

The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

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BRUNSWICK PHONOGRAPHS BRUNSWICK RECORDS BRUNSWICK RADIOLAS



The Sign of Musical Prestige

Brunswick

PHONOGRAPHS · RECORDS · RADIOLAS

THE BRUNSWICK-BALKE-COLLENDER CO.

Manufacturers—Established 1845

GENERAL OFFICES: CHICAGO

BRANCHES IN ALL PRINCIPAL CITIES

There's a Model for Every Customer in the Sonora Line!



Sonora Radio-Phonograph
Model No. 242
\$235

A three tube neutrodyne, dry battery operated, built into a Sonora Phonograph of highest quality.

Every taste—every pocketbook will find its requirements among the remarkably salable line of Sonora merchandise—both phonograph and radio.



Sonora Radio Speaker, \$30

The famous Sonora tone passage in an attractive brown mahogany cabinet. The finest toned speaker obtainable, assures profitable sales.

For instance, there is a genuine Sonora Period model listed at \$100; a member of the famous Sonora Bulge family at \$150; and the

\$50 Portable. These are only a few of the many real phonograph values which are selling in quantities.

Then, too, there is the Sonoradio, consisting of a three tube Neutrodyne built into a Sonora Phonograph and selling at only \$235 — a model which is making selling history this year — while the famous Sonora Radio Speaker with enclosed cabinet, selling at \$30, is turning over in quantities with big profits to the dealers handling it.

Why not investigate the Sonora proposition? Write us today.

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

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

Canadian and Export Distributors: **C. A. Richards, Inc., 279 Broadway, New York City**



The Talking Machine World

Vol. 21. No. 2

New York, February 15, 1925

Price Twenty-five Cents

Silas E. Pearsall Co. Now in Radio Wholesale Field

Prominent New York Wholesaler Secures Distribution Rights of Many Leading Radio Lines—Sales Organization Remains Intact

The Silas E. Pearsall Co., New York, former Victor wholesaler, and one of the best known distributors in the country, has entered the wholesale radio field on a large and impressive scale, commensurate with its former activities. Mrs. Lydia M. Green, president of the company, together with Lloyd E. Spencer, general manager, has been making a careful study of the many factors entering into the successful merchandising of radio products in the talking machine field, and the company's formal announcement reflects the exceptional care and consideration given to the selection of the various lines.

At the present time the Silas E. Pearsall Co. is featuring the following well-known radio products: Zenith, Sleeper, Thermodyne and Rhanstone receiving sets; Silver Voice, Manhattan and Holtzer-Cabot loud speakers and head sets; Burgess dry batteries, Radiotrons, Philco storage batteries, Liberty Full-Wave chargers and a line of cabinet speakers and radio attachments. All of the products featured are recognized generally as leaders in their respective fields and should offer Pearsall dealers a splendid opportunity to develop radio sales.

In conjunction with Mrs. Green's announcement it is gratifying to learn that the Pearsall sales organization, comprising some of the most successful and popular wholesale men in the East, is remaining intact, and every member of the sales staff is working heart and soul in the interest of radio products being merchandised by the company. Devoting every resource to its new radio lines, the Silas E. Pearsall Co. will undoubtedly become an important factor in the marketing of radio products in the territory covered by its sales organization.

Inaugural Ceremonies at Capitol to Be Broadcast

Entire Radio Audience of Country Will Be Enabled to Listen to Ceremonies by Means of Record Interconnections of Broadcasters.

Arrangements are rapidly being completed for broadcasting of the inaugural ceremonies at Washington on March 4. It is expected that forty stations will be linked together to bring the happenings at the Capitol on that day to the entire radio audience of the country. This will be a record for interconnection between broadcasters. The announcement regarding the broadcasting of the ceremonies was made recently following a conference between a committee appointed by Congress and representatives of the American Tel. & Tel. Co., the Chesapeake & Potomac Tel. Co., and the Radio Corp. of America.

The proceedings will be broadcast through WEAF, New York, and will be transmitted by telephone lines to stations throughout the country, which will broadcast the ceremonies simultaneously. The Radio Corp. of America will broadcast through station WRC in Washington, D. C., and by means of wire lines through WJZ, New York, and WGY, Schenectady. The Chesapeake & Potomac Tel. Co. will install public address loud-speaking equipment at the Capitol so that those witnessing the ceremonies will be able to hear word for word what is said.

The Padelford Music Co., Oklahoma City, Okla., was recently incorporated with a capital stock of \$50,000. The incorporators are A. S. Padelford, J. B. Padelford and L. M. Padelford.

Odeon Records Featured in First Exclusive Campaign

Twenty-one Records Featured in Newspapers of Large Cities—Basis of Ads New Sales Plan Announced by General Phonograph Corp.

The General Phonograph Corp., New York, sponsored in the newspapers this month the first advertising campaign devoted exclusively to Odeon records. Good-sized space, attractively designed, was used in the New York Times, New York Evening Journal and other papers, with advertising of the same character also appearing in Chicago, Cleveland and Pittsburgh papers, together with papers in some of the smaller cities. The campaign already gives indication of being a pronounced success and Odeon dealers are enthusiastic as to its value as a sales stimulant. The basis of the campaign is the "test plan" introduced in the Odeon sales manual prepared by A. Thallmayer, manager of the General Phonograph Corp.'s foreign language record department, and well known in this important field. This sales plan was introduced to the Odeon dealers a few weeks ago and is proving an invaluable factor in their merchandising activities.

In the newspaper advertising twenty-one records are featured, representing selections which are recommended in the sales plan as the basis of a sales and demonstration campaign of proved merit. These twenty-one records are typical of the vast repertoire in the Odeon catalog, and in accordance with the sales plan a special hanger has been prepared featuring the records attractively and effectively. Among the types of records listed are the following: Schubert's Unfinished Symphony; operatic selections; light classics; overtures; concert songs; dance music and instrumental numbers. The famous artists represented in this list include Eduard Morike, Marek Weber, Dajos Bela, Dr. Weissmann, Eddy Brown and Richard Tauber.

Two New Outing Jobbers Announced by Outing Co.

Everybody's T. M. Co., Philadelphia, and Schmelzer Co., Kansas City, Will Distribute the Outing Portable Line Hereafter

The Outing Talking Machine Co., Mount Kisco, N. Y., manufacturer of Outing portables, has announced the appointment of the Everybody's Talking Machine Co., Inc., Philadelphia, Pa., and the Schmelzer Co., Kansas City, Mo., as Outing jobbers. The Everybody's Talking Machine Co., which is one of the foremost wholesale concerns in the East, will distribute Outing products as exclusive jobbers for the States of Pennsylvania, Maryland, Delaware, District of Columbia and southern New Jersey, and the Schmelzer Co. will distribute Outing portables in Kansas, Nebraska and parts of Iowa, Missouri, Kansas and Oklahoma.

A. J. Coté, president and general manager of the Outing Talking Machine Co., Inc., is keenly enthusiastic regarding the additions to his jobber list, and he states that 1925 business to date has been far ahead of expectations. Jobbers are placing substantial orders for immediate delivery, and report that their dealers are replenishing their stocks in preparation for an active Spring business.

Landay Store in Meriden

Landay Bros., leading music dealers of the metropolitan district, recently opened a new establishment in the Derecktor Building, Meriden, Conn. This store is under the management of Michael Slone.

Many New Artists Contract to Record for Columbia

Arthur Bergh and Clyde Emerson of Columbia Recording Staff Return From Recording Expedition to Chicago and Atlanta

Arthur Bergh, general manager of the Columbia recording laboratories, together with Clyde Emerson, Columbia recording engineer, returned to New York recently after a very important and interesting recording expedition to Chicago and Atlanta. In the former city Mr. Bergh made his headquarters at the wholesale Columbia branch, 434 South Wabash avenue, where a splendidly equipped recording laboratory was placed at his disposal. Among the well-known and exclusive Columbia artists who made records in Chicago during Mr. Bergh's visit were Art Kahn and His Orchestra and Art Gillham, popular whispering pianist. Important additions were also made to the foreign language library, recordings being secured in Chicago for the Bohemian, Polish, Greek and Italian catalogs.

While in Chicago Mr. Bergh also closed arrangements whereby Ford and Glenn, one of the most popular radio broadcasting teams in America, will record exclusively for the Columbia library. This team has been broadcasting for a long time past from Chicago's leading radio stations sponsoring a "Lullaby Hour," which has won the enthusiastic praise of millions of radio fans.

In Atlanta, Mr. Bergh arranged for a series of popular dance records by Warner's Seven Aces, one of the leading dance organizations in the South, which has a host of followers in the most important southern cities. This organization is recording for the Columbia library exclusively. While in Atlanta Mr. Bergh made several recordings for Craig and His Orchestra of Nashville, Tenn., Fulcher and His Orchestra of Augusta, Ga., and Wallace Butler and His Orchestra, of Savannah, Ga., all of whom are very popular with dance and music devotees in the South.

During his stay in Atlanta Mr. Bergh also made arrangements whereby Mr. and Mrs. Ed. McConnell, popular broadcasting stars, will record exclusively for the Columbia library, making their first records a few weeks ago. These artists have been broadcasting for some time over the station sponsored by the Atlanta Journal and they have many followers in the South.

Important Changes Made in Brunswick Sales Staff

H. S. Maraniss Joins New York Office Sales Staff Covering Connecticut Territory—A. J. Wilckens and J. D. Callahan in New Posts

H. S. "Chick" Maraniss, well known in the music trade throughout the East, recently resigned his position with the Musical Instrument Sales Co. to join the sales staff of the New York office of the Brunswick-Balke-Collender Co. Mr. Maraniss will represent the Brunswick Co. in the Connecticut territory, succeeding A. J. Wilckens, who in turn will take over the eastern Pennsylvania territory, replacing J. D. Callahan, who is leaving the outside territory to become assistant to Manager Shiddell in the Philadelphia office of the Brunswick organization.



Arthur Bergh

Selling on Service Basis Wins for Troup

How Customer Satisfaction Through 100 Per Cent Service Brings Profits to Three Stores Operated by Live Pennsylvania Dealer

"It has always been the aim of the J. H. Troup Music House to see that every old customer is satisfied with his purchase and a booster for the house. We have always been very conscientious in selecting our lines. We must be satisfied that they are the best obtainable on the market for the money. After a sale the performance of the instrument must not only come up to the expectations of the customer, but that of our experts. They are instructed to do all that is necessary in making repairs or adjustments and not try to get off with as little as possible."

This briefly is the policy, as outlined by Charles S. Troup, of the J. H. Troup Music House, operating very successful talking machine stores in Harrisburg, Lancaster and Carlisle, Pa., which has built a huge sales volume for this firm by the prestige route.

Making Boosters of Customers

Satisfied customers are the instruments through which further business can be secured and it is worth while for the dealer to spend a little time and go to considerable trouble to see to it that his customers are satisfied. There is nothing new in the statement that a retail house can secure the best possible advertising through customers who have been thoroughly "sold on the house," but it is worth emphasizing in view of the fact that the success of retail business, and this applies especially to the talking machine business, depends largely upon service and satisfied patrons. This is so because the average dealer does not depend upon transient trade, but is constantly endeavoring to sell customers who have purchased talking machines, records and other necessary accessories.

The right goods at the right price also means customer satisfaction, but probably the most effective method of bringing about this desirable end is through service after the sale. Mr. Troup emphasizes this point, because many years of retail experience have proved the importance of keeping customers satisfied with their purchases. If the customer gets real enjoyment from his phonograph the firm which sold him the instrument profits by the goodwill thus secured through sales of records, needles and other accessories.

"Middle Course" Advertising

The J. H. Troup Music House features three complete lines of standard-make instruments, and this variety of styles and finishes, as well as the service which a customer of this house receives, are the factors about which the advertising of the company is built. Instead of attempting to reach a special group of the people in the cities where its stores are located, the J. H. Troup Music House has adopted a middle course, thus reaching the great bulk of the people in the community. The results of this advertising policy have proved eminently satisfactory. It is a method by which the retail dealer can secure the largest returns in sales for every advertising dollar he spends.

In this connection Mr. Troup states that: "In our advertising we do not write copy to appeal to either the highest or lowest classes. We select a middle course, preaching our wonderful selection and service after purchase. We carry the Brunswick, Victor and Edison lines, with a generous selection of styles and finishes. This impresses and satisfies the buyer as to selection and after purchase we absolutely try to

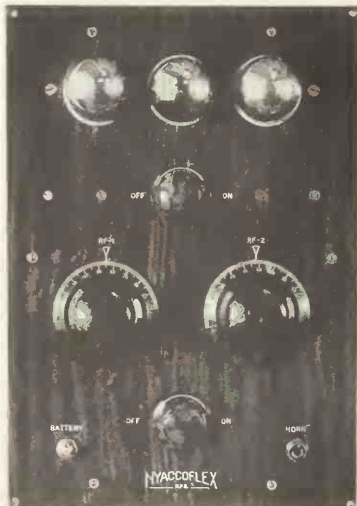
fulfill our promise of service 100 per cent where possible. All our salesmen and repairmen know our wishes in the matter of sales and service and those who do not live up to our ideals and retain the confidence of the customers they sell are very short-lived in our organization."

Meeting Competition

There is something in this policy of the J. H. Troup Music House for every talking machine dealer and especially those who are faced with hard competition, particularly of the cut-price type. Prestige, which is simply another name for good-will, is the foundation on which rests the prosperity of the legitimate dealer, because it is the repeat business of old customers, together with the constant addition of new patrons, which is instrumental in building up a successful retail talking machine enterprise. Certainly, the dealer who attempts to meet the cut-price artists on their own grounds is sacrificing potential profits and future sales and he is skating on thin ice. This applies also where the talking machine dealer handles radio, a product which simply must be backed by service of the highest type. The record department depends almost entirely for its success on the steady patronage of the store's customers, particularly where the dealer is located away from the main business street of his community where a certain amount of transient business may be expected.

The Roy-Len Mfg. Co. was recently incorporated to manufacture phonographs and radio receivers, with a capital stock of \$25,000. The incorporators are F. M. Van Wagonen, J. E. Nolen and J. F. Howell, Manhattan.

NYACCOFLEX
R. P. 3.



Radio Panel for Console Phonographs

The outcome of a popular demand for a low-price radio panel for talking machine installation.

The NYACCOFLEX R. P. 3 is a three tube reflex panel (10" x 14") containing all the excellent features of the R. P. 1 and R. 2 with additional volume due to an extra tube.

NYACCO radio reflex receivers, R. P. 1 and R. 2, combine 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.



Dealers—write your jobber for details or address

New York Album & Card Co., Inc.

New York: 23-25 Lispenard Street

Chicago: 415-417 S. Jefferson Street

Making Musical History



Brunswick Radiola No. 35



Brunswick Radiola No. 160



Brunswick Radiola No. 260

TO look back over the past eight years in the phonograph field, is to watch the steady increase of Brunswick influence.

Brunswick, from the day it entered the music business, has played a progressive part. Its contributions to the whole industry have been noteworthy.

Constructive improvement in phonographic music, giving the world a new conception of the recording and reproducing art, has been one advance. The list of Brunswick precedents is a long one.

The Brunswick Radiola, with an average popular price around \$500, now gives the music trade a new musical instrument in a profitable new field of business, in addition to their other musical lines. A new place to get business, a new way to make money. A new contribution to the world of music . . . truly making musical history.

THE BRUNSWICK-BALKE-COLLENDER CO.
Manufacturers—Established 1845

General Offices: Chicago Branches in all principal cities



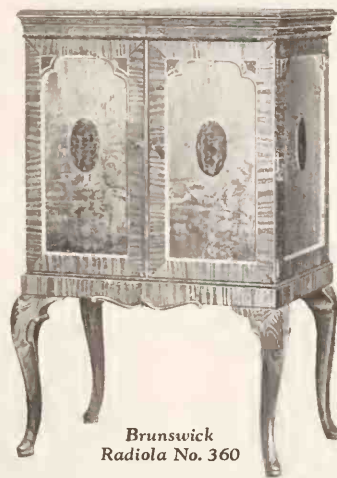
Brunswick Radiola No. 100



Brunswick Radiola No. 60



Brunswick Radiola No. 460



Brunswick Radiola No. 360

The Sign of Musical Prestige
Brunswick
PHONOGRAPHS • RECORDS • RADIOLAS

F. P. Oliver Now Gotham Music Master Manager

To Maintain Offices in New York City for Music Master Corp.—One of the Most Popular and Capable Wholesale Executives in East

Fred P. Oliver, vice-president and general manager of the Blackman Talking Machine Co., New York Victor wholesaler for the past ten



Fred P. Oliver

years, resigned from this position on February 2 to become manager of the New York offices of the Music Master Corp., Philadelphia, Pa. Mr. Oliver will maintain spacious offices in New York, the exact location of which will be announced in a few days.

