other stores.

A Five Tube Console Unit

(Cosmopolitan Phusiformer Circuit)

Fits Victor Models 215-400-405-410

Can Be Fitted to All Others

The Cosmopolitan Console Unit is a non-oscillating, non-radiating five-tube set, embodying two stages of tuned radio frequency, a detector and two stages of audio frequency amplification. It is renowned for its great volume and perfect reproduction both on local and distant stations. It is an easy set to tune—the same station always "comes in" at the same dial settings, as these sets are calibrated. Panel is grained Bakelite. Quality parts are used throughout.

This Unit has a 14½ x 17½-inch panel especially designed to fit the new Victor Console, models 215, 400, 405 and 410. However, it may be fitted to any make or model of phonograph, as the panel is 1½ inches over-size all around. In addition to the regular Super Five features the Console Unit is fitted with a jack, into which a loop aerial may be plugged, converting the first Phusiformer into a wave trap (if desired) and eliminating the need of an outside antenna.

Write for full details and Sales Plan to
Dept. T. 1015



\$120.00 List

COSMOPOLITAN PHUSIFORMER CORP., 15-17 WEST 18th ST., NEW YORK, N. Y.

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

E. J. Dierker Heads New Jewett Service Department

Manager of Recently Established Department Has Been Connected With the Jewett Co. for Many Years and Is Widely Experienced

E. H. Wilkinson, vice-president and general manager of the Jewett Radio & Phonograph Co., has announced the appointment of E. J. Dierker as manager of the newly created Jewett service department. Mr. Dierker has been identified with the Jewett Co. since its earliest days as a manufacturer of phonographs exclusively, and having been active at one time or another in all of the factory departments, and later having served over two years in the sales department as a general field man, is exceptionally well qualified for the new task assigned to him.

In commenting upon the new department, Mr. Wilkinson said: "In the rare instances where a Superspeaker does appear to go wrong we want both the dealer and jobber who handle it to

be prepared to service it promptly and properly. In the course of his travels, in the interest of dealers handling the Jewett product, Mr. Dierker will eventually visit every one of the five thousand Superspeaker retailers."

J. B. Price, of Goldschmidt Fame, on Trip Through West

J. B. Price, district manager of Th. Goldschmidt, Inc., with headquarters in New York, is now making a trip through the West, which will include a visit to all of the leading jobbers and dealers as far as Detroit. Mr. Price is well known in the talking machine trade, as he was formerly identified with the sales promotion activities in behalf of Bubble Books, where he achieved exceptional success.

During the past few months Th. Goldschmidt, Inc., has received inquiries from many prominent concerns regarding representation for N. & K. loud speakers and head phones, and on this trip Mr. Price expects to close impor-

tant distributing connections which will be announced shortly. There has also been a great deal of interest manifested by the trade in the N. & K. phonograph unit which may be attached instantly to talking machines and which utilizes the sound chamber of the talking machine as



J. B. Price

the loud speaker. The N. & K. phono attachment is meeting with country-wide success, and Th. Goldschmidt, Inc., is trying to solve the problem of securing sufficient merchandise to meet the requirements of its trade.

Victor Standard Records Pushed During September

Company Issues Hanger Listing Records Included in Sales Plan for Standard Records

The Victor Talking Machine Co., Camden, N. J., in furtherance of its sales plan for standard records, by means of which two standard numbers are given special sales stress each week by all Victor dealers, is issuing each month a special window hanger, listing the eight records pushed during the month, with the caption "Victor records which should be in every home." This hanger is attractively printed in two colors and should prove a valuable adjunct to the dealer who is putting real sales effort behind this campaign.

During the month of September the following records were included in those which were recommended to dealers for special effort: "Song of the Volga Boatmen," coupled with "The Prophet," both sung by Feodor Chaliapin; "Gypsy Airs," in two parts, violin selection, played by Jascha Heifetz; "Hungarian Rhapsody, No. 2," in two parts, piano solo, played by Paderewski; "Granadinas" and "Princesita," both sung in Spanish by Tito Schipa; Beethoven's "Moonlight Sonata," sung by Kline and Male Quartet, coupled with "Hymn to the Madonna," sung by Marsh and Male Quartet; "Owl and the Pussy Cat," sung by the Hayden Quartet, coupled with "Bring Back My Bonnie to Me," sung by Criterion Quartet; "Love's Dream After the Ball," played by the Venetian Trio, violin, 'cello and harp, coupled with "Dream Visions"; Intermezzo, played by the Florentine Quartet, violin, flute, 'cello and harp, and "Uncle Josh and Aunt Nancy Put Up Kitchen Stove" and "Train Time at Pum'kin Center," humorous monologues by Cal Stewart, assisted in the first by Jones.

The Victor recordings featured during the week of October 3 were "Whispering Hope" and "One Sweetly Solemn Thought," sung by Mmes. Homer and Gluck, and "Beautiful Hawaii," played by Ferera and Franchini, coupled with "Hawaiian Twilight," played by the Hawaiian Trio, consisting of Hawaiian guitars and xylophone.

Featuring Radio-Phonograph

The Samebeck Music Co., Mexico, Mo., is featuring the Brunswick-Radiola combination unit in its advertising and displays.



Newport
Radio
Receiver

This receiver is built for a discriminating clientele

They like its ease of operation and its efficiency. They do not apologize for its appearance. They know that the Newport Radio Receiver combines the four features of radio reception: Tone Quality, Selectivity, Volume and Range without sacrificing any one of them.

The Newport Radio Receiver is sturdily constructed of the best materials and, with ordinary care, it will give many years of satisfactory service. It has been designed by competent engineers; it has been subjected to rigorous tests; and it has been tested and approved by leading authorities in the industry. It operates at less by at least 30% A and B battery than the average receiver. It will not squeal.

The Newport Radio Receiver is built in cabinets of three designs—designs that harmonize with fine appointments—designs that delight all lovers of fine furniture. This is another of the many reasons why discriminating persons are happy owners.

This model, \$250 with loud speaker unit. (\$260 West of Denver.)

It is built to harmonize with fine appointments. * * *

It combines the four elements of radio reception: Tone Quality, Selectivity, Volume and Range. * * *

It is inexpensive to operate (at least 30% less A and B battery than the average receiver). * * *

It will not squeal. * * *

It is built to give many years of satisfactory service. It carries an unlimited guarantee for one year. * * *

It has been designed by competent engineers. * * *

It has been approved by leading authorities in the industry. * * *

It is a good receiver built in cabinets that delight all lovers of fine furniture. * * *

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

10 Years of Success for the CHARMAPHONE

Profit-Making Phonographs

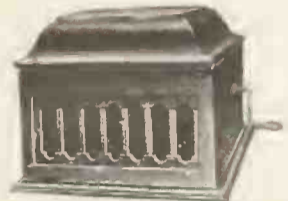


Retail \$25
MODEL NO. 2
Height: 7 in.; width: 16 in.;
depth: 16 in.

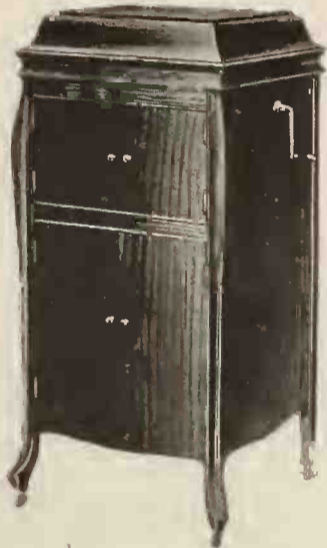
*Better Merchandise—
Lower Price*

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.



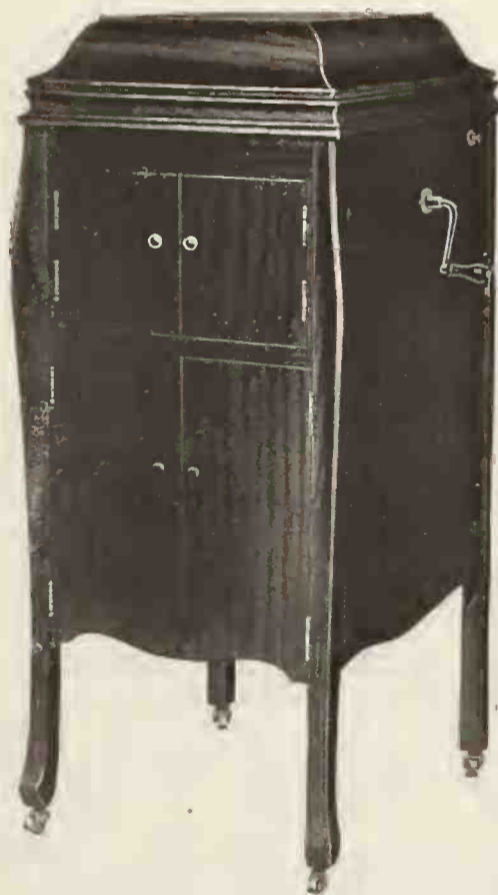
Retail \$100
MODEL NO. 10
Height: 49 in.; width: 22 in.;
Depth: 22 in.



Retail \$60
MODEL NO. 4
Height: 42 in.; width: 19 in.;
depth: 21 in.



Retail \$125
MODEL NO. 20
Height: 36 in.; depth: 21 in.; width: 31 in.



Retail \$70
MODEL NO. 5
Height: 43 in.; width: 19 in.; depth: 21 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

Business in Richmond Territory Gains Despite Dampening Effect of Handicaps

Gratifying Sales Volumes Reported and Optimism Over Outlook Mounts—Growing Interest in Radio Manifested—Dealer Stocks Low—Records and Machines in Good Demand—The News

RICHMOND, VA., October 9.—Business in both talking machine and record lines is reported to be picking up in gratifying fashion in this territory, following a slump that occurred the latter part of September, due to a long rainy spell that caused many streams to overflow their banks and put a damper on business generally. Harvesting of late crops was hampered in many sections by the flood conditions and in not a few instances considerable damage was done to the crops.

Wide Interest in Radio

In the Carolinas, as well as in other sections of territory served by Richmond jobbers, dealers are said to be giving much thought to radio possibilities and are beginning to realize that they have got to hook up with this line if they would keep abreast of the times and the demands of their trade. As one dealer expressed it in a recent visit to a Richmond jobber: "It looks as if I will have to stock up on radio in self-defense, although I am not a bit eager to do so." From a little experience with it he had found radio troublesome to handle because of his inability to remedy the situation if the apparatus failed to work as it should. However, his trade was demanding it more and more and he had about come to the conclusion that he had just as well face the music and be prepared to supply the demand.

Victor Combination Cabinets Interest Trade

The Corley Co., Victor distributor of this city, reports that a number of its dealers are trying out the new combination console models, 215 Special and 405 Special, which are equipped with space for installation of radio. As a rule, dealers order a few of each type, along with the regular phonograph models. Not infrequently they ask that recommendation be made as to the line of radio that would probably take best with the trade.

Broadcasts Records

In Norfolk the Paul-Gale-Greenwood Co. has been stimulating the sale of records by an arrangement with the Reliance Electric Co. for the broadcasting of new records at certain hours each week. The public which listens in on radio thus has an opportunity of hearing the

records in their homes and it is believed that in this manner many new customers are obtained who would otherwise not make purchases. The firm handles both the Victor and Brunswick lines.

Starr Dealer Stocks Low

According to E. J. Pringle, who sells Starr products in the Carolinas, traveling out of Richmond for H. Wallace Carner, jobber, freshets were particularly damaging to crops in South Carolina and for a time this naturally had a depressing effect upon the merchants in that State. However, they are now in more optimistic mood and are beginning to place orders as if nothing out of the ordinary had happened. Mr. Pringle only recently connected with the Starr Co., but he is an experienced salesman and is expected to give a good account of himself in his new field of endeavor. As a general rule, stocks of dealers are low in his territory, he says, but the dealers are alive to the importance of replenishing them and will, doubtless, be well stocked by the time the Fall season is well under way.

Goldberg Bros. Add to Staff

Goldberg Bros., distributors in Richmond for the Pathé and National phonographs, announce the appointment of two new salesmen, C. H. Held and Gerson Held, the former traveling Virginia and other Southern States, while the latter is confining his activities principally to Washington and Baltimore. LeRoy Goldberg, member of the firm, left recently on a tour of inspection through Southern territory which he expected would extend as far as New Orleans.

Growing Demand for Strand and Okeh

James Cowan, Richmond jobber handling the Strand machine and Okeh records, reports that business in these lines is opening up well for the Fall in his territory.

Jacob Bros. Co., of New York, was recently granted a certificate authorizing it to do a musical instrument business in Virginia, with headquarters in Norfolk in charge of Alfred Anderson.

Radio Dealers' Association Meets

Wholesale radio dealers and many retailers in Richmond attended a recent meeting of the



4 Years Have Proved Outing Portables Are the Best

James Cowan Co.
18 West Broad St. Richmond, Va.
Outing Distributor

Richmond Radio Dealers' Association. The question of securing a better local station for broadcasting concerts, with the likelihood of arranging for these concerts three or four times a week, was discussed. There was also discussion as to the possibility of obtaining better concerts in the city. It is planned to afford instruction for the radio beginner who too often meets with discouragement, and also to regulate the trade through co-operation of the members as far as possible.

Fada Neutrodyne Exhibit at Pacific Coast Fair

Interesting Showing of Fada Products at San Francisco Exposition Recently Brings Excellent Results From Business Standpoint

F. A. D. Andrea, Inc., manufacturer of the Fada neutrodyne radio receivers, has made a number of very successful displays at the radio



Fada Exhibit at Pacific Coast Show shows held in different parts and has realized a considerable amount of business as a result of these displays in which general attractiveness is an outstanding feature. As an example of the calibre of the Fada exhibits, there is presented herewith a photograph of the display of that product made at the recent Pacific Radio Exposition held in San Francisco, representing the first showing of the new line of Fada neutrodyne receivers and also the first exhibit of that product on the Pacific Coast. Both dealers and distributors were greatly interested in the showing, with the result that manufacturers declare they are now behind on production for Pacific Coast orders.

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.

STYLUS BARS

Stylus Bar & Mfg. Co.

Clague Rd.

North Olmsted . . . OHIO



YOUR NAME

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



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

DEALERS: A New Package Idea That Is Proving a Winner

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

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

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

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

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

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

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

Adams-Morgan Co. Announce Three New Radio Models

The Adams-Morgan Co., Inc., Montclair, N. J., manufacturer of the Paragon radio receiving set, announces through Alfred P. Morgan, pres-



Alfred P. Morgan

ident of the company, a complete new line consisting of three models, of two, three and four-tube sets, enclosed in unusually attractive mahogany cabinets.

The Adams-Morgan Co. is one of the pioneer



Paragon Type 2

concerns of the radio industry, with which Mr. Morgan has been associated for a number of

years. He enjoys a unique reputation as a designer and manufacturer of radio receiving sets and equipment. The Paragon products are known throughout the electrical and radio industries as most dependable and satisfactory.



Paragon Type 3

"Our new models have been designed with the intention of retaining the high standard which has been set for Paragon products, but in addition we have carried out the keynote of simplicity of operation in all three models. Up to the present time the company has done a comparatively small volume of business with the talking machine trade, but we feel that in the new models we have a set that is ideally fitted for the music trade to merchandise satisfactorily and profitably. Our schedule of production has been so planned that we will be in a position



Paragon Type 4

to furnish the trade with an adequate supply of merchandise during the coming Fall and Winter season," said Mr. Morgan, president of the company.

A strong advertising and merchandising campaign is planned to market the Paragon line.

The accompanying illustrations show the three models of the new Paragon line designated as types 2, 3 and 4. Type 2 is a two-tube set; type 3 is a three-tube set and type 4 is a four-tube set; the last-named featuring the new Paradyne circuit.

Brunswick Artists Open New Gotham Dance Palace

Entertainment by Prominent Record Artists a Feature of Arcadia Ballroom Opening on Broadway, New York—Excellent Publicity

Brunswick dealers in the metropolitan district were the beneficiaries of some exceptionally fine Brunswick publicity the first week in October, when the new \$1,000,000 Arcadia, Broadway's new ballroom, had its official opening. The evening's festivities had a distinct Brunswick tinge, with three Brunswick dance orchestras providing the music; Margaret Young, another Brunswick entertainer, also on the program, and a good bit of Brunswick advertising in the handsome souvenir program.

The dance hall opening was preceded by full-page newspaper announcements in several New York papers, the advertising mentioning the Brunswick connections of the orchestras, which are the well-known Ray Miller and His Orchestra, and Harry Reser, considered to be the world's greatest banjoist, and his Band O' Banjos. As an added attraction for the opening night, Carl Fenton and His Orchestra appeared through the courtesy of the Brunswick Co.

While Ray Miller lived up to his reputation as known to millions who have heard him and his boys on Brunswick records and his reception was warm and enthusiastic, he shared the honors of the evening with Harry Reser, who sprung something decidedly new to Broadway with a dance orchestra composed almost entirely of banjoists. The instrumentation, which was worked out by Mr. Reser and Walter Haenschel, recording director for Brunswick, consists of six banjoists, including Reser as leader, double bass, drums and piano.

This orchestra is a combination of tenor banjos, plectrum banjos, banjo-mandolins, five-string banjos, and the new lute banjos, and requires no less than fifteen banjo instruments in order to do its stuff properly. The band is completely equipped with Paramount banjos, made by William L. Lange, New York.

Finds Bulletin Board at Store Entrance Worth While

PASSAIC, N. J., October 7.—O'Dea's Music Store has placed a bulletin board at the entrance to the establishment, just outside the store door, so that passers-by may read without entering the warerooms. On this board are placed announcements of interest to music lovers, for example: Notices of local concerts by record artists or other local musical events. The plan has for its object to make people stop before the store. They read the announcements, see the window displays and the name of O'Dea's becomes firmly fixed on their minds.

The O'Dea store features the Victor line and has built up a prosperous business through newspaper advertising. The concern operates a main store in Paterson, N. J., as well as the local establishment. Thousands of dollars each year spent for newspaper advertising has been found an investment which returns big dividends. There is something worth thinking about in this for dealers who "do not believe that advertising pays."

Features Columbia Models

AUGUSTA, GA., October 4.—E. D. Jordan, factory representative of the Columbia Phonograph Co., spent several days with the W. P. Manning Music Co., here, the latter part of last month, demonstrating the latest models of Columbia phonographs and working with the sales force. The models which the company is featuring are the Columbia consoles 560, 570 and 580 in two and three tone and walnut finishes.

OKeh and Truetone
Needles

Needle Points

No. 23 You wouldn't sell scratchy groove-ruined records. Then why sell needles that give poor reproductions and result in the ruination of the excellent records you do sell? Isn't that poor business, too?

Don't jeopardize your record sales by selling inferior needles. Protect yourself and your customers by selling OKeh and Truetone Needles.

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

Come On Boys

—Let's Hear You Play!

THIS is the friendly challenge for good music and fun which is being broadcast to boys—young and old—through the big national advertising campaign now being conducted by the manufacturers of Hohner Harmonicas.

Through leading magazines and newspapers; billboards and posters; radio, movie and theatrical stars; phonograph records; public school and municipal contests, the Hohner message of clean, wholesome fun and educational entertainment is reaching millions of people in every part of America.

Boys and girls, men and women—music lovers of all ages, in all walks of life—are being told in word and picture that Hohner Harmonicas are not only "The World's Best" Harmonicas, but *real* musical instruments. And the response to this striking advertising campaign is evidenced by the sale of 12,000,000 harmonicas through Hohner dealers in 1924.

"That Musical
Pal of Mine"



It shouldn't be necessary to urge you to go after *your* share of this splendid business. We have made it very easy for you to cash in on the big demand for Hohner Harmonicas in your vicinity.

A Hohner Display Assortment, free dealer helps and free instruction books will tie your store to the big Hohner sales campaign. We will gladly show you how you can get a liberal share of the profits now being earned by thousands of enthusiastic dealers. *Why not write us?*

M. HOHNER., Inc., Dept. 66, 116 East 16th St., New York

*Fascination
Inspiration
Education
Entertainment
Musical
Accuracy*

**HOHNER
HARMONICAS**

*Health
Portability
Durability
Convenience
Popularity*



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.



John Kibler Elected President at Annual Meeting of Buffalo Victor Dealers Ass'n.

Association of Buffalo and Western New York Victor Dealers Plans Constructive Meeting Programs for Next Year—Business Remains Good—Month's Activities of the Trade

BUFFALO, N. Y., October 9.—John Kibler, Genesee street dealer, was elected president of the Victrola Dealers' Association of Buffalo and Western New York, at its annual meeting and luncheon, in the Hotel Statler, Wednesday, October 1. Other officers are: Vice-president, Joseph M. Quirk, Batavia dealer; treasurer, Carl Kappel, of Kappel Bros., Buffalo; secretary, Floyd F. Barber, of Barber & Wilson, Kenmore dealer. The election was by acclamation.

Arthur H. Fleishman, retiring president, presided and thanked the members of the Association for their co-operation during the past eighteen months. A brief talk of acceptance was made by the new president.

Mr. Quirk suggested more live meetings, to dispense with some of the parliamentary rule, and invite good sales experts and radio experts to address the meetings. "Radio will be one of the important problems of the trade this Winter," Mr. Quirk said, "and plans should be made to have it intelligently discussed at the meetings." Entertainment programs will also be arranged.

A short business session followed the election of officers.

"Sonora Week" Interests Dealers

One of the biggest phonograph exploitations ever conducted in Buffalo was "Sonora Week," planned by the Sonora Phonograph Co., of New York, and the Gibson-Snow Co., of Syracuse, distributors in this district.

One of the most attractive display rooms in the Hotel Statler was fittingly arranged for the display, presided over by Charles T. Malcomb, of the Gibson-Snow Co. The new Saginaw model was one of the most popular moderate-priced instruments in the exhibit. The Marquette, radio adapted model, was another type which appealed to dealers.

In the radio-equipped instruments the new Sonoradio was, without a doubt, a leader in popularity. Visitors lingered before this instrument and showed great interest in all its details. It is equipped with a Ware panel. Mr. Malcomb said they were swamped with orders from dealers for this particular instrument, and sales of this model will probably exceed all others in volume.

One corner of the room was devoted to the art styles, the DeLuxe, hand-carved cabinet, with motor meter and hand-carved tone arm, attracting much public attention because of its beauty and tone-reproducing qualities, as well as its complete equipment. The Italian Renaissance model was snapped up by a visitor on the eve of the opening and will go into one of the city's most beautiful homes. This model, retailing at \$700, also created much favorable comment.

An extensive newspaper campaign was conducted in Buffalo during the week and a campaign will be carried on throughout the Winter, with the Buffalo Courier, in the Sunday rotogravure section. This newspaper arranged an attractive Sonora display in its windows during the week.

Opens Fall Concert Season

Paul Whiteman opened his Fall concert season in Elmwood Music Hall, September 28, and, as usual, played before a full house. Dealer co-operation was commented on by Mr. Whiteman while in Buffalo. Window tie-ups were conducted throughout the city, one of the most attractive of which was the Denton, Cottier & Daniels window, where their best window, corner of Franklin and Court streets, was turned over entirely to the orchestra. A burnished silver-draped background added to the elaborate setting. Victor records made by the orchestra have been best sellers in Buffalo.

Sees Big Victor Arts Library Demand

C. E. Siegesmund, sales manager of Curtis N. Andrews, speaks enthusiastically of the new Victor Music Arts Library, which he believes will be in great demand during the holiday season. These albums, which contain five Victor records made by the most famous artists, and reproducing works of such composers as Schubert, Beethoven, Wagner and other classics, will answer the gift problem in hundreds of homes.

Iroquois Sales Corp. Busy

F. D. Clare, of the Iroquois Sales Corp., said there is a great demand for the Strand radio cabinet and the Crosley sets. "Orders are coming in in such large volume that many of them will be held up in delivery," Mr. Clare said. Okeh record sales are also satisfactory. G. O. Davis, formerly Buffalo representative of the Columbia Phonograph Co., is now with the Iroquois Sales Corp.

Brief But Interesting

Leon McLaren, formerly in the record department in Neal, Clark & Neal, who has been confined in the Perrysburg Hospital for some time, is steadily recovering.

Among those from Buffalo who attended the Radio Fair in New York were C. N. Andrews, O. L. Neal, E. R. Burley and John Kibler.

A. W. Erion, president of the Erion Piano Co., has returned to his desk, after being confined to his bed for six weeks because of blood poisoning, resulting from an injured foot. Mr. Erion reports Victor business greatly improved over early September.



"HIS MASTER'S VOICE"
NEED US PAY 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.

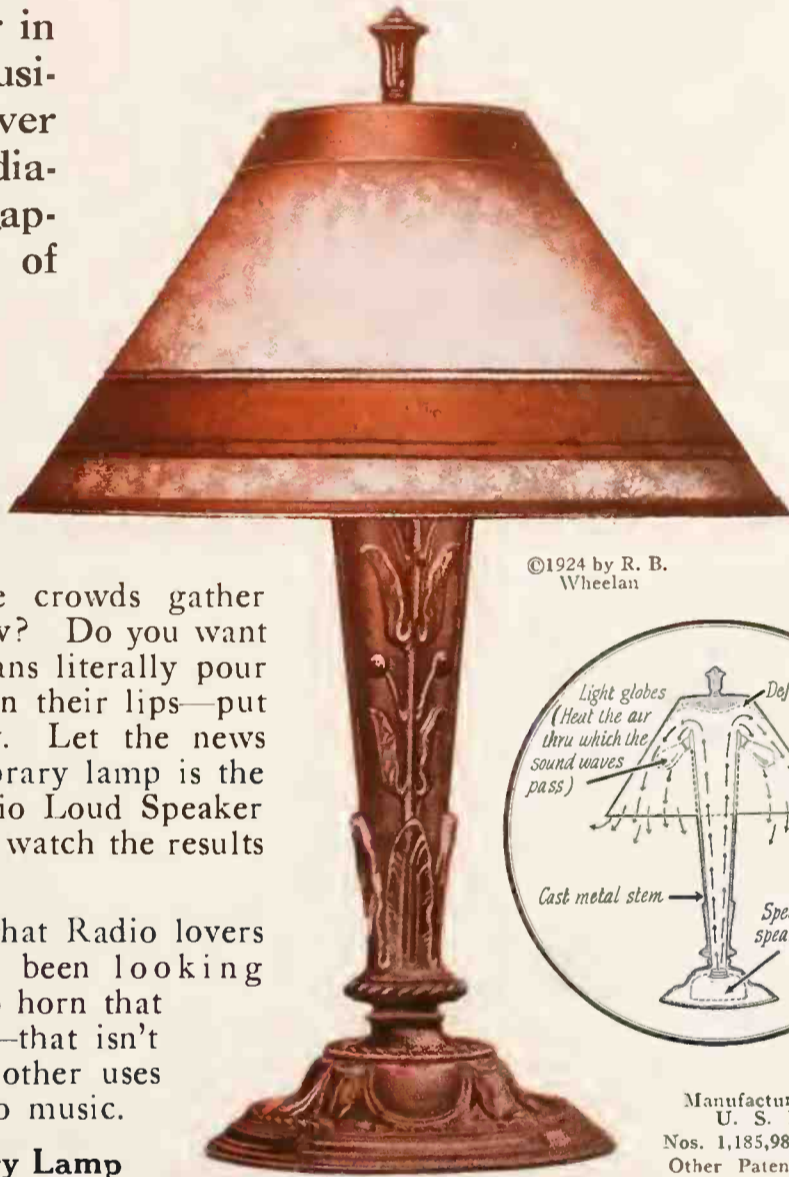
BUFFALO, N. Y.



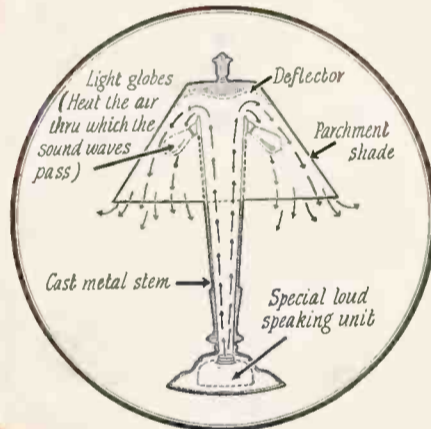
A Radio Money-Maker

This Marvelous Loud Speaker Also A Beautiful Lamp

An attention getter in your window—a business getter wherever it is displayed—Radialamp dealers are reaping a rich harvest of unexpected profits.



©1924 by R. B. Wheelan



Manufactured under U. S. Patents Nos. 1,185,987, 1,272,843. Other Patents Pending.

DO you want to see crowds gather around your window? Do you want to see interested Radio fans literally pour in with eager questions on their lips—put a Radialamp on display. Let the news out that this beautiful library lamp is the newest, most perfect Radio Loud Speaker yet put on the market and watch the results in sales.

This is just the thing that Radio lovers the country over have been looking for. An improved Radio horn that doesn't look like a horn—that isn't cumbersome and fulfills other uses besides intensifying Radio music.

**Loud Speaker—Library Lamp
Two in one—for the price of one.**

The tones of the Radialamp are wonderfully sweet—clear. From the special microphone in the base, sound is carried up thru the metal stem, reflected from the sound mirror in the top, beautified and intensified by the heated air from the bulbs and spread equally to all parts of the room from the parchment shade opening.

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

Sell the Radialamp to the man who has no loud speaker. Sell it to the man who has one—he can attach it by long cord and keep it in his favorite room—leaving the old type loud speaker in the room with the Radio apparatus.

National advertising and

dealer advertising helps will introduce this wonderful loud speaker to your customers. It will be one of the most popular sellers in your store. It is a particularly good gift around Holiday time.

For descriptive literature and special dealer proposition mail this coupon now. See for yourself what a source for profits Radialamp can open to you. Address

RADIOLAMP CO. Dept. W-10 334 Fifth Ave., New York City

RADIOLAMP
TRADE MARK
LOUD SPEAKER

Radiolamp Co., Dept W-10, 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

Activities of Buffalo Trade

(Continued from page 98)

The Royce Furniture Co. suffered heavy loss in the fire that swept the business district of Watkins, N. Y., recently.

J. N. Adam Co. to Erect New Home

The Song Shop, operated by Waterson, Berlin & Snyder, will move October 15 from its present location, adjoining the J. N. Adam store, to 582 Main street. The building occupied by the Song Shop was recently purchased by the J. N. Adam Co. and will be razed to make way for a large addition to the store.

Frank A. Julian is a new member of the sales staff of the J. N. Adam Co.

New Cheney Accounts

C. B. Hammond, general sales manager of the Cheney Phonograph Sales Corp., of Cleveland, who now has charge of the Buffalo distributing district, was in Buffalo late in September and reports several new accounts in the district.

Death of Lewis V. Cock

Lewis V. Cock, former treasurer of the J. N. Adam Co., died in his apartment in the Buffalo Athletic Club recently. He had been in failing health for a number of years. The funeral was held from the home of his sister, Mrs. W. J. Reed, in Auburn.

Multiple Elec. Products Co. in New Headquarters

The Multiple Electric Products Co. has moved its executive office and factory to 365 Ogden street, Newark, N. J. This firm is the manufacturer of the well-known Atlas radio reproducer, produced with both loud speaker and in units attachable to talking machines. The firm is one of the best known electrical manufacturing organizations in the country and operates branch offices in New York, Boston, Philadelphia, Baltimore, Pittsburgh, Detroit, Chicago, St. Louis, Denver and San Francisco. The Marconi Wireless Telegraph Co., of Canada, Ltd., is the Canadian distributor of Atlas products.

Gimbel Bros. Audak Equipped

Gimbel Bros, well-known department store in New York City, is equipping its main talking machine department with a series of Audak record demonstrators. The announcement of this new equipment by the Gimbel organization practically makes all the leading department stores in the Metropolitan area Audak equipped in their talking machine sections.

Edward G. Brown Dies After Lengthy Illness

Prominent Trade Member and Secretary of Talking Machine and Radio Men, Inc., Passed Away at His Home in Bayonne, N. J.

The music trade in general, and particularly members located in what is known as the metropolitan district of New York, will learn with deep regret of the death of Edward G. Brown, one of the pioneer music merchants of Bayonne, N. J., and for several years a distinctly active factor in trade circles as secretary of the Talking Machine and Radio Men, Inc., which occurred on Sunday, September 14, at his resi-



E. G. Brown

dence, 48 East Thirty-fourth street, Bayonne, after an illness of several weeks.

Mr. Brown was born in Elizabeth, N. J., February 5, 1871, and came to Bayonne nine years later, where he went to school. During his school days he showed a distinct aptitude for music, learned to play several instruments and organized a school orchestra. After graduation he formed another orchestra and furnished the music for many of Bayonne's social affairs. The music business which Mr. Brown conducted at 719 Broadway was established about thirty years ago and developed into more or less of an institution in Bayonne.

Mr. Brown was particularly well known in the trade for his Association activities. He was a member of the National Association of Piano Merchants and of the New York Piano Mer-



One handle handles it
Outing
TRADE MARK
Master of Movable Music

4 Years Have Proved Outing Portables Are the Best

Iroquois Sales Corp.

210 Franklin St. Buffalo, N. Y.
Outing Distributor

chants' Association, and was for a number of years an active worker and for some time secretary of the Talking Machine Men, Inc.—later the Talking Machine and Radio Men, Inc.—an organization made up of talking machine and radio wholesalers and dealers in metropolitan New York and neighboring sections.

In addition to his trade activities, Mr. Brown also found time to take part in civic and fraternal work. He was a charter member of Bayonne Lodge Jr. O. U. A. M., and organizer of the Bayonne Board of Trade, and a member of the Elks and Foresters. He was a Scottish Rite Mason, a member of Mecca Temple of Shriners and also a member of the Rotary Club and other business organizations, including the Bayonne Board of Trade, of which he was an organizer.

Mr. Brown was taken ill on July 15 and two weeks later entered the hospital, where he remained for about ten days. He then returned to his home, but despite the best of medical care failed steadily and finally succumbed.

The funeral services were held at the Grace English Lutheran Church in Bayonne September 16 and were attended by several hundred persons, including many members of the talking machine trade. Following the church services proper, conducted by Rev. F. Hampton Berwager, services were also held by the Bayonne Lodge of Elks and by the Masons. Interment was at Fairview Cemetery.

The deceased is survived by his widow, Mrs. Alma Brown, and two sons, Edward G. Brown, Jr., and Fred Brown. The former has for some time past been associated with his father in the business.

Knowledge Is Power

THE members of the Buffalo Talking Machine Company's organization use no guess work in the plans and suggestions they offer Victor retailers. They are all competent, experienced Victor men who *know* the solutions to the dealers' sales problems.

This knowledge, which is practical and valuable, is only a small part of the service plans sponsored and perfected by this organization for the 1924 season.

BUFFALO TALKING MACHINE COMPANY
776-778 WASHINGTON STREET BUFFALO NEW YORK

Indications Point to Continued Gains in Business in St. Louis Territory

Trade in Healthy Condition—Music Dealers Sponsoring Concerts—Dealers Add New Lines in Preparation for Large Holiday Business—Stores Remodeled—News of the Month

St. Louis, Mo., October 7.—Improvement in the talking machine business, which set in about the middle of September, following a period of hot weather depression, continued during the early part of October, with indications of uninterrupted increase in sales until Christmas. Conditions are healthy, with consoles in highest favor at the moment.

Radio is becoming quite a factor in the phonograph field. St. Louis is belatedly coming into its own in that respect. The era of the home-made receiving set is passing. The demand is increasingly for the best in radio. There is marked interest in announcements of combinations of phonograph and radio, such as the recent introduction of the Brunswick-Radiola.

Sponsoring Concerts

A Civic Music League for St. Louis has been organized with the initial object of stimulating interest in good music by giving this season five concerts by artists of international renown. Music merchants are co-operating in a drive for a large membership and on emphasizing the objects of the league. Mayor Kiel is the honorary president, and F. W. A. Vesper is president. Headquarters for the drive are at the Aeolian Co. of Missouri.

Charged With Fraud

A practice of making fraudulent claims for packages of phonograph records sent by parcel post is alleged against R. C. and W. L. Layer, proprietors of the St. Louis Music Co., 1410 Pine street, by post-office inspectors.

Adds to Stock and Remodels

The Krite-Boyens Piano Co., 1012 Olive street, is having its main salesroom remodeled to admit of a better display and demonstration of talking machines, booths for which have been erected near the front. The firm has taken on the Brunswick, in addition to the Columbia and Starr.

New Edison Agencies

The Silverstone Music Co., Edison distributor, announces the following new agencies: Anderson Piano Co., Springfield, Ill.; Nathan Furniture Co., Marianna, Ark.; G. J. Bensberg, Smackover, Ark.; Bishop Furniture Co., Litchfield, Ill.; Palace Drug Store, Mammoth Springs, Ark.; J. D. Pope, Little Rock, Ark. The Bens-

berg store at Smackover is a branch of the Bensberg business at Camden, Ark. The Pope store at Little Rock is a branch of the Pope store at Searcy, Ark.

G. Manne, who has been traveling representative of the Silverstone Music Co., in Tennessee, Arkansas and Missouri, has resigned. His territory is being looked after temporarily by L. C. Schooler, whose regular territory is Missouri, Illinois and Kentucky.

The T. D. Music Box, 415 North Seventh street, tied up with the Brunswick announcement of the Radiola by using a page advertisement in the same newspaper issue.

A. D. Geissler, president of the Chicago and New York Talking Machine Co., was a recent visitor to Manager Geissler, of the Famous-Barr Co. talking machine department.

Aeolian Co. Remodeled

The main sales floor of the Aeolian Co. of Missouri has been remodeled. The number of talking machine demonstration booths has been reduced, but there is still an ample number. The record racks have been moved to the front and the cashier's office to the rear.

Attended Brunswick-Radiola School

C. O. Thompson, manager of the talking machine department of the Kieselhorst Piano Co., and Mrs. C. Engelmann, of his department, and Edward Cosgrove, of the Famous-Barr department, attended the Radiola school of instruction conducted by the Brunswick Co. at Chicago.

Adds Jewett Line

The Brown & Hall Supply Co., one of this city's pioneer electrical supply houses, has taken on the Jewett Superspeaker and is planning for greatly increased activities in its radio department this year. In co-operation with Scruggs, Vandervoort & Barney, a most effective display of the entire Jewett line at the show held in the latter's store during the week of September 28 was arranged.

Bright Prospects for Sonora

Frank Coupe, vice-president and sales manager of the Sonora Phonograph Co., Inc., was in St. Louis recently. He was very optimistic in regard to the phonograph business for the remainder of the year.

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

F. E. Roediger, field man for the Sonora Co., has been in the C. D. Smith Drug Co.'s territory, which consists of Missouri, Kansas and parts of Oklahoma. Mr. Roediger reports business looking upward and is much pleased with the way the Sonoradio No. 242 and the loud speaker are selling in this territory.

J. E. Maunder, local representative for the C. D. Smith Drug Co., St. Joseph, Mo., recently returned from Kansas City, Mo., and points in Kansas and Tulsa, Okla. He reports business as being first class with dealers' stocks low and prospects very good for a large Fall business.

The Sonora Phonograph Co., New York City, had a very beautiful display of Sonoradios, phonographs and loud speakers at Loew's State Theatre in St. Louis during their Radio Week, from September 27 to October 3.

Occupying New Quarters

Val's Phonograph House has moved from Tenth and Pine streets to 110 North Broadway.

The annual radio show of the Scruggs, Vandervoort & Barney Dry Goods Co. was given the first week in October in the music department. There was a large showing of apparatus and accessories.

Victor Dealers Tie Up With Artists

Art Landray's Orchestra, which makes Victor records, has been the feature for three weeks at the new downtown theatre, Loew's State. Their "Rip Saw Blues" was released during the first week of their appearance and an excellent tie-up was made. A screen announcement made them known as exclusive Victor artists, and suggested hearing their "Rip Saw Blues." The curtain rose on an immense Victor record and through the label could be seen the orchestra playing this popular number. For the second week two big Victor dogs occupied the stage with the orchestra. Victor dealers used very attractive windows furnished by Loew's and report an excellent demand for their records.

W. H. Thompkins, who had been for several years with F. M. Leslie, Victor dealer at Urbana, Ill., has recently joined the Emerson Piano Co. sales staff.

Fire Damages Victor Stock

The Hellrung & Grimm House Furnishing Co., of St. Louis, suffered from two fires in less than a week recently. The first was confined to a large display window and was caused from defective wiring of a sign. The second fire was on the second floor above the Victrola department, which suffered the greatest loss from water and smoke. Part of the stock of records was lost and several Victrolas were damaged.

Prospects From Fair Exhibit

The Deeken Music Co. and the Gausmann-Parker Furniture Co., both Victor dealers in North St. Louis, were recent exhibitors at a North St. Louis Retail Dealers' Fair. Mr. Deeken used a glass-top Victrola and a "trademark" machine as part of his display. The Gausmann-Parker Co. announced its Christmas Club plan of buying a Victrola, and both dealers gathered many prospects.

Changes in Personnel

Leonard Truesdell, formerly with the Victrola department of the Scruggs, Vandervoort & Barney Co., has taken a position as traveler for the Koerber-Brenner Co., Victor distributor.

Miss Laura Williams, formerly with the talking machine department of the Kieselhorst Piano Co., has taken a position as assistant to T. L. Hussellton, formerly Victor representative in this territory, now manager of the Victor Boardwalk showrooms at Atlantic City. Miss C. R. Boyer, formerly with Linn & Scruggs, Decatur, Ill., is another of his assistants.

The Artophone Corporation

A Very Profitable Proposition

The Okeh and Odeon Record Agency

THERE are a number of different fields open for the OKEH dealer. We call your particular attention to the following big selling types of records. We have a complete line which includes the most popular artists:

- | | |
|--------------------------------|-------------------------------|
| Blues by Popular Negro Artists | Hill Country Music |
| Dance and Popular Song Hits | List of All Foreign Languages |

Rare Record Importations (Odeon Records)

Our stock is complete and we will give you twenty-four hour service. Prepare now for a big phonograph and record trade this fall.

The Artophone Corporation

1103 Olive Street, St. Louis, Mo.

203-5-7 Kansas City Life Building, Kansas City, Mo.

Complete stock of radio, phonographs, phonograph supplies and accessories



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.

RADIO Compartments, if desired in **KIMBERLEY** Cabinets.



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

Radiola

REGENOFLEX

and the NEW ENGLAND PHONOGRAPH DEALER

900 talking machine dealers in New York City are handling radio; two-thirds of the entire number.

Since there are 1500 talking machine dealers in New England, there should be 900 dealers in New England adding to talking machine profits by selling the right kind of radio.

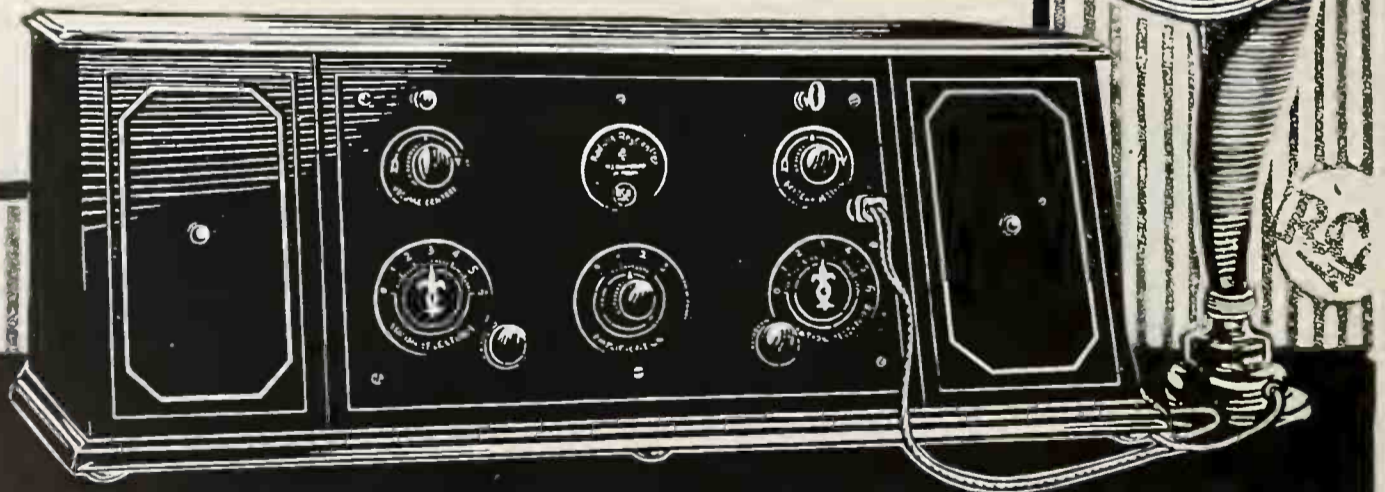
Not all of this number can secure "The Radiola"—recognized as the country's greatest line. But the progressive dealer will want "The Radiola."

And you should secure it from The F. D. Pitts Co., New England's largest exclusive radio distributor. We specialize in radio distribution and concentrate our activities to New England. Furthermore, we wholesale only.

So our entire energies to serve you properly will be bound up with yours if we and those dealers now using *Pitts Co.* Service use a loud speaker when mentioning our co-operation.

Don't put off the question of handling radio another minute. The year's best season is here and you should cash in on the times.

Write, wire or telephone and you will receive full particulars about the quickest selling and most satisfactory radio merchandise—"Radiola!"



F. D. PITTS COMPANY

219 Columbus Ave.

BOSTON, Mass.

RADIO MERCHANDISE-EXCLUSIVELY - - - WHOLESALE

The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

All New England Retailers and Wholesalers Are Anticipating Big Fall Trade

Wholesalers Predict Shortage—Certain New and Popular Phonograph Models Already Oversold—Trade Ties Up With New England Week—Most of the Trade Linked Up With Radio

BOSTON, MASS., October 8.—There is a unanimity of feeling that the remainder of the year is to show big business in both talking machine and radio lines. Today nearly all of the dealers in the talking machine industry are linked up with radio and between the two there is going to be a very satisfactory business all along the line. As usual, there will be those timid souls who will hesitate to secure enough goods to carry them over the rush period, and to them the advice is herewith given to look ahead sufficiently so as not to be caught with a low stock when the demand is the heaviest. With practically all local establishments the month of September made a surprisingly good showing, and the impetus having been established, the run of luck is continuing right along with a daily gathering of momentum.

All-New England Week a Success

The All-New England Week was a success so far as the music trade could play a part. In subdividing the music industry the talking machine end could honestly concern itself the least with this campaign for big business, as the industry on its manufacturing side has little relation to New England. Still, there was a laudable effort to keep the occasion before the public and there is no doubt that business in general was greatly stimulated by the efforts put out to create a bigger demand. At all events, so far as the idea is concerned, the committee having the campaign in hand has expressed itself as well satisfied with results, and it states that the week was a success.

Big Victor Gains at Steinert's

Kenneth R. Reed, wholesale manager of the Victor department of M. Steinert & Sons, told The World representative the other day that he could honestly say that business was very materially picking up and that the September showing was nearly 150 per cent in advance of the business of August. Some of the orders that are coming in are unusually good ones, both in volume and quality.

In discussing the question of a possible shortage of goods this Fall, Mr. Reed referred to a recent editorial in the Boston Traveler touching the advisability of laying in the Winter's supply of coal. Said article was under the caption "How Is the Family Coal Bin?" Now this editorial struck Mr. Reed very forcibly as having a direct bearing on the Victor business, and he forthwith made a paraphrase of it and put it out in the form of a circular which he sent to all of the Steinert dealers. Mr. Reed's interpretation of it is of so wide-spread interest that it is thought wise to give it attention here that talking machine dealers everywhere may profit by the sage advice. After quoting the editorial Mr. Reed says:

"You, of course, remember many Winters during which there was a severe shortage on from one to four or five different type Victrolas and—as we were obliged to take a few hundred pounds of coal instead of a full ton—so you were obliged to take one Victrola 80 whereas you could have used a half dozen. Also, as we were obliged to use coke or any other substitution for coal that we could obtain, many dealers were obliged to take on unknown talking machines, as they could not get Victrolas. Just as the Summer is the time to lay in your Winter supply of coal, so is the Summer the time to lay in your supply of Victrolas, for just as a coal dealer cannot fill the bins of all his customers at a minute's notice neither can the Victor wholesaler supply all of his Victor dealers with their Winter's needs at the time that business begins to pick up and the rush commences; neither can the Victor talking machine factory manufacture at a minute's notice that big oversupply which the dealers need for that last three months' business. Manufacturing must go on at an even pace throughout the year and the wholesaler gladly takes the burden from the factory by storing Victrolas throughout the dull Summer months. Now, however, is the time when every Victor retailer should start in doing his part and accumulating the merchandise which he will surely need during the last three months of this year. Business has been quiet. We know it as well as you, but it is coming back. Every indication points to it, and when it does come it will be an overnight comeback. Don't be caught without Victrolas this year through the belief that because distributors have an ample supply on hand at the present there will be no shortage. It is true we have been stocking all the various types which we could throughout the Summer and have a goodly supply, but at the same time we venture to predict that there will be a shortage of some kind on

HORTON-GALLO-CREAMER CO.

NEW HAVEN



VICTOR
WHOLESALE

who serve a small clientele of preferred dealers especially well.

certain types before the Christmas holidays. Order now and be prepared. Don't have to be taking on substitutes for the real—or be content with half a ton and freeze."

Oversold on New Columbia Models

The Boston branch of the Columbia Phonograph Co. reports upon closing its books for September the finest month's business since last Winter, and the branch is looking forward to a very prosperous and satisfactory record and talking machine business this Fall. The three new consoles announced to Columbia dealers last month, models 560, 570 and 580, were entirely oversold two weeks after they were originally announced to dealers. Anticipating a continuance of the favorable reception given these models substantial additional orders have been placed with the factory by the local branch of the Columbia Co.

Manager William S. Parks, who several months ago took over the Boston branch of the Columbia Co., following the resignation of Fred

(Continued on page 104)

Fall Business Is Here Are You Ready For It?



Are your Victrola and record stocks complete and ready to meet the demand? Are your sales policies for the coming months fully settled upon? Have you arranged for wholesale service that is dependable in a pinch?

DITSON SERVICE

Victor Exclusively

will help you meet your problems.

OLIVER DITSON CO.
BOSTON, MASS.

CHAS. H. DITSON & CO.
NEW YORK

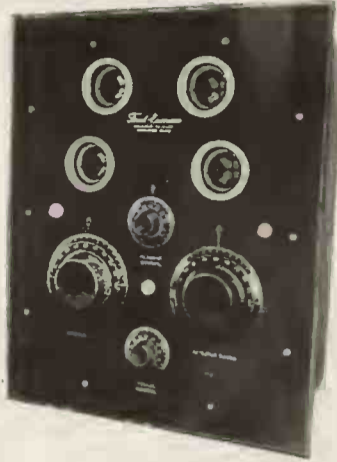
THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 103)

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"

E. Mann, has renewed relations with approximately twenty-five of his former Columbia dealers, who are again selling the Columbia line, including the New Process records. Mr. Parks was recently joined by Mrs. Parks, who had come North from the Georgia mountains where she has been spending the Summer, and they have established their home in Brookline.

Exhibits During New England Week

In connection with New England Week the Amrad exhibits of "ancient" and modern radio sets were of particular interest. In Filene's department store was shown the first Amrad set, which, incidentally, was one of the earliest of radios. It was built in 1903 by H. J. Power, now president of the Amrad Corp., then a lad of only eleven years. A photo of Mr. Power, described as the "Father of Broadcasting" alongside of Alexander Graham Bell, the inventor of the telephone, was another interesting

feature. In other exhibits throughout the metropolitan area the latest Amrad sets of the console type, as well as an instructive "S" tube display showing the rectifier without a filament, drew much attention. In addition, special broadcast features were arranged.

A. C. Erisman Optimistic

Arthur C. Erisman, of the A. C. Erisman Co., is one of those who while admitting that it was pretty lean picking the past few months, sees a very rosy future ahead for the talking machine and radio lines of business; and the month of September for him ended with a large budget of orders for Strand machines, Vocalion records and Kennedy and Federal radio sets. In the talking machine line Mr. Erisman and his field staff have focused attention on a Queen Anne 260 type of machine, a great many of which are being distributed. In a special letter to dealers, Mr. Erisman has called attention to the fact

that it is only eleven weeks to Christmas and he therein calls upon his men to rally to make it a real talking machine Christmas and place their orders early for goods. In the radio lines Mr. Erisman has some late models that are sure to be big sellers.

Paul Specht Scores

Paul Specht and His Original Orchestra, including the seven Georgians, exclusively Columbia artists, were given a big reception when they appeared at the Boston Arena Friday and Saturday evenings, October 3 and 4. Paul Specht's particular style of playing has never been successfully imitated by any other musical organization, and although already well known to the Boston public through large sales of these records, it won many new friends on these two occasions.

E. Kilgore Gets Eskimo Dog

Edward Kilgore, of the Eastern Talking Machine Co., has come into possession of an Eskimo dog which was brought down to him as a present by one of his flyer friends on the destroyer Charles Osborne, which was one of the ships that were stationed up North while the world-flyers were on their way to this port. Mr. Kilgore has named the dog "Icetickle", which was the place the dog came from and which will always be remembered as one of the landing places of the flyers. In fact, the litter of dogs, which the Eskimos sold for two dollars, was born the very day the flyers landed.

Brunswick-Radiola Popular

Harry Spencer, head of Kraft, Bates & Spencer, who handle the Brunswick line, reports that the new radio outfits are commanding wide attention from dealers and the New England headquarters cannot begin to fill the orders that are being received. Mr. Spencer has lately signed up a number of new dealers who are desirous of handling this particular line.

Eastern Co. Expands Radio Activities

The special news at the Eastern Talking Machine Co.'s headquarters this month is that the new Federal radio panel for the 215 Victor and Victor art models has taken very well with

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', rect'gular hole, regular.....	No. 201	.43
1"x.025x18', rect'gular hole, regular.....	No. 401	.58

KRASBERG

1"x12' motor 2A.....	} Pear-shaped and rectangular holes on outer end	.45
1"x16' motor 3 & 4.....		.55
1"x18' new style.....		.60

EDISON

1 1/2"x.028x25' regular size disc motors.....	1.25
1"x.032x11', Standard.....	.55
1 5/16", Home.....	.70
1 5/16"x18' type A 150, old style disc.....	1.28
1" Amberola 30-50-75.....	.56
1 1/16", B 80.....	1.15

SUNDRIES

1"x.025x9', pear-shaped Stewart.....	.34
1"x.025x16', Sonora, Style 30.....	.52
2 5/32"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.025x10', pear-shaped hole or rect.....	.50
3/8"x.023x10', marine ends, Hein. Col., etc.....	.29
3/8"x.025x10', marine ends, Hein. Col., etc.....	.27
5/8"x.020x9', marine ends.....	.21
1/2"x.020x9', marine ends.....	.18
Victor Gov. springs, No. 1729.....per 100	.95
Victor Gov. balls, n/style, No. 3302.....each	.07
Victor-Columbia Gov.sp., screw washers, 100	.72
Columbia Gov. springs, No. 3510.....per 100	.95
Columbia Gov. ball, lead, flat and spring..	.08
Columbia Gov. ball, new style & spring...	.08
Turntable felts, wool, green, 10", 15c; 12"	.18

Terms, 2% cash with order.

TALKING MACHINE SUPPLY CO., PARK RIDGE, N.J.

Okeh and Odeon Records

A LWAYS at the convenience of all Okeh dealers throughout New England—thoroughly complete stocks of the popular, fast-selling Okeh and Odeon records, and our smoothly running organization adequately equipped to fill every order speedily, accurately and *completely!*

General Phonograph Corporation 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 104)

The 210 Plus Radio



Send for Catalog

The Eastern Talking
Machine Co.

85 ESSEX STREET
BOSTON MASS.

tracted a great deal of attention. At this exhibit the Eastern set up two Victrolas equipped with radio, which were in charge of J. A. Campbell, the Eastern Co.'s radio expert.

Globe Co. Gets National Distribution

The Globe Phone Mfg. Co., Reading, Mass., manufacturer of the Globe radio headset, switches and binding posts, announces that arrangements have recently been completed whereby the Zinke Co., well-known national sales organization, of Chicago, Ill., will act as sales representative for the entire United States. The Zinke Co. has sold to jobbers exclusively for more than twenty years, handling only such products as have stood the acid test of time in actual service.

J. D. Elliot in New Post

An addition to Arthur C. Erisman's forces is J. D. Elliot, who lately has been with the Henderson department in the Shepard Stores in Providence, R. I. In his new connection Mr. Elliot will be district manager, covering Rhode Island, Connecticut and southeastern Massachusetts. Mr. Elliot is recognized as one of the best retail men in the talking machine business in New England, is possessed of much ingenuity, and is a man of clear judgment with a background of valuable experience.

Exhibited at Fair

The C. C. Harvey Co., as usual, had a good display at the Brockton Fair, Brockton, in which city this concern operates a large store. The display was shown in a specially decorated booth and was in charge of A. C. Fay, of the Brockton store. The exhibit included some of the latest models of the Brunswick, in combination with radio; Edison and Victor lines of talking machines.

New Local Ware Distributor

Norman Ware, of New York, head of the Ware Radio Corp., was in town for a couple of days lately and as a result of his visit arrangements were completed to have Joe Burke, of the New England Phonograph Distributing Co., handle exclusively for this territory the Ware radio receiver. In connection with this new arrangement, Joe Burke has secured the services of Kenneth Finney, lately with Kraft, Bates &

Progressive Victor Service

Exclusively



Wholesale

The Eastern Talking
Machine Co.

85 ESSEX STREET
BOSTON MASS.

the trade, and many dealers have been giving it close attention. The Eastern has taken on the Gould Uni Power storage battery which plugs into the electric light socket. Last week the Gould concern had an exhibition of this device at the Hotel Lenox in the Back Bay, which at-

Spencer, Inc., and he has started in to present throughout New England this Ware proposition, on which he will concentrate all his efforts.

Meanwhile it is interesting that the New England Phonograph Distributing Co. is meeting with great success, according to Manager Burke, in handling the Sonoradio as well as the straight Sonora phonograph, and the September business made a showing approximately 300 per cent ahead of the business of August. Speaking of the company's business, it is of interest that Tom Burke, Joe's brother, is spending considerable time around Boston just now whipping into shape several big deals that will be of advantage to the concern.

Many New Edison Dealers

The Pardee-Ellenberger Co. has found the demand for the Edison line improving most appreciably, and Frederick H. Silliman, head of the concern, states that five new connections have been signed up to handle the Edison. These are in Van Buren, Me.; Springfield, Vt.; Derry, N. H.; Newmarket, N. H., and Kennebunk, Me., and the dealers in all of these places start off with a large consignment of goods.

Gets Medal for Bravery

John J. Maguire, living in Belmont, and in the shipping department of the Pardee Ellenberger Co., Edison distributor, who was mentioned in the August issue of *The World* as having performed a most meritorious feat in saving several children from drowning in a pond not far from his home, got formal recognition from the Massachusetts Humane Society a few days ago, when he was presented with a medal of the Society. On the medal is inscribed: "To J. J. Maguire for Bravery in Saving Life: Belmont, July 23, 1924." The young man has been showered with congratulations from his friends not only for his act, but the well-earned recognition that was given it.

Dick V. Keyes a Benedict

Dick V. Keyes, of the New England Phonograph Distributing Co., was married on Tuesday.
(Continued on page 106)

KRAFT-BATES

AND SPENCER INC.

New England Distributors
of
Brunswick
PHONOGRAPHS AND RECORDS

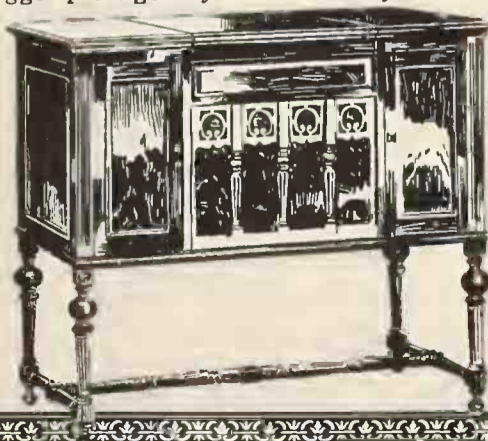
All The World Is Turning to Brunswick

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.



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 105)

day, September 30, to Miss Margaret White, the ceremony taking place at St. Bernard's Roman Catholic Church, West Newton. Joe Burke, head of the above-named company and brother-in-law of Mr. Keyes, was one of the ushers.

A. Chamberlain Succeeds J. Graham

James Graham, lately with M. Steinert & Sons' Victor department, having covered the Boston territory for two and a half years, has resigned to go into another business. Archie Chamberlain succeeds him and in the future will cover this territory.

S. M. Sugerma Convalescent

S. M. Sugerma, treasurer of the Rosen Talking Machine Co., in School street, Boston, has been in the hospital for an operation for appendicitis, but at last accounts was making a good recovery.

Adds Radio

Arthur McArthur & Co., Adams Square, well-known furniture house, established since 1868, recently added a complete radio department which will be run in conjunction with the musical departments.

Here and There in the Trade

Miss Florence Marble, secretary of the Eastern Talking Machine Co., has just made herself a present in the shape of a new Chrysler car, which she is enjoying greatly these early Fall days.

Herbert Shoemaker, manager of the Eastern Talking Machine Co., went to Philadelphia today to attend his sister's wedding. While in that city he will visit the Victor factory.

The Washington Music Shop, at the South End of the city, has moved into a new location and now is at 1887 Washington street. Andrew Carbone is the hustling manager of this busy retail establishment.

William F. Merrill, secretary of the New England Music Trade Association, is back at his desk after a couple of weeks' vacation, which he spent on short trips rather than on one extended one.

A. J. Jackson, the Boylston street talking machine dealer, whose concern carries his own name, was over in New York for a short visit a week or so ago.

Frederick H. Silliman, of the Pardee Ellenberger Co., with Mrs. Silliman, spent a part of his vacation at Moosehead Lake, Me., his first visit there, but one over which he is most enthusiastic.

E. B. Ludlow New Sales Manager of Clapp-Eastham

New Executive of Cambridge, Mass., Firm to Make Headquarters in Boston

CAMBRIDGE, MASS., October 6.—The Clapp-Eastham Co., of this city, has announced the appointment of Edward B. Ludlow, former New England sales manager of the American Radio & Research Co., as sales manager of the company with general sales offices in the Tremont Building, 83 Tremont street, Boston, Mass. The Clapp-Eastham Co. is entering its eighteenth year as an exclusive manufacturer of radio and will concentrate for the coming season on two new models, one a three-tube set of the popular class known as Model DD and manufactured in two cabinet styles, leatherette and mahogany. Another set, a finer model, is of four tubes and produced in one style only and has many refinements and individual claims.

Feature Brunswick-Radiola

LAWRENCE, MASS., October 9.—Knuepfer & Dimmock, "The House Reliability Built," talking machine dealers, are featuring the Brunswick-Radiola combination in their displays and local advertisements. The Radiola super-heterodyne, the Regenoflex and styles 3 and 3A in radios are being used in the combination units. The firm recently announced the opening of a complete radio department.

R. G. Bolton Operated On

The many Boston friends of R. G. Bolton, who is in charge of the record studios of the Columbia Phonograph Co., were sorry to learn that he was recently forced to undergo an operation for appendicitis, from which, however, he is making a good recovery.

A new store has just been opened in Franklin, Mass., by F. W. Weaver, known as Weaver's Music Store, and on the opening day there were crowds to inspect the handsome interior. Mr. Weaver is a blind musician and tuner and is especially well known in Boston. The Brunswick line is featured. In addition musical merchandise is handled.



One handle handles it
Outing
Master of Movable Music

4 Years
Have Proved
Outing
Portables
Are the
Best

A. C. Erisman Co.
175 Tremont St. Boston, Mass.
New England Outing Distributor

Comprehensive Brandes Dealer Publicity Material

Window Display in Colors Distributed to Dealers—National Advertising Campaign—Interesting Booklet for Dealer Distribution

Some unusually effective publicity matter, including special window display material, is being distributed by C. Brandes, Inc., manufacturer of the Brandes radio headsets and loud speakers. The illustration herewith shows the



Brandes Publicity and Window Material placards and posters for window display use. This is in eight colors and furnishes the basis of dealer window displays of a most attractive character. In addition, the company has issued a booklet, the cover of which contains the Brandes guarantee. Illustrations show the new Newark, N. J., plant and views of the various processes of manufacturing Brandes products. In addition the comprehensive publicity plan of the firm, which provides for space in the leading national publications, reaching approximately 27,488,000 people, is outlined. Illustrations of some of the advertisements used in this campaign are also shown and the talking points on the headsets are featured for the benefit of dealers and salesmen. The booklet closes with a list of Brandes distributors who are located in the principal cities throughout the country.

H. S. Morenus in New Post

H. S. Morenus, who was formerly connected with the Musical Instrument Sales Corp., New York, has rejoined the outside force of that company after a short sojourn in the radio business. Mr. Morenus will cover the New England, New York, Pennsylvania and New Jersey territory.

Mrs. M. Smith Promoted

SYRACUSE, N. Y., October 7.—Mrs. Marvin Smith was recently appointed manager of the advertising and publicity department of the Godard Music House, Inc. Mrs. Smith is well qualified for her new position, having been connected for several years with the Clark Music Co. as advertising manager.

Okéh and Truetone
Needles

Needle Points

No. 24 Instead of coming back to the store and complaining about the poor reproductions and the ruined records derived from inferior needles, the average customer will show his dissatisfaction by staying away forever!

If such a "leak" threatens your record sales, let OKéh and Truetone Needles plug it!

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



OPERADIO



Everything You Want in a Radio Set

PERFORMANCE — BEAUTY — AVAILABILITY—the three things you really want in a radio set, are offered to a new degree in the 1925 Operadio.

The efficiency of this compact receiver has called forth the highest praise—clear, natural tone, range, volume and selectivity, simplicity of operation and reliability under severe conditions.

In its attractive new case, the Operadio conforms to the most discriminating standards of good taste—harmonizing with the most beautiful surroundings.

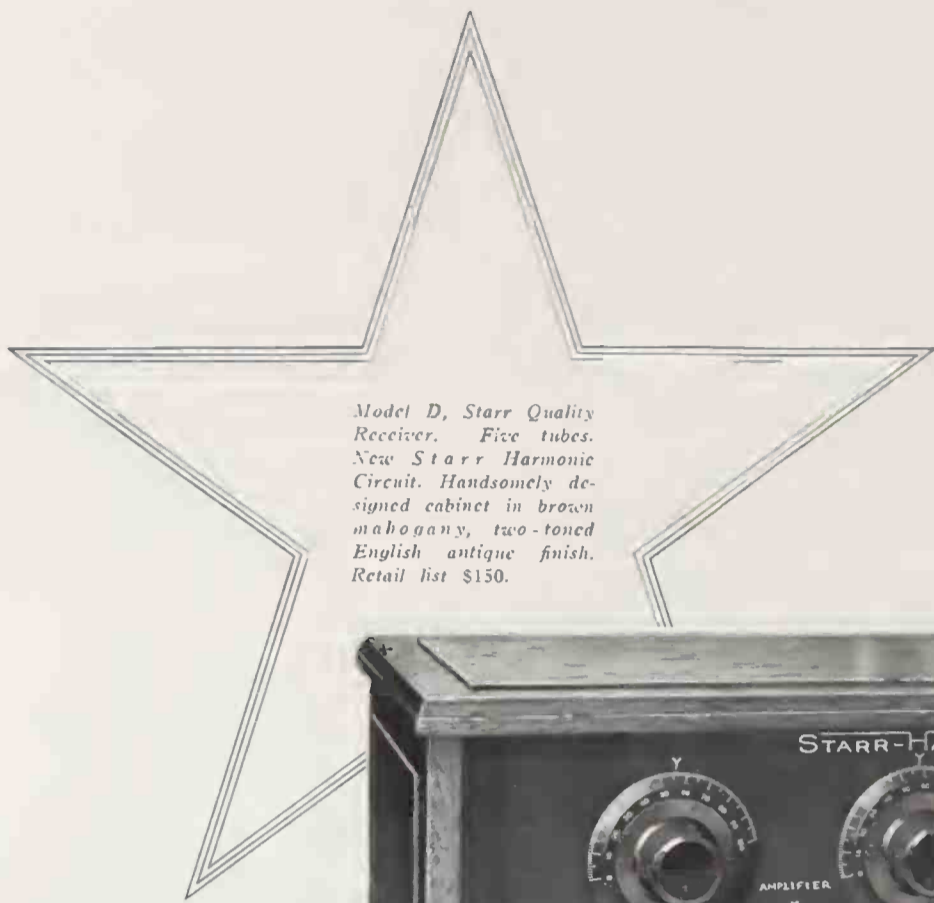
And, in addition, the Operadio is so compactly designed that it may be readily carried to any part of the house, or easily taken along when travelling or visiting.

The set is entirely self-contained. No aerial, ground or outside connections of any kind required. A patented wave-bridge in the cover places the "loop" used on some sets. Loud speaker, six tubes, exceptionally large supply of dry cell batteries and all parts are fitted into the cabinet.

Write for an illustrated folder giving complete particulars.

DEALERS: The Operadio Sales Franchise is particularly inviting. Ask for details.

THE OPERADIO CORPORATION Dept. C. 6 South Dearborn Street, Chicago



Model D, Starr Quality Receiver. Five tubes. New Starr Harmonic Circuit. Handsomely designed cabinet in brown mahogany, two-toned English antique finish. Retail list \$150.



ANNOUNCING THE NEW

STARR
QUALITY
Radio Receivers

A LINE of receivers built for the very highest class trade—for those people who demand and require only the *best*. Starr Quality Receivers embody not only the very highest quality in mechanical design, but also exquisite taste in cabinet design. Period models to meet the most fastidious demands. Starr Quality Receivers are *guaranteed* unapproachable in volume, tone, sensitiveness and selectivity, as well as appearance. Write for full information and Distributor Plan.

STARR EQUIPMENT CORP., 368 Hamilton Ave., BROOKLYN, N.Y.

Charles Gilbert and Randall M. Keator Guests of DeForest Officials at Dinner

The testimonial dinner to Charles Gilbert, former vice-president and treasurer, and Randall M. Keator, former secretary, of the DeForest Radio Tel. & Tel. Co., who retired on September 1 to become distributors of DeForest and other radio products, given them by the direc-

Priess, vice-president and chief engineer; A. C. Allyn, of Chicago; Wm. Buchsbaum, Jas. I. Bush, vice-president of the Equitable Trust Co.; Arthur D. Lord and Frank W. Blair, directors; J. H. McKinnon, secretary-treasurer; W. H. Ingersoll, sales and advertising manager, and



Those Present at Testimonial Dinner to Charles Gilbert and R. M. Keator

tors and officers of the DeForest Co. at the Lotus Club, announcement of which appeared in the last issue of *The World*, was a deserved tribute for their excellent work while with the DeForest Co. About fifty members of the DeForest organization were present, including the following: Theodore Luce, president; W. H.

S. E. Darby, Jr., the company's patent attorney. Others present were: Dr. Lee DeForest, Melville E. Stone, general counselor of the Associated Press; former Judge T. G. Haight, of the United States Court of Appeals of Pennsylvania and New Jersey, and H. W. Dickinson, vice-president of the George Batten Co.

Renovate Bush & Lane Store in Seattle, Wash.

SEATTLE, WASH., October 4.—Extensive alterations, which when completed will add greatly to the comfort and convenience of customers, are being made at the Bush & Lane Music Store, Third avenue. Charles Corbin, general manager of the store, states that when ren-

ovations are completed this will be one of the most modern and efficient music houses on the Pacific Coast. The new plan provides for additions to the number of private demonstration and display rooms, the introduction of a new time-saving device for the selection of talking machine records, and will speed up the service in the various departments. Thus adding considerably to the efficiency of this progressive music house.

QUALITY RECORD Pressing

SANDERS, Inc.
SPRINGDALE, CONN. Near Stamford
Telephone Stamford 3980

New Trade Catalog Issued on the Brunswick-Radiola

Latest Volume Illustrates and Describes Various Combinations of Phonograph and Radio

The Brunswick-Balke-Collender Co., manufacturer of the Brunswick phonograph and Brunswick-Radiola, has just issued for trade consumption its new Fall catalog, showing the assortment of combination radio-phonographs.

The line encompasses everything in the line of combination equipment from a two-tube receiver-phonograph to a six-tube loop-operated super-heterodyne. In every case the machines are in console model cabinets, with phonographs on the left and batteries in the rear of cabinets.

These models are equipped with the latest Radiola receivers, from the popular and inexpensive No. 3 to the regenoflex and super-heterodyne.

It is the attitude of a man for his work which spells success or failure. Someone said that the view of one's work was like that of the three stone cutters; when asked what their work was one replied that he was getting five dollars a day, another that he was cutting stone, the third that he was building a cathedral.

Did You Receive Your Sample
Cohoes Record Carrybag
(Pronounced KO-HOSE)

The record delivery bag which has a carry convenience and flap lock formed when the bag is closed in the usual manner.

The Cohoes Record Carrybag is indorsed by the largest as well as the smallest record retailers of the country, because it is quickly and securely closed and conveniently carried.

Attractive border designs are furnished without cost. If copy for printing matter is submitted it will facilitate quotations. Shipments may be delayed one month if desired.

COHOES ENVELOPE CO., Inc.
Supplement Envelopes, too

N. Y. Sales Office
342 MADISON AVE.

Factory and Home Office
COHOES, N. Y.

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE—This is the forty-third 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.]

"Victrola Book of the Opera"

Honor to whom honor is due every time! We simply have to take off our hats to the Victor Talking Machine Co., it has so magnificent a way of doing things. There is that "Victrola Book of the Opera." I never open my copy of the sixth edition without a feeling of astonishment. It is so extraordinarily well done. Here is something which the veriest moron can understand but which is not unworthy of the attention of the most learned music lover. Here is a guide to dozens of the finest operas, a guide which tells the whole story of each one, and which brings in the relation of the Victor records to it only incidentally, although effectively and in just the right way. Now comes the seventh edition, even larger, more comprehensive, finer and more accurate. There are many more records in its lists, of course, and the whole affair has been improved, although one might have supposed that improvement could hardly be expected. Here are 450 pages packed with the most fascinating and useful information which every owner of a talking machine ought to have and which would make a buyer of Red Seal records out of a stone dog.

This book comes to dealers at a price which does not cover the cost of publication and therefore can by them be sold at what might well be called a nominal figure. It is intended to be sold to owners of talking machines and to buyers of Victor records. Every sale of this book, in fact, means that one more man or woman has been started on the way to become a regular and enthusiastic buyer of operatic Victor records. It means that the musical pos-

sibilities of the talking machine are being explored by still another traveler along music's pathways, and that one more record "fan" is in process of creation. It is the most able piece of music propaganda of its kind that I know.

Building for Success

I am not exaggerating when I say that a dealer in Victor records who does not recognize the value of the Victrola Book of the Opera is a man blind to the most obvious opportunities. The success of a retail talking machine business is based upon the music desires of the community it serves. These may not necessarily be very highly educated, but they must exist in some shape or other. Latently they always do exist, but it is not always to be expected that they shall exhibit themselves spontaneously. Cultivation does more than anything else, of course, to bring them out. In plain English, the more the men, women and children of a community like music, the more talking machines they will buy and the more records!

What Is a Talking Machine?

The talking machine is a universal provider of music, for it gives, when wanted, as wanted and how wanted, the very best performances of the world's best music everywhere. A record once made is a permanent treasure of just so much music, and it is universally available. No other means to music are so generally useful, so practical, so satisfying as these which are formed by the combination of the talking machine with its records; and the only really important merchandising problem the talking machine business ever had or can have is the problem of bringing these truths before the people.

Just there is where the Victrola Book of Opera comes in. I only wish that I could add to its name the names of half a dozen other such books, each exploring some department of the tone art and bringing the message of music via the talking machine to all the world. The

Victrola Opera Book comes in here, I say, because it relates the readers of its pages to the talking machine and to the records, definitely and positively, using the lure of the well-advertised and world-famous operas to preach insistently and pointedly its gospel of music appreciation. It sells records to every one who reads it.

You Can Sell Them!

Some months ago I was talking with a very intelligent young girl who sells records to the patrons of a talking machine store in one of the outlying industrial towns north of Chicago. She said to me, apropos of Red Seal records and high-class music generally: "I always try to sell each customer a copy of the Victrola Opera Book, for I have found by experience that if I can only get a copy of this book into the hands of even the least educated person, that person will sooner or later start to buy Red Seal records. This I have tested many times during the last few years, and I always find that it works." Mountains of similar evidence might be piled up, and probably the most imposing evidence of all is to be found in the fact that the publishers of this book are now putting forth its seventh edition, larger and finer than ever. If it had not been sold all over the English-speaking world, if it had not been circulated by the thousands of copies, if, in fact, it had not actually been bought in these great numbers by owners of talking machines interested in gaining a better knowledge of the musical treasures lying fallow for them, its publishers would have discontinued it long ago. But its career has been one of constant and steady growth, and each edition has been better, bigger and more comprehensive than its predecessor. Surely no comment is needed on these statements of fact.

If I could have my way, every merchant who sells Victor records should place upon his shelves a goodly number of these books, which he should make it his business to see did not stay on the shelves but got out into circulation among the intelligent men and women of the community. If anyone supposes that it is difficult to sell for real money to owners of talking machines books about music, let him just try. The result of any honest effort will be agreeably surprising.


Why This Praise

When a manufacturer of talking machines or records does promotional work that tends to build up and not to tear down, I believe in backing up those efforts. It is not because the Victor people have done something or other, but because a very good thing is being done, good for the whole industry, which is so good, in fact, that it ought to be imitated by everybody in the trade, at least, in principle, that I am enthusiastic. The fact that one certain company happens to be the publisher is not the question, so far as concerns praise where praise is due. What I want to impress upon every reader of this paper is that those are the wisest in our business who most clearly realize that to build up the musical understanding of the people is to build up the talking machine business and to set it firmly upon a foundation from which no wind of error or of competition can ever uproot it. That is what ought to be realized and put into practice.

The Victor people are wise and they are helping every other manufacturer, every merchant, every owner, while helping themselves. The Victor Book of the Opera is not only a fine piece of artistic propaganda, but a very shrewd piece of publicity; and the best of it is that every party to it reaps a profit from its existence.

The Barnett Music Co., Bartlesville, Okla., formerly located on Dewey avenue, has moved to new quarters at 120 East Third street.

VICTOR WHOLESALE DISTRIBUTORS



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

Blackman makes but few promises, but makes good those that he does make.

BLACKMAN AND DEPENDABILITY

Blackman
TALKING MACHINE CO.
28-30 W. 23RD ST. N.Y.C.

ONE SUGGESTS THE OTHER

Portable Phonographs of Distinction

*Introducing the
New*

REGAL
PORTABLE PHONOGRAPH

At **\$15** Retail

IN response to an insistent demand for a \$15.00 Portable Phonograph, we have succeeded in creating the REGAL; an instrument of wonderful value. REGAL is equal by comparison to its worthy big brother, the PAL.

The REGAL is substantially built throughout, covered in weather-proof fabrikoid, and furnished with a record album containing pockets for eight 10" records. All metal parts are heavily nickel-plated. Equipped with a tone arm that disappears with the closing of the cover and a sturdy guaranteed motor. Weight, 12 pounds.

Dealers' Price, \$9.00 f. o. b. N. Y.

Delivery November 1st.



THE REGAL PORTABLE

PAL

The All-Purpose Portable

*Your Old Standby —
— Needs No Introduction*

PAL sales are by no means limited to season. Contrary to prevailing ideas on Portable Talking Machines, PAL sell 12 months in the year.

The machine's beautiful simplicity and sturdy construction are two outstanding features that are largely responsible for the tremendous volume of PAL sales.

Now **\$25** Retail

Dealers' Price, \$15.00 f. o. b. New York



THE PAL PORTABLE

PLAZA MUSIC CO., 18 West 20th Street, NEW YORK

Prosperity in Iron and Steel Industries Creates Optimism in Pittsburgh Field

General Improvement Extends to Retail Business—Wholesalers Feel Increased Demand as Result of Low Dealers' Stocks—Many Dealers Add Brunswick Line—Month's News

PITTSBURGH, PA., October 10.—Without a doubt or even a hesitant note, there is practical unanimity on part of the talking machine jobbers and retail dealers in the Pittsburgh district relative to business conditions for the Fall season. With one accord the sentiment expressed is "a good season ahead." This is reflected in the general prosperity that is on in the iron and steel trades and is beginning to manifest itself in the coal mining industry.

With distributions of large payrolls from the industrial enterprises of the Pittsburgh district there is bound to be a share of the money finding its way to the talking machine dealers.

One of the most significant moves of the season was that of Kaufmann's (The Big Store), the well-known exclusive Victor dealers, who ran a whole-page advertisement in the Pittsburgh newspapers under the title "Rainbow Weather Everywhere," in which the growing prosperity of the nation was pointed out in an impressive and forceful way.

The general outlook for the Victor business in the Pittsburgh district was expressed as very satisfactory by Wallace Russell, general manager of the Standard Talking Machine Co., Victor distributor. This sentiment was concurred in by T. T. Evans, manager of the sales department.

It is understood by those in close touch with the talking machine situation here that many of the retail dealers have allowed their stocks of machines and records to run rather low, so that with every sale they make there is a consequent demand made on the jobbers and distributors.

J. L. DuBreuil, manager of the Pittsburgh Phonograph Distributing Co., Sonora distributor, reports the outlook as very bright for the Sonora line and Vocalion records. He stated that sales of the Sonoradio were above his expectations and that the instrument was meeting with a very flattering reception.

A. A. Buehn, treasurer of the Buehn Phonograph Co., Edison distributor, stated that business conditions showed marked signs of improvement and that Edison dealers were preparing for what he termed a very busy season.

The Miller Furniture Co., of Oil City, Pa., is the latest addition to the list of Sonora deal-

ers in the western Pennsylvania territory.

Cooper Bros., Victor dealers, of New Kensington, Pa., are building a new structure which will be a model music merchandise shop. It will be ready for occupancy early in November, at which time a formal opening will be held. The Victrola department located on the first floor will be very attractively fitted.

Since July 1 thirty-two new accounts have been added to the list of Brunswick dealers in the Pittsburgh district. K. McInnes, the manager of the Pittsburgh district offices, reports a highly satisfactory condition in the territory under his supervision and stated that the Brunswick impress and influence were being felt more and more hereabouts. Sales of the Brunswick-Radiola, Mr. McInnes stated, were very satisfactory. The Joseph Horne Co. used considerable space in the daily papers, calling the attention of the public to the Brunswick-Radiola.

The Columbia Music Co., Edison and Columbia dealer, has added the Brunswick line. John Henk, the proprietor, stated that sales of foreign records were showing signs of activity.

The Columbia phonographs and New Process records are meeting with popular favor in the territory under the direction of S. H. Nichols, manager of the Pittsburgh office. Mr. Nichols is very optimistic concerning the Fall and Winter season trade in the Columbia lines.

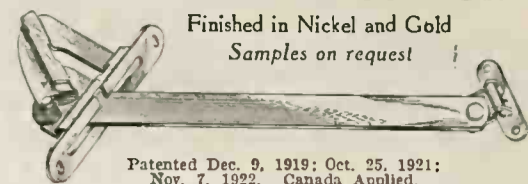
Good business conditions in the activities of the Pittsburgh offices of the Music Master Corp. were emphasized by Frank Dorian, the local manager, who stated that radio outfits were more and more being installed by music merchants who were enterprising and wished to keep abreast with the developments in radio and music.

C. L. Dawson, president of the Dawson Bros. Piano Co., Starr phonograph dealer and Genett record dealer, is now at St. Petersburg, Fla., where he will spend the Winter.

Ben Reynolds, the well-known talking machine dealer of Washington, Pa., is back home, after an extended visit to Atlantic City for his health.

W. F. Frederick, president of the W. F. Frederick Piano Co., Victor dealer, has returned home, after a Summer spent in travel in Europe.

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 Watsessing Avenue
Bloomfield, N. J.

As a result of the visit of John Philip Sousa and His Band to Pittsburgh and other localities in western Pennsylvania the past ten days, the demand for the Sousa records made by the Victor Co. was very large. Two immense audiences packed the Syria Mosque here to hear the incomparable Sousa and His Band. Local Victor dealers did very efficient work in connecting their business with the coming of Sousa, so that records had a big sale.

C. R. Parsons, manager of the talking machine department of the Rosenbaum Co., states that sales of the Victor, Sonora and Brunswick lines were very gratifying the past few weeks. Record sales of popular numbers, he said, were brisk.

The W. F. Frederick Piano Co., at their South Brownsville, Pa., store, has started a Christmas Victrola Club.

Hardwick's Music Store, of Uniontown and Brownsville, arranged for the presentation of Herb Wiedoeft and His Cinderella Roof Orchestra at Gallatin Gardens, Uniontown, on Friday evening, October 3. A large audience was present to hear the players. Hardwick's are Brunswick representatives.

Prince of Wales Presented With Victrola and Records

Included in the baggage of the Prince of Wales when he left the United States en route to his ranch in Canada were a Victrola and a complete set of the recordings of Paul Whiteman and His Orchestra on Victor records. It was during the reception tendered to the Prince at the home of Clarence Mackay that the question of talking machine records came up, and during a conversation between the Prince, Lord and Lady Montbatten and Paul Whiteman, Lord Montbatten asked the musician if he had made many records. Mr. Whiteman replied in the affirmative and Lord Montbatten stated that he would like to possess a complete set. The Prince of Wales also went on record as desiring the full library of Whiteman records. Needless to say, both the Prince and Lord Montbatten were presented with the records and with a Victrola each, with the compliments of Paul Whiteman.

Closes Good Mutual Orders

A. Frangipane, secretary of the Mutual Talking Machine Co., arrived at the headquarters of the company in New York City last week from a trip throughout the Middle West in the interest of the Mutual line of tone arms and sound boxes.

Mr. Frangipane returned with a good volume of orders and reported that he found conditions very satisfactory in the territory which he covered. All talking machine factories which he visited were working at top speed and exceptionally large orders were being placed. The entire Mutual line is moving well and it is stated that the company will shortly announce a new addition to the line.

Leo Landau a Proud Father

HAZLETON, PA., October 4.—Leo Landau, a member of the firm of Landau's Music & Jewelry Co., and the manager of the local branch of the company, is the proud father of a son and heir, who saw the light of day the latter part of last month.

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

After
Nov. 1st
Our Address
Will Be
909 Penn
Avenue

After
Nov. 1st
Our Address
Will Be
909 Penn
Avenue

E S E N B E C O.
SWARTZ & BUEHN

37 Water Street

Pittsburgh, Pa.

The Player-Tone

IT'S SIMPLY GREAT.

Player-Tone Phonographs and Radio Combination

Equipped completely with four and five tube sets.

The closer you analyze the line we offer you, combined with construction, finish and tone qualities, you will realize handsomely on every sale you make.

There is no better tone instrument in the world.

The season is near at hand, so write for our booklets and our net prices to dealers, which are exceptionally low in large and small quantities.

Player-Tone Talking Machine Co.

Office and Salesrooms:
632 Grant St., Pittsburgh, Pa.



\$80.00
Model 310



\$100.00
Model 311



\$110.00
Model 314



\$125.00
Model 316



Model 125
Height, 36"; width, 36";
depth, 24". Adam Brown
Mahogany or American
Walnut.



No. 300
CONSOLE
COMBINATION RADIO AND PHONOGRAPH
EQUIPPED WITH FOUR AND FIVE TUBE
SETS, INCLUDING LOUD SPEAKER.



\$80.00
Model 10



\$100.00
Model 11



\$110.00
Model 14



\$125.00
Model 16



Model 40
All gold equipment, with
5 record filing albums.
Adam Brown Mahogany
and American Walnut.
\$150.00

Big Improvement in Baltimore Territory

All Factors of the Trade Are Optimistic as Trade Continues to Improve—New Accounts Opened and Other Important Trade News

BALTIMORE, Md., October 10.—The talking machine business shows a gratifying increase in sales and dealers generally are optimistic over the outlook for Fall and Winter trade. Increased sales average from 10 per cent to 25 per cent and jobbers still report a shortage on some of the more popular-priced types of machines. The record business has also shown a steady gain. Cohen & Hughes report big sales on Belle Baker's records. Miss Baker sang here at the Maryland Theatre during her appearance the last week in September. She was the guest of Cohen & Hughes and appeared personally at the opening of the new store of the Mueller Music Shops.

William Biel Pushing Victor

William Biel, secretary of Cohen & Hughes, Inc., who during the Summer months gave some of his time to the inauguration of the radio department of the organization, is now devoting all his energies to the promotion of Victor products for the Fall. Mr. Biel is a Victor enthusiast and looks forward to an exceptional demand for Victor products this Fall.

In speaking of the situation with a representative of *The World*, he pointed to the fact that there is already a substantially increased demand for Models 80, 210, 215 and 100, and predicted that if these demands increased proportionately, a probable shortage in some of these numbers would result.

The record business of Cohen & Hughes, Inc., is already well ahead of last year and the prospects for the balance of the year would indicate that the machine business will surpass that of last year.

Mr. Biel called attention to a recent incident

of dealer co-operation, as conducted by their organization. William Mueller, a progressive Victor retailer of Baltimore, Md., recently opened new quarters in this city. A large number of invitations were extended for the formal opening of these particularly attractive ware-rooms and a large crowd was present. Through the efforts of I. Son Cohen, president of Cohen & Hughes, Inc., and William Biel, secretary, the services of Belle Baker, prominent vaudeville artist, who was appearing at the Maryland Thea-

tre that week, were obtained. Belle Baker appeared personally at William Mueller's formal opening and sang "Yes, We Have No Bananas" and "Hard Hearted Hannah." She autographed a number of the records of these songs for distribution.

Encouraging Columbia Outlook

W. H. Swartz, vice-president of the Columbia Wholesalers, Inc., distributor of the Columbia, said the outlook for business this Fall is very encouraging in their territory and that they are still oversold on the \$100 console, on which they have been making deliveries direct from the freight station. The record business, he said, has shown a very gratifying increase.

New Columbia Accounts

New accounts opened by the Columbia Wholesalers include Weil's Music Store, Baltimore; T. J. Allen, Washington, D. C.; D. H. Green, Orlando, N. C.; Taylor Variety Shop, Charleston, W. Va.; Klecka, Levy & Rusy, Baltimore; The Music Center, Baltimore; Jones Furniture Co., Lynchfield, N. C.; White Furniture Co., Louisburg, N. C.; Backs Furniture Co., Rockville, Md., and the Proximity Furniture Co., Proximity, N. C.

Add Brunswick Line

The Brunswick agency also reports increased activity in the demand for phonographs and records and has opened the following new accounts: The Cline Music Co., Staunton, Va., which very recently moved into its large building at 126 West Main street, and Frank Michelsbach, of Alexandria, Va.

The radio business continues to show a big improvement in this territory and the Brunswick agency reports being oversold on practically all types of the Brunswick-Radiolas.

W. M. Holinc, who is the second graduate of the school conducted by the Radio Corp. of America, has taken charge of the radio service department of the Brunswick agency and has installed a small broadcasting station in the branch here, by which he will be enabled to give a demonstration of machines in the shops of Brunswick dealers in this vicinity.

Columbia Wholesalers' Service Plans

The Columbia Wholesalers, Inc., have also shown considerable enterprise in securing the services of Walter Vanaman, formerly radio editor of the *Baltimore News* and in charge of their broadcasting station WEAR, as head of the service department. Mr. Vanaman, who is a recognized authority on radio, will devote his time largely to building up one of the most

(Continued on page 114)

Are You Prepared

Jobbers of
DE FOREST
FEDERAL
FADA
CROSLY

MAGNAVOX
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

Music by the World's Greatest Artists

Perpetuated on Victor Records.

Nothing can ever take the place of the

VICTROLA

Let no doubts arise which will cause you regret. Victor popularity is Permanent.



BALTIMORE

WASHINGTON

"Noted for Service"

THIS IS



YEAR

Radio

*Highest
Quality
Possible*



New "Minute Man"
with "Console Speaker"
A strikingly beautiful
combination.

Phonographs

*None
better
made*



Heppelwhite

Records

*Fastest
selling
on the
market*



Exclusively for Pathe
Cliff Edwards "Ukulele Ike"



GIVES THE DEALER *REAL* PROFIT

Pathe Phonograph & Radio Corporation

22 GRAND AVENUE

BROOKLYN, N. Y.

Trade Gains in Baltimore

(Continued from page 112)

complete and extensive service departments of any jobber south of New York. Mr. Swartz also reports good results with the "Fada Knock-down Kit," which is making a big hit with the phonograph shops handling radio. The Radio Board of Trade of Baltimore has made great preparations for the Radio Show which opens in the 5th Regiment Armory the week of October 18 to 25. An invitation has been extended to Dr. Lee DeForest to attend as a guest.

New Store Opened

Klecka, Levy & Rusy have just opened one of the largest music shops in Baltimore at 2230 East Monument street. The store is equipped with Van Veen fixtures throughout and is one of the best-appointed in the city.

Cohen & Hughes Demonstrates Radio

Cohen & Hughes, Inc., distributor of radio products, contributed greatly to the interest in radio in this city through a demonstration staged in the 15th Regiment Armory, on Thurs-

day evening, September eighteenth. Special invitations were issued for the affair and over two hundred acceptances were received. The demonstration was of the Run-a-Radio and also DeForest and Ware receiving sets.

Mueller Music Shops Opened

The formal opening of the new store of the Mueller Music Shops, 306 South Third street, was held recently. The second floor was given over to dancing and a buffet supper was served. Each woman visitor was presented with a potted plant. The store has eight record demonstration booths and a large radio demonstration room.

Brief Trade Chats

L. L. Andrews, president of the Columbia Wholesalers, Inc., attended the World's Radio Fair in New York and returned with a number of new ideas, which will be incorporated in the business of the firm.

Charles F. Shaw, manager of the Brunswick branch, who has just returned from a short business trip to Philadelphia and New York, is very optimistic over the outlook for business this Fall, especially on the Brunswick-Radiolas.

Zenith Line With Nebraska-Buick Automobile Co.

Prominent Institution of Lincoln and Omaha Secures Distributing Rights for Zenith Radio

LINCOLN, NEB., October 3.—That radio has found another important outlet is evidenced in the news that the Nebraska-Buick Automobile Co., of



Nebraska-Buick Co.'s Lincoln Building Lincoln and Omaha, has just closed distributing arrangements with the Zenith Radio Corp., of Chicago. At a recent meeting of its jobbers' entire sales force of more than forty salesmen this aggressive organization, under the management of C. L. Carper at Lincoln and J. W. Sherry, of Omaha, carried out the suggestion of their dealers to merchandise a well-known and popular radio line.

It is interesting to note that Charles Stuart, treasurer of the Nebraska-Buick Automobile Co., in placing his order with the Zenith Radio Corp. called for an initial stock order of one complete carload, aggregating more than \$45,000. An order of this size might influence the average buyer to hesitate on future orders, but, knowing the capacity of his well-organized sales force, Mr. Stuart regarded his Zenith order in the same light that he placed orders several years back for a complete trainload (sixteen freight cars) of automobiles in one shipment.

The Nebraska-Buick Automobile Co. is ideally qualified to act as a distributor for Zenith radio



Omaha Building of Nebraska-Buick Co. products, as, in addition to the efficiency of its sales staff, it has built up and developed a dealer good-will that is invaluable. Talking machine dealers in this territory who have been advised of the recent Zenith deal have congratulated the Nebraska-Buick organization upon its new line and dealer agencies have already been established in important trade centers throughout the territory.

Heim's Music Store Moves

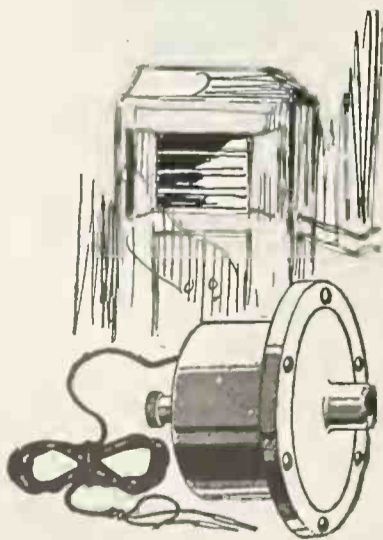
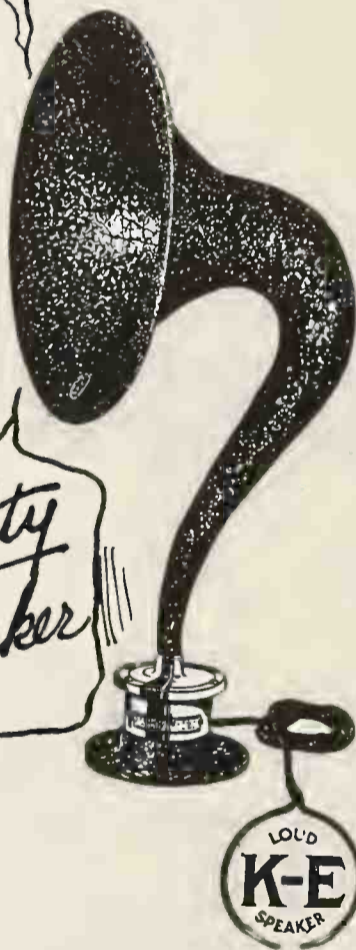
DANBURY, CONN., October 8.—The local ware-rooms of Heim's Music Store have just been moved from 210 Main street to 221 Main street, which will afford greater display space in keeping with the steady growth of the business. This concern is operated by Jackson & Hanson and has branches in Ridgefield, Conn., and in Brewster, N. Y. Heim's Music Store specializes in the sale of high-grade phonographs, pianos and reproducing grands.

YOUR OPPORTUNITY

Here's a loud speaker with unlimited sales possibilities. It carries the K-E name and lives up to the K-E reputation for quality in every way. The list price is \$18.00, and you'll say it's a bargain at that. Sample \$11.70. Hear this *quality* speaker and convince yourself.

Now is your opportunity to stock this product at an unusual discount. Meet competition with a better loud speaker. Lower priced—it means more sales and more profits.

I'm a Quality Loud Speaker



The K-E phono attachment is another item worth remembering. The regular list price is \$9.00. We are offering responsible dealers trial orders at \$5.85 each.

KIRKMAN ENGINEERING CORPORATION

Established 1912

484 Broome Street

New York City

Makers of the K-E Automatic Stop

The Greater

NEUTRODYNE

EAGLE

Balanced Receiver



New Model B
5 Tubes \$175

GREATER Selectivity
GREATER Distance
GREATER Simplicity

Because



The EAGLE Multiple (Filament Control) Switch



The EAGLE Ball-Bearing Die-Cast Condenser



The EAGLE Revolving Resistor Element Rheostat

AT last a receiver great enough to make it worth your while recommending it to every customer as *THE receiver!* Wonderful enough to pay you well for every effort. Think of the possibilities of a receiver you can sell with an iron-clad guarantee.

These EAGLE instruments found ONLY in Eagle Receivers. They incorporate new principles vitally interesting to every dealer.

The Eagle Guarantee

This guarantee packed with every Eagle Model B Receiver helps you sell and protects your profits.

Write for Details of Our Dealer Policy

Licensed by Independent Radio Manufacturers, Inc., under Hazeltine Patent Nos. 1,450,080, dated March 27, 1923, and 1,489,228, dated April 1, 1924. Other patents pending.



MODEL BS
A New Eagle Artistic Console Cabinet
Price \$100

An artistic Console cabinet, for the EAGLE, in American Walnut or Mahogany, with fume-proof compartments for battery and charger.

EAGLE
22 Boyden Place



RADIO CO.
Newark, N. J.

Toledo Dealers Benefiting Through Tie-Up With Extensive Local Plans for Concerts

Many Record Artists Booked for Local Appearances and Dealers Are Not Slow to Take Advantage of the Opportunity of Tying Up—General Sales Gains—Other Trade News

TOLEDO, O., October 8.—With the concert season about to open here and interest in music high because of the advance promotion work of a score of musical organizations, dealers are benefiting through increased demand for talking machines, records and radio sets. The season just ahead is looked upon as one of the most promising in recent years. Practically every artist or orchestra booked for appearance here is recording for one of the great record companies, hence merchants will have many opportunities to cash in on these events.

The Grinnell Music Hall and Greene's Music Hall are already booked for many musical affairs. Toledo will have dozens of chances to hear fine music this Winter and merchants are co-operating by interesting patrons in the programs. Furthermore, radio is now incorporated as part of the musical merchandise of most of the music stores here.

Growing Orders for Victor Products

At the Toledo Talking Machine Co. trade for the past month has been on the up-grade. Gradually conditions are getting better and orders are more numerous, Chas. H. Womeldorf reports. The 240, 210, 215 and 80 Victrolas are in greatest demand. The new Bubble Books are being distributed to the trade by Victor distributors. Likewise the new edition of the Music Arts Victor Library containing five Red Seal selections—Schubert's Unfinished Symphony and Schumann Quintet. These items are really advance holiday goods.

This company is now distributing in this territory the Federal 5 tube radio panel for the 215 and 400 line Victrola specials. Bristol loud speaker attachment for tone arm is also dealt in. A Fall business of large proportions is anticipated from dealers who have heretofore not carried radio outfits but will do so now because of the convenient jobber connection.

Sales Gain at Lion Store

At the Lion Store Music Rooms Victrolas and Brunswicks are moving faster and low-price machines are good volume builders. Total sales for the past month have shown an increase. The Christmas Victrola Club is now in full swing and has enrolled a gratifying number of members. More than 2,000 letters and inserts

were sent to a list of prospects, inviting them to become members. H. J. Reeves, manager, is well pleased with the response.

In the radio division H. Lochmiller reports an amazing increase in sales. The new Atwater Kent sets are oversold. The Radiola, Kennedy and Powr sets are sharing in the prosperity. Bert Ulmer has joined forces with the talking machine department.

Unusual Victor Window at Grinnell Bros.

In one of the large windows at Grinnell Bros. is a most unusual display. It consists of a number of school benches, blackboard, Victrola for school use, educational records and music. On each bench is a music book or catalog. All around the top and sides of the window are illustrations of the instruments used in bringing out phases of the educational records. The blackboard delivers this message—"Education through music designed to meet the needs of the child's mind during the sensory period of development to be used with the Victrola and Victor records." Music notes and designs to interest children also are drawn upon the board.

The window is in reality a tie-up or perhaps a continuation of the free lesson plan for children which was used by the house for several weeks. The school benches were furnished by the local Board of Education and the illustrations by the Toledo Talking Machine Co.

J. W. Greene Co. Adds Cheney

At the J. W. Greene Co. Fall trade is stepping up and business in sight will produce an increase. The September sales quota, which was set above last year, was reached, according to E. A. Kopf, manager. On October 1 the store became exclusive Cheney representative in Toledo. Victrolas and Brunswicks are also dealt in.

The record department is employing a very simple device for increasing sales. On the monthly hanger list of records heavy red lines are drawn around three titles—a song, a dance and a Red Seal disc. This different treatment is in itself a challenge to the curiosity of persons. They usually ask if the titles marked are out of stock. When they are told the numbers are especially good and should be heard it is generally an easy matter to sell at least one

**NEW YORK
BROOKLYN
LONG ISLAND
NEW JERSEY**

Freed-Eisemann
RADIO RECEIVERS

Distributed in this territory by

Greater City Phonograph Co., Inc.

KNOWN FOR SERVICE

Protect yourself against any possible shortage by placing your orders NOW. A large stock of the new models on hand for immediate delivery.

GREATER CITY PHONOGRAPH CO., Inc.

234 West 39th St., New York City

TELEPHONE, FITZROY 1446-7-8

Hermann Thorens
Ste. Croix, Switzerland

*Manufacturer of Europe's Most
Celebrated*

**SWISS
PHONOGRAPH
MOTORS**

L. H. JUNOD & CO.

104 Fifth Ave. New York

Sole Agents for the U. S. A.

of the trio. The section will co-operate with the Coon-Sanders Nighthawk Orchestra and Paul Whiteman by promoting their records during the local appearance.

Miss Hazel Lattimer, of the department, was married recently. She was presented with a set of silver by her co-workers. Thelma Carsons has succeeded her.

The radio department is planning in a large way to corral a good percentage of the radio business this Fall. Recently E. A. Kopf, manager, and W. W. Bailey journeyed to Chicago to inspect and buy radio goods. The house has been appointed exclusive dealer in this market for Zenith sets.

The Radiola III A and the IX, also the Atwater Kent enclosed models, are exciting interest. The Victrola 215 Special will reach a large sales total if present indications are a criterion.

Continued Portable Demand

Another interesting trade development in this territory is the continued demand for portable talking machines. One of the most popular of this type of instrument is the Outing portable.

Brief but Interesting

The Home Furniture Co. has added the Brunswick line of machines and records. Columbia phonographs also are handled.

The United Music Store is displaying a Victor record and small Victrola twenty years old. The Pal spring motor is shown as a sales argument in connection with a window card giving its strong features.

At the Goosman Piano Co. the demand for Vocalion, Starr and Columbia products is growing. Consistent advertising disposed of a large number of used machines recently which naturally resulted in the sale of a variety of records. Powr and the Emerson Phonoradio are carried by the store.

Frank Dolbeer, of the Victor Co., called on local dealers lately. E. G. Scott, manager of Brunswick Cleveland branch, was a visitor this week. Mrs. N. Smith, of the Cheney Co., is working with dealers here.

Victor Standard Records

The Victor standard records to be pushed by dealers during the week of October 10 were No. 742, coupling "At Dawning" and "I Hear a Thrush at Eve," both sung by John McCormack, and No. 45109, containing two of Kipling's famous "Barrack Room Ballads," "The Gypsy Trail" and "Fuzzy Wuzzy," both sung by Reinald Werrenrath.



Freed-Eisemann Receivers for Victrola Consoles

For the customer who wants both a phonograph and a radio set—here are the best of each, *in One*.

This is what the Public is waiting for: A FREED-EISEMANN Neutrodyne for the Victrola—a special four-tube panel, designed to fit Victrola Models 215, 400, 405 and 410.

It is a genuine FREED-EISEMANN—that is all your customer wants to know. It is tried and tested—the easiest panel to sell.

THE PERFECT RECEIVER—NATIONALLY ADVERTISED

We are making no secret of the perfection of FREED-EISEMANN Receivers. Full-page advertisements will appear in *The Saturday Evening Post* and other national magazines throughout the season.

Every effort will be made to help you get full local benefit. You have only to ask for free booklets, cuts, ad suggestions, etc.

Our distributors will see that you are supplied—or write us direct.

FREED-EISEMANN RADIO CORPORATION
 MANHATTAN BRIDGE PLAZA
 BROOKLYN, N. Y.



FREED-EISEMANN

RADIO RECEIVERS

Read by All Your Customers

BACK of Music Master and your store is an intensive consumer advertising campaign, reaching 11,538,079 families—51,921,354 individuals—nearly half the population of the United States.

It means that practically *every* owner and prospective buyer of radio sets and parts—all of your customers—are reached often and impressively by Music Master advertising.

Get your share of Music Master profits by identifying your store with this big sales campaign. Place an instrument in the window. Paste up the clipped ads from the Saturday Evening Post. And mention Music Master in your own advertising.

Folders, display material and cuts or complete ads will be sent to you upon request. Write us direct.

Your jobber can supply you with Music Master Radio Reproducers. In your order *be sure to include the new Cabinet Model* with "full floating" horn.

MUSIC MASTER CORPORATION

Makers and Distributors of High-Grade Radio Apparatus

WALTER L. ECKHARDT, President

S. W. Cor. 10th and Cherry Streets Philadelphia
1005 Liberty Avenue Pittsburgh

Distributors for Radio Corporation of America



The Trade in PHILADELPHIA and LOCALITY

Marked Improvement in Demand for All Lines in the Quaker City Territory

Improvement Extends to All Parts of the State, According to Reports of Wholesalers—Radio Show Scheduled for This Month Exciting Interest—News and Trade Activities of the Month

PHILADELPHIA, PA., October 9.—With the coming of Fall days there was brought about the very decided improvement that has given the talking machine industry new life and prospects of brisker business for the remaining months of the year. The improvement was noted in all divisions of the trade, both in the city and in the State territory.

Entire Trade Awaiting Radio Show

The Philadelphia Radio Show, which will be held in the Second Regiment Armory from October 18 to October 25, under the management of K. S. Byrd and J. Klinger, is being looked forward to by the trade. A few of the local talking machine dealers who have been featuring strictly radio cabinets and sets among their wares will be among the exhibitors at the show and will include the Music Master Corp., the Estey Co. and the E. B. Shiddell Co.

Takes Over Starr & Moss Department

The entire talking machine department of the Starr & Moss Co. has been taken over by Harry S. Somers, a former member of the firm and for many years in charge of that section of the business. The phonograph department of the company occupies the store property, owned by the firm, at 3639 Germantown avenue, which recently was entirely remodeled and reconstructed into an attractive display and sales

establishment. Under the new management the talking machine store will be conducted as Harry S. Somers, Inc. For the past nine years Mr. Somers has been managing the phonograph department and for five years has been a member of the firm. The firm carries Brunswick, Sonora and Edison machines.

Arranging for Artists' Appearance

Plans for the personal appearance of the Eight Popular Victor Artists in a concert to be held during the coming month are now being perfected by the Talking Machine Co., Victor distributor. The popular octette will appear at the Academy of Music in a selected program of entertainment some time in November, the date not yet having been determined, and the concert will be arranged entirely by the Talking Machine Co.

Many Dealers Improving Stores

Evidence of the more hopeful attitude of the dealers, created through the better tone of business, and given in a practical way is the report brought to the headquarters of the talking machine department of H. A. Weymann & Son, Inc., distributors of the Victor, by W. H. Doerr, of the sales organization. The very practical demonstration the dealers have given is the reconstruction of their establishments for the expansion of business with five stores

now in process of extension. Those whom Sales Representative Doerr reported as making improvements are two Reading, Pa., firms, the Musical Shop and Brown's Musical Shop; the Stephens Music House, Norristown, Pa.; the Robelen Piano Co., Wilmington, Del., and Charles H. Godfrey, Atlantic City, N. J. All are now erecting new store fronts and enlarging through the installation of new booths.

New Strand Radio Cabinets Introduced

There was introduced to the Philadelphia trade last month the newest addition to the Strand family, the Strand radio cabinets, through the local distributor, the E. B. Shiddell Co. The newest devices for which the Shiddell Co. is the wholesaler consist of two types of cabinets adapted for radio sets. The larger of these, in size 2x9 inches, made in mahogany and walnut period styles, is suitable for the neotrodyne sets, while the smaller cabinets are used for the Crosley, Fada, No. 160, or any of the sets on the market measuring not more than 20 inches in length or 10 inches in height. The firm is enjoying a very satisfying business in the sales of its Strand radio phonograph combination and the Jones radio sets for which it is local distributor. There will be shown in the Philadelphia Radio Show, at the Second Regiment Armory, the strictly radio sets and radio cabinets, distributed by the Shiddell Co.

Everybody's New Okeh Distributor

Distribution of the Okeh products in the local territory is now under the control of Everybody's Talking Machine Co., Inc., this firm having recently taken over the entire field formerly supplied through the Music Master Corp., no

(Continued on page 120)



The Louis Buehn Company of Philadelphia

VICTOR
VICTROLAS

VICTOR
RECORDS

WHOLESALE EXCLUSIVELY

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 119)

longer engaged in the wholesaling of these records made by the General Phonograph Co. of New York. The territory covered under the new management will include all that formerly under control of the Music Master Corp. and taking in the cities of Pittsburgh and Philadelphia and surrounding districts, the States of Pennsylvania, Delaware, Maryland, New Jersey, District of Columbia and a portion of Virginia and West Virginia.

Listing Best Record Sellers

In order to keep its patrons informed and up to date on the best sellers in the Victor catalog of records and the monthly lists as they come out, the Louis Buehn Co. is compiling a list of the most popular records, arranged according to classification. The list is compiled by Raymond Boldt, head of the record department, and among the numbers are those that have brought the largest sales to the dealers and the best sellers in the Victor line. It is especially valuable for it enables the dealer to keep on hand at all times those numbers for which there is great demand.

Victor Dealers Improve Stores

Modernizing and expansion of the store of Will S. Gibson, at 4625 Frankford avenue, is now completed and gives the firm one of the most attractive establishments in that section of the avenue. The store has been given splendid exhibition space through the installation of two front plate glass display windows and the inside improved by the addition of two hearing booths. The store proper has been expanded by the addition of a rear extension. The Victor line is handled.

Another Victor dealer who is improving the front of his establishment is B. B. Todd, 1306 Arch street. The entire front of the store property is being fitted with bulk display windows extending the three floors of the building. Recently the interior of the building was reconstructed into one of the most modern of central city music houses.

Music Master Corp. Enjoying Big Season

The Music Master Corp., of this city, is in the midst of the biggest season in the history of the organization. Music Master publicity is reaching from coast to coast and the demand for this loud speaker, in both the well-known horn and the cabinet type, is reported as phenomenal. A publicity stunt which attracted considerable comment was accomplished a short time ago in Atlantic City. During the Beauty Pageant, which was held there, the Music Master Corp.



It Pays to Add Deeds to Words

Word advertising can bring business, of course, if you do enough of it; but *being helpful* is more effective. Indeed, the offer alone of the

Velvaloid Record Cleaner De Luxe

brings people to your store, and then it *continually* delivers your message to them, during its years of helpfulness.

We know the way it's bound to pay. Ask us to tell you about it and you'll surely order Velvaloids through your Jobber.

PHILADELPHIA BADGE CO.

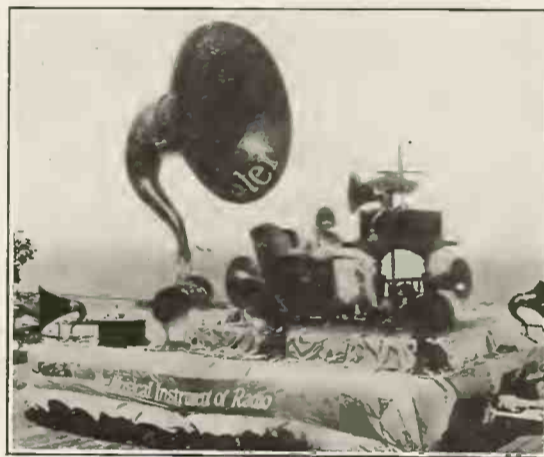
942 Market Street

Philadelphia

We manufacture and export other patented selective Advertising Novelties, in regard to which we solicit your inquiries.

had a float in the parade. This float, which is illustrated herewith, contained a radio receiving set operated by an attractive young lady, together with the various models of the Music Master horn. Towering above the entire line of march was a large replica of the Music Master horn which has traveled from coast to coast and which later formed an important part of the display of the Music Master Corp. in the World Radio Fair held recently in New York City.

The Music Master Corp. has inaugurated its



Music Master Horn at Beauty Pageant

own enameling plant which is expected to prove a decided aid to greater production.

Walter L. Eckhardt, president of the company, and to whose untiring effort the phenomenal success of the company may be ascribed, has recently had an honor conferred upon him by the people of his own city, through his appointment as a director of the People's Bank & Trust Co.

Planning Victor Bubble Book Drive

The Penn Phonograph Co. is preparing to take care of its customers' requirements for

the newest of Victor juvenile entertainers—the Victor Bubble Books, which are to appear in a series of publications issued at intervals throughout the year. The first of these will be out this month in the form of two books. Bubble Book No. 1 will be titled "The First and The Mother Goose Bubble Book," while Bubble Book No. 2 will be known as "The Singing Games and The Animal Books." The Penn Co. will distribute these to the dealers as soon as they are in stock, which possibly will be about the middle of October.

Death of E. H. McLennon

There was sent to the Penn Phonograph Co. a sad message during the early days of October when the firm received notice of the death of E. H. McLennon, one of its Gloucester, N. J., patrons whose passing came suddenly.

Bright Cheney Prospects

President G. Dunbar Shewell, of the Cheney Sales Corp., who visited the Boston headquarters of the company, supervised by his son G. Dunbar Shewell, Jr., returned to his Quaker City offices much gratified with the bright business prospects in the New England territory, where the Cheney is fast advancing in popular favor. One of the prominent New England States department stores, the Tilden & Thurber Co., of Providence, R. I., has just taken over the retail distribution of the Cheney and has opened up with an extensive stock and display of the machines. Oliver Drummond, who for some time has been connected with the office force of the Cheney Corp., has been advanced to the sales organization and will cover New York State.

P. W. Peck and J. Neldine With Columbia Co.

For the purpose of developing the sales organization along the line of the efficient methods which have always marked the administration of the local Columbia Phonograph Co. offices while under the management of A. J. Heath, who recently took over the guiding reins of the Quaker City branch, there have been added to the sales force two old-timers in the trade and former associates of Manager Heath. They are P. W. Peck, during the years of 1914-1917 associated with Manager Heath in the Baltimore offices, and John Neldine, an old-time associate who was in charge of the dealers' service department when Manager Heath was in charge of the Philadelphia offices several years ago. Mr. Peck will cover Eastern Pennsylvania while Mr. Neldine will give his attention to part of Philadelphia, southern New Jersey and Delaware. With the brighter future of his connection with the Columbia Co. Sales Representative Neldine is planning to become a benedict when he will take unto himself a charming wife this month.

W. C. Fuhri a Visitor

Vice-president W. C. Fuhri, of the Columbia Co. paid a special friendly visit to the local offices during the month and held an informal discussion with the sales organization and local workers at headquarters here. In his talk he outlined the Fall program and gave the Quaker City forces new inspiration from the encouraging message he brought. He backed this confidence with figures from the various offices showing that there was a greatly increased demand nationally, especially in the record sales. A. A. Platt, who has been covering the coal region brought to headquarters many orders.

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

YOUR OPPORTUNITY

THIS is Victor year and we can take care of your needs. Go out and sell—the Victor line includes a model to suit every taste. Be sure your stock is complete—then go to it.

The Talking Machine Company

Victor Wholesale Exclusively

"LET PHIL FILL 'EM"

1025 Arch Street

Philadelphia, Pa.

Atwater Kent Co. Host to Distributors During Open-House Week in Philadelphia

Get-Together Spirit Marks Open House Week of Radio Manufacturer and Distributors of Atwater-Kent Products Who Come From All Parts of Country—Problems Discussed—Entertainment

PHILADELPHIA, PA., October 3.—The Atwater Kent Mfg. Co., of this city, conducted open house for its distributors during the week beginning September 15. As was previously announced, the affair was wholly informal in its nature, and, perhaps, due to its entire informality, it was effective in generating a remarkable get-together spire. Although during the entire week only one general sales meeting was held, at almost all times there were various groups of distributors at the headquarters of the company discussing their own particular sales problems with the different officials of the Atwater Kent Co.

In addition to the reception at the offices of the company at Stenton avenue, downtown headquarters were established at the Bellevue-Stratford Hotel, where entertainment was provided and nothing left undone for the comfort or convenience of the visiting guests. Each evening the company was host to its distributors at dinner, which was invariably followed by a visit to one of the theatrical attractions then being shown in Philadelphia. After the theatre most everybody found their way back to the reception rooms of the company at the Hotel Bellevue-Stratford, where an informal entertainment then followed.

During the open-house week the Atwater Kent Co. conducted its visitors to the new factory of the company which has just been occupied and which was a revelation to most of

those present, however familiar they might be with radio production. This new plant, covering eleven acres of ground, not only visualizes



A. Atwater Kent

the remarkable growth of radio in the few short years that it has been placed on a commercial basis, but is also a monumental tribute to A. Atwater Kent and his staff of co-workers. The building itself represents the last word in mod-

ern factory construction. The roof is of "saw-tooth" construction with skylights letting in at all times a maximum amount of light. It is said that there are \$44,000 worth of windows in the building alone. It is an education in itself to watch the building up of the Atwater Kent set from its very beginning. Every part in its production is produced in this factory, from the smallest screw in the screw machine department up to the making and finishing of the cabinets which now enclose various models of the Atwater Kent set. The winding of the coils and the molding of the dials and other molded parts are all accomplished in this factory and in addition to the actual production of this set there is maintained a laboratory where experimental and development work is in progress at all times. The process of moving from the old factory into the new has just been accomplished with a minimum amount of loss of production. Within a week it is expected that the new plant will afford a regular production of 2,000 Atwater Kent sets each day.

A great amount of credit is due the individual members of the staff of the Atwater Kent Co. for the great success of the week. Among those who worked indefatigably for the entertainment of the guests were: V. W. Collamore, general manager; D. M. Bauer, R. S. Davis, J. F. McCoy, R. E. Smiley, R. W. Diemer and H. A. Arany, of the inside sales department; J. C. Pancoast, E. G. Griffith, W. H. Lamb, H. H. Wheeler, F. MacGowan, J. E. Delp, C. W. Geiser, H. T. Stockholm, L. A. Pratt, J. A. Vanderslice, G. H. Jaud, R. B. McKinstry and E. L. Hollingsworth, of the outside sales department; H. R. Carlisle, advertising manager; J. F. Knipe, Robert Beck, Geo. Maryott and

(Continued on page 122)

JOBBERS

REPAIR PARTS

GRAPHITOLEO

ALBUMS

BRILLIANTONE

GILT EDGE

RENOL POLISH

Tone Arm for Columbia as pictured

Sample	\$1.75
Lots of 12	1.50
Lots of 100	1.00

JOBBERS

MOTORS

TONE ARMS

SOUND BOXES

ADDATONES

3-IN-1 OIL

ATTACHMENTS

GUARANTEE TALKING MACHINE SUPPLY CO.

109 N. TENTH STREET, PHILADELPHIA

Write for our latest Main Spring Chart

Atwater Kent Get-together

(Continued from page 121)

C. A. Jayne, of the advertising department; A. H. Eaton, of the bulletin department; A. M. Dilkes, of the Kardex department, and L. A. Charbonnier, C. Craig and F. Atlee, of the service department.

Among the distributors present were: Howard B. Chandler, Portland, Me.; L. R. Howe, Howe & Co., Boston, Mass.; S. A. Jenks, Union Electric Supply, Providence, R. I.; Mr. Elliott, Elliott Engineering Co., Binghamton, N. Y.; F. E. Roth, Roth & Zillig, Buffalo, N. Y.; H. B. Burr, Burr-Fowler Co., Syracuse, N. Y.; A. C. Stiefvater, Stiefvater Electric Co., Utica, Rochester and Albany, N. Y.; P. C. Ford, H. A. McRae & Co., Troy, N. Y., and Bridgeport, Conn.; L. A. Lines, New Haven Electric Co., New Haven, Conn.; Mark Guy, Asbury Park, N. J.; E. B. Degenring, Elizabeth, N. J.; E. J.



V. W. Collamore

Oppenheim, Barter-Oppenheim, Inc., Newark, N. J.; J. H. Hearnen, J. H. Hearnen, Co., Trenton, N. J.; E. A. Wildermuth, Brooklyn, N. Y.; E. J. Edmonds, New York, N. Y.; L. E. Latham, E. B. Latham, New York, N. Y.; Mr. Glover, Garrett Miller Co., Wilmington, Del.; Edw. Creel, Creel Bros., Washington, D. C.; Gordon Parks, Magneto & Machine Co., Balti-

more, Md.; Treiber Electric Service, Cumberland, Md.; Francis J. McCaffrey, Atlantic City, N. J.; Troy B. Wildermuth, Front Market Motor Supply Co., Harrisburg, Pa.; C. E. Ludovici, Jones-Beach Co., Philadelphia, Pa.; George Fisher, J. H. McCullough, Philadelphia, Pa.; L. B. Ganster, Berks Auto Ignition Co., Reading, Pa.; Q. J. Workman, Penn Electrical Eng. Co., Scranton, Pa.; Mr. Baker, Benton Bailey Co., Richmond, Va.; Mr. Perkinson, Tower Binford E. & M. Co., Richmond, Va.; Hardware & Supply Co., Akron, O.; Mr. Henley, Cincinnati Ignition Co., Cincinnati, O.; Robert Gargett, Columbus Ignition Co., Columbus, O.; R. H. Bechtol, Cleveland Ignition Co., Cleveland, O.; Sam Crawford, Toledo Ignition Co., Toledo, O.; O. E. Royal, Flat Top Auto Supply Co., Bluefield, W. Va.; W. W. Huffman, Williams Hardware Co., Clarksburg, W. Va.; J. L. Hawkins, Emmons-Hawkins Co., Huntington, W. Va.; Mr. Gee, Gee Electric Co., Wheeling, W. Va.; Malcolm Mason, Peaslee-Gaulbert Co., Louisville, Ky.; D. M. Burk, Auto Electric & Service Co., Detroit, Mich.; Henry L. Walker, H. L. Walker Co., Detroit, Mich.; L. Bevins, Erie Radio, Erie, Pa.; Briggs United Service, Erie, Pa.; Mr. Brown, Johnstown Automobile Co., Johnstown, Pa.; Leo Reed, Reed Radio & Electric Co., Greensburg, Uniontown and Pittsburgh, Pa.; Mr. Buehn, Esenbe Co., Pittsburgh, Pa.; C. J. Carrolan, Penn Storage Battery Co., Pittsburgh, Pa.; Morley Murphy Hardware Co., Green Bay, Wis.; J. Hamilton Sutor, Shadbolt & Boyd Iron Co., Milwaukee, Wis.; A. Van Antwerpen, Lemke Electric Co., Milwaukee, Wis.; Peter Sampson, Sampson Electric Co., of Chicago, Springfield, Peoria and Danville, Ill.; Abbott Electric Co., Quincy and Evansville, Ill.; C. A. Turner, Protective Electrical Supply Co., Fort Wayne, Ind.; Matt Jones, Auto Electric & Radio Equip. Co., Fort Wayne, Ind.; Mr. Wagner, H. T. Electric Co., Indianapolis, Ind.; Mr. Henley, Birmingham Electric Battery Co., Birmingham, Ala.; S. K. Wallace, G. Norman Baughman Co., Jacksonville, Tampa and Miami, Fla.; W. W. Luce, Electrical Equipment Co., Miami, Fla.; S. D. V. Hopkins, Hopkins Auto Supply Co., Atlanta and Savannah, Ga.; Percy Stern, Interstate Electric Co., New Orleans, La.; H. D. Lee, Lee Hardware Co., Shreveport, La.; Wayne M. Nelson, Odell Hardware Co., Greensboro and Charlotte, N. C.; Robert McCreight, Auto Electric Co., Columbia, S. C.; A. D. Wall, Gas Engine & Electric Co., Charleston, S. C.; Mr. Chisholm, Battery & Electric Co., Greenville, S. C.; Lee M. Ross, C. M. McClung & Co.,

Knoxville, Tenn.; Sharp Battery & Electric Co., Chattanooga, Tenn.; W. W. Gambill, Braid Electric Co., Nashville, Tenn.; Mr. Dunniere, Standard Radio Co., Fort Dodge, Ia.; Sieg Co., Davenport, Ia.; Mr. Bernhard, Bernhard & Turner Co., Des Moines, Ia.; C. J. Timmerman, Midwest Auto Supply Co., Dubuque, Ia.; P. J. Friday, Friday Battery & Electric Co., Ottumwa and Sigourney, Ia.; Mr. Miller, Central Battery & Electric Co., Waterloo and Mason City, Ia.; C. T. Stevens, Reinhard Bros. Co., Minneapolis, Minn.; C. O. Campbell, Northwestern Auto Supply, Billings, Mont.; E. L. Bell, A. M. Holter Hardware Co., Helena, Mont.; A. W. Wilcox, Missoula Mercantile Co., Missoula, Mont.; A. C. Noll, Noll Electric Co., Lincoln, Neb.; U. S. Rubber Co., Omaha, Neb.; Mr. Streuber, 555 Tire & Service Co., Little Rock, Ark.; J. A. Nelson, Auto Electric Appliance Co., Denver, Col.; Auto Equipment Co., Denver, Col.; Sorber-Kuhn Auto Supply Co., Joplin, Mo.; J. B.



H. R. Carlisle

Murphy, Electric Products Co., Kansas City, Mo.; Mr. McCreary, Western Radio Corp., Kansas City, Mo.; Ozark Motor & Supply, Springfield, Mo.; Mr. Hall, Brown & Hall Supply Co., St. Louis, Mo.; E. T. Buckley, Radio Supply Co., Albuquerque, N. M.; Scheck Battery Station, Albuquerque, N. M.; Harrison Smith, Harrison Smith Co., Oklahoma City, Okla.; G. E. Smith, Harrison Smith Co., Dallas, Tex.; G. A. Zanone, Southern Electric Service, Memphis, Tenn.; W. F. Dulaney, Paris, Tex.; Southern Equipment Co., San Antonio, Tex.; R. D. Clark, Western Battery & Magneto Co., El Paso, Tex.; Tri-State Motor Co., El Paso, Tex.; A. S. Montgomery, Casper Supply Co., Casper, Wyo.; E. R. Hardy, Electric Equipment Co., Phoenix, Ariz.; Ray Thomas, Electric Equipment Co., Los Angeles, Cal.; Ernest Ingold, Automotive Service Agency, San Francisco, Cal.; J. V. O'Donnell, Bertram Motor Supply Co., Boise, Idaho; Rodney Prentice, Sunset Electric Co., Portland, Ore.; C. M. MacDonald, Inter-Mountain Elec. Co., Salt Lake City, Utah; Gordon Prentice, Sunset Electric Co., Seattle, Wash.; W. E. Chase Engineering Co., Spokane, Wash.

C. G. Keyes, Keyes Supply Co., Ottawa, Can.; J. A. Bennet, Bennet & Elliott, Toronto, Can.; John M. Bishop, John Millen & Son, Montreal, Can.; M. B. Wilkinson, Motor Car Supply Co., Calgary, Can.; T. A. Flynn, Motor Car Supply Co., Edmonton, Can.; E. R. Williams, Bowman Bros., Ltd., Saskatoon, Can.; R. H. Bowman, Bowman Bros., Ltd., Regina, Can.; J. B. Parham, Canadian Fairbanks Morse, Vancouver, Can.; H. L. Mathews, Canadian Fairbanks Morse, Winnipeg, Can.; A. H. Keleher, H. H. Keleher & Co., New York, N. Y.; Mr. Simonsen, Simonsen & Nielsen, Copenhagen, Denmark; C. I. Whitehead, Auto Electric Supply Co., Johannesburg, South Africa.

THE PENN VICTOR DOG

Awaits your call to service in promoting Victor business and hopes to make you his friend.



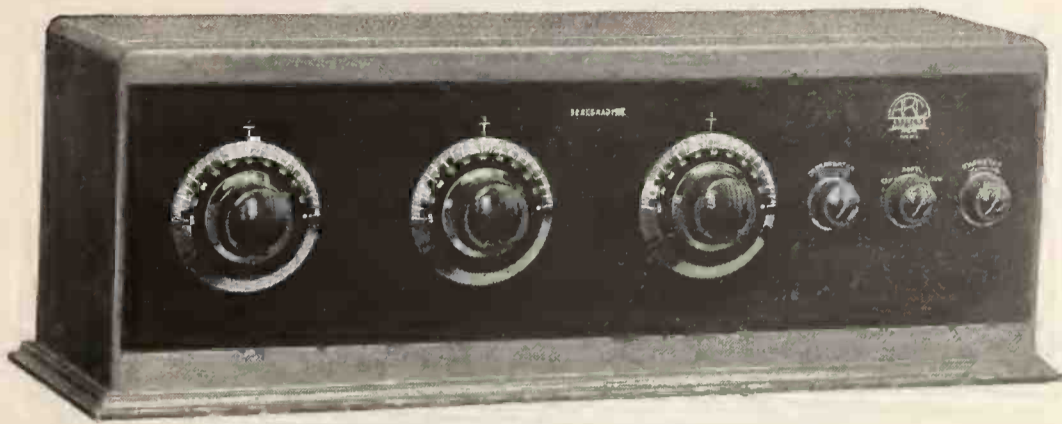
MORE THAN 250,000 SOLD IN 1923

PENN PHONOGRAPH CO., Inc.

Victor Wholesale Only

913 Arch Street

Philadelphia, Pa.



And now the
Andrews Deresnadyne-
successfully combines tone quality and selectivity with distance and volume

Hitherto it has been possible to purchase in a radio set one of two groups of qualities — tone quality and selectivity on the one hand, and distance and volume on the other, but not both.

Now the Andrews Deresnadyne 5-tube Radio Receiving Set, using the exclusive principle of the *Deresonated Plate Circuit*, for the first time combines these absolute essentials of fine broadcast receiving. It secures the finest tone and high selectivity with increased distance and volume.

The *Deresonated Plate Circuit* is the only circuit which stops the oscillations that produce whistling and distortion at the source — the plate circuit. It does this by simply properly balancing the elements of the circuit — without the use of special devices in the grid, where all adjustments are very critical. *It stops oscillation, but allows signal strength to build up to a maximum.*

The result is a tone quality which in our belief has never been equalled by any radio set on the market. In volume the Deresnadyne

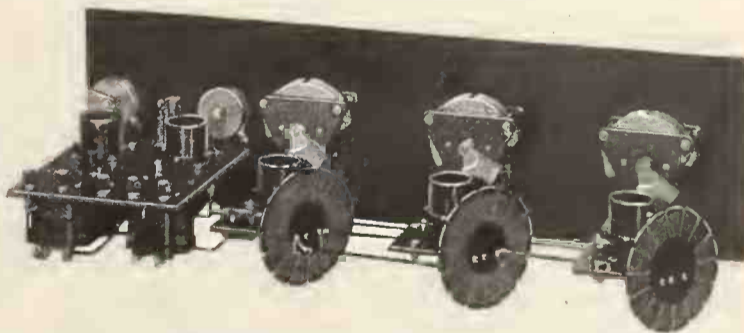
will give anything from a mute tone to a volume that fills a large hall. It is highly selective. It has the ability to go through powerful local stations to reach out and bring in distant stations with perfect clarity and rich tone.

The Deresnadyne is extremely simple in operation and construction.

A unique and remarkable feature is the Deresonator, which enables you, by merely turning the knob, to pass by imperceptible gradations, from the maximum volume and power to the softest tone. It is easy to log. You can change from 1st to 2nd stage or turn off the set by merely turning the switch knob. The case is of genuine mahogany, hand-rubbed, with large handsome dials.

Combining for the first time *all* the essentials of fine reproduction the Deresnadyne will meet not only the requirements of the most exacting fan, but those of the owner who regards a radio set as a musical instrument of the greatest utility. *Write for literature.*

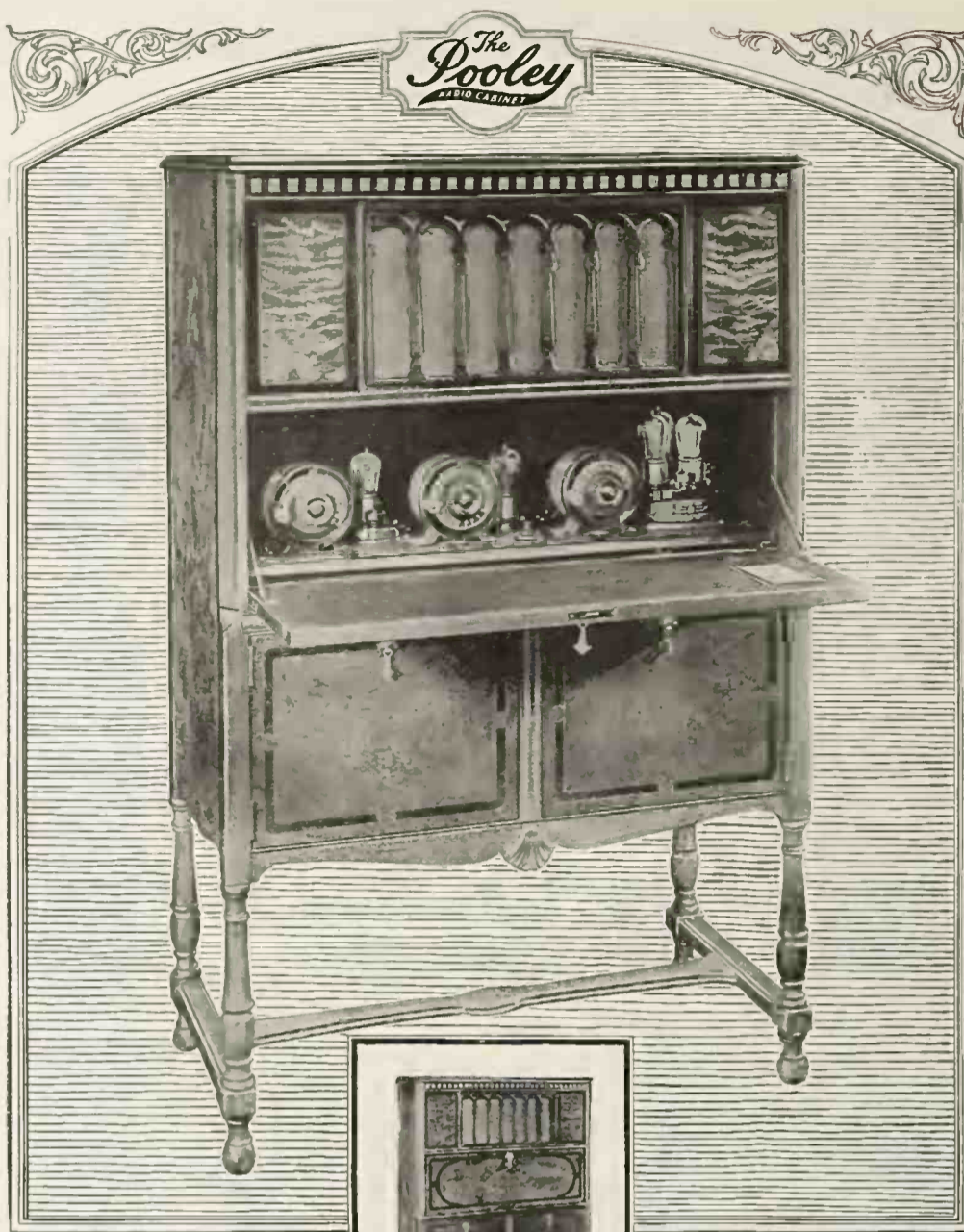
Interior view of the Deresnadyne. Note the extreme simplicity of construction.



ANDREWS RADIO COMPANY · 506 WEBSTER BUILDING · CHICAGO

Andrews
Deresnadyne
DE-RÉS-NÁ-DÏNE · PATENTS PENDING
Radio Receiving Set

Price, \$150 *without accessories*



Pooley Radio-Cabinet

Stuart style in duo-tone American Walnut or English Brown Mahogany, superb in design, workmanship and finish—a masterpiece of fine cabinetmaking.



Model 1100-R-2

Length 33 in. Depth 15½ in. Height 52½ in.
Equipped with
ATWATER KENT Five - Tube Open Radio Set
of Great Selectivity and Instant Accessibility.

Complete, without Tubes and Batteries, \$225

SELL THE RADIO THEY WANT
“There’s Millions In It”

THE Radio of today must perform in the living rooms of the home. “The Radio Beautiful” is demanded. It should pick out the station wanted and shut out the rest—instantly, completely. Hence, easy operation, maximum distance, volume, clarity and selectivity—“The Radio Supreme.” The one outfit that most nearly realizes these ideals is the unique

ATWATER KENT

Five - Tube Radio Set of Easy Operation, Maximum Distance, Volume, Clarity and Selectivity

SUPERLATIVELY
HOUSED IN

The Pooley
RADIO CABINET

RADIO-CABINET

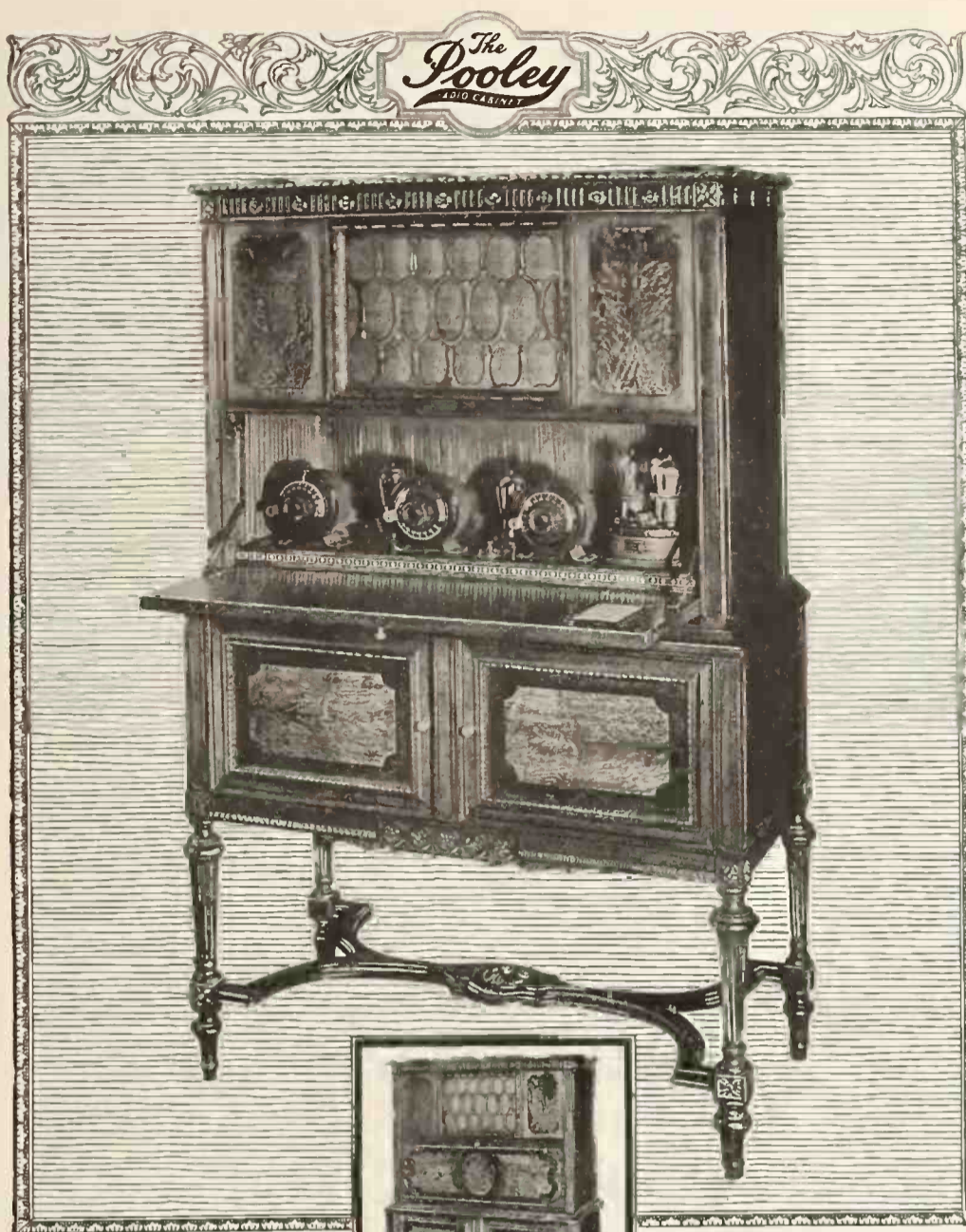
The Only Radio with the Pooley Built - In Loud-Speaker Amplifying Horn (patent pending).

And it SELLS FOR LESS than any other standard set, whatever its name or claim—every condition needed to insure QUICK SALES, BIG PROFITS AND SATISFIED CUSTOMERS.

Get Full Data and Trade Discounts—Pooley Radio Sales Department C

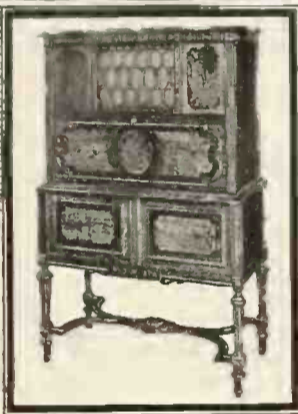
Pooley Company
Inc.

16th—17th—INDIANA AVENUE, PHILADELPHIA



Pooley Radio-Cabinet

Style Louis XVI. Selected American Walnut and Oriental Burl. Fluted Silk Interior fitting. A Pooley fine art execution. The world's standard for forty-one years.



Model 1200-R-2

Length 36 in. Depth 18 in. Height 56½ in. Equipped with ATWATER KENT Five-Tube Open Radio Set of Great Selectivity and Instant Accessibility.

Complete, without Tubes and Batteries, \$350

Pooley-ATWATER KENT RADIO

Has No Real Competition

IT IS unique. It has new, exclusive advantages. Its open set permits easy access to controls and for adjustments. It alone includes the Pooley Built-In Loud-Speaker Amplifying Horn (patent pending), Radio's greatest recent advance. Its merits are advertised monthly to 13 million radio-hungry people. Your market is ready-made—whether jobber or dealer.

MAIL FOR MORE DATA

Pooley Company Radio Sales Department C Philadelphia.
 Send full information regarding Pooley-ATWATER KENT Radio.

Name..... Street.....
 City..... State.....

Pooley Radio-Cabinets are also furnished unequipped, to SELL to the thousands of owners of Atwater Kent Radio Sets — ANOTHER FRUITFUL SOURCE OF PROFIT AND GOODWILL.

Desirable Territory Available To Jobbers In The Musical Trade

Pooley Company

Inc.

16th—17th—INDIANA AVENUE, PHILADELPHIA

Sales Volumes Jump as Fall Opens With a Marked Business Revival in Atlanta

Agricultural Districts in a More Prosperous State Than in Some Time and Dealers Are Cashing in on Increased Spending—All Lines Enjoy Good Demand—The Month's News

ATLANTA, GA., October 9.—The talking machine and radio business in this section has taken a decided upward trend that places the volume of sales for the month of September far ahead of those for the past few months, and, what is more satisfactory to dealers, gives all indications of a brisk Fall and Winter business. With the coming of the more pleasant Fall weather the volume of sales in practically every store showed an appreciable increase.

Good Crops Presage Brisk Business

What is more important, in that it points to a continuation of good business, is the prosperous condition of the crops of the State. Recent estimates of the Government Department of Agriculture place the value of Georgia's crops at least \$100,000,000 in excess of last year, putting the State in fifth place in the total value of her agricultural products. The cotton crop is far in excess of that of 1923. The bumper corn crop has had a return to its old-time prosperity, and the tobacco farmer is far better off than he has been for some time. In brief, the farmers are in good shape this Fall, and that means that the same condition will be felt by everybody. With a great share of the crop already disposed of and with debts paid off, the farmers and trades people have plenty of money, and buying of all sorts has been accelerated.

This is the happy condition which confronts the merchants, and talking machine dealers expect that the prosperous condition will be reflected in the sales of musical instruments. This is already true to a certain extent, and the sales of the past month show that the trade is in a real healthy condition, with a demand for all classes of merchandise, talking machines, radio receivers and records and small musical instruments, all moving briskly.

Demand for Outing Portables Continues

James K. Polk, Inc., distributor of Okeh records, Outing portable talking machines, Sonora phonographs, Honest Quaker repair parts, supplies, etc., reports that business throughout the entire territory served by him is in excellent shape. Record sales are particularly good. This branch of the trade suffered no appreciable diminution during the Summer, and together

with the other merchandise carried by this enterprising wholesaler it is booming along even better this Fall. The Outing line of portables is another line carried by this house that shows sales consistency throughout the year. Many dealers suffer from the delusion that the portable is an article that sells well only during the Summertime. That there is no basis for this theory is proved by the number of orders which have been received from dealers from all sections for Outing machines since the close of the vacation months.

Rich Bros. Music Club Popular

The Rich Bros. & Co. Music Club continues to hold its monthly concerts, and the three thousand and more members display the interest which has given the Club the success which it has enjoyed since its formation some six or seven months ago. The return which this establishment has experienced in the sale of musical instruments and records has more than offset the money and time expended in the organization of the Club.

Clark-Atlanta Co. Busy

The Clark-Atlanta Co., carrying the Starr phonographs and Gennett records, together with the other dealers of the city, is enjoying a brisk sales activity. Reynold C. Clark, the proprietor, has installed a full line of small goods.

Steady Demand for the Strand

The Strand radio-phonograph continues to meet with a steady demand, according to M. E. Lyle. The amplifier, which permits the instrument to be played as either a phonograph or a radio receiver without any adjustment, is a big feature. Mr. Lyle, who also represents the Unit Construction Co., states that a number of dealers throughout the South have remodeled their stores, using Unico equipment.

To Take on Radio

It is announced that the Vernon Piano Co., of Alliance, O., has taken on radio and will make a big thing of it. Mr. Vernon plans to look after the radio business himself. It will be several weeks before the department is completed.



'One handle handles it'
Outing
TRADE MARK
'Master of Movable Music'

4 Years
Have Proved
Outing
Portables
Are the
Best

J. K. Polk, Inc.

294 Decatur St.

Atlanta, Ga.

Outing Distributor

Hollywood Music Co. Carries Out Plans for Expansion

HOLLYWOOD, CAL., October 4.—Carrying out plans that call for a completely departmentalized music store, the Hollywood Music Co., 6019 Hollywood boulevard, is undergoing changes that will give the establishment more than double its former floor space, and that will make possible the doubling of the working personnel of the company. A long-time lease has been taken on the adjoining store and the two big rooms have been connected with an arched portal.

The enlarged talking machine department will be under the management of C. B. Corder. The Edison line, which has been handled by the company for many years, will be carried, together with the Brunswick line, which was recently arranged for by the company. Robert Walder and Warren Roe are in charge of the radio department, which features the Radiola line. The piano, small goods and sheet-music departments have also been rearranged and enlarged.

Interesting Performance of Garod Neutrodyne

Demonstration is the best form of salesmanship. This is clearly shown in the following letter received by the Garod Corp. from Ralph D. Earle, Jr., president of the Earle Radio Service, Inc., of Hackensack, N. J.:

"Gentlemen:—Last week Mr. Williams, of E. M. Wilson & Son, of Newark, called on me, with a Garod V Neutrodyne, in an effort to have me add the Garod to my line. I told him frankly that I would take on no other lines unless I were given the set to try out and sell it to myself, and he left it with me for three days. At the end of that time I was sold. Here's what I did with the receiver—I thought maybe you people would be interested in knowing.

"On the 17th I took it to my home, so I could have more time to myself to monkey with it—I started in at 7.45 P.M. Heard all the locals, of course, and logged 29 other stations up to the time I quit, at 11.45 P.M. I received WEBH, Chicago 360, and WMAF, S. Dartmouth 363, at about 8 o'clock, while WHN, New York 360, was going strong—no interferences from them. Later, I got WOC, Davenport 484, and WFAA, Dallas 476, while both WJZ 455 and WFAF 492 were broadcasting not ten miles from me. I got PWX, Havana 400, while WOR, Newark 405, was working twelve miles away. Of course, every station was received on the loud speaker, not only with excellent volume and clarity, but also with beautiful control of the volume—a real feature."

Build Up Radio Audience

DES MOINES, IA., October 6.—Williamson Brothers, sons of F. R. Williamson, district manager of Harger & Blish, Edison distributors, have built up a large following among radio enthusiasts through broadcasting from various stations, including WDAF, WOAW, WOC, WLAG and WHO. In addition to entertaining via the air route the boys have played vaudeville for the past two years, when not engaged in school work and have received much favorable comment.

Okeh and Odeon Records

WHEN prompt, positive deliveries of complete orders for the famous Okeh "hill-country music," the new blues by America's foremost race artists, the new song and dance hits, or the inimitable, imported Odeon recordings are wanted, write or wire

Wholesale Phonograph Division

JAMES K. POLK, Incorporated

Offices and Show Rooms:

294 Decatur Street

ATLANTA, GA.

BUY OKEH NEEDLES—They Keep Record Sales Alive!

5 Reasons for Buying through Gilbert-Keator Corporation

Standard Lines—

*which sell and repeat and on which prices are not cut.
Read the list.*

Deliveries When Wanted—

because of our standing with representative manufacturers.

Financial Strength—

*of our manufacturers whose means and equipment can
provide great quantity production when needed.*

Knowledge of Radio—

*gained in helping thousands of dealers during the years of
building up DeForest Radio Tel. and Tel. Co.*

Advertising and Selling Help—

*That's What Dealers Get
When They Buy Through*

GILBERT-KEATOR CORPORATION

Wholesale Distributors of Nationally Known Radio Equipment

1755 Broadway (56th St.) New York City Phone Circle 2949

Branch Sales Office, 396 Central Ave., Newark, N. J. Phone Mulberry 4830

DeForest Reflex Sets
DeForest Vacuum Tubes and Accessories
R. E. Thompson Neutrodyne
R. E. Thompson Magnaphones
Pooley Thompson Neutrodyne Console Sets
Day-Fan Receivers
Brandes Phones and Table Talkers
Jewett Super Speakers
Simmons Talkers and B-eliminators
Dubilier Super Ducons
Unitron (Bulb) Chargers

Bulkite Chargers and Battery Eliminators
Ray-O-Uic Batteries
Gray Wet B Batteries
Dymac Phones and Table Talkers
Weston Meters and Plugs
Rader Run-A-Radio
Acme Transformers and Kits
Pacent Accessories
Carter Accessories
Neidich Batteries



Crosley Sales Promotion Plans for 1924-25 Season

The Crosley Radio Corp., Cincinnati, O., has forwarded to the trade an outline of the "1924-25 Sales Promotion Plans" for established Crosley distributors and dealers. In this pamphlet the national advertising of the company is reviewed; the Metropolitan newspaper publicity is covered; the plans of the free school for Crosley salesmen and repairmen is outlined; sales and advertising helps are shown, including a word on the "Sample Advertising Book" and the "Crosley Retail Sales and Service Manual." Various other coming activities of the organization are covered, including its plans for radio shows, county fairs, etc.; also hook-ups and co-operative features and other interesting trade announcements. The Crosley organization has greatly extended the sales exploitation and service arrangements and shows heavy increases in practically every activity of the Crosley organization.