In appointing Mr. Oliver as manager of the company's New York offices, Walter L. Eckhardt, president of the Music Master Corp., se-

lected one of the most popular and capable wholesale executives in the East. During his ten years' association with the Blackman Talking Machine Co. Mr. Oliver won the esteem and friendship of the dealers throughout the country, in addition to the personal good-will of the jobbers from coast to coast. An efficient and thoroughly dependable executive, Mr. Oliver possesses a most pleasing personality that has been quite a factor in his signal success as a wholesale executive. He will be an important link in the important plans of the Music Master Corp., and particularly in view of the fact that Mr. Eckhardt is a former talking ma-

chine man and thoroughly familiar with Mr. Oliver's capabilities.

Mr. Oliver resigned from the Blackman organization with the cordial good-will and friendship of every member of the company's staff. On Friday, January 30, he was the guest of honor at a dinner given by the Blackman executives, sales staff and department heads at the Aldine Club, New York. At the close of the dinner Mr. Blackman in behalf of himself and his associates presented Mr. Oliver with a handsome gold watch suitably inscribed, and the members of the sales department presented him with a valuable leather traveling bag.

Leon C. Samuels Made Vincennes Vice-President

Prominent Chicago Distributor Elected to Official Post and Directorship of Vincennes Phonograph Co. at Annual Meeting.

At the annual meeting of the directors of the Vincennes Phonograph Co., held at Vincennes, Ind., recently, Leon C. Samuels, exclusive distributor, with offices in the American Furniture Mart, 666 Lake Shore Drive, Chicago, was elected vice-president and made a director.

Mr. Samuels, who has been distributor of Rivoli phonographs and radio cabinets for the past three years, is a popular and prominent figure in trade circles, and has been associated with the talking machine industry for many years. Before joining the Vincennes organization, he was distributor for the Wasmuth-Goodrich Co., and prior to that time was connected with the Vitanola Talking Machine Co. He left for an extended Eastern trip on January 28, which will include visits to the trade in Buffalo, Rochester, Pittsburgh, New York and other points. Shortly before leaving for the East, Mr. Samuels, in a chat with The World, stated that his firm had experienced a better January than ever before, in the sale of straight phonographs and radio combinations. During

the furniture show, many buyers visited the office and display of the Vincennes firm at the



L. C. Samuels

Furniture Mart and many new accounts were booked. J. S. Watters, president, visited the Chicago offices during the exhibition.

ATTACHMENTS FOR EDISON

For the NEW FAVORITE EXCELTONE ADAPTER

Good Quality, Best Outfit for the Price

EXCELTONE ADAPTER

Nickel-plated, Complete \$2.50
Sound Box, Separate, Nickel-plated \$1.10

For the NEW FAVORITE SUPREME ADAPTER

Very Loud and Clear Natural Tone Reproduction

PRICES:

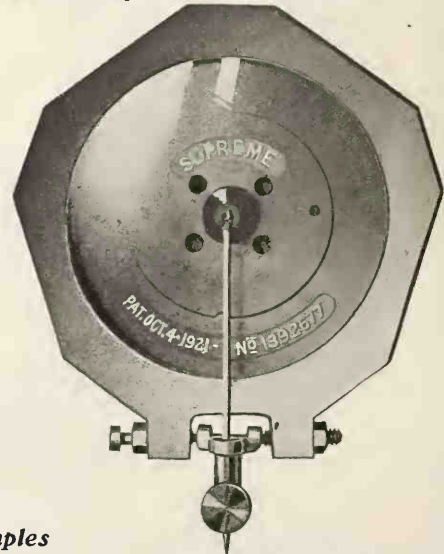
Nickel-plated Adapter	\$4.35
Gold-plated Adapter	5.00
Oxidized-plated Adapter	5.00
No. 1 "Supreme" Sound Box, nickel-plated, loud and clear	2.00
No. 1 "Supreme" Sound Box, gold-plated, loud and clear	3.00
No. 1 "Supreme" Sound Box, oxidized	3.00

Special Prices to Quantity Buyers



ATTACHMENT

for Edison Phonographs, to play lateral cut records. Extra loud and clear.



Write for Samples

FAVORITE MFG. CO. C. KRONENBERGER, Pres. 105 EAST 12th ST., NEW YORK Telephone Stuyvesant 1666

Making Musical History

ON December ninth, 1924, the first Brunswick Hour of Music was held—a forward step significant in the history of both the phonograph and the radio.

This recognition of the musical possibilities of radio has been widely heralded by press and public. It was inevitable . . . yet who but Brunswick was better able to establish this new precedent?

The first Brunswick Hour of Music on December ninth was a musical event which put a new aspect upon radio as a musical medium. The broadcasting on that occasion, of stars of the Metropolitan Opera Company and other Brunswick talent, was an unprecedented musical event.

Thereafter every Tuesday, leading Brunswick artists of concert and opera, and vocalists, instrumentalists, and orchestras—broadcast their selections from the Brunswick Recording Laboratories through the sending stations of the Radio Corporation of America.

Now all who have ears may hear world-famous artists, may know the music of today—music in the making—through the Brunswick Hour of Music.

Truly another epoch making page of musical history has been written . . . and as usual, by Brunswick.

THE BRUNSWICK-BALKE-COLLENDER CO.
Manufacturers—Established 1815

GENERAL OFFICES: CHICAGO. BRANCHES IN ALL PRINCIPAL CITIES



The Sign of Musical Prestige
Brunswick
PHONOGRAPHS · RECORDS · RADIOLAS

Women Canvassers Bring Home the Bacon

Kelley & Cowles, of Hartford, Conn., Put Into Practice Some Unusual Canvassing and Selling Ideas Which Prove Successful

Many talking machine dealers are again turning to the good, old-fashioned canvassing method of swelling the sales volume, some times covering territory many miles from their stores and utilizing motor trucks loaded with instruments and records as well as lighter cars to carry crews of salesmen. Sometimes these campaigns prove profitable and sometimes the contrary is the case. In some districts the salesmen find it almost impossible to make a fair showing, especially in the larger cities, and at other times there seems to be little difficulty in placing an apparently paying number of instruments in homes only to find later that profits are literally being devoured by the expense of collecting and the necessity of making repossessions. Kelley & Cowles, one of the leading concerns of Hartford, Conn., who consistently canvass a comparatively large territory have overcome these difficulties and are making their canvassing a profitable venture.

Women Prospect Canvassers

Six middle-aged women are employed by Kelley & Cowles to canvass for prospects. These women are able to get into homes and secure information where often a man would fail, according to Mr. Kelley, a member of the firm. The canvassers are not concerned with selling in any way. Their object is to secure information from the persons they visit regarding their musical instruments and desires. These data are turned over to the sales manager early the following morning for analysis and selection of those prospects for immediate follow-up. A senior salesman is then given the job of following up these prospects with the idea of arranging a demonstration and, of course, ultimately making a sale.

In connection with the employment of outside salesmen and saleswomen Mr. Kelley pointed out the fact that experience has proved to them an eight to ten hour day for the outside organization is less productive of results than is the short day of between five and six hours. "Fresh sales people get the best results," said Mr. Kelley. "We formerly worked our outside canvassing and sales staff ten hours a day and now they are on the outside only about half that time and their work, taken as a whole, is far more effective."

Selection of Prospects

Although Kelley & Cowles' canvassers cover the entire city of Hartford and the surrounding towns as well and during the year many sales are made in this manner, the firm has

had remarkably little trouble in securing instalment payments when due and repossessions are a rarity, indeed. The reason for this is that before any attempt is made to close a deal with a prospect the company makes sure that that person is responsible and a good credit risk. The company figures that it is better business to lose a sale than to run the risk of loss on the deal. Naturally, too, this

Women get into homes where men fail, according to the experience of this dealer. Female canvassers secure data for men salesmen to work on. Another unusual idea in connection with canvassing which is proving successful is a five or six hour day instead of an eight or ten hour grind for outside workers. In order to avoid collection troubles a method of selection of prospects is practiced by this live retailer and in cases where payments fall behind a clever stunt brings in the money in a hurry. Mr. Kelley has other practical thoughts on merchandising talking machines, etc., which are outlined in the accompanying article and which are not only interesting but instructive, as they deal with the selling phase of retail business from a new angle which live dealers may find profitable.

method of selecting prospects means greater profits, because the firm is not under the necessity of securing the services of collectors and resorting to other expensive means to get the money due.

That the selection of prospects is an important factor in the success of a canvassing campaign was brought home to a certain dealer who made an intensive canvass of the territory in a radius of many miles from his store during the year just past. The salesman, eager to make a good showing, placed instruments in homes without regard to the credit standing of prospects. The result was that the profits of the drive were practically wiped out by the expense of securing the money, repossessions and in some cases loss of instruments which had not been paid for.

Telegram Gets the Money

Of course, like every other dealer who sells on the instalment plan, Kelley & Cowles have customers who for some reason or another fail to meet their obligations. In a case of this kind a personal letter is sent to the delinquent, calling attention to the fact that the

payment is past due. Prior to this, however, an advance notice is sent to remind the customer that the payment will be due in a few days. If the delinquent patron fails to either make a payment within a reasonable length of time or make some satisfactory explanation for the delay the company sends a telegram to the home of the customer, asking for a payment by a stated time the following morning or repossession will be made. This telegram is so timed that it arrives at the home in the evening, around the dinner hour, when the entire family is at home. The telegram, according to Mr. Kelley, secures the earnest consideration of the delinquent where even the personal dunning letter fails and not infrequently a payment is forthcoming that evening, the customer not even waiting until the morning. The average householder fears a repossession because of real or imagined disgrace in having a truck drive up to the door and the instrument taken from the house in sight of all the neighbors who care to look upon the process, and rather than have this happen will pay.

Thus, the retailer with the backbone to fight for what is his just due has little to fear in connection with delinquents. The trouble seems to be that many dealers delay taking decisive action until any chance of breaking even on the deal is gone. Of course there are times when a customer is compelled by circumstances to delay a payment and at these times the dealer must be lenient. If he protects himself by adding interest on instalment sales a delay in such a case will not compel him to take a loss to retain a customer, nor will his profits be eaten into by having his money tied up.

Fine Windows Create Sales

NORTON, VA., February 6.—A. C. McClure, a live Brunswick phonograph and Gulbransen player piano dealer here, is attracting attention to the merchandise he features through some unusually effective window displays. The appeal of these displays has been reflected in the interest aroused on the part of the public and in actual sales. Mr. McClure has an attractive phonograph shop and has built up a good business.

Amendola Bros., New Haven, Conn., were recently incorporated at Hartford to sell musical instruments and radio sets with a capital stock of \$75,000.

For the Profitable Sale of Records—

The Audak System

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

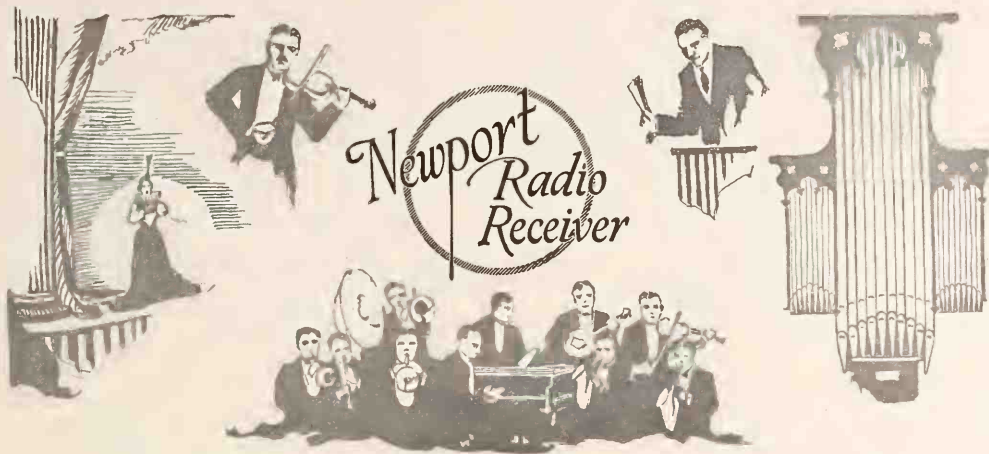
Dealers place as many as six Audak units in space formerly occupied by one booth. There are Audak models to suit each particular need. Write for full information.

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

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

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





Tie Newport Tonal Quality into Your Merchandising

Give your client the ineffable thrill of good music. Put the Tonal Quality of the Newport to work for you.

Take him into one of your demonstration rooms and have him relax in one of those comfortable chairs of yours. Then "bring-in" via the Newport some real music for him. Let him hear those delightful little runs, fine gradations, and double-stop work of Kreisler's "Caprice Viennois." He will imagine that he can almost feel the trembling of its housing as he listens to the thundering diapason of the great organ. Parade the brilliance and charm of the great virtuosi across the theatre of his mind. Perform the acid test of Tonal Quality for him. Dial into the militant swing of Sousa's "El Capitan" or the "Stars and Stripes Forever." Let him distinguish for himself the high trebles, the deep bass, and the various other instruments. He will be quick to realize how clearly defined are the instruments that go to make the action stirring whole of this famous orchestration.

Let him show himself what Newport Tonal Quality really is.

***The Newport Is a Good Receiver
Built in a Piece of Fine Furniture***

Newport Radio Corp.
 250 West 54th Street,
 New York City





(Registered in the U. S. Patent Office)

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

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

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

NEW YORK, FEBRUARY 15, 1925

Broadening Merchandise Lines in Retail Field

ONE development in the talking machine business during recent years, of particular interest, is the apparent tendency of the majority of dealers to get away from the purely "exclusive" idea in retailing and to branch out so that they may handle various lines of musical instruments, including radio, in their establishments. This trend indicates that while the theory of putting all the business eggs in one basket and watching that basket, may not have been entirely wrong, the fact that it limited the activities of the merchant to one fixed channel of sales effort and gave him no opportunity for expansion except in one direction proved discouraging as soon as there came a setback in business.

Radio, of course, is now an accepted adjunct to the talking machine store, which is regarded as a most logical channel for the distribution of that product, but we also find in a great majority of the establishments many other lines of musical merchandise, including pianos and player pianos, band and orchestra instruments and accessories, and sheet music. It is a move in the right direction for if the dealer feels that he must expand his activities to realize fully upon his fixed overhead charges and increased turnover and profits, he can best do so by sticking to those products which come within the musical category and develop his business into that of a general music store.

There are retailers, unfortunately, who in their anxiety to branch out are too much inclined to listen to the promises and prophecies of high-powered salesmen and stock many lines of merchandise ranging from sporting goods to postcards that, while all right in their way and profitable when properly handled, mean an appeal must be made to two or more types of buyers and the sales force equipped to handle these outside products intelligently.

In stocking musical merchandise, pianos, etc., the talking machine dealer places himself in a position to take full advantage of his existing list of prospects and customers, and experience has shown that it is quite possible to sell various other types of musical instruments to those who have been purchasers of talking machines and may be considered satisfied customers of the house. The general music store idea has proved its soundness and the talking machine dealer who is considering the expansion of his business and

is desirous of getting away from the "exclusive" shop with its natural limitations can do no better than to confine his varied activities to the musical field.

Brunswick Co.'s Great Educational Achievement

IT has remained for a single concern, the Brunswick-Balke-Collender Co., to inaugurate during the past couple of weeks the first national Music Memory Contest, turning for that purpose to the latest of modern wonders, the radio. The success of the first programs in the Music Memory Contest series served to remove any doubt that may have existed as to the interest that could be aroused through that medium.

It is naturally impossible to even estimate the number of individual owners of radio sets and their friends who are participating or will participate in this nation-wide Music Memory Contest, but there is no gainsaying that the number will run into millions and that the programs will be listened to regularly by radio fans in every State in the Union, in the big cities as well as in the hamlets and on the farm. The fact that substantial prizes are offered each month for the successful contestants will naturally insure steady interest from many thousands who hope to be the gainers therefrom, but the spirit of adventure alone will itself serve to hold the interest of some millions of others.

The Brunswick Music Memory Contest, as it is at present constituted, serves a threefold purpose: First, centering interest upon musical compositions of the better sort; second, familiarizing the public with the ability and accomplishments of those internationally famous artists who are members of the Brunswick Hall of Fame, and thirdly, stimulating, it is hoped, a buying interest that will reflect itself in the increased sale of Brunswick Radiolas and records.

It is, of course, a bit early to judge the general effect of this Music Memory Contest, but the demand on the part of the public for the slips listing the selections to be featured in the programs, which are being distributed through Brunswick dealers, indicate that the preliminary interest certainly equaled and in some sections far exceeded expectations.

Certainly the Brunswick Co. is to be congratulated upon its vision in inaugurating this ambitious plan for tying up the radio and the phonograph to the ultimate advantage of the latter. Primarily a business venture it has the distinctly saving grace that it aids directly in the general movement to bring about a greater appreciation in America of the better things in music and a knowledge of those celebrated artists who present it.

Where Co-operation Is Distinctly Essential

THE broadcasting of the programs offered by phonograph record artists of national and international repute has naturally aroused the enthusiasm of the majority of wholesalers and dealers who are called upon to distribute phonograph products. The so-called radio "fans" have demonstrated their interest by responding with hundreds of thousands of complimentary telegrams and letters and requests for the portraits of artists and other material offered. In short, the principle of the thing has been proved sound.