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*



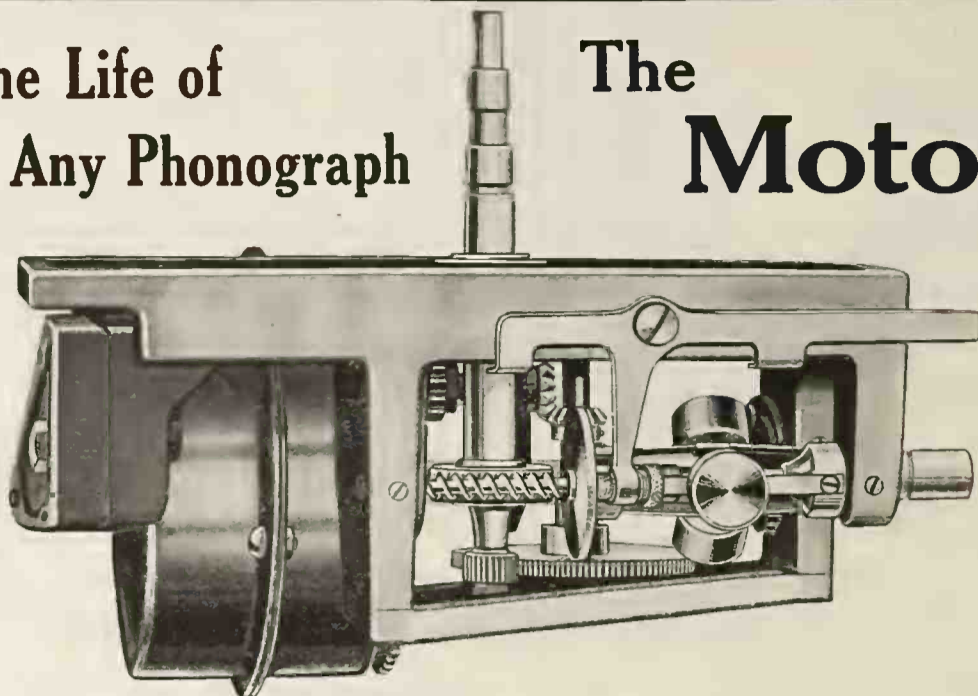
Reg. U. S. Pat. Off.

F. C. KENT CO.

Irvington, N. J.

The Life of Any Phonograph

The Motor



For smoothness—quietness and even pull—"THE DAYTON" phonograph motor stands alone

A size to fit every requirement from the sturdiest single spring to the most durable and dependable quadruple spring

An inquiry will bring sample motors and prices of any sizes you need — without obligating you in any way.

THE THOMAS MANUFACTURING COMPANY Established 1905 **DAYTON, OHIO**

Heavy Ordering of Nyrad Products for Fall Trade

Prominent New York Distributing Organization Pushing New "Music Master Radio Reproducer"—Drive on Other Lines

The Nyrad Distributing Co., Inc., 250 West 108th street, New York City, is giving special attention to the introduction of the new cabinet model "Music Master Radio Reproducer." Cass B. Riddle, director of sales of the Nyrad organization which, by the way, has had twenty-four years' experience in distributing musical products, is quite enthusiastic over the outlook for the company's various radio lines during the Fall season. He states the dealers are already ordering in quantities and that every indication seems to show that the music dealer is taking advantage of the sales possibilities in radio lines.

The Nyrad Distributing Co., Inc., is the jobber for the Atwater Kent, Pooley, Sleeper, and Garod receiving sets, the Music Master loud speakers, Eveready batteries and other accessories.

The sales organization is composed of well-known music men, including S. Semels, who is considered one of the best music merchandisers in the country. He gives particular attention to the new dealers adding radio to their stocks. His own experience in the music industry and his entry into the radio field in the early days, well qualifies him for these activities. The personal attention he extends to music dealers and his knowledge of their needs is much appreciated. Otto Goldsmith, who has a wide acquaintance with dealers in talking machines and allied lines, is also a member of the organization, as is John Sheppard and Harry Ansell, both of whom are well equipped to serve the music merchant with knowledge based on a wide merchandising experience.

D. T. Allen in New York

D. T. Allen, vice-president of the Carryola Co. of America, Milwaukee, Wis., spent a week in New York recently, completing arrangements for the opening of a New York office. He was accompanied by John C. Casegrande, who will manage the new office. While here Mr. Allen and Mr. Casegrande enjoyed the portion of the World Series that was played in the Polo Grounds.

H. E. Karlsruher With Manhattan Elec. Supply Co.

Well-known Member of Talking Machine Trade to Cover the Brooklyn Territory for Successful Gotham Radio Wholesaler

Richard C. Boehler, sales manager of Manhattan Electrical Supply Co., Inc., New York City, distributor of Radio Corp. of America and other representative lines, announces the appointment of Harold E. Karlsruher as Brooklyn representative.

Mr. Karlsruher is well known to the talking machine trade for his ability and willingness to help the dealer resell, as evidenced during his long service while with the Emerson Phonograph & Radio Corp.

His recent years in wholesale Columbia and Gramby distribution have rounded out his broad experience of the past twelve years, including two years selling Federal Tel. & Tel. Radio Co.'s products to the New York and Brooklyn trade.



H. E. Karlsruher

Gould Batteries on Exhibit

The Gould Storage Battery Co. is conducting a display of the Gould Unipower battery at the Hotel Ansonia, New York City. This display is being held in conjunction with the newspaper publicity now being conducted in the metropolitan dailies. It is displaying the Gould "A" Unipower battery, the Gould "B" Unipower battery, and the Gould combination Unipower battery, practically a duplication of the exhibit of the company in Madison Square Garden at the World's Radio Fair.

Joseph Cardinal Expands

KENOSHA, Wis., October 6.—Joseph Cardinal, who two years ago took over the local Kimball agency, has expanded his store to take in the entire building adjoining his original place of business at 211 Main street. The new establishment will carry a more complete line of Kimball phonographs, pianos, records and sheet music.

"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.
- GENERAL PHONOGRAPH CORP.....15 West 18th St., New York, N. Y.
- BRISTOL & BARBER CO., INC.....3 East 14th St., New York, N. Y.
- NYRAD DISTRIBUTING CO., INC..250 West 108th St., New York, N. Y.
- E. B. SHIDDELL CO.....1011 Chestnut St., Philadelphia, Pa.
- BENNETT PIANO CO.....52 W. Market St., Wilkes-Barre, Pa.
- JAMES COWAN CO.....18 West Broad St., Richmond, Va.
- STARR PHONOGRAPH CO.....634 Grant St., Pittsburgh, Pa.
- BELKNAP HARDWARE CO.....Louisville, Ky.
- J. K. POLK, INC.....294 Decatur St., Atlanta, Ga.
- INDEPENDENT JOBBING CO.,
112 East Center St. North, Goldsboro, N. C.
- IROQUOIS SALES CORP.....210 Franklin St., Buffalo, N. Y.
- STERLING ROLL & RECORD CO... 137 West 4th St., Cincinnati, O.
- OHIO MUSICAL SALES CO.....1747 Chester Ave., Cleveland, O.
- C. L. MARSHALL CO.....514 Griswold St., Detroit, Mich.
- TARG & DINNER MUSIC CO.....229 West Randolph St., Chicago, Ill.
- EDWARD G. HOCH CO.....27 No. 4th St., Minneapolis, Minn.
- MAJESTIC MUSIC SHOP.....16 South 7th St., Minneapolis, Minn.
- 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.

Trade Indications in the Los Angeles Territory Point to a Busy Season Ahead

John W. Boothe Predicts Phenomenal Business—W. E. Henry Succeeds W. F. Stidham as Columbia Manager—Tom Rockwell Weds—Record Artists Get Warm Welcome—The News

LOS ANGELES, CAL., October 4.—It is not an easy matter just now to analyze the phonograph situation; there are so many and conflicting reports and opinions expressed and given. Prognostications are even more difficult, one would think, although there are some who are bold enough to make them. A famous prophet—and he is not without honor in his own city—John W. Boothe, general manager of the music and radio departments of Barker Bros., declares that the business in phonographs, more particularly in combination talking machine and radio sets, will be phenomenal, reaching levels beyond the wildest dreams of music men who must adjust themselves to the new conditions and inaugurate policies and rules which will enable them to take the fullest advantage thereof, otherwise

a larger portion of this potential business will go to others who are more aggressive.

Eight Victor Artists Give Concert

The Eight Popular Victor Artists appeared at the Philharmonic Auditorium on September 21 in concert, which was well attended. As usual, dealers handling the records of these artists enjoyed a stimulated demand immediately before and after the concert.

Tom Rockwell a Benedict

T. G. Rockwell, Cheney phonograph and Vocalion record dealer, is now a Benedict, as may be gleaned from the following telegram received by the Munson, Raynor Corp., this city: "Was married in Sacramento Saturday night; intended wiring you then, but was too busy."

Everyone who knows young Tom Rockwell



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

will join us in best congratulations and hope for the blessings and luck which he deserves.

Abe Lyman Returns to Los Angeles

Abe Lyman and his celebrated orchestra have returned to Los Angeles and are once again installed at the Coconut Grove, Ambassador Hotel. They have returned with fresh laurels from the Atlantic Coast, where they were first known through their fine phonograph records, which are made exclusively by the Brunswick Co. They were welcomed on their arrival by the assembled orchestras from the Vernon Country Club, the Rendezvous, the Montmartre, the Green Mill, the Plantation and by a host of admirers and friends.

Columbia Manager Resigns

Wm. F. Stidham, who has been manager of the local branch of the Columbia Phonograph Co. for the past seventeen years, has resigned and will be succeeded on October 1 by W. E. Henry, who has been connected with the Columbia Co. for many years and is well known in Southern California. Mr. Stidham came to Los Angeles in 1907 and assumed the management when the Columbia Co. was engaged in both the retail and wholesale business. About two years later the retail store on Broadway was closed on his recommendation and sales efforts devoted to wholesaling only.

Earl Dible Goes to Long Beach

Earl Dible has been appointed manager of the Long Beach branch of Barker Bros. and has already made his smiling presence known by registering excellent sales.

Here and There in Radio

Sherman, Clay & Co. have started out in the initial month's business with a bang and report excellent sales of Radiolas, Gilfillan Bros. neotrodyne and Crosley sets. Radio Supervisor Sturdevant spent several days in Los Angeles last month, conferring with Manager Ellis and Sales Manager Jackson.

It seems to be the consensus of opinion that terms on phonograph-radio sets should be not less than 25 per cent down and balance in ten months.

J. W. Boothe, of Barker Bros., reports a big demand for Sonora loud speakers, Ware three-tube sets and Kennedy five-tube sets.

Triangle Radio Co. Busy

The Triangle Radio Supply Co., Inc., New York City, reports an exceptional radio demand. This company, under the direction of H. A. Linde, has built up an excellent business as distributor of Fada and Crosley sets, the Music Master radio reproducer and a diversified line of radio accessories and parts. The Triangle Radio Supply Co., Inc., was also recently appointed distributor for David Grimes, Inc. Mr. Linde has prepared for a big Fall season by securing a large stock of merchandise and predicts this Fall will be one of the busiest in the history of the organization.

Does Brisk School Business

CAPE GIRARDEAU, MO., October 6.—The Clark Music Co. finds it profitable to cater to the musical wants of the local schools. The five schools here are equipped with Victrolas, all XXV's, with two additional IV's. The State Teachers' College boasts Victrolas in each of four buildings and five in fraternity houses. In addition, many of the rural schools of the county have been supplied with Victrolas by the Clark Music Co.

Emerson Exhibit at Fair

DECATUR, ILL., October 7.—The Emerson Piano House had an effective talking machine exhibit at the local annual fair. The chief attraction was a Victrola with glass top and sides, revealing the construction of the tone chamber and motor. The Emerson Co. reports an excellent attendance and many prospects gained from the exhibit.

BLACK BEAUTY ADVERTISING



A Real Newspaper Selling Campaign!

Black Beauty advertising is going to run in *your town* — in *your newspapers* to bring people into *your store*. It's a real retail selling campaign and it doesn't cost you a cent.

Have Black Beauties to sell when the demand comes! Get in touch with your jobber today, or if he doesn't handle The Black Beauty, and some do not, write us for the list.

... TRUTHFULNESS ...

Like the voice of a friend, you can believe your Black Beauty. You know it reproduces faithfully. Subtle instrumentalities and the more complex variations of the human voice are reproduced with almost mirror-like accuracy. For the goodness of The Black Beauty is more than an intention—more than some-

thing to write about. Rigid inspection of each and every instrument guarantees uniformity—as the label on its base will testify.

The Black Beauty stands as the most—the utmost—that can be accomplished at its price. Unquestionably, it represents the greatest loud speaker value to be had at any price.

See and hear THE BLACK BEAUTY at your dealer's today.

United Radio Corporation
Newark · New Jersey

United Radio Corporation
Newark · New Jersey



Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., Oct. 8, 1924. MANUFACTURERS of talking machines and of records are sending out S. O. S. signs to their dealers imploring help. And for what?

S. O. S.
Really!

Why, to enable them to decide how to pro-rate their production during the next two months, so that every retailer carrying their lines may be assured of getting a reasonable quantity of goods to sell. Dealers are being asked to wire statements of their probable requirements during October and November. Some manufacturers actually have already during the last three weeks sold out most of their estimated production and are receiving additional orders daily. How long the spurt will last no can tell; but that there has been a most decided spurt cannot for a moment be denied. What is even more important, the whole general feeling in the trade is favorable, and dealers everywhere are looking forward to a fine holiday market. Already around Chicago the retail trade has begun to pick up to some extent and a good deal of business is being done in radio-phonograph combinations. The general price level at present appears to be around one hundred twenty-five dollars, but there is evidence that more expensive machines are being asked for to some extent. Meanwhile, the general business situation in the Middle West is encouraging. A strenuous attempt is being made by certain parties in the political field to paint gloomy pictures of destitution and suffering; but the reports which go out from the United Charities of Chicago at frequent intervals to all who regularly or occasionally contribute to their support do not bear out the view that any great economic distress exists. Employment conditions are not bad and are generally improving. When the music industries are cheerful it is safe to say that other industries are not unhappy. All in all, the situation is by no means discouraging and signs multiply that it will continue on the upturn for months to come.

THE big event of the month in local retail circles is the celebration of their sixtieth anniversary by Lyon & Healy. This great house was one of the first to get rightly into the retail talking machine game, and later into the jobbing of talking machines, which it carried on for many years with conspicuous success. To-day it is safe to say that the amount of retail talking machine experience and knowledge possessed by Lyon & Healy's experts is second to none. From the start the house has stuck close to the best in talking machines and has simultaneously developed its record business along lines both high-class and practical. It has always been possible to obtain immediate and accurate service on any item in the great Victor record catalog at Lyon & Healy's store, and the counter service has likewise been unusually efficient. This is praise which one ought to be able to give to any retail store which makes any pretense at selling talking machines and records; but unfortunately, one cannot say so much in all cases. When a house has sold talking machines for as many years as Lyon & Healy have, that house can surely lay claim to some knowledge of how the game ought to be played; and so when we find that intelligent high-grade personal service in the record department is the keynote of the sales policy we may be safe in assuming confidently that it is a true and well-tuned keynote capable of carrying the burden of a whole progression of harmonious business chords. Lyon & Healy, Inc., is a great music house, one of the greatest music houses in the world. It has been built up wisely and solidly, first, by a great business genius and then later on by his worthy successors. There is nothing small or petty about it. Things are done in a large way by Lyon & Healy, and although that house makes no claim to any monopoly of business sense and wisdom in the retailing of musical instruments, or even of talking machines and records in particular, it may well claim something even better, namely, the power to give the rest of us a retail example which every one of us may study to great advantage. It is right that the whole trade should salute that great house, born

Sixty
Years
Young

so long ago, before the Fire, when Chicago was crude and young; and now so strong and matured, yet still so youthful to-day, when Chicago is vast and rapidly becoming beautiful and gracious. Vivat et floreat!

By all odds the Brunswick Western sales conference provided the most interesting wholesale news of the month in this part of the world. There is nothing new about sales conferences of course, as any one could guess; but the particular convention of which we speak was really unusually interesting. Largely the interest lay in the fact that so much attention was given to the explanation and dissection of the large Brunswick-radio combination which has attracted so much attention throughout the talking machine trade. The convention apparently made a serious effort to discuss wisely and practically the whole big question of talking machine and record merchandising from the Brunswick's specific point of view and in so doing fulfilled worthily its mission. As we see it, the business of those who organize sales conferences among the executives and the retail representatives of a manufacturing corporation is to study seriously the whole matter of policy in selling and in making too; and then to arrive at such conclusions as may best suit the capacities and the circumstances of the majority of the retail men. It is one thing to formulate policies from a desk, and quite another thing to get those policies carried out. Retail dealers, way out on the firing line, with irritating and stupid circumstances to confront, with indifferent and uneducated patrons, with a community in which all the educational work has to be done from the beginning, are naturally inclined to be skeptical about the value of plans for merchandising elaborated at a distance, and out of touch with their individual problems. To get these two parties together and to have both sides discuss with freedom their individual points of view, is to make a success of a sales convention. This appears to have been the spirit of the Brunswick conference, which from all reports was successful. Its managers have gone off to New York now to do the same for their Eastern dealers and no doubt will repeat their success.

Brunswick
Rings
Bell

WE have been privileged to read the advance proofs of a full-page advertisement of the Cheney phonograph about to go into the Saturday Evening Post as a contribution to the national advertising campaign which is being carried on by that house. The reason for here referring to this is simply that the copy-writer, inspired no doubt by his clients, has undertaken to place before the readers of this large weekly a wholly novel point of view. He invites them to consider certain specific features of the reproduction of music by this phonograph and endeavors to make plain, in language understood of the people, the inner secret of the construction of the machine and the musical results which flow therefrom. In general terms, of course, this is always being done; but in specific terms it has rarely been attempted in this field. The experiment is extremely interesting, for it marks the opening of a new era of advertising for this aggressive firm. With radio and with the reproducing piano to consider, it is evident that talking machine advertising must—to some extent at least—be re-thought. The public must be educated to see that the talking machine has a place of its own in the domain of music. Its position stands secure in its capacity to preserve through its records the best of interpretations made under test conditions, and of all kinds and sorts of music, but the fact remains that unless these points are impressed on the public consciousness they will not become generally known. The policy of specific advertising as demonstrated by the Cheney Co. is worthy of emulation, and this applies with special force to the newspaper advertising of the retail dealers. Certain it is that the advantages of the talking machine cannot be equaled by any other instrument of the music reproducing type.

A
New
Phase?

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

EUGENE F. CAREY, Manager

Improved Demand for All Lines Is Basis for Optimism Throughout Middle West

Higher Priced Instruments Selling Satisfactorily Despite Sales Drives on Cheaper Machines—Record Business Is Encouraging—Radio Sales Gain—News and Trade Activities of the Month

CHICAGO, ILL., October 8.—September brought with it a decided improvement in business which was reflected in both wholesale and retail sales. Starting with a snap during the cold weather earlier in the month, it has persisted during fluctuating temperatures and has brought with it, in spite of growing campaign interest and everything else, promises of a really good Fall business.

Locally the situation has been peculiar and in some respects encouraging. Despite a deluge of very low-priced machines aggressively advertised at discouraging terms there have been plenty of the higher-priced machines sold. The largest sellers to-day are priced at not less than \$100 or more than \$200, with the \$150 price probably the popular favorite; but there are, in the aggregate, many machines at \$250 and up being sold, while the combination radio and talking machines are getting a fair amount of attention, although more largely perhaps in the more expensive types.

"It's all a matter of salesmanship," said one large Wabash avenue dealer. "The store that plans its campaign and trains its salesmen to sell the higher-priced goods can do it. A weak compliance with competitive conditions will speedily bring one's business down to a very

unsatisfactory basis. Quality arguments and appeals to the instincts of pride and of love for an artistic product are just as potent to-day as ever. There is lots of money which can be brought out of its hiding places right now through aggressive high-grade salesmanship."

From the jobbing viewpoint business made a most satisfactory showing in September and during the early part of October. Many dealers showed a disposition towards moderate anticipation of their needs, while there was a large volume of immediate "hurry" shipment business which spoke eloquently of extremely low stocks and a revival of retail sales. October is generally expected to make an excellent showing and some believe that it will show considerable improvement over the corresponding month of last year.

Record business is encouragingly good and at a volume which distinctly indicates that machines are not lying dead to the extent that some depressed ones would seem to think and that there is a continually growing and very large contingent of new machine owners.

Most manufacturers in Chicago and outlying districts are exceedingly busy. Some of them, in fact, have considerably increased their outputs the last month or so. Many of these

machines are of the popular-priced type, but it is noteworthy that many of these low-priced products represent greater values than ever before by reason of the better quality of their construction and improved appearance.

The Growth of Radio Demand

Radio manufacturers and jobbers report an excellent business, with the emphasis on the higher class of apparatus with the music trade. This is a natural tendency. This trade, after all, is best equipped by experience to take care of business of this type and has the knowledge of the instalment business to properly handle it in whatever instances of bad management that may occasionally develop.

That the talking machine dealers are increasingly handling radio, but that they are learning the lessons of the past and are arranging this branch of their business on a stronger and better basis, is more and more evident.

It is becoming more and more apparent that the tendency at first noted to consider the radio and talking machine as antagonistic is disappearing. It is now fully recognized that each fills its legitimate niche in the music merchandising business, and is to be sold on its own distinctive merits. The function of each in the home has to be thoroughly understood and conveyed to the customer.

Cheney Exhibit at Davis Co. Opening

A complete exhibit of all the parts that go into the making of the Cheney phonograph was displayed at the formal opening of the Davis Co., formerly known as Rothchild & Co. at

(Continued on page 134)



Style M
One of several beautiful console models



Kimball Style X—Tudor

KIMBALL PHONOGRAPHS

Name Value and Ready Selling
Please Dealers

THOSE who buy the Kimball in carload lots are careful buyers and realize that they have a ready market because it satisfies their customers. Again and again they proclaim the Kimball "Best by comparison."

The Kimball plays all makes of disc records and reproduces *all* the *tone* recorded in the record without obstruction, therefore, *Natural Tone* for voice, violin, or other instrument.

Excellence of Construction
Variety of Console and Upright Models

Ask about Dealer Franchise,
Territory and Terms

W. W. KIMBALL CO.

Established 1857

Kimball Hall 306 So. Wabash Ave.

CHICAGO, ILLINOIS

Manufacturers of

Phonographs, Pianos, Player Pianos, Reproducing Pianos,
Pipe Organs, Distributors of Columbia Records



Style J
Mahogany
One of several beautiful upright models

KIMBALL PHONOGRAPHS PLAY ALL RECORDS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 133)

State, Jackson and Van Buren streets, during the week of September 27 in the talking machine department located on the sixth floor. These parts were all labeled and displayed on large boards, showing the various stages in the making of the Cheney.

The entire exhibit was very interesting and instructive to visitors. Special attention was paid by the crowds to a cross-sectional model showing the Cheney acoustic system, made by cutting in half a regular stock model of the Cheney phonograph. In like manner, other Cheney features were exhibited, including the needle adjuster, the Cheney reproducer, the Cheney tone arm, the concentric rings and cubical air chambers, the palate bar, the orchestral chambers and violin resonator. The Cheney motor, which is also made at the Cheney factories, was shown, as well as a carving machine, at which a carver showed how Cheney cabinets were carved.

In addition to a display of Cheney parts there was a complete showing of all the models made by the Cheney Talking Machine Co. and pictures adorning the walls showed the instruments in the process of manufacture.

New Blood Tone Arm Factory

The Blood Tone Arm Co. has moved from its old location on River street, where it has been for the last two and one-half years, to 222 West Madison street, where it will occupy over double the previously occupied space. By better arranging the productive capacity and by adding a great deal of new equipment the company will increase its output in a still greater ratio.

President Edward Roetsch, who is personally supervising the entire production of the company's product, said, "We have been greatly behind in our orders for months and it is a matter of great satisfaction to me to have been able to cancel our old lease and to secure the larger space and better facilities that we have so long needed. The fact that we will now be able to satisfy our good regular customers, who have been inconvenienced so often by delays in deliveries, is naturally gratifying. This will be our first care, although the larger space and improved methods will give us a capacity which will enable us to gradually expand our business to meet all demands."

Gulbransen Progress

The latest addition to the big plant of the Gulbransen Co., regarding which frequent reference has been made in these columns, was completed this month and the new grand factory is now thoroughly equipped and in operation. It will not be long before its full productive capacity will be available and the company will be able to supply the demand for both the Gulbransen straight grand and the Gulbransen registering grand.

The business of the company, according to Sales Manager T. J. Mercer, is steadily improving ever since the national conventions.

August was an excellent month and September has shown a decided improvement over last year.

The company has built up a wonderful business through producing a meritorious popular-priced product and, by its intensive study of marketing conditions and the creation of successful sales plans, aiding the merchants in their selling campaign. This has been supplemented by a special study of the talking machine trade and of the methods by which the Gulbransen can be successfully marketed by those so admirably trained according to the finer traditions of that industry.

Duncan Sisters Entertain

In a recital of a series of their own songs published by their own company, the Duncan sisters, of "Topsy and Eva" fame, drew great crowds to the Lyon & Healy concert hall. Hundreds of copies of their songs and Victor records were autographed.

The Cheney at Lyon & Healy's

The advent of the Cheney phonograph at Lyon & Healy's was marked by a very wonderful full-page advertisement in the Chicago Tribune of September 21, profusely illustrated with pictures of the leading Cheney models in a



Cheney Room in Lyon & Healy Store

most attractive art design. "Lyon & Healy now offer the Cheney, an instrument we cannot recommend too highly," ran the announcement. "You are invited to our spacious salesrooms, where you can sit in all the comfort of home and hear your favorite records played upon the



First Lyon & Healy Cheney Window

Cheney. This beautiful instrument has won national recognition through its superb tone quality and the artistry of its cabinets." Much of the text was devoted to the beauty of the reproduction of piano records through the Cheney phonograph.

A Great Buy



Pat. Appd. for

**Radio Cabinet
Built-In Loudspeaker**

Radio's biggest value. Beautifully and sturdily built. Fits any make of set. Ample space for batteries, charger and accessories. Special Qualitone Speaker that amplifies without the least distortion. Everything hidden. Height 42", length 38" width 16".

KELLNER MADE

Artistically built in Tudor Style. Laminated mahogany or walnut finished in rich duotone. Beautiful, fast selling.

SEND FOR DESCRIPTIVE CIRCULAR

THE HAVERFORD CO.
222-24 W. MADISON ST. CHICAGO

The Cheney room in the retail talking machine department of Lyon & Healy is shown in the accompanying illustration. The three models to the left exemplify the new double resonator models which have attracted so much attention in the trade. The first Cheney window display at the big store is also shown.

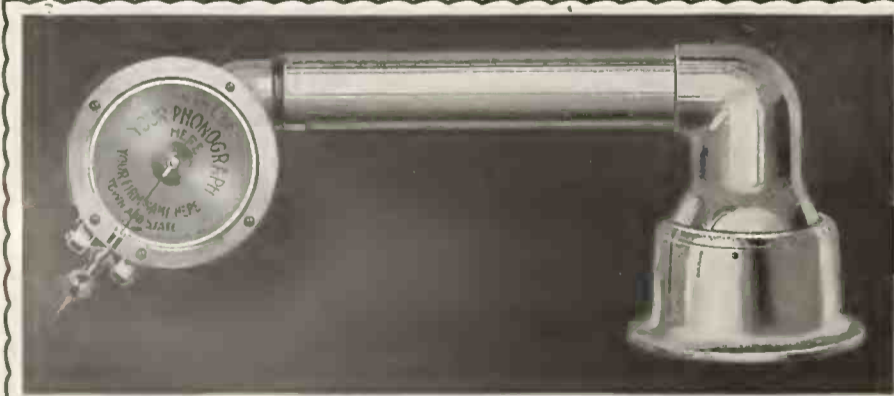
Sells Small Goods in South

Lyon & Healy announce that C. J. Mulvaney, formerly music dealer in Peoria, Ill., has been appointed sales representative of the musical merchandise department of Lyon & Healy and will cover sections of the Southern territory for the Chicago house. Mr. Mulvaney has had wide experience in the retailing of musical merchandise, which should prove valuable in serving the trade. A. B. O'Connor, sales promotion manager of the musical merchandise division, accompanied Mr. Mulvaney on a Southern trip and visited several of the larger Southern cities with the new representative.

Reviews the Portable Situation

G. P. Hough, sales manager of Westphono, Inc., St. Paul, Minn., manufacturer of the Spencian portable, was a recent visitor to Chicago, spending a day or two with Cole & Dunas, the company's Chicago distributors. "The portable business has opened up wonderfully this Fall," said Mr. Hough. "Jobbers are placing orders in

(Continued on page 136)



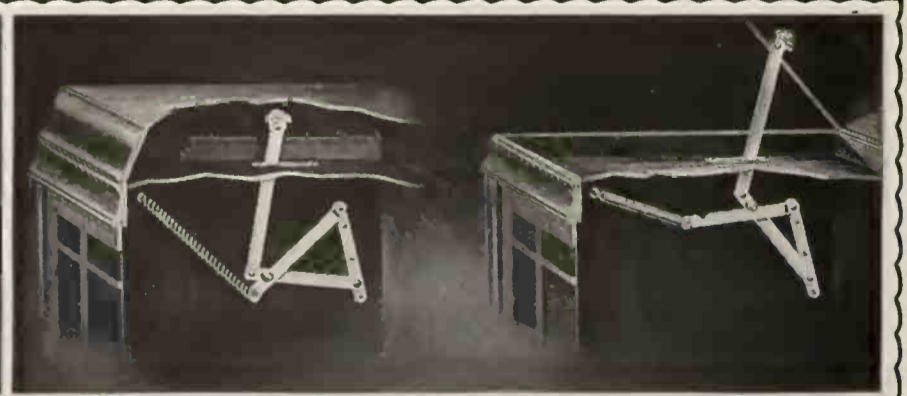
Scotford Tonearm and Superior Reproducer

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



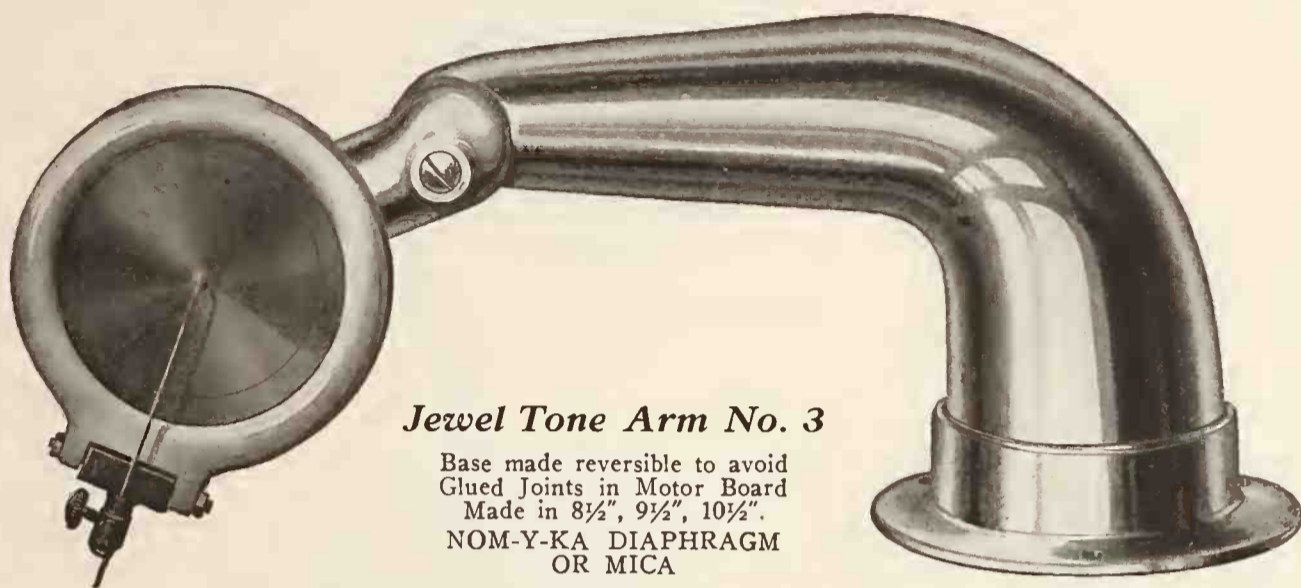
The Superior Spring Balanced Lid Support

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.

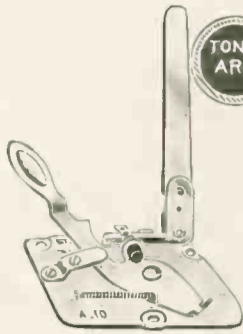
It is possible that we might be of great assistance in regard to the proper balancing of Tone Chamber and Tone Arm equipment in your instruments.

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 134)



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.

a manner which shows that they anticipate a strong holiday business. The portable has long ceased to be merely a Summer machine and, in fact, November and December are the next best months to June and July. I believe that conditions this Fall are better for the portable trade in that many of the little fellows who, attracted by its wonderful popularity during the last two years, went in the business simply to make \$500 or \$1,000 and get out, have discontinued operations."

On a recent trip Mr. Hough covered practically the entire West. On account of the improved agricultural conditions the Northwest is in excellent shape. Texas is fairly oozing prosperity because of the wonderful cotton crop and the oil industry, which, while now stabilized, yet is a material factor in the wonderful prosperity of this State. Southern California is recovering from some of its troubles, and from San Francisco, northwest, the Coast is in splendid condition. Mr. Hough returned home through Canada, where he made arrangements for distributing their product through leading retail channels.

Among the important new jobbers recently established are L. D. Heatar, 357 Ankeny street, Portland, Ore., and the Columbia Stores Co., Salt Lake City, Utah.

Brunswick Shop Chartered

The Brunswick Shop, 38 South Dearborn street, was recently incorporated at Springfield, with a special stock of \$40,000 to manufacture and deal in musical instruments and supplies. The incorporators are J. A. Russell, N. M. Peterson and Herbert Bebb.

U. S. Music Co. Progress

An energetic and aggressive sales policy, the result, no doubt, of the popular prices at which the product is sold and the inauguration of several new departures, is responsible for a very large increase in the business of the U. S. Music Roll Co. in 1924 as compared with 1923.

The library edition of U. S. rolls has proved a success and each month witnesses the issuing of a number of standard and classical selections, both in word and instrumental rolls. Another innovation this year is the building up of an Auto-Art catalog, consisting of rolls for standardized tracker-bar reproducing pianos.

Honor A. Hospe, of Omaha

Chicago friends of A. Hospe will take part in celebrating the "Golden Anniversary" of the Omaha piano and talking machine dealer on October 23. A special car will bring the Chicago contingent to Omaha and Matt J. Kennedy, secretary of the National Association of Music Merchants, will be present to officially represent the Association, joining hosts of friends both in and out of the music industry in congratulating Mr. Hospe upon fifty wonderful years in the piano business. A special program has been arranged for the occasion, including a golf tournament for the out-of-town visitors.

B. R. Forster Visiting Trade

B. R. Forster, head of the Brilliantone Steel Needle Co., New York, and one of the most popular members of the accessory business, was a visitor to Chicago recently, spending several days in town. Mr. Forster called on all the jobbers handling Brilliantone products and received substantial orders for the Fall and holiday trade. He stated that business conditions generally were showing a steady improvement, and that the sales totals during the past six weeks for Brilliantone steel needles compared very favorably with banner years.

Large Consolidated Okeh Sales

R. S. Peer, director of Okeh record sales for the General Phonograph Corp., New York, was a recent visitor to the offices of the Consolidated Talking Machine Co., Okeh jobber in this city. Mr. Peer was delighted to learn from E. A. Fearn, head of the Consolidated Co., that Okeh sales for the month of September were well ahead of last year, and that new dealers were being appointed throughout the territory. Mr. Peer included Chicago as part of a trip through the Middle West, which was proving very satisfactory.

Irving S. Leon With Edray Sales Co.

The Edray Sales Co., in the Republic Building, representative for Royal neudrodyne and phonograph products, made by the Adler Mfg. Co., announced recently that Irving S. Leon, one of the most popular and capable members of the Western wholesale trade, had joined the company's staff. Mr. Leon will cover Illinois territory, and during the past few weeks that he has been visiting the trade in this section has



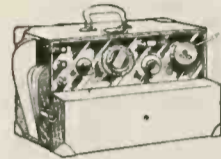
No. 500

Radio Cabinet With Built-in Loud Speaker

Mahogany or Walnut—Two Tone

Patents Applied For

Send For Literature and Prices



Portable Radio Set

With Collapsible Horn and Ribbon Antenna

Patents Applied For

Write For Further Information

LAKESIDE SUPPLY CO.

73 W. Van Buren St. CHICAGO, ILL. Harrison 3840

been securing splendid results. For a number of years Mr. Leon was associated with the local branch of the Columbia Phonograph Co., Inc., and more recently he was identified with the Iroquois Sales Co., Buffalo, N. Y.

Victor Xmas Record Bags

The Reinecke-Ellis Co., 215 North Michigan avenue, has sent to Victor dealers advance proofs of the 1924 Christmas record delivery envelopes, made in ten and twelve-inch sizes and printed in four colors. These envelopes are instrumental in giving a Christmas atmosphere to the store and the dealer's imprint on the face of the envelope advertises the business.

Al Engleman New Duo-Vox Traveler

Al Engleman, of St. Louis, Mo., was recently added to the traveling organization of the Bush & Lane Piano Co. He will cover Missouri and southern Illinois in the interest of the Duo-Vox, the phonograph line of the Bush & Lane Co. Mr. Engleman is an old phonograph man though he is not old in years, but practically a young man; in other words, his life's experiences for the years he has lived so far have

(Continued on page 138)

An Exceptional Line for Wide Awake Dealers COLUMBIAN BABY GRAND



Elastic touch. Faultless Action. Mahogany Finish Only. Size, 59" x 56".

EXCEL PHONOGRAPH CO.

Manufacturers

400-412 West Erie St. CHICAGO, ILL.



NO 10 WIDTH-33 INS. HEIGHT-33 INS. DEPTH-21 INS.

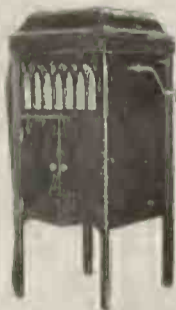


NO 40 WIDTH-35 INS. HEIGHT-33 INS. DEPTH-21 INS.



NO 50 WIDTH-35 INS. HEIGHT-33 INS. DEPTH-21 INS.

STYLE NO 1 HEIGHT-40 INS. WIDTH-17 INS. DEPTH-19 INS.



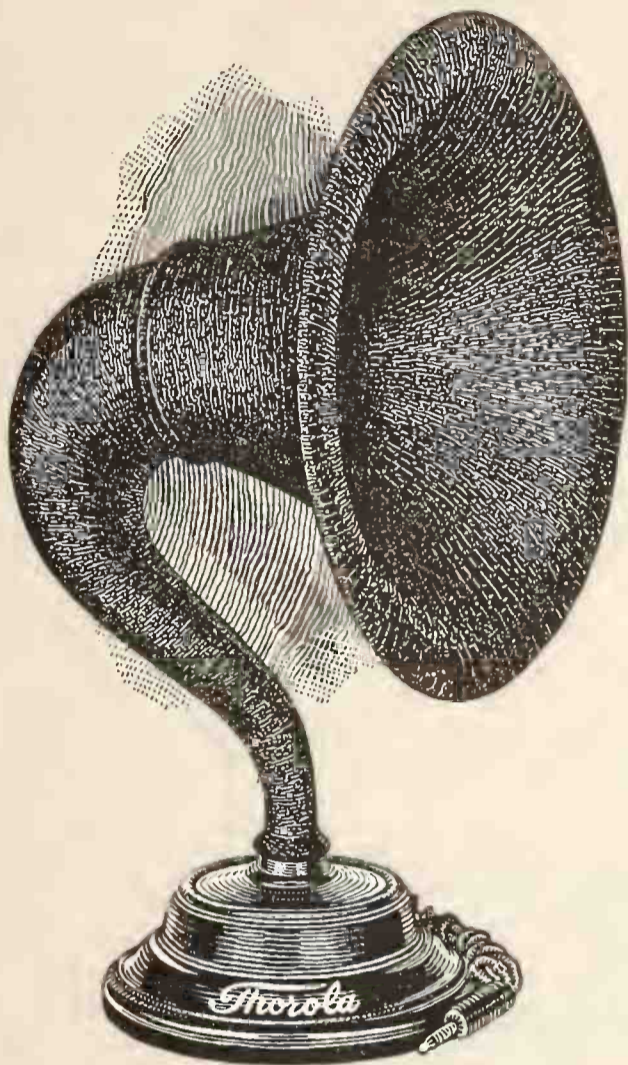
NO 16 2 SPRING MOTOR LARGE REPRODUCER WIDTH-14 INS. HEIGHT-12 INS. DEPTH-7 1/2 INS. WEIGHT 17 1/2 LBS.



NO 3 HEIGHT-48 INS. WIDTH-13 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



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.

"I have been fortunate enough to dispose of all the loud speakers I had on hand before I received the Thorola, for I would never have been able to do so, had I demonstrated the Thorola."

Scores of signed opinions like this come in from smart radio dealers who know the public pulse. Nothing in radio, they tell you, has caused the profound stir of Thorola. Besides, thousands of dollars *in advance* came in to reserve Thorolas the moment this loud speaker was announced by the makers of the celebrated Thorophone.

Thorola, perhaps more than any other single factor, now lifts radio to an undisputed place in musical art. Thorola fidelity of reproduction dumfounds the critics. Thorola advance over previous highest standards elates the most sophisticated fans.

Costliest sets are exactly the opportunity Thorola seeks, to demonstrate beyond question what vast improvement now is made possible. On any circuit, with any power, Thorola shows the most critical fans new radio enjoyment.

Weak signals come in clear and strong, so good is Thorola volume, even tuned down to the limit. There is so much

volume ordinarily that clarity need never be sacrificed.

Thorola volume, tone quality, sharpness of speech, delicate shading, response to control are made possible only by Thorola betterments—the acoustically perfect horn of Thorite compound—the Permanent Adjustment for precise synchronization with your set—the Controlled Mica Diaphragm—the Separix to preserve overtones—and other advancements.

Thorola outsells on matchless musical performance. Thorola outsells on exclusive construction. Thorola outsells on exquisite appearance. And back of it all is the reputation of America's pioneer makers of loud speaking equipment. Thorola on your counter identifies your store with the furthest advance in radio reproduction. Prove it to yourself by obtaining your Thorola now with emergency coupon below, made available to protect your Thorola market until distribution catches up with demand.

REICHMANN COMPANY, 1729-35 West 74th Street, CHICAGO

Thorola

THE SPEAKING LIKENESS

RETAIL PRICES

- THOROLA 4, \$25 THOROLA 3, \$20
- THOROPHONE *Powerplus Speaker* . . \$45
- THOROLA 6, *Phonograph Attachment* . \$15
- THOROLA 9, *Cabinet Loud Speaker* . . \$40

EMERGENCY COUPON

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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 136)



MODEL NR 20
List Price,
\$175.00

Freed-Eisemann

NEUTRODYNE RECEIVER

BEAUTY of appearance together with long range and clarity of tone have gained a place for Freed-Eisemann Neutrodyne Receivers in thousands of American homes.

At the left are illustrated two popular models:— at the top the NR 20, a five tube receiver contained in a beautifully finished mahogany cabinet; and below the four tube Victrola Panel, No. NR 215—NR 400.

If you are now selling radio apparatus, or if you are planning a radio department, you will find the Freed-Eisemann line a profitable one to handle.

Write today for further information and description on the various Freed-Eisemann models.



VICTROLA PANEL
Nos. NR 215
NR 400
List Price,
\$95.00

HARRY ALTER & CO.

Wholesale Electrical and Radio Supplies
OGDEN at CARROLL AVE. ••• CHICAGO

all been in the phonograph field. He is well known to the phonograph trade in the territory he is covering and is highly regarded by the dealers. He has covered this territory for years as phonograph salesman with his previous connections.

Striegel & Eschner, Inc., Organized

The firm of Striegel & Eschner, Inc., with offices at 457 Peoples Gas Building, has been organized by E. H. Striegel and Leroy Eschner, who were formerly associated with the Hartzell Sales Co. Striegel & Eschner, Inc., have been appointed Central States representatives for the King Mfg. Corp., Radioceive Mfg. Co., Langbein & Kaufman and Stadeker Mfg Co. The King Mfg. Co. is bringing out a five-tube neutrodyne set, a five-tube TRF set, King Cardwell type condensers, complete line of new improved jacks, potentiometer, genuine bakelite dials, in addition to a complete line of King radio parts

which this corporation has been manufacturing for several years.

Displaying New Pathé Radio

The Hartman Furniture Co., of this city, was among the first to have on display the new 1925 Pathé radio receivers, made by the Pathé Phonograph & Radio Corp., Brooklyn, N. Y. This enterprising firm wired Pathé headquarters to secure the new sets in time for the Fall opening of its radio department. Through close cooperation on the part of the Pathé Co. these sets were received in time, and it is reported that they are proving very popular.

Superintendent Ehrenpreis Honored

John Ehrenpreis, superintendent of the Dubuque, Ia., plant of the Brunswick-Balke-Collender Co., was recently presented with a gold watch, the gift of the officers and members of the Dubuque plant, in commemoration of Mr. Ehrenpreis completing forty years of continu-

ous service with the Brunswick Co. The presentation was made by J. C. Schank, vice-president, at the main offices of the company in Chicago. A list of donors was engraved on the inside of the watch. Mr. Ehrenpreis made a short speech, thanking his well-wishers and friends.

Lake-States Radio Corp. Eagle Jobber

The LakeStates Radio Corp., of 2447 South Michigan avenue, has been appointed distributor for the Eagle radio receiver, manufactured at Newark, N. J. The Lake-States Radio Corp., of which W. A. Hitchcock is president, has branches at 4222 Woodward avenue, Detroit, Mich., and at 16 South Third street, Columbus, O. Extensive plans are under way at the three plants for handling the Eagle radio receivers and giving the public every opportunity to secure this splendid instrument. Mr. Hitchcock is spending some time in the East. He visited the Eagle Radio Co., where extensive plans were formulated for the promotion of the Eagle receiver. Mr. Hitchcock attended the Fair and was highly pleased with the Fall and Winter prospects for radio.

American Elec. Co. Announces New Speaker

The American Electric Co., of Chicago, has announced that it is marketing a new loud speaker—a horn with a flare fourteen inches in diameter and made of handsomely polished



New American Electric Co.'s Loud Speaker black pyralin. This is practically unbreakable and gives a distinctive, rich appearance to the instrument. The aluminum sound column and pyralin bell are practically non-vibrating.

The Burns speaker is also made up in the De Luxe model, a more elaborate horn. The flare of the horn is of handsome mahogany-tinted, semi-transparent pyralin, which presents a most luxurious finish. The No. 205 speaker is an instrument of extreme sensitiveness, yet is capable of great volume and harmony. The well-known Burns speaker unit is employed. This has a convenient adjuster for regulating tone and makes it possible to adapt the speaker to any type of receiving set, regardless of the current output or batteries employed. No additional or separate batteries are required for the Burns speaker.

Chicago T. M. Co. Traveler to Wed

R. P. Van Zile, who covers Iowa and northern Illinois for the Chicago Talking Machine Co., is soon to embark on the sea of matrimony, under specially favorable circumstances. The happy event will take place on November 16, and just how lucky our friend is may be judged from a clipping from a Davenport paper of October 2, which reads in part:

"Of more than tri-city interest is the announcement of the engagement and approaching marriage of Miss Val McLaughlin, known to hundreds of friends as "The Sandman," to Ralph Pierce Van Zile, of Chicago. The wedding will be solemnized in the early Autumn in Davenport, and will probably take place in the studio

(Continued on page 140)



Repair Parts

For All and Every Motor That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.





Consolidated Talking Machine Co.
Manufacturers of
High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc.

227-229 W. WASHINGTON ST. CHICAGO ILL.
Branches: 2957 Gratiot Ave., Detroit, Mich. 1121 Nicollet Ave., Minneapolis, Minn.

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Arctino Co.



TRADE MARK
"CONSOLA"
CABLE ADDRESS
"CONSOLA"

VITANOOLA

The Phonograph of Marvelous Tone

We Are Proud Of Our Dealers

It is interesting, and a pleasant thing for us to know, that an overwhelming majority of the dealers who sell the "Vitanola" line are outstanding *successes* in their communities. They are "up and coming" merchants who have long ago stepped out of the "mediocre" class. This we know from the reputation they enjoy for being "alive," and from the number of Vitanola instruments they sell month in and month out.

Vitanola merchants have learned the thrill that comes with pushing a line they can absolutely depend upon to satisfy the most exacting customer.

They know what it means to be able to overcome competition by offering exceptional cabinets, style, and beauty of tone at *unusual* prices.

They know what an asset it is to have a *comprehensive* line—Vitanola phonographs, phonograph-radio combination sets, and "straight" radio cabinets—a range of styles to please everybody, at prices everyone can afford.

They appreciate the "kick" that comes from having a line on which there are no *kick-backs*.

Best of all, though, Vitanola dealers know what it means to make the kind of profit that adds to the total on the Credit side of the ledger at the end of each year.

You, too, can enjoy these advantages by becoming a Vitanola dealer, and we urge that you write us at once for complete details.

Vitanola Talking Machine Co.

829 American Furniture Mart

666 Lake Shore Drive

Chicago, Ill.



Vitanola No. 35 List price, \$110.00

Height, 46 inches; width, 20½ inches; depth, 22¾ inches.

Finishes: Brown Mahogany, Golden Oak, Fumed Oak, Walnut.

Wholesale Price, \$50.50



Vitanola 500 List price, \$100.00

Dimensions: Height, 33½ inches; width, 31½ inches; depth, 21½ inches.

Finish: Brown Mahogany.

Wholesale price, \$42.50



No. 708 List price, \$350.00

Width, 35¼ inches; height, 52 inches; depth, 18¾ inches. Italian walnut finish. Includes complete phonograph equipment, 5-tube radio set and loud speaker unit. No tubes or batteries. Gold-plated equipment, electric motor. Rear panel removable. Top raises.

Wholesale price, \$175.00

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 138)

at radiophone station WOC. The wedding will not be broadcast. The couple will reside in Davenport. Miss McLaughlin leaves this evening for Cleveland, O., where she will continue making Brunswick records of her Bible and bedtime stories."

Tom Hindley Had Good Eastern Trip

Tom Hindley, sales manager of the Wasmuth-Goodrich Co., has returned from an Eastern trip, during which he opened some very important new accounts for the company's product. He attended the radio show and was greatly impressed with it and the interest displayed by the immense crowds which attended. In the large cities he visited he found the demand running largely to the more popular-priced goods in straight talking machines, the higher priced instruments being mainly of the combination talking machine and radio type.

W. O. Webster, of Vancouver, B. C., who represents the Wasmuth-Goodrich Co. in Canada from Winnipeg west, was a recent visitor. Since taking hold of the line recently he has established some very desirable accounts for the company.

Death of Mrs. C. F. Baer

Mrs. Chas. F. Baer, wife of the manager of the Chicago branch of the Columbia Phonograph Co., passed away on September 27 after a long illness. Mrs. Baer was a woman of exceptional charm and ability, and the bereaved husband has the sympathy of the entire trade.

Hartman Furniture Co. Adds Radio

The Hartman Furniture Co. has added the full Pathé radio line at its main store on Wabash avenue and its four large branches in the outlying districts.

Oro-Tone Co. Remodels Factory

The Oro-Tone Co. is making extensive changes and improvements in its factory building on George street, which will not only enable it to increase its output but will give needed

additional space for office purposes. The entire front will be remodeled, modern plate glass windows put in, and both the size and appearance of this office will thus gain greatly. A gallery is being built in the manufacturing department which will greatly facilitate matters there.

Columbia Artists Appear in Chicago

Van & Schenck, exclusive Columbia artists, after completing their engagement at the Palace Theatre in Milwaukee during the week of September 28 made their appearance the following week in Chicago at the Palace Theatre. The engagement in Milwaukee was such a tremendous success and the local dealers received such a hearty response in Van & Schenck record sales that Chicago dealers welcomed the Columbia artists with open arms and carried special window displays prominently featuring their records.

Gets Good Foreign Trade

The Fletcher-Wickes Co. has recently noted quite a marked improvement in demand for its product, not only on the now famous brass-drawn tone arm No. 3, but on the entire line. Some specially good orders were received last month from abroad, notably Australia, New Zealand and Japan.

Motors to Gulbransen From East

Motoring all the way from Providence, Rhode Island, R. W. Parkinson, Jr., of the Parkinson Piano House, of that city, was a Chicago visitor during the last week of September. Mr. Parkinson was accompanied by W. O. M. Frazier. The trip westward was made via Buffalo and Detroit, and Mr. Parkinson plans on returning via Cleveland and Pittsburgh. While in Chicago Messrs. Parkinson and Frazier went through the big Gulbransen factory. The Parkinson Piano House is one of the loyal Gulbransen dealers in the New England territory.

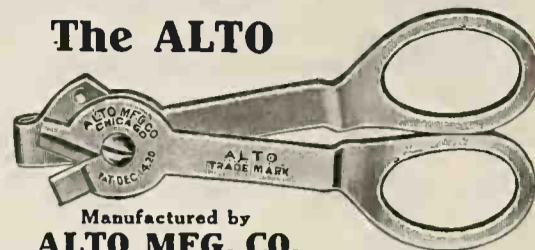
Making of Puritan Records Exhibited

A feature in connection with the formal open-

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.

ing of the Davis Co., during the week of September 27, was an exhibit showing how Puritan records are made. A hydraulic press was installed, and customers could ask for some late number, which would then be pressed on the spot, thus demonstrating the various processes constituting the making of the record. The finished records, ready to play on the talking machine, were turned over to the visitors.

Brunswick Men to New York

On October 13 and 14 A. J. Kendrick, sales manager of the phonograph division of Brunswick Co.; F. E. Fehlman, vice-president of Lord & Thomas; Don Leopold, manager of dealers' service department; F. J. Pieri, chief engineer of the Brunswick Co., will go to New York to conduct another Brunswick sales conference similar to the one which was arranged so successfully in Chicago.

Illinois Phonograph Corp. Notes

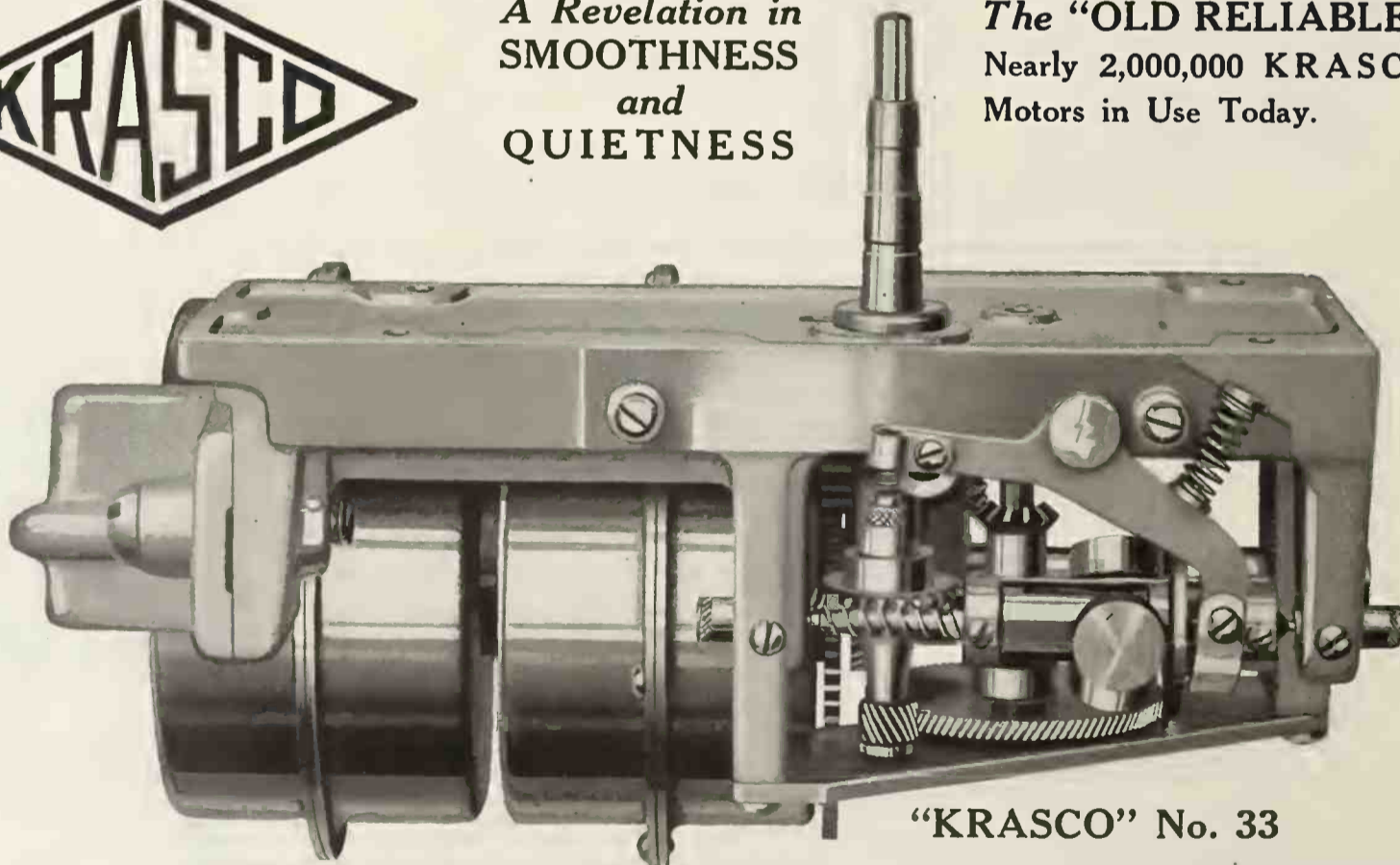
Frank J. Coupe, general sales manager of the Sonora Phonograph Corp., was a recent visitor to the Illinois Phonograph Corp. Mr. Coupe spent several days with the Chicago concern, going over the new Sonora talking machine and radio combination models, including the new Touraine, which can be used either as a regular

(Continued on page 142)



*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.

OKeh and Odson Records

Nowadays, when speed and accuracy in the delivery of *complete* orders for these popular, fast-selling records are so necessary, wise dealers are turning to

“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 140)

model or radio-adapted, and explaining the features of the new Sonora radio loud speaker, which is meeting with great enthusiasm among Chicago dealers.

Frank B. Goodman, assistant to Mr. Coupe, dropped in on his way back to New York from an extended trip to the West Coast. He is very optimistic regarding the future possibilities of the Sonora radio loud speaker and reports that he has found a large market awaiting it in all parts of the country where he has visited.

The Illinois Phonograph Corp. will be well represented at the coming radio shows to be held at the Davis Co. and at The Fair during the weeks of October 5 and October 12, respectively.

Joins Gulbransen Co.

Arthur C. Reichow, formerly with the Chicago Daily News, has joined the advertising department of the Gulbransen Co. Mr. Reichow, who has had a number of years' experience in the advertising business, will assist Walter Kiehn, advertising manager, in serving Gulbransen dealers through this department.

A World-wide Distribution

Barnhart Bros. & Spindler are pleased with the manner in which the Fall trade has opened. Not only has the domestic trade improved but the foreign business has shown a marked revival. The company has a good demand for its product from England, Australia, the Orient and even South America.

Schulz & Moennig, Incorporated

The latest addition to the Chicago musical merchandise distributors is the firm of Schulz & Moennig, Inc., located at 207 South Wabash avenue, Chicago. The incorporators are Carl J. Schulz and Max Moennig, who are both well known to the musical merchandise trade. Mr. Schulz has been connected with the Chicago branch of the Rudolph Wurlitzer Co. for a number of years in the musical merchandise department.

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 Re-pointing
- 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.

Mr. Moennig likewise has had wide experience in this field through his connection with his brother Paul, of Tonk Bros. The latter, however, have no interest in the new incorporation. This company will act as distributor of musical merchandise and accessories and will cater to the retail dealer exclusively. The lines that will be handled by this company will be announced in the near future and negotiations toward se-

lecting the lines to be featured are under way.

Open New Brunswick Accounts

During the past month a number of dealers in this vicinity have added the Brunswick line to their talking machine department and have made special announcements in the newspapers.

The Chicago office of the Brunswick Co. reports that among those who have taken on the

(Continued on page 144)

The Supply of BLOOD TONE ARMS NOW ASSURED

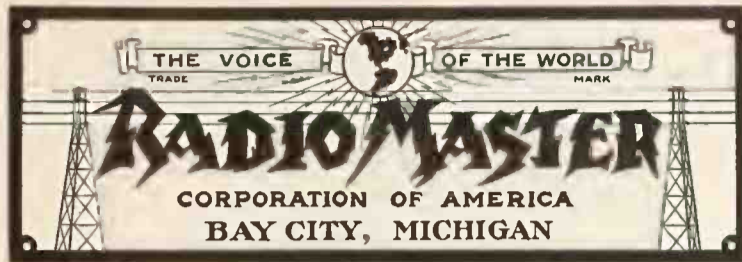
Because of
**Larger Manufacturing Space
and Increased Equipment**

At Our New Location

222 W. MADISON STREET

CHICAGO, ILL.

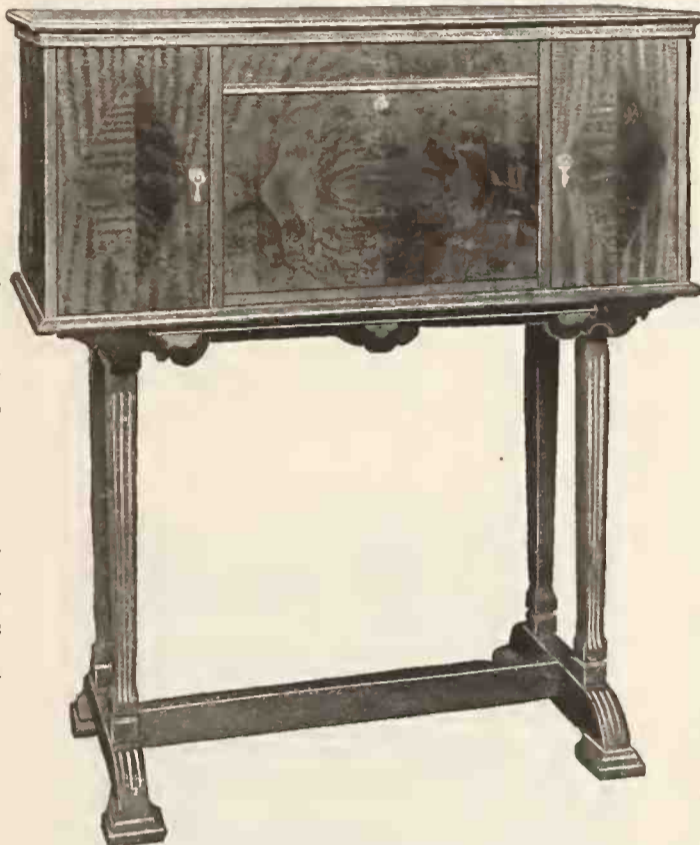
Blood Tone Arm Co.



**THE
RADIO
BEAUTIFUL**

Burl Walnut, With or Without Diamond Inserts. Attractive Design. Enclosed Loud Speaker and Horn. Also Compartments for All Batteries.

Operates on a fifty-foot aerial, which can be installed inside the house. Complete instructions for installation with each machine.



**EASY
TO
OPERATE**

Radio Panel Designed for Simplicity of Operation. Stations can be charted and turned to with ease whenever desired. Very efficient Five-Tube Set employing the latest developments in Radio Frequency Amplification—

Coast to Coast reception on loud speaker under ordinary favorable conditions.

MODEL No. 375—Complete Less Tubes and Batteries. List \$250.00

Liberal Proposition to Dealers.

WRITE FOR CATALOG SHOWING OTHER MODELS



PHONO-MASTER MODEL No. 8 Two-tone Brown Mahogany or Walnut. Radio adapted. 36-in. long, 21 3/4 in. wide, 34 in. high. Price to dealers \$50.00

**NEW MODELS
RADIO
ADAPTED
PHONOGRAPHS**



PHONO-MASTER MODEL No. 10 Two-tone Mahogany or Walnut. 40 in. long, 22 in. wide, 35 in. high. Radio adapted. Price to dealers \$60.00

**RADIO-MASTER CORPORATION
OF AMERICA**

BAY CITY, MICHIGAN

F. B. WARD, President

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 142)



FOR CLEAR ACCURATE REPRODUCTION IN ORIGINAL TONE, PITCH AND VOLUME USE
Tonofone
FOR ONLY FIFTEEN CENTS BUY A TONOFONE NEEDLE AND A GOLD LABEL RECORD—PROTECTED AND GUARANTEED THE LIFE OF THE RECORD.
7 Pats. 22 Claims

Tonofone
WILL PLAY UP TO 75 PER CENT OF THE RECORDS OF THE MARKET—SPECIAL TONOFONE NEEDLES OF 10 CENTS SAVE UP TO 50 PER CENT OF THE COST OF THE RECORDS.

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

Obtainable 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.

Brunswick agency are the following well-known department stores: Wolf & Dessauer, Fort Wayne, Ind.; L. S. Ayres & Co., Indianapolis, Ind.; Young & Chaffee Furniture Co., and Heyman Furniture Co., Grand Rapids, Mich., and The West Music Co., Joliet, Ill.

Paul Whiteman Tie-up in Chicago

The Chicago Talking Machine Co. announces a big Victor tie-up during the week of October 12, as Paul Whiteman and His Orchestra will appear at the Studebaker Theatre on Sunday, October 19.

Advertising programs and special window trims as well as other advertising material have been prepared by the Chicago Talking Machine Co. and will be featured by local dealers in this territory through special window trims; announcements to their trade, newspaper advertising, etc.

In addition to the above exploitation of Victor records and instruments, Dan Creed, manager of the Chicago Talking Machine Co., reports that Victor dealers have also been doing a great deal of work during the past six months and have prospects for a big Fall business.

Brunswick Stars in Opera

The accompanying photograph was taken a short while ago at Ravinia Park, Ill., just north of Chicago, which is known as the home of outdoor opera in America. A complete season of

grand opera was given, ending on Labor Day, and among the stars appearing were the following exclusive Brunswick artists: Florence Easton, Giuseppe Danise and Giacomo Lauri Volpi. The photograph was snapped by John Dragomier, owner of the Evanston Brunswick



Artists at Ravinia Park

Shop, one of the leading music stores of the Chicago North Shore district.

Mr. Dragomier had individual photographs taken of the entire opera cast, using them as the foundation for an elaborate window display, featuring particularly the Brunswick artists. The Bernie Studios of Evanston co-operated with this enterprising dealer in handling these

Friendly Receivership for United Mfg. & Dist. Co.

H. L. Mills and F. E. Hummel Co-Receivers for Prominent Phonograph Motor Manufacturer—Business to Be Continued

CHICAGO, ILL., October 6.—The phonograph trade throughout the West learned with interest recently that H. L. Mills and F. E. Hummel had been appointed co-receivers for the United Manufacturing & Distributing Co., of this city. This concern is one of the largest manufacturers of phonograph motors in the world and also makes radio panels and products in other fields. Upon the appointment of these two receivers a statement was issued by the company pointing out that the action taken was entirely voluntary, and that Mr. Mills, who was formerly vice-president and general manager of the company, together with Mr. Hummel, is making plans for continuing the business in accordance with the order of the Superior Court of Cook County.

In the petition presented to the Court no insolvency was alleged, and Mr. Mills states that the entire proceeding was a friendly one for the purpose of allowing the concern to work out an advantageous and orderly reorganization. Mr. Mills pointed out that the company's business so far this year has been 38 per cent ahead of 1923, with excellent prospects for the next few months.

The sales division, which is under the direction of Frank F. Paul, general sales manager, is working at top speed, and several men have been added to the staff during the past month. No suits have been started against the company, and the court order directs and authorizes the receivers to carry on the business in all of its phases, including the manufacturing of phonograph motors, radio parts, sets and panels, and the United air cleaner, a device that is meeting with tremendous success in its particular field. The United Mfg. & Distributing Co. occupies a very large plant at 9705 Cottage Grove avenue, which is considered a model factory building in layout, equipment and facilities.

pictures and also built an artistic window around the phonographs. Mr. Dragomier completed the tie-up by running large advertisements in the Evanston papers in connection with the Brunswick records made by these famous artists. He also sent a letter to a selected list of record customers, outlining the prominent part that Brunswick artists were taking at the Ravinia Opera, and giving a list of their records as presented in the "Hall of Fame" booklets. Through his aggressiveness, Mr. Dragomier sold more Gold Label records than ever before, and made the Summer months a banner period. The utilization of aggressive

AJAX



Mamie Smith

¶ MAMIE SMITH, best known of all "blues" singers, is now an exclusive AJAX artist. AJAX RECORDS will appeal to you if your trade includes buyers of "BLUES" RECORDS. It is a quality line where nationally known Race Artists are backed by national advertising and excellent dealer service.

- | | | | |
|-------------------------------|-------------|----------------------------------|-------------|
| Good Time Ball | Mamie Smith | Remorseful Blues | Mamie Smith |
| Lost Opportunity Blues | | Just Like You Took My Man | |
| Work House Blues | Susie Smith | Freight Train Blues | Josie Miles |
| House Rent Blues | | Lovin' Henry Blues | |

The Quality Race Record

Some Dealers' Territory Still Open

Ajax Record Company, 108 W. Lake St.

Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 144)

methods of this type have been the outstanding factor in the success of this dealer.

Hotchkiss Returns From Southern Tour

W. E. Hotchkiss, manager of the Chicago office of the Pathé Phonograph & Radio Corp., has returned from a Southern tour through the States of Kentucky, Tennessee and Texas. Mr. Hotchkiss reports that he found conditions throughout the South very favorable for a good Fall business.

Targ & Dinner Become Outing Jobbers

The Targ & Dinner Music Co., 229 West Randolph street, well-known jobber of phonograph products, has just been appointed a distributor for Outing portables, manufactured by the Outing Talking Machine Co., Mount Kisco, N. Y. This portable was one of the first instruments of this type to be introduced to the trade, and it is meeting with country-wide success. The Targ & Dinner Music Co. is ideally qualified to merchandise this well-known portable, as it employs a competent staff of salesmen who will work to excellent advantage with the dealers in this territory. The Targ & Dinner Music Co. will market Outing portables throughout Illinois, Indiana, Iowa and Wisconsin.

**Oro-Tone Co. Marketing
Radio-Phono. Device**

Combined Recording, Reproducing and Radio Attachment Introduced by Oro-Tone Co.

CHICAGO, ILL., October 6.—The Oro-Tone Co., of this city, for many years a prominent manufacturer of tone arms, sound boxes, attachments and portable phonographs, has just placed on the market a new device which will be known as the Oro-Tone No. 50, combined recording, reproducing and radio attachment. This device, which is one of the most important of its type introduced in recent years, is first of all a home

14-inch bell
Polished pyralin



No. 205

Burns

**A Speaker of distinctive lines
Remarkable volume with clarity**

Reproduces the full capacity of any receiving set faithfully without sacrifice of volume or clearness. To use a Burns Speaker is equal to hearing the original tones.

Handsomely shaped horn—14 inches in diameter. No. 205B model has flare of bell of polished black pyralin. No. 205D has flare of handsome mahogany tinted pyralin, semi-transparent.

PHONOGRAPH UNIT

The Burns Speaker Unit as used with the No. 205 Reproducer has already proven its merits. This Unit is also furnished in the No. 100 type for use on phonographs. Fits any make.



No. 100

An Excellent Model for Built-in Speakers

No. 205B—With polished black bell.....	\$22.50
No. 205D—With shell pyralin bell.....	25.00
No. 100 —Unit for phonograph use.....	10.00

Write for our interesting trade prices.

American Electric Company

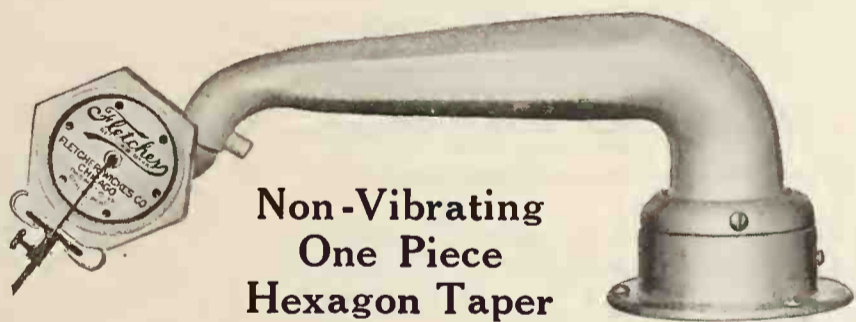
State and 64th Streets CHICAGO, U. S. A.

recorder for the Edison phonograph. Under severe tests it has given excellent results in recording, being intended for the Edison phonograph only. The feed of the Edison tone arm spaces the grooves perfectly while the recording feature is so constructed that the diaphragm is agitated freely. The result is clear reproduction with a very satisfactory volume, which may be compared to the results secured by

playing the average record with a fibre needle. The device is very simple and only requires attachment to the Edison phonograph. A special recording needle is then engaged to the reproducer, the recording horn is placed in position and the instrument is ready to record. When the recording is made the recording horn is then removed, a fibre needle is placed in the

(Continued on page 148)

Fletcher No. 3 Brass-Drawn Tone Arm

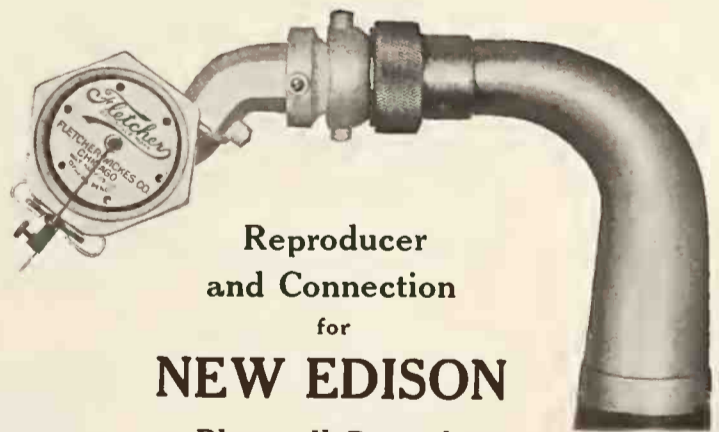


**Non-Vibrating
One Piece
Hexagon Taper**

The best that money and skill can produce is now ready for the market at a minimum price. Plays all records and is equipped with the regular Fletcher Reproducer, which is scientifically constructed, and which really reproduces either vocal or instrumental music.

Write for samples and quantity quotations specifying 8½" or 9½" length.
Money back guarantee covers all sample orders.

Fletcher
REG. TRADE MARK



**Reproducer
and Connection
for
NEW EDISON**

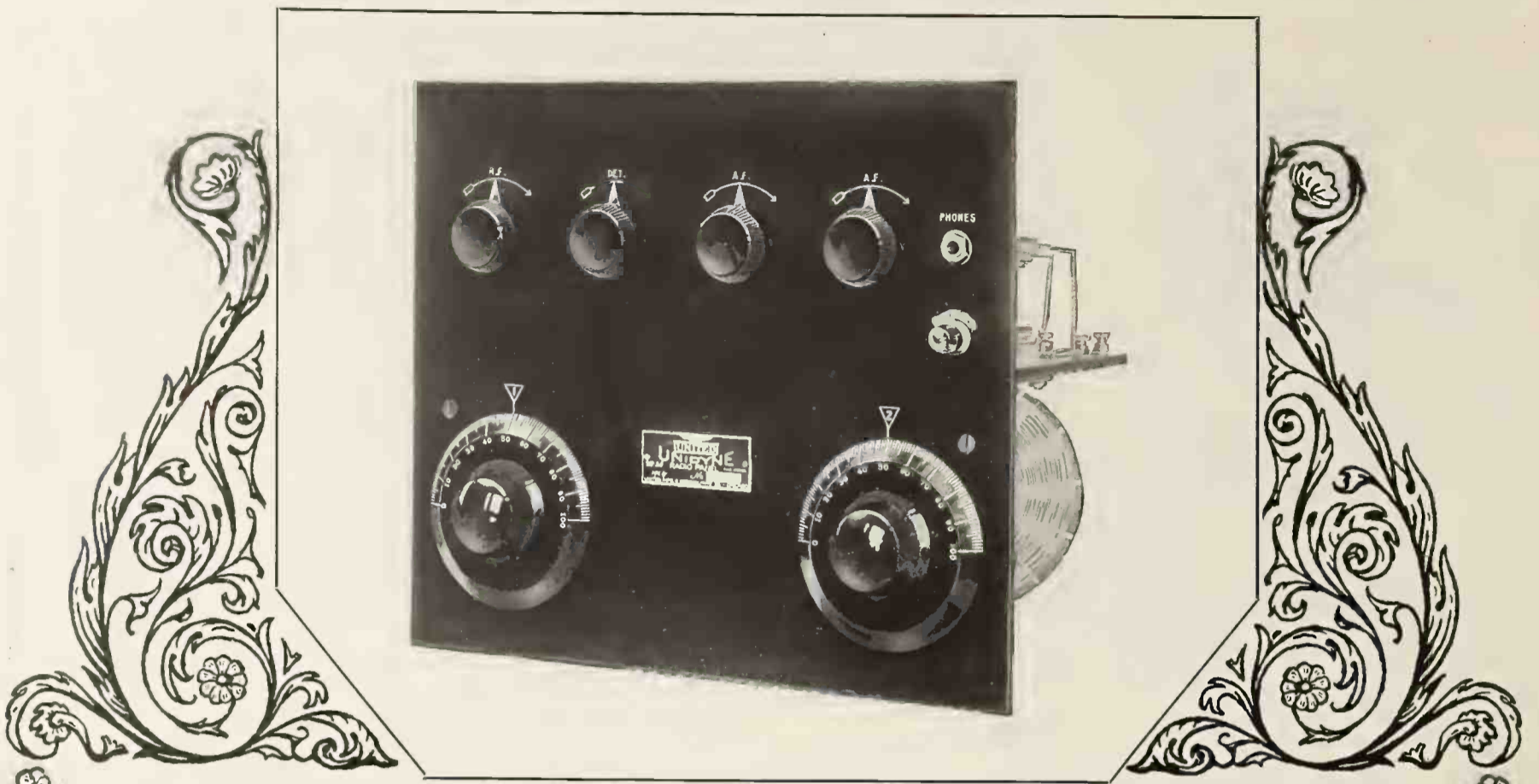
Plays all Records

Dealers, Send for
Prices and Terms

Fletcher "Straight" and Fletcher "Universal" still made and carried in stock

FLETCHER-WICKES COMPANY

116-122 WEST ILLINOIS STREET, CHICAGO



“Quality Radio—Reasonably Priced”

THIS, briefly, tells the whole story of what United offers in the way of radio for the phonograph manufacturer and for the dealer. The famous “Unidyne” Radio Panel, illustrated above, is a master achievement which embodies all the simplicity of operation, yet at the same time the highest type of construction that you would wish for in a panel designed for your own personal use, in your own home. Each United panel is built under expert supervision and tested thoroughly, so that when offered to your trade you are assured it will give the highest type of clear, clean-cut reception.