The main object of the broadcasting, frankly stated, however, is to stimulate interest in, and sale of, records by the artists featured, as well as other records in the various catalogs, and this objective is being realized by the trade which, of course, is the direct medium of contact with the public. Whether the broadcasting, which is both ambitious and expensive, pays dividends in the form of increased business depends directly upon what the retailer does to bring home the message to his local clientele and to tie up with the radio publicity.

It is quite evident that many dealers appreciate the opportunity for moving records and through their local advertising, window displays and direct mail channels, keep the public informed as to where and when the programs will be broadcast and of the fact that all the records of the selections heard on the air are instantly available in the dealer's store. One dealer has gone so far as to invite his customers to listen to the broadcast concerts over the radio in his own store, having the records of the programmed numbers all ready wrapped for the benefit of those who respond to the urge to buy, and buy at once, and perhaps there are more like him,

but it is also quite evident that a very substantial proportion of dealers are simply accepting the broadcasting as they have for years accepted the other publicity issued by the leading companies and feel that it ought to bring business into their stores automatically and without any personal effort. There's the rub!

The manufacturers have done their part in recognizing the opportunity and the appeal offered by radio and have gone to great trouble and expense in placing their most notable artists on the air. Whether the results from a business standpoint prove satisfactory, and whether the work is continued beyond the experimental stage rests chiefly with the manner in which the retailer capitalizes the opportunity to his own advantage and that of the manufacturer.

Frank Discussion of Problems by Ohio Dealers

IN Columbus, O., last month the Music Merchants' Association of Ohio called a special meeting to consider directly the existing conditions in the talking machine field as it applies to the retail business with a view to determining ways and means for improving the situation either through their own efforts or through the efforts of manufacturers.

The meeting may be considered as being the direct result of a lengthy paper read by C. C. Baker, of Columbus, at the annual meeting of the Association in Cleveland last Fall in which he offered facts and figures regarding the record situation that in a sense proved a revelation even to those in close contact with the industry. That the members of the Association instead of simply mulling over conditions took steps to find the answer to the various problems at the special meeting is a tribute to the wisdom of those who saw the logic of going to the root of the matter.

One development of particular interest was the decision that some manufacturers are producing too many records with the result that if the dealer carries full stocks he finds a surplus piling up that not only ties up a great amount of capital for lengthy periods, but proves embarrassing in other directions. This matter has been discussed informally on many occasions, and it is well that it received earnest consideration from record makers.

There are companies who though offering the public about

everything worth while in record form manage through careful pruning to keep the current lists which the dealer is expected to carry in stock down to a few hundred numbers, and there is a tendency in other quarters to clear up this situation on the part of various prominent companies.

Another important decision was that dealers concentrate more on advertising their own particular establishments rather than giving the bulk of the advertising space over to featuring particular musical merchandise products. A wise move, truly, but one that must be watched with a certain amount of care for the reason that in a well-established and widely recognized trade name the dealer has a business-building asset that should not be sidetracked entirely even for the purpose of placing his own name strongly in the front.


The main thought in connection with the Columbus meeting is that it is well for members of the trade to get together, as on this occasion, for a frank discussion of trade matters. The individual may be dissatisfied with certain phases of his business, but he alone can accomplish little for their adjustment. Speaking as a group, however, representative dealers of a single State have a voice that proves authoritative.

The Business Situation Reviewed

WHETHER it is due to the effects of broadcasting by prominent record artists, or whether to the desire to secure an adequate library of records to go with the machines sold during the holiday period, the fact remains that there has been marked improvement in record demand since the first of the year. This improvement has not reached the boom stage, perhaps, but it has provided the ground work upon which active dealers can build most substantially for the coming months.

Machine sales have not shown the same improvement credited to records, though they, too, indicate a somewhat greater activity than was evidenced during even the closing months of 1924. It is probable that the increasing number of phonograph and radio combinations within a single cabinet will tend to stimulate sales in this department.



Sherman,  & 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

Selecting Prospects Reduces Credit Risk

How George P. Ells Rearranged His Sales Plan to Eliminate Credit Troubles Brought About by Commission-Paid Salesmen

How and to whom a talking machine is sold has a direct bearing on collection troubles and repossessions, according to George P. Ells, phonograph dealer of Norwalk, Conn. Mr. Ells, in order to bring up his sales volume, secured the services of a live salesman—a man who proved that he could go out into the territory from which this dealer draws his trade and get business. The man turned in a number of signed contracts and he was paid the commission agreed upon. However, trouble soon developed in the collection end of the business and analysis showed that the reason for this condition was due to the fact that the prospects were not selected.

Selecting Prospects

In the first place, the salesman, as was natural, went into the field with one object, and that was to secure as many names to the dotted line as possible. He was interested in commissions and he worked hard to secure results. He did not concern himself whether the prospect was worth selling to, but he closed every sale he could. Now, a number of the people to whom he sold instruments found, after the machine had been delivered, that they could not meet the payments for one reason or another.

Mr. Ells solved the problem in a clever manner. Instead of paying his salesman the entire commission as soon as a sale had been completed he made the following arrangement: Fifty per cent of the entire commission due the salesman was paid when the customer made the initial payment on the phonograph purchased; 25 per cent of the remainder of the commission was paid at the expiration of three months and

the remaining 25 per cent was paid six months from the date of the sale. This had the effect of making the salesman select his prospects more carefully, because he realized that if a customer lapsed in his or her payments or it was found necessary to repossess the instrument his commission would be held up or, in the latter event, lost entirely. Briefly, it prevented the salesman from selling undesirable prospects.

Sanctioning Sales

As has been mentioned, it is natural for a salesman whose income depends entirely upon the volume of his sales to secure the names of as many people as possible to a contract. This is especially so where the dealer employs outside salesmen and canvassers. In this connection the greatest care must be exercised by the credit manager of the store, or whoever is in charge of credits, not to pass upon sales which mean trouble in collections later. It is much better in the end not to allow the instrument to leave the warerooms than to be compelled to bring it back from a customer's home later. One way of giving the credit manager information regarding customers or prospects is by compelling the salesman to secure information which will give the credit manager something concrete to work on.

A Case in Point

A talking machine dealer in a large Eastern city last Spring started a most extensive canvassing and sales campaign which covered a radius of fifty miles from the store. A crew of three canvasser-salesmen and a crew manager, with a motor truck loaded with various

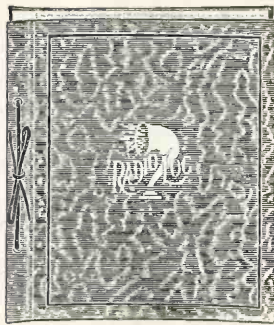
models of machines and records, toured the entire countryside, and from the standpoint of sales the campaign was an unqualified success. But after a few months trouble developed in securing the instalments due and in the end the dealer lost the profits resulting from the drive. The reason was simple enough. Sales had been made to any Tom, Dick and Harry who evinced a desire to purchase a talking machine. Expensive instruments were put into the homes on payment of ridiculously low down payments. Many of the customers proved irresponsible and some who were honest in their intentions of meeting their payments were unable to do so. The result was that the dealer was compelled to send several collectors into the territory, not only eating up the profits through salaries for these men but also consuming them in paying traveling expenses to distant communities. These are all things which must be considered before such a sales campaign is undertaken and the dealer had better not put on such a drive unless he goes about it in the right manner. In this instance much of the trouble could have been avoided either by selling many of these people instruments within their means or in other cases refusing to make the sale.

Salesmen Collectors

Another dealer who has become wise through experience makes each salesman act as his own collector. He puts the responsibility of seeing that the instalments are met on time on the shoulders of the salesman who closed the deal, and as a result the selling organization of this firm is very careful that customers are not sold instruments which they are unable to pay for.

Stock the New

PEERLESS COMBINATION ALBUM



New Peerless Radiolog at a lower price.

We have just added a new addition of the Peerless Radiolog—the big popular seller.

Write for samples and prices.

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

Again Peerless is first. It was the pioneer of the group record sales plan, the artist library albums and now this new product is in furtherance of the artist library idea.

Attractively Bound—Stamped in Gold—At a Popular Price



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

PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

636-638 BROADWAY, NEW YORK

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

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

Radiola X and Regenoflex

Partners for Real Selling

To the man who wants quality of tone—dependable reception—quality of build and appearance—and records of reception, sell the Radiola X. To the man who wants all of these at a lower price, sell the same set without the costly cabinet. Sell Radiola Regenoflex. Two-thirds of the selling job done by nation-wide advertising and word-of-mouth fame. Only one-third is left to you. It means quick selling.

"There's a Radiola for every purse"

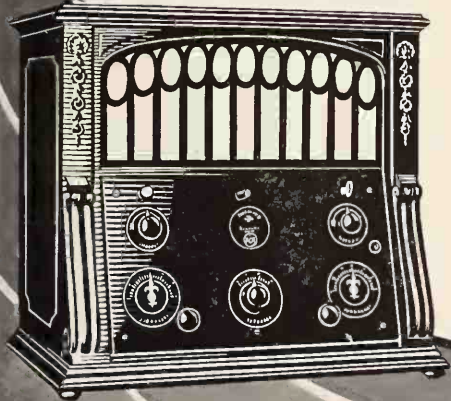
Radio Corporation of America

Sales Offices:

233 Broadway, New York

10 So. La Salle Street, Chicago, Ill.

28 Geary Street, San Francisco, Cal.



Radiola X

The Regenoflex circuit in a rich cabinet with its own loudspeaker enclosed. With four Radiotrons WD-11.



This symbol of quality is your protection



Radiola Regenoflex

Sensitive, selective, non-radiating. Famous for its tone quality! With four Radiotrons WD-11 and Radiola Loudspeaker.

Radiola

REG. U. S. PAT. OFF.

Rothauser's Field Men "Pep" Radio Sales

Canvass of Schools, Restaurants and Theatres Brings Business to the Broad & Market Music Co.—Service Makes Patrons "Salesmen"

Radio retailing has now reached the stage where the merchant who hopes to make a real profit from this department of his business must engage in more vigorous methods of exploiting his line than has been necessary in the past. Only a few months ago conditions were such that to simply display a few radio sets was sufficient to bring into the store interested prospects. In fact, the supply exceeded the demand and those persons who visited an establishment and secured without delay the standard set they desired considered themselves lucky. Six months ago a retailer stated to the writer that if he could secure fifty sets of the line he was featuring he could dispose of them immediately. To-day, however, the story is slightly different. There are many fine radio receiving sets on the market and the preference of the public is spread over instruments of many makes instead of only a few, as was the case a short time ago. Consequently, the dealer is faced with competition which can only be met by merchandising methods of the most progressive type.

Canvassing for Radio Business

The Broad & Market Music Co., of Newark, N. J., which is operated by the Argyris brothers, two wide-awake and energetic business men, three months ago established a well-stocked radio department on the second floor of the building occupied by their store on Market street, one of the busiest spots in the city. C. Rothauser, who at that time was made manager of the department, soon realized that sitting in the store would not sell radio. Therefore, he secured the services of three experienced canvasser-salesmen and sent them out into the field in accordance with a carefully prepared plan of campaign. That the right type of men can make a success of canvassing for radio business has been proved in the brief time this practice has been in effect at the Broad & Market Music Co.

Canvassing Public Buildings

Canvassing as practiced by this concern is radically different from the usual drives launched by talking machine dealers. For example, restaurants, schools, moving picture houses and other public buildings are being found excellent prospects for radio receiving sets. One of the canvasser-salesmen devotes the bulk of his time in working on this type of prospect. How resultful this effort is may be realized from the fact that in one week three expensive super-heterodynes were placed in restaurants. The salesman selected to work on this type of prospect sees the manager of the restaurant, the manager or proprietor of the music houses and principal and teachers of the schools. During the month just closed a super-heterodyne also was placed in a moving picture theatre and already live prospects in the theatres, restaurants and schools are being followed up, and many of these are certain to be sold in the near future.

In the case of schools Mr. Rothauser declares that the first step is to interest teachers and the principal in radio and then the matter is taken up with the Board of Education. The process is a slow one, but the chances of sales are good and the attempt is worth making.

Working the Outskirts

Another successful stunt in connection with its canvassing is bringing home the bacon for



C. Rothauser Putting Over a Nice Radio Sale

the Broad & Market Music Co. If a radio set is sold and proves satisfactory to the customer after a brief period of use a canvasser-salesman is sent to work the houses in the immediate territory. Permission to use her or his name is asked of the customer. In most instances this is freely given. The salesman thus is enabled to mention the name of a neighbor who owns the type of radio set he is selling and his reception by the prospect is more conducive to sales results.

The Complete Sale

Mr. Rothauser considers that if the sale of a radio set is made and the salesman makes no attempt to sell every accessory that may help to make the set more efficient and more enjoyable to the user the salesman is derelict in his duty. The sale of the set, of course, is the first consideration. When the sale has been completed, including the accessories, such as tubes, batteries, etc., needed to operate the set, every effort is made to sell the customer other important equipment, such as battery chargers, testing apparatus, etc.

Service and Installments

"A satisfied customer is the store's best friend," stated Mr. Rothauser, "and that is why we go to almost any length to please our patrons. Our men attend to the installation of the sets and do not leave the house until the job is done right. Then, when these men, of whom we employ three, are not busy on installation work, we send them out to visit customers whose sets they have installed to see

whether the set is operating satisfactorily. Sometimes they find minor repairs necessary and at other times, through the fault of the customer, tubes have been blown out, or other serious trouble has developed. In the latter event the customer is advised what is wrong with the set and told that needed parts will have to be purchased. This brings in quite a bit of business, but, far more important, it builds good will. Only last week proof of this came to me.

A woman customer visited the store to tell me that her neighbor had manifested great interest in her set and was a live prospect. We immediately sent out one of our canvasser-salesmen and a deal for a \$550 combination phonograph-radio outfit is about to be closed. This kind of service certainly pays. Service without asking brings in the business.

"Another thing we ask our customers is to come into the store to make their payments. They come to me personally and thus I have an opportunity to talk with them regarding the performance of their set and also to get in a little sales talk on certain accessories which the customer has not yet purchased. We invariably secure one-third of the price of the instrument as a down payment, and we also charge 6 per cent interest."

Mr. Rothauser also believes that the dealer who goes into radio seriously should carry an extensive line of sets. At this store are featured Brunswick-Radiolas, the complete R. C. A., Freed-Eisemann, Thompson, Grebe, Atwater-Kent, Atwater-Kent in the Pooley, Ware, Magnavox, Crosley, Malone-Lemon lines and a few sets of other makes.

Anderson Music Co. Staff Holds Annual Meeting

SAN JOSE, CAL., February 6.—The Anderson Music Co. recently held its annual meeting and banquet, attended by the officers, directors and salesmen. Plans were announced for a considerable enlargement of the business during the coming year. The floor space has been doubled, a long term lease having been signed, giving the store practically the entire Jose Theatre building, including fourteen rooms on the second and third floors. O. B. Anderson announced that E. E. Trower, well known in the music trade in the Middle West and on the West Coast, would have direct charge of the store.

STARR PIANOS STARR PHONOGRAPHS
GENNETT RECORDS

Represent the Highest Attainment in Musical Worth

The STARR PIANO COMPANY

Established 1872

Richmond, Indiana



IT is no longer "Father's radio set." Simplicity and sturdy beauty have made a family companion of this versatile entertainer. In many homes even the children are encouraged to tune in their own favorite features on the Kennedy.

All complicated, delicate mechanism is eliminated. Every part is sturdy. Battery and other connections are concealed and protected. A child who can be trusted to operate a talking machine can easily tune in any desired station on the Kennedy. When the dial setting for a station is once found, that station always comes in on its own setting.

This simplicity of operation and strong construction appeals to people who are hesitating about buying a set.

who talk glibly of circuits and puzzle their customers unnecessarily.

Simplicity—the carefully planned elimination of many controls and complicated parts—contributes greatly to the remarkably pure full rounded sweetness of tone that is so distinctive a feature of the Kennedy. The natural timbre of speech and music is unmarred by mechanical distortion.

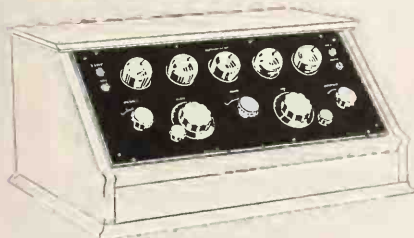
The Kennedy cannot be surpassed (if equalled) by any receiver at any price either in tone, range, selectivity or sturdiness. That is the final verdict whenever a direct comparison is made, whether in an expert's laboratory, in a home or right in your store.

We invite such comparisons at all times, for everyone who hears a Kennedy becomes a Kennedy enthusiast.