The UNITED UNIDYNE Radio Panel is comparatively inexpensive, so that progressive manufacturers who are awake to the profitable possibilities of radio can buy these panels, mount them into a cabinet just as they do a phonograph motor and they will have a radio set or a combination radio and phonograph which will also be an attractive piece of furniture having really great potential sales and fine profits.

UNITED “UNIDYNE” RECEIVING SET

For those that already have a phonograph or for the trade that desire just a neat, compact, table type of radio set only, there is the United “Unidyne” Receiver, embodying the same splendid design and principles of the panel incorporated in a beautiful solid walnut cabinet. This set is quite reasonably priced and offers an unusually nice margin of profit.

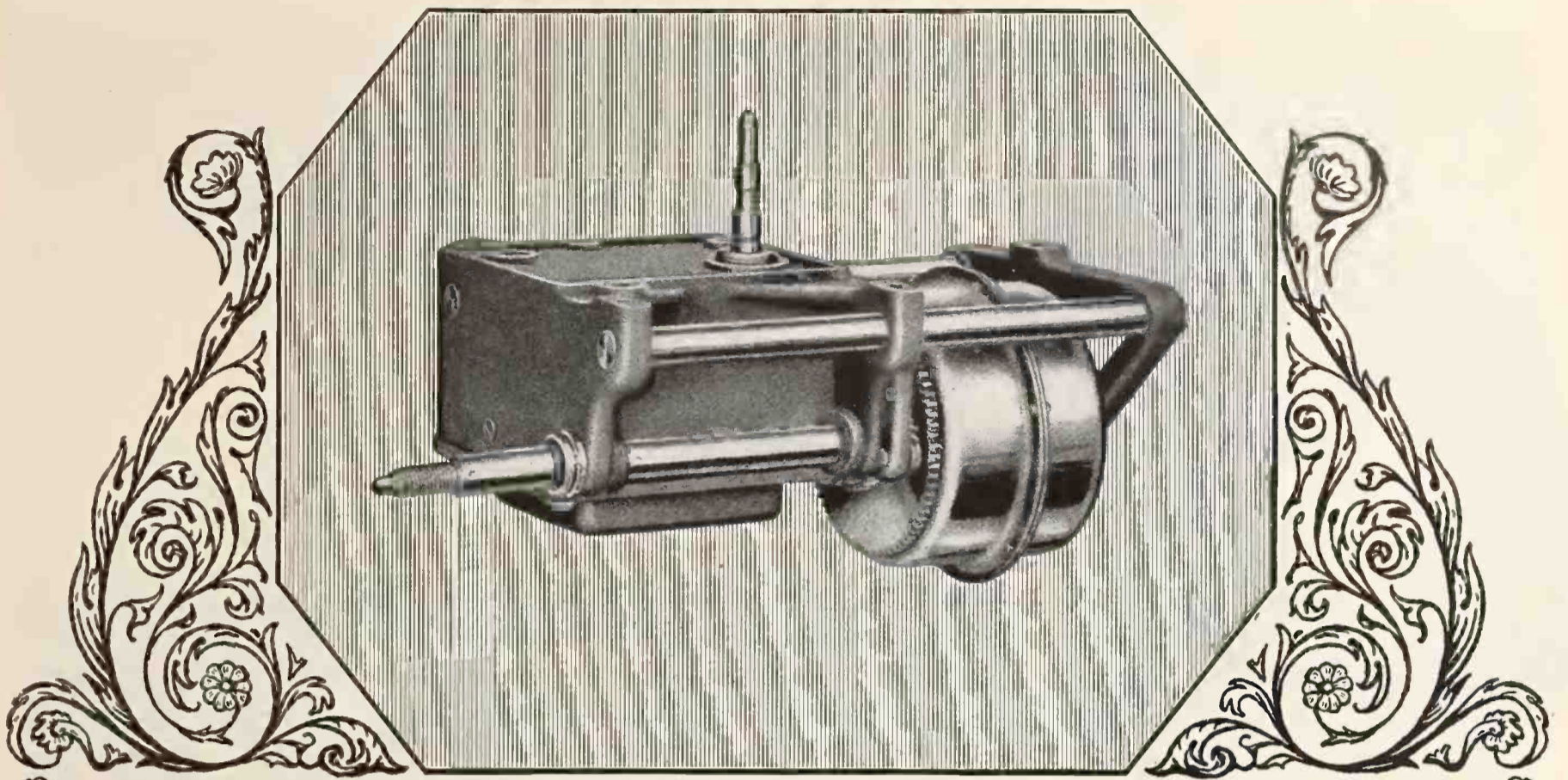
Every night at the United factory in Chicago, all UNIDYNE RECEIVERS and PANELS are actually tested in comparison with a high standard on reception from New York, Springfield, Mass., Cleveland and other distant points—and this is accomplished while from four to seven powerful local stations are in operation. The “Unidyne” is a proven radio instrument, with satisfaction guaranteed. We suggest that you get in touch with us immediately, before our production is oversold.

UNITED MANUFACTURING AND DISTRIBUTING CO
9705 Cottage Grove Avenue, Chicago, Illinois, U. S. A.



UNITED

*Largest Independent Manufacturer
of Phonograph Motors
in the World*



In-Built Character In Every Motor

CHARACTER extends itself into the products that are built in this plant. Each motor carries with it the reflection of the painstaking effort that has been devoted to its creation. The conscientious pride that earnest, sincere workmen hold in building a fine mechanism, reveals itself in the service that each finished motor gives.

Here in our huge, airy, daylight factory, modern machinery and twentieth century methods are combined with age-old sincerity of purpose and honest effort to build better, with the result that United Motors are establishing a high record for superior quality.

The name "United" stands for dependability and honest workmanship. And the long life, efficient service and satisfaction that each motor gives, is proof of its inherent character.

UNITED MANUFACTURING AND DISTRIBUTING CO.
9705 Cottage Grove Avenue, Chicago, Illinois, U. S. A.



*Largest Independent Manufacturer
of Phonograph Motors
in the World*

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 145)

reproducer and the recording can be reproduced within a few seconds after it has been made.

This new device can also be used as a radio attachment for converting the Edison phonograph into a loud speaker. This feature will undoubtedly interest Edison owners generally,

First Brunswick Conference of Retail Salesmen in Chicago a Great Success

Nearly Four Hundred Dealers and Salesmen From Middle West and Other Parts of Country Hear Addresses and Take Part in Discussions Dealing With All Angles of Merchandising

CHICAGO, ILL., October 7.—The first of a series of conferences of Brunswick retail salesmen was held in this city September 22 and 23 at the LaSalle Hotel by the Brunswick Co. It was an undoubted success and nearly 400 sales people (dealers and members of their sales organizations) who were present listened to entertaining addresses and carried away with them much information which undoubtedly will prove of practical value in the merchandising of this line. The entire Middle West was represented, and dealers came all the way from Texas, Oklahoma, Kentucky and California to attend the

Meade Brunett, manager of the central division of the Radio Corp. of America, was the next speaker. He vividly portrayed the part which radio is playing in education and entertainment and the still greater things to be accomplished in this direction with the aid of phonograph dealers. D. J. Pieri, chief radio engineer of the Brunswick Co., next delivered a most instructive talk on the methods of manufacturing and testing Radiolas of the type installed in the Brunswick cabinets, starting with the processes of manufacture at the General Electric and Westinghouse plants and conclud-



Oro-Tone No. 50

as it will enable them to attach a loud speaker phone to the Edison horn, which is particularly shaped and adapted to give excellent results as a loud speaker. The Oro-Tone No. 50 combination recording, reproducing and radio attachment is also a perfect attachment for playing Victor, Brunswick, Columbia and all other makes of records on the Edison phonograph, and can also be turned to play Edison records if so desired.

The Oro-Tone Co. has made arrangements with the Pathé Phonograph & Radio Co. to use the special Pathé aluminum recording record, and these records will be offered by the Oro-Tone Co. to jobbers and dealers.

Adds Eagle Radio Line

The W. W. Kimball Piano Co., 308 South Wabash avenue, Chicago, has added the Eagle line of radio receiving sets manufactured by the Eagle Radio Co., at Newark, N. J. The Kimball Co. is planning to do extensive advertising and expects to use Broadcasting Station WTAS. It is distributing over 10,000 Eagle receiver circulars through its own stores.



Banquet Which Concluded First Brunswick Conference

conference, the primary purpose of which was to acquaint the dealers with merchandising plans for the coming year, to discuss retail sales problems and to introduce the Brunswick-Radiola.

Conference Opened by A. J. Kendrick

The conference was opened by an address of welcome by A. J. Kendrick, general sales manager of the phonograph division of the Brunswick Co., who also explained the purpose of the meeting and introduced the first speaker, J. C. Shank, vice-president and director of manufacturing of the Brunswick Co., who outlined the company's large manufacturing facilities,

ing with the installation of the completed sets in phonographs at the Dubuque, Ia., plant of the Brunswick Co. Mr. Pieri also discussed



Winners of Examination on Selling

some of the causes of complaint of radio set owners and problems with which dealers are often confronted. This concluded the morning business session, after which everybody adjourned to the College Inn, where music by Isham Jones and His Orchestra, Brunswick artists, was enjoyed.

The first speaker of the afternoon session was F. E. Fehlman, vice-president of Lord & Thomas, who analyzed the principles of retail selling. Following this talk, which was most instructive and was one of the high lights of the meeting, came the sales demonstrations, which consumed the rest of the afternoon.

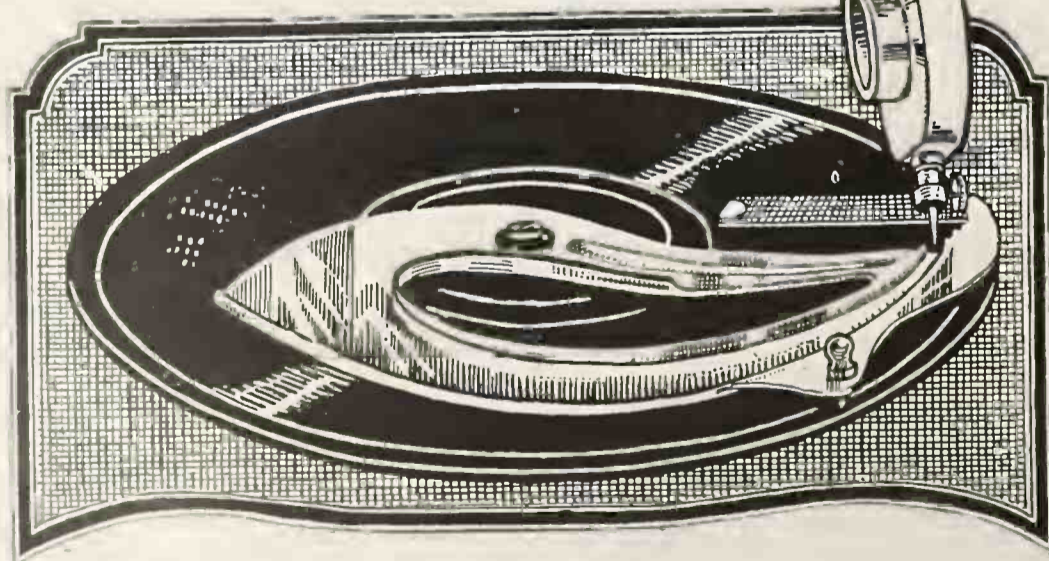
J. G. Osborne's Window Display Talk

A talk on window display by J. G. Osborne, window display expert, opened the Tuesday

(Continued on page 150)

THE GEER REPEATER

Doubles the joy of owning a phonograph!



The Original, Standard Record Repeater

REPEATS a phonograph record instantly and accurately without slightest injury to record, reproducer, or needle. As easy to use as a record. Operates on any phonograph having a free swinging tone arm. List, each **\$1.50**

THE WALBERT MANUFACTURING COMPANY
925-941 Wrightwood Avenue Chicago, Ill.



C 5
Specifications:
34" wide, 20½" deep and 33½" high
Two-tone



C 4
Specifications:
36" wide, 22" deep and 35½" high



C 3 SPECIAL
Specifications:
40" wide, 23" deep and 35½" high



RP 1
Radio Phonograph Combination
Specifications:
34" wide, 20½" deep and 33½" high

BROADCASTER

Life's Voices

1—Attractiveness

Beautiful, symmetrical, elaborate designs.

2—Tone

A scientifically constructed amplifying chamber renders an incomparable, clear tone of volume.

3—Quality

Skillful workmanship.
Finest selected woods and panels.
Superb finish.
Guaranteed equipment.

4—Price

Value for value we will not be undersold. Our extremely low prices open a new avenue of success—for live wire dealers.

Write for our new 1925 catalog and price lists.

The Broadcaster Corporation

2414-2420 W. Cullerton Street

Chicago, Illinois

Established 1913

Incorporated 1923



RADIO CABINET A
Specifications:
Outside Measurements:
36¼" wide, 16¼" deep and 42" high
Equipped with loud speaker horn.



E 1
Specifications:
31" wide, 20½" deep and 34" high



E 2
Specifications:
36" wide, 22" deep and 35½" high



C 2
Specifications:
40" wide, 23" deep and 35½" high



RP 2
Radio Phonograph Combination
Specifications:
37" wide, 23½" deep and 35½" high

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 148)

morning meeting. He discussed the value of the window, the fault of crowding, use of posters and other window display material supplied by manufacturers, holiday displays, etc., and urged that dealers put a regular display man to work to keep the windows dressed to the best possible advantage. This was followed by a brief discussion on the various points brought out in the talk.

Address by J. F. Ditzell on Record Policy

The final business session on Tuesday afternoon, following luncheon at the College Inn, was opened with a talk by J. F. Ditzell, manager of the record sales department, who emphasized the slogan: "Always Something New in Brunswick Records," and outlined the Brunswick record policy and how it is designed to benefit dealers by increasing their sales. This was followed by another short address by Mr. Fehlman, who urged increased interest on the part of dealers in the record end of the business.

A. J. Kendrick Outlines Brunswick Plans

The merchandising plans of the future of the Brunswick Co. was the subject of a talk by A. J. Kendrick, general sales manager of the phonograph division, who emphasized the policy of the company in working for the development of the retailers through the application of progressive principles. He pointed to the Brunswick-Radiola as a concrete example of this policy. He also emphasized the fact that although radio has to a certain extent dominated business it has by no means displaced phonographs, and he predicted one of the greatest phonograph shortages this Fall which the industry has ever experienced. He said that the Brunswick Co. is working to capacity in turning out the

phonographs and the combination instruments.

Winners in Examination on Selling

The balance of the afternoon was taken up by a discussion of the Brunswick-Radiola and various radio problems. The session closed with a written examination for Brunswick salesmen, five cash prizes being awarded to the winners, a number of 100 per cent correct papers being turned in. The five winners were: Roy Lawson, Butler Music Co., Marion, Ind., \$50; W. M. Hardt, Hardt's Music Shop, Winona, Minn., \$25; H. Watson, Butler Music Co., Marion, Ind., \$15; Frank Murray, Devendorf's Brunswick Shop, Flint, Mich., \$10, and H. W. Davis, Davis Music Store, Farmington, Mo., \$10. The illustration on page 48 shows the winners of the prizes.

Conference Closed by Banquet

A banquet in the evening closed the conference. A. J. Kendrick thanked the members of his staff and those present for their aid in making the conference the success it was. R. W. Jackson was then introduced by Mr. Kendrick as toastmaster, which post he filled to perfection. The speaker of the evening was L. L. Montgomery, sales counselor, who delivered a talk on salesmanship, giving some excellent suggestions on selling machines and records and the way to handle prospects. Following the banquet Brunswick artists entertained.

The conference as a whole was under the general supervision of H. D. Leopold, manager of the Brunswick dealer service department, who acted as chairman of the conference committee. Mr. Leopold introduced the various speakers and the efficient manner in which he handled all of the conference detail was a vital factor in the success of the meeting.

Late News From the Trade in the Chicago Territory

The Kimball Friday noon recitals which were held with so much success last year were resumed on the first of this month. These recitals will be held every Friday noon from 12:30 to 1:30 and will continue through the season until June.

Kimball Hall has become known as a rendezvous for music lovers and aspiring artists, under the direction of Allan W. Bogen, Kimball organist who is in charge of these recitals. A diversified program has been arranged for the month of October, including recitals by

Mr. Allan Bogen, the Florentine String Trio, and a number of vocalists including soprano, baritone, tenor and contralto. Kimball instruments are used in all these programs.

Chicago to Hold Radio Picnic

A radio picnic will be held in the Grant Park Stadium, Chicago, on Saturday, October 11, under the direction of the city's radio commission. Prizes consisting of radio apparatus valued at \$6,000 have been donated by members of the Radio Manufacturers' Association.

A number of the local broadcasting stations will have their announcers, artists and orchestras at the event to take part in the revue. Station WJAZ, which is operated by the Zenith Radio Corp. and is said to be the only powerful



"One handle handles it"
Outing
TRADE MARK
"Master of Movable Music"

4 Years
Have Proved
Outing
Portables
Are the
Best

Targ & Dinner Music Co.
229 W. Randolph St. Chicago, Ill.
Outing Distributor

portable broadcasting station in the world, will be at the stadium under the personal direction of E. F. McDonald, Jr. This station will demonstrate how broadcasting is done.

In addition to a revue, radio broadcasting, races, etc., one of the large rooms under the stadium will be given over to a question and answer department. Over 100 engineers will be present to endeavor to solve the problems of the fans, who it is said will gather from all parts of the mid-West. These experts will be grouped according to specialized subject under such headings as "Dry Batteries," "Acoustical Devices," "Regenerative Circuits," "Reflex Circuits" and other subjects. There will be no exhibits, or products sold.

Lyon & Healy Celebrate Sixtieth Anniversary

A special celebration will take place at the large Lyon & Healy store at Wabash avenue and Jackson boulevard during October in honor of the sixtieth anniversary of the founding of the big house. Announcements have been sent to the trade and have appeared in large full-page advertisements in the daily papers, the latter showing attractive pen sketches of the buildings occupied by Lyon & Healy during the various periods of its growth.

Leon Samuels Sojourns in Europe

Leon Samuels, exclusive distributor for Vincennes Phonograph Co., has been having a wonderful European trip according to word received by his assistant, W. A. Ferguson, at the Chicago headquarters in the Republic Building. Mr. Samuels is in fine health and has gained nobly in weight. He will sail for home from Havre on the 11th of this month, but expects to spend several weeks among his business friends in the East before returning to Chicago.

Concerning

BURGESS BATTERIES

THE unique position of esteem and confidence occupied by Burgess Radio Batteries is a natural development of the conservative policy which has characterized the manufacture, advertising and sale of Burgess products.

Of interest, perhaps, to the thinking battery buyer is the fact that no Burgess product is advertised or sold until its merit has been proven, not only by our own rigid tests, but also those of the foremost radio engineers, manufacturers and experimenters in the country.

Through friendly criticism and suggestions, together with extensive research and engineering by the C. F. Burgess Laboratories the efficiency of Burgess Batteries has increased to a degree which we believe is not equalled elsewhere.

Ask Any Radio Engineer

BURGESS BATTERY COMPANY

Engineers - DRY BATTERIES - Manufacturers
Flashlight - Radio - Ignition - Telephone
General Sales Office: Harris Trust Bldg., Chicago
Laboratories and Works: Madison, Wisconsin

BRANCHES

New York Boston Kansas City Minneapolis
Washington Pittsburgh St. Louis New Orleans

IN CANADA

PLANTS: NIAGARA FALLS AND WINNIPEG
Branches: Toronto - Montreal - St. John



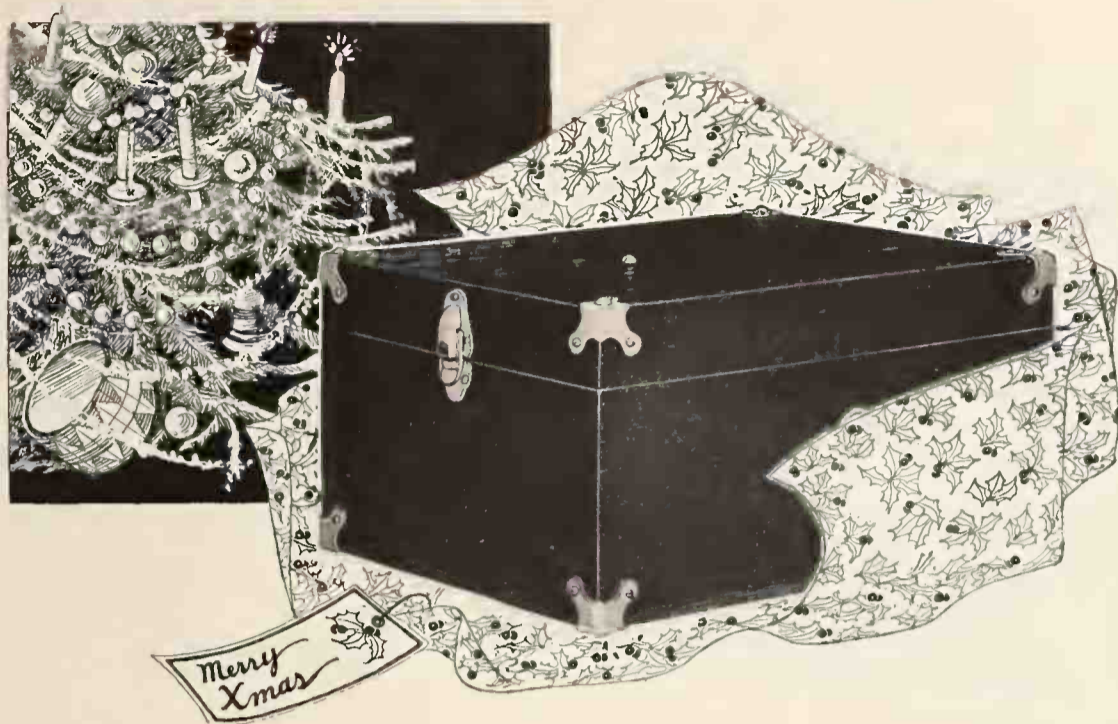
TRY US! RADIO DEALERS!

Give our service a trial by placing an order in our hands. We maintain a complete source of supply of nationally advertised Radio Apparatus and are faithfully serving most of the prominent music dealers in the country. We are exclusive Radio jobbers and DO NOT RETAIL. Send for Catalog

*Crosley and Howard Receivers
Erla, Acme, Bremer-Tally
and Shamrock Kits
Reflex, Neutrodyne and Super
Heterodyne Parts.*

WE SELL TO DEALERS ONLY!

TAY SALES CO.
6 No. Franklin Street : Chicago



Packed
in
Holly
Cartons

SPENCERIAN

Portables for Christmas!

PRICES:

- Directone* \$35.00
Walnut or Mahogany Case
- Reflextone* \$30.00
Mahogany or Walnut Case
- Beltone* \$25.00
Dupont Fabrikoid Case

SPENCERIANS are year 'round instruments.

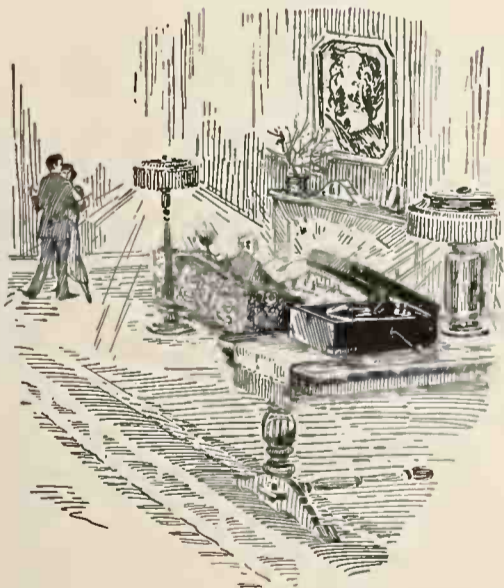
The handsome Mahogany or Walnut cases of the *Directone* and *Reflextone* models make them as suitable for use in the finest parlors, playing carols on Christmas Eve, as outdoors in the summer.

They are thoroughly high-quality products, in tone, design, and workmanship, that will build patronage for you.

The striking holiday cartons in which we pack them for you at this season add greatly to their appeal as attractive, reasonably priced gifts.

You will profit by featuring SPENCERIANS for the holidays.

Grace any Room



WESTPHONO, INC. • 46 W. 4th St., Saint Paul, Minn.

Dealers in the Portland Territory Are Preparing for a Busy Year-End Season

Dealers Entertain Record Artist and Tie Up With Concert—Many Live Retailers Add the Edison Line—Wide Interest in Brunswick-Radiola—Expect Starr Shortage—Other News

PORTLAND, ORE., October 4.—The Eight Popular Victor Artists appeared in concert here September 27 in the municipal auditorium. The concert was sponsored by the Associated Victor Dealers of Portland, and was a huge success in every way.

Portland dealers entertained the visitors on an automobile ride up the famous Columbia river highway. Portland dealers who participated in presenting the visitors were: Bush & Lane Piano Co., Currius For Drugs, Densem Drug Co., Hovenden Piano Co., Hyatt Music Co., Irvington Pharmacy, G. F. Johnson Piano Co., Meier & Frank Co., Phoenix Pharmacy, Ira F. Powers Furniture Co., Remick Song & Gift Shop, Seiberling & Lucas Music Co., Sherman, Clay & Co., Vernon Drug Co. and the Wiley B. Allen Co.

New Edison Dealers Appointed

The Edison Phonograph, Ltd., Pacific Northwest distributor, continues to report increased business, with many new accounts being added to the list and all of the older dealers placing very substantial orders for delivery up to and including December 1. These orders are about 20 per cent in amount above the calculation of the Pacific Northwest management, and it has been necessary to advance factory deliveries one month ahead in order to insure prompt deliveries to the Pacific Northwest. It is anticipated that even with these increased factory orders there will be a shortage of the Baby console and William and Mary console. New Edison dealers announced by Mr. Gabler are: Monroe Pharmacy, Monroe, Wash.; N. B. Day, Leavenworth, Wash.; Oroville Pharmacy, Oroville, Wash.; R. O. Gieher, Tonasket, Wash., and the Fayette Music House, Montesano, Wash.

Edward Borgum, traveling representative, is

making an extensive tour of the Eastern Washington territory and reports Edison dealers in general are optimistic and look forward to increased business.

Wide Interest in Brunswick-Radiolas

A. R. McKinley, manager of the Brunswick branch in the Pacific Northwest, reports that the new Brunswick-Radiolas are creating a big sensation in the entire district. Portland and Seattle dealers, as well as the country dealers in Oregon and Washington, have in most cases disposed of their entire stocks, according to Mr. McKinley, and are calling for additional merchandise. In order to give the dealers of Oregon and Washington the best possible service the Brunswick Co. has put E. S. Ross, who is an expert radio technician, in charge of this district. He will visit all Brunswick dealers carrying the Radiolas and instruct and help them with their new line. He will make his headquarters at the home office in Portland. Ross was sent to Portland from the Chicago Brunswick headquarters.

Expect Starr Shortage

Reports from the Starr Piano Co. and Gennett record headquarters are of an encouraging nature, with the only trouble in sight being an anticipated lack of goods to supply the demand. Charles Soulé, manager of the Starr Piano Co., is visiting the Starr and Gennett dealers in Eastern Washington and is sending in good reports and orders from all dealers in that district.

D. L. Russell has been appointed office manager of the Portland Starr headquarters to take the place of M. Paulsen, who recently resigned.

Mario Chamlee, famous lyric tenor of the Metropolitan Opera Co. and prominent Brunswick artist, opened the Elwyn Artists Series

TRY US! RADIO DEALERS!

We carry a complete line of the justly famous Crosley Radio Corporation

**Crosley
Radio Receivers,
Amplifiers and
Parts**

We are Exclusive Radio Jobbers, and DO NOT RETAIL. Send for Catalog

WE SELL TO ACCREDITED DEALERS ONLY

TAY SALES CO.
6 N. Franklin Street
Chicago

for the season with a brilliant concert September 29 at the public auditorium.

Stages Electrical and Radio Show

The Meier & Frank Co. presented an elaborate electrical and radio show in its main auditorium, and especially featured demonstrations of the Brunswick-Radiolas and Sonoradio line. Chas. Willius, an expert radio man, has been placed in charge of the radio department under Wm. Hodecker, general manager of the phonograph department, and is operator of the daily broadcasting programs by this department over their own station, KFEC.

Now the Hyatt Music Co.

The Hyatt Talking Machine Co., of 386 Morrison street, has changed its name to the Hyatt Music Co., since adding a complete line of Baldwin pianos to the firm's business. Allen E. McLean has been placed in charge of the new department and will also be in charge of the phonograph department. Wm. Bartlett, in charge of the phonograph department for Mr. Hyatt for many years, has been made manager of the radio department, which is assuming large proportions with a full line of Brunswick-Radiolas, Kennedy and Atwater Kent sets.

The J. J. Collins Piano Co., for the past year doing business at the Hyatt Talking Machine Co. store, has moved to 205 Ungar Building and has taken into partnership Warren A. Erwin, formerly with Lipman, Wolfe & Co.

Howard Leib, formerly with Wiley B. Allen, of San Francisco, has taken Mr. Erwin's place at the Lipman, Wolfe department.

Trade Visitors

W. C. Fuhri, of New York, general sales manager of the Columbia Phonograph Co., spent several days in Portland on a recent Western trip and called on the local Columbia dealers in company with Randall Bargelt, Oregon district manager of the Columbia Co. P. S. Kantner, of San Francisco, Pacific Coast manager, was also a recent Portland visitor. Mr. Bargelt reports excellent business both in Portland and outlying districts, with exceptionally large orders being placed for the three new Columbia console models, Nos. 560, 570 and 580. He reports the following new Columbia dealers in Oregon: Moore's Music House, Albany; Eagle Drug Co., and Kaegi's Drug Co., both of Portland.

Adds Radio

The McCormick Music Co. is the latest local music house to install a radio department. The Federal and Atwater Kent lines have been installed.

Alterations at Powers Co.

The exclusive Victrola department of the Powers Furniture Co. has completely outgrown its present quarters, and alterations are in progress installing it in a larger and more convenient place on the main floor.



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.

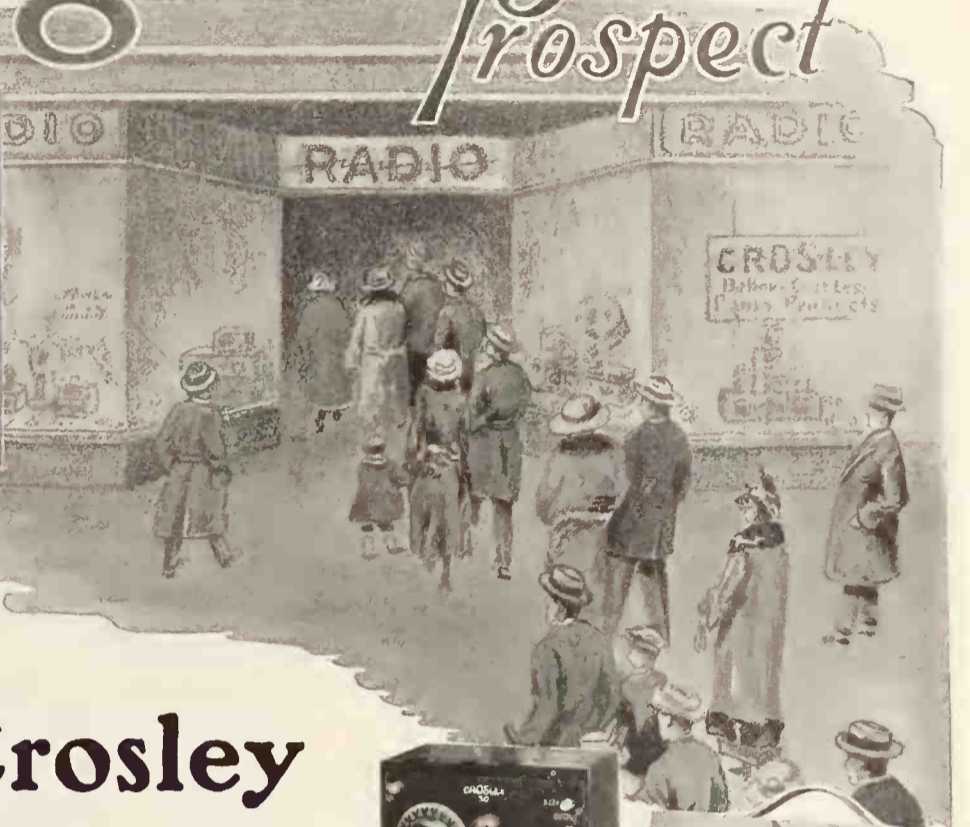
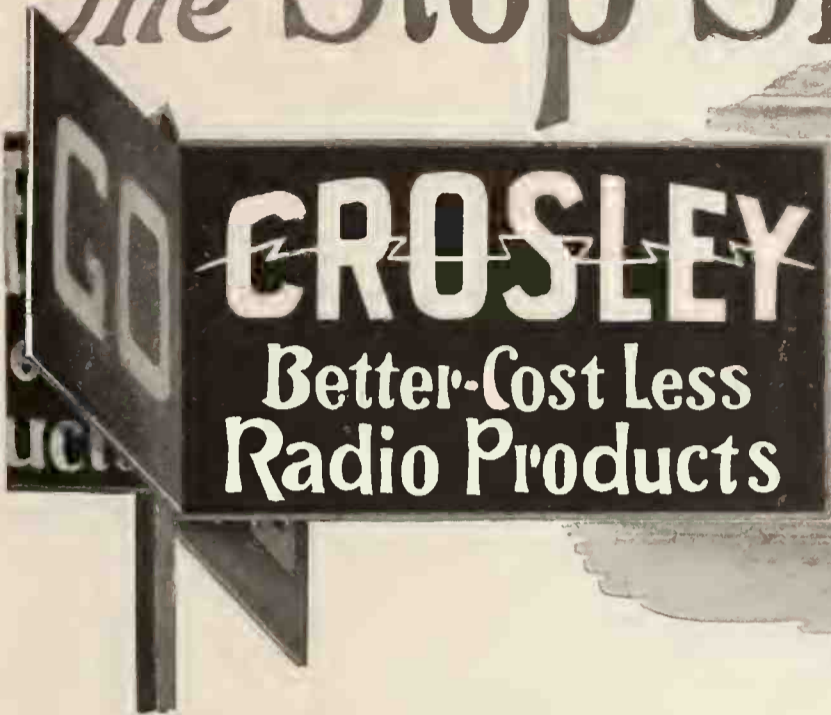
**TRIANGLE RADIO SUPPLY
COMPANY, INC.**

120 West 23rd St., New York, N.Y.

Telephones: CHELsea 4240-4241-4242



The Stop Signal for the Radio Prospect



Millions Know Crosley

The name Crosley in your window or hung from your store is the stop signal for more radio prospects than any other name you might display. It is a guarantee to the public that you offer in radio receivers the greatest efficiency at the lowest cost.

It is quantity production that has enabled Crosley to build the best of radio receivers at such remarkably low prices. And, it is the efficiency of the instruments themselves, coupled with a great amount of national advertising, that has made the Crosley franchise so valuable to any Talking Machine Dealer.

If you want to keep up with the fast moving radio procession, display the name Crosley and Crosley Radio Receivers.

They Will Pay You Big Dividends

Good Jobbers Everywhere Handle Crosley Receivers

Write for Free Catalog

THE CROSLLEY RADIO CORPORATION

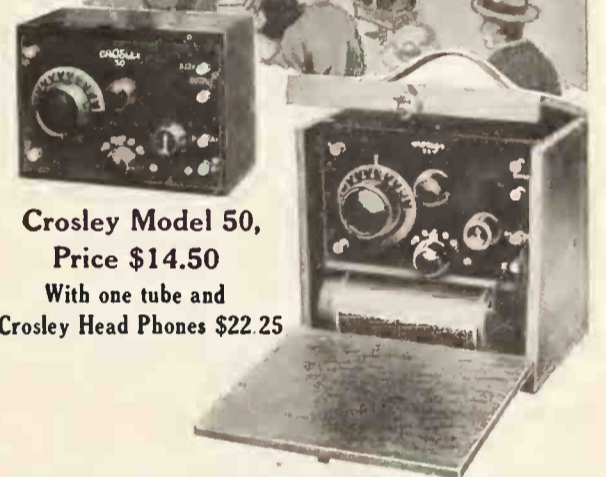
POWEL CROSLLEY, Jr., President

1026 ALFRED STREET

CINCINNATI, OHIO

*All Crosley regenerative sets are licensed under
Armstrong U. S. Pat. 1,113,149
Prices West of Rockies—Add 10 Per Cent*

Crosley owns and operates
Broadcasting Station WLW.



Crosley Model 50,
Price \$14.50
With one tube and
Crosley Head Phones \$22.25

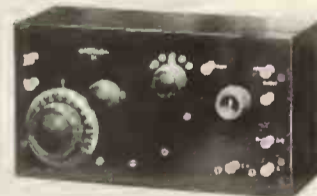
Crosley Model 50-P, Price \$18.00
With one tube and Crosley Head Phones \$25.75



Crosley Model 52, Price \$30.00
With three tubes and Crosley Head Phones \$45.75



Crosley Trirdyn Regular, Price \$65.00
With three tubes and Crosley Head Phones \$80.75



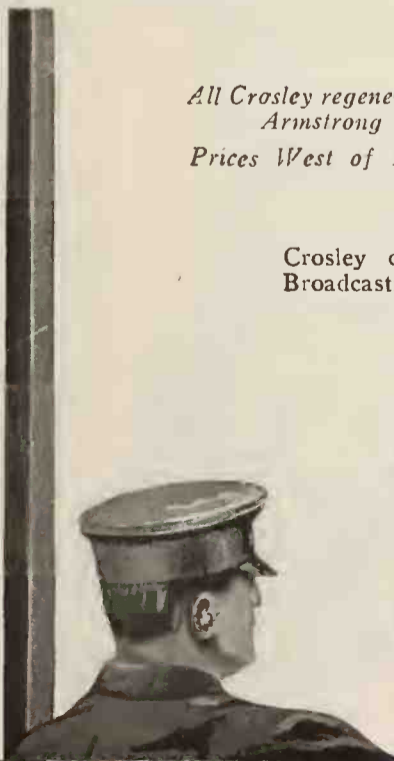
Crosley Model 51, Price \$18.50
With two tubes and Crosley Head Phones \$30.25



Crosley Model 51-P,
Price \$25.00
With two tubes and Crosley Head Phones \$36.75



Crosley Trirdyn Special, Price \$75.00
With three tubes and Crosley Head Phones \$90.75



Banquet a Feature of Big Radio Fair

Every Branch of Radio Industries Represented
at Banquet in Waldorf in New York City

During the course of the First Radio World's Fair in New York one of the most important social events was a banquet at the Waldorf-Astoria Hotel, given under the auspices of the National Association of Broadcasters, E. F. McDonald, Jr., president; Radio Manufacturers' Association, Herbert H. Frost, president; National Radio Trade Association, Henry M. Shaw, president, and the Talking Machine and Radio Men, Inc., Irwin Kurtz, president. The banquet was a decided success, and, in fact, the members of the radio and talking machine industries who were present voted unanimously to make the banquet an annual institution.

Paul B. Klugh, executive chairman of the National Association of Broadcasters, and widely known throughout the radio and music industries, presided as toastmaster, and his introduction of the various speakers contributed materially to the success of the evening. Before announcing the speakers Mr. Klugh stated that it had been decided to carry out the program on a time schedule basis, similar to the schedule adopted by the radio broadcasting stations. With this idea in mind he announced that the period from 8 to 9.30 would be devoted to entertainment by prominent recording and broadcasting artists, and this part of the program was under the supervision of J. J. Davin, of the Musical Instrument Sales Co., New York. A number of well-known artists appeared during the hour and a half of entertainment, the musical program being radiocast in its entirety by station WJZ, and the remainder of the program by station WEAJ.

At 9.30 Mr. Klugh announced as the first speaker of the evening W. E. Harkness, vice-president of the American Telephone & Telegraph Co., and a leading factor in the development of radio from a broadcasting angle, who presented interesting facts and figures relative to the tremendous growth of radio broadcasting as a whole, the marked improvements that have been made in the past year and the tremendous interest manifested by the public in the programs broadcast.

The next speaker was David Sarnoff, vice-president and general manager of the Radio Corp. of America, and recognized internationally as a foremost figure in the radio industry. Mr. Sarnoff has won considerable fame as an after-dinner orator, and the splendid address that he made at the radio banquet well justified this renown. All of the speakers were limited to ten minutes, but in this brief period Mr. Sarnoff discussed interestingly his recent trip abroad, and compared the progress made by radio in America with conditions abroad. He stated that Europe had not nearly advanced in radio as compared with the United States, and commented upon the fact that the censorship established abroad limited broadcasting materially and that the licensing systems in vogue in Europe also curtailed radio activities. Mr. Sarnoff concluded his address with a brief resumé of the aims of the radio industry in America, which were ever increasing in scope and breadth.

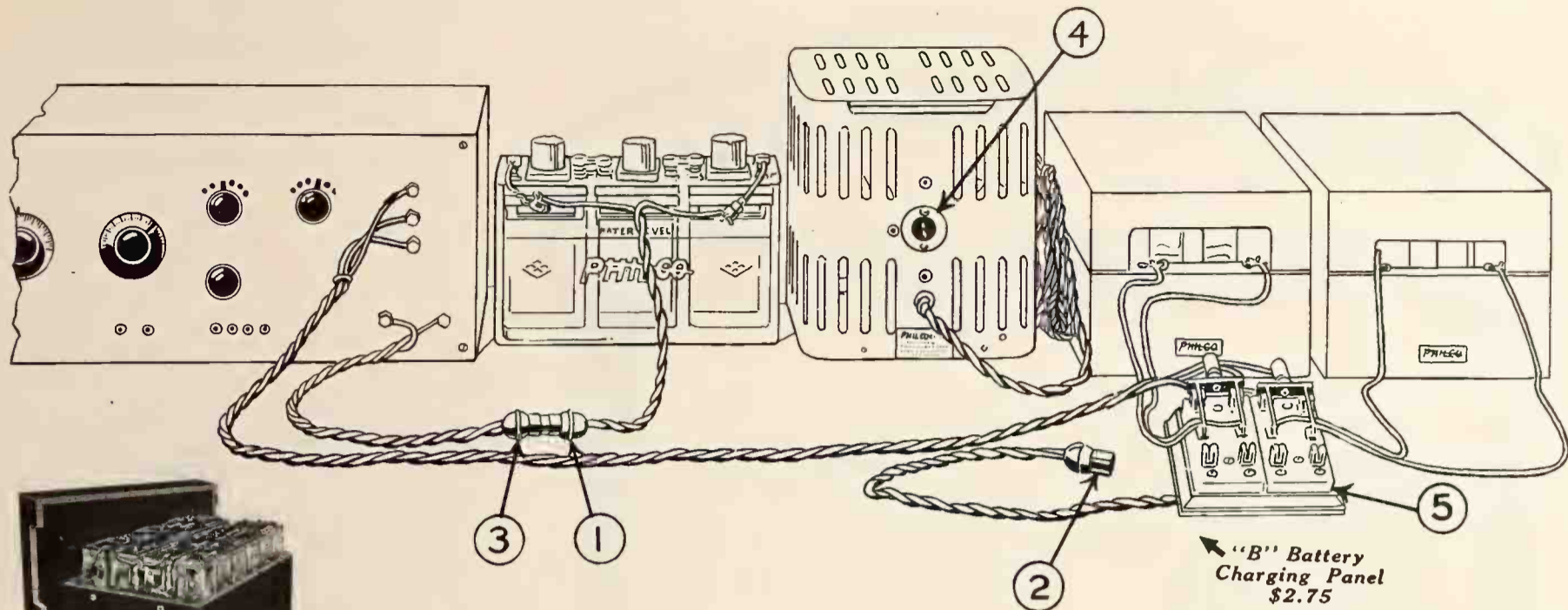
Professor L. A. Hazeltine, chairman of the Committee of Engineers on Radio Interference and inventor of the neutrodyne circuit, gave an important and informative address that furnished the audience with some idea of the activities of this committee. The committee has been doing excellent work the past year and its plans for the future are of keen interest to the radio industry.

The address of U. J. Herrmann, managing director of the Radio World's Fair, which just concluded its first New York show and will open its third Chicago show next month, was both humorous and informative. Mr. Herrmann

(Continued on page 156)



The First Annual Radio Industries Banquet Held in the Waldorf-Astoria Hotel, New York, and Which Was the Outstanding Social Event of the Radio World's Fair.



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-finish case without cover, \$16.50.



Type UD86 "A" Battery for standard 6-volt tubes. Built-in Charge Indicator. Glass Case. Consumer price, \$16.



Type UD44 "A" Battery for low-voltage Peanut Tubes. Built-in Charge Indicator. Glass Case. Consumer price, \$8.



Type RW "A" Battery for standard 6-volt tubes. Mahogany-finish Case. Consumer price, \$14.50 to \$37.50. With Philco Charge Tester, \$1 extra.



Philco Noiseless Chargers. For Philco Type UD44 and any re-chargeable "B" Battery, Consumer price, \$9.75. For 6-volt "A" Batteries, Consumer price, \$15.

Easy to operate as the Philco Battery in a car!

NOW you can use and recharge radio storage batteries by merely inserting plugs and throwing switches. Connect the batteries up once and for all. Thereafter there's no changing of wires—no moving of batteries.

Look at the diagram above. To charge a Philco Radio "A" Battery, simply disconnect plug (1) and insert in receptacle (4) of the Philco NOISELESS Charger. Easy—safe—100 per cent convenient. Plugs and receptacles come with every Philco Charger.

Charging a Philco "B" Battery is equally simple. Insert plug (2) in charge receptacle (4) and throw switches on charging panel (5). A child can do it.

Positive and negative prongs are of different size, and can be inserted only in the right way. Also the "B" plug (2) won't fit the "A" receptacle (3). You can't burn out tubes.

Philco Radio Batteries deliver strong, uniform, non-rippling current, *without hum, roar or buzz*—an absolute essential for good radio reception.

They are assembled in small, attractive, acid-tight, spill-proof glass cases which makes them safe for use inside the finest radio set.

All Philco glass-case radio batteries have the built-in Philco Charge Indicator which tells how far the battery is charged or discharged. Philco mahogany-finish wood-case batteries are fitted with a Filler Cap Charge Tester at an extra cost of \$1.

Give the radio sets you sell the benefit of Philco Batteries. Philco Sales Engineers will gladly cooperate 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 DYNAMIC 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

COHEN & HUGHES INC.

WHOLESALE DISTRIBUTORS of

RADIO PRODUCTS

Ware Neutrodyne Receivers
De Forest Reflex Sets
Crosley Receiving Sets
Music Master Radio Products
The Jewett Superspeaker
Atlas Loud Speakers
De Forest Loud Speaker
The Radialamp
Balkite Battery Charger

Brach Aerial Equipment
Burgess Batteries
Ray-o-vac Batteries
Philco Storage Batteries
Run-A-Radio
Phonograph Attachments
N & K Imported Loud Speakers
Accessories
Victrola Radio Panels

HEAD OFFICE-225 W. SARATOGA ST., BALTIMORE, M.D.
BRANCHES~WASHINGTON, D.C.~PHILADELPHIA, PA.~PITTSBURG, PA.

Banquet of Radio Industries

(Continued from page 154)

numbers among his personal friends radio executives throughout the country, and he is in close touch with the industry's activities.

Address by Dr. MacMillan

The last speaker, Dr. Donald B. MacMillan, needed no introduction to those present, as his fame as an Arctic explorer is world wide. Dr. MacMillan returned only recently from a trip to North Greenland and his ship, the "Bowdoin," was equipped with Zenith radio receiving apparatus. This was the first time that a radio set had been used on an Arctic expedition, and Dr. MacMillan declared that the services rendered by radio to him and his crew as their ship lay frozen in the ice above Greenland could not be estimated except by those who in days gone by had passed dreary Winters in the Arctic region cut off entirely from home.

He described how a prominent Chicago broadcasting station had broadcast the voice of his sister regularly and how it was picked up aboard the marooned ship as clearly and distinctly as if no distance separated them. Dr. MacMillan again emphasized the importance of studying the variation in signal strength during the changing seasons. As an instance he related how the "Bowdoin" and its crew were unable to communicate with stations on the East Coast during the Winter, although they had no trouble in reaching a much greater distance to Hawaii. Even Pacific Coast broadcasting stations of less power than those in the East were received more clearly and regularly. Dr. MacMillan was given an ovation at the conclusion of his address, and the radio men voiced their disappointment that he did not continue his talk for at least a full hour.

Retailers in Newark, N. J., Co-operate in Tie-Up

Twenty-one Victor Dealers Profit by Appearance of Artists in Concert—Advertising Tie-up Generates Wide Public Interest

NEWARK, N. J., October 8.—The appearance of Waring's Pennsylvanians, the well-known Victor artists, who recently played in this city at the Branford Theatre, induced Victor dealers in this territory to arrange a most successful co-operative drive on the records made by this musical organization.

L. W. Collings, of Collings & Co., Victor distributors, and the Newark Star Eagle arranged the preliminary plans for this sales campaign. The appearance of the orchestra was preceded by some unusual publicity in the Eagle, which had also arranged a public concert in Military Park the Saturday preceding the appearance of the orchestra at the theatre. This aroused unusual interest and was the means of giving both the orchestra and the theatre some profitable publicity.

Twenty-one Victor dealers in Newark and adjacent territory inserted a full-page advertisement in the Newark Star Eagle announcing the appearance of the orchestra. In addition, 100,000 postcards carrying a similar announcement were forwarded to the mailing lists of these dealers. Several of the music publishers, including Leo Feist, Inc., contributed the publicity material for window and counter displays, and the week's intensive sales drive was undoubtedly carried out on a broader scale than has ever before been arranged in behalf of one popular musical combination in a local appearance.

Latest Figures on Exports and Imports of "Talkers"

Figures on Exports Show Substantial Increase for the Eight Months Ending in August—Interesting Data on Exports and Imports

WASHINGTON, D. C., October 6.—In the summary of exports and imports of the commerce of the United States for the month of August, 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 August, 1924, amounted in value to \$22,542, as compared with \$71,654 worth which were imported during the same period of 1923. The eight months' total ending August, 1924, showed importations valued at \$276,479, as compared with \$513,839 worth of talking machines and parts during the same period of 1923.

Talking machines to the number of 5,488, valued at \$193,497, were exported in August, 1924, as compared with 5,242 talking machines, valued at \$199,249, sent abroad in the same period of 1923. The eight months' total showed that we exported 45,451 talking machines, valued at \$1,753,033, as against 40,007 talking machines, valued at \$1,587,209, in 1923.

The total exports of records and supplies for August, 1924, were valued at \$146,902, as compared with \$99,418 in August, 1924. The eight months ending August, 1924, show records and accessories exported valued at \$1,204,105, as compared with \$931,491 in 1923.

The countries to which exports were made in August, 1924, and the values thereof are as follows: France, \$70; United Kingdom, \$10,998; other Europe, \$7,739; Canada, \$16,420; Central America, \$7,911; Mexico, \$7,327; Cuba, \$14,306; Argentina, \$16,908; Chile, \$988; Peru, \$1,162; other South America, \$34,109; China, \$1,599; Japan, \$13,902; Philippine Islands, \$3,092; Australia, \$32,111; New Zealand, \$14,619; other countries, \$10,146.

Publicity Drive on Regal "Little Tot" Records

Regal Record Co., Inc., 20 West Twentieth street, New York City, is now placing four of the "Little Tot" records in its popular-priced albums instead of three as heretofore. These albums and the accompanying individual records, which were so popular during all of last year, seemingly are in greater demand than ever.

With the announcement of an increased number of records in each album the Regal Co. has arranged a publicity campaign of wide scope in order to further exploit these products. The company will shortly issue a new "Little Tot" catalog, which now comprises over ninety selections and which is constantly being added to. The latest of these are known as "Playtime Records," which contain all the popular nursery rhymes, songs, stories and games.

Vincent Lopez and Band Filling Many Engagements

Vincent Lopez and His Hotel Pennsylvania Orchestra, exclusive Okel artists, are headlining in the "Greenwich Village Follies," now playing at the Shubert Theatre, New York. With his usual initiative, Mr. Lopez is accomplishing three and four engagements at one time, for in addition to playing at the Hotel Pennsylvania and the "Greenwich Village Follies," he is also appearing at the Piccadilly Theatre, recently opened in New York. For a period of ten days Vincent Lopez and his orchestra also played at the Roseland, one of New York's most popular dance palaces, and with all of these engagements it is fair to assume that Mr. Lopez has been kept busy.

ITALIAN MATRICES FOR SALE

THE ITALIAN BOOK CO.

145-147 Mulberry Street

New York, N. Y.

Has just received a number of

Samples of Phonograph Records, Mostly Popular Songs

Recorded in Italy by the best artists and can supply the MATRICES

WRITE FOR PARTICULARS

Ware **NEUTRODYNE** *Receivers*

The Type T Ware Neutrodyne Receiver has made a tremendous hit

We expected a big demand for it because we knew of no other receiver on the market that would give so much for the money. But the combination of low price, beauty of appearance, Ware Tone Quality, and simple and economical operation, has created such a consumer demand that we have had to greatly increase our production.

We said in a recent advertisement, "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." We want to qualify that statement. We don't know yet what its range is, but when a Type T in New York brought in Hastings, Nebraska, on the loud speaker under summer conditions, it certainly would seem as though its range is as great as most people desire.

Ware Type T Neutrodyne Receiver

Height, 10¾ inches
Width, 14 inches
Depth, 13½ inches



Price
\$65.00

without
accessories

The Ware Type T Neutrodyne is the first 3-Tube Neutrodyne ever made, and the first Neutrodyne to be operated on dry cell tubes. Its tone is typically "Ware Tone Quality," a combination of strength, clearness and naturalness that brings to the listener the broadcast program, just as it sounds where it is being rendered.

It has two connections for "long aerial" and "short aerial," the former more selective and the latter more sensitive. The cabinet is of attractive design in dull mahogany. The panel is built on a slant affording a comfortable rest for the hands when tuning. 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, on an entirely new principle devised and used only by Ware, it has one stage of tuned radio frequency amplification, vacuum tube detector and two stages of audio frequency amplification, making it the full equivalent of 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., Washington, D. C.,
Philadelphia, Pa. and
Pittsburgh, Pa.
- Ohio Musical Sales Co.,
Cleveland, Ohio
- Illinois Phonograph Co.,
Chicago, Ill.

Distributors

- Yahr & Lange Drug Co.,
Milwaukee, Wis.
- New England Phonograph Distributing Co.,
Boston, Mass.
- Lucker Sales Company,
Minneapolis, Minn.
- Commercial Associates, Inc.,
Los Angeles, Calif.
- D. H. Holmes Co., Ltd.
New Orleans, La.
- A. Richards, Inc. (Foreign Distributor)
New York, N. Y.

Ware
RADIO CORPORATION
529-549 WEST 42nd STREET
NEW YORK



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

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.

Nightly Concerts at Victor Showrooms Attract Crowds

Concerts at Atlantic City Victor Showrooms Comprehensive in Scope—A Powerful Force in Spreading the Message of Music

ATLANTIC CITY, N. J., October 9.—The concerts given every evening at the auditorium of the Victor Talking Machine Co.'s showrooms at 1731 Boardwalk, here, are proving very successful and are attracting thousands of pleasure seekers at this famous resort. From both an entertainment and an educational standpoint, the programs leave nothing to be desired. They are remarkable in their comprehensiveness and are so arranged that they have an appeal for everyone. The interesting explanatory talks given in conjunction with the concerts have caused the most favorable comment. An idea of the variance of the programs may be gleaned from the following: On September 23 the subject was "An Hour With the World's Greatest

Pianists"—delightful as entertainment and informative in showing the manner in which Victor records can give perfect interpretations of the playing of the world's leading artists. On September 27 a model program for the home was given—a balanced musical treat of vocal and instrumental numbers.

The series of concerts given last week was typical of the weekly offerings. On Monday, "An Operalogue—Madame Butterfly"; Tuesday, "The Lure of Spanish Music"; Wednesday, "The Mysteries of Record Making"; Thursday, "An Operalogue—Rigoletto"; Friday, the Victor weekly releases, and on Saturday, "Italy, the Land of Song."

This work, which is being done at a great cost by the Victor Co., cannot help but be of the greatest assistance to Victor dealers in stimulating interest in record sales and giving Victor owners information which will allow them to gain a maximum of pleasure from their instruments. Similar work on the part of the dealers undoubtedly would have its return in considerably increased profits.

U. S. Music Co. Enlarges New York Warerooms

Practically Doubles Space Available for Handling of Stocks for Purpose of Giving Prompt Service to Dealers in East

The steadily increasing business being handled by the Eastern warerooms of the United States Music Co., at 122 Fifth avenue, New York, of which George H. Bliss, vice-president, is in charge, has made it necessary for the company to practically double its floor space at that address, thus making the third time in two years that it has been forced to expand its facilities.

It is stated by Mr. Bliss that since the price reduction on United States music rolls went into effect last Spring the demand has increased with a rapidity that surprised the company. When it was found that more space was necessary for the purpose of carrying a larger stock, it developed that a concern with quarters on the same floor was about to move, and the United States Music Co. succeeded in taking over the lease. The space now available with the addition is approximately 8,000 square feet.

Through an arrangement that has been made with the American Express Co. rolls shipped from the Chicago factory reach New York on the second day from date of shipment, which makes possible the giving of prompt service to dealers in the East, direct from the New York warerooms.

Vocalion Record Artists Being Heard in Recital

Colin O'More, Raisa and Rimini and Other Prominent Singers Appear Before New York Audiences During Current Season

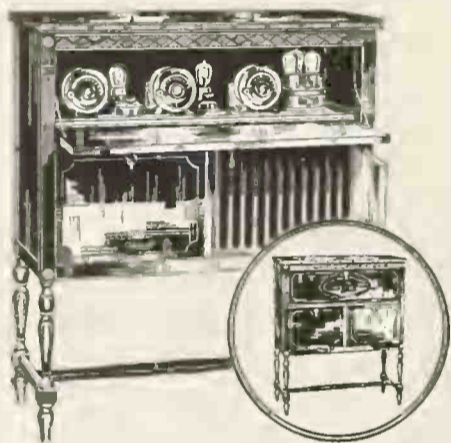
A goodly number of Vocalion record artists have been appearing and will appear in concert and recital in New York during the present season. Among the first was Colin O'More, the popular tenor, who gave a very pleasing recital at Aeolian Hall on October 5. Others include Rosa Raisa and Giacomo Rimini, noted opera stars, who will be heard at Carnegie Hall on October 18; Elena Gerhardt, the German lieder singer, who will appear at Aeolian Hall on November 2 and November 30, and Vladimir Rosing, Russian tenor, who will be heard at Carnegie Hall on October 20. The appearances of the several artists are well advertised in newspapers and elsewhere, and a number of Vocalion record dealers have been quite wide awake to the opportunity of tying up with the concerts given by the various singers.

Audak Co.'s Sales Staff Constantly Expanding

The Audak Co., 565 Fifth avenue, New York city, manufacturer of the well-known record demonstrating product bearing the name of the company, has in recent months added to its sales force. The increased interest by retailers in the Audak demonstrators called for additional traveling representatives in order to properly cover territory. Maximilian Weil, president of the company, states that, despite the fact that they have added to their sales personnel, they have by no means completed the sales staff. He says that good men can still find room in the Audak organization. The company plans a further extension of its activities and in the coming months its sales force should find a most fertile field of prospects.

On October 11 Paul Specht presented Harold Oxley and His Cinderella Ballroom Orchestra at the grand opening of the Cinderella Ballroom, Forty-eighth street and Broadway, New York City. This orchestra makes both Okeh and Pathé records and its popularity is increasing rapidly.

QUICK SALES



The Radio Beautiful
Pooley-Atwater Kent

The New Powerful
GAROD

The Wonderful Distance Getter
The New Radiodyne

"The Most Perfect Set in America"
Sleeper Monotrol

MUSIC MASTER—EVEREADY—STANDARD ACCESSORIES

NYRAD DISTRIBUTING CO., INC.

250 WEST 108th ST. NEW YORK CITY.

RADIO AND PHONOGRAPH PRODUCTS
Wholesale Exclusively

PHONE—ACADEMY 5251

Visit Our Booth No. 67 at the National Radio Exposition
Grand Central Palace, New York, Nov. 3 to 8 Inclusive

BIG PROFITS



GILFILLAN NEUTRODYNE



*"Far and Near
Equally Clear"*

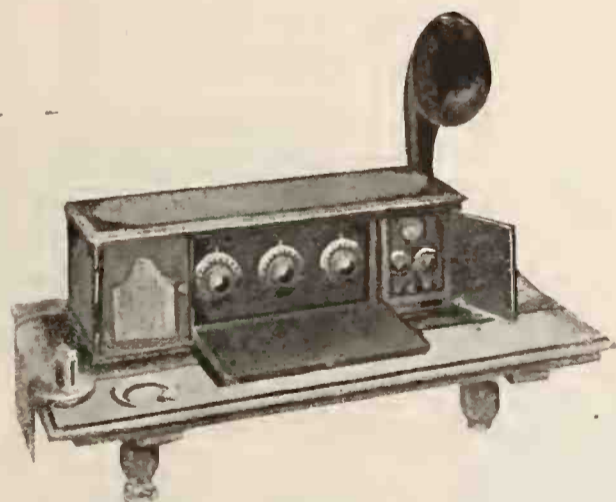
Make Your Christmas Radio Customers Permanently Satisfied

Splendid reports from everywhere come in about Gilfillan Neutrodyne.

These sets are the finished product of many years manufacturing experience in the Radio Industry. They are built and tested in our factories under supervision of Gilfillan Engineers. This fact is all-

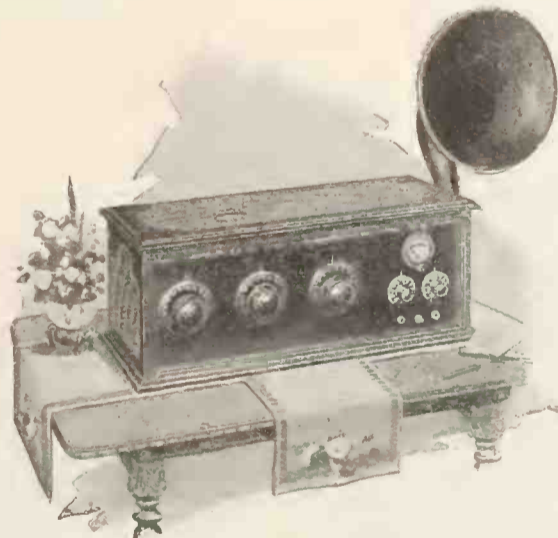
important to the music dealer who is taking up Radio Selling.

Ease of tuning in and wonderful clarity of reproduction of local and distant stations will give your customers the utmost enjoyment of radio programs from far and near.



STYLE GN-1 in an artistic two-tone American Walnut cabinet harmonizing with any interior. Price without loud speaker, phones, tubes or batteries..... **\$175**

Send in your orders for Gilfillan Neutrodyne and your Christmas Radio Sales will bring many delighted customers.



STYLE GN-2—This model has the same NEUTRODYNE construction and features in a smaller cabinet. Price without loud speaker, tubes, phones or batteries..... **\$140**

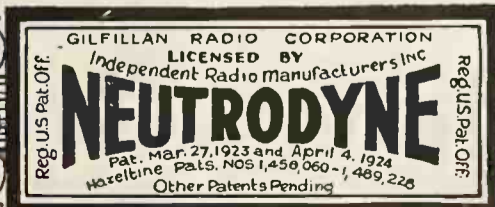
Our Three Factories Supply the Trade in Any Locality. Send for Literature

GILFILLAN BROS. INC.

KANSAS CITY
2525 W. PENN WAY

1815 W. 16th Street, LOS ANGELES, CAL.

NEW YORK CITY
225 WEST 57th ST.



New Orleans Dealers Launch Aggressive Drives and Overcome Buyer Resistance

Demand for Better Music on Records Noticeable—Demand for Portables Continues—Philip Werlein, Ltd., Stages Drive for Business During Moving Season—The News

NEW ORLEANS, LA., October 6.—The talking machine trade in this city experienced a more profitable business during September than has been its lot for some months past. A slight buyers' resistance was evident during the Summer months, but it only served to put the dealers on their mettle and they went ahead and put Fall campaigns into operation before which buyers' resistance is slowly but surely crumbling, and the outlook for a brisk Fall and Winter business is extremely good. The upward trend noticeable in the volume of September business is divided between both machine sales and the record department.

Better Music on Records Feature Sales

One of the most encouraging features of the talking machine business in this city is the large percentage of classical and standard record sales. The people are true music lovers and practically every dealer reports that his proportion of record business is split almost evenly between the popular selections and classical and standard selections. This condition tends to keep the volume of record sales on an almost level basis throughout the year and at no time can record sales be said to have slumped.

Satisfactory Portable Demand

The Junius Hart Piano Co., distributor for Outing portable talking machines, reports that the continued demand for this instrument is gratifying. Dealers report that this instrument has won a high place in the popularity of the buying public because of its adaptability to the home and on excursion trips. Its reasonable price and attractive appearance, together with its excellent reproductive tone qualities, have

proved strong selling points, making the Outing one of the most consistent sellers.

Starts Fall Drive

The Maison Blanche Co. is in the midst of its Fall campaign, and J. D. Moore, manager of the talking machine department, states that he feels certain the Fall and Winter months will be productive of excellent business. He also predicts that the year 1925 will be a banner one for the talking machine trade. He reports that conditions are reasonably fair, but adds that this condition only spurs the salesmen on to more strenuous efforts and, while it is a bit harder to complete a sale, there is business if one plugs and digs after it. Records are selling better than for some months past, with a very good percentage of the sales being of classical and standard selections.

Dugan Co. Optimistic

The Dugan Piano Co. reports that the outlook for Fall business is far brighter than it was at this time a year ago, with an increase in sales of talking machines being the outstanding feature of the business. Records continue to sell well.

New Slant on Sales Promotion

Philip Werlein, Ltd., Victor dealer, is enjoying a good business and is exerting every faculty to make it even better. In recent newspaper advertisements this live dealer sought to interest those people who have a "silent" piano in their homes, offering to accept the unused instrument in part payment on a new Victrola. He stressed the fact that those people who contemplated moving could arrange to trade in their piano and have the store's van call for it



'One handle handles it'
Outing
TRADE MARK
'Master of Movable Music'

4 Years
Have Proved
Outing
Portables
Are the
Best

Junius Hart Piano House
123 Carondelet St. New Orleans, La.
Outing Distributor

and have the Victrola delivered to the new home. In this manner an expensive item of moving would be avoided, for the moving of a piano is the bugaboo of moving men, and they charge in proportion to the difficulty and risk which they run in contracting to remove the instrument safely. A number of sales resulted.

R. S. Peer Returns From Trip

R. S. Peer, director of Okeh record sales for the General Phonograph Corp., returned recently from a visit to a number of important trade centers, including Chicago, Cincinnati, Dallas, New Orleans and Atlanta. Mr. Peer conferred with the Okeh jobbers in those cities and the reports he received were very satisfactory. New dealers have been established throughout these territories and apparently Okeh jobbers and dealers are closing a healthy Fall business.



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



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



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

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

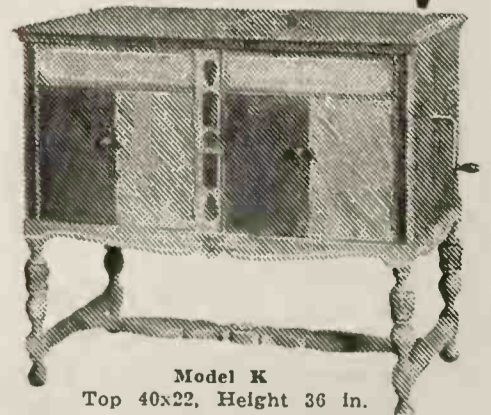
THE H. LAUTER COMPANY
West Washington at Harding Street
Indianapolis, Indiana



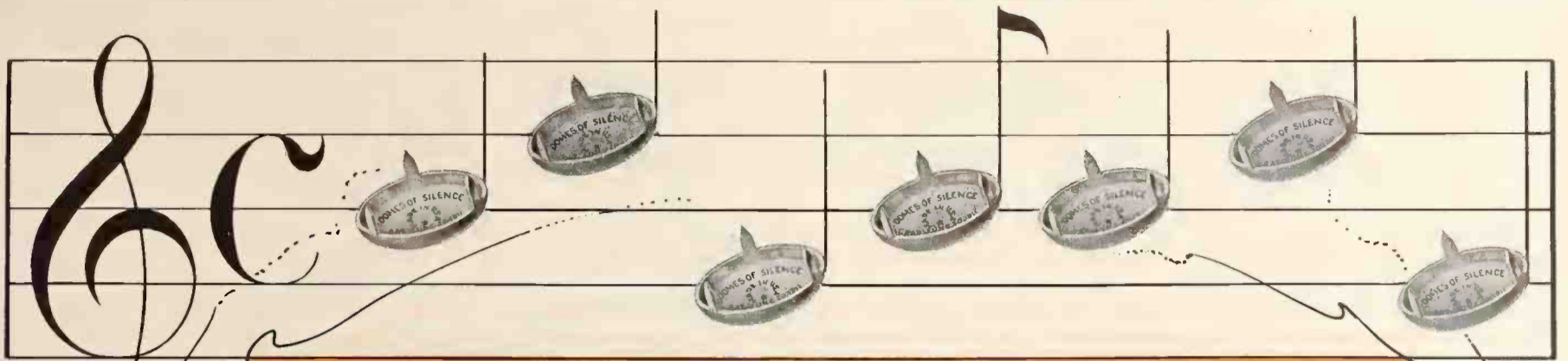
Model F
Top 40x22, Height 35 3/4 in.



Model E
Top 40x22, Height 35 3/4 in.



Model K
Top 40x22, Height 36 in.



A Big Hit On Any Talking Machine

DOMES of SILENCE are the best footwear for talking machine cabinets ever devised.

Period model Talking Machine makers use **DOMES of SILENCE** on their products in preference to all other forms of footwear. They suit upright models as well as period styles.

DOMES of SILENCE

"Better than Casters"

have six big advantages:

They are economical

They are simple in construction

They are silent in use

They are invisible

They are adaptable to all styles and conditions of use

They give long wear

If you specify them in your orders, manufacturers will place them on all the models you carry.

DOMES of SILENCE Division

Henry W. Peabody & Co.
37 State Street, New York City

P-1678

Reg. U. S. Pat. Off.
No. 995758 which will
be strictly enforced



Normal Business for This Season of Year in the Salt Lake City Territory

Growing Demand for the Classics on Records Features Trade—Improvement in Industrial Situation Presages Prosperous Season—Dealers' Association to Meet—Other Trade News

SALT LAKE CITY, UTAH, October 7.—The phonograph business is normal for this time of year. The trend in the record department seems to be toward classical music, although light dance numbers and comics are still selling. The Brunswick Co.'s dealers are doing well with the Radiola, that is, those firms that are pushing it. Console models lead the demand.

As these lines are being written many thousands of visitors from all sections of the Rocky Mountain territory, and as far distant as Mexico and Canada, are gathering in the city for the great conference of the Latter-day Saint or Mormon Church, an institution much older than the State of Utah itself, and one that brings considerable business to this city every Fall and Spring. The State Fair is also being held this week and the visitors are crowding the stores.

The industrial situation continues good. Business men in almost every line report collections as better than they have been for a long time. All of the essential industries outside of agriculture are in good shape, and even the farmers are not as badly hit, taking agriculture as a whole, as it was feared they would be.

Burtus Garner, with the phonograph department of Z. C. M. I., pioneer department store, has gone to the Consolidated Music Co. as assistant manager of the band instrument department. Mr. Garner was a member of the Consolidated Music Co.'s staff about ten years ago.

"Dick" Thompson, the popular head of the advertising department of the Daynes-Beebe Music Co., is at his desk again after two months at the company's headquarters in California.

G. Todd Taylor, manager of the phonograph department of the Daynes-Beebe Music Co., is back after a fishing trip in Utah's streams.

Before these lines appear in print the second meeting in connection with the formation of the new dealers' association of the city will have been held.

Fred A. Bain, assistant manager of the John Elliot Clark Co., has gone on a business trip to Idaho, as has R. F. Perry, of the Brunswick Co.

Manager Spratt, of the local branch of the Brunswick Co., is the proud father of a baby daughter, born in September.

Miss Genevieve Swayze, with the record de-

partment of Z. C. M. I., has taken a similar position with the Utah Music Co., Brunswick dealer on East First South street.

Brunswick dealers in Salt Lake City had some fine displays of Brunswick-Radiolas during the past week in connection with Radiola Week, the local agents of the company being Daynes-Beebe Music Co., Glen Bros.-Roberts Piano Co., O'Loughlin's and the Utah Music Co. R. F. Perry, of the Brunswick Co.'s local office, said the "Week" was a big success. Brunswick dealers are also featuring the records of Claire Dux, an artist of The New Hall of Fame who appeared in concert at the Mormon Tabernacle on October 6.

Colonel Joseph J. Daynes, president and general manager of the Daynes-Beebe Music Co., has taken two phonograph booths near the entrance to the big store on the North Side and made himself a private office. The office heretofore occupied by Mr. Daynes will be used as a Radiola display-room.

Third Radio Conference Is Held in Washington

Secretary Hoover Makes Opening Address at Meeting This Month to Discuss Possible Improvements in Radio Broadcasting

WASHINGTON, D. C., October 7.—Much good is expected as a result of the third National Radio Conference, which opened here last night when the delegates were addressed by Secretary of Commerce Hoover. Mr. Hoover made a strong declaration regarding the freedom of the air, and declared that under no circumstances could the use of radio be monopolized even by the Government, though that was the logical agency to regulate radio activities.

Particularly interesting was the Secretary's appeal for national co-operation in the preparation and development of broadcasting programs for the dissemination by radio of every important national event. The local station, he stated, must be depended upon to furnish most of the music and entertainment for the listeners-in, but arrangements must be made eventually to pro-

**Every Console is also
a Radio Console in the**



National

LINE

Every model in the National line offers you the best value at the price. Every model is worthy to be featured as a leader for holiday sales. Every model is ready for radio installation. Investigate this line today. Send for our catalogue, terms, etc.

The National Phonograph Co.
3 West 29th St. New York

PUBLIC NOTICES

"DAILY MAIL" 4th. September 1924
"Overseas DAILY MAIL" 13th. do 1924

PRIZE SCHEME firms considering GRAM-OPHONES.

- (1) Examine NON-PLAYING position of TONE-ARM.
- (2) See Patent Specifications 159,596 and 178,494.
- (3) Scrutinize ALL gramophone propositions submitted.
- (4) Utilize PATENT OFFICE RECORDS beginning 29th November, 1919.
- (5) CONSULT LEGAL ADVISERS.

PRIZE SCHEME firms considering GRAM-OPHONES.

- (1) Examine NON-PLAYING position of TONE-ARM.
- (2) See British Patent Specifications 159,596 and 178,494.
- (3) CONSULT LEGAL ADVISERS.

IMPORTANT NOTES:—
(A) It is DEFINITELY known that efforts at "Getting round the Patent" are being made.
(B) U.S.A. Patent Nos. 1,429,340 and 1,470,831 : CANADA Patent No. 233,447.

Advertisement of J. Green, 61 Leigh Road, Highbury, N. 5, London, England.

vide by some means or other for the regular broadcasting of events of other than local importance covering the entire country when the occasion warranted.

Incidentally Mr. Hoover declared that the quickest way to kill broadcasting would be to use it for direct advertising, even though a speech by the President be used to separate two advertising talks. Regarding indirect advertising, such as is now being offered by a number of stations, the speaker declared that only time would tell as to how far that policy could be carried out.

The conference discussed numerous matters relating to the improvement of broadcasting by the adjustment of wave lengths and of power. At the present time there are 530 stations of various classes, and although some have dropped out during the past year they have mostly been of the small power type. A strong effort was made at the conference to have the Department of Commerce invested with the power to compel the various stations to use a frequency indicator to insure the maintenance of their established and regular wave lengths.