CHILDREN CAN TUNE THE KENNEDY

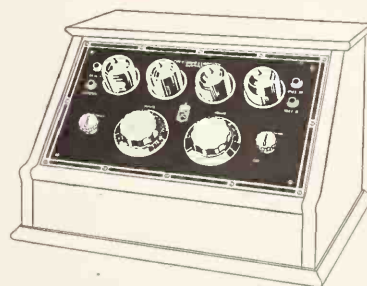
You can assure them that the Kennedy can be operated by any member of the family, without knowledge of radio technicalities or skill in tuning.

Nor does a dealer need to know a great deal about radio in order to sell Kennedy receivers. One handy man on your staff, competent to give common sense advice on aeri-als and batteries, is all the expert help that you need. A good salesman without wide radio experience can sell rings around those



MODEL XV — Pronounced by experts the most highly selective and sensitive radio frequency set on the market today. Has the same characteristics of easy tuning, musical purity of tone and brilliant, lifelike reproduction of all programs within hundreds of miles that has made other Kennedy models famous. It is non-radiating—no squeals to annoy neighbors. Logged tuning.

Retail \$142.50, without accessories. West of the Rockies—\$145.00.



MODEL VI—An extremely sensitive and highly selective set that receives out-of-town stations with loud-speaker volume. Stations are always found at the same setting on Dial No. 1. The other dial controls volume. Non-radiating. Licensed under U. S. Patent 1,113,149.

Retail \$85.00, without accessories. West of the Rockies—\$87.50.

THE COLIN B. KENNEDY COMPANY
Saint Louis

KENNEDY



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

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

Transients Bring Klaidman \$500 Weekly

Location of Record Stores in Business Arteries, Publicity Designed to Reach Commuters and Trained Salesmen Bring Success

Talking machine dealers who view their record departments as merely an incidental necessity to their business but unworthy of the attention that is given the more expensive and larger articles of merchandise carried may find some thought-provoking suggestions in the experience of a metropolitan merchant, who deals exclusively in records and music rolls and who, in the course of the past eleven months, starting on a capital of but a few hundred dollars, has built up an establishment that brings a net profit of \$500 a week, has no dead stock—the average time a record remains on the shelves being ten days, or to express it differently, he has a thirty-six times a year turnover.

This dealer is Max Klaidman, proprietor of the Klaidman Music Shops, of Brooklyn and New York, which at the time of writing number three, but Mr. Klaidman plans further expansion and expects in the course of a few weeks to add two or three more shops to his chain of stores. In a chat with *The World* regarding the policies which are responsible for the growth of the business Mr. Klaidman gave as the most important, location, advertising, close check on the record stock, the layout of the store and the training of the salesmen.

Location and Publicity

The first two items are in this case connected. Mr. Klaidman chooses his store locations near a street which has a large transient trade. However, the high rents that prevail on such streets militate against the establishment of a store on such a thoroughfare and so the Klaidman stores are situated within a half block or so from such a street and the passers-by are informed of its existence by means of sandwich men who carry large signs bearing the store's message and distributing circulars listing the latest releases. For the first few months following the establishment of a store, hundreds of dollars are spent each month on such publicity, together with advertisements in the local publications, such as theatre programs. Large signs are erected in front of the store and on the windows and are changed every two or three days. After an intensive campaign of this

sort for two or three months, the store becomes widely known and attracts customers from the main thoroughfare at but a fraction of the cost that a location on the main street would cost. In placing his advertisements Mr. Klaidman studies closely the media which will bring the best results. An illustration of this might prove interesting. The New York store of Mr. Klaidman is located a short distance from the 125th Street Station of the New York Central Rail-

Max Klaidman started in business with a few hundred dollars and in the course of eleven months he has made his ventures in exclusively record shops profitable. He operates two stores and plans to open several additional branches soon. More important than his limited capital were the ideas regarding location, store arrangement and selling which this energetic merchandiser has put in effect and proved sound. Originality is his watchword and the plans which have proved so successful for him are adaptable by any retailer who realizes that he is in a rut and is operating along stereotyped lines. The progressive dealer changes with the times. Mr. Klaidman's ideas are modern.

road and consequently a large percentage of the customers are commuters. For a week the salesmen took the names and addresses of customers who purchased \$2 worth or more of records. The check-up revealed that residents of Mount Kisco and Yonkers formed the majority. Mr. Klaidman immediately inserted advertisements in the local papers of each of these cities.

Keeps Close Watch on Record Stock

Record stock control is an important feature of the establishment and the check on the movement of records is so close that dead stock is an unknown factor. The initial order of every release is small, no matter how popular the number or artist. A duplicate of the order is

kept and after three or four days an inventory is made. This shows plainly how the record is moving and unless real activity is apparent that number is not pushed or re-ordered. Customers entering the store are asked to listen to each new number and their opinions are solicited.

The store layout and arrangement of the stock varies in each of Mr. Klaidman's stores as he is constantly experimenting to find the most efficient arrangement. Originally, at the main store, demonstration booths were used and the records were in the care of clerks who demonstrated them for customers. As business expanded this arrangement was found to be inadequate and a record-rack running the full length of the store was erected so that the customers could select their own records. The number of booths was found to be insufficient and so Audak equipment was installed and found to be so successful that at the present time the two larger of Mr. Klaidman's stores each use fifteen Audak record demonstrators and this number is shortly to be augmented. So satisfactory has this equipment proved that Mr. Klaidman states the Audak will be an important part of every store he establishes. An example of the manner in which the buying public's attention can be diverted to purchasing classical and operatic selections in addition to popular selections is gained from a comparison of the percentages of sales in two of the Klaidman shops. In one the Audak equipment is situated in the center of the store with two rows of equipment facing each other. The record sales in this shop are 98 per cent popular and 2 per cent classical. In another shop the Audak record demonstrating devices are placed eight inches from the wall and the space between the equipment and wall is occupied by a record rack filled with records of the classics. Immediately above the instruments are large signs listing the various selections of this type so that whether the customer glances up or down the selections are called to his attention. The percentage of records sold in this store is 60 per cent classical and 40 per cent popular.

Training Salesmen

All of the salesmen hired are started at the main shop where they are under the direct supervision of Mr. Klaidman and they are thoroughly instructed in his methods of selling. As they show results they are sent to the other stores where they are under the watchful eyes of Mr. Klaidman's sons. The training they are given is not only to fit them as salesmen but Mr. Klaidman hopes to have among his own staff men capable of assuming the managership of the stores which he intends opening and they are trained with this end in view.

An interesting fact is that but one make of record is sold. Mr. Klaidman feels that by concentrating on one line better results can be secured. Needle sales at one store alone average 200,000 a week. Each of the Audak demonstrators bears a sign calling attention to the fact that needles are sold and every customer is asked if needles are needed.

Specht Orchestra in Belgium

Continuing his world-wide activities, Paul Specht, who records for the Columbia Co., recently booked one of his orchestras in Brussels, Belgium. This orchestra is under the direction of Carl Smith and is playing at the Grand Hotel. Specht has had a dozen orchestras playing in the leading amusement places in London, and a French unit appears at Claridge's Hotel and at the Club. 400, where big successes are being scored.



Have You A Genola in Your Toy Shop?

It's a great little money maker—a child's phonograph retailing at \$5.00—that plays all flat records up to 10 inch size with the clear reproduction of a large machine. It is bright and appealing in appearance and makes a hit with both parents and children.

The Genola stands but 7½ inches high. Then to retail at \$10.00, there is The Baby Cabinet, standing 17 inches high and which is a delightful piece of nursery furniture as well as a splendid little talking machine.

Order Samples Today

THE GENERAL PHONOGRAPH MANUFACTURING CO.

Elyria, Ohio.



3/4 of every dollar

“For every dollar spent for musical instruments of all kinds, including phonographs, pianos, organs, etc., seventy-five cents is spent for radio.”

—Roger W. Babson

Get the Radio Dollars By Stocking Brandes

Radio dollars are being spent in music shops—are they being spent in yours?

Stock *Matched Tone* Headsets and Brandes *Table-Talkers*—they’re sure sellers—quick sellers. Every fan needs both—let him get them in your shop!

Brandes

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

Table-Talker \$10.
50¢ extra west of the Rockies
In Canada \$12.50

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

The name to know in Radio

Important Plans for Expansion of the Blackman Talking Machine Co. Under Way

J. Newcomb Blackman, President of Gotham Victor Wholesale Company, Announces Personnel Changes and Promotions—Creates a Dealer Service Department—Operating Radio Department

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, one of the country's foremost Victor wholesalers, announced recently the consummation of important plans in his organization providing for an expansion and development in keeping with the company's prestige and prominence in the distributing field. This development not only includes changes in personnel and addition to the company's organization, but represents a formal announcement as to the Blackman Talking Machine Co.'s activities as a wholesaler of radio products.

C. L. Johnston, connected with the Blackman organization for the past five years as secretary and sales manager, has been appointed vice-president and general manager of the company, succeeding Fred P. Oliver, who resigned on February 1 to become New York manager of the Music Master Corp. Mr. Johnston during the past five years has not only won the respect and esteem of his own organization, but the friendship of the Victor dealers throughout the entire territory. His previous experience has included an intimate familiarity with the merchandising and distributing problems of the wholesaler and retailer, and he is exceptionally well qualified for his new work as right-hand man to Mr. Blackman.

Edmund V. Bragdon, formerly treasurer of the Ideal Music Stores and well known in local talking machine circles, has been elected secretary of the Blackman Talking Machine Co. Mr. Bragdon will include in his activities the management of the record ordering department as well as the control of the company's statistical records. As head of the record ordering division he succeeds Geo. F. Thau, who has resigned from the company's services.

Albert M. Blackman, son of J. Newcomb Blackman, joined the company's staff on February 3, and will enter upon an intensive course of training incidental to every phase of the business. Mr. Blackman, who is now a junior salesman, is a graduate of the University of Pennsylvania and a keen student of commercial activities. Since being graduated he has been identified with several prominent business organizations, and he is admirably fitted to attain success in the Blackman organization.

One of the most important steps in the Blackman Talking Machine Co.'s plans for expansion is the creation of a dealer service department, which is under the management of W. H. Bishop. The latter is one of the veterans of the Blackman sales staff and in his new work will pay particular attention to the development of the Blackman Talking Machine Co.'s radio activities. His previous experience gives him an invaluable background for this

work, for he was formerly associated with Frederick Loeser & Co. and also occupied other important retail connections. He has made a careful study of the sales possibilities for radio products in the talking machine field, and stood highest in the radio school sponsored by the Blackman Talking Machine Co. for a period of many months.

Mr. Blackman is firmly convinced that the successful Victor wholesaler must work in the closest possible co-operation with his dealers, and with this idea in mind the force of Blackman salesmen working in the interests of Victor



J. Newcomb Blackman

products has been augmented by the addition of Geo. W. Morgan and Norman K. Edlund. Both of these men have had practical experience in the retail field and will co-operate with Victor dealers to the best possible advantage. The other members of the Blackman organization include some of the most popular sales representatives in the local wholesale field, comprising Edgar S. Palmer, E. Maxwell Sheetz, J. A. Johnson and Walter R. Grew.

In inaugurating a radio department that will function efficiently and profitably, Mr. Blackman has provided W. H. Bishop with a competent staff of radio men, including M. B. Arrowsmith, who will give practical service and co-operation to the dealers in connection with radio activities. A radio sales force is now being organized and among the members of this staff are J. H. Jones and V. J. McMorrow, both of whom have enjoyed practical experience as wholesale and retail radio representatives.

In connection with the company's radio plans, Mr. Blackman said: "We have purposely refrained from announcing our plans for radio merchandising until we were ready to tell the trade something definite and tangible. For the past year we have been analyzing and experimenting with various radio apparatus, so that we would be in a position to offer our trade goods of a most dependable type and a service that would compare favorably with what we have been giving them for more than twenty-two years in Victor merchandise. Naturally, this policy may restrict us to a comparatively few lines, but our dealers will have the satisfaction of knowing that we are providing them with merchandise that they can offer to their customers with complete confidence."

The radio lines now being distributed by the Blackman Talking Machine Co. are as follows: Thompson, Grebe, Garod and Jones sets; Bristol Audiophones; Baldwin loud speakers; Jones Panels; Balkite and Eagle battery chargers; Balkite "B" battery eliminators; Philco storage batteries; Eveready dry batteries; Four-way extension cords and the Frost line of parts, together with the Musette loud speaker.

Briefs Filed Protesting Increase in Freight Rates

Music Trade and Radio Interests File Protests Against Plan to Increase Rates on Combined Phonographs and Radio

The Music Industries Chamber of Commerce, together with the Radio Manufacturers' Association, filed briefs with the Interstate Commerce Commission on January 30 protesting in behalf of the music and radio industries against a new freight classification on combined phonograph and radio instruments ordered to go into effect on February 10 and which would result in increases of from 50 to 100 per cent in freight rates over those now prevailing.

The principal arguments in the position of the Music Industries Chamber of Commerce are that the installation of a receiving set in a phonograph is incidental, as the phonograph itself remains unchanged, and that the presence of the radio receiving set does not add materially to the size, weight or liability to damage of the phonograph. It is also pointed out that the minimum weight requirements for car loadings, proposed by the railroads, cannot be complied with by shippers of phonographs or radio receiving instruments.

The brief contends further that the manufacture of radio receiving sets is a new industry and should not be discriminated against at the beginning of its growth, in the matter of transportation rates.

The Hall Music Co., Abilene, Tex., was recently incorporated at Austin, with a capital stock of \$50,000. Mrs. Ozia Hall, Emmett Hall and Elmon Hall are the incorporators.

National Record Albums

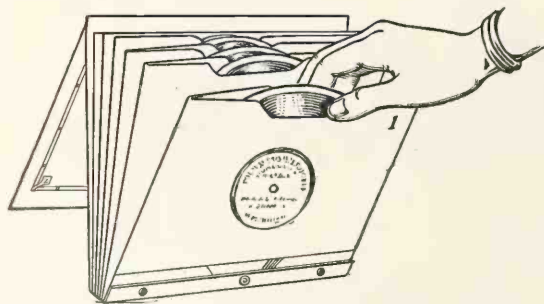
are

Good Albums

Nationally known because they give real satisfaction.

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

Write for our list of 1925 styles and prices



NEW PORTABLE ALBUM



THE PERFECT PLAN

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



Columbia

MODEL 580
\$350



Columbia

MODEL 570
\$300



Columbia

MODEL 560
\$250



Columbia

MODEL 550
\$200

The line of least resistance

Columbia



MODEL 460
\$200

Columbia



MODEL 450
\$175

Columbia



MODEL 440
\$150

Columbia



MODEL 430
\$125

Columbia



MODEL 540
\$175

MODEL 530
\$150

MODEL 520
\$125

Columbia

The Columbia line

Write the Columbia branch or distributor in your territory for full information on the new Columbia line

Atlanta, Ga., 561 Whitehall Street
Boston, Mass., 1000 Washington St.
Chicago, Ill., 430-440 S. Wabash Ave.
Cleveland, Ohio, 1812 E. Thirtieth St.
Dallas, Texas, 2000 North Lamar St.
Kansas City, Mo., 2006 Wyandotte St.
Los Angeles, Cal., 809 S. Los Angeles Street.

New York City, 121 West Twentieth St.
Philadelphia, Pa., 40 North Sixth St.
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 St., Baltimore, Md.
TAMPA HARDWARE CO.
Tampa, Fla.

COLUMBIA STORES CO.
1608 Glenarm Avenue, Denver, Colo.
221 S. W. Temple, Salt Lake City, Utah
W. W. KIMBALL CO.
Wabash Avenue and East Jackson Boulevard, Chicago, Ill.

COLUMBIA DISTRIBUTORS, Inc.
1327 Pine Street, St. Louis, Mo.
224 West Fourth St., Cincinnati, Ohio
517 Canal Street, New Orleans, La.
COLUMBIA PHONOGRAPH CO., Ltd.
22 West Front Street, Toronto.

COLUMBIA PHONOGRAPH CO., Inc.
1819 Broadway New York



MODEL 340
\$120



MODEL 420
\$100



MODEL 240
\$75

MODEL 140
\$50

Profit Winning Sales Wrinkles

Arousing Interest in Talking Machines and Records by Tying Up With Radio Programs—Study Merchandise at Sales Meetings—Systematized Radio Service—Theatre Tie-ups—Other Stunts

An exceptional opportunity of stimulating record sales and arousing interest in radio receivers is given talking machine and radio dealers through the broadcasting by famous recording artists. There are on an average six programs broadcast each month by artists whose reputation is world-wide and the dealer who neglects to effect a tie-up with the concerts is overlooking a sure source of desirable sales aid. The manner of tie-up rests with the dealer. There are a number of methods by which the end can be accomplished, depending on the facilities at the disposal of the dealer and the class of clientele to which he is catering. Luscher's Music Shop, New York City, receives the concerts in its warerooms before an audience composed of prospects and customers of the store. An invitation is sent out several days prior to the concert, inviting the recipient to the shop, assuring him of an enjoyable hour's entertainment amid pleasant surroundings. The result on each occasion that this method of tying up has been used was the sale of many records of the selections broadcast. A number of live radio prospects also was secured in this way. This method is undoubtedly the most effective tie-up that can be used. From the standpoint of stimulating record sales it cannot be denied that there is no time when the customer's enthusiasm is at a higher pitch than after hearing a great artist render a selection. Regarding the radio prospect, the programs broadcast by the phonograph companies are unequalled and should a customer be interested but hesitant, these programs, with the alluring prospect of receiving them in his own home, should bring him to the point of signing on the

dotted line. At any rate, no progressive retailer will overlook the possibilities of profiting by radio tie-ups.