Scranton Dealer Occupies New and Enlarged Quarters

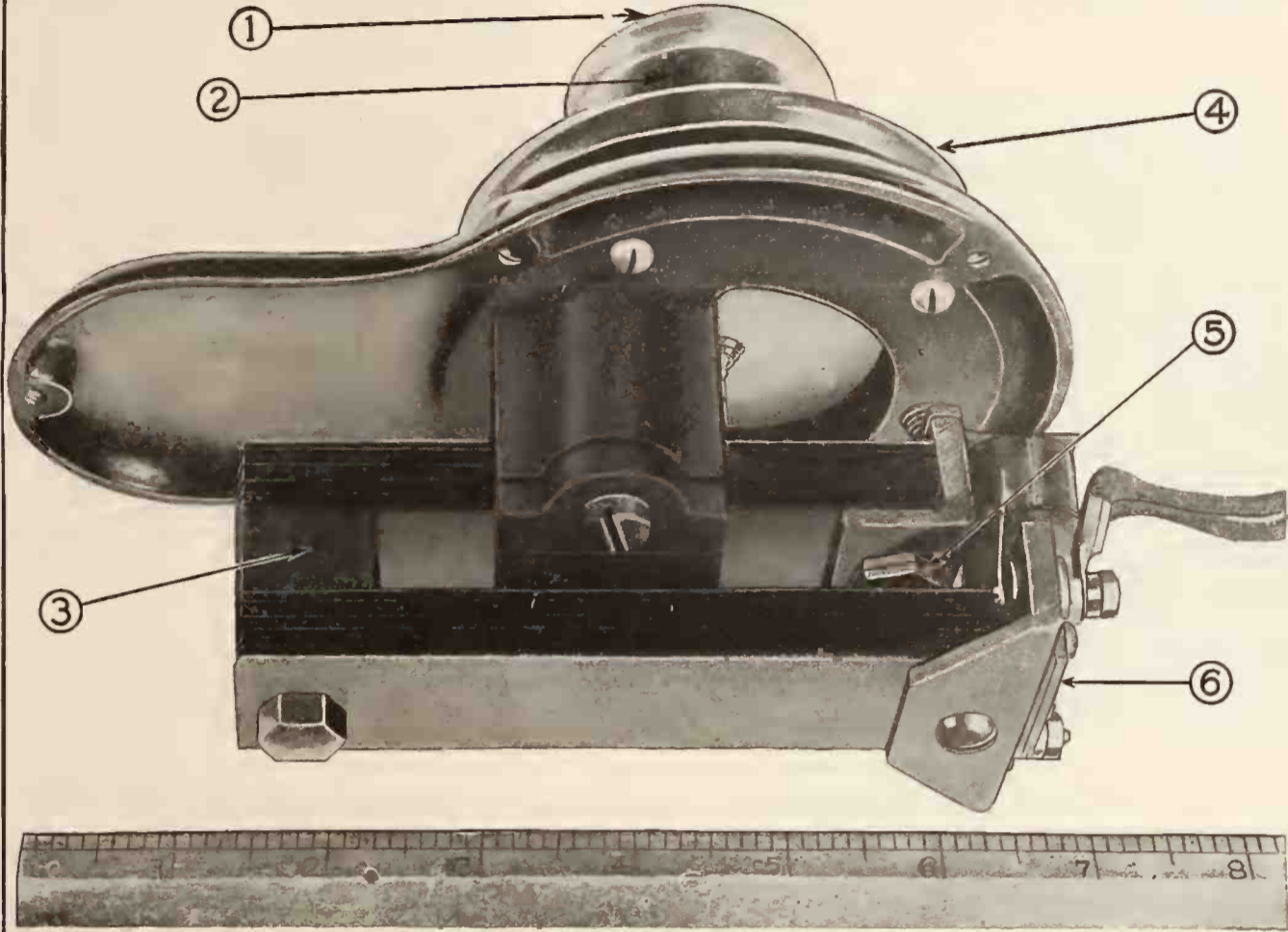
SCRANTON, PA., October 8.—The Scranton Talking Machine Co. recently took possession of its new quarters at 305 Lackawanna avenue with appropriate ceremonies. The new establishment is one of the most complete music centers in this section of Pennsylvania. The store windows have been planned to give a maximum of display space, being foyerlike in shape with a tiled effect. The counters and cases are of American walnut and the sixteen record demonstration booths are artistically finished in French gray.

An immense record rack has been installed which has a capacity of 288,000 records. Nineteen languages are represented in the supply of records. The main floor has been given over to the display of Victrola, Sonora and Columbia phonographs. The store also carries a complete line of band instruments and musical merchandise. The radio department is complete to the minutest detail and all the leading makes of radio receivers are carried. The Gulbransen piano, of which the store has the exclusive agency here, is also featured.

Jan Garber's Orchestra, Victor recording artists, supplied the music for the opening ceremonies, and Manual Isaacs, general manager, was on hand to receive the congratulations of him many friends on the company's new home and on the success which it has achieved under his management.

Professional

RADIO REPRODUCER
LICENSED UNDER VOLUMA PATENTS
Reg. U. S. Pat. Off.



RADIO AS YOU WOULD LIKE IT

No Blasting
No Rattling Echoes
Extremely Sensitive to Low Signals
Unlimited in Volume
(No Extra Batteries Required)

So much for the instrument itself.

Now a word as to our sales and business policy. It is as radically different as is the instrument itself. It is planned from your point of view as a dealer and with your interests in mind. It is designed to insure you a full and liberal profit on each sale and to make the store of our specially franchised dealer the Radio Headquarters in his community.

YOU CAN MAKE THIS TEST YOURSELF Then let your Ear be your Guide

Stand a "Professional" beside the loud speaker that regardless of price or type you have always considered the best.

So that you may be able to make this rigid test we will send instrument and special double throw test switch C. O. D. (with return privilege) provided you are in an unfranchised territory.

Do not delay another day in sending for our full proposition, so that you may know how you may become the Franchised "Professional" Distributor in your territory.

Dictate the letter now

VOLUMA PRODUCTS
Incorporated
HEMPSTEAD — NEW YORK
Sole Manufacturers

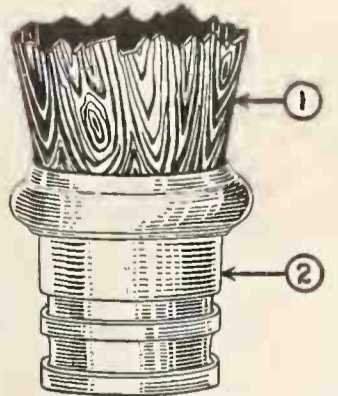
New England Distributors: THE WHITALL RADIO CO., Springfield, Mass.

6

Big Exclusive FEATURES of the



- 1 Special Built Extra Heavy "Professional" type Mahog-anized horn, 14 in. bell.
- 2 Die cast triple Bearing Gold Plated Machine seat-ed "Professional" Type Ad-justable Ferrule.
- 3 Special patented split mag-net. Permanently magnet-ized 3/8 x 1 in. Tungsten solid steel bars insuring accuracy and positive permanent adjustment.
- 4 Permanently seated extra large mica diaphragm—special insulated sound chamber—special Voluma patented non vibrating baf-fle plate. (Basic Patent.) In-suring the elimination of Phonetic noises - mechan-ical distortion—rattling or blasting and affords Radio Reproduction as you would like it.
- 5 Permanent positive adjust-ment of electrical flow—not mechanical or mechan-ism adjustment—can not be thrown out.
- 6 Extra powerful magnet (raises 8 1/2 lbs. dead weight) yet balanced to a nicety to interpret weakest signal or most powerful volume.



1. "Professional" Type Extra Heavy Mahog-anized Horn—14" Bell.
2. Showing Detail—Triple Bearing Adjustable Die Cast Gold Plated Ferrule.

Trade Conditions in Louisville Better Than They Have Been in Some Time

All Lines of Merchandise Are Enjoying a Satisfactory Demand—Retailers and Wholesalers in Optimistic Mood—Herman Straus & Sons Co. Improves Store—Gibson Bros. Expanding

LOUISVILLE, KY., October 8.—The talking machine trade in this city and surrounding territory is in a far more satisfactory condition at this time than it has been for some months past, and is much better than it was at the same time a year ago. The activity is not confined to any one class of merchandise, but talking machines, records, radio receivers and accessories are all part and parcel of the increased demand. Dealers are generally agreed that September business, while satisfactory in every way, is but the forerunner of a very good Fall and Winter business. Many dealers who have not added radio departments are preparing to do so and are experimenting to see which sets they should carry to best serve the needs of their customers.

Good Record Business

Record sales have been particularly good throughout the year, and even during the Summer months the record departments of the various stores showed consistency as regards sales volume. The greatest demand is for the popular type of record, although standard and classical records are moving satisfactorily. A. Hauber & Son, Edison dealers, state that the only difficulty with the record department is securing enough records to supply the demand of Edison owners.

Satisfactory Outing Portable Sales

The Belknap Hardware Co., distributor of the Outing portable talking machine line, reports that there has been a consistent demand for this instrument. Dealers supplied by this company report that the business done in Outing portables during the Summer months formed a good percentage of their total sales, and the continued demand for these instruments during the month of September indicates that there has been no abatement in the popularity of the portable with the buying public.

30 Per Cent Sales Gain

Ben. L. Lowenthal, president of the Louisville Music & Radio Co., expresses himself as being entirely satisfied with the trend of business in both lines. There has been an increase in gross business of the company of about 30 per cent over last year, with the major share of this increase going to the sales of talking machines. The radio department is also showing a marked increase over the Fall period of 1923 and records are also selling well, although

Mr. Lowenthal feels that there is room for a marked improvement in this department, the reason for it failing to come up to expectations being not a decline in interest in the talking machine, but an absence of "natural" hits.

Planning to Add Radio

P. I. Burks, of P. I. Burks & Co., states that business is on an upward trend, each month seeing a steady and consistent improvement. This company has not as yet taken on radio, contenting itself with the sale of cabinets, but it is preparing to take on a complete line of radio receivers in anticipation of an unusually brisk Winter business.

Inquiries Indicate Busy Season

One of the chief reasons for the optimism of the dealers is the amount of interest shown by the public during the month of September in all departments of the business. This interest manifested itself in the form of "shoppers" who visit the stores and make inquiries concerning the various talking machines and radio receivers. While a great number of these prospects have not as yet signed on the dotted line, the fact that they called indicates a return in interest and the dealers feel certain that the coming months will see an even greater volume of business than was enjoyed during September.

Audak Equipped

Herman Straus & Sons Co., of this city, is equipping its talking machine department with the Audak record demonstrators. Several of these were tried out some weeks back, with the result that sales were increased substantially through their aid.

Gibson Bros. Expanding

Gibson Bros., of Middlesboro, Ky., recently leased the premises formerly occupied by a poolroom and are renovating the store, prior to opening another music store. W. H. Gibson will continue the management of both stores. Victor, Edison and Columbia lines will be carried in addition to complete stocks of pianos and other musical instruments.

Cameo Co. Incorporated

The Cameo Music Co., New York, was recently incorporated at Albany with a capital stock of \$20,000. M. J. Mintz, N. Miller and E. O. Hunke are the incorporators.



'One handle handles it'
Outing
TRADE MARK

'Master of Movable Music'

4 Years
Have Proved
Outing
Portables
Are the
Best

Belknap Hardware Co.

Louisville

Kentucky

Outing Distributor

Buffalo Radio Show to Have Many Interesting Features

More than forty manufacturers of supplies and equipment have thus far reserved space in the big Buffalo Radio Show which is to be held in the Broadway Auditorium November 17-22, inclusive. George B. Bodenhoff, manager of the show, reports that enough space has now been sold to assure the expenses of the show and that the space still available is rapidly being taken up.

Among the many features of the show will be a talk by Dr. Donald MacMillan, famous Arctic explorer, who has promised to come to Buffalo for a day and tell of his experiences in the Far North from the Radio Broadcasting Station which will be set up at the Auditorium. Tom Mix, Dr. MacMillan's youthful radio operator, will accompany the Arctic explorer to Buffalo.

Moving pictures of the radio industry from its inception to the present time will be shown during the afternoon and evening. More than three hundred entries for the amateur radio contest have been received before any publicity had been given locally to the show, indicating that there will be close to a thousand entries in the amateur contest. Seven hundred dollars in prizes will be awarded in the form of merchandise credit slips. The show committee is made up of jobbers in Buffalo, with one of the bank cashiers acting as treasurer of the committee. Any profits that accrue from the show are to be returned to exhibitors in proportion to the amount of space taken.

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.

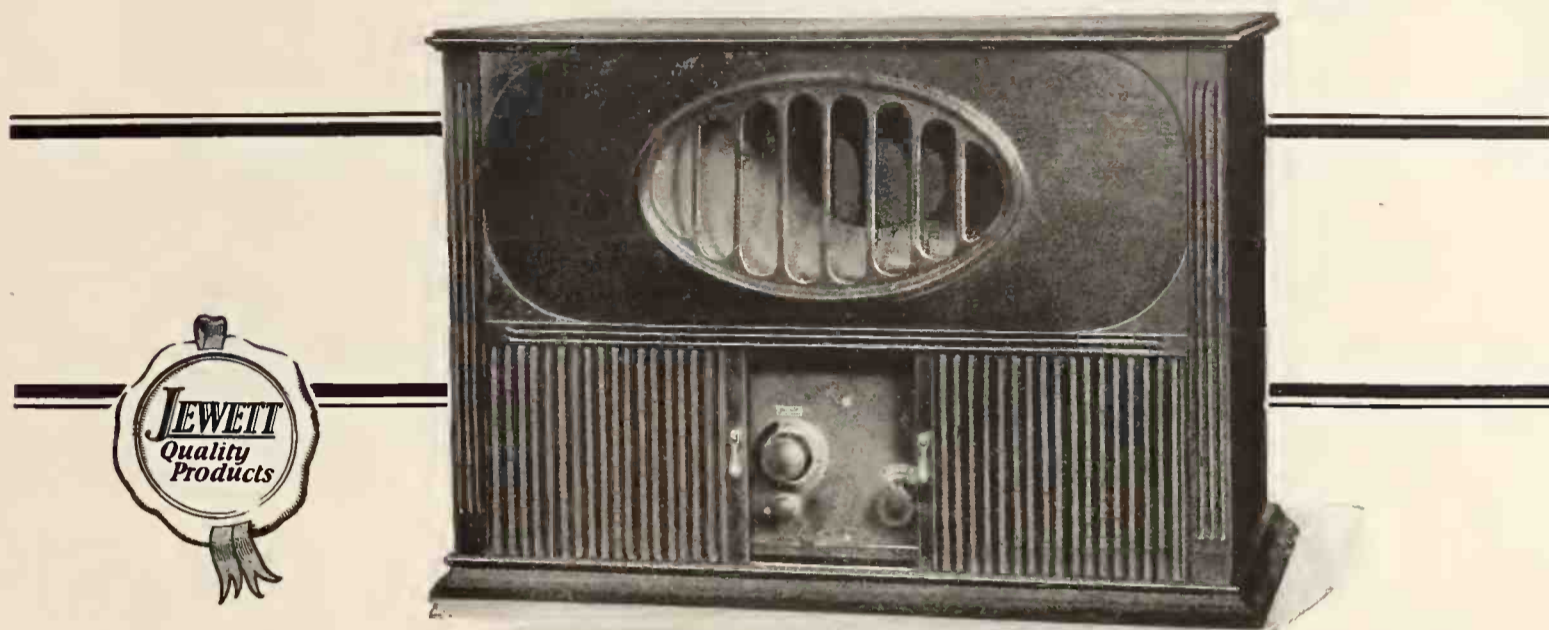
Offices and Warerooms:

413-417 East 109th Street

'Phone Lehigh 5324

NEW YORK CITY

Announcing The **JEWETT** Adapto



Around the famous Jewett Superspeaker, we have built this new and beautiful radio cabinet, the Jewett Adapto.

The Adapto houses any radio set up to 26 inches in length, and also accommodates all batteries—wet or dry. In use it becomes, therefore, a complete Radio unit, handily movable, entirely self-contained, and so richly beautiful that it graces even the most elaborately appointed room.

Built of the finest American walnut—or African mahogany—The Adapto represents simply the best we know in modern fine furniture. Workmanship is identical with that of the finest phonographs. Finish is as perfect as skill, care and experience can give. And everyone knows the merit of the Superspeaker as a reproducer.

Here is an instrument—and a cabinet—which a merchant can commend to his customer absolutely without reservation.

Study the picture and see how the sliding doors adapt this cabinet to any set, regardless of size! See how the whole Adapto solves the question so often asked “Where can we put our Radio set?” Sell yourself—you can’t avoid doing it. Then write us for our dealer’s proposition.

LIST PRICES

The Superspeaker (Without Adapto) \$30.00
(West of the Rockies, \$32.50)

The Adapto (With built-in Superspeaker) \$85.00
(West of the Rockies, \$90.00)

JEWETT RADIO & PHONOGRAPH COMPANY
5660 Twelfth Street Detroit, Michigan



STYLE NO. 400
List \$160
FIGURED MAHOGANY
OR WALNUT
Height 34 3/4"
Width 36 1/2"
Depth 22 1/2"



Every dealer owes his customers quality and value equal to the cost. The Pooley Phonograph is acknowledged and recognized to be unequalled in the combination of these qualities.

Fine Veneers
Beautiful Finishes
High Grade Cabinet Work
Mechanical Perfection
Liberal Discounts to Dealers

The Greatest Phonograph Value Obtainable for the Money

C. L. MARSHALL COMPANY, Wholesale Distributors

514 Griswold Street

Detroit, Mich

Pooley Phonographs, Pooley Phonograph and Radio Combinations, Pooley Radio Cabinets and Outing Portables.

Entire Trade in Detroit Looking Ahead to Sharp Business Revival This Fall

Boom Period Expected to Start During the Latter Part of the Month—In Spite of Unemployment and Other Unsatisfactory Conditions Dealers Are Enjoying Fair Share of Business

DETROIT, MICH., October 8.—Talking machine business the past few weeks has been rather spotty around this part of the country, according to retail dealers. By that we mean, it has not been good consistently; one week good and the next week way off. The weather has been very changeable, and there are still many unemployed in the motor factories, which unquestionably accounts for this condition. Yet, in the face of this situation, dealers say sales are ahead of the year, as compared to 1923, and that profits for this year will be greater. The best months are yet to come and everybody is looking for boom business starting this month. In fact, there has already been considerable buying of talking machines, cabinets, etc., for holiday presents, people paying a small deposit down to hold the merchandise.

Active Brunswick-Radiola Demand

The J. L. Hudson Music Store is laying considerable stress on the Brunswick-Radiolas which it now handles and which are proving a big seller, as well as with the Brunswick Shop, and the Crowley, Milner Co., which also handles them. The Hudson store handles three lines—Victor, Brunswick and Cheney, having practically eliminated everything else. Its entire efforts are put on these three lines. Manager Ed Andrew finds it more satisfactory in every way.

Columbia Record Sales Gain

Dealers handling the Columbia New Process records are reporting that business is picking up and that the new Columbia records are gaining in popularity every day. There is always a good

sale of the Ted Lewis and Van and Schenck records, and there is a distinctiveness to Columbia records that many people like and as a result prefer them to anything else.

Sam E. Lind Co. Busy

Sam Lind, of the Sam E. Lind Co., distributor of Vocalion records and the Royal line of phonographs, says he has been enjoying big business for the past two months. In fact, Mr. Lind reports that sales are considerably ahead of last year. "Of course, this is not really surprising because we are better equipped to handle business this year and we are carrying larger stocks, which means we have more money invested," he declared. "However, I will say that we are pleased with the number of new accounts we have been opening up all over the territory and the satisfaction that our customers are manifesting after they buy the Royal line. Yes, we are selling a lot of both the phonograph and the radio-phonograph." Mr. Lind's family will leave some time this month to spend the Winter in Los Angeles.

Planning Holiday Drive

Manager Quinn, of the Brunswick Shop, is planning a big advertising and sales drive for holiday trade. He would not divulge the inner workings of the combined plan, other than to admit that he had stocked up heavily and that he was anticipating a bumper business during November and December. "We are about 20 per cent ahead of last year so far and we expect to make it at least 50 per cent before the year is out," he declared. The basement of the

Brunswick Shop is now completely equipped for the new radio-phonograph department.

Good Outing Sales Continue

The C. L. Marshall Co., Outing portable distributor for this territory, is enjoying a satisfactory demand for these instruments. That the portable is a good Fall sales proposition is being realized by many dealers who are successfully pushing them.

The Sadowski Music Store has moved to a new location where it has more room.

The Artenian Piano Co., which handles phonographs, has moved to 434 West Grand River avenue.

Well-Known Artists to Appear.

Record business is due for a big splurge starting this month, owing to the number of well-known artists who will appear here in person, such as Paul Whiteman, Geraldine Farrar, Al Jolson and others.



'One handle handles it'
Outing
'Master of Movable Music'

4 Years
Have Proved
Outing
Portables
Are the
Best

C. L. Marshall Co.
514 Griswold St. Detroit, Mich.
Outing Distributor

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

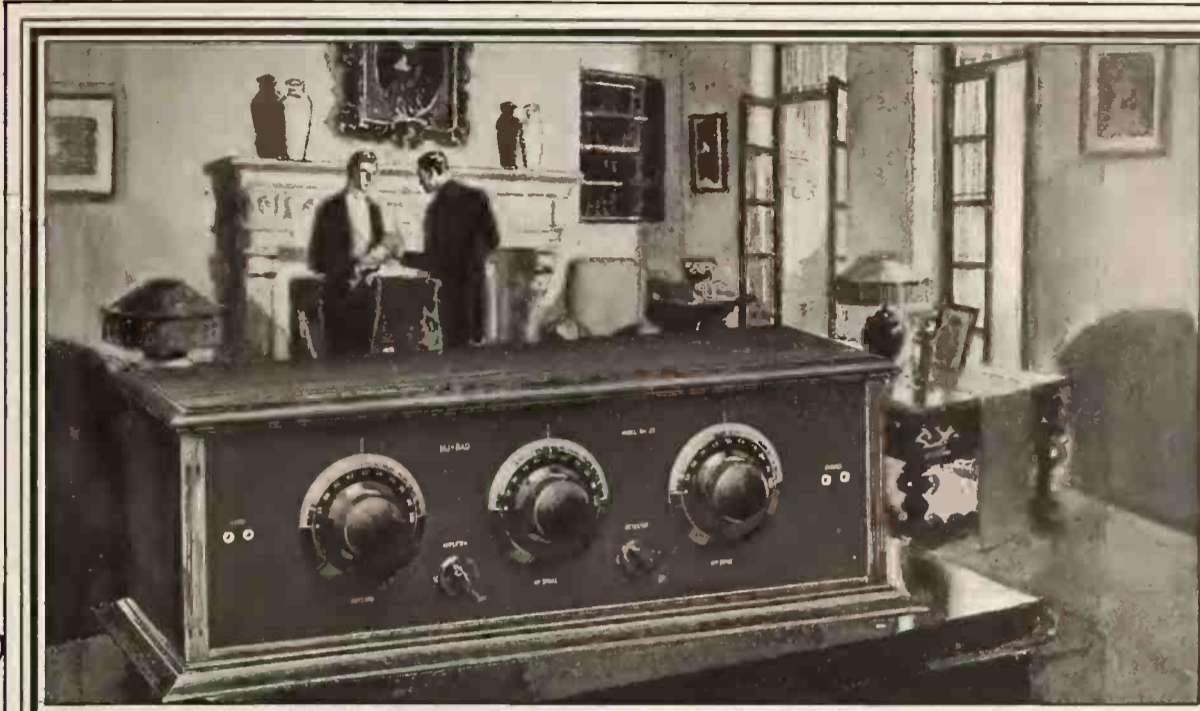
VOCALION RED RECORDS



YOU'LL KNOW IT BY ITS COLOR
YOU'LL BUY IT FOR ITS TONE

FIBRE, VOCALION
BRILLIANTONE,
PETMECKY and
GILT EDGE NEEDLES

MU-RAD
MA-20
Price \$185



No Batteries! That's Why the MU-RAD MA-20 makes such a hit

The MU-RAD MA-20 by virtue of the MU-RAD Recto-Filter operates on ordinary house current. Just attach it to the electric light socket and turn the switch. Is there any wonder there is such demand for this receiver?

Mr. Wood, of Wood and Lane Company, St. Louis, writes, speaking of the MA-20, "I will say frankly that the set is far ahead of anything I have ever seen in operation. It is extremely sensitive and easy to operate and it will undoubtedly be a knockout this year."

The whole MU-RAD line is a saleable line. All you have to do is to demonstrate what a MU-RAD will do to clinch a sale.

MU-RAD Receivers are guaranteed 1,000 miles reception, but there are records of reception of trans-Atlantic broadcasting.

Write us or your nearest distributor for descriptive literature of the MU-RAD line and get ready for Christmas buyers. Address Dept. A.



MU-RAD MA-15—\$180



MU-RAD MA-18—\$110



MU-RAD RECTO-FILTER
Price \$60
For Eliminating "B" Battery
\$49.50 Only

DISTRIBUTORS:

- A. Meeky Company.....Philadelphia, Pa.
- Wireless Mfg. Company.....Canton, Ohio
- Chicago Radio Apparatus Co.....Chicago, Ill.
- Howard Piano Co.....Syracuse, N. Y.
- Battery & Starter Co.....Buffalo, N. Y.
- 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
- Redfield Electric Co.....Ogden, Utah
- H. B. Shontz Co.....New York City
- Radio Equipment Co.....Dallas, Texas
- American Radio Mfg. Co.....Kansas City, Mo.
- Standard Radio Supply Co.....Fort Dodge, Iowa
- Benson Radio Company.....St. Louis, Mo.
- Pattinson Electric Co.....Hutchinson, Kansas
- Hickson Electric Co.....Rochester, N. Y.

MU-RAD

LABORATORIES, INC.
Asbury Park, New Jersey

Cleveland Dealers Optimistic as Fall Buying Starts and Sales Volumes Climb

Dealers Profit by Suggestions at Window Display Association Convention—Cleveland Talking Machine Co. Purchases Victor Wholesale Business of Eclipse Musical Co.—The News

CLEVELAND, O., October 9.—The pickup in the talking machine and radio business in this section, which started the early part of last month and has steadily followed an upward slant, is due in large part to the Fall buying which starts at this time, and also to the good weather which this city has been enjoying. Sales efforts on the part of the dealers themselves are worthy of praise and are largely responsible for the better condition of the trade. Many of the dealers have turned their attention to the advantage of having attractive display windows and the fronts of the shops have of late presented a most attractive appearance.

Undoubtedly the convention of the Window Display Association which was held at the Hotel Statler recently had some influence in this connection, as many of the dealers took advantage of the opportunity of listening to a few of the sessions. Interesting information concerning the combination of light, color and motion which goes to make the most attractive displays is being put to practical use by live dealers.

Cleveland T. M. Co. Absorbs Eclipse

One of the most important events of the month in talking machine circles here was the completion of the deal whereby the Elipse Musical Co. was purchased by the Cleveland Talking Machine Co. The details of this transaction appear on another page of this issue of The World.

Association Planning Activities

The Music Merchants' Association of Ohio has lost no time in planning the work for the coming year. President Otto Grau has assembled his official slate, and under his leadership several new features will be introduced, among them being a president's cabinet of directors, who will be picked for their ability to deal with problems assigned to them. The new directors and the work they will be assigned to include: Dan F. Summey, legislation; O. F. Westerfield, membership; C. H. Yarling, publications; Otto Grau, insurance, and R. C. Williams, advertising.

McMahon Piano Co. in New Home

The McMahon Piano Co., Victor dealer, recently held the formal opening of its new home in Youngstown, O. This three-floor establish-

ment has been decorated in Chinese design for the demonstration and display of Victor talking machines, Steinway pianos and other musical instruments. The opening was widely advertised in the local and nearby papers and continued over two days. One of the chief features of the ceremonies was a dinner given by the company to representatives of the various factors with which the firm does business.

Exhibits at Furniture Show

The Phonograph Co. was represented at the Furniture Show which held forth here for ten days during the latter part of last month. This company had two exhibits, one featuring the Edison phonograph and the other devoted to radio. L. M. Bloom, manager, put over a number of tone tests, using local artists, which attracted considerable attention to the Edison instrument.

R. R. Story Celebrates Birthday

An unusual birthday celebration was planned and carried out by the associates of R. R. Story, district manager of the Conn Cleveland Co. Mr. Story, upon entering the store on the anniversary day, was greeted by all the noise which the phonographs, pianos, clarinets and other musical instruments were capable of producing. He was also greeted with a birthday cake with an enormous number of candles decorating it. Later in the day the cake was taken over to the Golden Pheasant, where some twenty friends consumed it, along with a pheasant dinner.

To Stimulate Interest in Radio

More direct appeal to stimulate the purchase of musical instruments and radio receivers will be used by the Dreher Piano Co. soon, when a novel entertainment will be staged in the warehouses of the company. Invitation, by mail and by advertisements in the local papers, has been extended to the people of Cleveland to hear an organ recital by radio. The receivers will be set up on the main floor of the Dreher Building, and Robert Jones, advertising manager of the company, and organist, will give a varied program. The concert will be broadcast through station WJAX. Coupons were attached to the invitations sent out. Recipients were asked to answer questions thereon, and from these it is



One handle handles it
Outing
TRADE MARK
Master of Movable Music

4 Years
Have Proved
Outing
Portables
Are the
Best

Ohio Musical Sales Co.

1747 Chester Ave. Cleveland, O.
Outing Distributor

expected a considerable number of radio prospects will be secured.

Outing Portables Popular

The Ohio Musical Sales Co., distributor for the Outing portable talking machine, reports that there is a brisk and steady demand on the part of dealers in all sections for this instrument. A most satisfactory business in the Outing portable was done during the vacation months, and that the popularity of this type of instrument has not waned with the coming of Fall is evidenced by the number of orders.

Victor Radio Cabinets Interest

Howard J. Shartle, general manager of the Cleveland Talking Machine Co., Victor wholesaler, reports that there is a good demand for the combination talking machine and radio cabinets recently released by the company.

Two New Vocalion Record Dealers in Cleveland

The May Co. and the Taylor Co., of That City, Both to Feature Vocalion Records in Big Way—Wylie's Orchestra on Vocalion Records

The newest additions to the list of Vocalion Red record dealers are the May Co. and the Taylor Co., of Cleveland, O. Both of these large organizations, the most important of their kind in Cleveland, have spacious quarters for phonographs and have extensive plans for their new Vocalion record business.

Austin Wylie and his well-known Golden Pheasant Orchestra from Cleveland's most popular restaurant of that name are now exclusive Vocalion record artists. They have been making a number of dance records at the Vocalion recording studio in New York—one of which will be released during the month.

Lloyd Spencer Aids Red Cross

Lloyd Spencer, of the Silas E. Pearsall Co., Victor wholesaler, has accepted the post of volunteer roll call chairman for the talking machine group to cover the talking machine trade of New York in the annual Red Cross roll call which opens on November 11, Armistice Day. Mr. Spencer served in the same capacity last year with great success. The roll call is an annual event to secure funds to carry on the Red Cross relief and public health programs.

Music Firm Chartered

Mulford's Music, Brooklyn, N. Y., was recently incorporated at Albany with a capital stock of \$5,000. H. Sacher and J. Kriger are the incorporators.

"WORKRITE RADIO SETS WORK RIGHT"

THE WORKRITE MFG. CO., Cleveland, Ohio

WORKRITE
SUPER NEUTRODYNE RADIO SETS

NATHANIEL BALDWIN RADIO PHONO-SPEAKER

Uses the
Phonograph
for Radio
Amplification



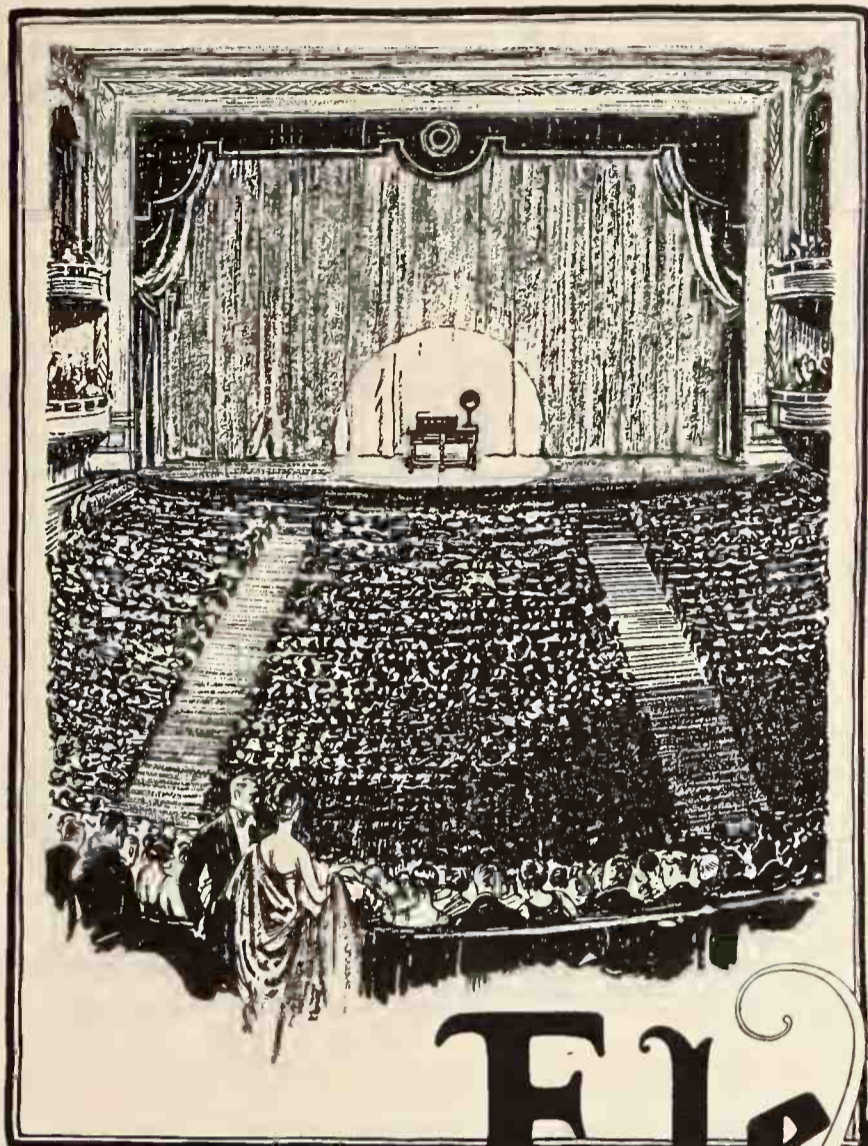
NATHANIEL BALDWIN INC.

Radio-Speakers, Headphones, Units, Phone-Speakers

EASTERN DISTRICT SALES OFFICE

227 Fulton Street New York City, N. Y.

Visit Booth No. 82 at the National Radio Exposition
Grand Central Palace, Nov. 3 to 8 inclusive.



—and then
we heard

Electrola

The Musical Instrument of Radio

SUCH volume that it is necessary to warn users not to turn it on full—lest the loud speakers be thrown out of adjustment. A new tuned radio circuit—developed by the pioneer makers of radio parts in this country. Batteries and tubes will last from twice to three times as long. Marvelous selectivity. These are the high spots. The whole story in a booklet. Shall we send it? Jobbers: write for exclusive territory proposition.

The Famous Line of Kelford Radio Parts include a remarkable low loss condenser, a laboratory precision rheostat and an audio frequency transformer. These parts are more efficient because of our long experience — and at lower prices because of our facilities.

THE · AMERICAN · SPECIALTY · COMPANY

168 Holland Avenue, Bridgeport, Connecticut

America's Oldest Manufacturers of Radio Parts



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

“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



Federal Sales and Service Staffs Meet in New York

New York, Boston, Philadelphia and Washington Representatives Attend Special Meeting in the New York Headquarters

A special sales meeting of the members of the sales and service departments of the New York, Boston, Philadelphia and Washington branches of the Federal Telephone Mfg. Co. was held recently at the New York offices of the company.

For a week prior to the meeting demonstrations of the complete Federal line and of the special five-tube panels, made by the Federal Co., for installation in the Victor console talking machine, were given in the local studios. The demonstrations were attended by visitors from all over the United States, many of them in town to attend the Radio World's Fair at Madison Square Garden. The new Federal five-tube sets proved particularly popular with the visitors because of their wonderful selectivity and quality of tone.

The accompanying photograph shows the members of the sales and service staffs from the Eastern branches of the Federal Co.

Fada Performance

F. A. D. Andrea, Inc., New York, manufacturer of the Fada neotrodyne set, received recently an interesting letter from J. H. Phillips, a Victor dealer in Pittsburgh handling Fada neotrodynes. In his letter Mr. Phillips said: "Am very enthusiastic over the reception; stations from Canada come in clear and strong, considering our location, reception being very difficult owing to power plants, railroad shops, etc., in close proximity."

Local Stores Remodeled by Zimmerman Bitter Co.

The Zimmerman Bitter Construction Co., 325 East Ninety-fourth street, New York, interior woodworkers and specialists in renovating and installing showrooms and store fronts, recently completed a very attractive installation for Fishew & Waldman, music dealers at 312 West 145th street, New York. The exterior of the



Eastern Federal Sales and Service Staffs

store was given an entirely new appearance by the installation of a new front and the display rooms were remodeled and redecorated.

It is evident that the music dealers in the metropolitan territory have prepared for a brisk Fall and Winter business, for this concern has been called on to supply a new counter and record service equipment for Friedman's Music Shop, Newark; a musical instrument, music roll and sheet music installation for Schweiger Bros., of Brooklyn, and Emanuel Blout's store at 904 Flatbush avenue, Brooklyn, has been enlarged.

The Hawes Music Shop, Portland, Me., was recently supplied with a modern and attractive sheet music installation.

Fred E. Worch, for many years connected with Lyon & Healy, Chicago, recently purchased and has taken full charge of the band instrument department of Goldsmith's, Columbus, O.

The Dawn—

of the Greatest Radio Year in History

—is Upon Us!

Are you going to get your share of retail sales ?

You can't unless you are prepared—

To meet the public demand for "easy payments!"

To go through the season without a "hitch" as far as the required financing is concerned—

And without your acting as banker for your customers, or collection agent for yourself!

The **C. I. T. Radio Financing Plan** will solve your problem! Your specialty is *selling* radio receivers, phonographs or other musical merchandise!

Our specialty is *financing* and *collecting*!

Your sales ability and C. I. T. financing and collection service form a combination that just can't be beat.

Let's get together! Our experience is based on an understanding of the actual problems and requirements of music merchants. Many thousands of them have been financing their phonograph and piano "paper" through us and can testify to the excellence of our co-operation, our rapid remittance service, and the friendly, courteous attention they have received!

Our service enables a merchant to successfully carry on an installment business without investing all of his available funds in installment accounts.

We require no contract from you. There are no "strings" attached to our service for we want you to feel free to change your connection if we do not give you the service you deserve.

Write us to-day for full information and an application blank! Please mention the type of radio receiver and musical instrument you handle!

Commercial Investment Trust Incorporated

41 East 42nd Street, New York City

CAPITAL and SURPLUS, \$11,000,000.00

Battery Pointers of Merchandising Value

James M. Skinner, Vice-President, Philco Storage Battery Co.,
Describes Storage Battery Operation in Connection With Radio

The Philadelphia Storage Battery Co. is working on the largest production schedule in its history to keep up with the demand for Philco rechargeable radio batteries and chargers. James M. Skinner, vice-president of the company, ascribes the boom to the radical improvements in the convenience of storage batteries to both users and dealers, and to the fact that the radio public is becoming more and more convinced that storage batteries are absolutely necessary for good reception. In a talk with *The World* Mr. Skinner said:

"Radio dealers now sell storage batteries as shelf merchandise. Radio users now charge storage batteries without changing any wires, merely by inserting a plug in a socket.

"Radio storage batteries are now assembled at the factory, in a dry, but more than half charged (Drymatic) condition. They are shipped in cartons and stored until sold, just like any shelf merchandise. Electrolite in sealed bottles is shipped with the batteries. When a battery is sold, either the dealer or the purchaser pours electrolyte into the cells and the battery is immediately ready for use, without any initial charging. There is no deterioration on the shelf, and the purchaser always gets a new, fresh battery.

No Particular Knowledge Necessary

"Music or radio dealers do not have to install charging rooms nor buy charging apparatus. They need not have any particular technical knowledge any more than to know which tubes require six volt batteries and which require two and four volt batteries. Modern radio storage batteries require few repairs, and such as are needed can easily be handled satisfactorily and profitably by the automobile storage battery service stations which are already equipped for it.

"Selling radio storage batteries is one of the easiest and most profitable things a music or radio dealer does.

"Nor has the convenience of the radio user been neglected in the wonderful development that has taken place in radio storage batteries.

"Charging a storage battery correctly has always been regarded as a somewhat technical operation requiring considerable skill and knowledge.

"And so it does, if high current rates are employed to recharge a fully discharged battery over night or even in twenty-four hours. High current rates are not safe in the hands of the general public because, unless tapered down from the middle to the end of the recharge, high current causes overheating and acid spray.

"So long as recharging required that heavy batteries be disconnected from the radio receiver, lugged to the cellar, and reconnected to the charger, nobody wanted to recharge very often. Everybody tried to buy the biggest and most expensive battery he could afford just to lengthen the intervals between recharges.

Battery Chargers

"Chargers are available equipped with plugs and sockets. One socket is built in the charger. You connect the other permanently to your radio receiver and the plug to your battery terminals. Thereafter recharging consists in pulling the battery plug from the receiver socket and inserting it in the charger socket. You never need disconnect any wires, and you can't get positive and negative wrong, because the plugs won't fit into the sockets the wrong way.

"But with modern radio battery procedure, recharging is so easy that there is no more need for big, cumbersome batteries than there is of a hundred-gallon gasoline tank on a motor car.

"You charge right in the living room. The

batteries are built with spray-proof covers and vents, and you use low current rates so that, no matter how long you charge, you cannot overheat the battery nor boil any electrolyte out. If you want to you can safely put the storage 'A' batteries inside the radio cabinet.

"You know when to charge by watching the



Battery Charger

balls in the built-in charge indicator. The batteries are assembled in glass cases. At one end are two little balls which float if the battery is charged, and sink, one after the other, as the battery is discharged. Watch the positions of these two balls and you always know how much charge is left in your battery.

Uninitiated Can Charge Batteries

"These glass case storage batteries are small, inexpensive and light in weight. Battery and charger combined can be bought for about the



Glass Case Storage Battery

cost of a big battery alone. They are made for both storage battery tubes and dry cell tubes. They will operate a set for one to three weeks on one charge, depending on the number and type of tubes and the hours of use. With recharging made so easy most users prefer to keep their batteries up to full efficiency at all times by inserting the charging plug over night once or twice a week.

"The foregoing applies to 'A' batteries, but 'B' storage batteries may be handled in exactly the same simple, convenient fashion by the purchase with the battery and charger of a 'B' charging panel. This not only reduces 'B' charging to merely throwing two switches and inserting a plug, but it also protects against accidentally touching 'B' wires to an 'A' circuit and burning out tubes. This, by the way, was an ever-present danger, when charging in the old way, where wires had to be removed, and is still a hazard every time 'B' dry cells have to be taken out and replaced.

A Radio Necessity

"Storage batteries are a radio necessity, because clear radio reception demands strong, non-rippling, hum-free current at uniform voltage. No source of power, except storage batteries, meets these demands.

"The voltage of a good storage battery is constant within about ten per cent from start to finish of a discharge, whereas dry cell voltage falls off thirty-three and one-third per cent from start to finish of a discharge. With modern recharging conveniences, it is no trouble to charge a storage battery frequently enough to keep its

(Continued on page 174)

THE
FALL
SEASON
IS
HERE
LET US
HELP
YOU
DISPLAY
YOUR
GOODS
TO
ADVANTAGE

ZIMMERMAN · BITTER
CONSTRUCTION · COMPANY

A wise dealer will
prepare in advance
for Holiday 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

EVERY-
THING
FOR
THE
RADIO
DEALER

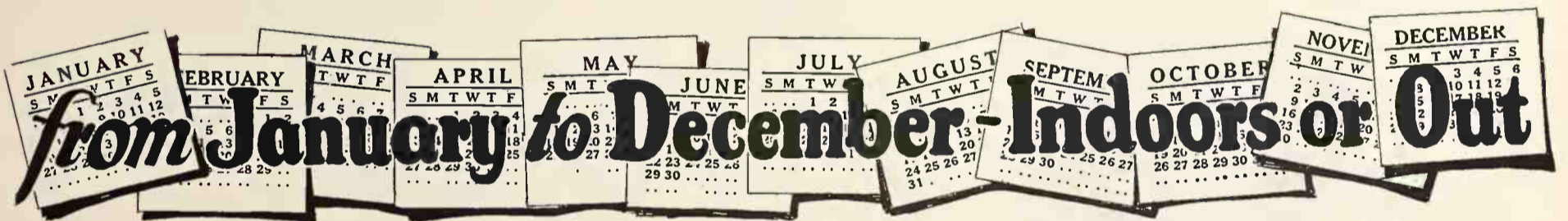
ASK US
ABOUT
OUR
SHEET
MUSIC
AND
MUSICAL
INSTRUMENT
CASES

Swanson Jr. Portable

- 1.** Has the strength and tone qualities of cabinet machines.
- 2.** Compact construction conserves space—so valuable in modern apartments.
- 3.** Far more value than you would expect at this popular price.



\$25.00 List
(In far West \$27.50)



A Few Swanson, Jr., Features:

- Weight, 12½ lbs. Case measures 12¾ by 11 by 6½". Most compact portable phonograph on the market.
- Perfect tone; unusual volume.
- Heineman motor; special patented tone arm.
- Compartment for 17 records.
- Heavy leatherette tan or black case.
- No parts to remove or apply.
- Fully guaranteed.

Distributors of the Swanson, Jr., Portable

- Chicago: Lyon & Healy, Wabash Ave. and Jackson Blvd.; Cheney Talking Machine Co., 24 N. Wabash Ave.; Consolidated Talking Machine Co., 227-229 W. Washington St.
- New York City: General Phonograph Corp., 15 W. 18th St.
- Buffalo: Wm. A. Carroll, 803 Bramson Bldg.
- Cleveland: Record Sales Co., 1965 E. 66th St.
- Detroit: Consolidated Talking Machine Co., 2957 Gratiot Ave.
- Cincinnati: Columbia Distributors, Inc., 224 W. 4th St.
- St. Louis: Artophone Corp., 1103 Olive St.
- Kansas City: Artophone Corp., 804 Grand Ave.
- Minneapolis: Consolidated Talking Machine Co., 1121 Nicollet Ave.
- Portland: L. D. Heater, 357 Ankeny St.
- New Orleans: Junius Hart Piano House, 123 Carondelet St.
- Atlanta: A. J. Wismer, 218 Barnett St.

Some exclusive territory still open for reliable jobbers. Write or wire.

Consolidated Talking Machine Co.

227-229 West Washington St.

Chicago, Illinois

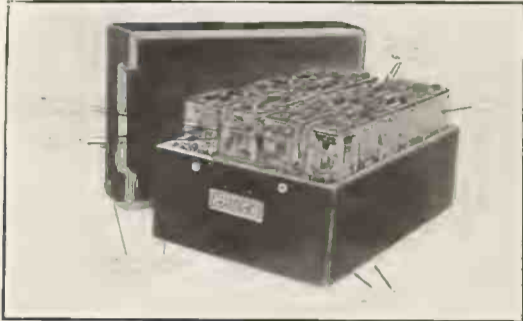
Important Battery Pointers

(Continued from page 172)

voltage constant within one per cent, thus insuring absolute maximum reception at all times.

"Storage batteries not only give best reception, but they are very economical as well. Their first cost is not great, and recharging very inexpensive indeed.

"Frequent recharging costs no more than infrequent recharging. The same amount of current is used to charge twenty hours at one



Popular Type Storage Battery

ampere as to charge four hours at five amperes, and the one ampere rate is easier on the battery. Radio Fan "Distance Hounds"

"The average radio fan is a 'distance hound.' After carefully explaining that he is not interested in distance, he will sit up all night to get Los Angeles or Oakland and then brag about it for a month. In this he is merely running true to form. Did you ever meet a red-blooded American who didn't like to brag about his home-town base ball team, or the big fish he caught last Summer, or the hills his car will take on high? You are no more likely to find a radio fan who doesn't either openly or secretly want to reach the far corners of the continent with his radio.

"The radio dealer has got to satisfy this desire, and the one safe way he can do it is to sell good radio receivers and good 'A' and 'B' storage batteries with them."

Pittsburgh Jobber Plans Edison Tone Test Series

During October and November a series of tone tests will be held by Edison dealers under the supervision of the Buehn Phonograph Co. The artist will be Miss Betsey Lane Shepherd. The towns and dealers under whose auspices Miss Shepherd will appear are as follows: Steele & Harris and M. Nathan & Bro., Johnstown, Pa.; Brooks Music House, A. J. Harter, Altoona, Pa.; Russler Chadwick Co., Cumberland, Md.; Peter R. Weimer, Wright Metzler Co., Connellsville, Pa.; S. A. Phillips Music Co., Ross Furniture Co., Morgantown, W. Va.; Palace Furniture Co., Clarksburg, W. Va.; Carney & Co., Parkersburg, W. Va.; Baughman & Law, Cambridge, O.; Reichart Furniture Co., Wheeling, W. Va.; Findt Music Co., Steubenville, O.; Frank Crook Co., East Liverpool, O.; W. G. Fawcett Co., Finley's Music Co., Salem, O.; William H. Bonnage, Beaver Falls, Pa.; W. A. Steadman, L. C. Milheim, Butler, Pa.; J. M. Burns & Son, Waynesburg, Pa.; G. W. P. Jones Music Co., Washington, Pa.; Decoster Bros., De May Bros., Greensburg, Pa.; Buchheit Bros., Indiana, Pa.

Canvassing Creates Sales

SOUTH NORWALK, CONN., October 9.—Cutrone's Music Shop, 18 Ely avenue, a recent addition to the family of Columbia dealers, is doing a good business in New Process foreign records. Mr. Cutrone has used the canvassing method with very good success in selling the new Columbia phonographs.

Carl Hibbard, of Bethel, Conn., has secured the agency for Columbia New Process records and new Columbia phonographs.

Michael Lembo, 42 Main street, Ansonia, Conn., is a recent addition to the Connecticut Columbia dealers. Mr. Lembo plans opening a modern music shop in Ansonia soon.

How the Zenith Entertains Orphans at South Bend

The accompanying illustration shows a Zenith radio set at the Orphans' Home in South Bend, Ind., where apparently it is giving considerable enjoyment and entertainment to the children. This set was presented to the Orphans' Home by William Bender, Jr., president of the How-



Orphans Gathered Around a Zenith Set and Cranfill Co., South Bend, and the officials of the Zenith Corp. in Chicago regard this photograph as a striking example of the unlimited entertainment and amusement afforded through radio.

Receiver of R. L. Seeds Co.

COLUMBUS, O., October 9.—Notification has been sent to the creditors of the Robert L. Seeds Co., music dealer of this city, that Ralph G. Martin has been appointed receiver for the company. The Court has ordered that all creditors file their claims, against the company, with the receiver on or before November 1.

The Kiddies' Record Companion

A Real Machine—Not a Toy

Just like the grown-ups—the Kiddies want a real talking machine.

"The Juvenile"

is equipped with a fine motor and plays two ten-inch records. Its tone and volume is of the standard of the very best \$125.00 or \$250.00 products, a real amplifying horn and grilled front, a complete miniature size floor model.

A Display Will Sell It

Put a sample in your window with a display of children's records and watch the attention it creates. It will lure people into your store and bring you profits.

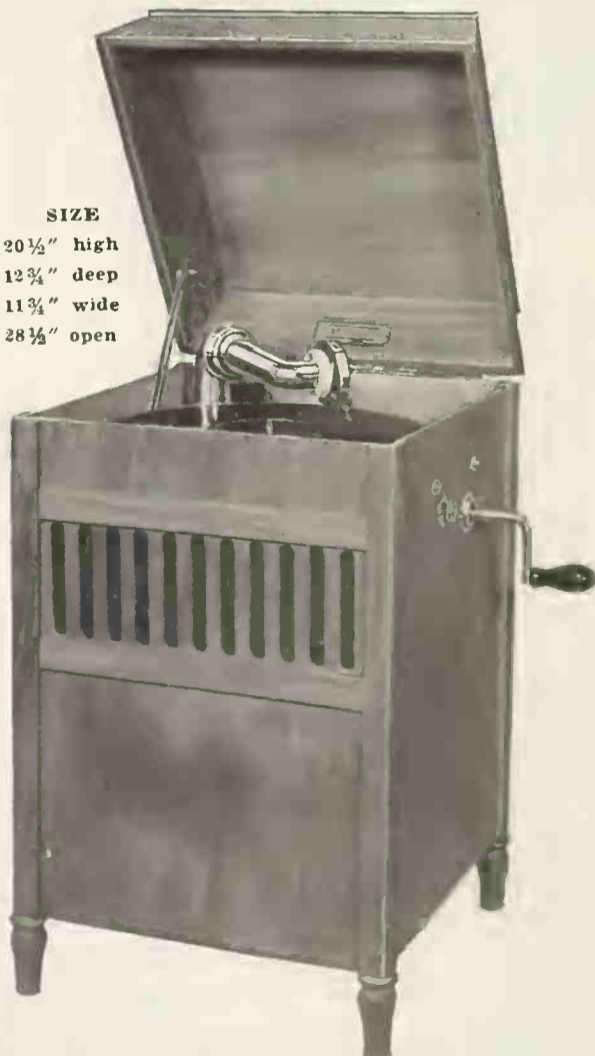
Demonstrate the Children's Records on It and You Will Sell Every Prospect

Wholesale	Retail
\$12.00	\$22.50

JOBBERS ATTENTION!

To successful sales organizations in territory not already covered, we have an exceptionally liberal distributor's arrangement. To rated companies, a sample will be shipped free for ten days' trial.

SIZE
20 1/2" high
12 3/4" deep
11 3/4" wide
28 1/2" open



DAYO MFG. CO. 322 THIRD ST. DAYTON, OHIO

DAYO MFG. CO., 322 Third St., Dayton, O.
Gentlemen: Please send the sample of "The Juvenile" Machine.
Dealer
Jobber
Street
City
State

Talking Machine Dealers Said:

“We Only Had One Objection to Radio—

—And Now You Have Removed That”

The Whole Story of Run-a-Radio in Ten Questions

1. Q. Does Run-a-Radio take the place of all batteries?
A. Yes. With Run-a-Radio you need no A, B or C batteries whatever, to operate your radio set.
2. Q. Will it work with either dry cell or storage battery tubes?
A. Yes. More volume is obtained, of course, with storage battery tubes.
3. Q. How does it work?
A. You simply connect Run-a-Radio to your set, and plug it into the light socket. Turn on your radio as you turn on your light. There are models for both A C and D C current.
4. Q. How much does Run-a-Radio cost to run?
A. About as much as one electric light.
5. Q. It is cheaper than batteries?
A. Its cost is only a little more than regular battery equipment at the start, and it saves you about fifty dollars a year thereafter.
6. Q. Suppose I only want to take the place of B batteries?
A. Use Run-a-Radio B (a separate B battery substitute).
7. Q. Will my radio work just the same?
A. Probably better. Run-a-Radio makes it sound always just as it did when your batteries were new and in first-class condition. There is no hum or crackle as from depleted batteries. Distance as great or greater.
8. Q. Will it work on any radio set?
A. Yes. Regenerative, neutrodyne, reflex, superhet—Run-a-Radio runs them all. Guaranteed for one year.
9. Q. Can I carry it from room to room?
A. Easily. It is about the size of a starch box and weighs only 40 pounds. Finished in rich mahogany or Brewster Green, crackle finish.
10. Q. Doesn't Run-a-Radio mean the end of all batteries in radio?
A. Of course. It is the obvious last step in radio convenience. Soon no radio set will be considered modern without Run-a-Radio.



When Run-a-Radio was invented, eliminating for all time the trouble and inconvenience of storage "A" batteries and the constantly renewed "B" batteries, the talking machine field sat up and took notice.

The talking machine dealer is interested in delivering to his customers a complete and efficient source of entertainment.

He backs away from anything which is unsightly, inconvenient, dangerous. He waits until the article in question becomes so perfected that it is beautiful—harmonizing with the home and easy to use.

That is the reason why the invention of Run-a-Radio, the eliminator of all radio batteries, has caused more interest in the talking machine field than any other advance in the radio art.

Now the talking machine dealer can sell a complete equipment, which only needs to be attached to the light socket like an electrically driven Victrola or player-piano. He no longer has to apologize for battery renewals or battery trouble. He delivers radio to the home complete, effective, easy, sure.

No progressive talking machine dealer will in the future attempt to sell radio with the old-fashioned inconvenient batteries. His customers have always looked to him for the most modern development in every art; that is why Run-a-Radio belongs in every talking machine store.

If you will fill out the coupon we shall be glad to send you our circular and full particulars regarding dealer appointments for which a few territories are still open.

RADER APPLIANCE CO., Inc.
4912 Hudson Blvd., Corner 13th Street
WEST NEW YORK NEW JERSEY

RADER APPLIANCE CO., Inc., Dept. T.W.1,
4912 Hudson Blvd., Corner 13th Street,
West New York, New Jersey.

Send me without obligation information regarding Run-a-Radio.

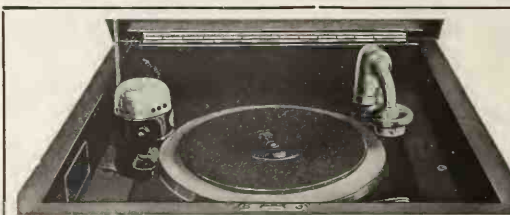
Name _____
Street _____
City _____

Mu-Rad Laboratories, Inc., Issue Artistic Catalog

Merits of Fine Line of Radio Sets Made by This Concern Described in Complete Catalog

The Mu-Rad Laboratories, Inc., Asbury Park, N. J., have just issued a catalog carrying illustrations and descriptions of their various models of radio receiving sets. The catalog is one of the most attractive pieces of trade literature that has been issued on radio products. The cover design is in several colors on a dark cocoa colored background, giving the material an attractive appearance and denoting the quality of the instruments which it represents. The illustrations of the various sets throughout are invariably reproduced in the natural wood and panel colors in a multi-colored setting which allows the details to appear in striking accuracy. Mu-Rad uses as its slogan "The Last Word in Radio." The text of the introduction and descriptive matter seemingly is also told in as few words as possible. It is clear and concise and of particular interest to the trade and should be welcomed by the consumer.

Mu-Rad MA-15 is the console cabinet, floor model, housing the radio set, the Recto-Filter, the loud speaker and amplifying horn. A word regarding the Recto-Filter should prove of interest. This product was designed primarily for use with the Mu-Rad model MA-20 to do away with all batteries and can also be purchased for use with other instruments to eliminate "B" batteries. The Mu-Rad Recto-Filter is contained in a compact metal case and is in a form that can be readily marketed as a separate unit. While the MA-20 operates through the aid of the Recto-Filter without the use of batteries, the Mu-Rad MA-15 is designed for use with "A" and "B" batteries, although the "B" battery of this particular model can be replaced by the Mu-Rad Recto-Filter. This is the more sensitive set of the two. It requires neither aerial nor ground, using merely a small indoor loop or frame aerial.



SHELTON ELECTRIC CO., 16 East 42nd Street, New York

THE SHELTON Electric Motor

The "Simplicity" electrifies Victor, Edison and Columbia phonographs by simply taking off winding handle and placing motor against turntable. Automatic switch in motor operated when the turntable is started or stopped. Operating on AC or DC current of 110 volts. Specify type of current when ordering.

A word also appears on the Mu-Rad Rejector Unit, Type R-12, specially designed for use with the MA-15 loop receivers. This is particularly recommended for use in or near the larger cities, where one or more powerful stations are in operation and interfere with distance reception.

The more popular-priced Mu-Rad receiver is known as MA-18. It is operated on one dial and is of the very simplest construction and should appeal particularly to novices or the newer radio enthusiasts. It is a five-tube antenna set, including five socket adapters for dry-battery tubes. It introduces an entirely new circuit with two stages of high efficiency radio frequency amplification, detector and two stages of audio amplification.

Two pages in the booklet are given over to the reproduction of commendatory letters from both distributing and retail organizations. A closing note appears in which the policies and plans of the Mu-Rad Laboratories, Inc., are outlined, also the strength of the organization producing the instrument and the firm's warranty.

Watkins Bros. Celebrate

HARTFORD, CONN., October 9.—Watkins Bros., prominent piano and talking machine dealers of this city, are at present celebrating the fiftieth anniversary of the establishment of the business, which from a small beginning has developed to a point where a \$300,000 stock is carried.

Edison Disc Jobbers' Executive Committee Meets

On September 22 the executive committee of the National Association of Edison Disc Jobbers met in New York City at the Hotel Commodore. On the following day the members of the committee adjourned to the Edison Laboratories in Orange, where they held conferences with the various Edison executives, including Thomas A. Edison, Charles Edison, E. M. Farrier and Arthur Walsh. The business transacted was of a private character and related to the plans for the forthcoming holiday season and the ensuing year.

Musical Products Co. Adds to Distribution

The Musical Products Distributing Co., New York, which has recently moved to new and larger quarters at 22 West Nineteenth street, this city, announces that it has been appointed distributor for the well-known Crosley and Work-Rite radio receiving sets and also for the Music Master loud speaker, all of these standard products representing important additions to the Vocalion records and the line of radio products for which the company has been acting as distributor in the metropolitan district.

The new quarters recently occupied were made necessary by the expanding business of the company, according to B. D. Colen, president. At the new address the company occupies the store and basement, the former being used for both stock and showroom purposes and the latter for stock storage.

H. P. Baran & Co. Launch Extensive Sales Drive

H. P. Baran & Co., New York, distributors of the Grimes Inverse Duplex radio receiving sets, as well as the Silver Voice loud speaker, Re-Vi-Vo batteries and several other standard radio products, has recently launched an energetic sales campaign among talking machine dealers in connection with the exploitation of its various products. In this connection H. P. Baran, president of the company, stated recently: "We are endeavoring to give our dealers a maximum amount of practical service designed to make the merchandising of radio profitable to them from every angle."

The Strong Record Co., 353 Pierce street, Long Island City, N. Y., recently changed its name to the Record Broadcasting Co.

VICTOR WHOLESALE DISTRIBUTORS



Blackman Victor Dealers have never been encouraged to overbuy. The long established Blackman policy, which permits revision of advance orders for Victrolas according to current needs, is evidence of this fact.

BLACKMAN AND DEPENDABILITY

Blackman
TALKING MACHINE CO.
28-30 W. 23RD ST. N.Y.C.

ONE SUGGESTS THE OTHER

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

Homes
Schools

A Big Wide-Open Market! for Carryola Dealers

The CARRYOLA MASTER

*Built Right—Priced
for Volume Sales*

You can capture this broad market with the Carryola Master. Here is a quality instrument that looks the part. Its masterful tone rivals that of costly cabinet machines. Beautifully proportioned and finished. Quality shows in every detail. Such big value at such a moderate price that it has become the leader wherever sold. Its big turnover piles up the profits; speeds up phonograph record sales.

The Carryola Master has "made good" on a national scale. It's a wonderful success—because it's *built right* and *sold right*. Sold only through recognized music channels. A safe, sound, money-making proposition—for dealers who are in business to stay. The Carryola Company has financial resources and facilities that insure permanency, growth and continued helpful co-operation with the trade. Our merchandising plan is complete and progressive; gets results. Hook up with Carryola and make real money on portables this fall and winter. *Send for our proposition today!*

Big Features of the Carryola Master

1. It's the only portable with the widely-known Add-A-Tone Reproducer. Greatly increases volume; produces wonderfully clear, beautiful tone. Reproducer is reversible for Edison Records. Diaphragm is indestructible.
2. Equipped with the famous Silent Motor, absolutely dependable. Noiseless in winding and operation. Guaranteed to play in excess of two selections.
3. Substantially built veneer case, with beautiful Dupont Fabrikoid covering. Attractive nickled fittings. Continuous, piano-type hinge. Needle cup, felt protectors.
4. Plays all records, any size, any make—room in cover for 15.
5. 15 x 12 x 8 inches. Weighs only 17 pounds.

Write today for complete information.

Carryola Company of America

373 Broadway

Milwaukee, Wis.

New York Sales Office:
37 West 37th Street

San Francisco Sales Office:
57 Post Street

Churches
Clubs
All Social
Gatherings



The
CARRYOLA

Retail Price
\$25.00
IN THE FAR WEST
AND SOUTH
\$27.00

Carryola Co. to Move Into and Occupy New Building

Company to Introduce Three New Models in November—To Open New York Office

MILWAUKEE, Wis., October 6.—The Carryola Co. of America, manufacturer of the Carryola portable talking machines, will soon occupy its new building, erected at a cost of \$60,000 and which contains about 20,000 square feet of floor space, to be devoted to the manufacture and assemblage of Carryola instruments. The company now manufactures all the parts which go to make up the complete instrument. The demand for the instrument, which has proved very popular throughout the entire country is responsible for the expansion of the plant.

Production of the line for 1925, which will consist of three new models, is rapidly going forward and it will be introduced about November 1. The manner in which dealers in the Eastern States have taken to the Carryola products necessitates the opening of a New York office, which will be under the management of John G. Casegrande. The exact location of this office has not yet been revealed, but it is expected to function about the fifteenth of this month.

The sales department is preparing dealers' aids and other means of co-operating with the retailers and announces that a very attractive window display for Christmas will be distributed to all Carryola dealers.

Introduce Deresnadyne Set

The Times Appliance Co., New York City, distributor of radio sets and accessories, has added a new set to the lines which it distributes. This new receiver is called the Deresnadyne and is produced by the Andrews Radio Co., 327 LaSalle Street, Chicago, Ill. The Time Appliance Co. is introducing it in New York territory in an energetic manner.

Fry's Million Dollar Pier Orchestra With Edison Co.

The latest feature dance orchestra which Thomas A. Edison, Inc., has signed up, on an exclusive basis, is Fry's Million Dollar Pier Orchestra, which has made itself known on an extensive national scale through its engagement at the Million Dollar Pier at Atlantic City. Charles Fry is the director and his organization plays to crowds ranging from five to ten



thousand at a time, and on account of the transient patronage of the famous watering resort, the crowd is representative of all parts of the country. This orchestra is also broad-

casting on the radio through one of the well-known Philadelphia stations. The first releases by this orchestra which have just been announced are "Blue Evening Blues" and "Copenhagen Blues."

Two New Eby Products

PHILADELPHIA, PA., October 7.—The H. H. Eby Mfg. Co., of this city, well known as manufacturer of binding posts, recently placed two new products on the market. One of the new products is a four-phone series-multiple plug. With this plug the phone can be connected either in series or parallel and contact is made on a special style spring. The phone tips are inserted in the holes on the top of the plug and are securely clamped by the spring, which is made of phosphor bronze to prevent rusting and to assure a dependable contact. The plug is molded of the same high-class material that the Eby Co. uses for insulating binding posts and the appearance is stated to be very

similar to the dials and knobs used in the better-class receivers. The Eby Co. is also making a post of the same design with two stems to which wire connections can be made.

Important Announcement to the Music Trade!

With a view towards the development of quality merchandising and active cooperation between the manufacturer and the trade, a new institution has been formed by HERBERT A. BRENNAN and BENJAMIN GROSS, known as

GROSS-BRENNAN, INC.

which company will operate as EASTERN SALES HEADQUARTERS for a few select manufacturers.

Our first announcement of a leader among RADIO SETS is our appointment as New York Sales Representatives of

Stromberg-Carlson Neutrodyne Equipment

We have carefully investigated the field of set manufacture, and after a most detailed survey and test decided that the Stromberg-Carlson line represents for the dealer every possible feature desirable in RADIO SETS.

Here is what a Stromberg-Carlson franchise means to the music dealer:

- Direct factory to dealer policy
- Liberal discounts
- Territorial protection
- Highest quality of apparatus
- Complete sets, loud speakers and parts
- Thirty years experience in telephone manufacturing
- Nationally advertised products.

GROSS-BRENNAN, INC.

501 Canadian Pacific Bldg.,

342 Madison Ave., New York

Murray Hill 4045-4046



Ask Any Successful Phonograph Man

H. N. McMenimen, for over 25 years actively engaged in organizing and building the phonograph industry with Victor, Edison, Pathe, is now open for an engagement with an aggressive and progressive

RADIO MANUFACTURER
or
PHONOGRAPH MANUFACTURER

For references—Ask any successful phonograph man

H. N. McMENIMEN
37 West 43rd St., New York
Tel. Vanderbilt 3647

General Phonograph Sales Contests Stimulate Business

51 Per Cent Increase Over Last Year Attributable to Sales Drive—Contest During October Should Bring Equally Good Results

The volume of business done by the New York distributing division of the General Phonograph Corp. during the month of September was 51 per cent greater than that of September, 1923. This marked increase was due in large part to an intensive sales drive which took the part of a sales contest, lasting from September 15 to 30. The contest was a transcontinental auto race—new accounts, machine and record sales comprising the mileage. The progress of the contest was indicated on a large map of the United States, hanging in the office of Norman B. Smith, sales manager. R. R. Wilson was the winner of the first prize, and J. I. Forer, C. A. Klebart and P. C. Armitage also won prizes. Aside from the stimulus which such a contest gives the sales force, the good effects reach the dealers who, through conversation with the men, hear of the contest and make special efforts to have their "men" win. Mr. Smith states that almost invariably when a dealer called at the office during the period of the contest he inquired how his "man" was making out.

Encouraged by the good results from this contest Mr. Smith is staging a similar sales drive this month, although a different form is being used. The six salesmen who comprise the sales force compose six teams which make up the General Baseball League. Instead of general competition each team is opposed to another for a day. Twenty-seven games will be played during the season. Large individual orders determine the hits or runs, rather than gross business for the day, with new accounts having the greatest run-producing counts.

Plans Completed for Third Annual Gotham Radio Show

National Radio Exposition to Be Held in Grand Central Palace, November 3-8

All plans have been completed for the third annual National Radio Exposition to be held in the Grand Central Palace, New York, from November 3 to November 8, under the auspices of the American Radio Exposition. An interesting program of entertainment will be broadcast during the week under the direction of S. L. Rothafel, managing director of the Capitol Theatre, New York, and famous among radio fans as "Roxy." Major Armstrong, of regenerative fame, will exhibit a "mystery set" that is creating considerable interest, and amateur set-building contests will be held at the exposition on a large scale. There will be special exhibits from the United States Army Signal Corps, Marine Corps and other branches of the service.

Harold Bolster, director of the Exposition, is devoting a considerable part of his time to the decorations at the Palace, which will be exceptionally attractive. Mr. Bolster states that not only has the large main floor at the Grand Central Palace been sold in its entirety, but the mezzanine floor is also well filled and will probably be sold out before the show opens. As the exposition takes place during election week, special arrangements will be made to broadcast the last-minute speeches of well-known personalities in various campaigns.

Among the exhibitors will be the Radio Corp. of America, DeForest Radio Co., Brunswick-Balke-Collender Co., Magnavox Co., Federal Tel. Mfg. Co., Th. Goldschmidt Corp., Ware Radio Co., Eisemann Magneto Corp., Adler Mfg. Co., Sonora Phonograph Co., Inc., Sleeper Radio Co., Audak Co., Bristol Co., Capitol Distributing Co., Emerson Radio Co., Henry B. Hyman & Co., Ko-Rad Co., Landay Bros., Musical Products Distributing Co., Malone-Lemmon Laboratories, Joseph W. Jones Radio Mfg. Co., Rader Appliance Co., Shepard-Potter Co., R. E. Thompson Mfg. Co., Talking Machine and Radio Men, Inc., and Western Electric Co.

The Cohoes Record Carry-Bag

The Cohoes Envelope Co., New York City, reports that the last month has seen a substantial increase in the number of talking machine dealers using the Cohoes record carry-bag. Several new designs for the imprint of this bag have been prepared, which are proving very popular with the dealers.

E. G. Evans on the Road

E. G. Evans, genial member of the sales staff of C. Bruno & Son, Inc., Victor wholesalers, New York City, recently completed a trip visiting his many friends in the Victor trade through the Hudson and Mohawk Valleys. A souvenir postcard of the familiar vacation type addressed to The Talking Machine World reports that this trip was no vacation for his order book as it has practically worked overtime on the trip. Orders taken were of substantial size, which decidedly presages good business in that territory.

Stromberg-Carlson

Neutrodyne Radio Receivers

A Line with a reputation for Beauty and Performance



Console No. 2 Type Neutrodyne Receiver

Has built-in Loud Speaker, spaces for "A" Battery, "B" Battery and Battery charger. In choice American Walnut or Adam-Brown Mahogany.
Write for our plan of Dealer Service.

Build good-will and increase your volume of business by stocking the dependable Stromberg-Carlson Receivers.

In appearance these superb instruments are an adornment to any home; in performance they are unexcelled for bringing in programs over long and short distances with clarity of tones and volume.

Made by a firm of 30 years' experience manufacturing high-grade telephone and radio apparatus—a guarantee of dependability.

Nationally advertised; excellent dealer cooperation. A limited number of dealers in each territory.



Portable Type No. 1-A
Portable 5-tube Neutrodyne Receiver in richly finished Adam-Brown Mahogany Cabinet. Arranged to operate with No. 1-A Loud Speaker.

Stromberg-Carlson Telephone Mfg. Co.

1060 University Avenue, Rochester, N. Y.

**Starr Equipment Corp.
Prepared for Busy Season**

The Starr Equipment Corp., of Brooklyn, N. Y., manufacturer of the Starr-Harmonic radio receiving set, has built up an unusually strong organization.

A. B. Starr, president and founder of the company, has for several years been vitally interested in radio, both experimentally and on



F. Clifford Estey

a commercial basis. His experience has been wide in its scope and has not only included complete sets, but parts as well, for the company is also at this time producing a high-grade and popular transformer.

The recent announcement that F. Clifford Estey has joined the staff of the Starr Equipment Corp. is of particular interest. Mr. Estey comes with the Starr Corp. as vice-president and he is in charge of sales. Mr. Estey has the reputation of being one of the best-known radio amateurs in the United States. His ex-

perience in the commercial end of radio has also been extensive. As salesman for the American Radio & Research Corp. he quickly proved his sales and organizing ability, shortly rising to the position of assistant sales manager. Subsequently he was identified with the Clapp-Eastham Co. as general sales manager and later became sales and advertising manager of the National Chelsea Radio Corp.

Francis L. Judd, another member of the firm, is well known as an authority in the field of radio construction, and is the author of numerous articles on this subject. Through the use of radio when a mining engineer and two years of experimental work on radio in Russia, together with several additional years of research, he has unusual qualifications for the important work he is now doing.

With its efficient sales and executive organization, its effective sales policy, and the real merit of its product, the company is prepared for big business.

Plans Double Fall Production

The National Phonograph Mfg. Co., New York City, reports an unprecedented demand for the entire line of National talking machines. This line consists of four console models and one upright. In view of a marked trend towards combination radio and talking machines, the National Co. has fitted its entire Fall line of consoles for radio installation.

Charles M. Brouse, treasurer of the company, reports that the entire big plant of the company in Canton, Pa., is very busy. The remarkable increase of the business of the company during the months of August and September made this company decide to double the volume of the output of the factory during the Fall months.

L. Halperin, general sales manager of the company, left for a trip in the interest of the National line on October 12, which is carrying him through the entire Middle Western territory.

**The Fastest Selling
Phonograph Accessory!**

Retails
for \$1.00



Cesco Repeater

Sheer merit alone has made it recognized as the peer among repeaters—Sturdily built of metal—without complicated parts. Easily attached—needs no adjusting. Nothing to get out of order; fully guaranteed.

FOR YOUR HOLIDAY TRADE

The CESCO Repeater is the *universal* gift—suitable from *anybody* to *everybody*—just what is needed to stimulate holiday business. Special Holly packing for Christmas trade. Special discounts to Jobbers.

The Rapid Repeater Co.
260 Van Alst Ave., Long Island City, N.Y.

I. H. Taylor, Inc., Moves

ELLICOTT CITY, Md., October 8.—I. H. Taylor, Inc., Victor dealer, recently took possession of his new building here. Ten thousand square feet of floor space are being used for the merchandise carried and the musical instruments and radio receivers are displayed in most attractive setting.

THE ONE BIG XMAS SELLER

**ONLY NINE WEEKS
UNTIL CHRISTMAS**



Dimensions, 4¾x5¾ ins.
Weight, 4½ lbs.

Fill your window with
Kameraphones and see
them go.

The sensation of the
Talking Machine
Industry.

**SEND FOR SAMPLE
AND BE CONVINCED**



JOBBER TERRITORIES NOW OPEN

Liberal Discounts to Dealers and Jobbers

Write or Wire to

SPECIALTY TRADING CO.

547 BROADWAY

EMIL BORNSTEIN, Inc.
SOLO. SACHS, Sec. and Treas.

NEW YORK, N. Y.



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.

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

All Factors of the Dallas Trade Are Optimistic as Business Steadily Grows

General Business Conditions of Texas Satisfactory—All Lines of Retail Trade Profiting—Brunswick-Radiola Introduced at Meeting—Exhibits at State Fair—Other News

DALLAS, TEX., October 8.—The optimistic outlook with which talking machine and radio wholesalers and dealers regarded the Fall has been more than justified by the excellent business done during the month of September. The general business condition of the State is much better than it was. The crude oil production is better and the hoof and mouth disease, which was ravaging Texas herds of cattle, has been permanently checked. Economic surveys show that Texas is in a splendid condition. It is natural therefore that music dealers feel that with such conditions the business done during the past month was but a forerunner of a splendid Fall and Winter season. Influenced by these conditions and confident that their expectations will be realized, dealers are laying in heavy stocks in anticipation of a brisk Winter demand.

Brunswick-Radiola Introduced at Meeting

Thirty Brunswick dealers from the cities in this territory met here recently to hear Will Schmeller, of the Texas Radio Corp., speak on "How to Merchandise the Brunswick-Radiola." The meeting was held in the local Brunswick salesrooms and was one of a series which are being held throughout Texas to inform the Brunswick dealers of the new combination unit and to demonstrate it. This is part of a na-

tional campaign which is being made on this product. Magazines with a national circulation and newspapers are being used to create a demand and dealers' helps are being sent out to help the retailer.

In addition to the talk given by Mr. Schmeller, short talks were also made by W. H. Humphries, Brunswick district manager; Chauncey Brown and Edwin B. Stallcup, of Brownwood.

Miss Hilda Le Blanc was recently placed in charge of the talking machine record department of the Will A. Watkin Co., 1207 Elm street.

Annual State Fair

The thirty-eighth annual State Fair of Texas, which opens Saturday, October 11, is expected by dealers to be the occasion which will rouse widespread interest in talking machines and radio sets. All of the leading houses here will be represented at the show and the various exhibition booths are being whipped into shape in order that the instruments may be displayed in the best possible settings.

Sanger Bros. Busy

Sanger Bros., Victor wholesalers and retailers, are doing an extremely brisk business. This establishment is advertising heavily in the local papers and the publicity is bringing results.



"One handle handles it"
Outing
"Master of Movable Music"

4 Years
Have Proved
Outing
Portables
Are the
Best

Texas Radio Sales Co., Inc.
2005 Main St. Dallas, Tex.
Outing Distributor

Lester Burchfield, in charge of the wholesale department, reports that the main difficulty is in filling orders. The combination talking machine and radio sets are meeting with favor.

Brook Mays Piano Co. Expanding

The Brook Mays Piano Co. has acquired property on Pacific avenue directly back of its present location, and will extend its establishment. When the addition is completed it will mean about a 50 per cent increase in floor space. The new building will be made to conform with the original building and an artistic front will be erected.

Outing Portables Selling Well

The Radio Sales Co., Outing portable talking machine distributor, reports a brisk demand for the Outing instrument. Paul Blackwall states that the number of this type of instrument sold in all sections is surprising. Dealers in this territory found a ready and consistent market for the portable instrument throughout the Summer months and with the coming of Fall the demand continues heavy.

Wendall Hall Broadcasts

Victor dealers have made complete preparations to tie up with the appearance here of Wendall Hall, "The Red-Headed Music Master" who sang his original compositions over the radio last night, broadcasting from station WFAA. This Victor artist, whose recording of his own song "It Ain't Goin' to Rain No Mo'" has swept the country by storm, is one of the most popular of radio artists, and local Victor dealers expect to cash in heavily on his local appearance.

Gulbransen Dealer in New Store

One of the most attractive music stores in Texas, and for that matter, in the country, is that of Prof. J. F. Smith, who has a combined store and home at 112 East Twelfth street. He has erected on this site a structure of rustic appearance and Japanese design, using ornamental stones. Surrounding the building is a private park. The unique and beautiful establishment has attracted many customers. Mr. Smith is a Gulbransen dealer.

Greater City Phonograph Co. Distributing Grimes Line

The Greater City Phonograph Co., New York, distributor of radio products, recently announced that it had been appointed a distributor for David Grimes, Inc., manufacturer of the Grimes Inverse Duplex radio receiving sets. Maurice Landay, president of the Greater City Phonograph Co., stated recently: "It is interesting to note that while the company has been doing a very satisfactory volume of business insofar as radio is concerned, there has also been during the last few weeks a distinct upward trend in the sale of phonographs throughout the industry. We have received a number of very satisfactory orders, and the dealers throughout the territory report that from all indications the phonograph industry should enjoy an exceptionally prosperous Fall and Winter season."

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.

500

GENUINE ORSENIGO CABINETS

At a Special Price



Queen Anne Model—34½" high, 22" deep, 39" wide.



Cabinet Closed

This Queen Anne cabinet, made in mahogany, seven ply stock throughout was designed to sell at \$110 net. We are offering these cabinets in lots of a dozen or more at

=== \$60 ===

If desired, we can offer a special price on these cabinets—equipped as phonographs or as combination radio-phonographs.

Wire Your Orders Today

The Orsenigo Company, Inc.

383 Madison Avenue

at 46th Street

New York City, N. Y.

Factory: Long Island City, N. Y.

Advertisements like these help our dealers. This is one of a series of advertisements in our extensive newspaper campaign. Write for our liberal discounts and information on our time payment plan. Kor-Rad Co., Inc.

THE
Lafayette
NEUTRODYNE



IF you want perfect radio reception in your home, remember—Lafayette.

A radio instrument of usefulness without end.

A demonstration will satisfy you of its simplicity to operate; purity of natural tone; clearness for long distance; no interference; compactness and attractive appearance. Have your dealer demonstrate it.

5 tube set \$125
Reproducer \$28

THE KOR-RAD CO., Inc.

151 East 58th Street, New York

Sole Distributors

Licensed under Hazeltine Pat. No. 1450080
Made by R. E. Thompson Mfg. Co.

Regal Record Co. Announces New Portable "Talker"

Introduction of a new portable talking machine was recently made by the Regal Record Co., Inc., 20 West Twentieth street, New York City, manufacturer of the well-known Regal and "Little Tot" records. The new portable has what is termed a disappearing tone arm which rises to position with the opening of the cover of the instrument and automatically sets in position for playing, again disappearing with the closing of the cover. It has a single-spring motor, which plays close to two records, and an album holding eight ten-inch records. It has a metal amplifying horn, a needle holder and is produced in a black fabrikoid cabinet, the whole weighing twelve pounds. The instrument will be retailed at a popular price.

New Dynergy Distributors

Ira Greene, president of the Capitol Distributing Co., returned to headquarters in New York City recently, after a trip that was marked with much success. The Capitol Co., besides being the general distributor of radio products, is factory distributor for the Dynamotive Corp., manufacturer of the Dynergy receiving set, which draws its power from the electric light socket. Mr. Greene undertook this trip for the establishment of jobbers for the Dynergy set in the East. Upon his return he announced the appointment of M. Steinert & Sons, Boston, Mass., prominent New England distributors, and Brown & Sperling, Washington, D. C., which also is an efficient distributing organization radiating out of the Capitol.

Dayton Fan & Motor Co. Outlines Its Sales Plans

Comprehensive Dealer Helps and Publicity Included in Plans for the Coming Season to Aid Merchants Handling Dayton Products

The Dayton Fan & Motor Co., Dayton, O., manufacturer of high-grade electrical apparatus for one-third of a century, has forwarded to the trade its sales plans for the coming season and its publicity program on Day-Fan OEM-7 and OEM-11, two popular priced products produced by this well-known manufacturing organization.

One booklet, which is particularly for retail distribution and carries constructive material available to sales organizations, has a page given over to questions and answers for the salesmen handling the Day-Fan sets. A perusal of these questions and answers prepares him with every sales argument and the answer to practically every question that would be asked by the prospect. At the same time it gives a comprehensive description of the instruments and their merits. The component parts are shown in illustration and the position of each part as it sets in the rear of the panel appears and is described with the aid of arrows.

The Dayton Fan & Motor Co. also outlines its program for the Fall and Winter national advertising campaign. Generous space is to be used in magazines, and the Day-Fan products will be brought before a large body of prospective purchasers. A series of mats of various sizes for distributor and dealer hook-ups in conjunction with the Dayton Fan & Motor Co. national advertising are shown in their exact dimensions. These mats in every instance allow space for the dealer's name.

Other dealer helps include an attractive window show card, a store card or hanger, a folder for general counter and radio show distribution, instruction book for each set, and a broadcasting log. This log lists the principal broadcasting stations of the United States, Canada, Cuba and Mexico, their call letters, locations of the stations, wave lengths and columns for the dial positions. There is also space to include entries of additional stations. This is on heavy cardboard stock, and in most cases will undoubtedly become a permanent fixture about the sets of those receiving it. All in all, the Dayton Fan & Motor Co. plans for the coming months are quite extensive in scope and should do much to attract the public and draw increased interest in the popular product of this organization.

1925 Ohio Convention to Be Held in Cincinnati

Council of Association Fixes Dates as September 14, 15 and 16, 1925—Exhibits by Manufacturers to Be Encouraged

CINCINNATI, O., October 8.—At a meeting of the Council of the Music Merchants' Association of Ohio held here recently it was decided to hold the 1925 convention of the Association in this city on September 14, 15 and 16, probably at the Hotel Gibson. Exhibits by manufacturers at the convention hotel will be encouraged as in the past.

REPAIRS

TALKING MACHINE TROUBLES AND
HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

Some Minor Motor Troubles

Austin, Minn., October 2, 1924.

Editor, Talking Machine World,
New York.

Dear Sir—I am taking this opportunity of writing you in regard to a Victrola motor. I don't remember the number, but it is the medium size, with two eighteen-inch main springs in the one spring barrel with a metal division between the two springs.

The difficulty with the motor is that it cannot operate when the reproducer is placed on the record, but begins to slow down immediately and finally stops. It will operate turntable when running free.

I have examined the drive gear thoroughly and also the turntable shaft, but with the exception of natural wear, which seems to be very slight, I can find nothing wrong. Can it be possible that the motor does not sit on the board just right?

(Signed) Wm. Helm.

Answer—In motors which act in the way that you describe in your letter we always look to the following causes for the trouble:

The principal one is that the teeth of the main drive gear are worn in such a way that they bind on the spiral cut of the turntable spindle, causing the motor to slow up at times and so change the pitch of the voice.

Another cause would be found in not having a ball bearing under the turntable spindle, or that the turntable spindle would bind in the casting holes.

The governor may be too tight, which would cause the motor to pull too hard and so cause undue wear on the main drive gear teeth.

I would suggest that you remove the governor from the motor and try pushing the main drive gear around by hand; you can easily feel if the gear teeth bind at any spot, and in that case the only remedy is to replace the gear and the turntable spindle.

The fact that the motor will run without the weight of the sound box on the record leads me to believe that your trouble must be in the teeth of the main drive gear.—Andrew H. Dodin.

Audak Co. to Exhibit at Radio Exposition

The Audak Co., 565 Fifth avenue, New York City, will show its products, including the Selectron, at the coming Radio Exposition at the Grand Central Palace, New York, early in November.

The Selectron makes the tone-chamber of the talking machine available for radio loud speaking purposes without in any way interfering with the functions of the talking machine. Both talking machine and radio receiving set manufacturers have shown unusual interest in this new product, which exhaustive tests have demonstrated to be thoroughly efficient. There are two types of Selectrons, Model "A" for manufacturers and "B" for machines in use.



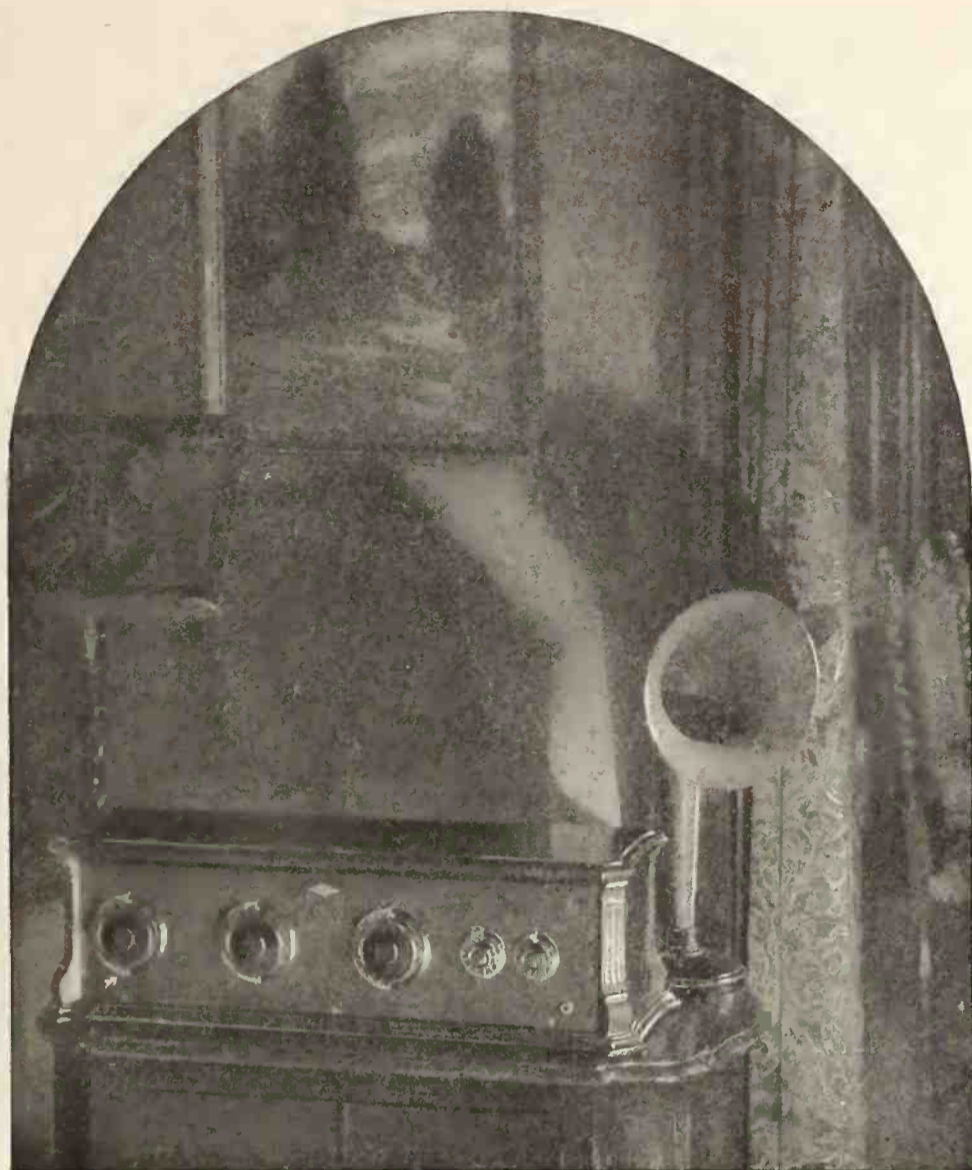
PHONOGRAPH CASES RADIO CASES

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.



SPLITDORF

FIVE-TUBE RADIO SET

*The inherently neutralized
receiver*

THE new Splitdorf 5-tube Radio set represents many marked improvements in tuned radio frequency receivers: The circuit is *permanently* balanced; it will not oscillate and will not radiate under any operating condition. The necessity for critical adjustments has been eliminated; set tunes sharp and is extremely selective yet is simple to tune and operate — stations always come in on the same dial settings. Gives excellent results with any form of antenna — outside aerial and ground; inside antenna; aerial alone; or *ground alone*.

Designed and manufactured entirely within the Splitdorf organization; encased in a richly finished solid African mahogany cabinet of Renaissance Period design and sold as a complete Radio Receiving set exclusive of tubes and batteries — this Radio Receiver offers excellent opportunities for dealers specializing in high grade products.

Investigate! Write for the Splitdorf dealer proposition on this complete outfit as well as the many Splitdorf specialties in the Radio equipment. Do it TODAY.

SPLITDORF ELECTRICAL COMPANY

392 High Street, Newark, N. J.

Write for attractive dealer proposition



Solving the Financing Problem in the Merchandising of Radio Receiving Sets

How the Commercial Investment Trust, Inc., Has Developed a Sound Plan for Financing Instalment Paper That Has Won the Approval of a Number of Leading Radio Manufacturers

Although the growth of radio has been amazingly rapid and the music trade has won increasing recognition as the logical field for the distribution of radio receivers and accessories, this same new product has brought with it a number of problems differing in many ways from the problems usually associated with the handling of musical instruments. Among these may be mentioned the question of instalment selling on terms that will interest the customer and at the same time protect the dealer against losses that may occur through new developments in the field or fickleness of buyers.

In the face of this uncertainty regarding credit terms, and the handling of instalment business, the dealer found it difficult to take care of accumulating radio paper. The industry was new and the banks apparently cared little for such paper as collateral, even less, in fact, than they did for piano and talking machine paper, and the discount companies hesitated to accept such paper in their financing deals.

The stabilization of the industry to a certain degree combined with careful study and experiments have made possible financing plans that not only relieve the dealer of the necessity of keeping his paper in the safe and thereby tying up his capital, but one of them even relieves the dealer of the work of collecting on instalment accounts.

The C. I. T. plan of the Commercial Investment Trust, Inc., New York, has been adopted by close to a dozen of the leading manufacturers of radio receivers. This plan works very much as do the same company's financing plans for talking machine and piano paper, with the exception that a minimum first payment of 33 1/3 per cent is required on all contracts. This

amount has been decided upon after careful study, for the reason that it covers the cost of the accessories and leaves something to apply to the set itself. With a one-third equity in the instrument at the outset repossession troubles are cut to a minimum.

Under the C. I. T. plan the dealer is relieved of the burden of collecting, for all instalment payments are made directly to the Commercial Investment Trust Inc. and collections are followed up direct from the company's offices.

At present the plan calls for terms that will

New Crosley Radio Model Interests Trade Circles

CINCINNATI, O., October 7.—The announcement of the Crosley Radio Corp., of which Powel Crosley, Jr., is president, of the shipments of a new Trirdyne model which is to be retailed at \$100 has created widespread comment in radio and music circles. It is of particular interest to the music dealer that usual trade discounts are available on this newest Crosley offering.

The Crosley organization, however, takes exception to the idea which has at times been expressed that it was entering the high-priced radio field. It is the plan of the officers and the company to continue supplying popular-priced merchandise—high quality receiving sets that meet the means of the average pocket book. While the latest Trirdyne is a slight departure, it still comes within the popular-priced offerings. It really was created to meet a widespread demand. The equipment, the dressing of

clean up the account within a period of twelve months. These terms are maximum and the dealer is urged to shorten them wherever possible. Suggestions as to methods by which terms may be kept within reason are now being formulated by the company itself for the guidance of retailers.

In the handling of this paper through a finance company the dealer is in a position to realize cash for the conduct of his business, which means he can pay his obligations, secure more stock and thereby realize a larger and quicker turnover. This system is now followed in practically every industry in which instalment selling finds a place, and the Commercial Investment Trust Inc. is fortunate in that it has been able to draw upon its successful experience of some years in handling musical instrument paper in the development of its plan for the financing of radio accounts.

the set and the product as a whole can only be turned out at a popular price in great quantities. There is a large public that responds to what is termed a psychological price for this particular quality and type set. With the above announcement the Crosley organization continues to assure the many retailers handling its products of popular-priced, high quality radio goods.

Two New Edison Dealers

CLEVELAND, O., October 9.—E. S. Hirshberger, secretary of the Phonograph Co., reports the following new Edison dealers in the Cleveland territory: Musical Emporium and the Montreal Furniture Co. More dealers are being lined up by the Phonograph Co. in time to take advantage of the Fall and Winter seasons.

The Gould Storage Battery Corp., New York, was recently incorporated at Albany, with a capital stock of \$250,000. The incorporators are C. A., W. S. and C. A. Gould 2nd.

YOU MIGHT AS WELL GET THE BEST!

NATURELLE

The Now Famous Reproducer is the Instrument for Every Home

THE NATURELLE REPRODUCER



Reg. U. S. Pat. Off.

How the NATURELLE reproducer fits on the tone arm.

Reproducers of character are not the result of accident, but of thought.

We contribute our thoughts and experience to deliver a finished product to equal our standard.

You will find the NATURELLE REPRODUCER of value, if you will make known to us your requirements.

For NATURELLE is made to fit every phonograph machine.

**DEALER'S PRICE
\$2.50**

Manufactured by

The Specialty Phonograph and Accessories Co.
210-212 East 113th Street New York, N. Y.



Packed in individual fancy box.

WRITE!
FOR SAMPLE
NOW.

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

IN THE MUSICAL MERCHANDISE FIELD

Why a Musical Merchandise Sideline Is Most Profitable Investment for Dealers

The Dealer Who Retains His Status as a Music Merchant by Refusing to Install Foreign Lines Profits—Small Goods Require Small Investment and Store Space—The Sales Field

The addition of sidelines to the stock of talking machines has become a quite general practice throughout the trade, and at the present time there are very few retailers who do not handle a sideline of some kind. There are many sound reasons why a sideline is a profitable investment for the talking machine dealer. In the first place, the installation of a department for merchandise other than talking machines and records utilizes space which otherwise might be wasted and for which the merchant pays rent. Second, a good sideline, backed by intelligent merchandising effort, will bring many more people into the store and thus enlarge the patronage of the dealer. Third, the profits from the sale of the sideline will add materially to the success of the merchant, and there are a host of other equally good reasons.

Why Not Musical Merchandise?

The problem which faces the talking machine dealer who contemplates handling a sideline is what merchandise shall he select in order to secure the best results along the lines suggested above? The answer, based on the experiences of many retailers, is—add musical merchandise. The reason for this is that small musical instruments, such as band instruments, stringed instruments, drums, etc., are closely related to the business of which the dealer has the widest knowledge. Musical merchandise can be successfully sold along the same general lines which obtain in the talking machine business. Last, but not least, the dealer has his list of talking machine and record customers to work on for musical merchandise sales. Another important consideration is the fact that a musical merchandise department can be installed by the talking machine dealer at a comparatively small cost, and the profits derived from the operation of the department make the venture most attractive.

Unmusical Merchandise Poor Sideline

Here and there one runs across a talking machine dealer who has installed a department in which merchandise of an unmusical character is featured. One dealer, who had installed a stock of picture post cards, stated that his reasons for doing so were that it brought many new people into the store. Musical merchandise will do this and the dealer has the added

advantage of retaining his status as an exclusive music store. Other dealers have installed stocks of cameras, sporting goods, etc., for the same reason. This is a poor practice for the talking machine dealer to start, for the reason that his forte, in a business sense, is in the merchandising of music. Selling sporting goods and other lines of a similar nature is a business in itself and the field for post cards lies in the stationery and drug stores, which have become so established in these lines that the best the talking machine dealer can hope for in sales are the stray crumbs.

When the talking machine dealer takes on a sideline foreign to his main business he is failing to utilize his organization to the best advantage. Furthermore, he is losing the potential profits which could be his by using his trained sales force in the sale of a musical sideline, such as musical merchandise. The talking machine dealer is essentially a purveyor of music and, like the shoemaker, experience has taught that it will pay him best to "stick to his last."

Twofold Field in Small Goods

The talking machine dealer has a twofold sales field to take advantage of in merchandising small goods. First, as has been mentioned, there are his talking machine and record customers. Every family that owns a talking machine, especially those where there are children, is a live prospect for some kind of a musical instrument. Furthermore, these people, through the purchase of a talking machine and records, have confidence in the dealer, provided he has extended the proper kind of service and has secured their good will. If he has failed to do this he is not merchandising intelligently.

The other field which awaits development by the talking machine dealer in behalf of the musical merchandise department is even broader and, consequently, holds wider possibilities. This consists of a new buying public, other than the dealer's present customers. There are the children, a vast army of youngsters whose interest in music can be developed with profit by a far-sighted dealer. Many adults can be interested in musical instruments, institutions of various kinds, musical clubs, churches, and educational institutions of all kinds are wide open

for the dealer's approach. The measure of success which follows the installation of the musical merchandise department rests entirely with the dealer or the man he places in charge of the department.

Charles Sonfield Finds Betterment in Europe

A betterment of conditions in the European market is the optimistic report of Charles Sonfield, of C. Bruno & Son, Inc., importer and wholesaler of musical merchandise, New York. Mr. Sonfield recently returned to Bruno headquarters after a four months' trip through the principal buying centers on the continent. While there he thoroughly investigated and carefully analyzed trade and economic conditions. In Germany lack of ready cash seemed to be the only deterrent to increased production. In all European countries, however, trade conditions are rapidly becoming more stabilized and steadily approaching normalcy. With the continued heavy demand for musical merchandise in this country and the betterment of conditions in one of the important sources of supply it would pre-
sage a bright future ahead in this field.

Conn Chicago Co. Secures Large Instrument Order

CHICAGO, ILL., October 7.—The Conn Chicago Co., through its president, J. D. Henderson, recently secured an order for \$17,000 worth of band instruments, from the Hibbing High School, Hibbing, Minn. This school has had a band for some time, but it was decided recently that it should be enlarged and re-equipped. Mr. Henderson visited the city of Hibbing, and through a convincing talk on the benefits and advantages of encouraging the latent musical talent in the pupils and the necessity of equipping the school band and orchestra with the best possible instruments.

Successful Western Trip in Interest of Bacon Banjos

GROTON, CONN., October 8.—Fred Bacon, president of the Bacon Banjo Co., of this city, has had a very successful trip through the West and Middle West, visiting and demonstrating the new DeLuxe special silver bell banjo. The volume of orders at Bacon headquarters is increasing steadily and indications point to an unusually busy Fall season.

CONCERTIZING is a new field for the phonograph record orchestra—and is one that not many phonograph record orchestras could invade with success.

Paul Whiteman and His Orchestra are touring under the direction of the Metropolitan Musical Bureau—an organization that has booked some of the finest pianists, vocalists, etc., all across the nation. They have never had such an overwhelming artistic and financial success as Paul Whiteman and His Orchestra. Their program of American music gladdens the heart and quickens the pulse of every American who hears them—and there are mighty few real Americans who will find fault with American Music as Paul Whiteman and His Orchestra play it—with Buescher Band Instruments and Saxophones.

The best records in every catalog are played



Paul Whiteman and His Orchestra

by orchestras that use Buescher instruments exclusively. Let us send you a list of the recording orchestras that use nothing but Buescher instruments—and then figure how

you, as a record distributor, can fit into the distribution of Buescher Band Instruments and Saxophones. The profit is good and the turnover rapid. Investigate.


BUESCHER

BAND INSTRUMENT CO., G-93 Buescher Block, ELKHART, INDIANA

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 187)

HOHNER Harmonicas and Accordions

THE WORLD'S BEST



Every Day Is a Hohner Day

12 million Hohner Harmonicas will be sold this year.
How many will you sell?

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

Influence of Harmonica Contests on Retail Sales

Nationwide Exploitation of Hohner Harmonicas Has Resulted in Tremendous Sales Gains

The effect upon trade of the various harmonica contests conducted in the cities of the United States is to be found in the experience of H. A. Weymann & Son, Inc., of Philadelphia. This well-known manufacturing and wholesaling musical merchandise house is distributor for Hohner harmonicas in the territory it covers. Philadelphia has also been the scene of annual harmonica contests which invariably have been attended by tremendous enthusiasm ranging from the smallest newsboy or bootblack up to Mayor Kendrick himself. H. W. Weymann, general manager of H. A. Weymann & Son, Inc., in referring to these contests, stated: "There may be other makes of harmonicas, but it seems to me that everybody is asking for the Hohner. The life of the popularity of these contests seems to last from year to year and we are still feeling the effects of the last contest. The next one will undoubtedly renew interest in harmonicas and harmonica playing, and I find that the harmonica is now, and will continue to be, one of the most popular of instruments."

Another contest which created much interest was the second annual contest of the New York-New Jersey State Encampment of Boy Scouts at Bear Mountain. Nearly 20,000 scouts were encamped and it is reported that most of them participated in the contest either as contestants or members of the audience.

Another feature which has contributed to Hohner sales has been the broadcasting of harmonica playing. A definite example of the effect of this broadcasting upon Hohner sales is to be found in the report of Hohner dealers of Davenport, Ia., where Borah Minevitch, well-known vaudeville star and Hohner harmonica artist, has been broadcasting recently over station WOC. In a survey made throughout the trade in that city, following the broadcasting, it was found that practically every dealer reported a substantial increase in harmonica sales.

Returns From European Trip

Samuel Buegeleisen, head of the firm of Buegeleisen & Jacobson, wholesalers of musical merchandise, New York, and Mrs. Buegeleisen arrived recently on the S. S. "Majestic" from a six weeks' European trip. Mr. Buegeleisen visited small goods manufacturers in Germany, Czecho-Slovakia, France, Italy and England.

Salesmanship Class Started By C. G. Conn, Ltd., Chicago

CHICAGO, ILL., October 6.—Under the direction of J. D. Henderson, manager of the retail store of C. G. Conn, Ltd., 62 East Van Buren street, a salesmanship class has been started and meetings are to be held once a week and divided up during the month as follows: One meeting will be devoted to a social meet where the salesmen, practically all of whom are musicians, will have instructions on orchestra rehearsal. At another meeting the boys will hear a short talk on interviewing or approach, and will then visit the professional orchestras throughout the city. The other meetings during that month will comprise instructions on selling musical instruments. The head of each department has an opportunity to give a talk about his instruments, each of which will be taken up separately and its character explained, together with its selling points. At other times experts from the Conn Co., at Elkhart, will attend the meetings and give talks about the instruments.

New Ludwig Practice Pad Just Placed on Market

CHICAGO, ILL., October 7.—The latest addition to the accessory line of Ludwig & Ludwig, manufacturers of drums and accessories, is a new Ludwig practice pad.

The many new entrants into school orchestras and amateur musicians will find that the Ludwig practice pad fills a long-felt want on the part of pupils and drum instructors for a substantial and compact "silent" drum.

The pad is adjustable to any angle. It is two-sided and has both a felt and rubber face. It will not slip or move while being played as it tends to grip and hold to the surface upon which it is placed.

Progressive Corp. to Handle Many New Lines

Announcement has been made by the Progressive Musical Instrument Corp., wholesaler of musical merchandise, 309 Sixth avenue, New York, that it has secured the exclusive selling rights for the United States and Canada for the following lines of merchandise: Jean Buisson (Paris) clarinets, C. Jcuifroy (Paris) clarinets, genuine A. Feuillard band instruments, the Gordon resonator banjo instruments, German and Italian model Artitone accordions, Artitone saxophone and clarinet reeds, genuine G. L. Otteral saxophone and clarinet reeds. The firm reports a good demand from dealers throughout the country.

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

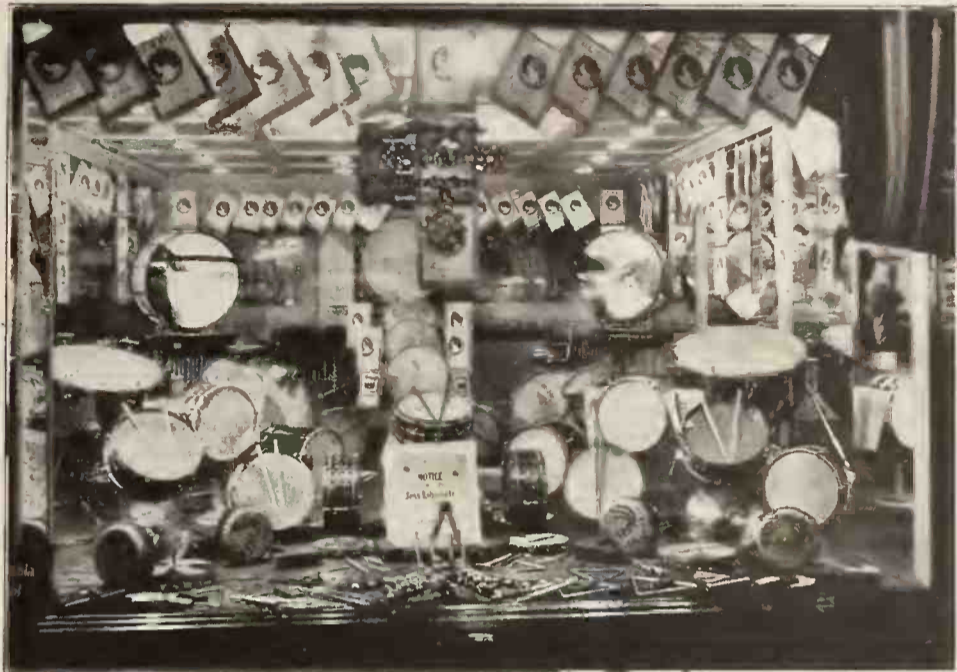
Chicago, Ill.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 188)

Awards for Window Displays Made by Ludwig & Ludwig

Southern California Music Co., Los Angeles, Presents the Best Window of the Many Entered in the Recent Competition

CHICAGO, ILL., October 7.—Ludwig & Ludwig, drum and accessory manufacturers, who have



Prize-Winning Ludwig & Ludwig Window

been conducting a window display contest among Ludwig dealers through the "Ludwig Drummer," the new house organ of the company, announce the winning window in the latest issue of their magazine.

This prize-winning window is by the Southern California Music Co., of Los Angeles, Cal., and was designed by W. S. Williamson, Jr., manager of the musical merchandise department and secretary of the company.

The second prize window was that of Denton, Cottier & Daniels, of Buffalo, N. Y., while the third winner was that of William Giles, of "The Pacific Northwest."

In regard to the contest the Ludwig Drummer makes the following comment: "Literally hundreds of photographs of fine display were received and it was quite a job to decide the winner. The committee is seriously taking into consideration the idea of classifying the displays in the future. For example, the largest display, the most original display, the most decorative display, and so on, awarding the prizes in each classification.

"Let's keep up the good work. So far, Ludwig dealers have willingly co-operated in the window display prize race. Don't slow down. Keep after your displays and send us photographs,

any size, shape or kind is desirable. Mail them care Window Display Man, Ludwig Drummer."

Hohner Back From Europe

Hans Hohner, head of the firm of M. Hohner, Inc., maker of the famous Hohner harmonicas and accordions, New York, and Matt Hohner returned last week on the S.S. "Columbus" after a visit to the Hohner factories in Europe.

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

Rickoff With Taylor & Co.

CHICAGO, ILL., October 7.—C. M. Rickoff, formerly manager of the musical merchandise department of the Consolidated Talking Machine Co., recently joined the staff of C. H. Taylor & Co., distributors of musical merchandise. Mr. Rickoff has had wide experience in the musical merchandise business, having been connected with the Chicago branch of the Rudolph Wurlitzer Co., and with the music department of the Grant Furniture Co., of Racine, Wis.

He is succeeded in his former connection at the Consolidated Talking Machine Co. by Mrs. Rickoff, who was formerly assistant to Mr. Rickoff.

Carl Ness, talking machine dealer, of Denver, Colo., recently added a full line of Ludwig drums and accessories, together with a line of small goods. He intends shortly to install a sheet music department.

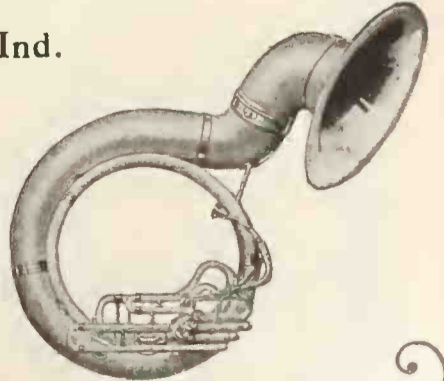
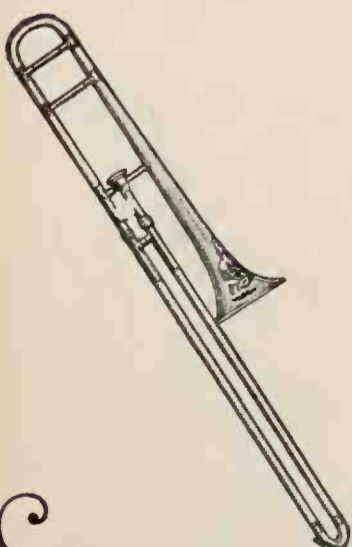
For Extra Profits This Fall

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 189)

Seventy Saxophone Sales in Year Bring Up Sales Volume

The Brunswick Shop, of New Rochelle, Finds Musical Merchandise Department a Profitable Venture as a Sideline

NEW ROCHELLE, N. Y., October 7.—Approximately seventy expensive Buescher saxophone sales thus far this year is the record of the Brunswick Shop, one of the leading phonograph retail houses in this city, which operates an attractive musical merchandise department as a sideline. When it is considered that these sales were made without any extensive effort in the way of sales promotion the value of the musical merchandise department in the talking machine store may be realized.

Many of these sales undoubtedly were made to people who have talking machines in their homes and right here is a point which gives the

talking machine dealer an advantage over other merchants. The retailer has, or should have, a prospect list; that is, owners of talking machines who are prospects for records and other musical merchandise, and this is a fertile field for the promotion of musical instrument sales. The sales of saxophones of the Brunswick Shop were in addition to many sales of other small musical instruments, such as violins, banjos, ukuleles, etc. The concern features the Buescher line and also specializes in Weymann Keystone State banjos, the latter also being popular with musicians and those who desire to become proficient in the art of banjo playing.

Vega Banjo Demand Growing

BOSTON, MASS., October 7.—William Nelson, in charge of the advertising and sales of the Vega Co., Inc., manufacturer of the Vegaphone banjo and other musical instruments, reports that the demand for Vega banjos is steadily increasing.

The Instrument That Sells

Vega Banjos in many models sell from \$34.00 to \$375.00. Always a price and a style to please.



The new Vegaphone 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—R Columbus Ave.

Boston, Mass.

Manufacturers of String and Brass Instruments

BACON BANJOS

Played by Leading Musicians and Orchestras

Sold by Representative Music Merchants

BACON BANJO CO., Inc.
GROTON, CONN.

The preference for quality banjos is still marked and the Vega Co. is producing gold instruments as fast as possible to keep up with orders. In addition to the large domestic business being done, the foreign business of the company is also steadily increasing. Several shipments of Vega banjos were recently made to dealers in Hawaii, and the London representatives, Hawkes & Sons, have just received their first shipment of Vega banjos. Every indication points to big foreign business in the months ahead. Prominent banjoists continue to write in their appreciation of the Vega banjo. Brooke Johns, who is now in England, sent the Vega Co. several newspaper clippings showing his Vega banjo autographed by the Prince of Wales. Eddie Peabody, banjoist of Philip Spitalney's Orchestra in Delaware, recently purchased two de luxe Vegaphones and in a recent letter praises them for their work in recording. Mr. Nelson predicts heavy banjo business during the Fall and Winter months.

Ludwig & Ludwig Bring Out a New Banjo Peg

CHICAGO, ILL., October 8.—Although the new Planet banjo peg, designed and manufactured by Ludwig & Ludwig, manufacturers of drums and accessories, located at 611 North Lincoln street, has been in use by leading musicians for over a year, the company has just made its first announcement to the trade.

The Planet is a gear peg, geared four to one, that is, the button is turned four times to one revolution of the string spindle, so that the strings can be tuned in a steady pull, allowing extreme accuracy by going direct to the pitch desired. This gear arrangement does away with slipping and once the banjo is tuned it will remain so as the strings are held firmly with even tension. The fine measurement that has been worked out also provides sharper and finer tuning, as micrometric adjustment of the strings can be obtained in an instant.

All these points were carefully worked out and tested by R. C. Danly, inventor of the Planet peg and vice-president of Ludwig & Ludwig, with the assistance of Wm. F. Ludwig, president of the company.

Bishop With Progressive Co.

L. W. Bishop has been appointed a member of the sales staff of the Progressive Musical Instrument Corp., wholesaler of musical merchandise, 319 Sixth avenue, New York. Mr. Bishop is a man of much experience in the musical instrument business, having completed about ten years' service with the Blackman Talking Machine Co., New York City.

Mr. Bishop will call upon dealers in metropolitan territory in the interest of the musical instrument division of the Progressive Musical Instrument Corp. According to A. W. Landay, general manager of the firm, Mr. Bishop has already been achieving wonderful results, for during his first week with Progressive not a day passed that he failed to return to the office in the evening with a goodly number of substantial orders. He is well known to the metropolitan trade and widely popular.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 190)

Multi-Model Drum
\$32.50

Utility Drum
\$27.50

Boy Wonder Drum
\$6.00

Junior Outfit
\$20.00

Jazz-O-Box Drum
\$15.00

A Few Sure Fire Hits For The Dealer

SEND FOR CAT. M ITS AN OPPORTUNITY

Leedy MFG. CO. INDIANAPOLIS INDIANA

Seven Manufacturers to Exhibit at Exposition

CHICAGO, ILL., October 7.—Since the announcement was made recently that the Musical Merchandise Manufacturers' Association, Chicago zone, will exhibit the products of its members at the Illinois Products Exposition to be held October 9 to 18 at the new American Exposition Palace, located at 666 Lake Shore Drive, Chicago, the exhibit has been changed to a co-operative one for seven members of the association.

For the benefit of having a co-operative name, the exhibitors will list their booths under the general name of Chicago Musical Instrument Manufacturers. They compose the following: Lyon & Healy, Inc., of Chicago, who will exhibit a special master specimen of its world-famous harp; Ludwig & Ludwig, manufacturers of drums and accessories; The Slingerland Mfg. Co., Chicago, exhibiting its line of banjos, including the May Bell line; Geib & Schaefer, manufacturers of musical instrument cases; The Harmony Co., manufacturer of stringed instruments; Regal Musical Instrument Co., Chicago, ukulele manufacturer, which will feature the "Red Head Ukulele," and the Walter M. Gotsch Co., maker of piano scarfs and piano covers.

Demonstrates the Hohner in Milwaukee Theatre

MILWAUKEE, Wis., October 8.—Hohner harmonicas were featured in Milwaukee during the week that Borrah Minevitch, famous harmonica soloist, appeared at a local theatre. His appearance, combined with a contest held at the theatre, greatly stimulated sale of these instruments. Dealers were alive to the opportunity offered through the appearance of the artist and arranged attractive window displays.

Harmonica Sales Increased Through School Exploitation

Experience of M. Hohner Proves Worth of a Campaign Directed Toward the Public Schools and Other Educational Institutions

The growing popularity of the harmonica has been told many times during the past few months, but the profit-making possibilities of this instrument will be greater during this Fall and Winter than ever before, according to William J. Haussler, general manager of M. Hohner, Inc., manufacturer of harmonicas and accordions. A definite campaign through the schools of the country is being planned by Mr. Haussler, who has done some experimental work in the public schools of New York and Newark, and Fred Sonnen, the harmonica soloist, who has been working with the school boards in the Central West, with the most satisfactory results. It has been proved that in those towns where there has been school activity on the harmonica the dealer's sales have been greater as a direct result.

An idea of the manner in which musical educators have taken to the project of introducing harmonica activities in their schools may be gleaned from the report from one of the schools where Mr. Sonnen appeared. At the Mozart School, Chicago, Mr. Sonnen played before a large number of pupils and delivered a lecture on the harmonica and its relation to music. The enthusiasm of the pupils was immense and the interest of the principal of the school, Mrs. Nellie C. Hudd, is best expressed in her own words:

"When asked by the pupils if I would organize a harmonica club this Fall I certainly replied that I would. We can no more do without a harmonica club than we can do without our rhythm band, our orchestra or our ukulele band. Our harmonica club is one of our established activities."

Dealers who are anxious to participate in the campaign to develop harmonica music in the schools in their cities should communicate with William J. Haussler, M. Hohner, Inc., 114 East Sixteenth street, New York.

Edwin J. Cubley, pioneer manufacturer of banjos and guitars in the Middle West, died at his home in Chicago recently.

Harry Yerkes Orchestra to Tour the Antipodes

"Wattle Path Palais Orchestra" on Eighteen Months' Tour of Australia—Orchestra Is Equipped With Buescher Band Instruments

Harry Yerkes has just sent one of his orchestras to the Antipodes. It is booked for an eighteen months' tour of that little-known big country—Australia. It will play in the leading cafes and theatres from one end of that country to the other.

Incidentally, the Yerkes Orchestra has adopted a peculiar name for the tour, taking this name at the behest of the management of a big cafe and a string of theatres in Australia.

The contract for sending this orchestra to Australia marks a high record in money for orchestra contracts. The time under contract is eighteen months; the consideration involved is nearly \$200,000; the deposit made with a New York bank to guarantee performance of the contract in full was \$25,000. The traveling expenses advanced by the Australian interests to take the orchestra over run close to \$7,000, some of the players taking their wives along at the expense of the Australian syndicate. This privilege was accorded the married men and was written into the contract. The "Wattle Path Palais Orchestra" will play Buescher band instruments and saxophones all through Australia.

Join Progressive Sales Force

Karl Kalmbach, formerly with Ands. Koch, Inc., New York, has joined forces with the Progressive Musical Instrument Corp., wholesaler of musical merchandise, 319 Sixth avenue, New York, and will represent the musical instrument division in Western territory.

David Golenpaul, formerly with the Emerson Phonograph Co., is now a member of the sales staff of the Progressive Musical Instrument Corp., according to A. W. Landay, head of the concern. Mr. Golenpaul will be attached to the radio division.

Conn dealers throughout New England are profiting from the visits of Chet Frost's Bostonian Orchestra, a Conn-equipped aggregation.

This \$25 Cabinet—FREE

Make 100% Profit



This Beautiful Cabinet is 22½ inches high, 25¾ inches wide, and 12 inches deep; in mahogany piano finish. Has 12 glass tubes.

Special Combination Offer

Armour's MUSIC STRINGS

You will make 100% by taking advantage of this Special Combination Offer of the most complete and varied assortment of straight length high-grade gut and wound strings ever assembled in a case; and you get this \$25.00 Dis-

play Cabinet and 12 Glass Tubes—FREE.

Assortment Costs\$ 51.75
Assortment Retail at.....103.50
PROFIT on Assortment...100%

Send Today for Complete Details

ARMOUR AND COMPANY

MUSIC STRING DEPT.
CHICAGO

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 191)

The Most Prominent Banjoists Are
Playing Weymann Instruments



FRED C. BUCK
Banjoist and Arranger

“Waring’s Pennsylvanians”
and His

Weymann Orchestra Banjo

Write for Agency

H. A. WEYMANN & SON, Inc.
1108 Chestnut Street Philadelphia, Pa.

**Interesting Information
in “Voice of the Vega”**

One of the most attractive house organs appearing in the musical merchandise field is the “Voice of the Vega,” published at frequent intervals by the Vega Co., of Boston, Mass. This interesting periodical entertainingly covers not only interesting reports regarding the Vega organization activities, but also gives news as well of the recording artists who are enthusiasts regarding the Vegaphone and other banjos in the Vega line.

Geo. Berger in New Position

CHICAGO, ILL., October 4.—George Berger, formerly manager of the band instrument department of the Griggs Piano Co., recently joined the retail sales force of the Conn Chicago Co.

**H. A. Weymann Now
in Its New Factory**

PHILADELPHIA, PA., October 9.—H. A. Weymann & Son, Inc., manufacturer of the Weymann orchestra banjo and the Keystone State line of stringed instruments, is now completely established in its new factory at Hancock and Columbia avenues. The products of the com-



New Factory of H. A. Weymann & Son

pany have proved very popular throughout the musical merchandise trade and for a long time past the demand has far exceeded the manufacturing facilities, even though they have been regularly expanded in an attempt to take care of the volume of orders received. With the new plant, however, it is expected that all orders will be caught up with within a very short period of time and that the exceptional facilities will make possible immediate deliveries

**Interesting Investigation
Made by Buescher Co.**

In an effort to learn just what there is about West Coast orchestras that makes them so popular in New York and all over the East, and makes them so popular on the phonographs, the Buescher Band Instrument Co. delved into the problem with a view to pointing out to Eastern

musicians just where they were deficient, if any deficiency existed.

The first point of superiority that had to be set down in favor of the Western orchestras is their great range of tone color. An average Western orchestra is Vic Meyers and His Orchestra, hailing from California and now playing up in Oregon at a seaside resort. They make Brunswick records that are immensely popular on the West Coast. There are a round dozen saxophones, four Bb trumpets, trombone and euphonium, mellophone and BBb tuba besides clarinets, bass clarinets, flute, oboe and various other reed instruments, with banjos and piano, concertina and drums.

The average Eastern orchestra wouldn't come within half the number of instruments this fine organization uses. The whole saxophone family is there—not merely two or three voices as is often the case in an Eastern combination. Four trumpets are shown, where many Eastern orchestras would have but one or two at the most. The mellophone and the euphonium are more often conspicuous by their absence in the Eastern orchestras, yet this orchestra features both.

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

**Do You Get Your Share of the Profit
in Band Instruments?**

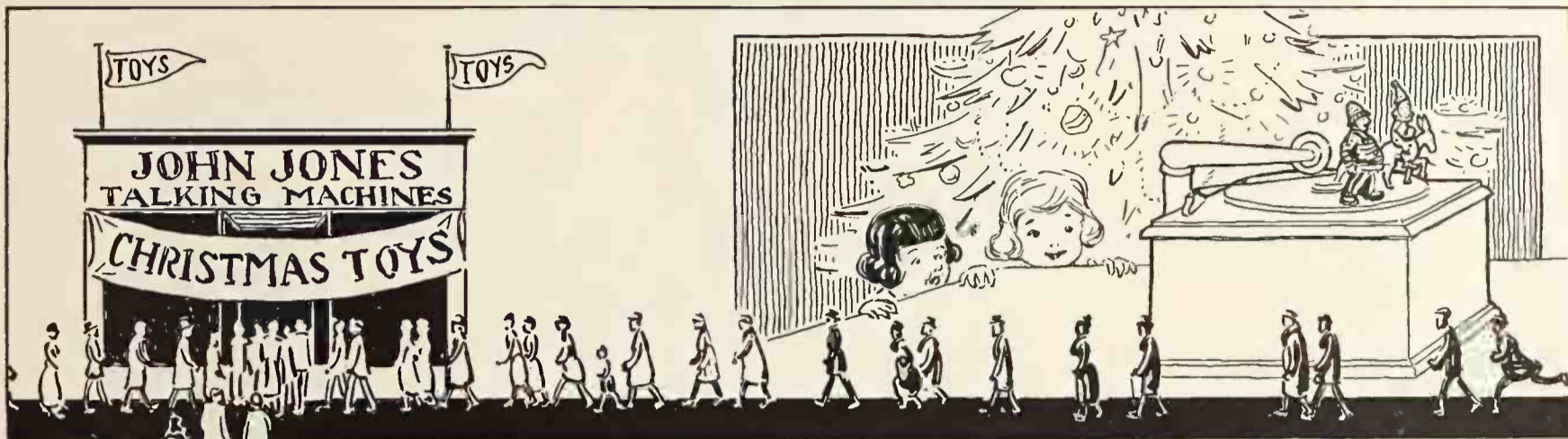


KING
BAND INSTRUMENTS

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.
5215-56 Superior Ave., Cleveland, O.

NATIONAL PHONOGRAPH TOYS



Santa Claus Is Peeping Around the Corner!

LIVE dealers on the lookout for self-sellers and quick profits are stocking National Company's Phonograph Toys for Christmas.

Maybe you've been giving Christmas toy business the go-by in your neighborhood. Isn't it time you turned to your own pockets the profits you've let slip to other dealers?

They're Swift Self-Sellers!

Stock up with an assortment of National's funmakers. Display them on phonographs in your windows. The demand will take care of itself. You'll have all the youngsters in your neighborhood crowding around your windows, flushed with joyous excitement as they eagerly watch the antics of

Ragtime Rastus, Shimandy, The Fighting Roosters, The Magnetic Dancers, The Boxers, and the Funny, Funny Phonograph Phollies.

Grown folks will likewise be attracted to your store. And that means the opportunity to sell records--and talking machines.

(Usual Trade Discounts)



Shimandy
Price \$1.65



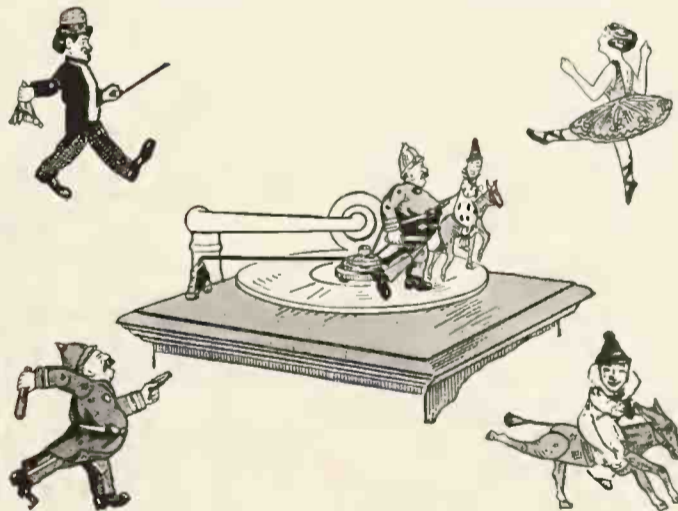
The Boxers
Price \$1.25



Ragtime Rastus
Price \$1.25



The Magnetic Dancers
Price \$1.00



Phonograph Phollies
Price \$1.00 per set

Don't pass up this proposition. Give it your immediate attention. You will be glad you did. It takes just a minute to fix the whole thing. Get your letter in tonight's mail.

National Company

110 Brookline St., Cambridge, Mass.

HIT THE BULLSEYE OF BIG PROFITS THIS CHRISTMAS WITH NATIONAL PHONOGRAPH TOYS

HAPPENINGS IN THE DOMINION OF CANADA

Many Important Trade Developments in Toronto Territory During Past Month

Canadian National Exhibition Passes Million-and-a-half Mark in Attendance—Talking Machine and Radio Exhibits a Feature of the Event—Many Musical Events Planned for Fall

TORONTO, ONT., October 8.—Amalgamation of the Canadian branch of the National Acme Co., of Cleveland, O., and the Russell Gear & Machine Co., Ltd., this city, manufacturer of phonograph motors, hardware, etc., is announced. The new company will be known as the Canadian Acme Screw & Gear, Ltd. The capitalization is \$1,000,000.

The Canadian National Exhibition has passed the million-and-a-half attendance mark for the first time in history. This year, as in the past, the Canadian Bureau for the Advancement of Music directed the musical competitions which were held in the amphitheatre of the Phonograph Building. In addition to the usual handsome displays made by Canadian phonograph manufacturers, numerous displays of radio receiving sets and accessories were on exhibition.

Musical Merchandise Co., Ltd., Canadian Brunswick representative, had on exhibition at the Canadian National Exhibition its new console model, "The Princess." The popularity of this model is already assured and an active demand exists for it.

Major J. E. Hahn, president of De Forest Radio Corp., Ltd., has joined hands with Powell Crosley, Jr. All Canadian Crosley products will in the future be manufactured and marketed in Canada by the Canadian De Forest Corp.

The Musical Merchandise Co., Ltd., Canadian wholesaler of Brilliantone needles, is distributing to the trade a two-color folder which contains seven Brilliantone needles, each being a sample of one of the seven tones in which these steel needles come.

The Gold Medal Radio-Phonograph Corp., Ltd., Uxbridge, Ont., recently staged an interesting radio show at its Toronto showrooms and dealers manifested considerable interest in it.

J. G. Meldrum, office manager of His Master's Voice, Ltd., was married recently to Miss Rose Lillian Wallis, also a member of the staff of His Master's Voice.

E. A. McMurtry, managing director of the Columbia Phonograph Co., Ltd., is covering the Maritime Provinces in the interests of Columbia products and Columbia dealers.

John Raper Piano Co., Ltd., Ottawa, has been introducing the Cameraphone, a new British type of portable phonograph, which folds into a small case.

Among the musical events that will be given in Toronto during the early part of the season are concerts by Paul Whiteman and His Orchestra, Mme. Schumann-Heink, Mme. Jeritza, Edward Johnson and other famous record artists.

Trustee and inspectors have been appointed

for the Karn Piano Co., Woodstock, Ont., which recently assigned.

The Rev. Geddes, who for four years has lived and traveled alone among the Eskimos inhabiting Arctic regions near the mouth of the Mackenzie River, the base of his work being Herschel Island, when interviewed in Toronto during a visit here, made the statement among other things that "Almost every family has a Victrola."

R. S. Williams & Sons Co., Ltd., Edison jobber, recently celebrated the seventy-fifth anniversary of the founding of the firm, which was organized in 1849. It now occupies a handsome ten-story building in Toronto on Yonge street, with wholesale warerooms at King street, West. It also has quarters in Montreal and Winnipeg.

Harry Braid and Gordon Bender have rejoined the staff of the Musical Merchandise Co., Ltd., the former as western Ontario wholesale traveler and the latter as an office executive.

Maximilian Weil, inventor of the Audak record demonstrator, which is manufactured and distributed in Canada by the McLagan Phonograph Corp., Ltd., Stratford, was one of the distinguished visitors to the Canadian National Exhibition.

An important development in the music industries of Canada is the formation of the Q R S Music Co., of Canada, Ltd., which has just been organized to take over the manufacturing and marketing of Q R S player rolls for all Canada and to handle the Ontario distribution of De Forest and De Forest-Crosley radio sets and parts.

R. H. Murray, who has been with His Master's Voice, Ltd., for the past seven years and who has served as manager of that firm's Halifax and Toronto branches, has just joined the Apex record organization, in the capacity of manager of the Sun Record Co., this city, distributor of Apex records, Burgess batteries, etc.

J. F. Bain, well known to Ontario phonograph dealers through his several years' connection with the Toronto branch of His Master's Voice, Ltd., has joined the Brunswick selling organization.

The Gilmore Sales Co., A. R. Gilmore, manager, has opened up at 106½ North May street, Fort William, with Edison and Vocalion phonographs and records.

Montreal Trade in an Optimistic Mood as Business Conditions Continue Good

Combination Radio-Phonograph Models Please Trade and Public—Buy-at-home Movement Proves Successful Venture for Phonograph Dealers—Wide Interest in Record Made by Prince of Wales

MONTREAL, CANADA, October 7.—C. A. Richards, of C. A. Richards, Inc., New York, Canadian distributor for the Sonora line, was a recent trade visitor to Montreal, Quebec and Three Rivers, where he was calling on the retail branches of C. W. Lindsay, Ltd. Mr. Richards waxed very enthusiastic over the new Sonoradio model No. 242, which consists of a three-tube neutrodyne radio set, together with a standard Sonora phonograph of high quality.

Two records of American manufacture, Cameo and Domino, have made their appearance in Montreal and are being well received by the trade and public.

The buy-at-home movement featured by New Brunswick merchants is growing by leaps and bounds and the greater majority of stores in St. John and Moncton display in their show windows a card bearing the inscription "Buy-at-Home." J. G. Harrison, president of W. H. Thorne & Co., Ltd., St. John, an Edison jobber for New Brunswick, is one of the founders of the movement.

Joseph C. Smith and His Dance Orchestra, "His Master's Voice" artists, of the Mount Royal Hotel, were invited at the request of H. R. H., the Prince of Wales, to play at the residence of Mrs. Ambrose Clarke, Westbury,

L. I. The Prince danced several times to the music of the Joseph C. Smith Orchestra during his visit to Montreal last year.

The Prince of Wales' record just released by the Victor Talking Machine Co. of Canada, Ltd., a twelve-inch "Sportsmanship Speech" and on the reverse side, "God Bless the Prince of Wales," H. M. Coldstream Guards and Male Chorus, is arousing widespread interest.

The real service which radio can render has just begun to be exploited, said Dr. Lee DeForest, who was a guest at the Mount Royal Hotel recently. A tremendous future lies ahead, and a first step in taking advantage of the real value of the invention will be in the improvement of the programs and the introduction of educational features which would make it worth while.

J. D. Stewart, local manager of Musical Merchandise Sales Co., Ltd., Brunswick distributor, is receiving the congratulations of his many friends in the trade upon the happy event of his becoming a proud "dad," a son and heir being born on September 26.

Illustrative of the rapidly increasing interest in radio throughout the country is the fact that the management of the Eastern Canada Radio Show, to be held in Windsor Hall, October 20 to 25, has been obliged to secure two large adjoining halls to accommodate the large number of exhibits.

Radio Cabinet Making

The important part played by cabinet making in the manufacture of radio receiving sets is the basis of an interesting article by Rayburn Clark Smith, president of the Unit Construction Co., cabinet maker and widely known throughout the talking machine trade through its many installations of modern store equipment, which appeared in a recent issue of the Town Crier, the house organ of the Radio Corp. of America.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY



REPRESENTATIVES OF
WASMUTH-GOODRICH COMPANY

H. J. BLIGH
Eastern Sales Representative
Alamac Hotel,
New York City

T. W. HINDLEY
Central States Sales Representative
c/o Wasmuth-Goodrich Co.,
1022 Republic Bldg.,
Chicago, Ill.

L. W. FREEMAN
Southern Sales Representative
Box No. 250,
Atlanta, Ga.

L. K. MARKEY
Pacific Coast Representative
180 New Montgomery St.,
San Francisco, Cal.



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 Phonoradio 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 Regenodyne 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.
Regenodyne 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
November announce-
ment

Lady Churchill Phonoradio
Rich brown mahogany design
in Queen Anne Period, nickel
trim.

Regenodyne 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 contain-
ing a guaranteed Regenodyne
4-tube radio frequency set
made especially for the Was-
muth-Goodrich Company.

Retail price.....\$150
With Federal 4-tube non-
regenerative set.
Retail price.....\$185



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?

Frisco Scores in Edison Tone Test in Vaudeville

Popular Vaudeville Headliner Features Edison Phonograph in His Always Interesting Act

Frisco, who has been a headliner on the Keith and Orpheum circuits for some years past and who has included an Edison Tone Test as part of his act, has just introduced a new act which was first given at Keith's Eighty-first Street Theatre in New York City.

After the act has proceeded for a short time, Frisco announces that by special permission of Thomas A. Edison he will play on the Xylophone in direct comparison with one of his own Edison records. He urges the audience to try to decide when he is playing personally and when the phonograph is playing. The stage is then darkened and a spotlight thrown on a handsome Xylophone, surrounded by exquisite gold and black hangings. Frisco starts playing and gradually the light dims and, finally, reappears on his face. Presently Frisco starts moving about the stage with the light on his face. Then there is pitch darkness. A few minutes later, when the light gradually comes on, one perceives the hazy silhouette of a living room and all the while the Xylophone selection is being played. As the light comes brighter, Frisco is seen seated in an easy chair in a liv-

ing-room scene, listening to himself on an Edison phonograph.

After a while he rises from his chair and goes over to the Xylophone, playing it for a while with the record still playing. He then goes back to his chair and repeats this process two or three times more.

While the act is naturally designed to feature Frisco as an artist, the plan of the act works out into a wonderful picturization of how Frisco can be brought from the concert or vaudeville stage direct to the living-room. This striking sort of an act is bound not only to work out for the benefit of New Edison dealers, but for the benefit of all dealers in the country. The bookings include a transcontinental trip.

Remodeling Trenton Store

TRENTON, N. J., October 9.—The local branch store of the F. A. North Co., of Philadelphia, is having substantial alterations made in its arrangement, which, when completed, will make it one of the most attractive music stores in the city. The installation work, which is being done by Van Veen & Co., New York City, manufacturers of talking machine wareroom equipment, consists of three large salons, three demonstration rooms, record and music-roll racks and complete sales and business-office equipment. The entire installation is of French design in ivory-enamel finish.

Col. S. H. Mapes Receives Hearty Congratulations

Appointment as General Sales Manager and Assistant to President of Joseph W. Jones Radio Mfg. Co., Inc., Occasions Interest

The recent announcement that Col. S. H. Mapes had been appointed general sales manager and assistant to the president of the



Col. S. H. Mapes

Joseph W. Jones Radio Mfg. Co., New York, has occasioned considerable interest in the trade, as Col. Mapes is well known in the radio field. Prior to entering the radio industry as an executive with the Federal Tel. Mfg. Co. Col. Mapes was associated with the United States Army air service.

After joining the Federal organization as metropolitan manager Col. Mapes began to realize the possibilities of merchandising radio panels for use in console phonographs and achieved considerable success in marketing these panels throughout the talking machine trade. He was appointed assistant vice-president of the Federal Tel. Mfg. Co. only recently. In his new work with the Joseph W. Jones Radio Mfg. Co., Inc., he will have unlimited opportunities to utilize his merchandising knowledge and his thorough familiarity with radio activities.

Col. Mapes has just opened up the New England territory and established a branch office in Boston. Another branch has been opened in Philadelphia and within a few days the company expects to have new offices in Washington, Chicago and San Francisco. The executive offices of the Joseph W. Jones Radio Mfg. Co., Inc., have just been moved to new and elaborate showrooms at 40-42-44-46 West Twenty-fifth street, New York, and the trade has been invited to visit this new home. The company will also exhibit its products at the radio show to be held in the Grand Central Palace, New York, the week of November 3.

BLACKMAN AND DEPENDABILITY

Blackman

TALKING MACHINE CO.
28-30 W. 23RD ST. N.Y.C.

ONE SUGGESTS THE OTHER.

It is the Blackman policy to so inspire the confidence of Victor dealers that they will never question our motives though they may at times disagree with our methods.

VICTOR WHOLESALE DISTRIBUTORS

GLEANINGS *from the* WORLD *of* MUSIC

No Fall Season Has Ever Opened More Auspiciously for the Music Publisher

Fall Catalogs Show Large Proportion of Salable Works—Radio Bugaboo Has Practically Spent Itself—Retail Music Dealers Being Given Numbers for Which Demand Has Been Created

The music business, and particularly the sheet music field, which was said to have hit a low ebb early in the Summer, has come back in a most impressive manner. Probably it was never so bad as rumor had allowed it to appear for, unfortunately, during the early weeks of the usual Summer depression, loose talk and malicious propaganda did their share toward making a slow Summer slower.

All of the popular houses, and this applies to both large and small organizations, are to be congratulated upon the fact that they continued their activities under the slogan: "We're doing business as usual." The result is that, after an energetic Summer spent in keeping sales up to a fair average and with great care being made in the selection of songs, the popular houses enter the Fall season not only with a wealth of material of most salable character but with renewed enthusiasm and courage.

Every catalog has from three to five selling numbers and some of them more. The newer offerings are songs with wide appeal. They are alluring dances and carry lyrics that aid considerably in increasing sales.

Prospects Never Better

Never in the history of the popular music business have the majority of publishers opened a Fall season more auspiciously. Never before was there such a large collection of salable works. The songs, too, are selling and some of the profits from these are being utilized in furthering the activity of enterprising catalogs. Everything is being done to make the sheet music end of the business most active, and the propaganda that sheet music was practically passé is now entirely dead.

Further proof that the Summer ended up without far-reaching effects in the curtailment of sales is shown by the fact that there has been a complete absence of bankruptcies and discontinuances of publishing businesses.

The radio bugaboo, too, has spent itself. It is true that publishers have adjusted their programs to meet with new conditions, but none of the expected disastrous effects of the inroads of radio are now being felt. Radio is being used more advantageously than was the case last Fall and the fear that was expressed some months back was based upon a passing phase, and this new element to-day has some

value and in the future may have great value for some exploitation.

In speaking of adjusting the situation to new conditions, the first consideration is given to the amount of radio publicity that would be sufficiently attractive and eliminating the greater volume of it which proves detrimental. The real program of the popular publishers will continue to be based upon the widespread appearances of their numbers in vaudeville programs, and the rendition of their melodies to even larger weekly audiences through the aid of the dance orchestra. The Fall programs of popular publishers which are now under way all call for unusual activity and probably larger appropriations for proved propaganda purposes.

What the Public Wants

Popular publishers, despite opinions to the contrary, are giving the public just what it wants. The trend of popular taste is immediately responded to and, if the grade of popular numbers does not always come up to critics' expectations or standards, the cause of it is the period in which we live. It is true there is some gambling in popular publishing, but the larger organizations eliminate as much of the gamble as possible. It is, after all, a legitimate business and there is probably as little gambling with established sources as there is in any other enterprise, including the drama, photoplay and numerous other fields.

It might be that we could healthily have a few more ballads. Ballads in this dance-mad world would tend to act as a balance. Those of merit generally achieve success. While there is a quicker response to novelties, fox-trots and comedies, on an individual number the ballad, properly financed and exploited, proves the better business venture. The speed of present-day activities in exploiting popular songs reacts, however, against ballad exploitation. It is only the larger organizations that can nurse them along and give the care necessary to their development. In most instances, like in all other human activities, the easiest road is taken and the quicker response and profits lie in the lighter endeavors.

In either event, both the retailer and the consumer are given goods for which a call has been created. Fortunately, present catalogs are fairly well balanced with ballads and lighter

offerings. The fact that both are having a sale will encourage a continuation of present plans and the present type of popular music. At any rate, there is no problem at present, for the numerous offerings that are made for the Fall season, in addition to those that are already active, can ably fill the demand for the balance of the year.

"Dear One" Makes a Hit

Several publishers have been interested in the fox-trot entitled "Dear One," which has proved of outstanding popularity in Atlantic City during the past few weeks. The number, written by two Philadelphia boys, Joe Burke and Mark Fisher, had been distributed in both Philadelphia and Atlantic City. The activity of the number on the music counters also attracted attention. It is understood that three publishers in all tried to obtain publishing rights which finally went to Leo Feist, Inc., which expects a big drive on the number.

"Be Yourself" Opens

Among the new shows which recently appeared in New York City is "Be Yourself," produced by Wilmer & Vincent. The show features Queenie Smith, Jack Donahue and G. P. Huntley. The book and lyrics are by George S. Kaufman and Marc Connelly, with music by Lewis Gensler and Milton Schwartzwald, with additional lyrics by Ira Gershwin. The outstanding songs are "Little Bit of This," "My Road," "The Decent Thing to Do," "Love and the Rose" and "Uh Uh." Harms, Inc., publish the score.

A. S. A. C. P. Vice-President

The American Society of Authors, Composers and Publishers at a recent meeting elected John Philip Sousa as vice-president, taking the office held by the late Victor Herbert; Jerome Kern was elected a director, in the chair formerly occupied by the late Louis A. Hirsch. A long list of important writers has been added to the membership of the organization. Gene Buck is at present president of the Society.

Sherman, Clay & Co.'s ballad, "Sleep," continues to be one of the active sellers on music counters throughout the country. In all sales reports "Sleep" is generally included, and this number, together with "The West, a Nest and You," is leading Sherman-Clay sales.

"Where The Dreamy Wabash Flows"

The Lyric is a gem, and it's Fox Trot Melody makes it a delight to Dancers.

Everybody's
Playing Them!

"DOODLE DOO DOO"

THE SONG AND DANCE HIT
It's lively rhythm and catchy chorus made it instantly popular.

You Can't Go Wrong With Any FEIST Song

"SING A LITTLE SONG"

A SUNSHINE FOX TROT

When You're Blue, Here's What To Do—
Sing Yourself A Little Song!

"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"

Kresge Philadelphia Store Features "Charley, My Boy"

Irving Berlin, Inc., Number Shown in Fine Window Display by Philadelphia Store

"Charley, My Boy," one of the outstanding hits of the season and a leader in the catalog of Irving Berlin, Inc., has had a very wide sale throughout the country. The movement of this successful song and dance number has been most rapid. The national campaign inaugu-



Featuring "Charley, My Boy"

rated by the publisher produced immediate responses everywhere and the sales have justified the energetic activities which were placed behind its release.

The dealers have shown the utmost co-operation in presenting "Charley, My Boy" to popular music publishers. In stores where demonstrations are in favor it has often been used as a feature. Title pages of the number have been given conspicuous positions in windows and on counters.

When a song becomes widely popular a mere display of the title pages produces sales. Bearing this in mind the S. S. Kresge store, Philadelphia, Pa., recently gave a full window showing to the title pages of this popular Berlin number with fine results in sales.

HEARST SONGS
ring the Cash Register
like a Bill Collector



Tantalizing

TALLAHASSEE

Heard FOX TROT
Everywhere

HEARST MUSIC PUBLISHERS LIMITED

Harold Flammer Issues Complete New Catalog

Contains Songs, Duets, Choruses, Anthems and Compositions for Piano, Organ, Violin, Etc.—A Remarkable List of Compositions

Harold Flammer, Inc., has issued a new catalog containing a list of the firm's songs, both secular and sacred, vocal duets, choruses, anthems and compositions for the piano, organ, violin, etc. Altogether quite a lengthy list of compositions is shown. In many cases half-tone portraits of the composers appear and some of the more successful songs, like "Mother, My Dear," "Ride On, Ride On," "My Thoughts of You" and "Eventide," are shown in thematic form. The back page of the cover is given over to a list of distinguished artists whose programs contain Flammer publications. A foreword also appears, outlining the activities of the organization, its plans and the accomplishments thus far achieved.

Harold Flammer, Inc., was established in June, 1917. Its catalog was selected from over five thousand manuscripts. The publications of the company are the result of obtaining the highest quality of editing, engraving, printing and paper, and of being able to make selections of meritorious compositions from the pens of some of the foremost composers. In its comparatively short life as a standard publishing house, its record, as shown in its latest catalog, is quite remarkable.

Fordan With Fred Fisher, Inc.

Fred Fisher, Inc., has appointed Lou Fordan as professional manager, and plans to release a number of new songs during the coming weeks which are to be exploited by both the band and orchestra and the professional departments.

HEARST SONGS
Make your Dollars
Work Faster



"**SOMEONE ELSE**
(TOOK YOUR PLACE—MY HEART)
A Beautiful Melody
with Fox Trot Rhythm

HEARST MUSIC PUBLISHERS LIMITED

The firm has two active numbers in the fox-trot, "Savannah," and "Pleasure Mad."

Publishing Firm Chartered

The Elite Music Publishing Co., New York, has been incorporated at Albany, with a capital stock of \$100,000, by J. Bruckner, G. P. and S. V. Heimberger.

New Kern Production Scores With Critics

"Dear Sir," Score of Which Is Published by Harms, Inc., Wins Success on Its Opening in New York City

Each year the trade and public alike can look forward to a Jerome Kern musical production. The offerings for which he furnishes the music have fortunately little of the gamble in them. Invariably they come and they stay, and the music is always a vital factor. Mr. Kern furnishes music that is typically "Kern." Some of his latest offerings may lack the originality that he showed in his younger days, but nevertheless it is fitting to the libretto and is eagerly awaited and responded to by the public. He has caught the style that fills the heart of the average American and having caught it he sticks to it. This season's Kern show is entitled "Dear Sir," a musical comedy in two acts and six scenes. The book is by Edgar Selwyn and the lyrics by Howard Dietz. It is produced by Philip Goodman and recently opened at the Times Square Theatre, New York City.

In a review of the new show the Times heads its comment with "Beautiful Music Adorns 'Dear Sir.'" It later states that much of it will be popular. The cast includes Genevieve

HEARST SONGS

ARE BACKED BY THOUSANDS OF DOLLARS ADVERTISING

We advertise—You get the Business



JUST PUBLISHED!

BETTER KEEP AWAY

—THE FOX TROT—

A REAL TONIC FOR YOUR MUSIC DEPT.

HEARST MUSIC PUBLISHERS LIMITED

Tobin, Walter Catlett, Kathlene Martyn, Joseph Allen, Helen Carrington and others. The outstanding songs are: "All Lanes Must Reach a Turning," "Weeping Willow Tree," "Gypsy Caravan," "I Want to Be There" and "If You Think It Love You're Right." T. B. Harms, Inc., publish the music.

Jolson Sings New Ballad

Al Jolson is singing the new fox-trot ballad, entitled "Who Wants a Bad Little Boy." This number, recently added to the catalog of Leo Feist, Inc., in a very short space of time has made itself one of the heavy sellers in the Feist catalog. For a new number it shows early indications of being one of the best ballads issued in years. It is a little different from the usual mammy numbers featured by Jolson and that makes it all the more welcome.

New Garrick Numbers Are of Hit Caliber

CHICAGO, ILL., October 8.—The late song hit "Tell Me You'll Forgive Me," a waltz published by the Garrick Music Sales, 4040 Dickens avenue, is being featured in window display tie-ups with the recent Victor release of this number.

W. A. Wieboldt's department store at Lincoln, School and Ashland avenues, Chicago, is featuring this song with the display of Victor records, Q R S rolls and title pages of the melody. Ray Hibbler, head of the Garrick Music Sales and writer of the song, autographed each Victor record sold during the display with white Chinese ink, which was advertised extensively in their newspaper ads.

The Garrick Music Sales have also recently introduced another waltz ballad, "Bungalow Love Nest," which is also becoming very popular and is considered another radio hit. Both

Geo. Lottman Joins New Music Publishing Concern

George D. Lottman, who recently resigned his office with Jack Mills, Inc., music publishers, after four years with that concern as advertising and publicity manager, has joined the newly organized Gene Rodemich Music Publishing Corp. in the capacity of Eastern office manager, with headquarters at 150 West Forty-sixth street.

HEARST SONGS
mean - Quick Turnover
Assured Demand - 100% Profit



"FORGET ME-NOT" FOX TROT BALLAD
WITH AN APPEAL THAT
SELLS EASILY &
STEADILY

**HEARST MUSIC PUBLISHERS
LIMITED**

these numbers are being featured over the radio by orchestras and theatres, and a number of mechanical reproductions of these songs on records and rolls have been made and are in the course of preparation. The "Bungalow Love Nest" has already been released on Q R S, Imperial and Columbia rolls.

Leo Feist Gets "Eliza"

While Edgar F. Bitner, general manager of Leo Feist, Inc., was in Chicago recently he procured the publishing rights for "Eliza," the fox-trot number by Gus Kahn and Ted Fiorito. These two boys, who are now making their headquarters in Chicago, have been responsible for several successes during the past two seasons. "Eliza" looks like a winner and the Feist organization will undoubtedly make it one of the features during the balance of the Fall season.

New Von Tilzer Song

The Harry Von Tilzer Music Publishing Co. has issued a new novelty number called "You Can't Fool an Old Hoss' Fly." This looks like one of the best novelties ever offered from the pen of this successful writer.

HEARST SONGS
are sung & played everywhere
from Coast to Coast



lingers long in your Memory -
**"IN A WONDERFUL
WORLD OF OUR OWN"**
WALTZ
- but not on your shelves

**HEARST MUSIC PUBLISHERS
LIMITED**

New York. The firm was organized by Gene Rodemich, well known in the publishing field, and Larry Conley, the general manager. Rodemich is particularly well known in the West, having gained a wide reputation through his Brunswick records. Among the numbers offered in the company's new catalog are "Shanghai Shuffle" and "Honolou," a pair of fox-trots.