That the best method of selling records is to have a thorough knowledge of the merchandise is the firm belief of Miss Genevieve Bannigan, manager of the talking machine department of Kempf Bros., Utica, N. Y. Every Thursday morning Miss Bannigan and the record salesgirls assemble and carefully study the new releases. Interesting notes on the artists, composers and the selections are culled from the music journals and newspapers and are freely discussed. One outstanding feature of each record is discovered and is incorporated in a sales talk.

The F. B. Connelly Co., of Billings, Mont., has organized what is really a systematized form of service in connection with the operation of its radio department. Two card files are maintained in this store, one for a record of sales and the other for a service record. Each sale is recorded on this card under the proper date. After installation of the set the card is advanced one week in the file when it again comes to the attention of the person in charge, who then telephones the owner to determine whether the set is giving satisfaction and is operating properly. If service is required it is taken care of immediately. If the set is operating in a satisfactory manner the card is advanced for similar action a week later. Three calls over a period of three weeks are made.

In connection with service cases, i.e., where actual service has been extended, after the work

has been completed a card is made out for the service file. This card is advanced in the file so that it comes to the attention of the person responsible a week later. Each week for three weeks the customer is called on the telephone and asked whether the set is giving satisfaction. The advantages of this plan are twofold. First, it gives the dealer the opportunity of ascertaining whether the set is operating satisfactorily either before or after servicing. Second, it indicates to the customer that the dealer is really interested in having his patrons satisfied, thus he is constantly building good-will.

Sterchi Bros., Inc., talking machine dealers at Asheville, N. C., recently effected a tie-up with a stock company which was playing musical comedies at a local theatre. A talking machine was placed in the lobby and for an hour preceding the performance records from the current attractions were played. In each advertisement by the concern the theatre tie-up was mentioned. The result was a considerable increase in the sale of records.

A plan that increases the sale of records and at the same time renders a pleasing service to record customers is being used by Ross Schefft, talking machine dealer at Milwaukee, Wis. After a customer has completed his purchase the dealer writes down on the back of his business card selections which have a similar appeal to the ones purchased. He gives this to the customer with the suggestion that he hear the records played on his next visit.

L. Dreazen, a talking machine dealer in New York City, instead of using the regular record envelopes has special envelopes printed. These envelopes bear the name of his firm and the address. Most important of all, however, is the guarantee printed on the envelope. This reads as follows: "Notice: To guarantee to our customers new and unused records, we do not exchange any records after leaving our store."

Ask Any Technical Engineer What He Thinks of the Name BRISTOL

FOR 36 years The Bristol Company has been making Recording Instruments—highly scientific machines that measure in minute degree everything from the withering heat of the electric furnace to the polar cold of an ice plant; the dryness and humidity of the air; the varying densities of liquids; and scores of other properties of matter.



New Cabinet Model \$30.00. Beautifully finished mahogany. Full floating wooden horn and cast metal throat. Size 17x10x10 1/4".

It has always been a religion to make an instrument that will not merely get by a rigid factory inspection, but one that will function on the job without coddling. Many thousands of these sturdy, yet sensitive, instruments are quietly doing their work in the plants of this country.

Every article in your radio stock is somebody's promise to satisfy your most critical customer. Any technical engineer of your acquaintance will tell you whether or not The Bristol Company has a record for making good its promises.

With five Bristol Loud Speakers, retailing from \$12.50 to \$30.00, and Bristol representatives in eight principal cities, you can satisfy every customer who comes to your store. One line—one freight—one responsible house to deal with. Write for bulletins describing Bristol products.

The Bristol Company
Waterbury, Conn.



Model S \$25.00
14 1/2-inch rubber horn. Cast metal throat. Velvet mat finish of mottled bronze and gold.

BRISTOL TRADE MARK AUDIOPHONE REG. U.S. PAT. OFFICE Loud Speaker

A STATEMENT



OVER a decade ago the Makers of HONEST QUAKER Main Springs originated the novel manner of packing this merchandise in individual dust-and-rust-proof containers. A little later this unique arrangement was improved by the use of a beautiful label on the carton—on which was printed the specifications of the main spring—also the motors in which it should be used.

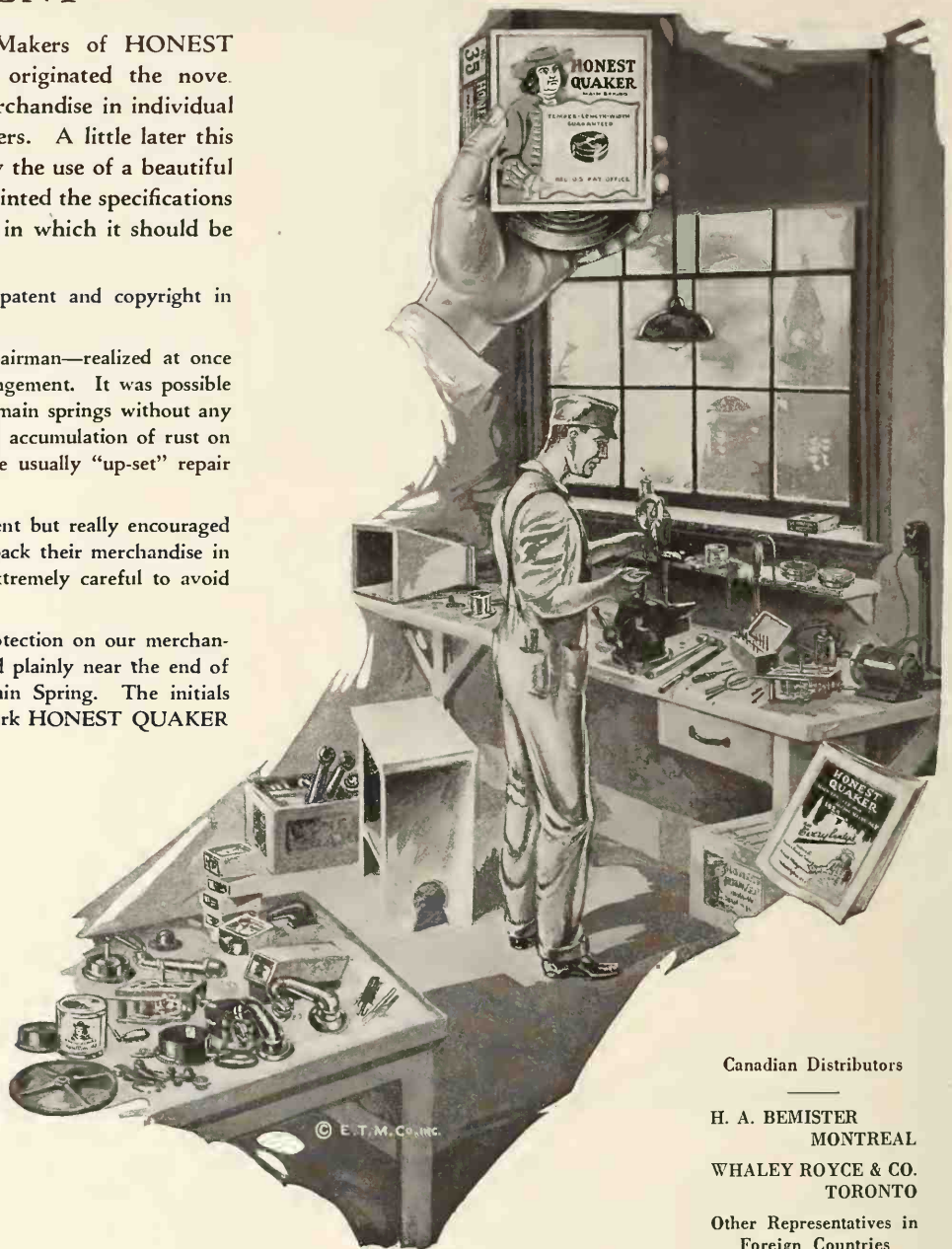
These arrangements were protected by patent and copyright in every manner possible.

The music merchant—as well as the repairman—realized at once the many advantages of our packing arrangement. It was possible to choose the correct size of phonograph main springs without any experience in the game. It prevented the accumulation of rust on the main spring and really systemized the usually “up-set” repair shop.

Our legal protection prevented infringement but really encouraged imitation. Today innumerable concerns pack their merchandise in individual cartons—although many are extremely careful to avoid our copyrighted label.

In order, therefore, to assure absolute protection on our merchandise you will find the initials HQ stamped plainly near the end of every Genuine HONEST QUAKER Main Spring. The initials HQ being the first letters of the trade-mark HONEST QUAKER properly registered in the United States and Canada's Patent Office is an absolute guarantee that the merchandise is Genuine. We can now protect the merchant who uses our merchandise and prevent substitution.

Insist on receiving HONEST QUAKER Main Springs in individual cartons bearing our trade-mark—also examine the contents and look for the HQ on the end. This won't be copied or even imitated.



Canadian Distributors

H. A. BEMISTER
MONTREAL
WHALEY ROYCE & CO.
TORONTO

Other Representatives in
Foreign Countries

Honest

TRADE MARK REGISTERED

There's a reason for it's Supremacy

When any line of merchandise has been sold for over ten years, its success must be deserved. When you consider the success of HONEST QUAKER Main Springs and Repair Materials and realize its supremacy in this field, these few sound reasons come to your mind:

1. Quality:

The trade-mark HQ firmly embedded on all Genuine HONEST QUAKER Main Springs and the major replacement parts is an absolute assurance of honest and uniform quality. This institution has been built on a platform of quality merchandise and never shall this policy be changed.

2. Service:

Our world-wide distribution coupled with sufficient capital and a well trained, complete organization enables us to give maximum service at all times. Specialization in this particular field has enabled us to render Service on replacement requirements which oft-times has really been considered remarkable.

3. Confidence:

To be honest and give a square deal is no virtue. It is, however, a matter of public record today that the Makers of HONEST QUAKER Products have estab-

lished a reputation for reliability which is worthy of favorable comment everywhere.

4. Price:

In the production of replacement material, as in any other line, quantity regulates price. The average price of HONEST QUAKER Main Springs and repair material is lower. We refer to our complete line on which basis only price comparison should always be fairly made.

5. Organization:

To give good Service, earn and respect your confidence, maintain a fair and just price requires a competent organization. With the spirit that prevails in every successful business—with the potential energy that only youth can boast of—with that determination that makes for future successes, the Makers of HONEST QUAKER Products have built an organization trained and specialized in this field which is deserving of your patronage.

EVERYBODY'S TALKING MACHINE CO., INC.

Makers of Honest Quaker Main Springs

A Complete Line of Talking Machine Repair Materials

810 ARCH STREET

PHILADELPHIA, U. S. A.

Quaker

Main Springs

And

Repair Materials

Playing Safe in Radio Installment Sales

What the Talking Machine Trade Has Learned in Selling Radio on Installments—Time Sales Plans in Use — Charge for Service

One of the bugbears that have worried many newcomers in the retail radio field has been the question of selling on installments on a basis that would protect the dealer's interest, promote trade, and at the same time keep away from the long terms that tie up capital and eat up profit, and it is in handling radio on this basis that talking machine dealers have appeared to distinct advantage owing to their experience in the installment selling of talking machines.

Short Terms Essential

It is admitted among radio manufacturers and distributors that as the selling of radio apparatus on installments becomes more common, the talking machine dealer stands out most prominently as the most successful factor in this work. He is not afraid to tackle the proposition because he knows what it is about and although at the outset he was inclined to allow terms comparable with those applying to phonographs he quickly learned his lesson and now demands shorter terms on radio for various and obvious reasons.

In selling phonographs it has been the common practice to offer terms averaging about one year, with the down payment and monthly payments divided into equal amounts. In the case of \$100 machines, for instance, it is a common thing to take down payment of \$10 and nine monthly payments of \$10 each, with or without interest, according to the practice of the individual dealer.

Dealers soon discovered that small down payments simply lead to trouble, for the radio buyer is more or less finicky, particularly if he is inclined to experiment with various hook-ups, and does not hesitate to find fault and demand replacements or exchanges for little reason when he has only a small equity in the instrument. Moreover, a 10 per cent down payment hardly recompenses the dealer for his delivery charges in the cases where repossession is necessary and leave him holding the bag in the matter of accessories.

A survey made of methods of installment selling followed by a score or more of talking machine dealers in connection with radio indicates

that they have, by experience, developed sound systems that, barring the usual credit risks, are as safe and efficient as can reasonably be expected.

In the matter of terms, for instance, it is found that twelve months is the absolute maximum, that the majority seek to enforce terms of not longer than six months and that eight months is the average. This means healthy

Although the talking machine dealer has had considerable experience in selling on the installment plan radio has brought new problems. The accompanying article describes in a concrete manner the experiences of retailers in selling radios on installments, the mistakes they have made and the efficient and successful plans which give the dealer adequate protection which have been evolved, also how these methods have aided in elimination of repossessions.

business from two angles: first, that it cleans up the account rapidly and does not give the customer any undue amount of time to worry the dealer about real or fancied troubles, and, second, that it does not tie up the dealer's money beyond a reasonable time and it simplifies his financing problem.

Various Time Sales Plans in Use

After a number of dealers had had unpleasant experiences in repossessing or exchanging radio receivers on which only small first payments had been made and had been forced to charge off as total losses used and damaged tubes and batteries, there were those who still continued the 10 per cent down payment plan and had it apply only to the stripped machine, telling the customer to buy outright and for cash perishable accessories, such as tubes and batteries. Others took occasion to demand more substantial down payments ranging from 30 to 40 per cent of the entire cost of the set, with a view to having that payment cover accessory costs.

It might be said that the finance companies have offered a guide to the talking machine

dealer in his radio business by insisting upon initial payments of at least 33 1/3 per cent of the full price of the complete set in all cases where they discount the paper. This figure was arrived at after careful study and may be accepted as minimum. This applies, of course, to separate receivers.

In the case of combination outfits, including both radio receivers and phonographs, the finance companies are satisfied with a down payment of 20 per cent of the sale price, in view of the fact that the instrument has a higher resale value if repossessed. Quite a number of dealers have followed this lead and will accept smaller down payments and slightly longer terms on these combination outfits. The character of trade handled by the dealer naturally has some bearing upon terms, and although the one-third down rule should, and does, apply generally to receivers selling under \$200, it is quite the common thing to take a lower initial payment on outfits selling above that figure for the reason that even a 20 or 25 per cent payment will cover the accessories and leave something for the machine itself.

Eliminating Repossession

It is an admitted fact that where large down payments are demanded and short terms insisted upon, the number of repossessions is practically nil, for the reason that if the customer keeps the outfit only two or three months and makes the payments promptly he has an equity therein that causes him to hesitate about having the dealer seize the machine for violation of contract.

Whereas dealers in other lines have been forced to devise installment contracts to cover radio sales and often have had trouble in that connection, the phonograph dealer is fortunately in a position where he can use his present contract form, making the necessary alterations to cover radio equipment. Of course, it is wise to insert a clause in the contract setting forth that should accessories prove unsatisfactory after a perfect demonstration has been given in the customer's home, due to negligence on the part of the customer, the merchant is not responsible. One dealer inserts in a space at the bottom of the contract the amount of the sale, the price of the set stripped, and the value of the accessories, and crosses out the last item as paid in full when the transaction is closed, thus having the contract apply only to the set itself.

Installation Charge

The matter of installation is being solved by some dealers through the making of a special and separate charge for this work, ranging from \$2 to \$10. There are those who have a flat rate of approximately \$5 on the theory that the lower cost of simple installations will offset the more expensive jobs, but there are some who base the installation charge upon the actual work to be done.

Receiver for Gotham Store

A petition in bankruptcy was recently filed against the Avenue C Music Shop, New York. Liabilities have been placed at \$12,000, with assets of \$3,500. Arthur Y. Dalziel has been appointed receiver.

COTTON FLOCKS

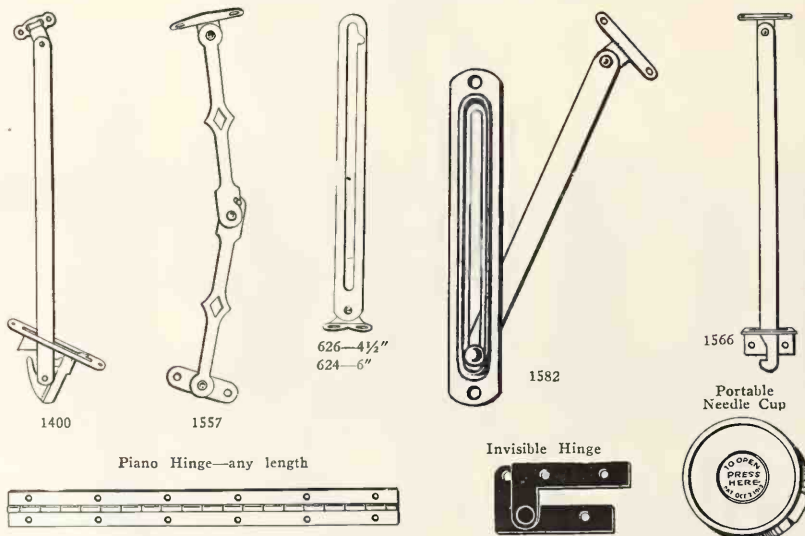
.. FOR ..