Capaulican Scores in Old and New Success

Chief Capaulican, the Indian baritone, late of the Metropolitan Opera House, and now one of the greatest singing favorites of the vaudeville stage, is touring over both the Keith and Orpheum circuits. Recently he was headlining in New York, and as usual proving a drawing card. Among the finest of his old favorites is Victor Herbert's famous "Gypsy Love Song," which he sings to perfection. Chief Capaulican's latest addition to his repertoire is Ernest R. Ball's new ballad success, "West of the Great Divide," with which Ernest R. Ball is scoring such a tremendous success in his Far Western trip. Both the numbers referred to are published by M. Witmark & Sons.

New Educational Book

Oliver Ditson Co., Boston, Mass., recently issued a booklet carrying a border of educators who have contributed works to the Ditson catalog. The book is valuable as a reference, giving first-hand sketches of the activities of modern musical educators, men who are giving thought and study and have contributed in a large way to musical advancement in America.

HEARST SONGS
"always"
Bring Home the Bacon



FULL OF
"SNAP - PEP - RHYTHM"
**BRINGIN' HOME
THE BACON"**
FOX TROT
Growing
BIGGER & BIGGER

**HEARST MUSIC PUBLISHERS
LIMITED**

"Charley, My Boy" Seems Popular Dawes Song

"Charley, My Boy," the song hit which is sweeping the country, has been selected by many different State committees as the campaign song for General Dawes, the Republican nominee for Vice-president. This clever song was not originally written for the hero of "Hel'n' Maria," but with a slight change in the lyrics it lends itself to a typical campaign song.

"Charley, My Boy" was written by Ted Fiorito, who has already to his credit the success of "Love Bird," "When Lights Are Low," "Hulu Hulu Dream Girl" and "No, No, Nora." This popular composer is the pianist of the Oriole Orchestra, which is heard nightly over the radio from their home at the Edgewater Hotel in Chicago.

This selection, which is predicted by many to be one of the big hits of the year, has just been released on Brunswick records, played by Bennie Krueger's Orchestra. Krueger has recorded this number as one of the most lively fox-trots heard in some time. It is embellished with a vocal chorus and intricate piano passages.

"Spirit of the U. S. A." Latest March by E. T. Paull

E. T. Paull, the descriptive march composer, is forwarding to the trade a new number entitled "Spirit of the U. S. A." This new offering covers, in a musical form, the wartime activities of the country during the trying periods of 1776-1861 and 1917.

This march is issued with one of the most attractive title pages ever turned out by the E. T. Paull Music Co. It vividly illustrates the musical contents and a display of the title pages should do much to encourage sales.

The music is spirited. It rolls along, however, melodiously and feelingly. Its stirring strains, played for demonstration purposes, will have wide appeal. There are many Paull enthusiasts among the music consumers of the country, as well as in trade circles, and his latest composition will, therefore, be accorded a genuine welcome.

FIVE RECORD RECORD BREAKERS



ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST
IRVING BERLIN INC., 1607 BROADWAY, NEW YORK

Weymann Features "Song of Songs" in Window

Big Philadelphia House Makes Strong Display of Chappell-Harms, Inc., Ballad Success

H. A. Weymann & Sons, Inc., Philadelphia, Pa., one of the best-known music houses in

gives particular attention to its window displays, and while it sets aside a few weeks a year for the showing of popular numbers, the majority of its windows are given over to high-class popular ballads. E. A. Naylor, manager of the sheet music department, who is responsible for the many attractive windows shown by the Weymann house, feels that the result from a good display of ballad numbers is felt over a

constant; the displays invariably are more impressive and the sales of such window showings contribute to the activity of the sheet music department for many weeks. Herewith is a display on the Chappell-Harms, Inc., number, "The Song of Songs." It has proved quite popular in Philadelphia territory and the Weymann organization has taken advantage of it.



Featuring the "Song of Songs"

the country, and one which operates most successfully a modern sheet music department,

longer period than would be possible with a current popular hit. The ballad sales are more

Returns to Witmark & Sons

A new connection of interest is that recently made between the House of Witmark and Herbert Spencer and Fleta Jan Brown (who in private life is Mrs. Herbert Spencer). They were formerly with the Witmark House and have recently returned to their old affiliation, having signed a contract for a term of years. Mr. Spencer henceforth will be found regularly in the professional department. When formerly with Witmark they wrote "Fancies," a great dance and mechanical favorite, and Fleta Jan Brown will be remembered for her beautiful novelty song "In the Candle Light."

"Do Wacka Do" New Novelty

Will Donaldson and Clarence Gaskill are the writers of a new novelty which bears all the earmarks of creating a new novelty type of song and instrumental selection. It is entitled "Do Wacka Do." This is a familiar term with musicians in speaking of particular business in rendering the music of popular selections. "Do Wacka Do" is, therefore, appropriate because it has much "special business." When rendered in instrumental form it becomes what the publishers have described as a "wow." Leo Feist, Inc., is the publisher of this promising new novelty number.

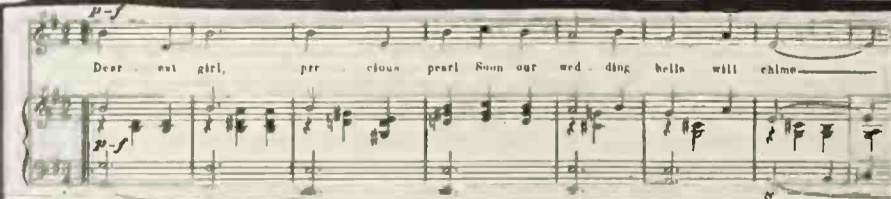
New Von Tilzer Song

A new song issued by Harry Von Tilzer Music Co., 1587 Broadway, New York, entitled "Little Moth Keep Away From the Flame," shows indications of being one of the most popular songs ever issued by the above firm. The writers are Bartley Costello and Harry Von Tilzer.

ANOTHER "NATURAL" WALTZ HIT

BUNGALOW LOVE-NEST

GARRICK MUSIC SALES
4040 DICKENS AVE.
CHICAGO



We also publish that Sensational WALTZ HIT
"TELL ME YOU'LL FORGIVE ME"
VICTOR RECORD 19416

Hitting the Popularity Chord With the Great American Purchasing Public

Walter Douglas, Business Manager of Waterson, Berlin & Snyder, New York, Tells of Some of the Elements That Go to Make Up the Big Selling Popular Song Hit

By their songs shall you know them. Basing their judgment upon this sentence, what sort of an impression do the foreign visitors to this country get of the American people? In other words, how do they see us through the spectacles of our popular songs?

Among the so-called people with a classic song complex in their mental make-ups there are many who harbor the fatuous belief that popular songs, made up of what is known as jazzy and syncopated music, are representative of our civilization drifting back to a barbaric stage. This, however, is absurd, ridiculous and far from the truth.

In order to get a comprehensive insight into the perplexing problem of analyzing the character of our popular music and what is creating it, it is necessary to state a few words concerning the way people react to various sorts of music.

The human mind is, metaphorically speaking, like a large plastic slab of clay. Upon this clay are recorded the impressions that we get in the education that we absorb through our eyes and our ears. The creases upon this slab represent a record of the things that we have observed and of the things that have been told to us. Any experienced advertising man will tell you that a sentence of five words is more rapidly observed, and therefore more easily memorized, than a sentence of fifteen words. The latter sentence may have a greater message to convey, but the former makes the greatest impression in the shortest space of time because one can practically read it with his subconscious mind; that is, with his attention on something else. With a photograph the same thing holds true; small and simplified pictures are more retentive in the mind of a person than are large and elaborate canvases.


Why a Song Secures Fame

In the fields of music the tendency of a song to acquire national fame is primarily a matter of how rapidly a listener can absorb and retain the tunes of that song, provided, of

course, that it has worth-while music and lyrics. Opera and classic selections are of tremendous musical value—no one can deny it. But most of the classical music is constructed in such a way that, for one who has not heard it a number of times, it is somewhat difficult to get a rapid impression of it. Such compositions have to be studied with minute care and attention before the tuneful symbolism of their message can fully be understood. This is somewhat difficult to do in our commercial age, when things are moving at such a rapid pace that things have a more or less abbreviated form so that one can read as he runs, and one can listen while he is in a hurry.

Most of our popular music—a few ballads might be excluded—is nothing more than a series of short rapid tunes that can be memorized without any effort. In a practical sense

HEARST SONGS
ON ALL DANCE RECORDS
"HEARD EVERYWHERE"
Theatres, Dance Halls, Cabarets




"BOBBED HEAD"
FOX TROT
PREDICTED A KNOCKOUT
BETTER STOCK UP NOW!
HEARST MUSIC PUBLISHERS LIMITED

HEARST SONGS
COMBINE LOW PRICES
WITH HIGH SALES VALUE
Just Like Finding Money



"JUNE"
WEDDING FOX TROT
WITH STRONG SALES VALUE
HEARST MUSIC PUBLISHERS LIMITED

HEARST SONGS
Put the "EARN" in Turnover
Big Profits Repeated Many Times
" " " a year " " "



"BROKEN DREAMS"
A Waltz
Number of remarkable
Beauty & Charm
HEARST MUSIC PUBLISHERS LIMITED

they are operas that have been cut into more palatable sizes. Consider some of our outstanding song hits and you will realize what is meant by short, rapid tunes. The popularity of "Over There" was largely realized because it had a short, swinging and snappy tune that once heard could very easily be remembered. Construct the same song on an operatic plan, and, war or no war, it simply will not go. Sentiment, of course, is a very important factor in all songs, but sentiment without quick swinging music is difficult to put across. In our personal experience we find that the popularity of such sentimental songs as "Jealous," "You're in Love With Every One (But the One Who Is in Love With You)" and "Put Away a Little Ray of Golden Sunshine" is due in a large measure to the fact that they have short, melodious tunes that are rapidly conveyed to the memory of all normal people. The words are important, but the rapid sway of the music is supreme.

Popular Songs an American Institution

This gives us a clearer idea as to the reason why popular songs, even in their jazziest forms

of syncopated tunes, have become an American institution and will continue to remain one. Fundamentally we are a quick-moving, fast-working and rapidly acting people. The American worker is a prototype to the American sprinter and college athlete; and the American amusement seeker is also very closely related to rapidity and speed. Kant, Shakespeare and Spencer may have written immortal books, but they are a bit too massive and too slow for the subway and the twelve-cylinder car.

Songs Reflect the Times

In our songs one can get a close and clear reflection of our times and our greatness, for we represent the last word in industrial superiority and therefore prosperity. Quick, practical and tasty are the three pillars upon which our national trade and prosperous pursuits are founded. In the last analysis, the United States, as a single unit, is great because in its business and manufacturing endeavors it has acquired the wonderful habit of thinking and acting in terms of short and rapid strides; of traveling the fastest in business and art because it uses the straightest line between all its connecting points, which is really the road of least resistance.

By their songs shall you know them is the mirror that reflects our times. Our popular songs are good songs, perhaps the best that we have ever had, because they are being produced in accordance with the demands of a happy, industrious and contented people.

To Open Store in Columbus

COLUMBUS, O., September 15.—Arthur M. Taylor, who has been connected with the local Goldsmith Music Store for seven years, has resigned to open a music store of his own at 112½ South High street. His quarters, which are on the second floor, will feature sheet music, orchestra and band instruments, especially saxophones, banjos and violins. Mr. Taylor has inaugurated a repair department in his store, equipped to take care of the repairs on any instrument.

The Wagner Band Instrument Co. was recently chartered at Philadelphia, Pa., with a capital stock of \$30,000. Emil Bund is the incorporator.

"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.

Radio-Copyright Decision Delivered by Judge Knox

Federal Judge Places Liability for Violation of Copyright Upon Artist Broadcasting Protected Numbers Without License

Judge Knox in the Federal District Court recently handed down a most interesting opinion involving copyright as applied to public rendition by way of radio. At least two new questions are brought forward in his decision, and in only one of them does he pass upon. The other is left open for a later decision. The status of copyright is not cleared by either of the opinions expressed and on the other hand, while they contribute some pertinent thoughts, it undoubtedly will require further court actions for a more basic decision and final settlement of this controversy.

A motion to dismiss the action instituted by Jerome H. Remick & Co., music publishers, against the General Electric Co., to prevent the defendant from broadcasting copyrighted songs and music, was denied by Federal Judge Knox. The action was the first of the kind brought in this district and was described as a test of the right of broadcasting stations to use copyrighted material.

The complaint alleged that the defendant, through its station WGY at Schenectady, broadcast the selection "Somebody's Wrong," which, it was contended, was an infringement of the copyright owned by the plaintiff. In his opinion Judge Knox said:

"I think it is necessary to ascertain whose performance was broadcast. Was it that of the broadcaster or was it that of another person who may have been authorized to perform the copyrighted composition publicly, and for profit? If the latter, I do not believe the broadcaster is to be held liable. By means of the radio art he simply made a given performance available to a great number of persons who, but for his effort, would not hear it.

"So far as practical results are concerned, the broadcaster of the authorized performance of a copyrighted musical selection does little more than the mechanic who rigs an amplifier or loud speaker in a large auditorium to the end that persons in remote sections of the hall may hear what transpires upon its stage or rostrum. Such broadcasting merely gives the authorized performer a larger audience and is not to be regarded as a separate and distinct performance of the copyrighted composition upon the part of the broadcaster.

"When allowance is made for the shrieks, howls and sibilant noises attributable to static and interference, the possessor of a radio receiving set attuned to the station of the broadcaster of an authorized performance hears only the selection as it is rendered by the performer. The performance is one and the same whether the 'listener in' be at the elbow of the leader of the orchestra playing the selection, or at a distance of a thousand miles.

"If a broadcaster procures an unauthorized performance of a copyrighted musical composition to be given, and for his own profit makes the same available to the public served by radio receiving sets attuned to his station, he is, in my judgment, to be regarded as an infringer. It may also be that he becomes a contributory infringer in the event he broadcasts the unauthorized performance by another of a copyrighted musical composition. To this proposition, however, I do not now finally commit myself."

The opinion says that the selection, "Somebody's Wrong," by the orchestra at the New Kennore Hotel in Albany, is said by the defendant to have been given under an implied license by the plaintiff, and that a representative of the plaintiff addressed a letter to the leader of the orchestra giving him permission to broadcast any of the plaintiff's musical compositions. This authority, it is contended, was afterwards revoked by the plaintiff.

Specialized Printing of Photoplay Musical Scores

Charles Greinert Widely Known in Field for the Work—Has Printed Scores of Practically All Leading Features

Charles Greinert is one of the most successful printers of scores for feature photoplays. His work in this line has attracted wide attention, not only from publishers interested in such offerings, but has resulted in favorable comment by orchestra leaders in hundreds of motion picture houses throughout the United States. A thorough understanding of this particular phase of the music business is important in order to



Charles Greinert

turn out the arrangements in practical shape to meet the needs of large and small musical combinations. Mr. Greinert has printed 150 of the biggest musical scores for motion pictures. His wide knowledge of all publishers' catalogs stands him in good stead in the preparation of all such material. He has printed those for such super-offerings as "Covered Wagon," "Monsieur Beaucaire," "Dorothy Vernon of Haddon Hall," and is now printing the score for "Janice Meredith," the new feature in which Marion Davies is starred. This later work is for Robbins-Engel, Inc., which has a most comprehensive copyrighted photo play series. Mr. Greinert conducted a band of fifty-six men during the late war in which he served as a lieutenant in the United States Army.

Reports Increase in Sales

The recent reduction in price of the K.E. loud speaker and the K.E. Phonograph unit has resulted in a decided increase of sales of these products. The Kirkman Engineering Corp., New York City, manufacturer, reports that this line is growing steadily not only in large sales but wide popularity.

Ballads Endorsed By The World's Foremost Teachers And Singers.

THESE ARE THE BEST OF BALLADS
A BROWN BIRD SINGING
THE WAYSIDE CROSS
LOVE'S A MERCHANT
JUNE'S FIRST ROSE
ARISE O SUN

THE LAND OF MIGHT HAV'N BEEN
WHEN SINGING BIRDS WERE MUTE
FLOWER FROM MEMORY'S GARDEN
WIND ON THE WHEAT
LIFE'S ROADWAY
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 THE REIGN OF BALLADS
CHAPPELL-HARDY, INC.
183 MADISON AVE.
NEW YORK

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

WHIMING
BECAUSE
ROSE IN THE BUD
YOU IN A GONDOLA
O DRY THOSE TEARS
THANK GOD FOR A GARDEN
WONDERFUL WORLD OF ROMANCE
ROAD THAT BROUGHT YOU TO ME
LITTLE GREY HOME IN THE WEST
WHERE MY CARAVAN HAS RESTED



Emerson Records and Phonographs

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

JOBBERs
Prestige — Quality — Price
are all combined in

Emerson Records

Standard Retail Price, 50 cents

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**.

COMPREHENSIVE CATALOGS

—By NOTED ARTISTS—

- POPULAR SONGS
- LATEST DANCES
- COMEDY—NOVELTY
- RACE
- HAWAIIAN
- STANDARD
- OPERA TIC
- SACRED
- IRISH
- RUSSIAN
- ITALIAN
- JEWISH
- GERMAN
- POLISH

*If it's a real hit—
It is out first on*

Emerson Records

*Write to-day for our exclusive jobber arrangements. Consideration
will be given to inquiries in the order in which they are received.*

Emerson Phonograph Company, Inc.

307-309 Sixth Avenue

New York City

New Freight Classification on Radio-Phonograph Asked

Hearing Held in New York Before Consolidated Classification Committee on Subject—Another Hearing Scheduled for Chicago.

Hearings before the Consolidated Classification Committee were held in New York City on Wednesday last (October 8) on the proposal to establish a special freight classification for phonographs with radio installations, giving them the same rates as are now enjoyed by straight phonographs. The railroads maintain that the rates should be higher.

The leading phonograph manufacturers who are installing radio were represented by the Music Industries Chamber of Commerce as well as by their own traffic managers. The Chamber presented a prepared brief on behalf of the industry. Hearings will be held on October 14 in Chicago, at which time the Chamber will again have a representative appear.

The argument of the Chamber was presented by Alfred L. Smith, Secretary and General Manager. The argument maintained that from the standpoint of those factors which determine freight rates, namely, weight, cubic contents, value and liability to damage, the phonograph with radio installation does not differ materially from the straight phonograph and, therefore, it should enjoy the same freight rate. The Sonora Phonograph Co. was represented by W. F. Varin, and the Brunswick-Balke-Collender Co. by its Eastern Traffic Manager, E. J. Tarof. At the hearings in Chicago the Brunswick Co. will also be represented by Mr. Tarof.

It is of great importance to the industry that the Chamber be successful in its endeavor to get the railroads to grant the same classification and freight rates on phonographs with radio installation as on straight phonographs, and every possible effort is being made on the part of the Chamber in conjunction with traffic departments of phonograph manufacturers.

Chicago Piano Club Holds Election on October 8

Harry D. Schoenwald Elected to Presidency of That Live Organization—Annual Meeting Proves Distinctly Entertaining Event

CHICAGO, ILL., October 8.—The annual banquet and election of officers of the Chicago Piano Club were held this evening at the Edgewater Beach Hotel. The session was opened with a songfest and after an excellent dinner, during which a number of well-known artists entertained, including the Berne Buck Orchestra, Paul Gardy and Rudolph Johnson, banjoists, and Ambrose Wyrick, tenor, and Marue Woodman, Russian opera singer, as well as the Oriole Orchestra, President John McKenna introduced Prof. Forest Cheney as the principal speaker.

Prof. Cheney gave an interesting talk on the subject of "Prophets Who Prophesy for Profit." Then followed the annual reports of the secretary and treasurer and a reviewing of the club's work for the past year. The new officers of the club were then elected as follows: Harry B. Schoenwald, president; Henry G. Hewitt, vice-president; Gordon Laughead, secretary, and Harry B. Bibb, treasurer. The following were elected to the Board of Governors for two years: Kenneth W. Curtis, Eugene Whelan, John McKenna, R. E. Davis, J. G. Childs and R. M. Reilly, and the following were named for the holdover term: M. J. Kennedy, James T. Bristol, Axel Christensen, E. V. Galloway and F. R. Michaels.

Changes in Myrtlephone Co.

VALDOSTA, GA., October 6.—Announcement was recently made that A. E. Squyars has acquired the holdings of D. M. Jordan in the Myrtlephone Co., of this city, and that W. O. Roberts has also acquired an interest and has taken charge of the business department.

Distribution Started of New Grimes Receiver

David Grimes, Inc., 1571 Broadway, New York City, the company organized some time ago by David Grimes, the well-known radio technical expert and inventor of the Famous Grimes System (Super-Reflex), is now shipping from its factory at 141 Morgan street, Jersey City, N. J., the new model 3 X-P receiving set in which is incorporated the Grimes Inverse Duplex System.

E. P. H. Allen, general sales manager of the company, has built up a large organization, and his traveling representatives are now touring the country establishing dealer agencies. The Grimes model 3 X-P is marketed at a popular price and its sales features are economy, simplicity, selectivity and quality. Plans of the manufacturers call for widespread publicity on this product and distribution is being placed with sales organizations in the larger trade centers.

Death of Arthur Brand

CINCINNATI, O., October 8.—The death of Arthur Brand, Sr., of 6259 Savannah avenue, College Hill, which occurred at a hotel in Cleveland where he went to attend the sessions of the convention of the Ohio Music Merchants' Association, was a shock to his many friends in the music industry and trade. The cause of his death was heart failure. Mr. Brand was head of the firm of Arthur Brand & Co., one of the leading distributing concerns here.

New Radialamp Distributors

The Radiolamp Co., New York City, manufacturer of the Radialamp, reports the appointment of twelve new distributors during the past month. This combination library lamp and loud speaker has created a decided market, and sales this Fall have surpassed all expectations.

The New DAY-FAN Model The DAYRADIA



A complete unit ready to attach to light socket, antenna and ground

This beautiful instrument embodies all the remarkable qualities of tone, simplicity of operation, and volume which distinguish the other OEM models.

In addition to this, it is complete with built-in loud speaker and battery equipment. The batteries automatically remain fully charged.

Price complete with everything but tubes - \$225.00

THE DAYTON FAN & MOTOR CO.

Manufacturers of high-grade electrical apparatus for more than thirty-five years

Dayton, Ohio

DYNERGY—The Pioneer Electric Radio Receiver—Needs No Batteries Whatever



D. C. \$185
A. C. \$235
Without Tubes and Speaker

**Buy DYNERGY—and U Buy a Power-House
Buy Batteries—and U Buy Trouble!!**



There are but two radio receivers to buy:

1. The Battery set—that needs A, B or C batteries;
2. The Electric set—that needs no batteries at all, that works from your electric light socket, like your electric iron or other attachment.

When purchasing your radio have that in mind, and remember—Batteries dissipate, fade out, need replacement, re-charging, upkeep expense, and cause annoyance and disgust. They make of your home a work-shop, spoil your rugs and furniture, and require you to be, become or hire an electrician. Why invest your money—whether it be \$50 or \$500—in a battery set, which is full of nuisance and continual expense?

There is only one electric radio—DYNERGY. DYNERGY is *dynamo energy*, not energy from dying batteries.

DYNERGY gives you steady service, constant joy, and a real radio, with ability at all times, at any place, to obtain sweet, clear tone, immense volume and distant and selected stations out of the air and into your loud speaker, at a cost of less than half a cent per hour.

DYNERGY means "First Cost—last cost."

DYNERGY is a complete five tube set, not a unit or attachment.

DYNERGY is a musical instrument you or a child can operate; it is not a technical struggle. Women love Dynergy, and detest batteries.

DYNERGY is basic, permanent, built to last a life time; it is not a temporary affair, like a battery set, hastily to be discarded. Customers do not hesitate to invest in Dynergy.

Manufactured by

Dynamotive Radio Corporation

47 9th Avenue
New York

UNDER LEVENBERG INVENTIONS

The greatest appeal to put radio in the home is Dynergy. Over 20,000 sold in 3 months.

Dealers and Jobbers should communicate immediately with distributor in their territory, or with the factory direct.

Distributors

Western Dynergy Radio Corp.
Executive Offices, 320 Broadway, N. Y. C.
For States of Illinois, Wisconsin and all States West of Mississippi River to Pacific Coast.

National Dynergy Radio Co.
Executive Offices, 61 Whitehall St., N. Y. C.
For all other States.

Capitol Distributing Co.
25 W. 18th St., N. Y. C.
For States of New York, New Jersey and Pennsylvania.

Masterworks Record Sets Are Announced by the Columbia Phonograph Co., Inc.

New Sets Comprise Selected Numbers Recorded in Great Britain by the Columbia Gramophone Co., Ltd., and Manufactured in This Country by the Columbia Co.—To Be Sold in Album Form

The Columbia Phonograph Co., Inc., has just announced the Columbia Masterworks sets, comprising a series of specially selected numbers recorded in Great Britain by the Columbia Gramophone Co., Ltd., and manufactured in this country by the Columbia Phonograph Co., Inc. The records are being introduced to the trade in album sets, and Columbia dealers throughout the country who have received samples of the sets are keenly enthusiastic regarding their sales possibilities, and have congratulated the Columbia Co. upon the splendid quality of the recordings and the world-wide fame of the artists making the records.

The records represent an important musical development, for they make an appeal to the thousands upon thousands of music lovers everywhere who appreciate and understand the musical masterpieces included in these Masterworks sets. All of the records in this series are twelve-inch double face, and the various sets are presented in handsome albums appropriately lettered in gold.

Masterworks set No. 1 features Beethoven's "Seventh Symphony" in nine parts on five double disc records; set No. 2 is Beethoven's "Eighth Symphony" in seven parts on four double disc records; set No. 3 is Dvorak's symphony "From the World" in ten parts on five double disc records; set No. 4 is Mozart's "Symphony No. 39 in E Flat" in six parts on three double disc records; set No. 5 is Tschai-kowsky's "Pathetic Symphony" in eight parts on four double disc records; set No. 6 is Beethoven's "Quartet in C Sharp Minor, Opus 131," in ten parts on five double disc records; set No. 7 is Haydn's "Quartet in D Major, Opus 76, No. 5," in six parts on three double disc

records; set No. 8 is Mozart's "Quartet in C Major, Opus 465," on four double disc records.

Masterworks sets Nos. 1, 2 and 4 are recorded by Felix Weingartner, conducting the London Symphony Orchestra; set No. 3 is recorded by Hamilton Harty, conducting the Halle Orchestra; set No. 5 is recorded by Sir Henry J. Wood, conducting the New Queen's Hall Orchestra; sets Nos. 6, 7 and 8 are recorded by the Lenner String Quartet, of Budapest. They are a remarkable series of records.

Hazeltine Licensees Act Against Patent Infringers

Independent Radio Manufacturers, Inc., Have Secured Seven Injunctions Against Neutrodyne Infringers.

The Independent Radio Manufacturers, Inc., controlling Hazeltine neutrodyne patents, have secured seven injunctions recently in the Federal Courts, restraining various concerns from making radio sets infringing the neutrodyne patents. The Independent Radio Manufacturers, Inc., through its attorneys, Pennie, Davis, Marvin & Edmonds, investigated seventeen cases in connection with patent infringement, and in a recent notice to the trade it was stated that actions were immediately filed in the Federal Courts against the infringers. Ten of these cases are still pending, and one of them will shortly come to trial.

In three of the seven cases already settled, pro confesso decrees were obtained and injunctions issued. Consent decrees followed by injunctions were obtained in the other four cases.

Emerson Co. Announces New Distribution Plan

The Emerson Phonograph Co., Inc., 307 Sixth avenue, New York City, manufacturer of the well-known Emerson records, recently changed its sales and distribution policy for the purpose of more efficiently meeting the present needs of talking machine record merchants throughout the country.

B. Abrams, president of the Emerson Co., in making the announcement of the new policy, said: "Heretofore, owing to the cost of manufacture, it did not prove feasible to market the Emerson fifty-cent records through distributors. However, with the increased popularity and the consequent increase in production based on the activities of our product in Eastern territory, it has been found possible to considerably lower manufacturing costs. With more efficient manufacturing methods and with a larger volume of production, we intend to enlarge our activities and strengthen our sales outlets so as to intensively cover the entire country in a manner never before attempted with such popular-priced goods.

"The means of doing this will be appointment of distributors on a territorial basis. We think this move will have far-reaching effects from the retailers' standpoint, as it will allow them to keep fair-sized stocks of the reigning hits, as well as substantial amount of standard records. These, of course, to be supplemented as needed by orders from central distributors in nearby territory.

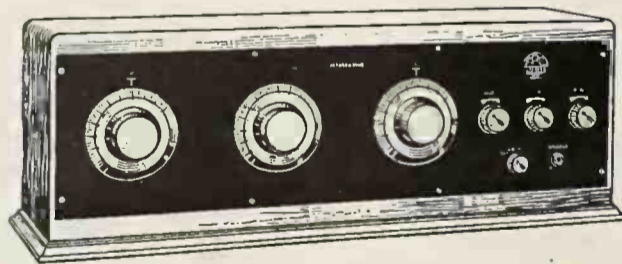
"For over a year the Emerson record has re-tailed at a popular price and in that period has established itself as a standard product the retail price of which has invariably been maintained by record merchants. It is our present intention to extend outlets to include a much larger territory and at the same time render service on deliveries, etc. Under the new distributor arrangement this will be possible."

ANDREWS DERESNADYNE RECEIVER

Distributor for

Acme Apparatus Co.
Allen Bradley Co.
Andrews Radio Co.
Brach Co., L. S.
Burgess Battery Co.
Brandes, Inc., C.
Brenner-Tully Mfg. Co.
Como Apparatus Co.
Coto Coil Co.
Crosley Mfg. Co.
Cutler-Hammer Mfg. Co.
Dubilier Condenser Co.
Electric Storage Battery Co.
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.

The name is descriptive of the fundamental theory of the system which is the prevention of oscillation by "Deresonating" the plate circuit.



See full description of the Deresnadyne on page 123.

Write or call for complete information.

TIMES APPLIANCE CO., Inc.

(Wholesale Only)

33 West 60th Street

New York

Telephone Columbus 7912

F. K. Dolbeer Now on Southern Trip Addressing Meetings of Victor Dealers

Conventions Being Held in Principal Points in Georgia and Florida Under the Auspices of Victor Wholesalers—Addresses by F. K. Dolbeer, D. S. Pruitt and Park Willis, Jr.

F. K. Dolbeer, sales manager of the Victor Talking Machine Co., is planning a comprehensive trip through Georgia and Florida during the current month of October. The high spots of his trip will be at Atlanta, Jacksonville, Miami and Tampa where he will address conventions of Victor dealers from the territory in and surrounding each one of these centers. The other Victor jobbers who will speak at these meetings include D. S. Pruitt, district traveler, and Park Willis, Jr., factory expert.

The subjects covered by Mr. Dolbeer and the other speakers will be along the line of what constitutes good general merchandising policies, special sales ideas that will make for prosperous

business during the holiday season and the balance of the Winter, and elucidation of the Victor factory ideals and the quality which has been incorporated in the various Victor products.

The meeting at Atlanta will be held Monday October 13th, at the home of Charles Elyea, head of the Elyea Co., Victor distributor located in Atlanta. The meeting at Jacksonville will be held on October 16th at the Hotel Seminole; the one at Miami, October 21, at the Hotel Ponce de Leon; the one at Tampa on October 24 at the Hotel Hillsboro. All the Florida meetings will be held under the auspices of French Nestor, Victor distributor at Jacksonville.

Mr. Dolbeer and party will travel by motor between the various convention cities and will call on the dealers located in towns and cities en route. He plans to return to Camden on October 28th.

S. F. Nussbaum Joins Sales Force of Gilbert-Keator

Announcement was recently made by the Gilbert-Keator Corp., New York, radio distributor, that S. F. Nussbaum has joined the staff of the company. Mr. Nussbaum has had many years of experience in the musical instrument business, having been connected with Cohen & Hughes, of Baltimore, and the General Phonograph Corp., New York.

The new connection will bring Mr. Nussbaum in touch with the leading retailers of musical instruments in the East, and he will devote most of his attention to those dealers located in and about New York City.

Distributors Appointed by Sleeper Radio Corp.

The Sleeper Radio Corp. recently announced through Gordon C. Sleeper, president, the appointment of two additional jobbers in the talking machine industry. Curtis N. Andrews, Buffalo, N. Y., Victor distributor, was appointed as a jobber of the Sleeper Monotrol in the Niagara zone and the Rudolph Wurlitzer Co., Victor wholesaler and music merchant of Cincinnati, will distribute the Sleeper product in Cincinnati through the large new radio department it has created.

The Rudolph Wurlitzer Co. will distribute Sleeper products in sixteen of the leading trade centers, among them being Cleveland, Springfield, Ironton, Piqua, Hamilton, Dayton and Columbus, O., Pittsburgh, Philadelphia, New Castle and Greensburg, Pa., and Buffalo, N. Y., Detroit, Mich., and St. Louis, Mo.

Just as this issue of The Talking Machine World goes to press, Mr. Sleeper announced the appointment of the Belknap Hardware Co., Louisville, Ky., as a distributor for the Sleeper Monotrol. This appointment was the result of intensive work on the part of J. L. McWeeny, manager of the Chicago branch.

The company is pushing production at its new Long Island City factory as rapidly as possible in order to meet the demands of the trade for the new type 54 sets.

Gordon C. Sleeper is visiting Buffalo, where he is attending the convention of Victor dealers under the auspices of Curtis N. Andrews and where he will address the convention.

Victor Executives Traveling

In line with the policy of important officials making trips among the jobbers and retailers of Victor products, E. J. Dingley, assistant sales manager, left about ten days ago on a somewhat extensive itinerary which includes Birmingham, Mobile, New Orleans, St. Louis and Kansas City. He was due back in Camden on October 11th.

Otto L. May, assistant manager of the traveling department of the Victor Co., left the early part of October on a similar trip which included Chicago, Milwaukee, Minneapolis and several other points. He was expected back in Camden about the middle of the month.

United Store Remodeled

STAFFORD SPRINGS, CONN., October 6.—The local branch of the United Music Co., operating a chain of stores in New England, is being remodeled to afford a more artistic display of musical instruments. The improvements will include the enlargement of the show windows, as well as the renovating of the demonstration booths, which will be equipped with attractive settees and chairs.

Just a Question of Time



The Famous Dynergy Receiver that operates without batteries direct from A. C. or D. C. current.

when your clientele will be crowding your stores asking for sets that operate efficiently **WITHOUT BATTERIES.** DYNERGY supplies that demand. It is the only radio receiver marketed that operates direct from ordinary house current, either A. C. or D. C., and there is no hum or generator noise. Sold by all leading shops who want to give their customers the last word in radio.

A Remarkable Neutrodyne

The name of Murdock has been associated with the highest standard of radio equipment for many years.

And now their remarkable neutrodyne. Remarkable, because it is the only 5 tube neutrodyne receiver selling as low as \$125.00. You may guarantee long distance reception on the loud speaker with a Murdock.



Distributing
Dynergy
Murdock
Ambler-Holman
Song-Bird
Phono-Panels
N & K Products



25 West 18th Street
New York City

Distributing
Charmitone
Loud Speakers
Bright Star and
Exide Batteries
Loops & Plugs
Ultra-Handy
Chargers

Dealers and Jobbers write for exclusive Dynergy Proposition

Service of New Victor Recording Plant in Oakland Pleases Pacific Coast Trade

Since Opening, Eight Famous Musical Organizations of the Pacific Coast Have Made Records and Many Additional Artists Are Announced—Building Admirably Equipped for Recording

The record service now being given the Pacific Coast by the Victor Talking Machine Co.'s record manufacturing plant at Oakland, Cal., is meeting with a great deal of approbation and is the subject of much favorable comment. The new plant, in operation since last May, has already engaged the services of no less than eight of the famous musical organizations of the Pacific Coast, with additional artists to be announced. Those whose records are already available or about to be issued include the San Francisco Symphony Orchestra; Vincent Rose and His Montmartre Orchestra from the Café Montmartre, Hollywood; Art Hickman's Orchestra from the Hotel Biltmore in Los Angeles; Glen Oswald's Serenaders, playing at Cinder-

ella Roof, Los Angeles; Henry Halstead's Orchestra from the St. Francis Hotel, San Francisco; Max Dolin's Orchestra from the California Theatre, San Francisco; Art Landry and

The plant, which was begun in September, 1923, was in operation by May of the present year, the first record being pressed on the afternoon of May 6. In a surprisingly short time the first consignment was pressed, inspected, packed for shipping, delivered to the company's own railroad siding running into the plant and on its way to the Pacific Coast trade. Even with the highest production speed possible in the East, many days would have been lost in shipping records across the continent.



View of the Victor Talking Machine Co.'s New Recording Plant in Oakland, Cal.

His Orchestra from the Warfield Theatre, San Francisco, and George Olsen and His Music from the Hotel Portland, Portland, Ore., and featured in the New York musical comedy success, "Kid Boots."

These are famous local organizations heard and appreciated not only on the Coast, but popular the country over. Scattered through these orchestras are numbers of nationally known dance composers who may be heard upon Victor records as these are announced from Oakland. Symphony records representing the more serious side of music are to be made by the San Francisco Symphony Orchestra, under the leadership of Alfred Hertz, conductor of Wagnerian Opera.

The company's new plant was placed in the West specially to give the Pacific Coast real service in records of Western hits by Western orchestras. It has already proved that it can easily dispose of the difficult problem of supplying records to that territory at the rapid rate demanded. The delays and complications of coast to coast shipments have been abolished.

The recording plant is complete in every particular and artist recordings demanding the finest quality of instrumental adjustment and the careful disposal of recording factors are possible. All of the machinery, most of it devised in the Victor experimental laboratories at Camden, N. J., is of the most modern type and the large battery of record presses in particular represents the most modern developments and discoveries of the Victor research department.

The new plant contains every expedient to insure the comfort and the safety of the workers, with speed of production. Everything has been so planned, as in the Victor plant in Camden, that materials pass through the various stages of manufacture rapidly and economically. The recording rooms are as firmly built as the bases of delicate testing instruments. The structure is of concrete, with brick facade, and so planned as to give a maximum of daylight. The main doorway contains a relief representation of the well-known Victor trade mark.

C. E. Goodwin Appointed Chicago Shelton Agent

The Shelton Electric Co., New York City, manufacturer of the Shelton simplicity electric motor, has announced the appointment of C. E. Goodwin as agent for the Shelton motor in Chicago. Mr. Goodwin is familiar with the talking machine industry, having been actively identified in the field almost from its very beginning. In his work with the Phonograph Corp. of Chicago and Babson Bros. he made a host of friends throughout the trade.

A. F. Beyer, of San Antonio, Tex., has moved his phonograph business from Commerce street to 318 Houston street, where he has taken a long lease on a large store and basement. The warerooms have been completely remodeled and decorated and the establishment is now a most attractive one.



**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

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. Puritone and Truetone Needles 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

What's your challenge?



LOUISVILLE, KY.—“In last night's tests the Monotrol outperformed competing sets but the real test comes tonight—with WHAZ back on the air. Most sets can't tune this station out. It's up to us.”

SLEEPER
MONOTROL
REG. U.S. PAT. OFF.

Sleeper Monotrol met the challenge of Louisville as no set had ever met it before. Result—1,000 Monotrols immediately ordered by one of the largest hardware companies in the world.



BUFFALO, N. Y.—One of the oldest and most conservative Victor distributors in the Niagara territory said—“I've never handled radio. But I hear you have a remarkable set. Two questions—Can you give *real* quality of tone? Can you tune out WGR on the Statler Hotel?”

Both challenges were met in Buffalo. This famous old-established Music House was rapidly converted and their first order for a set of *any* kind was for 100 Monotrols—“the most perfect radio set in America.”



CINCINNATI, O.—With twenty of their own establishments equipped to sell radio, an exceptionally large and well-known manufacturer and distributor of musical Instruments asked this question out in Cincinnati—“Can you pick up distant stations with WLW and WSAT on the air?”

On three consecutive nights—in three widely separated Cincinnati homes — the Monotrol brought in KFI, Los Angeles, and always at 14½ or exactly the same point on the dial. A score or more of others, from as many different cities, were received as clearly *through* the local stations. Monotrol's answer to Cincinnati's challenge brought still another order for 1,000 sets.

The new Sleeper Monotrol, Type 54, meets every challenge from all sections of the country. It answers every question that an old-line Music House can ask—selectivity, power, distance, tone, appearance. Write for complete story and the name of our nearest distributor.

John C. Sleeper

SLEEPER RADIO CORPORATION

Established 1919

436 Washington Ave.

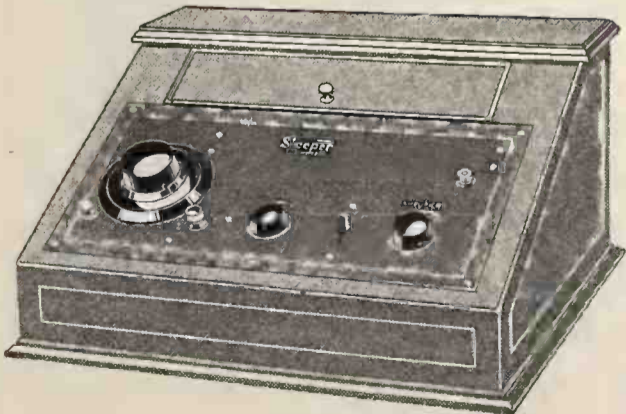
Long Island City, N. Y.

CHICAGO

SAN FRANCISCO

10 South La Salle St.

111 New Montgomery St.



Okeh Record Dealers in Clever Record Tie-Ups

Mule and Buggy and Other Unusual Dealer Stunts Follow Release of Okeh Record "Go 'Long Mule"—Special Okeh Broadside

That record business can be closed with a little effort and initiative was recently demonstrated by several Okeh dealers. Recently Okeh

recording met with immediate popularity, and a number of progressive Okeh dealers sponsored clever stunts that sold records.

C. W. Copp, of South Bend, Ind., started the ball rolling by hiring a mule and buggy and accompanied by Lou Emmel, representing the publishing firm of Shapiro, Bernstein & Co., toured the surrounding country with excellent results. Hundreds of bystanders joined in singing the "Go 'Long" chorus, especially when the mule decided to stop in the midst of traffic.

large quantities of this Okeh record to Minneapolis record buyers. Undaunted by these efforts, Mr. Smith, manager of the Shackelford Co. Pharmacy in Minneapolis, started an intensive campaign that included the posting of signs on every available spot in his city—screened doors, soda fountains, walls and even telephone booths were utilized to spread the message about "Go 'Long Mule."

The General Phonograph Corp., manufacturer of Okeh records, was so impressed with the efforts of its dealers that J. A. Sieber, advertising manager of the company, immediately grasped the opportunity to prepare a handsome broadside which is shown herewith. In this broadside there are portrayed the various ideas that were used by the Okeh dealers to stimulate the sale of the "Go 'Long Mule" record, and it is quite probable that other dealers will utilize one or more of these plans. Sargent and Marvin are at present making an extensive vaudeville tour that will give Okeh retailers an opportunity to tie up.

"GO 'LONG MULE" the Okeh sensation?

Here are some of the "stunts" that have sold hundreds of records for the "Live Ones!"

We are indebted to Mr. Smith and the Shackelford Co. Pharmacy for these wonderful ideas.



YOU CAN DO IT TOO!

It won't cost you much and "Go 'Long Mule" has proven to be a good seller. Let folks know you have it.



Send us Photos or Descriptions of your stunts or ideas, that helped you sell 40139.

Okeh Record No. 40139 Remember the Number

Wm. Phillips Reports Progress

A decided increase in the production of talking machines has been noticeable during the past month according to William Phillips, president of the William Phillips Phono Parts Corp., New York City, who reports that the demand for Phillips tone arms and sound boxes is steadily increasing and hints that before the season has progressed much further he will add a new tone arm to the line.

Take on New Radio Sets

The Wholesale Radio Equipment Co., New York City, distributor of the Magnavox and other radio products, has added the Work-Rite and Gilfillan radio receiving sets to its line. This house has a well established and efficient staff covering the Metropolitan territory, which is already at work on two new sets.

Broadside Prepared by General Phonograph Co. Showing Dealer Tie-up released its recording of "Go 'Long Mule," by the new Okeh artists, Sargent and Marvin, who have been making a phenomenal hit in vaudeville on the Orpheum circuit. The unique re-

Stanley Thompson, of the Consolidated Talking Machine Co., Minneapolis, Minn., used a Ford as his method of introducing this new record, and, with Lou Emmel's assistance, sold

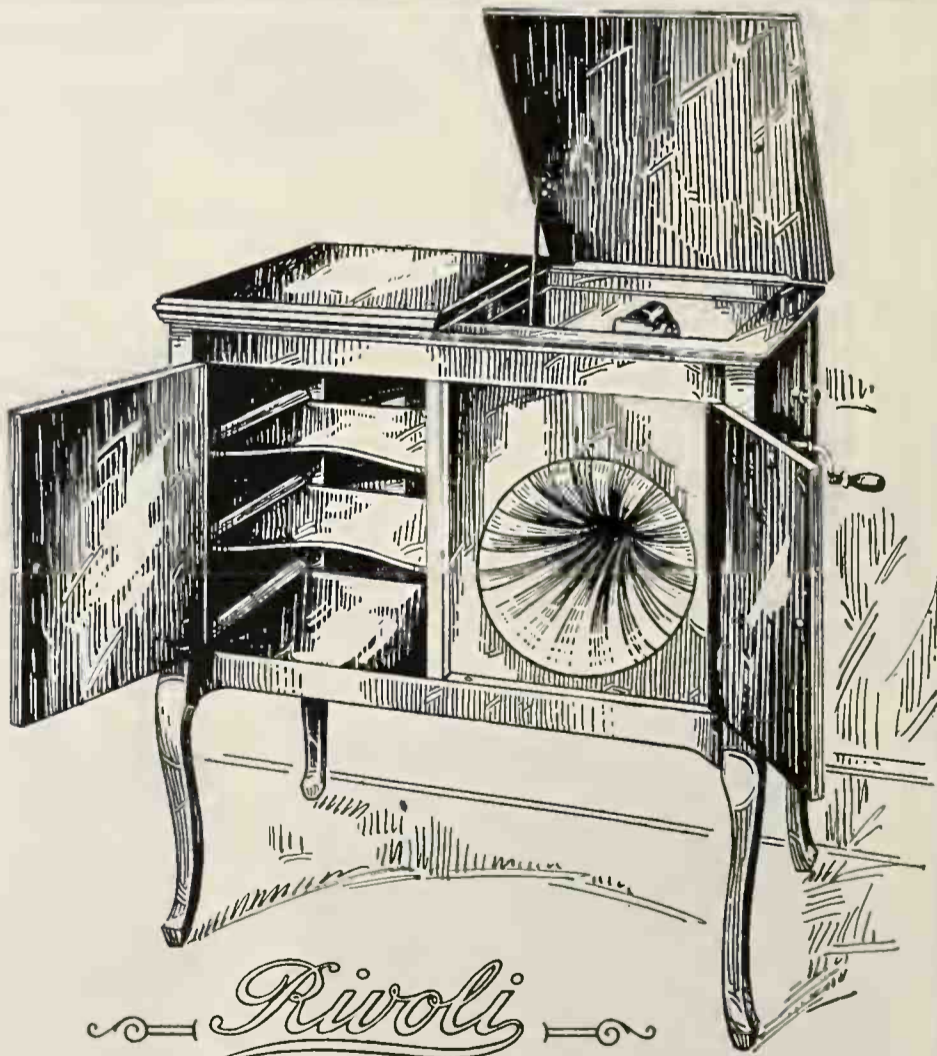
There are different classes of buyers just as there are different classes of merchandise.

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.



VINCENNES PHONOGRAPH COMPANY

VINCENNES, INDIANA

Exclusive Distribution by LEON C. SAMUELS, 930 Republic Bldg., Chicago, Ill.

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.

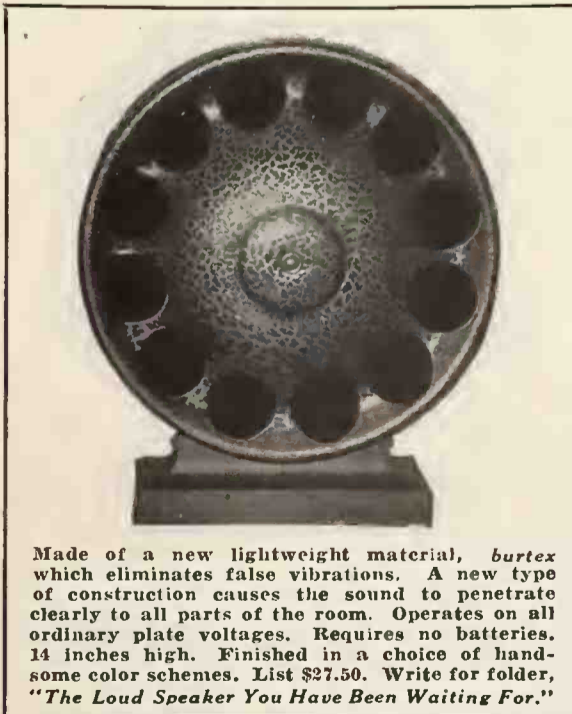
Secure a sample N & K Imported Loudspeaker at once from the nearest distributor on this list. It will bring you orders from customers to whom you have never before been able to sell a speaker.

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-Ralston Co., 1801 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.
Wakem-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 Bradan Ave., Chariton.
Radio Exchange, 511 Seventh St., Sioux City.
Republic Electric Co., 120 E. First St., Davenport.
- KANSAS**
Southwestern Radio Corp., Wichita.
- KENTUCKY**
Belnap Hdwe. & 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. Zamolski 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 P. 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.
Bangert Electric Co., 297 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-Walshley Radio Corp., 437 Fifth Ave., N. Y.
Independent Electrical Supply Co., 59 Warren St., N. Y.
W. R. Ostrander & Co., 371 Broadway, N. Y.
Steelman, 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.
Haas 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., 1120 Twelfth Ave., Altoona.
Thompson's, Chester.
Erie Radio Co., Inc., Erie.
R. M. Peffer, 2 So. 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-Hommel & 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.
Herbrick & Lawrence, Nashville.
Braid Electric Co., Nashville.
- TEXAS**
Butler Bros., Dallas.
Huey & Philip Hdwe. Co., Dallas.
Tel Electric Co., 602 Preston Ave., Houston.
Southern Radio Corp. of Texas, 608 W. Evergreen St., San Antonio.
Velh Crawford Hdwe. 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 20th St., E., Saskatoon, Sask.
Phinney's, Ltd., 454 Barrington St., Halifax, N.S.
- MEXICO**
La Casa del Radio, Av. Jaurez 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."

Two Song Hits
from

ZIEGFELD FOLLIES

An adorable Fox Trot Ballad
and the best song in the show!

"Adoring You"

"All Pepped Up"

All that the title implies — full of
pep and a corking fast Fox Trot!

Lyrics by
JOSEPH
Mc CARTHY
Music by
HARRY
TIERNEY
© 1924 LEO FEIST

You can't
go wrong with
any FEIST
Song



Important Discussions Mark Third Annual Convention of Illinois Music Merchants

James P. Lacey, of Peoria, Elected President—Association Plans to Promote State-Wide Music Memory Contests—Discuss Radio Merchandising—Exhibits a Feature of Event

SPRINGFIELD, ILL., October 8.—The third annual convention of the Illinois Music Merchants' Association, and by far the most successful of the series, was held at the Leland Hotel, this city, on Monday and Tuesday of this week, and brought forth a representative gathering of the music merchants of the State, who, in addition to attending the business sessions, which were of a distinctly practical nature, found time to enjoy an excellent round of entertainment.

The first business session was held on Monday morning, when President Fred Watson, of the Association, presented his report, and pointed out the growth of the organization during the year. Next in order came the reports of the secretary and treasurer, and those of the various committee chairmen.

One of the outstanding features at the opening session was the decision of the Association to co-operate with the Music Teachers' Association of Illinois for the promotion of State-wide music and music memory contests. The idea was presented by the teachers themselves and met with immediate approval, a definite campaign being suggested for next year.

Following a luncheon at the Elks Club the

conventioners were taken on an automobile tour of the city as guests of the Springfield Chamber of Commerce and then returned for the Monday afternoon session at which Matt J. Kennedy, secretary of the National Association of Music Merchants, was the principal speaker.

Sessions were held both Tuesday afternoon and evening, with the usual luncheon at the Elks Club, and the convention ended with an elaborate banquet on Tuesday night at which the principal address was made by Rexford C. Hyre, secretary of the Music Merchants' Association of Ohio.

New Officers Elected

The officers elected for the new year were: President, James P. Lacey, of Peoria; vice-president, J. E. Rice, Mt. Olive; secretary, R. J. Van Fossen, Beardstown, and treasurer, Lloyd L. Parker, of Harrisburg.

Throughout the convention various members of the Association made addresses of practical value to the music merchants, or led discussions on existing trade problems. These speakers included James P. Lacey, of Peoria, who talked on advertising and pointed out that the methods adopted by the dealer had a distinct pub-

licity value; Charles Adams, of Peoria, who talked on "Commissions"; Guy Hawkins, of Decatur, on the trade-in question; Fred Firestone, of Rockford, Ill., who told how by taking a proper interest in the general music and civic affairs of the city a dealer could get much valuable free publicity; J. W. Waddell, of Pana, who discussed the subject of collections; Charles A. Deutschmann, president of the National Association of Piano Tuners, who urged closer co-operation between dealers and tuners; C. C. Oldendorf, of Mt. Carmel, who discussed the question of salesmanship at considerable length; E. J. Joosten, of Minonk, who talked on the value of nationally priced goods, and E. E. Hanger, of Lincoln, on "Trade Ethics."

Discusses Radio Merchandising

R. L. Berry, of Springfield, spoke on "The Real Experience of a Music Merchant Handling Radio," and in the course of his address urged the handling of complete factory-made radio sets backed by a guarantee instead of parts and locally assembled outfits, and Miss Grayce Van Coutren, of Kewanee, delivered an interesting address on the subject of merchandising rolls and records.

Miss Van Coutren gave some particularly timely advice on the handling of customers in a manner to stimulate both record and roll sales, making a special appeal to those who from habit ask for the popular releases of the day, but who by proper effort might be induced to buy numerous standard numbers.

There were a number of other speakers, all of whom talked on subjects of direct value to the trade. Among the resolutions adopted was one urging the establishment of a mutual insurance department for the service of members of the Association.

The next annual meeting of the Association will be held in Rockford, Ill.

Some of the Exhibits

Quite a representative number of exhibits appeared on the first five floors of the Leland Hotel during the convention.

The Starr Piano Co. had a suite of rooms upon the second floor, with an impressive display of the various Starr products. A. A. Lamar and O. S. Boyd were in charge of the piano displays. The Pullman player and the new Starr "Minum" upright school piano were featured especially. Earl E. Fay was in charge of the phonograph, Gennett record and music roll displays. The new additions to the Starr line of phonographs were the principal features of attraction in this display.

The United States Music Co. maintained an exhibit in rooms 200 and 201. George L. Ames, vice-president and sales manager, was in charge, assisted by M. Lindemann.

The Royal line of radio and phonographs was shown by the Edray Sales Co., of Chicago, in room 202. Ray Reilly was in charge, assisted by Irving S. Leon. The line was displayed in part, and the new Neutrodyne receiver operated for the assembled dealers.

In room 204 L. V. Fisher exhibited the Pfan-





Model 403—Mahogany
Dimensions: 8 1/4" high, 14 3/4" wide, 17 1/2" deep.
Wholesale \$15.00.



Model 501—Mahogany
Dimensions: 15" high, 18" wide, 21 1/2" deep
Wholesale \$26.00

Two new table models—Real phonographs—No better value

Equipped with standard Regina Tone Arm and Patented Regina Reproducer and enclosed type double spring motor.

Plays All Records. Order Samples Now.

Also have FOUR UPRIGHTS and TWO CONSOLE TYPES
RADIO-PHONOGRAPH COMBINATIONS AND RADIOS

Send for full particulars.

REGINA PHONOGRAPH CO., Rahway, N. J.

stiehl line of radio receivers, which are being distributed by the Detroit Electric Car Co., of Chicago.

The Pathé line of phonographs and radio was shown in room 305, with H. W. Roberts in charge.

The Consolidated Talking Machine Co. had an exhibit in room 304, with Frank B. Dunford in charge. A complete line of radio, radio accessories and small goods was shown.

The Period Sales Co., of New Albany, Ind., showed a line of small goods in room 302. R. K. Oates was in charge.

The Mohawk Electric Co. exhibited in room 502, with LeRoy Firestone in charge. The new Mohawk radio receiver with one dial control was the feature of this exhibit.

The Fred Gretsch Mfg. Co. exhibited in room 604, with Fred J. Base in charge. A complete line of various Gretsch small goods was shown, with the Lacroix and Robert clarinets as features of special attraction.

Platt Music Co. Employes Entertained at Dinner

Two Hundred Members of Staff of Los Angeles Music House Meet to Plan Nineteenth Anniversary Sale—Talks by Platt Officials

LOS ANGELES, CAL., October 4.—About 200 employes of the various branches of the Platt Music Co., of this city, were entertained at dinner at Paulais, 741 South Broadway, recently, for the purpose of planning the nineteenth anniversary sale of the company. Each employe's place card contained the name of some special make of musical instrument or piece of musical merchandise sold by the Platt concern. This name was read out when the employe was called upon to introduce himself and state in which department he worked.

Benjamin Platt, head of the company, addressed the gathering, telling of the rapid growth of the Platt establishment and explained the purpose of the anniversary sale. A number of other interesting talks were given by department heads and executives, after which a musical program and dancing were enjoyed.

Excellent Needle Demand

Some time ago the Brilliantone Steel Needle Co., New York City, introduced a policy of imprinting dealers' names upon envelopes. These envelopes were packed with extra-loud, half-tone, medium and soft needles. The demand for the dance tone needle, however, has been so great that it is announced that the Brilliantone Co. will hereafter pack the dance tone needle in the imprint envelope. This tone needle has always been a big seller in the Brilliantone line and it is expected that packing in the imprint envelope will prove a still further impetus to their sales.

New Anderson Showroom

SPRINGFIELD, ILL., October 8.—An additional showroom has been added to the music store of O. F. Anderson, at 320 South Sixth street, this city. The Anderson establishment has been growing steadily since its inception in 1912 at 209 North Sixth street.

Dictogrand

The Articulating True Tone LOUD SPEAKER

COTTON FLOCKS

.. FOR ..

Record Manufacturing

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

G. C. Sleeper Addresses Metropolitan Merchants

Radio Holds Prominent Place in September Session of Local Association—General Regret Over Death of Secretary Brown

The monthly meeting of the Talking Machine & Radio Men, Inc., for September was held at the Café Boulevard and this meeting, the first after the Summer recess, attracted a capacity crowd who listened to an interesting program.

The radio feature of the meeting was the Sleeper Monotrol, the demonstration of which was followed by an address by Gordon C. Sleeper, president of the Sleeper Radio Corp., who explained the details of the apparatus manufactured by his company and told something of the patent situation. He also discussed at some length the merchandising of radio.

Another speaker was W. M. Rosenfeld, of the Diamond Electric Specialty Co., who gave an interesting talk on B-batteries and told how

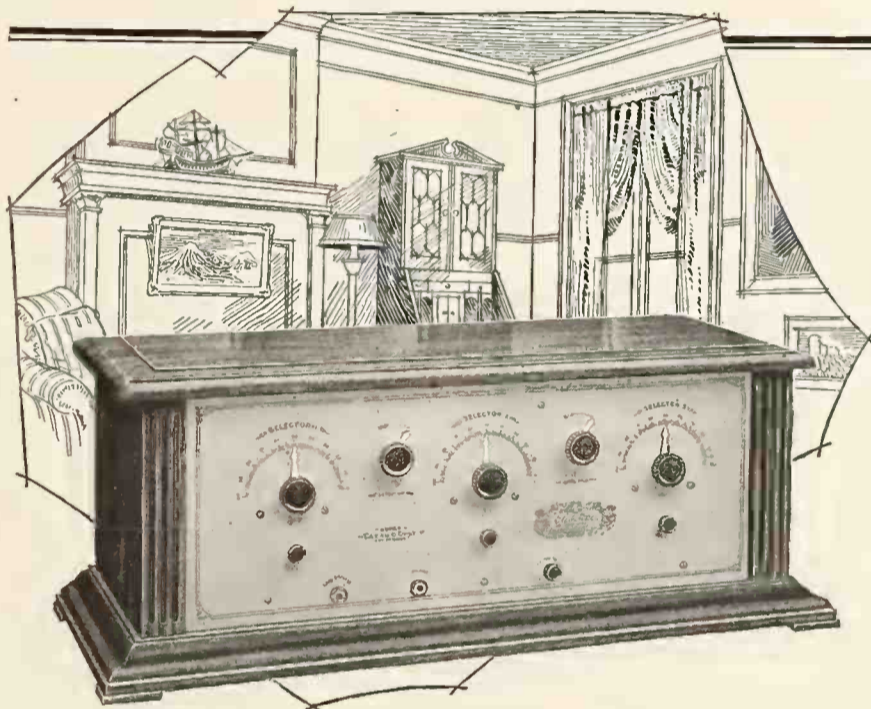
they may be tested. The Royal Electrical Laboratories, of Newark, N. J., also had a display of their products.

The musical feature of the meeting was supplied by members of the staff of Irving Berlin, Inc., who sang a number of the songs that are being featured by that company during the present season.

Universal regret was expressed at the meeting over the death of Edward G. Brown, for several years secretary of the organization and one of its most active and popular members, and proper resolutions will be adopted in the name of the organization.

The next meeting of the association will be held at the Café Boulevard, on Wednesday, October 15.

Attractive new music warerooms have been opened in Spartanburg, S. C., by W. S. Rice, and the business will be known as the W. S. Rice Music House. Leading lines are handled, including the Victor and Columbia machines, musical merchandise, etc.



Performance Proves This Five Tube

SUPER CLEAR-O-DYNE

to equal any set made anywhere

Price \$120

In the hands of actual users—many of them inexperienced—this set has won its place of equality with the finest five tube sets ever made. It is equal in selectivity, in clarity and in sweetness of tone.

Your eyes will tell that in appearance it is distinctive and beautiful, and that it is well and carefully made by real craftsmen. It is an ornament—in any surroundings.

You may pay more for a radio set—but you can't get more genuine satisfaction.

Write for literature and the name of your dealer.

Jobbers and Dealers: A test sample will tell our story to you. Give your customers the biggest value.



The Super-Clear-O-Dyne in a console cabinet, \$190.00

- Clear-O-Dyne Model 70.....\$ 75.00
- Clear-O-Dyne Model 71..... 90.00
- Clear-O-Dyne Model 72 Console..... 135.00
- Clear-O-Dyne Model 80..... 120.00
- Clear-O-Dyne Model 82 Console..... 190.00
- Other sets from \$60.00 up.



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—Manufacturer's representative wanted to sell headset and loud speaker unit to jobbers and manufacturers on exclusive commission basis. Address Royal Electrical Laboratories, Newark, N. J.

WANTED—PHONOGRAPH SALESMAN to call on jobbers and dealers with the CESCO Repeater as a side line. The newest and most approved type of Repeater on the market. Retail at \$1. Fastest selling accessory and holiday novelty in the industry. Liberal commission. The Rapid Repeater Co., 260 Van Alst Ave., Long Island City, N. Y.

WANTED—Resident salesmen with following among music trade to sell highly efficient radio set and complete line of parts. Representation desired in following cities: Buffalo, Cleveland, Pittsburgh, Philadelphia, Boston, Washington, Baltimore, Atlanta, New Orleans and other populous centers. A real future for men of the right calibre. Write Box B. D., Room 416, 38 Park Row, New York City.

WANTED—Wide-awake salesman with an acquaintance of the phonograph trade to sell high-grade radio merchandise. Give qualifications and references in first letter. Address Capitol Distributing Co., 25 West 18th St., New York City.

WANTED—Radio salesmen to cover metropolitan territory. Attractive proposition to men with following among radio merchants. Address "Box 1452," care of The Talking Machine World, 383 Madison Ave., New York City.

Voluma Loud Speaker Demonstrated to Press Men

Newspaper and Magazine Representatives Gather at Hotel Shelton, New York, to Attend Demonstration of Voluma Speaker

Voluma Products, Inc., Hempstead, N. Y., manufacturer of the "Professional" radio reproducer, recently arranged a private demonstration of its loud speaker before a gathering of newspaper and magazine representatives at the Hotel Shelton, New York City. The purpose of the demonstration was to give technical editors and others a first-hand opportunity of viewing and hearing it at work.

The "Professional" radio reproducer is not a phone unit; it carries a powerful electrical mechanism and is made to meet the requirements of radio reception. The manufacturer particularly points out the volume attained by this instrument and its sensitiveness on low signals and the absence of blasts or rattle. He also points out that it requires no extra batteries. It is made of a mahoganized horn, with a fourteen-inch bell. It has a die-cast, triple-bearing, adjustable ferrule and an especially patented split magnet. It also has a permanently seated extra large mica diaphragm and a special insulated sound chamber; a patented

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

REPAIR PARTS and PROMPT REPAIR SERVICE

—for—

Madison, Carnival, Parlonette, Ambassador and other IMPORTED PHONOGRAPHS at lowest prices.

F. WATERS

31 Arden Street New York City

FOR SALE

Music business for sale in Florida's best city. Reason for selling, have other interests. For particulars write "Box 1648," Miami, Florida.

FOR SALE

High grade shop handling Edison phonographs and records, Brunswick phonographs and records, pianos, radio, in city of 12,000. Pressure of other business prevents personal attention. Excellent location. Exclusive territory; in Central Ohio. Address "Box 1450," care of The Talking Machine World, 383 Madison Ave., New York City.

FOR SALE

Twelve Johnson electric talking machine motors, complete with turntables, at \$10.00 apiece. Address Feraud Bros., Granite City, Ill.

non-vibrating baffle plate for which the Voluma Products, Inc., holds basic patents.

Herewith is shown a reproduction of the



Voluma Loud Speaker

"Professional" reproducer which, although only recently introduced to the trade, has attracted wide attention. The plans of the manufacturer call for distribution through specially franchised dealers. The company backs the product with widespread publicity and to dealers in unfranchised territory sends one of its products with return privileges.

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.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

FOR SALE

Victrola and radio store in flourishing town of 45,000 about 40 miles from New York. Doing a good and increasing business with excellent prospects. Other interests demand owner's entire time. Address "Box 1453," care 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: In paint department finishing foreman for phonographs and piano benches. Give full particulars in first letter as to experience, references and salary expected. Address Burnham Phonograph Corp., 1929 So. Los Angeles St., Los Angeles Cal.

WANTED: Man of wide experience desires position with high-class organization as sales manager, advertising manager or correspondent. Can produce results. Address "Box 1454" care The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—At liberty—Young man, 25, desires position with music concern. Eight years' experience with two leading publishers. Good salesman, bookkeeper, stenographer and correspondent. Good references. Address "Box 1451," care of The Talking Machine World, 383 Madison Ave., New York City.

M. I. S. Co. Offers Plan to Stimulate Xmas Sales

The Musical Instrument Sales Co., Victor wholesaler, New York, has written to its dealers endeavoring to rouse them to the benefits of starting immediately to secure business which ordinarily would be classed as Christmas business. This is the Christmas Victrola Club plan by which prospective purchasers of Victrolas can secure delivery of any machine selected by them upon payment of \$1, for which a certificate is given by the dealer. No matter at what time the dollar is paid and the contract signed, payments on the machine do not start until December 1.

The Musical Instrument Sales Co. has prepared certificates outlining the plan and giving illustrations of a dozen styles of Victrolas, which the dealers can secure at the rate of \$6 per 1,000. Other dealer helps include ad mats.

FROM
OUR

EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGMALL ST., E.C. LONDON



W. LIONEL STURDY MANAGER

Every Section of the Trade Optimistic Over Outlook for the Fall and Winter

Fears Over Effect of Abolition of McKenna Duties Have Died Down—Shortage of Foreign-made Motors—Prince of Wales Makes a Record—Manufacturers Anticipate Heavy Ordering

LONDON, E. C., October 3.—Never has the advent of the Autumn and Winter seasons here been hailed, in talking machine circles, more optimistically. Visits to both manufacturing and retail sections of the trade have elicited accumulative evidence that the next few months should witness the largest influx of orders that has been known for many years. Any fears at one time felt anent the effect of the abolition of the McKenna duties are now as dead as the dodo and not only are English manufacturers ceasing to worry about foreign competition in the home markets, but are entering the foreign and colonial markets with increasing confidence and vigor. It is significant of the inability of Continental manufacturers to supply the British market that orders for tone arms, sound boxes and other gramophone components have recently been placed in London by Canadian and other Colonial firms. Since August bank holiday nothing but progress has been noted and the whole talking machine industry has made a wonderful leap forward. To-day there is scarcely a single manufacturing firm idle.

A month or two ago I wrote of the prospect of a shortage of foreign motors this season and inquiry reveals confirmation of this, the deliveries here being considerably short of the demand. One extraneous reason is perhaps that the Swiss motor and tone arm factories have had to hold up deliveries for a time owing to their labor being largely called up for its annual training in the citizen army.

Another factor in the elimination of serious Continental competition is the re-imposition of the Reparation Duty from 5 to 26 per cent. The statement to which I referred last month, viz., that the German Government will reimburse the German exporter in cash, has received official ratification.

Meteoric Rise of Columbia Shares

Within a period of twelve months the ordinary shares (par value 10/) of the Columbia Graphophone Co., Ltd., have touched 34/6. A report now gives currency to the belief that the interim dividend shortly expected will be at least double the 5 per cent declared in November, 1923. When the new factories are in full working order the present output will, it is expected, be increased by at least 50 per cent.

The demand for Columbia goods is said to exceed the supply, big as that is!

New H. M. V. Model

Contemporaneously with the appearance of this number of The Talking Machine World, the Gramophone Co. (His Master's Voice) is introducing to the English market an entirely new model incorporating the special feature of the Lumiere patent, the pleated diaphragm, which obviates the use of sound box, tone arm or horn. The adoption of the pleated diaphragm in this country follows its successful adoption in slightly different form in France some few months ago. Undoubtedly the new model will soon possess its own coterie of admirers though it would be impossible to predict at the moment a secession from the ranks of the numerous admirers of the usual H. M. V. models. Every new gadget has its enthusiastic following, though it would be incorrect to merely style the pleated diaphragm a gadget. The larger diffusion of sound waves possible with a fourteen-inch diaphragm designed to catch tone at the point of emission and to radiate concentrically will assuredly claim the attention of the music critic and music lovers generally.

I was particularly impressed when listening to a demonstration of the new model, with the mezzo-voice-like reproduction of vocal tone and with the ease with which individual instruments could be detected in orchestral items.

The new principle is being incorporated in two styles of model, the table grand (460) and the cabinet grand (510), both being made in either mahogany or oak. The table grand measures eleven inches in height, fourteen and three-eighths inches width and twenty-two and five-eighths inches in depth. Its fittings are of gold plate and enameled. External fittings are oxidized. It is equipped with a double one and one-quarter inch spring motor, a twelve-inch turntable, with special semi-automatic brake and regulator with automatic speed indicator. The cabinet model, necessarily of larger dimensions, has, in addition, a quadruple one and one-quarter inch spring motor, and is provided with a record index book and storage chamber of seventy-two record capacity.

Leipzig Fair Trade Disappointment

From reports to hand of the Autumn Leipzig

Messe I gather that German musical instrument makers still show a remarkable fidelity in attendance, and, with a more reliable approach to economic stability in Germany, the bi-annual fairs are likely to regain their former success. Seventeen talking machine firms took space in addition to about 140 other musical instrument houses, a fact which certainly evidences Germany's fixed intention of claiming a big proportion of the European musical instrument business. When the fair opened the musical section entertained high hopes of trade in view of the adoption of the Dawes report, but the effects of the agreement were not sufficiently determined to influence business to the hoped-for amount.

English visitors to the fair were conspicuous by their absence, not more than half a dozen buyers attending; in fact, generally, there was a decided dearth of buyers. In conversation with one English visitor I elicited the information that, in his opinion, business was very bad and prices extremely high. The increase in prices is accounted for partly by the establishment of wages under a gold basis and also by reason of the fact that manufacturing firms have to pay an enormous rate of interest to the banks for loans, this ranging from 20 per cent to 50 per cent per annum. In fact, in one case coming under this buyer's notice, a German manufacturer was paying as much as 8 per cent per month. Several well-known makes of pianos had, in the period between March and August, increased in prices ranging to 25 per cent. As far as small goods are concerned, prices, if anything, are higher to-day, ex-factory, than prices duty paid, f. o. b. London, a very few months ago.

There were several interesting gramophone exhibits, but the German manufacturers freely admitted that in spite of the abolition of the McKenna Duties, they could not compete, excepting in the very cheap lines, with the English manufacturers. English domestic competition to-day is so very keen and the English demand for distinctive designs and cabinet work so standardized that Continental makers are unable to make any very great progress in the British markets.

Victor President Returns to U. S.

I learn that Eldridge R. Johnson, president of the Victor Talking Machine Co., returned a few days ago to New York after spending some weeks in Europe. Mr. Johnson was mainly over on holiday, the bulk of his vacation being spent on the mainland. London, however, was

(Continued on page 214)

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FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 213)

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"

included in the itinerary and, of course, some time was spent at the headquarters here of the Gramophone Co., Ltd.

Alfred Clarke, managing director of the Gramophone Co., accompanied Mr. Johnson on his return to the States, where, I understand, he will confer with officials of the Victor Talking Machine Co., of which he is a director.

The Prince of Wales Makes a Record

Royal sentiments have been recorded on the ubiquitous gramophone record on more than one occasion recently. The latest disc to carry a popular message to the masses and undoubtedly to be safeguarded for posterity in the archives of the nation is "His Master's Voice" RD887, twelve-inch d/s., made by the Prince of Wales immediately prior to his departure for the United States. This is being sold here in large numbers at the nominal price of 5/6, and the Gramophone Co. is generously placing the profits at the disposal of the Prince, who has announced his intention of giving them to Earl Haig's fund for ex-service men. "Sportsmanship" is the subject of the Prince's speech and the reverse side of the record holds a musical selection rendered by a special male voice choir and the band of the Coldstream Guards. "God Bless the Prince of Wales" and regimental marches of the Household Brigade are introduced.

The History of Edison Bell

No more interesting example of the association of romance with commercial enterprise is

to be found than in the history of the House of Edison Bell. J. E. Hough, Ltd., has just issued a handsome little brochure entitled "The Story of Edison Bell," and which contains, actually, the story of gramophone enterprise in this country. That enterprise will forever be associated with the name of James E. Hough, the founder and present managing director of the House of Edison Bell and familiarly known in this country as the "Father of the Trade." The description of his indomitable enterprise and energy, combined with fine business acumen, reads like a romance and undoubtedly will be read with tremendous interest throughout the talking machine world.

Enters Gramophone Trade

Keen interest centers in the news that the fire-extinguishing apparatus firm, Messrs. Minimax, Ltd., have taken over the Bestone gramophones which, for some months, have not figured in the gramophone industry. The British Gramophone & Wireless Co., Ltd., has disposed of the rights to manufacture and sell the Bestone models to the above-mentioned firm, which has made arrangements with the Hampden Hill Mfg. Co., Ltd., for use of plant in the construction of models. It will be remembered that the Bestone "Stereophone," the last invention of the original company, embodied a combination of multiple sound conduits and a patent tone arm, using two amplifiers. Other Bestone models were the Corner cabinet, "Dux" portable and a patent "unit," which comprised the complete sound-producing element of the talking machine.

Anniversary of Columbia New Process Records

September 14 last marked the first anniversary of the introduction by the Columbia Graphophone Co. of the new Columbia Grafonola and the New Process records. Since the inauguration these inventions have been given the widest publicity, the success of which was amply demonstrated in the last balance sheet issued by the company. In a statement issued to the

press on the anniversary date, the chairman, Sir George Croydon Marks, M.P., says that "in the year since its introduction hundreds of thousands of the Columbia models have been sold. It is as popular on the Continent, in Australia, New Zealand, South Africa and the Far East as in the country of its invention. It has been one of the strongest musical attractions of the British Empire Exhibition, inquiries and orders from all parts of the world having been received as the result of demonstrations to visitors in the music section of the Palace of Industry, and millions of the New Process records have been sold, this success making possible the production of a number of complete orchestra symphonies, string quartets and other ambitious works."

Cheaper Cables to Australasia

In conjunction with various cable companies, the G. P. O. announce new rates in force from December 1 between Great Britain and Australia, from 3/ to 2/6 per word. To New Zealand the reduction is from 2/8 to 2/3 per word. There is a corresponding reduction also in the deferred cable rates.

Audak Popular in England

LONDON, ENGLAND, October 3.—The Columbia Gramophone, Ltd., holds the English rights for the Audak record demonstrators. These are being introduced in hundreds of retail establishments throughout the British Isles. The British dealer welcomes this new sales product inasmuch as it assists the sales department in saving time and in making sales of records. It also is a welcome addition because it makes for conservation of floor space.

The Vega Co., maker of Vega banjos, held a special display in the windows of the Jordan Marsh Co., Boston, during the celebration of New England week.



"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

H. J. CULLUM

Perophone, Ltd.