Record Manufacturing

THE PECKHAM MFG. CO., 228 South Street
NEWARK, N. J.

FULL LINE of HARDWARE

For Radios and Phonographs



H. A. GUDEN CO., Inc.
227 CANAL STREET

NEW YORK, N. Y.



*We can print the picture—but
we want YOU to picture the profits!*

IN this cabinet—a combination of the famous Vitandola phonograph and high-grade five tube Vitaradio receiving set, together with built-in loud speaker, many dealers have stated we have a value that is exceptional even in the Vitandola line. We put it this way because our unswerving policy of operating on a “high quality but low price” basis—our ability to carry out this policy, is too well known for comment.

At any rate, so much comment has been caused by the combination instrument pictured (closed) above, that we have decided this month to feature it.

We ask you to kindly read description in lower left-hand corner. Note combinations in which cabinet may be purchased.

Write us for prices on this and other types of radio and combination instruments and cabinets in which you are interested.

VITANOLA
TALKING MACHINE CO.
829 American Furniture Mart

666 Lake Shore Drive

CHICAGO

*DESCRIPTION OF NO. 710

Width 36 in. Height 60 in. Depth 20 in. Italian walnut finish. Includes complete phonograph equipment, 5-tube Vitaradio receiving set and loud speaker unit. No tubes or batteries. Gold plated equipment, electric motor. Rear panel removable.

This cabinet may be purchased separately; or it may be had with the phonograph equipment but no radio set or loud speaker unit. List Price \$450.00

Record Investment—Turnover and Profits

Methods of Analyzing Record Demand Through Inventory—"Discovering" the Record Buyers—Creating a Balanced Demand—Function of the Record Exchange Plans—Putting Life Into the "Dead" Stock

The talking machine dealer whose only sales outlet is through new customers and whose dealings with a customer end following the sale of an instrument and a few records is failing to realize on the potential business among old customers of the store. Few business houses can exist for any length of time on the one-sale-to-a-customer basis, because it is repeat sales to old patrons, combined with the constant addition of new customers, which places a business on the highest plane, both from the standpoint of economy of operation and profits.

Consequently, as the sale of records is the most important means of cultivating a paying repeat business which the talking machine dealer has, the successful operation of this department is vital. Inefficiency in the operation of the record department is by no means uncommon. True, there are many problems confronting the dealer in merchandising records, but they are no more difficult than those in other departments of the business. The fact is that progressive retailers who are working along the right lines are realizing to the full on their investments in the record department.

Investment and Turnover

"The retailer who proudly states that he has every record put out by the company whose product he handles is making a foolish mistake," declared a veteran dealer recently, commenting on record stock and turnover. "The dealer who has in stock what the public wants," he continued, "is on the road to profits through record sales. He is insuring himself against the accumulation of a lot of non-selling or slow-moving merchandise. I do not mean to imply that he should ignore the better music on records, for although the popular and dance music is in greatest demand there is always a good sale of the classics and the more enduring type of music on records, especially where the retailer uses some intelligence in merchandising. In other words, the dealer should get in back of this part of his record stock and really use salesmanship in getting turnover. A lot can be accomplished through the education of customers by demonstration and then, too, the lover of the classics is a consistent buyer, bringing steady profits to the dealer.

"I have worked on my record department until now it is a valuable profit producer, although my investment is unusually small. Here are some interesting figures: I start the year with an investment in records of \$1,000 and at the end of the year my inventory is exactly the same, although my gross sales total \$10,000. This represents a gross profit of about 40 per cent. I allow 30 per cent for overhead, making my net profit 10 per cent, which is an excellent return on the investment. With the cost of operating the record department brought down to a reasonable figure I believe a six-time turnover will bring the dealer a fair return on his investment."

Earl Poling, live Akron, O., talking machine dealer, operates his record department along scientific business lines. He watches the trend of demand carefully and orders accordingly. During the peak of the business year, immediately preceding the holidays, his record stock reaches its maximum with approximately 20,000 numbers on hand. During the Summer, when business begins to slacken, this stock is gradually reduced until it is brought down to 8,000 records, and as the demand again improves the record stock grows with it. Thus, the investment in records is always kept within reasonable bounds commensurate with the potential business volume. Weekly reports on

stock on hand and sales enable Mr. Poling to know at all times exactly how this branch of his business stands.

The Inventory Stock Check

The talking machine dealer, to order intelligently, must be well versed in the trend of demand for records, and the easiest way for him to keep in touch with preferences of his customers is to make frequent analysis of his sales. A New York City dealer, who has a very large record department and who does a tremendous

The record department provides the retailer with his most effective means of working up a profitable repeat business and because of this fact the problem's incidental to this phase of merchandising assume great importance. How the investment in records can be made to return the dealer a substantial profit is concretely shown in the accompanying article, which not only deals with the most important problems confronting the dealer to-day but also describes in detail how forward-looking retailers have solved them and made the record department what it should be—a source of continuous profits. Whether you have thousands of dollars tied up in records or your investment is small this article should prove interesting and instructive.

record business, has a simple system of daily inventory which keeps him in touch each day with the demand. This is very important particularly in the case of numbers of the "hit" type, i. e., dance numbers and the airs which are appealing to the public at the moment through introduction in musical comedies or other shows. Selections of this character may sell like the proverbial hot cakes one day and the next the demand is noticeable by its absence. More than one dealer, enthused by the fact that his stock of records containing some hit number has been cleaned out in a few days, has ordered too heavily, only to find that fickle public fancy has already turned to some other selection. In this case the dealer is the goat and unless he immediately gets behind these records and makes a real attempt to work them off he will have money tied up in slow-moving stock which might be put to better use.

The inventory system of this dealer is as follows: The first thing each morning the record sales people are assigned to take inventory of different sections of records. As the work is divided, it is accomplished in a few minutes. The reports go to the store manager who checks them and who can thus tell at a glance how many of each record were sold the day before. Even though certain records may have sold in large numbers he reorders a smaller quantity and if these are sold he determines the probable duration of the demand by comparing the length of time for the first order to be sold with the time required to work off the reorder. Thus, if the second batch of records moved more slowly he knows that his potential sales market is narrowing and he orders accordingly. It is significant that this dealer's dead stock is so small that it is hardly worth mentioning. This retailer also keeps in touch with the latest theatrical productions and he always knows what the song hits of each show are.

Earl Poling, as has been mentioned, gets weekly reports of sales, and by comparing these with the previous week and the similar period of the year previous he is able to gauge quite accurately what his volume of business for any

period of the year should be, all other things being equal, such as sales promotion, etc.

Who Are the Record Buyers?

Who are the record buyers in your community? This is important information for every live retailer to know. With these data in hand he can plan his sales promotion campaign more intelligently, and this includes advertising and all other publicity as well as the direct selling effort in the store. Following are some interesting observations along this line which apply pretty generally in every community:

"I sell more records to men than to women," said Milton Weil, manager of the Krakauer retail stores in Greater New York. "Wives often ask their husbands to purchase records which they are anxious to secure and, consequently, the man makes his purchase in a store convenient to his place of business or buys it on the way home from work. At any rate, this type of customer usually is in a hurry and he must be given quick service.

"I have also observed that men listen more intently and critically than women when a record is being demonstrated. Another thing, have you ever noticed that usually men are the accumulators of record libraries?"

Another dealer, A. Bersin, Brooklyn, N. Y., finds that his record sales are about evenly divided between young people and adults and between men and women. Accordingly, he knows that it is worthwhile for him to direct part of his sales promotion effort at the younger element, who generally are enthusiastic over the latest hits and dance numbers, although they can be induced to purchase the better instrumental and vocal numbers for the "folks at home." At this store the young people are regarded as the best customers. They purchase more frequently and in larger quantities. On the other hand, the older people are more careful in their selections and demand a higher type of service. A dozen or more retailers expressed substantially the same opinion as did Mr. Bersin.

Profits in Foreign Records

There is a branch of the record business which is not receiving the attention it should. This is in the foreign record field. Most cities have colonies of foreign-born residents and in the larger cities a substantial portion of the population is foreign. The experiences of dealers who realize the profit possibilities in catering to these people who, for the most part, are music lovers, prove how much worth while it is for the dealer to merchandise foreign language records. One dealer states that 90 per cent of his business is with foreign-born residents in his city. Mailing the record circulars to these people proves effective in stimulating the sales of records. Their credit is excellent and the down payments on instruments usually are far above the average.

Three Classes of Record Buyers

A Kansas City retailer, according to The World correspondent in that city, has made a close study of the record business in his particular section of the city, with the result that he is specializing in popular records. However, his observations provide helpful hints for promoting sales of other classes of records. "There are three classes of record customers," he points out. "One wants the dance music, the popular, comparatively lighter numbers. Another class wants classical numbers and the third wants music of a religious character, although, while each of these classes may have the strongest leaning toward one type of music,

(Continued on page 26)

The Talking Machine Needs SELECTRON

Reg. U. S. Pat. Off.

The Radio Receiver Needs SELECTRON

Reg. U. S. Pat. Off.

Say the Leaders of Both of these Industries



What the Selectron Does

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

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

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

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

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

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

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

7 SELECTRON brings real profit in its sale.

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

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

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

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

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

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

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

Dividends From the Record Investment Through Turnover—(Continued from page 24)

they may also be in the market for either or both of the other two classes.

"The person who buys popular and dance music wants new selections frequently, partly for his or her own gratification, but chiefly for playing these selections for visitors or for dancing. Purchasers of classical music on records are influenced either by a real love for good music or for reasons of vanity. The person who buys religious music usually does so to satisfy his own hunger for that kind of music. Now there is what might be termed a fourth class of record buyer, although its numbers are inconsiderable. This consists of people who want some old-time record; for their own pleasure usually. The public should be served on all of these types of records, but dealers will have to give close study to the potential demand for the various types of music in their particular localities in order to build a profitable trade and at the same time to have a complete record service."

Exploitation and Dead Stock

Regardless of the knowledge of the dealer handling records and no matter how carefully records are ordered for stock, continuous exploitation is necessary in order to get a representative turnover. A dealer, for example, who does an excellent business in popular numbers and at the same time has a considerable investment tied up in other records, such as classical numbers, foreign records, etc., is doing an unbalanced business. First, the dealer must determine the extent of the market for the various kinds of records and then after he has stocked up on these records and finds that his sales are uneven as regards the various classes of recordings he must get down to real work and merchandise intelligently, making a special effort to sell those numbers which are not moving as they should.

That this angle of the record situation is serious was brought to the writer's attention a number of times during the past year. One retailer, who, by the way, is considered a live merchant, laments the fact that during the past three years he has accumulated 5,000 records which he is unable to sell, and this in spite of the fact that the record company making the line he handles has instituted a very fair record exchange plan, designed especially to keep down the dealers' stocks of unmovable records. The reason for this rather appalling condition can be traced directly to wild, unreasonable ordering. And the fact that the dealer is unable to reduce his investment in these apparently non-selling records indicates further that he has no systematic method of putting special sales effort behind these numbers.

In contrast to the above is Dreazen's Music Shop, New York City, which normally has a record stock in the neighborhood of 40,000 numbers, of which 80 per cent represents live, quick-selling records. The other 20 per cent is made up of records which would not move at all un-

less they are pushed, or for which the normal demand is limited. Also, included in this 20 per cent are the non-selling records which have accumulated over a period of sixteen years during which L. Dreazen, the proprietor, has been in the talking machine business. However, a consistent effort is made to reduce the investment in slow-selling records and the result is that every day some of these numbers are sold.

Record Exchange Plans

Most of the large companies now have some sort of record exchange plan which permits the dealer to return to the company certain quantities of records on which he has overstocked. When a dealer turns in these records he is given credit and he orders numbers which he thinks will move more rapidly. Now, the function of the record exchange plan is not to protect the dealer entirely against the danger of overstocking, but it is a practical system, or systems, in view of the fact that there are several different record exchange plans in effect, whereby the record manufacturing companies aid their dealers in reducing slow moving stock, thus protecting the dealer to a large extent against having money tied up in records which are not moving.

The record exchange plan is a vital aid in this respect although, as has been mentioned, its function is not entirely to take care of the dealer who loads up on records without rhyme or reason. The dealer himself must co-operate with the record companies to the extent of pushing records of the slow-moving type, and this effort, together with the record exchange plan of the particular company with which he does business, should go a long way toward keeping the shelves clear of dead stock.

How Dealers Move Slow-Selling Records

And it is this form of co-operation which calls for the highest type of merchandising ability. Any retailer can hand out to a customer what that person wants and let it go at that, but it takes real sales ability to keep the shelves clear of slow-sellers through constant exploitation of these numbers. Many dealers are doing exactly that however. Again take, for example, Dreazen's Music Shop. Mr. Dreazen saves the monthly record hangers on which are listed all the records released during the month. These are placed in front of the store right beside the service counter where they can readily be consulted either by members of the sales organization or customers. At the present time on this hook are the hangers for twelve months back.

Mr. Dreazen has evolved a clever plan so that he can determine at a glance how he stands with regard to record stock and slow-selling numbers. On each hanger beside those records listed on which he is overstocked or which for some reason are not moving he places a check with a blue pencil. This indicates to Mr. Dreazen and to every member of his staff that special efforts are to be made to sell these records. Before other numbers of which he has a medium

stock he places a red check and in front of those records listed in cases where he has succeeded in working his stock down to a somewhat normal figure a black check is placed.

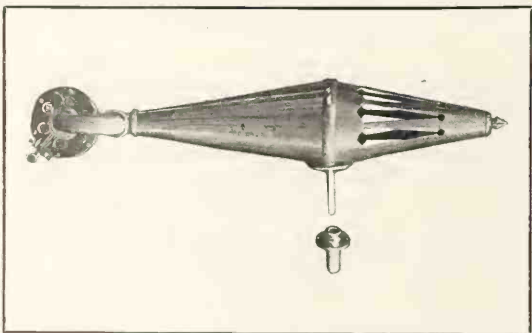
At this store more is done than merely to check the records in this manner. A real and consistent attempt is made to sell the records. Selling slow-moving numbers is especially easy to people who have just purchased an instrument, according to Mr. Dreazen, whose clientele consists largely of white people of small means and negroes. Sales of \$10 worth of records of the slow-moving type are often made at this store. No attempt is made to foist these records on the customers, however. Mr. Dreazen is careful to explain to each customer just what the records are and there is no difference in the price merely in order to move his stock. He says to them: "If you like this number it is new to you and you will enjoy it. If, on the other hand, you select records simply because they have just been released and you do not like them they will not bring you much pleasure." While the writer was in the store Mr. Dreazen sold two records which were at the height of their popularity last Spring and on which several dealers in his territory are overstocked at the present time.

A. Berson, who has been mentioned before in this article, in order to make known to his salespeople the records which he desires pushed attaches paper clips to the envelope of each of these records. His first plan consisted of the use of red seals but this resulted in inquiries by patrons who wanted to know what the seal meant. The paper clips can be detached by the salesman before handing the record to the customer, thus avoiding inquiries the answer to which might result in loss of sales.

A. J. Beers, Inc., another Gotham dealer, in order to push slow-moving records, inserts special lists of these records in the direct mail publicity matter envelopes. He also stirs his salesgirls to action by giving a small bonus on certain record sales. The latter plan has proved unusually effective, because the girls have the slow sellers in mind at all times and they make serious attempts to move this stock.

Another live record saleswoman, who has become manager of the talking machine department in a large store, also uses clips on the records to denote to the sales staff those numbers which require special sales attention. She has stimulated the activities of her sales force in the interest of reducing this stock by awarding a small cash prize to the sales person who sells the most slow-moving records each month. And the way the salesgirls worked to get this prize soon brought down the stock of these numbers.

These are only a few of the many clever plans which dealers are utilizing with great success, but they will serve to show what can be done in reducing overstock when intelligent effort is made.



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.

Our New Shingle



To All Radio Dealers

We now offer a Radio Service that's different—based on ten years of distributing experience.

Ask any Pearsall dealer, he'll tell you.

"Desire to serve, plus ability."