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LONDON, ENGLAND

Cables, PEROWOOD, LONDON



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BRING TRUE MUSIC *to the* HOME



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Double-sided

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Colonial and Foreign Traders Should
Write for a Special Sales Proposition

*Regular monthly issues go to swell
our big and up-to-date catalogue*



Chosen Solely for Reproduction



Perfect Pianoforte Renderings //



Real Concert Hall Effects //



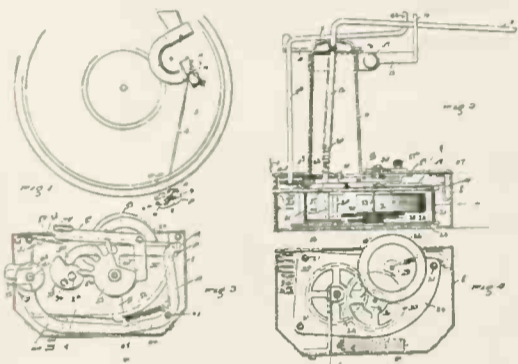
Perfect Syncopation

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., October 9.—Talking Machine Repeater and Stop.—Eskil H. Josephson, Long Island City, New York. Patent No. 1,505,267.

This invention relates to repeating devices for phonographs and the like and the primary object of the invention is the construction of a novel and an improved device capable of being used in connection with various types of phonographs wherein the selection may be played and repeated without stopping the turntable.

Another object of the invention is the provision of a repeating device for phonographs



and the like co-operatively arranged with the tone arm, including means adapted to be engaged by the outer periphery of the turntable, whereby the said tone arm is moved to its initial playing position.

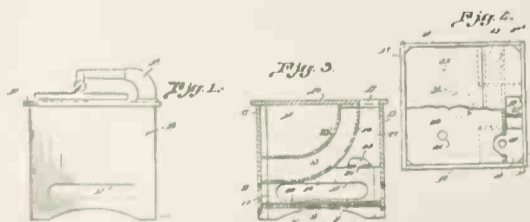
Another important object of the invention is the provision of a repeating attachment for phonographs which may be set to play continuously or a predetermined number of times, including an adjusting mechanism so that the device is capable of use with various size records as well as permitting repetition of certain portions of a record as desired.

A further object of the invention resides in the construction of a repeating attachment for phonographs, including a novel and improved gear mechanism operable by a friction wheel from the turntable permitting the tone arm to be moved to its initial playing position automatically.

Figure 1 is a plan view showing the device in its relation with a tone arm of a phonograph; Fig. 2 is a view taken on the line 2—2 of Fig. 1; Fig. 3 is a view taken on the line 3—3 of Fig. 2, showing the friction wheel and trip mechanism; Fig. 4 is a further view taken on the line 4—4 of Fig. 2.

Sound Amplifying and Distributing Device. Nathaniel A. Clark, Davenport, Ia. Patent No. 1,505,864.

This invention relates to new and useful improvements in sound amplifying and distributing



devices, the object of which is to eliminate the objectionable vibrations arising from the reproduction of phonographic records, to amplify the sound, and to distribute it in the most effective manner possible, the natural tone being preserved.

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 for our No. 24 Touch Up Outfit, consisting of 1 pint varnish, set of stains, polish and instructions
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Lesley's Chemical Co. Indianapolis, Ind.

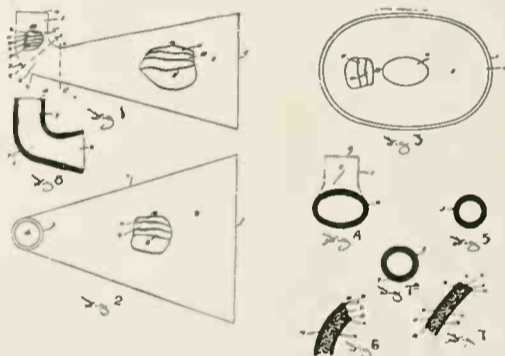
A further object is to provide a particular form of amplifying chamber associated with a particular form of distributing device, whereby exceptionally good results are secured.

What is claimed, and described in the illustrations, is the following: "In a device of the class described, a box including a top, and side wall having openings near the bottom thereof, a sound board extending in the form of a curve from one side wall at a point above the opening therein, and having one edge spaced from the opposite wall, means forming a throat portion in the space thus provided, and a sound board below the curved sound board and below the openings in the side walls, and constituting the lower walls of an amplifying and distributing chamber having communication with the throat portion."

Horn for Talking Machines. Bagster Roads Seabrook, Mishawaka, Ind. Patent No. 1,505,972.

This invention relates to improvements in horns for talking machines, particularly amplifying horns, and the general object is to provide an improved type of horn which will receive sound waves and deliver them in a full, clear, pure and natural manner and without extraneous modifications. A further object is to construct a horn with a specially treated porous body.

A still further object of the invention is to construct a horn having a specially thickened



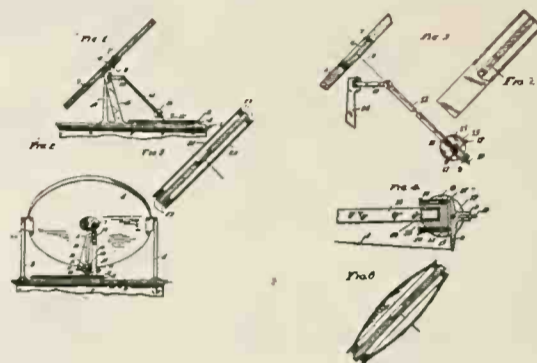
neck arranged to effectively deliver unmodified sound waves to the body of the horn and further to construct the body of the horn so that it presents an elliptical cross section at all points which gradually increases in cross sectional area in passing from the neck to the delivery end of the horn.

Figure 1 represents a side view of the horn; Fig. 2 represents a plan view of the same; Fig. 3 represents an end view; Fig. 4 represents a vertical sectional view through the horn, the section being taken in the plane denoted by the line X—X'; Fig. 5 represents a sectional view transversely through the horn, the section being taken in the plane denoted by the line Z—Z'; Fig. 6 represents an enlarged detailed sectional view through a portion of the neck of the horn; Fig. 7a represents a cross sectional view through the horn at Y—Y'; Fig. 7 represents an enlarged detailed sectional view through a portion of the body of the horn; Fig. 8 represents a vertical sectional view centrally through the neck.

Sound Reproducing Device. Leroy R. Button, Kittanning, Pa. Patent No. 1,506,562.

This invention relates to improvements in so-called phonographs or sound reproducing devices. The objects are, first, to produce a device of this kind, in which a tone arm, horn or megaphone construction is dispensed with and in which simplicity of construction with a maximum degree of efficiency is attained; secondly, the production of a device which can be readily adapted to either a vertically or laterally cut record and which reproduces sound with a maximum of exactness, clearness and volume.

Figure 1 is a central transverse section of the improved device and a side elevation of a fragmentary portion of the phonograph case; Fig. 2 is a front elevation of a part of the same; Fig. 3 is an enlarged view, partly in section, of the sound reproducer and support for needle holder arm; Fig. 4 is a plan view of a fragmentary portion of the needle holder, arm, sound transmitting vibrator and needle; Fig. 5



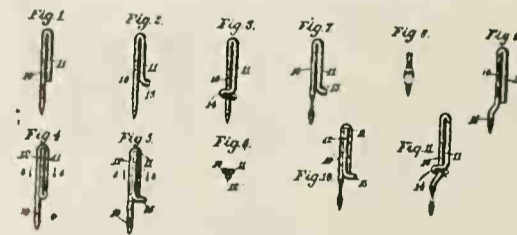
is a central transverse section of the diaphragm and its holder and sounding boards attached on either side thereof; Fig. 6 is a central, transverse section of the diaphragm and its holder, showing a modified form of sounding boards; Fig. 7 is a view, partly in section, of a modified form of sound reproducer.

Needle for Talking Machines and Like Apparatus. William Ernest Clifton, Nottingham, England; assignor to Cliftohone, Ltd, London, England. Patent No. 1,508,163.

This invention consists in improvements in or relating to needles for talking machines and like apparatus and has for its object the improvement of the tone produced by the needle, the lessening of surface noise and the cheapening of the cost of production. A further object is to provide a needle, by the use of which wearing of the record-surface will be reduced.

According to the present invention a gramophone or like needle is formed from a length of wire doubled back on itself one or more times with a pointed end extending clear of and beyond the extremity of the doubled back portion.

The invention also includes a gramophone-needle whereof that end which is to be retained



in a needle-socket is formed with a looped portion.

Figures 1, 2, 3, 4, 5, 7, 9, 10 and 11 show respectively different forms in which the needle may be manufactured. Fig. 6 in a section on the line 6—6 either of Fig. 4 or Fig. 5, and Fig. 8 is a side view of the pointed end of the needle shown in Fig. 7.

REPAIRS

All Makes of Talking Machines Repaired Promptly and Efficiently
REPAIR PARTS FOR ALL MACHINES

ANDREW H. DODIN

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 TELEPHONE, SPRING 1194

Advance RECORD BULLETINS for November, 1924

Victor Talking Machine Co.

LIST FOR SEPTEMBER 26

- 19408 God Will Take Care of You... J. Foster Barnes 10
I Would Be Like Jesus... J. Foster Barnes 10
19423 June Night... Helen Clark-Elliott Shaw 10
Drittwood... Marcia Freer-Lewis James 10
19418 Mandalay... Peerless Quartet 10
There's Yes! Yes! in Your Eyes, Peerless Quartet 10
INSTRUMENTAL RECORD
19407 Nibelungen March... The Goldman Band 10
Ronde d'amour (Dance of Love), The Goldman Band 10
DANCE RECORDS
19424 Who Wants a Bad Little Boy?—Fox-trot, Ted Weems and His Orch. 10
Susquehanna Home—Fox-trot, Jack Shilkret's Orch. 10
19422 Dreary Weather—Fox-trot, Waring's Pennsylvanians 10
Any Way the Wind Blows—Fox-trot, Waring's Pennsylvanians 10
19426 Sing a Little Song—Fox-trot, The Benson Orch. of Chicago 10
After All, I Adore You—Fox-trot, The Benson Orch. of Chicago 10
RED SEAL RECORDS
6468 Kamemnoi-Ostrow (Rubinstein, Op. 10, No. 22)—Piano Solo... Harold Bauer 12
Impromptu in A Flat (Schubert, Op. 90, No. 4) Piano Solo... Harold Bauer 12
1036 Canta il Mare (Song of the Sea) (Mazzola-De Leva)—In Italian... Giuseppe de Luca 10
Occhi di Fata (Eyes of Fate) (Tremacoldo-Denza)—In Italian... Giuseppe de Luca 10
6469 Dinorah—Slumber Song (Si, Carina) (Preceded by "Bellah! Capretta adorata!") (Meyerbeer)—In Italian... Amelita Galli-Curci 12
Pretty Mocking Bird (T. Morton-Sir H. R. Bishop) Amelita Galli-Curci 12
"FEATURE" RECORDS
6058 Song of the Volga Boatmen—Russian Folk Song... Feodor Chaliapin 12
The Prophet (Poushkin-Rimsky-Korsakow), Feodor Chaliapin 12
55194 Moonlight Sonata (Beethoven), Olive Kline and Male Quartet 12
Hymn to the Madonna (Kramer-Baker-Kremser)... Lucy Isabelle Marsh and Male Quartet 12
LIST FOR OCTOBER 3
45427 Non me lo dite! (Tell Me Not That!) (Panzacchi-Tosti)—In Italian... Dusolina Giannini 10
Penso! (Pensive) (Pagliara-Tosti)—In Italian, Dusolina Giannini 10
19427 Wreck of the Old 97... Vernon Dalhart 10
The Prisoner's Song... Vernon Dalhart 10
19432 Main Street Wasn't Big Enough for Mary, Henry Burr 10
Why Live a Lie?... Lewis James 10
19431 You'll Never Get to Heaven With Those Eyes, Aileen Stanley-Billy Murray 10
Dumb Dora... Billy Murray 10
INSTRUMENTAL RECORD
19401 Vienna, Vanishing Fairy City—Waltz, Victor Schrammel Orch. 10
Vienna, City of My Dreams—Waltz, Victor Schrammel Orch. 10
DANCE RECORDS
19428 Where the Dreamy Wabash Flows—Fox-trot, Paul Whiteman and His Orch. 10
Follow the Swallow—Fox-trot, George Olsen and His Music 10
19429 Adoring You—Fox-trot, Paul Whiteman and His Orch. 10
Biminy—Fox-trot... George Olsen and His Music 10
19430 Mississippi Shiver—Fox-trot, Zez Confrey and His Orch. 10
Nickel in the Slot—Fox-trot, Zez Confrey and His Orch. 10
RED SEAL RECORDS
1034 Valse Sentimentale (Schubert-Francko), Mischa Elman 10
Valse Staccato (Ravina-Piastro-Borissoff), Mischa Elman 10
1030 Rosalinda (Eduardo S. de Fuentes)—In Spanish, Tito Schipa 10
Mi viejo Amor (My Old Love) (Mexican Song) (A. E. Oteo)—In Spanish... Tito Schipa 10
"FEATURE" RECORDS
3000 Whispering Hope (Alice Hawthorne), Alma Gluck-Louise Homer 10
One Sweetly Solemn Thought (Carey-Ambrose), Alma Gluck-Louise Homer 10
18689 Beautiful Hawaii (Mary Earl)—Waltz, Guitars, Ferera-Franchini 10
Hawaiian Twilight (Sherwood)—Fox-trot, Hawaiian Trio 10

LIST FOR OCTOBER 10

- 19436 Hard Hearted Hannah... Belle Baker 10
Sweet Little You... Belle Baker 10
19437 How Come You Do Me, Like You Do?, Frank Crumit 10
Knock at the Door... Frank Crumit 10
INSTRUMENTAL RECORD
19433 What'll I Do?... Victor Salon Orch. 10
Marcheta... Victor Salon Orch. 10
DANCE RECORDS
19438 Tea for Two—Fox-trot, The Benson Orch. of Chicago 10
I've a Garden in Sweden—Fox-trot, Waring's Pennsylvanians 10
19439 She Loves Me—Fox-trot, International Novelty Orch. 10
Sioux City Sue—Fox-trot... The Virginians 10
RED SEAL RECORDS
6462 Quintette in E Flat Major—1st Movement and 2nd Movement (Schumann), Ossip Gabrilowitsch with Flouzaley Quartet 12
6463 Quintette in E Flat Major—3rd Movement and Finale (Schumann), Ossip Gabrilowitsch with Flouzaley Quartet 12
6459 Symphony in B Minor ("Unfinished")—1st Movement, Part 1 and Part 2 (Schubert), Stokowski and Philadelphia Orch. 12
6460 Symphony in B Minor ("Unfinished")—1st Movement, Part 3, and 2nd Movement, Part 1, Stokowski and Philadelphia Orch. 12
6461 Symphony in B Minor ("Unfinished")—2nd Movement, Part 2 and Part 3, Stokowski and Philadelphia Orch. 12
"FEATURE" RECORDS
742 At Dawning (Eberhart-Cadman), John McCormack 10
I Hear a Trush at Eve—Serenade (Eberhart-Cadman)... John McCormack 10
45109 Gypsy Trail (Kipling-Galloway), Reinald Werrenrath 10
Fuzzy-Wuzzy (Kipling-Whiting), Reinald Werrenrath 10
LIST FOR OCTOBER 17
19413 Oft in the Stilly Night... Shannon Quartet 10
All Through the Night... Shannon Quartet 10
19442 Go 'Long Mule... Vernon Dalhart 10
Way Out West in Kansas, Billy Murray-Ed. Smalle 10
19443 When I Was the Dandy and You Were the Belle... Aileen Stanley-Billy Murray 10
Put Away a Little Ray of Golden Sunshine for a Rainy Day... Aileen Stanley 10
19444 A Voice With a Smile... Henry Burr 10
Smile Again, Kathleen Mavourneen, Sterling Trio 10
INSTRUMENTAL RECORD
55226 A Suite of Serenades—Part 1 (Victor Herbert)—No. 1, Spanish; No. 2, Chinese, Paul Whiteman and His Concert Orch. 12
A Suite of Serenades—Part 2 (Victor Herbert)—No. 3, Cuban; No. 4, Oriental, Paul Whiteman and His Concert Orch. 12
DANCE RECORDS
19447 Hard Hearted Hannah—Fox-trot, Paul Whiteman and His Orch. 10
Bagdad—Fox-trot... Paul Whiteman and His Orch. 10
19445 That's Georgia—Fox-trot, The Benson Orch. of Chicago 10
Morning—Fox-trot... The Benson Orch. of Chicago 10
RED SEAL RECORDS
1035 Berceuse (Lullaby) (Jarnefelt)... Cecilia Hansen 10
Berceuse (Lullaby) (Cui)... Cecilia Hansen 10
1038 La Chasse (The Hunt) (Scarlati), Wanda Landowska 10
Bourree d'Auvergne (Country Dance) (Landowska)... Wanda Landowska 10
6471 Giocouda—Voce di donna (Angelic Voice) (Ponchielli)—In Italian... Margarette Matzenauer 12
Huguenots—Nobil signori, salute! (Noble Sirs, I Salute You!) (Meyerbeer)—In Italian, Margarette Matzenauer 12
"FEATURE" RECORDS
8000 Forza del Destino—Solenne in quest' ora (Swear in This Hour!) (Verdi)... Caruso-Scotti 12
Bohème—Ah, Mimi, tu piu (Mimi, False One) (Puccini)... Caruso-Scotti 12
45180 Southern Court Scene—First Session—Part 1, W. C. Kelly 10
Southern Court Scene—First Session—Part 2, W. C. Kelly 10

- Sweet Little You—Fox-trot; Incidental Singing by Ted Lewis... Ted Lewis and His Band 10
188-D Baguau—Fox-trot, Paul Specht and His Hotel Alamac Orch. 10
Oriental Love Dreams—Fox-trot, Paul Specht and His Hotel Alamac Orch. 10
199-D Susquehanna Home—Fox-trot, California Ramblers 10
I Want to Be Happy (From "No, No, Nanette")—Fox-trot... California Ramblers 10
203-D Hard-Hearted Hannah—Fox-trot, The Little Ramblers 10
Tessie! Stop Teasin' Me—Shimmy One-step, The Little Ramblers 10
202-D That's Georgia—Fox-trot, Fletcher Henderson and His Orch. 10
You'll Never Get to Heaven With Those Eyes—Fox-trot... Fl. Henderson and His Orch. 10
187-D Dreamer of Dreams—Waltz... The Romancers 10
Come Back to Me—Waltz... The Romancers 10
186-D Sioux City Sue—Fox-trot, Vocal Chorus by Joe Griffith... The Original Memphis Five 10
The Grass Is Always Greener (in the Other Fellow's Yard)—Fox-trot, Vocal Chorus by Joe Griffith... The Original Memphis Five 10
POPULAR SONGS
196-D No One Knows What It's All About, Eddie Cantor 10
Oh—My—Yes!—Duet... Billy Jones-Ernest Hare 10
197-D Too Tired—Comedians... Van-Schenck 10
Choo Choo—Comedians... Van-Schenck 10
193-D Follow the Swallow—Male Quartet, Shannon Four 10
Sing a Little Song—Male Quartet, Shannon Four 10
192-D Mandalay—Tenor Solo... Lewis James 10
Drittwood—Tenor Solo... Lewis James 10
194-D Go' Long, Mule—Duet, Billy Jones-Ernest Hare 10
She Loves Me—Duet... Billy Jones-Ernest Hare 10
200-D Look-a What I Got Now!—Comedian, Bob Nelson 10
She Says "No!"—Comedian... Bob Nelson 10
184-D Sadie O Brady—Tenor Solo, William A. Kennedy 10
Won't You Come Back to Mother Machree?—Tenor Solo... William A. Kennedy 10
NOVELTIES
198-D Darktown Broadcasting, Part 1—Comedian, Orch. Accomp... Jay C. Flippen 10
Darktown Broadcasting, Part 2—Comedian, Orch. Accomp... Jay C. Flippen 10
183-D I Belong to Glasgow—Scottish Comedian, Orch. Accomp... Will Fyffe 10
I'm 94 To-day—Scottish Comedian, Orch. Accomp... Will Fyffe 10
189-D Mississippi Sawyer—Harmonica-Guitar, Ernest Thompson 10
Climbing Up the Golden Stairs—Banjo-Harmonica... Ernest Thompson 10
191-D I Am My Mamma's Darling Child—Country Dance, Banjo-riddle, Samantha Bumgarner-Eva Davis 10
The Gambler's Man—Two-step, Banjo Solo, Samantha Bumgarner 10
190-D Red Wing—Harmonica-Guitar, Vocal Chorus, Ernest Thompson 10
Snow Deer—Harmonica-Guitar, Vocal Chorus, Ernest Thompson 10
201-D Turkey in the Straw—Stove Pipe No. 1, Sam Jones 10
Cripple Creek and Sourwood Mountain, Sam Jones 10
OLD-TIME MELODIES
185-D Carry Me Back to Old Virginia—Soprano Solo... Edna Thomas 10
Old Folks at Home (Way Down Upon the Swanee River)—Soprano Solo, Edna Thomas 10
SYMPHONY-CONCERT SELECTIONS
50011-D Il Bacio (The Kiss) (Arditi)—Soprano Solo, Orch. Accomp... Elsa Stralia 12
Se Saran Rose (Love in Springtime) (Arditi)—Soprano Solo, Orch. Accomp... Elsa Stralia 12
65022-D The Better Land (Cowen)—Baritone Solo, Orch. Accomp... Louis Graveure 12
The Promise of Life (Cowen)—Baritone Solo, Orch. Accomp... Louis Graveure 12
60007-D Cavatina (Raff, Op. 85, No. 3)—Violin Solo, Raymond Bauman at the Piano, Sascha Jacobsen 12
Introduction et Rondo Capriccioso (Saint-Saens, Op. 28)—Violin Solo, Raymond Bauman at the Piano... Sascha Jacobsen 12
68083-D Asthore (Trotiere)—Tenor Solo, Orch. Accomp... Charles Hackett 12
The Snowy-Breasted Pearl (Robinson)—Tenor Solo, Orch. Accomp... Charles Hackett 12
20024-D The Bird and the Babe (Lieurance)—Mezzo- (Continued on page 218)

Columbia Phonograph Co.

COLUMBIA NEW PROCESS RECORDS

- DANCE RECORDS
195-D Eccentric—Shimmy One-step, Ted Lewis and His Band 10

Advertisement for FEIST songs featuring 'DEAR ONE', 'Rock-a-bye Baby Days', 'DOO WACKA DOO', and 'KIT-KIT-KITTY'. Includes promotional text like 'You Can't Go Wrong With Any FEIST Song' and 'I Made A Hit With...'. Copyright © 1924 LJO FEIST Inc.

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ADVANCE RECORD BULLETINS FOR NOVEMBER—(Continued from page 217)

- Soprano Solo, Orch. Accomp., Barbara Maurel 10
- The Angelus (Lieurance)—Mezzo-Soprano Solo, Orch. Accomp. Barbara Maurel 10
- 33028-D Souvenir Poétique (Fibich)—Violin Solo, Arthur Loesser at the Piano. Toscha Seidel 10
- Rondino (On a Theme by Beethoven) (Kreisler)—Violin Solo, Arthur Loesser at the Piano Toscha Seidel 10
- ORCHESTRAL RECORDINGS**
- A-5860 Sleeping Beauty Waltz (Tchaikovsky), Chicago Symphony Orch. 12
- Carmen: Two Spanish Dances (Bizet), Chicago Symphony Orch. 12
- A-6118 Aida: March (Verdi), Metropolitan Opera House Orch. 12
- La Gioconda: Dance of the Hours (Ponchielli), Metropolitan Opera House Orch. 12
- A-5781 Boris Godunov: Polonaise (Moussorgsky), Prince's Orch. 12
- Prelude in C Sharp Minor (Rachmaninoff), Prince's Orch. 12
- A-6190 Naila: Intermezzo (Delibes), Cincinnati Symphony Orch. 12
- Midsummer Night's Dream: Scherzo (Mendelssohn) Cincinnati Symphony Orch. 12
- A-6135 Cortège Du Sardar (From "Caucasian Sketches) (Ippolitov-Ivanov), Philharmonic Orch. of New York 12
- Turkish March (From "Sonata in A Major") (Mozart).....Philharmonic Orch. of New York 12
- A-6230 Symphony in G Minor: First and Third Movements (Mozart), New York Symphony Orch. 12

- For Dancing, Herb Wiedoeff's Cinderella Roof Orch. 2683
- Go 'Long, Mule (Creamer-King)—Fox-trot—For Dancing, with Vocal Chorus. Carl Fenton's Orch. Animal Fair (Johnson-La Forrest-Rosso)—Fox-trot—For Dancing, with Vocal Chorus, Carl Fenton's Orch. 2684
- Pale Moon (Glick-Logan)—Popular Concert, Paul Ash and His Granada Orch. Can't Yo' Heah Me Calling', Caroline (Gardner-Roma)—Popular Concert, Paul Ash and His Granada Orch. 2685
- Heartbroken (Owens-Johnson-Meyers)—Fox-trot—For Dancing.....Vic Meyers and His Orch. Burmalone (Burns-Jessup-Clay)—Fox-trot—For Dancing.....Vic Meyers and His Orch. 2686
- When It's Love-time in Hawaii (Heagney)—Waltz—For Dancing...Castlewood Marimba Band Honolulu Rose (Heagney-Hampton)—Waltz—For Dancing.....Castlewood Marimba Band 2687
- Africa (Creamer-Hanley)—Comedienne with Orch. Margaret Young Under the Water (Henderson-Brown-Von Tilzer)—Comedienne with Orch. Margaret Young 2688
- If I Stay Away too Long From Carolina (Raskin-Young-Squires)—Vocal Duet with Orch. The Radio Franks (Wright-Bessinger) Don't Blame It All on Me (Terriss-Wood-Morse)—Tenor with Orch. Frank Bessinger 2689
- Blue-eyed Sally (Bernard Robinson)—Vocal Duet with Orch. The Dixie Stars Never Gettin' No Place Blues (Bernard-Frey-Robinson) Al Bernard and Russel Robinson

- 59516 Kol nidrei Cantor Josef Shlisky God, Show Your Wonders—Bar Kochba, Mme. Regina Prager
- YIDDISH**
- 59517 Der Chasen auf Der Elter (The Old Cantor), Sam Silberbusch & Co. Der Dibek Sam Silberbusch & Co. 59518
- Kol mekadash Morris Goldstein Es Geiht Vie Geshmirt (From "Papa's Boy"), Morris Goldstein

Edison Blue Amberol Records

- 4903 Why Did You Do It?—Fox-trot...Georgia Melodians
- 4904 Boll Weevil Blues.....The Arkansas Trio
- 4905 When It's Love-Time in Hawaii, Waikiki Hawaiian Orch.
- 4906 Ev'rything You Do—Fox-trot, Song by Joseph Phillips Harry Raderman's Dance Orch.
- 4907 Save a Kiss for Rainy Weather—Fox-trot, Green Bros.' Novelty Band
- 4908 Radio—Fox-trot, Song by Arthur Hall, Atlantic Dance Orch.
- 4909 A New Kind of Man (With a New Kind of Love for Me).....The Arkansas Trio
- 4910 There's No One Just Like You—Fox-trot, Song by George Wilton Ballard.....Kaplan's Melodists

Aeolian Records

- VOCALION RECORDS**
- OPERATIC**
- 70041 Romanza del fiore (Flower Song) (From "Carmen") (Bizet)—Tenor, In Italian, Aeolian Orch. Accomp., Conducted by Gennaro Papi, Metropolitan Opera House Conductor, Armand Tokatyian 12
- O Paradiso! (Oh Paradise!) (From "L'Africana") (Meyerbeer)—Tenor, in Italian, Aeolian Orch. Accomp., Conducted by Gennaro Papi, Metropolitan Opera House Conductor Armand Tokatyian 12
- OPERATIC—INSTRUMENTAL**
- 35046 Aida Selection (Puccini)—Conducted by Gennaro Papi.....Metropolitan Opera House Orch. 12
- La Bohème Selection (Puccini)—Conducted by Gennaro Papi, Metropolitan Opera House Orch. 12
- STANDARD**
- 24064 The Shadows Fall (Burns-MacDermid)—Tenor, Aeolian Orch. Accomp.....Colin O'More
- If God Left Only You (Mitchell-Densmore)—Tenor, Aeolian Orch. Accomp.....Colin O'More 10
- INSTRUMENTAL**
- 35047 Flatterer's Waltz (Flattergeister) (Josef Strauss)—In Concert Time (Recorded in Europe), Stern's Orch. (Hotel Adlon, Berlin) 12
- Dream Waltz (Traum Walzer) (C. Millocker)—In Concert Time (Recorded in Europe), Stern's Orch. (Hotel Adlon, Berlin) 12
- 14867 President's March (Victor Herbert), Lieut. F. W. Sutherland and His 7th Reg. Band
- The Invincible Eagle March (John Philip Sousa), Lieut. F. W. Sutherland and His 7th Reg. Band 10
- IRISH-DANCE**
- 14875 Highland Schottische—Schottisch, The Four Provinces
- The Rattling Boys of Paddy's Land—Irish Polka (Intro: "Leather Away"), The Four Provinces 10
- HAWAIIAN**
- 14883 Under the South Sea Palms (George Johnsen)—Waltz, Hawaiian Guitars and Violins, Ferrera-Franchini Quartet 10
- Hawaiian Daisies (Weber-Marks)—Waltz, Hawaiian Guitars and Violins, Ferrera-Franchini Quartet 10
- NOVELTY**
- 14865 Harmonica Blues (in "Spooning and Balooning")—Harmonica and Handsaw, Piano Accomp. Moore-Freed 10
- Dixie Medley (Intro: "Swanee River," "My Old Kentucky Home" and "Turkey in the Straw") (in "Spooning and Balooning")—Banjo and Harmonica, Piano Accomp. Moore-Freed 10
- VOCAL**
- 14866 Doodle Doo Doo (Kassel-Stitzel)—Novelty, Accomp. by The Ambassadors, Isabelle Patricola 10
- Somebody Loves Me (From "George White's Scandals of 1924") (Gershwain-McDonald-De-Sylva)—Assisted by Tom Patricola (Special Chorus), Accomp. by Piano Duet-Saxophone-Ranjo Isabelle Patricola 10
- 14868 Follow the Swallow (Rose-Dixon-Henderson)—Accomp. by Selvin's Orch. Irving Kaufman
- When I Was the Dandy and You Were the Belle (Ruby-Handman-Dreyer)—Accomp. by Selvin's Orch. Irving Kaufman 10
- 14882 Go 'Long, Mule (Creamer-King)—Comedy Song Accomp. by The Ambassadors...Ernest Hare
- The Grass Is Always Greener (In the Other Fellow's Yard) (Egan-Whiting)—Comedy Song

Brunswick Records

- 15085 Pagliacci-Vesti la giubba (On With the Play) (Act I) (Leoncavallo)—Tenor with Orch.; in Italian Giacomo Lauri-Volpi Cavalleria Rusticana—Brindisi (Drinking Song) (Mascagni)—Tenor with Orch.; in Italian, Giacomo Lauri-Volpi 10100
- Mighty Lak' A Rose (Stanton-Nevin)—Soprano with Orch.; Violin Obligato by Fredric Fradkin Florence Easton
- Sing Me to Sleep (Bingham-Greene)—Soprano with Orch.; Violin Obligato by Fredric Fradkin Florence Easton
- 10101 Marcheta (Schertzinger)—Tenor with Orch., Mario Chamlee
- Memory Lane (De Sylva-Conrad-Spier)—Tenor with Orch. Mario Chamlee
- 10102 Just A-Wearyin' for You (Stanton-Jacobs-Bond) Contralto, with String Quartet and Piano, Marie Morrisey
- Coming Home (Wilmot-Willeby)—Contralto with String Quartet and Piano.....Marie Morrisey
- 15088 Don Giovanni—Serenata (Ständchen) (Act II) (Mozart)—Baritone with Orch.; in German, Friedrich Schorr
- Czar und Zimmerman—Sonst spielt' ich mit Scepter (In Childhood I Dallied) (Lortzing)—Baritone with Orch.; in German, Friedrich Schorr
- 15089 Waiata Poi (Hill)—Symphony Orch.—Henri Verbrugghen, Conductor, Minneapolis Symphony Orch.
- Melodrama (From "Piccolino") (Guiraud)—Symphony Orch.—Henri Verbrugghen, Conductor Minneapolis Symphony Orch.
- 2676 Where the Silvery Colorado Wends Its Way (Scoggins-Avril)—Male Quartet with Orch., Fireside Quartet
- Where the Sunset Turns the Ocean's Blue to Gold (Buckner-Petrie)—Male Quartet with Orch. Fireside Quartet
- 2677 Medley of Foster's Songs (Old Folks at Home, Old Black Joe, My Old Kentucky Home)—Vibraphone Solo with Orch. Joseph Green
- Old Melodies (Silver Threads Among the Gold, Alice Where Art Thou, When You and I Were Young Maggie)—Vibraphone Solo with String Quartet.....Joseph Green
- 2679 Romany Daws (Lyman-Arnheim-Kahn)—Fox-trot—For Dancing...Abe Lyman's California Orch.
- A New Kind of Man (Clare-Flatow)—Fox-trot—For Dancing Abe Lyman's California Orch.
- 2680 Tia Juana (Rodemich-Conlev)—Fox-trot—For Dancing Gene Rodemich's Orch.
- Just a Fanny Little Tune (Rodemich-Conlev)—Fox-trot—For Dancing.....Gene Rodemich's Orch.
- 2681 Bagdad (Ager-Yellen)—Fox-trot—For Dancing, Ray Miller and His Orch.
- Red Hot Mamma (Wells-Conger-Rose)—Fox-trot—For Dancing.....Ray Miller and His Orch.
- 2682 I Wonder What's Become of Sally (Ager-Yellen)—Fox-trot—For Dancing...Bennie Krueger's Orch.
- Squeechanna Home (Ringle)—Fox-trot—For Dancing Bennie Krueger's Orch.
- 2660 Go Your Way and I'll Go Mine (Schonberg-Kerr)—Fox-trot—For Dancing, Herb Wiedoeff's Cinderella Roof Orch.
- Stack O' Lee Blues (Lopez-Colwell)—Fox-trot

Edison Disc Records

- ALREADY RELEASED**
- SPECIALS**
- 80798 The Church in the Wildwood...Aida Brass Quartet
- Recessional Aida Brass Quartet
- 80799 The World Is Waiting for the Sunrise, Played by Frederick Kinsley on Midmer-Losh Pipe Organ
- Poor Butterfly, Played by Frederick Kinsley on Midmer-Losh Pipe Organ
- 80797 Robin Hood Airs, No. 1...New York Light Opera Co.
- Robin Hood Airs, No. 2...New York Light Opera Co.
- 82328 Na Lei O Hawaii (Song of the Islands)...Anna Case
- Sweet Lei Lehua.....Anna Case
- 80802 The Dixie Kid.....Criterion Quartet
- Ole Aunt Mandy's Chile.....Criterion Quartet
- 80803 A Suite of Serenades, No. 1 ("Spanish"), American Concert Orch.
- A Suite of Serenades, No. 2 ("Cuban"), American Concert Orch.
- 51396 Love Gives a Thorn With Its Roses.Walter Scanlan
- All Because of You.....Walter Scanlan
- FLASHES**
- 51387 Virginia's Calling Me—Fox-trot, Atlantic Dance Orch.
- Sing a Little Song—Fox-trot, Golden Gate Dance Orch.
- 51388 Lucille—Fox-trot Golden Gate Dance Orch.
- Kiss Me Goodnight—Waltz, Harry Raderman's Dance Orch.
- 51389 Put Away a Little Ray of Golden Sunshine for a Rainy Day—Fox-trot by the Top Notchers—Song by George Wilton Ballard
- Morning (Won't You Ever Come 'Round)—Fox-trot by Kaplan's Melodists—Song by George Wilton Ballard
- 51386 Follow the Swallow—Fox-trot, Atlantic Dance Orch.
- There's a Bend at the End of the Swanee—Fox-trot Kaplan's Melodists
- 51393 Words—Fox-trot Congo Four
- I'd Give Ev'ry Rose on Broadway (For That Little Rose Back Home)—Fox-trot...Congo Four
- 51394 Red Hot Mamma—Fox-trot.....Georgia Melodians
- Charley, My Boy—Fox-trot.....Georgia Melodians
- 51398 June Night—Fox-trot, Nathan Glantz and His Orch.
- Tropical Palms—Fox-trot, Nathan Glantz and His Orch.
- GENERAL GROUP**
- 51392 Sister Hasn't Got a Chance Since Mother Bobbed Her Hair.....Collins-Harlan
- Go 'Long Mule.....Arthur Collins
- 51397 Duo Concertant—Two Clarinets, Anthony Giammatteo-Fred J. Brissett
- Sonata in C Major—Accordion Solo.....Frosini
- 51395—The Dance of the Elves—Piano Solo, Ferdinand Himmelreich
- Elegie—Concert Transcription—Piano Solo, Huston Ray
- 80804 The Larboard Watch, Harvey Hindermeyer-Donald Chalmers
- King of the Sea.....Donald Chalmers
- FRENCH CANADIAN**
- 58015 Mon Mari con bien malade.....Jeanne Maubourg
- Le Rideau du Lit.....Jeanne Maubourg
- HEBREW**
- 59515 Hashkiveinu...Cantor Josef Shlisky and His Choir
- Dinah at the Mill—Bar Kochba, Mme. Regina Prager

—Accomp. by The Ambassadors... Billy Jones	10
14869 Beautiful Heaven (Heavenly Lover) (Cliff Hess)	10
—Ballad)—Orch. Accomp.... Franklyn Bauer	10
I'm Forever Falling in Love With Someone	10
(James Monaco)—Ballad, Orch. Accomp.,	
Franklyn Bauer	10
14863 Sweet Rose O'Sharon (Campbell-Karhan)—Irish	10
Ballad, Orch. Accomp..... Criterion Quartet	10
Ireland Is Heaven to Me (Griffin-Harrison-	
Rose)—Ballad, Orch. Accomp.,	
Criterion Quartet	10
DANCE	
14878 June Night (Baer-Friend)—Fox-trot,	10
Ben Bernie and His Hotel Roosevelt Orch.	
Doodle Doo Doo (Kassel-Stitzel)—Fox-trot,	10
Ben Bernie and His Hotel Roosevelt Orch.	10
14879 In a Little Rendezvous (All Alone With You)	10
(Ted Snyder)—Fox-trot,	
Emil Coleman and His Club Trocadero Orch.	10
Tia Juana (Tee Wanna) (Connelly-Rodemich)—	
Fox-trot,	
Emil Coleman and His Club Trocadero Orch.	10
14872 Any Way the Wind Blows (J. Hanley)—Fox-	10
trot..... The Bar Harbor Society Orch.	
Adoring You (From "Ziegfeld Follies of 1924")	10
(McCarthy-Tierney)—Fox-trot,	
The Bar Harbor Society Orch.	10
14871 Follow the Swallow (Ray Henderson)—Fox-trot,	10
The Ambassadors	10
Susquehanna Home (Dave Ringle)—Fox-trot,	10
Ben Selvin and His Orch.	10
14870 Dreamer of Dreams (Ted Fiorito)—Waltz,	10
Ben Selvin and His Orch.	10
Come Back to Me (When They Throw You	10
Down) (Will Donaldson)—Waltz (Blues),	
The Ambassadors	10
14881 When Shadows Fall (Max Dolin)—Waltz,	10
The Ambassador String Orch.	10
A Thousand Kisses (Joyce)—Waltz,	10
The Ambassador String Orch.	10
14880 A New Kind of Man (With a New Kind of	10
Love for Me) (Clare-Flatow)—Blues-Fox-trot,	
Fletcher Henderson and His Orch.	10
The Meanest Kind O' Blues (B. Lou Jackson)	10
Fox-trot.. Fletcher Henderson and His Orch.	10
DANCE—MEXICAN	
14876 Bayadera (A. Dominguez B.)—Fox-trot,	10
The Castillians	10
Benamor (Pablo-Luna)—Fox-trot,	10
The Castillians	10
VOCAL—MEXICAN	
14877 Cancion de Amor (Song of Love) (Alfonso	10
Esparza Oteo)—Cancion—Fox-trot—con or-	
questa—Tenor..... Gaston Flores	10
El Rosal Enfermo (The Feeble Rosebush)	10
(Pinto-Palmerin)—Ballad—con orquesta—	
Tenor..... Gaston Flores	10
VOCAL—RACE	
14874 Old North State Blues (Perkins)—Blues,	10
Accomp. by Piano and Cornet... Lethia Hill	10
Never Again (Jones-Kahn)—Blues, Piano	10
Accomp. Alta Gates	10
14873 Low Down Despondent Blues (Delaney)—Blues,	10
Accomp. by Piano and Clarinet.. Lena Henry	10
Consolation Blues (J. Lawrence Cook)—Blues,	10
Accomp. by Piano and Clarinet.. Lena Henry	10
SOUTHERN RECORD	
14864 Jonah and the Whale—Hymn-Duet, Banjo	10
Accomp.... Uncle Dave Macon-Sid Harkreader	10
The Little Old Log Cabin in the Lane—Ballad-	
Duet, Accomp. by Banjo and Guitar.	
Uncle Dave Macon-Sid Harkreader	10
GERMAN	
9062 Unter den Brücken von Paris (Under the Bridges	10
of Paris) (Scotto)—Orchester Begleitung,	
Whistling with Orch. (Recorded in Europe,	
Guido Gialdini, Kunstpfeifer	10
Muss ja nicht grad' Flanell sein (It need not	10
be "Flannel") (E. Siegwart)—Orchester	
Begleitung, Whistling with Orch. (Recorded	
in Europe)... Guido Gialdini, Kunstpfeifer	10
9063 Still ruht der See—German Folk Song (Re-	10
corded in Europe)... Nebe Quartet	10
Sah ein Knab' ein Röslein stehn—German Folk	10
Song (Recorded in Europe)... Nebe Quartet	10
9064 In der Wurzhütte (Ländler)—European Dance	10
(Recorded in Europe),	
Dachauer Bauern Kapelle	10
Hütamadln (Ländler)—European Dance (Re-	
corded in Europe)... Dachauer Bauern Kapelle	10
9065 Holde Blum' der Männertreu (G. H. Wald-	10
mann)—German Song with Vocal Chorus (Re-	
corded in Europe),	
Polyphon Orchester mit Gesang	10
Beim Holderstrauch (Fr. Helm)—Walzer, Ger-	
man Song with Vocal Chorus (Recorded in	
Europe)... Polyphon Orchester mit Gesang	10
JEWISH	
13019 When der shoifer blost (Gilrod-Lebedeff)—Jew-	10
ish Folk Song, Accomp. by Perez Sandler's	
Orch. Aaron Lebedeff	10
Oif dem neiem yor (Gilrod-Lebedeff)—Jewish	
Folk Song, Accomp. by Perez Sandler's	
Orch. Aaron Lebedeff	10
HEBREW	
013018 Imipnei Chatuenu (1st Part)—Hebrew Chant,	12
Accomp. by I. J. Hochman's Orch.,	
Cantor B. Levite	12
Imipnei Chatuenu (2nd Part)—Hebrew Chant,	
Accomp. by I. J. Hochman's Orch.,	
Cantor B. Levite	12
13017 Leidos Vudor—Hebrew Chant, Accomp. by I.	10
J. Hochman's Orch. Cantor B. Levite	10
Ky liekach tov—Hebrew Chant, Accomp. by	
I. J. Hochman's Orch. Cantor B. Levite	10
GERMAN	
9059 Max, nimm die Hand von der Schossbluse weg	10
(Max Vogel)—German Comic, Orchester Be-	
gleitung (Recorded in Europe),	
Grete Wiedeke	10
Lenchen Ramme, die Stramme Amme (Max	
Oscheid)—German Comic, Orchester Beglei-	
tung (Recorded in Europe)... Grete Wiedeke	10
9060 Wenn ich einmal der Herrgott wär (C. Binder)	10
German Folk Song, Orchester Begleitung	
(Stadttheater Köln am Rhein) (Recorded in	
Europe)—Bass..... Ernest Osterkamp	10
Rheinlied (Mein Heimatland) (Carl Coermayer)	
German Folk Song, Orchester Begleitung	
(Stadttheater Köln am Rhein) (Recorded in	
Europe)—Bass..... Ernest Osterkamp	10
9061 Einzug der Gladiatoren, Marsch (Fucik)—March	10
(Recorded in Europe)... Polyphon Orchester	10
In Treue Fest, Marsch (Teike)—March (Re-	
corded in Europe)... Polyphon Orchester	10

Odeon Records

(RECORDED IN EUROPE)

3109 Chanson D'Amour (Song of Love) (Kassel),	12
Edith Lorand and Her Orch.	
Lago Di Como—Serenade (Serenade—Lake	
Como) (Fauchey),	
Edith Lorand and Her Orch.	12

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3110 Fra Diavolo—Overture, Part 1 (Auber),	12	The Arkansaw Travelers	10
Odeon Symphony Orch.		Any Way the Wind Blows (My Sweetie Goes)	
Fra Diavolo—Overture, Part 2 (Auber),	12	(Creamer-Handley)—Fox-trot, Singing Chorus by	
Odeon Symphony Orch.		Vernon Dalhart..... The Arkansaw Travelers	10
3111 Manon (Engel-Berger),	12	My Own Blues (Williams)—Piano Solo,	
Dajos Bela and His Orch.	12	Clarence Williams	10
Viennese Song (Wien Sterbende Marchenstadt)	12	Gravier Street Blues (Williams)—Piano Solo,	
(Leopoldi)... Dajos Bela and His Orch.	12	Clarence Williams	10
5043 I Pagliacci—Prologo (Prologue) (Leoncavallo)	12	Rain Crow Bill Blues—Harmonica Solo,	
—Baritone with Orch.; Sung in Italian,		Henry Whitter	10
Riccardo Stracciari	12	The Weeping Willow Tree—Harmonica-Guitar	
Barber of Seville—Largo al Factotum (Room		Duet..... Henry Whitter	10
for the Factotum) (Rossini)—Baritone with		21023 Jim Haley's Favorite (Reel)—Violin Solo, Piano	
Orch.; Sung in Italian... Riccardo Stracciari	12	accomp. by Susan Peters... Patrick J. Gaffney	10
6014 Tosca—E Lucevan Le Stelle (The Stars Were	10	Sweep's Horn Pipe—Violin Solo, Piano Accomp.	
Shining) (Puccini)—Tenor with Orch.; Sung		by Susan Peters... Patrick J. Gaffney	10
in Italian... Nino Piccaluga	10	VOCALS AND COMIC DIALOGUE	
Otello—Addio Sante Memorie (Farewell Sacred		40171 Ireland Is Heaven to Me (Griffin-Harrison-Rose)	
Memories) (Verdi)—Tenor with Orch.; Sung		—Tenor Solo, Accomp. by Justin Ring Trio,	
in Italian... Nino Piccaluga	10	Gerald Griffin	10
Okeh Records		The Fairy Tales of Ireland (Lockton-Coates)—	
DANCE AND INSTRUMENTAL RECORDS		Tenor Solo, Accomp. by Justin Ring Trio,	
40175 I Want to Be Happy (From the Musical Com-	10	Gerald Griffin	10
edy "No, No, Nanette") (Youmans)—Fox-		40173 Ray and His Little Chevrolet (Grossman-Stanley-	
trot,		Baskette)—Tenor-Baritone Duet with Orch.,	
Vincent Lopez and His Hotel Pennsylvania Orch.	10	The Happiness Boys (Billy Jones-Ernest Hare)	10
Negro Spirituals (Intro.: "Go Down Moses,"		Tune in on L-O-V-E (Rutchik-Whitcup)—Tenor	
"Nobody Knows De Trouble I Had," "Oh		with Orch. Billy Jones	10
Peter, Go Ring Dem Bells," "I Want to Go		40174 Dumb-Dora (Silver-Coslow)—Baritone Solo with	
to Heaven When I Die," "It's a Me, O Lord,"		Guitar Accomp. by Harry Reser... Earl Rickard	10
"Deep River")—Fox-trot,		Oh—MY—YES! (Us Girls Must Have Our	
Vincent Lopez and His Hotel Pennsylvania Orch.	10	Fun) (Austead)—Tenor-Baritone Duet with	
40176 Put Away A Little Ray of Golden Sunshine	10	Ukulele Accomp. by Harry Reser,	
(For a Rainy Day) (Ahlert)—Fox-trot,		The Happiness Boys (Billy Jones-Ernest Hare)	10
Eddie Elkins and His Orch.	10	40177 The Pal That I Loved Stole the Gal That I	
Charleston Cabin (Reber)—Fox-trot,		Loved (Pease-Nelson)—Tenor with Orch.,	
Eddie Elkins and His Orch.	10	Vernon Dalhart	10
40179 Them Ramblin' Blues (Kirkeby-Moore-Brodsky)	10	Sweetest Little Rose in Tennessee (De Voll)—	
—Fox-trot..... The Goofus Five	10	Tenor-Baritone Duet with Orch.,	
Tessie! Stop Teasin' Me (Johns-Perkins)—Fox-		Bruce Wallace-Elliott Shaw	10
trot..... The Goofus Five	10	40178 St. Louis Blues (Handy)—Novelty Duet,	
40180 Follow the Swallow (Henderson)—Fox-trot,	10	Charles Sargent-John Marvin	10
Ace Brigode and His Fourteen Virginians	10	You Know Me, Alabam' (Yellen-Ager)—Novelty	
I Don't Know Why (Coakley)—Fox-trot,		Duet..... Charles Sargent-John Marvin	10
Harold Oxley and His Post Lodge Orch.	10	40181 Old and in the Way—Fiddling Solo, Vocal	
40182 Come Back to Me (When They Throw You	10	Chorus..... Fiddlin' John Carson	10
Down) (Donaldson)—Waltz,		When Abraham and Isaac Rushed the Can-	
Vincent Lopez and His Hotel Pennsylvania Orch.	10	Fiddling Solo, Vocal Chorus,	
Bing Bing (Kaufman)—Fox-trot,		Fiddlin' John Carson	10
Vincent Lopez and His Hotel Pennsylvania Orch.	10	40184 Mandalay (Burnett-Lyman-Arnheim)—Tenor	
40183 She Loves Me (Brown-Egen)—Fox-trot, Singing	10	with Orch. Bruce Wallace	10
Chorus by Vernon Dalhart,		Main Street Wasn't Big Enough for Mary	
		(Davis-Silver)—Baritone with Orch.,	
		Arthur Fields	10
		40185 Sing a Little Song (Erdinan-Chon-Westphal)—	
		(Continued on page 220)	

ADVANCE RECORD BULLETINS FOR NOVEMBER—(Continued from page 219)

- Tenor with Orch. Vernon Dalhart 10
- Where the Dreamy Wabash Flows (Friend-Baer)—Male Quartet with Orch., Shannon Four 10
- 40186 Sam and Steve—Comic Dialogue. . . Miller & Lyles 10
- The Fight—Comic Dialogue. . . Miller & Lyles 10
- WEST INDIAN RECORDS
- 65001 Goofy Dust John (Monrose-Hogeben)—West Indian Vocal, Slim Henderson, Accomp. by Fred Hall's Orch. 10
- My Jamaica (Monrose-Grainger)—West Indian Vocal, Slim Henderson, Accomp. by Fred Hall's Orch. 10
- 65002 My Little West Indian Girl (Manning)—West Indian Vocal, Sam Manning, Accomp. by Palmer's Orch. 10
- Baby (Carnival Song)—West Indian Vocal, Sam Manning, Accomp. by Palmer's Orch. 10
- 65003 Susan Monkey Walk (Manning)—West Indian Vocal, Sam Manning, Accomp. by Palmer's Orch. 10
- Amba Cay La' (Under the House) (Carnival Song)—West Indian Vocal, Sam Manning, Accomp. by Palmer's Orch. 10
- RACE RECORDS
- 8157 Has Anybody Seen My Man? (Grice-Coleman)—Contralto Solo, Accomp. by Clarence Williams' Harmonizers Laura Smith 10
- Texas Moaner Blues (Barnes-Williams)—Contralto Solo, Accomp. by Clarence Williams' Harmonizers Laura Smith 10
- 8158 The Funny Blues (McClennon)—Fox-trot, Harlem Trio 10
- The Poor Man's Blues (McClennon)—Fox-trot, Harlem Trio 10
- 8159 Can Anybody Take Sweet Mamma's Place? (Wallace-Williams)—Contralto Solo, Piano Accomp. by Clarence Williams. . . Sippie Wallace 10
- Stranger's Blues (Wallace-Williams)—Contralto Solo, Piano Accomp. by Clarence Williams, Sippie Wallace 10
- 8160 Mississippi Blues (Hegamin-Williams)—Contralto Solo, Piano Accomp. by Clarence Williams, Virginia Liston 10
- San Francisco Blues (Grice)—Contralto Solo, Piano Accomp. by Clarence Williams, Virginia Liston 10

Gennett Lateral Records

- GREEN LABEL
- 10095 Dreaming Alone in the Twilight—Baritone, Violin Obligato and Piano Accomp. . . Frederic Baer Duna—Baritone, Violin Obligato and Piano Accomp. Frederic Baer
- STANDARD NUMBERS
- 5525 A Hunting Scene (With Descriptive Effects), Lieut. Matt's 106th Infantry Band
- The Whistler and His Dog (With Descriptive Effects) Lieut. Matt's 106th Infantry Band
- 5526 The Girl I Left Behind Me (Irish Reel)—Flute Solo, Piano Accomp., John Griffin (Fifth Ave. Bus Man)
- The Gap of Dunlow—The Three Lakes (Irish Jigs)—Flute Solo, Piano Accomp., John Griffin (Fifth Ave. Bus Man)
- 5533 Will the Circle Be Broken—Baritone, Homer Rodeheaver
- Beautiful Isle of Somewhere—Baritone, Homer Rodeheaver
- 5534 Love Found a Way—Baritone. . . Homer Rodeheaver
- I Love to Tell the Story—Baritone, Homer Rodeheaver
- 5536 Johnny, I Hardly Knew You (Irish Jig)—Fiddler, Piano Accomp. George Halpin
- The Heart of the Loaf (Irish Jig)—Fiddler, Piano Accomp. George Halpin
- POPULAR SONGS
- 5523 Any Way the Wind Blows—Duet, Banjo, Ukulele and Piano Accomp. Kaufman-Ryan
- Look-A What I Got Now—Duet, Banjo, Ukulele and Piano Accomp. Kaufman-Ryan
- 5543 The Pal That I Loved Stole the Gal I Loved—Tenor, Orch. Accomp. Franklyn Baur
- When I Was the Dandy and You Were the Belle—Duet, Orch. Accomp. Baur-Freer
- 5544 Dreamer of Dreams—Piano Accomp., Carpenter-Ingram
- Sweetest Little Rose in Tennessee—Piano Accomp. Carpenter-Ingram
- 5541 Memory Lane—Waltz, Ferara's Hawaiian Serenaders
- Waikiki Is Calling Me—Waltz, Ferara's Hawaiian Serenaders
- DANCE RECORDS
- 5530 How Come You Do Me Like You Do—Fox-trot Saxi Holtsworth and His Band
- Tropical Palms—Fox-trot, Saxi Holtsworth and His Band
- 5532 Go, Emmaline—Fox-trot Bailey's Lucky Seven
- Lucille—Fox-trot Bailey's Lucky Seven
- 5539 I Want to Be Happy—Fox-trot. The Vagabonds
- Dreary Weather—Fox-trot The Vagabonds
- 5540 Rose Marie—Fox-trot The Vagabonds
- Cold Mammas (Burn Me Up)—Fox-trot, Bailey's Lucky Seven
- 5542 Sensation—One-step Wolverine Orch.
- Lazy Daddy—Fox-trot Wolverine Orch.
- FOREIGN—SPANISH
- S-5511 El Rosal Enfermo (Danzon). . . La Orquesta de Nava La Chaparrita Vaciladora (Danzon).
- S-5531 La Bombonera—Shimmy Fox Orquesta Texana
- Hortensia—Shimmy Orquesta Texana
- S-5535 ¡PERDON!—Tango Orquesta Texana
- La Princesita—Tango Orquesta Texana

Pathe Phono & Radio Corp.

- (NEEDLE-CUT RECORDS)
- DANCE RECORDS
- 036137 Sing a Little Song—Fox-trot. . . Golden Gate Orch.
- Too Tired—Fox-trot. Golden Gate Orch.
- 036138 Any Way the Wind Blows (My Sweetie Goes) Fox-trot. Nathan Glantz and His Orch.
- My Best Girl—Fox-trot. . . Bar Harbor Society Orch.
- 036139 When I Was the Dandy and You Were the Belle—Fox-trot—Vocal Chorus Billy Jones, Nathan Glantz and His Orch.
- I'm Satisfied (Besides That Sweetie O'Mine)—Fox-trot. Nathan Glantz and His Orch.
- 036136 Kiss Me Goodnight—Waltz. Newport Society Orch.
- Melody Rose—Waltz. Meadowbrook Five
- 036140 Memory Lane—Waltz. Meadowbrook Five
- Come Back to Me (When They Throw You Down)—Waltz. Meadowbrook Five
- 036141 How Come You Do Me Like You Do?—Fox-trot Original Memphis Five
- Somebody Stole My Gal—Fox-trot, Original Memphis Five
- 036142 The Meanest Blues—Fox-trot, Original Memphis Five

- Arkansas—Fox-trot. Five Birmingham Babies
- 036143 My Twilight Rose (From "Marjorie")—Fox-trot. Fry's Million Dollar Pier Orch.
- "Jus 'Cause"—Fox-trot, Fry's Million Dollar Pier Orch.
- 036144 Manda (From "Chocolate Dandies"—Fox-trot, Max Terr and His Orch.
- Look-A What I Got Now?—Fox-trot—Vocal Chorus Billy Jones. . . Max Terr and His Orch.
- 036145 Where the Rainbow Ends—Fox-trot (Harzay Natzy, Director), Westchester Biltmore Country Club Orch.
- I Don't Know Why—Fox-trot, Fry's Million Dollar Pier Orch.
- 036146 Lucille—Fox-trot. Southampton Society Orch.
- Spain—Fox-trot. Southampton Society Orch.
- 036147 Adoring You—Fox-trot, Harry Barth's Novelty Orch.
- There's a Bend at the End of the Swanee—Fox-trot Harry Barth's Novelty Orch.
- 036148 The Little Old Clock on the Mantel—Fox-trot, Golden Gate Orch.
- That's Georgia—Fox-trot, Harry Barth's Novelty Orch.
- POPULAR VOCAL
- 032075 Dreamer of Dreams. Charles Warren
- Suppose I Had Never Met You (From "Little Jessie James") Charles Warren
- 032076 I Don't Care What You Used to Be (I Know What You Are To-day) Frank Sterling
- The Heart of a Girl. Frank Sterling
- 032077 Sing a Little Song. Apollo Male Trio
- Let My Home Be Your Home. . . Apollo Male Trio
- 032078 Oh You Can't Fool an Old Hoss Fly, Billy Jones-Ernest Hare
- No One Knows What It's All About, Billy Jones-Ernest Hare
- 032073 Somebody Loves Me (From "Geo. White's Scandals"—Ukulele and Voice, Cliff Edwards (Ukulele Ike)
- Little Somebody of Mine (Ukulele and Voice), Cliff Edwards (Ukulele Ike)
- 032074 June Night (Ukulele and Voice), Cliff Edwards (Ukulele Ike)
- Insufficient Sweetie (Ukulele and Voice), Cliff Edwards (Ukulele Ike)
- HAWAIIAN
- 021129 Under the South Sea Palms—Guitars and Violins. Ferara's Hawaiian Instrumental Quartet
- Moana Chimes—Guitars and Violins, Ferara's Hawaiian Instrumental Quartet

Emerson Records

- LATEST DANCE HITS
- 10796 When I Was the Dandy and You Were the Belle—Fox-trot Glantz and His Orch.
- Dimples—Fox-trot Emerson Dance Orch.
- 10793 In a Little Rendezvous (All Alone With You)—Fox-trot South Hampton Serenaders
- Forgive Me—Fox-trot, California Melodie Syncopators
- 10797 My Dream Girl (From "The Dream Girl")—Waltz South Hampton Serenaders
- Come Back to Me (When They Throw You Down)—Novelty Waltz. . . Glantz and His Orch.
- 10799 Lonely Little Melody (From "Ziegfeld Follies")—Fox-trot Bar Harbor Society Orch.
- Rose Marie (From "Rose Marie")—Tango Fox-trot Bar Harbor Society Orch.
- 10798 I Want to Be Happy (From "No, No, Nanette")—Fox-trot Pennsylvania Syncopators
- A New Kind of Man With a New Kind of Love for Me—Fox-trot, South Hampton Serenaders
- 10792 Rosita—Spanish Fox-trot, Bolognese's Symphonic Orch.
- The Sun Chariot—Spanish Waltz, Bolognese's Symphonic Orch.
- LATEST SONG HITS
- 10794 The Pal That I Loved Stole the Gal That I Loved—Tenor Solo, Orch. Accomp., Sydney Mitchell
- Days—Tenor Solo, Orch. Accomp. . . Sydney Mitchell
- 10795 When I Was the Dandy and You Were the Belle—Tenor Solo, Orch. Accomp. . . Sydney Mitchell
- I'd Go a Long Way for You—Tenor Solo, Orch. Accomp. Arthur Fields
- STANDARD AND NOVELTY SELECTIONS
- 10460 Lead, Kindly Light—Male Quartet. . . Trinity Quartet
- Almost Persuaded—Male Quartet. . . Trinity Quartet
- 10289 The Rosary—Contralto Solo. . . Nevada Van der Veer
- Carry Me Back to Old Virginny—Contralto Solo, Nevada Van der Veer
- 1035 Mother Machree—Tenor Solo. Walter Scanlan
- Little Grey Home in the West—Tenor Solo, Walter Scanlan
- 10619 Second Regiment Connecticut March, Bergh's Concert Band
- Under the Double Eagle—March, International Military Band
- 10634 Aloha Oe, Medley—Hawaiian, Toots Paka Hawaiian Co.
- Puu O Hulu—Hawaiian. . . Toots Paka Hawaiian Co.
- 10615 In and Out—Novelty Dance, Jos. Samuels-Larry Briers
- Fiddlers' Contest—Medley of Country Reels, Jos. Samuels-Larry Briers
- 10176 Cohen's Wedding—Monolog. Monroe Silver
- Cohen on His Honeymoon—Monolog. . . Monroe Silver
- NEW EMERSON JEWISH RELEASES
- 13260 Die Hoffnung far Frieden—Tenor Solo, Leonard Braun
- Al Cheyt (Thou Shalt Not Sin)—Tenor Solo, Leonard Braun
- 13259 A Liebe's Erklerung—Tenor Solo. . . William Schwartz
- Der Hantiger Chosid—Jewish Folk Song, William Schwartz
- 13254 A Europaische Kolomyka—Folk Dance, Harry Raderman's & Beckerman's Orch.
- A Europaische Kamaryska—Folk Dance, Harry Raderman's & Beckerman's Orch.
- NEW EMERSON ITALIAN RELEASES
- 12136 Amor Materno—Valse—Violin and Guitar, Romani-Paolotti
- Vita Romantica—Mazurka—Violin and Guitar, Romani-Paolotti
- 12135 Il Vesuvio di Napoli—Polka Brillante, Romani-Paolotti
- Il Sogno Di Salvatore—Valse. Romani-Paolotti
- 12134 Il Tranonto D'Oro—Mazurka Sentimentale, Violin Solo, Orch. Accomp. L. Heidelberg
- Lontane Memorie—Mazurka Elegante, Romani-Paolotti
- EMERSON GERMAN RECORDINGS
- 19049 Puppchen Liese—Soprano Solo. Lucie Weston
- Mein Liebechen Weine Nicht—Soprano Solo, Lucie Weston
- 19007 Zwei Dunkle Augen—Tenor. Max Bloch
- So Leb' denn wohl—Abscheid, Tenor. . . Max Bloch
- 19032 Germania Polka. Harmonika und Klarinet Duett
- Stella Walzer. Harmonika und Klarinet Duett

Regal Records

- 9704 My Best Girl—Fox-trot. Sam Lanin's Dance Orch.
- Tessie Stop Teasing Me—Fox-trot (Vocal Chorus Arthur Hall) Sam Lanin's Dance Orch.
- 9705 Me and the Boy Friend—Fox-trot, Bar Harbor Society Orch.
- I'm Satisfied Beside That Sweetie of Mine—Fox-trot California Ramblers
- 9706 Anyway the Wind Blows—Fox-trot, Six Black Diamonds
- I Never Care About To-morrow—Fox-trot (Vocal Chorus A. Hall) Six Black Diamonds
- 9707 In a Little Rendezvous—Fox-trot, Sam Lanin's Dance Orch.
- Spain—Fox-trot. Hollywood Dance Orch.
- 9708 Kiss Me Goodnight—Waltz. Continental Dance Orch.
- If Love Were All—Waltz. Continental Dance Orch.
- 9709 Rose Marie (From "Rose Marie")—Fox-trot, California Ramblers
- Sweet Little You—Fox-trot (Vocal Chorus Arthur Fields) The Chicklet Orch.
- 9710 Too Tired—Fox-trot. Missouri Jazz Band
- Look-A What I Got Now—Fox-trot (Vocal Chorus A. Hall) California Ramblers
- 9713 My Dream Girl (From "My Dream Girl")—Waltz Bar Harbor Society Orch.
- Dreamer of Dreams—Waltz, Bar Harbor Society Orch.
- VOCAL RECORDS
- 9711 Go 'Long Mule—Comedy Solo, Novel Accomp., Bob White
- Under the Water—Comedy Solo, Orch. Accomp., Billy Jones
- 9712 Charley, My Boy—Baritone Solo, Novel Accomp. Arthur Fields
- No One Knows What It's All About—Comedy Solo, Orch. Accomp. Billy Jones
- 9714 It Ain't Gonna Rain No More (New Verses)—Comedy Solo, Novel Accomp. Bob White
- Oh You Can't Fool an Old Hoss Fly—Comedy Solo, Novel Accomp. Bob White
- 9715 Somebody Loves Me ("Scandals 1924")—Baritone Solo, Orch. Accomp. Arthur Fields
- One Million Times a Day—Tenor Solo, Orch. Accomp. Vernon Dalhart
- 9716 When I Was the Dandy and You Were the Belle—Baritone Solo, Orch. Accomp., Arthur Fields
- West of the Great Divide—Tenor Solo, Orch. Accomp. Vernon Dalhart
- HAWAIIAN RECORD
- 9717 Marcheta—Duet, Hawaiian Guitars, Ferera-Franchini
- Forget-Me-Not—Duet, Hawaiian Guitars, Ferera-Franchini

Domino Records

- DANCE RECORDS
- 387 Me and the Boy Friend—Fox-trot, Clarence Sherman's Dance Orch.
- How Could You Leave Me Now—Fox-trot, New Orleans Jazz Band
- 388 My Best Girl—Fox-trot. Rialto Dance Orch.
- I Never Care About To-morrow—Vocal Chorus, Allen Craig Gotham Dance Orch.
- 389 In a Little Rendezvous—Fox-trot, Rialto Dance Orch.
- I'm Gonna Get Acquainted in a Quaint Old-fashioned Town—Fox-trot. New Orleans Jazz Band
- 390 Too Tired—Fox-trot. Hal White's Syncopators
- Look-A What I Got Now—Fox-trot (Vocal Chorus A. Graig) Six Black Dominos
- 391 My Dream Girl (From "My Dream Girl")—Waltz Lucky Strike Orch.
- Drifting Down on Honolulu Bay—Waltz, Lucky Strike Orch.
- 392 Any Way the Wind Blows—Fox-trot, Six Black Dominos
- Sweet Little You—Fox-trot (Vocal Chorus Lee Knight) Gotham Dance Orch.
- 393 Rose Marie (From "Rose Marie")—Fox-trot, Clarence Sherman's Dance Orch.
- Please Tell Me Why—Fox-trot, Lucky Strike Dance Orch.
- VOCAL RECORDS
- 394 Charley, My Boy—Baritone Solo, Novel, Accomp., Lee Knight
- Oh You Can't Fool an Old Hoss Fly—Comedy Solo, Novel, Accomp. Fred King
- 395 When I Was the Dandy and You Were the Belle—Baritone Solo, Orch. Accomp., Lee Knight
- My Little Love Mate—Baritone Solo, Orch. Accomp. Lee Knight
- 396 Go 'Long Mule—Comedy Solo, Novel Accomp., Fred King
- No One Knows What It's All About—Comedy Solo, Orch. Accomp. Billy West
- 397 West of the Great Divide—Tenor Solo, Orch. Accomp. Harry Blake
- Just Some Roses—Tenor Solo, Orch. Accomp., George Bronson
- 398 It Ain't Gonna Rain No More—Comedy Solo, Ukulele Accomp. Fred King
- He's Just a False Alarm—Comedy Solo, Orch. Accomp. Lee Knight

Banner Records

- 1407 Rose Marie (From "Rose Marie")—Fox-trot, Golden Gate Orch.
- Spain—Fox-trot Continental Dance Orch.
- 1408 Me and the Boy Friend—Fox-trot, Newport Society Orch.
- I Never Care About To-morrow—Fox-trot (Vocal Chorus Arthur Hall). . . The Chicklet Orch.
- 1409 Anyway the Wind Blows—Fox-trot, Missouri Jazz Band
- I'm Satisfied Beside That Sweetie of Mine—Fox-trot Golden Gate Orch.
- 1410 Dreamer of Dreams—Waltz. Newport Society Orch.
- Kiss Me Goodnight—Waltz, Continental Dance Orch.
- 1411 My Best Girl—Fox-trot. Roseland Dance Orch.
- Sweet Little You—Fox-trot (Vocal Chorus Arthur Fields) Hollywood Dance Orch.
- 1412 Too Tired—Fox-trot. Missouri Jazz Band
- Tessie, Stop Teasing Me—Fox-trot (Vocal Chorus Arthur Hall) Roseland Dance Orch.
- 1413 In a Little Rendezvous—Fox-trot, Roseland Dance Orch.
- Look-A What I Got Now (Vocal Chorus Arthur Hall)—Fox-trot. Golden Gate Orch.
- 1414 My Dream Girl (From "My Dream Girl")—Waltz Newport Society Orch.
- If Love Were All—Waltz. Continental Dance Orch.
- VOCAL RECORDS
- 1415 Charley My Boy—Baritone Solo, Nov. Accomp.,

Oh You Can't Fool an Old Hoss Fly—Comedy Solo, Nov. Accomp.....	Bob White
1416 Go Long Mule—Comedy Solo, Nov. Accomp., Bob White	Bob White
Under the Water—Comedy Solo, Orch. Accomp., Billy Jones	Billy Jones
1417 It Ain't Gonna Rain No Mo' (New Verses)—Comedy Solo, Nov. Accomp.....	Bob White
No One Knows What It's All About—Comedy Solo, Orch. Accomp.....	Billy Jones
1418 When I Was the Dandy and You Were the Belle—Baritone Solo, Orch. Accomp., Arthur Fields	Arthur Fields
Somebody Loves Me ("Scandals 1924")—Baritone Solo, Orch. Accomp.....	Arthur Fields
1419 West of the Great Divide—Tenor Solo, Orch. Accomp.	Vernon Dalhart
One Million Times a Day—Tenor Solo, Orch. Accomp.	Vernon Dalhart
HAWAIIAN RECORD	
2114 Marcheta—Duet, Hawaiian Guitars, Ferera-Franchini	Ferera-Franchini
Forget-Me-Not—Duet, Hawaiian Guitars, Ferera-Franchini	Ferera-Franchini

U. S. Music Co.

WORD ROLLS

Title	
Hawaiian Moon of Mine	
In a Wonderful World of Our Own	
Louise	
My Dream Girl	
Put Away a Little Ray of Golden Sunshine	
The Pal That I Loved Stole the Gal That I Loved	
Sally Lou	
Where the Rainbow Ends	
If I Had a Sweetheart, Too	
Caroline	
Love Legend of Haddon Hall	
Tears of Happiness	
Dreamer of Dreams	
Follow the Swallow	
I'm Someone Who's No One to You	
Hush-a-bye-BAY	
Little Old Clock on the Mantel	
That's Georgia	
In a Little Rendezvous	
Knock at the Door	
Dear One	
Eliza	
Officer of the Day	
Oh, My, Yes	

REGULAR ROLLS (Music Only)

Charley, My Boy	
Don't Mind the Rain	
Doodle Doo Doo	
Gypsy Love Song	
June Night	
Mandalay	
Song of Love	

FOREIGN WORD ROLLS

Tyrolczyk i jego dziecię—Polish	
Bernazeli nes volcik—Bohemian	

FOREIGN REGULAR ROLLS (Music Only)

Tu Mano Mieliause—Lithuanian	
Jacek Figlaraz—Polish	
Marcele—Lithuanian	
Na Wsi Za Kominem—Polish	
Helenas Polka—Lithuanian	
Helen Polka—German	

(This is only a partial advance list of the very complete release of the U. S. Music Rolls.)

Radio Shows to Be Held in Leading Cities

Considerable interest is being manifested in the radio and talking machine industries regarding the radio shows and expositions to be held in the leading trade centers during the next few months. The first Radio World's Fair recently held in New York was a signal success, and the manufacturers, jobbers and dealers are watching interestedly the results attained by exhibitors in other shows held in large cities.

Among the shows scheduled during the next few months are the following:

- Omaha, Neb.—October 13 to October 18.
 - Dallas, Tex.—October 14 to October 19.
 - Philadelphia, Pa.—October 18 to October 25.
 - Baltimore, Md.—October 18 to October 25.
 - New York, N. Y.—November 3 to November 8.
 - Buffalo, N. Y.—November 7 to November 22.
 - Chicago, Ill.—November 8 to November 23.
 - Milwaukee, Wis.—November 11 to November 16.
 - Detroit, Mich.—November 12 to November 16.
 - Boston, Mass.—December 1 to December 6.
 - Los Angeles, Cal.—December 2 to December 7.
 - Newark, N. J.—December 1 to December 6.
 - Washington, D. C.—January 10 to January 15.
- There are several other shows scheduled, and full details regarding these shows will be announced in the near future.

**SOUTHERN
VICTOR WHOLESALERS**

The Corley Company

RICHMOND VIRGINIA

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The
Toledo Talking Machine Co.
Toledo, Ohio

**Wholesale Victor
Exclusively**

TEST IT.

OUR VICTOR

Record Service

has a reputation for efficiency.
Suppose you try it.

E. F. DROOP & SONS CO.
1300 G. STREET, WASHINGTON, D. C.
231 N. HOWARD STREET, BALTIMORE, MD.

NEW!! NEW!! NEW!!



Here is a new big scoop for Edison dealers that is sure to add new punch to the appeal of the Edison phonograph and to immediately boost sales. Read carefully the description below of the new

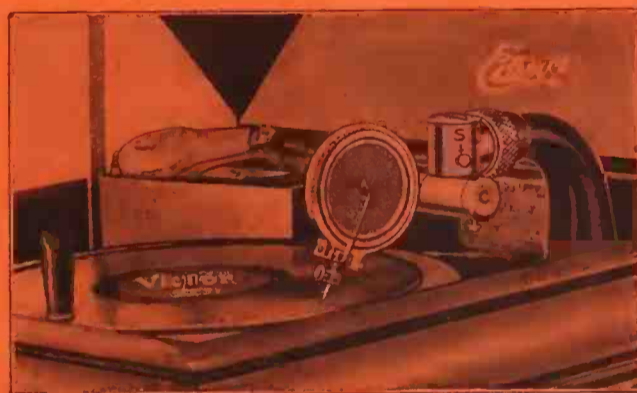
Showing how easy it is to record with the new Oro-Tone No. 50 recording, reproducing and radio attachment.

ORO-TONE No. 50 COMBINED Recording, Reproducing and Radio ATTACHMENT

RT has been coming—for years the demand for a simple, foolproof and surefire recording device has been growing more and more marked. Today the Oro-Tone demonstrates again its leadership and offers to Edison dealers a complete, guaranteed recording and reproducing attachment that is as remarkable in its simplicity and ease of operation as it is astonishing in its true tone reproduction.

AS A RECORDER this new attachment gives excellent definition of tone and unusual volume. Pathé aluminum recording records are used and both sides may be covered. There is no trouble, no bother, no careful adjustments. A child can operate this attachment and results are sure.

IN ADDITION TO RECORDING this new No. 50 attachment plays all records on the Edison phonograph and a radio phone may be attached which converts the Edison into a radio loud speaker.



Showing how Victor, Brunswick, Columbia and other makes of needle records may be played with this new Oro-Tone No. 50 recording, reproducing and radio attachment. Easy to change needles. The complete outfit consists of attachment, recording horn, sapphire recording needle and one Pathé recording record.

Sample on 30 Days' Approval

PRICES AND TERMS:
Nickel Finish - - - - \$8.50
Gold or Antique Bronze (Oxidized) 10.50
Pathé Aluminum Recording Records, .25
(40 per cent Discount to Dealers)

The Oro-Tone Co.
QUALITY FIRST

1000-1010 George Street - CHICAGO, ILLINOIS

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—Edison Phonograph Distributing Co.

IOWA
Des Moines—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.
Iver Johnson Sporting Goods Co. (Amberola only).

MICHIGAN
Detroit—Phonograph Co. of Detroit.

MINNESOTA
Minneapolis—Laurence H. Lucker.

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.

MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.

NEW JERSEY
Orange—The Phonograph Corp. of Manhattan.

NEW YORK
Albany—American Phonograph Co.
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—Buehn Phonograph Co.
Williamsport—W. A. Myers.

RHODE ISLAND
Providence—J. A. Foster Co. (Amberola only).

TEXAS
Dallas—Texas-Oklahoma Phonograph Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—The C. B. Haynes Co., Inc.

CANADA
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Babson Bros. (Amberola only).