10 East 39th St.

New York City



SILAS E. PEARSALL COMPANY

DISTRIBUTORS

Wholesale

Exclusively

Silas E. Pearsall Co. and Grinnell Bros. Appointed Sleeper Radio Distributors

Addition of Well-known New York City and Detroit, Mich., Wholesalers, With C. N. Andrews, Buffalo, and W. D. Andrews, Syracuse, Makes Strong Distributing Quartet

The appointment of the Silas E. Pearsall Co., of New York, and Grinnell Bros., of Detroit, Mich., as exclusive distributors of the Sleeper Monotrol in their respective territories, was recently announced by Gordon C. Sleeper, president of the Sleeper Radio Corp., Long Island City, manufacturer of this line.

"We are exceptionally pleased at being able to announce the appointment of these two distributors at this time, inasmuch as up until their association with our company neither the Silas E. Pearsall Co. nor Grinnell Bros. was actively interested in radio. This was also true in the cases of C. N. Andrews, of Buffalo, and W. D. Andrews, of Syracuse, N. Y., both of whom have made noteworthy progress in the sale of radio since being appointed distributors of the Monotrol. With four such well-known and strongly established musical distributors appointed it looks as though the Sleeper Radio Corp., both in its product and sales policy, is making a powerful appeal to the music trade," said Gordon C. Sleeper, in discussing his company's two most recent appointments of jobbers.

The following statement regarding its entrance into the radio distributing field was issued by the Silas E. Pearsall Co.:

"We have gone into radio with the same energy and confidence and determination to give service that has built up our success for the past fifteen years. Just as we always specialized in talking machines, so we shall specialize in radio, believing that few lines intensively merchandised on an exclusive basis will be more profitable for our dealers and for ourselves.

"We are very happy to have secured the distribution of the Sleeper Monotrol. We like Mr. Sleeper and his entire organization and expect great success with his line."

A. A. Grinnell, in commenting on securing the Sleeper line, said: "For the past three years we have been holding off taking on the distribution of radio, as we could not see how it would prove profitable if we had to compete in our territory with a dozen or more distributors carrying the same lines. We believe, however, that the Sleeper policy of restricted distribution and protected dealers is one that will prove a money maker for us. A good example is found in the action of the Sleeper Co. in protecting all their dealers and distributors when they reduced the prices of their radio sets several weeks ago."



**TUNE IN
MORE
TRADE**

with
**APEX
VERNIER
DIALS**

Radio Receivers equipped with Apex Vernier Dials are much easier to operate. Distant stations are brought in without effort. This precision dial means greater range—bigger volume—finer selectivity—less interference. Has a ratio 12 to 1.

Dealers and Jobbers: you can depend on a big, profitable business through the sale of Apex Vernier Dials. This is the big season—get busy. Dealers, get in touch with your jobber. Jobbers, write or wire us for particulars and discount sheets.

Manufacturers of Radio Sets—put Apex Vernier Dials on your receivers—add to their performance and appearance. Write for prices on Apex Vernier Dials.

Retail prices—Royal Brass Finish \$2.00—Satin Silver Finish \$2.50—De-Luxe Gold Plated (24k) \$3.50.

We also manufacture the 7-Tube Microdyne Super-Heterodyne, a knockdown set that sells for \$97.50 complete, without tubes, batteries, etc.

We also manufacture the Apex Super Five Radio Receiver for \$95.00 in highly finished walnut cabinet, with all fittings highly gold plated. Price does not include tubes, batteries, etc.

**APEX ELECTRIC
MFG. CO.**
Dept. 217
1410 West 59th St.
Chicago

Apex Radio Products are nationally advertised in The Saturday Evening Post, Radio Publications and Metropolitan newspapers.

**on
the
dot.**

Skyscraper Planned as Thos. A. Edison Monument

Plans for \$5,000,000 Fifth Avenue, New York City, Structure Being Drawn

An eighteen-story office building is being planned as a monument to Thomas A. Edison. Charles L. Eidlitz, chairman of the Board of Governors of the Electrical Board of Trade, has announced that plans for the structure are being drawn. The building will cost about \$5,000,000 and will be located on Fifth avenue, New York City.

An architect's sketch of the proposed structure, showing a thirty-foot statue of Mr. Edison over the main entrance, already is in Mr. Eidlitz's hands. Mr. Eidlitz said his proposal had met with enthusiastic support from leaders in the electrical industry here. His plan includes a first floor museum, where all the data, models and history representing Mr. Edison's accomplishments could be preserved. There would also be an auditorium on this floor, where those interested in electrical development might meet. The two top floors, he thinks, should house a club where visiting representatives of the electrical industry could stay. Mr. Eidlitz said the building would become the "center of the electrical industry of the country," and that the building would prove a paying venture.

Okeh to Record in Florida

ST. PETERSBURG, FLA., February 4.—The General Phonograph Corp., manufacturer of Okeh records, has arranged with Roy D. Smith, leader of the Scotch Highlanders Band, which gives concerts in Williams Park here, to make twelve double-faced records. The numbers to be recorded will be those chosen by popular request, as Mr. Smith is asking the patrons of his concerts which selections they prefer.

Polly Portable Co. Chartered

The Polly Portable Phonograph Co., New York, was recently incorporated in Albany, N. Y., with a capital stock of \$100,000. The incorporators are C. C. Parlin, C. M. Clay and P. E. Gowan.

Atlanta Sales Winners Visit N. Y. Headquarters

Winners of Sales Contest Receive Prize Checks and Congratulations From Sales Manager W. C. Fuhri—Trip Part of Reward

Henry H. Irwin and R. W. Richardson, sales representatives of the Atlanta branch of the Columbia Phonograph Co., arrived in New York on January 5, accompanied by Westervelt Terhune, for a sightseeing trip through the extensive and interesting Columbia plant at Bridgeport, Conn.

Messrs. Irwin and Richardson came to New York to receive the personal congratulations of General Sales Manager W. C. Fuhri, of the Columbia Co., together with prize money checks which they won as a result of a three months' sales contest held during August, September and October.

The trip to New York and to Bridgeport with all expenses paid was also part of the reward to the winners of the contest. The two winners expressed their complete satisfaction with Northern hospitality as they were leaving New York to return to their respective territories in the Southland.

The Arnley Radio Corp., Dover, Del., was recently incorporated at Dover with a capital stock of \$15,000,000.



REPRODUCERS

No. 3, a quality sound box adopted by many well-known phonograph manufacturers.

FOR PORTABLES
No. 2, Victor Hub
No. 1, Columbia Hub

Combining tone quality and volume with attractive price.

Write for samples and prices

J. E. RUDELL
144 Chambers Street
New York City

No. 3

EVEREADY Radio Batteries - they last longer

The Greatest Inaugural in History

Every four years, our national capital ceases with the shivers gathered to witness the Presidential inaugural. And, on the third occasion of this great nation seems to maintain its laws and its integrity every man and woman in America, in thought, turns to Washington.

This year, through the medium of radio, an audience of millions will hear the President take the oath of office and deliver his inaugural address. Remember of radio, March 4, 1923, will be the greatest inaugural in American history.

If you own a radio set, or are about to buy one, also now is your best opportunity to avoid disappointment for you have the proper Eveready Radio Batteries—fresh and full of power.

If your receiver employs loose tube tubes, use a "C" Battery or five or more tubes with or without a "C" Battery, the new Eveready Heavy Duty 45-ohm "B" Battery (No. 770) will prove itself

a most dependable and economical source of plate current. Its longer life and greater capacity on each service cost "B" Batteries over a half.

For a number of popular four tube sets with a "C" Battery or fewer tubes with or without a "C" Battery, Eveready No. 772, 45-ohm vertical "B" Battery or Eveready No. 766, 225-ohm horizontal "B" Battery are the most economical.

The Eveready No. 772 is especially adapted for use in battery connections of many receiving sets.

For clearing tone and prolonging "B" Battery life, the Eveready "C" Battery (No. 771) is particularly efficient.

Dry "B" Batteries are an economical, dependable and convenient source of plate current. There is an Eveready Radio Battery for every radio set—the best.

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

There's compelling force in the Eveready 1925 advertising

THE national advertising campaign on Eveready Radio Batteries for 1925 is the most powerful sales effort ever released in the interest of the radio industry. The tremendous power of the great national magazines, led by *The Saturday Evening Post* with smashing pages in two colors and flanked by every radio-user paper of any importance, is the backbone of the attack. Supplementing this force locally are the great newspapers, covering practically

the entire radio market. Firing like a machine gun, these newspapers will put into circulation during 1925 the staggering total of 421,600,000 Eveready Radio Battery advertisements.

Stock Eveready Radio Batteries—they sell easiest, give enduring satisfaction and bring quick profits. Order from your jobber.

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

EVEREADY HOUR
Every Tuesday at 9 P. M.
Eastern Standard Time

For real radio enjoyment, tell your customers to tune in the Eveready Group Broadcast through stations

WEAF	New York
WJAR	Providence
WEEI	Boston
WFI	Philadelphia
WCAE	Pittsburgh
WGR	Buffalo

How a Seventh-Floor Store Builds Trade

F. S. Spofford's "Skyscraper" Store Succeeds in Spite of Problems Which Are Far More Severe Than Those of First-Floor Dealer

Talking machines are sold in all sorts of stores, piano stores, furniture stores, department stores, exclusive talking machine stores and even in drug stores. There is one type of store, however, which is known only in the great cities and is quite a typical product of them, but which is not so well known in connection with the retailing of talking machines. This is the so-called "inside" store.

An "inside" store is a store situated inside a large building in the business district of a great city. In Chicago there are several such buildings. They are no more or less than miniature business districts themselves, each housing in its fifteen to twenty stories a hundred or more retail stores, everyone of which deals in some specialty and somehow contrives to do a good business, despite the handicaps imposed by lack of window-display space and by dependence upon staircases and elevators.

One of the most interesting of such buildings is the Republic Building, at the southeast corner of State and Adams streets in Chicago. It is nineteen stories high, and its first eleven stories are entirely occupied by retail stores selling men's and women's clothing, linens, furs, jewelry, shoes, hats, pianos and talking machines. The remaining eight stories are occupied mainly by physicians, dentists and wholesale sample rooms. As it happens, the Chicago offices of The Talking Machine World are in the building.

A Seventh-floor Retail Store

There are three retail talking machine stores in the Republic Building, all of which have made a very considerable reputation for selling machines and records. One of these, on the seventh floor, is owned and managed by F. S. Spofford, who has been a tenant of the building in the same space ever since 1910, and who for many years ran here an exclusive piano store, during which time he sold pianos and player-pianos to hundreds of leading citizens. He has now for some four years carried talking machines, and at present represents both Sonora and Cheney lines, as well as pianos.

Everyone who is interested in good merchanting and who wants to know all about it must be interested in learning how these office building merchants sell talking machines. They have very little opportunity for window display, since the several display windows of the building on the street level must be shared by all the tenants in turn. They have the further disadvantage that they must first bring people into the building and then bring them upstairs.

Herein are interestingly described methods which have overcome the sales resistance encountered by a retail talking machine shop located on the seventh floor of a Chicago skyscraper. The problems of this dealer are similar to those of other retail dealers except that they are far more accentuated. Yet, the Spofford store has been successful over a period of fifteen years. The point is that if this dealer, with a store so difficult of access, compared with his competitors' establishments, can do a profitable and growing volume of business there must be something wrong with the first-floor retailer who seems unable to progress.

Moreover, the stores are small, in comparison with their street-floor competitors.

How do they do it? One answer is supplied by J. J. Kelly, who has charge of the talking machine sales in the F. S. Spofford store. Let him tell his own story of the manner in which this business has been built up:

What Manager Kelly Says

"Of course," says Mr. Kelly, "we in this store have the great advantage of the reputation and prestige built up by Mr. Spofford as a piano merchant during many years. He has been in this one store now ever since 1910, and, of course, that fact alone means that literally thousands of Chicago people have learned the way to the seventh floor of this building. Then, again, we are located on one of the busiest corners of the city and many tens of thousands of people pass the main entrance every day.

Thus our handicap is largely overcome and we get our fair share of the business which is daily enjoyed by the merchants of our building. Several thousand people enter the street entrance daily, and after they once have found their way inside the elevators take care of the rest of the job, bringing them where they want to go.

"We advertise in the newspapers steadily, carrying a small amount of space but keeping up the display persistently. We talk only quality in our advertising, for we sell only quality machines. Practically all our trade 'walks in,' because our advertising brings it, or because Mr. Spofford is personally known to so many who have bought pianos from him, or, in part, because the merchants of the building have a reputation for fair dealing.

Quality Sales Easy

"We find that there is a steady and persistent demand for talking machines, a demand which no sort of competition can destroy. We have never in this store been without our steady record of sales, and on the whole we find that by advertising and talking quality we can continue to sell a goodly number of high-grade machines at corresponding prices. There seems to be no more difficulty in getting the customers who come to us to see the beauty of a two-hundred-and-fifty-dollar machine than of one at half the price. To a large extent, of course, this is due to the fact that we make no effort to go out after cheap trade. We have in our lines of phonographs machines from one hundred dollars upwards, and portable machines even cheaper; but in practice we find that we can sell fine consoles at good prices just as easily as anything else.

"An office building like the one in which we have our store is really a small city in itself. Thousands of men, women and children pass through the main entrance each day and distribute themselves through the nineteen floors. You would be surprised if you could figure out, month by month, the number of customers who walk into our store quite casually, men and women who have been attracted to us by hearing a machine playing, but whose actual business in the building was quite different and who had no idea of a phonograph when first entering the building. It may seem to you to be a very small thing, but we find that the mere act of keeping a machine playing near the door as much as we conveniently can brings buyers in throughout the year.

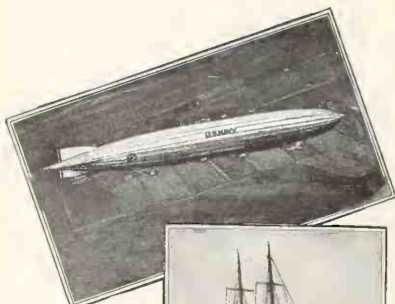
A Practical Undertaking

"So you see," concluded Mr. Kelly, "that to sell talking machines from a small store on the seventh floor of a great shop and office building is a perfectly practical undertaking. One must build up good will by acquiring a deserved reputation for square dealing. That takes time, but the results are unending. Then one must advertise, not so much extensively as persistently. Lastly one should talk quality, think quality and sell quality."

Upon which simple tale perhaps the best comment is that an ounce of example is worth a pound of precept, and that a single fact is more powerful than a thousand abstract objections. When a man is actually accomplishing results, all the arguments in the world to prove the impossibility of the accomplishment are of little, in fact, of no, account. The Spofford business was started on the seventh floor of a building and on that seventh floor it has stayed for something near fifteen years. Any one who says that talking machines of high grade and good price cannot be sold at retail to-day is evidently, in the face of such results as these, seen to be talking nonsense. It can be done; and it is being done.

Further Adventures of

BURGESS BATTERIES



The Shenandoah is Equipped with Burgess Batteries



MacMillan Carried Burgess to the Arctic From U. & U. Photos

Turn These Adventures Into Sales

Place yourself in your customer's shoes—if you were a user of Burgess 'A,' 'B' and 'C' Batteries and learned that these experienced buyers use Burgess, you would feel that your choice of batteries was unquestionably verified.

Tell your trade. They will be greatly interested, and their interest means permanent profit.

BURGESS BATTERY COMPANY

Engineers DRY BATTERIES Manufacturers
Flashlight - Radio - Ignition - Telephone
General Sales Office: Harris Trust Bldg., Chicago
Laboratories and Works: Madison, Wisconsin
In Canada: Plants, Niagara Falls and Winnipeg



A FINANCING company has made a proposition to the music dealers of this country for the handling of piano paper in general, and an entirely separate and more favorable proposition for Gulbransen retail piano paper.

We have no connection with the company referred to; in fact, we did not know that any such proposition was to be made, and we were not consulted.

Under this arrangement, 20 per cent of ordinary piano contracts must be paid in before they will be accepted, *but only 10 per cent of the National Price of the Gulbransen need be paid in.* This is one of the finest compliments that the Gulbransen proposition has ever had.

Financiers are hard-headed; they are not swayed by sentiment or other irrelevant considerations, but they are mightily impressed by *facts*.

The faith that these men express in the Gulbransen proposition is a good deal stronger and more impressive than anything we would dare to say of our proposition.

The One Name and National Price of the Gulbransen have justified and re-justified themselves time and time again in the years since 1917.

Square deal for the public—The National Price has meant a square deal for the piano-buying public, resulting in building up a prestige enjoyed by no other piano product.

Protecting the dealer's profit—The National Price has protected the dealer's margin of profit, and made him a successful and money-making merchant.

A Selling advantage—The National Price has proved to be a selling advantage by settling the question of price without argument.

A Sound and attractive investment—Last, but by no means least, the National Price has made Gulbransen piano contracts more valuable from the standpoint of investment, whether retained by the dealer or used as collateral.

Gulbransen Company
Chicago, Illinois



TRADE-MARK

Tie Up With St. Patrick's Day and Easter

Wm. Bliss Stoddard Tells How Several Retailers Through Special Holiday Window Displays and Publicity Stirred Up Sales

How many retailers are making the most of St. Patrick's Day? Regardless of whether or not their ancestors came from the Emerald Isle, all good Americans wear a green ribbon on St. Patrick's Day. Music and dancing are leading characteristics of this light-hearted race, and a good business in phonographs and records can be done if they are suggested forcibly several weeks in advance. By all means link up with St. Patrick's Day, and have the store and windows a mass of green, with all the symbols of the occasion.

How the May Co. Tied Up

The May Co., Los Angeles, Cal., made a regular Irish festival out of it, sending broadcast cards of invitation:

COME TO OUR ST. PATRICK'S DAY CONCERT
Saturday, March 17
Listen to Irish music, old and new
Souvenirs for all

The concert was given in its music hall, and on the platform, which was hung with Irish and American flags, was a talking machine and a large harp. A local harpist had been engaged for the occasion, while one of the salesmen in the phonograph department had charge of the records. The concert was divided into two parts, each lasting an hour, with a half hour's intermission, when visitors had a chance to promenade, as well as to look over the large stock of records appropriate for St. Patrick's Day, which were shown in a booth trimmed with shamrocks. There was a phonograph in the booth and the attendants were only too glad to demonstrate any records desired. The first part of the concert consisted of old Irish ballads and reels, such as "Kathleen Mavourneen" and "The Low Back Car," while the second consisted of modern Irish melodies popularized by Chauncey Olcott, Andrew Mack and John McCormack. Realizing that however patriotically or sentimentally inclined they might be, the younger generation would be fed up on an evening of nothing but Irish airs, there was a supplemental program of the latest dance music for the St. Patrick's Day dance or

party. A printed program had been distributed, at the bottom of which appeared the words, "All the songs and instrumental pieces heard here to-night can be secured in our phonograph department. Ask for a complete list of Irish music at the Shamrock Booth to-night."

In order to call further attention to the Irish

Timely sales promotion campaigns in connection with holidays can not be surpassed as sales stimulators. The function of all publicity is, of course, to create a desire for a product, whether it be talking machines, records, radio or anything else, and in the case of the merchandise handled by music dealers the period just prior to holidays seems to be most prolific of results. Holidays are times of merriment and the importance of music in this respect is undeniable. Get out of the rut and take advantage of the forthcoming holidays to put over real profit-producing drives.

music the May Co. arranged a display to advantage in one of their windows. In the rear corner was a cabinet phonograph, set on a platform banked with ferns and tall Easter lilies. On top was the cardboard cut-out of a little fellow in yellow rompers, holding a sheaf of pink ribbons running to four white rabbits set about the display. Each rabbit stood beside a big cardboard egg of pink, blue, yellow or green, on which a record appropriate for Easter was hung. Nests in the corners held juvenile records instead of eggs, each presided over by a white cut-out bunny.

An Easter Drive

In order to feature their Easter church music their other window was gotten up as a choir loft, banked with palms, ferns and Easter lilies. Behind this floral bank stood a half dozen life-size cut-outs of choir boys in white robes, singing an Easter anthem. Behind them could be

seen a pipe organ, and at each end were tall lighted candles. A card bordered with Easter lilies suggested:

ENJOY EASTER MUSIC AT HOME

All of the inspiring music rendered in the churches can be had on our records—solos, duets, quartets and choruses. Let the invalids and the older people enjoy the music you hear in church. Look over our stock of devotional and inspirational music, and gladden the hearts of the shut-ins with some new records for Easter.

Barker Bros. Catered to Easter Brides

And then comes the Easter bride. What better gift from loving parents, business associates of her husband or father, or her own girls' club than a high-grade phonograph? This was the idea of Barker Bros., Los Angeles, when they started the campaign of phonograph advertising in early Spring. Their ad. showed the cut of the bride, in all her wedding finery, standing before a cabinet phonograph, with the caption, "The Most Appreciated Gift for the Home." The window they arranged attracted much comment and had crowds in front of it constantly. It showed the living room of a home, with the bride reclining on a divan. Seated beside a phonograph, in a big arm chair, listening to the music, was the groom. Suddenly the crowd looking in at the window would be surprised to see the figure straighten up, go to the phonograph and place a new record upon it. His movements were wooden and automatic, and the public could never be quite sure whether it was a human being or a mechanical figure they were witnessing. As a matter of fact, it was a young man from the movie colony, with face glazed with a film of wax, who, for several hours each afternoon, impersonated a wax figure, and called attention to their phonographs and records. Their newspaper advertising called attention to the fact that if a phonograph had not been included among the list of gifts it should be one of the first articles bought for the home. Practically all young couples receive some checks for wedding gifts, and it was pointed out that one of these checks could be used as the initial payment on a talking machine, and that convenient monthly payments for the balance could be arranged.

Unique Easter Window

One of the music houses of Chicago had a novel display that called instant attention to their phonographs. In the center of the window was a big paper egg, four feet high. By a mechanical arrangement a door in this egg would open, showing behind it, in a shadow box, a high-grade phonograph. At one side was the cut-out figure of a big rabbit in red coat, with stick pointing to the egg, while at the other side, gazing in admiration, was a young woman and two little children—all cut-out figures. Overhead was a cable, garlanded with ferns and Spring flowers, from which at intervals Easter records were suspended, while a big white card, lettered in gold, advised: "An Easter Surprise." The ad. likewise showed a mother and several children clustered about a phonograph and the card was captioned:

AN EASTER SURPRISE

Think what a delightful surprise for the wife and kiddies a Blank machine would make. Come in to-day and see on what easy terms a phonograph and records can be purchased.

Fire Destroys Music Shop

JERSEY CITY, N. J., February 5.—The machine and record stock of the Central Talking Machine Co., 371 Central avenue, was completely destroyed by fire recently. Damage was estimated at \$10,000. Ice-covered pavements and high snowbanks on each side of the street delayed action of the firemen.



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 WIEDEOFT



FRANK BANTA

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

In 1922 We Said—

Are You An Ostrich— Or A Lion?

Reproduced from *Talking
Machine World*, August
15th, 1922

The Ostrich tucks his head into the sand and reasons that the Lion can't get him because he can't see the Lion.

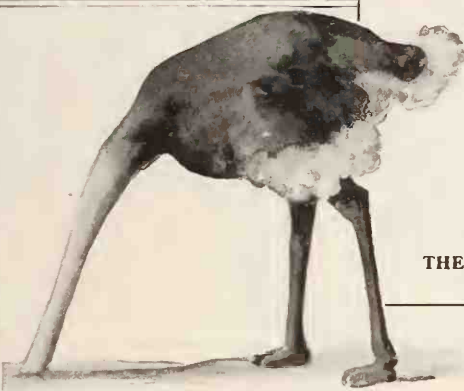
With equal logic many a music dealer shuts his eyes to Radio, and proclaims that therefore it will never affect his business.

Ostriches, every one of them! And the fate of the Ostrich will surely be theirs, for Radio—one year old—is already the biggest and fastest money maker in the Musical Instrument field.

For distributors who are not Ostriches but Lions—merchants who know and appreciate Radio—this Company has territory, a product, and a proposition that means Profits.

Jewett Phonographs and Radiophonographs—the only actually complete line in the world—can be yours to sell if you're a Lion. The line is tested, approved and in full production. Our proposition is waiting for you.

You Lions! Let us hear you roar!



THE JEWETT RADIO and PHONOGRAPH CO.
DETROIT, MICHIGAN

There Are More Lions Now— And Fewer Ostriches!

In Radio, three years are almost a lifetime. Yet here we were, back in 1922, urging Music Merchants to stock Radio!

How many Ostriches became Lions after reading the advertisement, reproduced above, we do not know. But we do know that the advertisement proved itself the cornerstone of our now nation-wide distributing organization.

Today there are more Lions—far more—than in 1922. And fewer Ostriches!

For the Ostriches that still remain, the right course is today plainer than ever.

Enter Radio! Stock the good reliable lines that are making money for the Music Merchant Lions. And start roaring yourself!

The Jewett line alone will make a Lion out of any Ostrich. Ask us to suggest your logical method of acquiring it.

JEWETT RADIO & PHONOGRAPH CO.
5660 TWELFTH STREET DETROIT, MICHIGAN

The Superspeaker

Trademark
Registered



THE JEWETT SUPERSPEAKER—The Leader of All Loud Speaking Equipment.

THE JEWETT PARRAY CABINET—With Parquetry Top—All Standard Panel Sizes.

THE JEWETT MICRO-DIAL—Makes Tuning 50 Times as Accurate.

THE SUPERSPEAKER HIGHBOY—Houses Any Set and Equipment—Superspeaker built-in.

“Compare Them—You’ll Buy!”

Columbia Masterwork Series of Records Praised by Celebrated Music Critic

Philip Hale, Boston Critic and Writer, Brings Out Some Important Points in Connection With Columbia Recording Achievement Which Can Be Profitably Used by the Trade

In a recent issue of the Boston Sunday Herald, Philip Hale, well-known music critic and writer of the program notes for the Boston Symphony Orchestra, reviewed at length the Columbia Masterwork Series of phonograph records, the orchestral series recorded in Europe especially for the Columbia Phonograph Co., Inc. He said:

"For some years there has been a steady effort to improve the records of orchestral works for the phonograph. There have been difficulties in obtaining the full effect of an orchestral performance. In some instances the double basses were not heard to advantage. In other instances the brass instruments have seemed coarse or 'tubby.' But ingenious workers have little by little obtained records that are not only more satisfactory, they are surprisingly good, though no doubt there is still room for improvement. Of late some excellent records have been made in England. They are of such worth that they have been reviewed, as concert performances, in the leading newspapers of London. The interest in records is great in England.

"We had the pleasure a few days ago of hearing some records of orchestral works and chamber music controlled by the Columbia Phonograph Co., Inc. We heard movements of Beethoven's Eighth Symphony as performed by the London Symphony Orchestra and conducted by no less a man than Felix Weingartner—his new symphony, by the way, was brought out recently at Glasgow—and Dvorak's 'From the New World Symphony,' played by the Halle Orchestra, a famous organization, now led by Hamilton Harty, who, a good many years ago, visited Boston as a pianist-accompanist. Since then he has won an enviable reputation as a composer, and the successor of Sir Charles Halle and Hans Richter as conductor of the Manchester Orchestra. We also heard movements from one of Haydn's quartets performed by the Lener Quartet of Budapest, admirable players, whose skill and taste cannot be too highly praised.

"The Columbia phonograph repertory also includes Beethoven's Seventh Symphony (conducted by Weingartner), Mozart's Symphony

in E flat major (conducted by Weingartner), Tchaikovsky's 'Pathetic' symphony (the New Queen's Hall Orchestra, led by Sir Henry J. Wood), and quartets by Beethoven and Haydn, with quartet movements by Schubert, Brahms, Debussy, Tchaikovsky; and trios by Schumann, Haydn, Lacroix, Foulds-Squires. Nor is Wagner neglected. Excerpts from 'Parsifal' and 'Tristan and Isolde' may be obtained. Forthcoming editions will be Brahms's Symphony No. 1, Franck's Symphony, Beethoven's Fifth and 'Pastoral' (Weingartner), Strauss's 'Death and Transfiguration' (conducted by Bruno Walter), Mozart's Fifth Violin Concerto, Lalo's 'Spanish Symphony' and Schumann's Piano Concerto. We give this catalog to show the seriousness and the importance of the undertaking.

"The records that we heard were interesting in many ways, and not the least of them was the opportunity of hearing the orchestras, becoming acquainted with the conductors' interpretations, and the quality of the quartet players.

"The orchestral performance was well balanced. There was no longer too much reticence on the part of the basses in the strings. The wood-wind instruments were as if they were playing in Symphony Hall to an audience. At times the brass section was, perhaps, a little too 'furry' in attack, but not to so great a degree that the ensemble was disturbed.

"The Finale of a quartet by Haydn was taken at an exceedingly rapid pace, but there was absolute clarity, with a careful and artistic observance of nuances. A slow movement was sung with tonal beauty and unexaggerated expression. Edward MacDowell, if he were alive, hearing this music thus performed, might change his opinion about chamber music: that it reminded him of cold veal.

"These Columbia records should not only give pleasure to lovers of music in their homes; they would be of great assistance to those interested in the development of musical taste in schools and communities where there are few or no opportunities of hearing orchestras and string quartets.

"At home there is this advantage: if the hear-

ers are bored by this or that selection, all they have to do is to stop the performance and try another record, while leaving the concert hall in the middle of a movement disturbs those in neighboring seats and excites unpleasant remarks. At home one can thus hear music by a master while sitting at ease, cheered by a pipe, nor are repetitions of a pleasing selection forbidden.

"In music schools these records would be of value in teaching symphonic form and effects of instrumentation. A teacher cannot always call upon the orchestral players in the school for illustration, nor is it within the power of all the students to attend orchestral and chamber concerts."

If the Columbia Master Series proves so satisfactory to such a critical musical authority as Mr. Hale, surely the Columbia dealer should prove able to extol their excellence to music lovers whose musical ear is not so sensitive. This review should receive the careful attention of every dealer and the opinions of Mr. Hale quoted as part of a sales talk in selling the Master Series. The sales suggestion mentioned in Mr. Hale's review, that of using the records as educational helps, should also be given its merited attention.

Mohawk Electric Corp. Increases Capitalization

Additional Funds to Be Used to Increase Production to 500 Sets a Day—Firm Acquires New Plant in Ansonia, Conn.

CHICAGO, ILL., February 6.—The Mohawk Electric Corp., of this city, manufacturer of the Mohawk radio receiver, has announced an increase in its capitalization from \$100,000 to \$300,000. The officers and directors remain the same. The additional capital is being used to increase the production to 500 sets a day. A new plant has been acquired at Ansonia, Conn., which will give the company improved distributing facilities in the Eastern territory. Every effort is being made to keep abreast of the surprising demand for the Mohawk one-dial set. The company recently purchased a fleet of Buick passenger cars for the use of its city salesmen.

To be forced to a production of 500 sets a day within three months of the day the set was announced to the public is convincing proof that the public to-day wants a set that can be operated by anybody, and on which the non-technical amateur can get the same results that the radio fan brags about.

Planning Drive to Secure Foreign Record Business

MILWAUKEE, WIS., February 5.—The Schuster Music Store is making a determined effort to expand the foreign record department. The names and addresses of 5,000 recently naturalized citizens of all nationalities were secured and separated into nationalities for the purpose of mailing record supplements. Letters are also being sent to develop this trade and good results are already apparent.

L. Epstein With Saul Birns

Louis Epstein, formerly proprietor of the music shop known as the Bronx Talking Machine Co., recently joined the sales staff of the Harlem branch of the Saul Birns store at 1366 Fifth avenue. Mr. Epstein has had wide experience in the retailing of phonographs.

Burdine's Opens Department

Formal opening of the elaborate talking machine and radio department of Burdine's department store, Miami, Fla., was held the latter part of last month with appropriate ceremonies.



List Price, including heavily nickel-plated nozzle and ample connecting cord.....\$5

"ROYALFONE"
KING OF ALL

The Loudspeaker Unit with the Acoustic Control

Positive control of volume merely by turning the knob on the back of the Royalfone Unit. You can adjust the tone of any program to your own satisfaction and to the acoustics of the room without touching the dials of your set. Transform any phonograph into an A-1 loudspeaker with this remarkable unit.

"ROYALFONE"
KING OF ALL
HEADSET

The Royalfone headset is designed especially for DX reception. Bell-like tone. List price, \$4.50

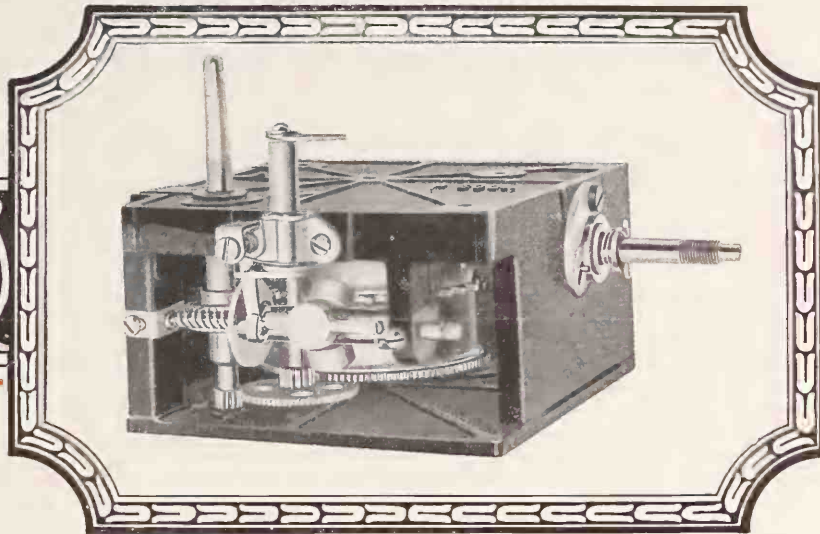
PRODUCTS THAT SELL THEMSELVES

Selling a product depends on the amount of real honest sales argument you can produce. Royalfone products have shown by countless repeat orders that they are quality goods around

which the dealer can build an airtight sales talk. Let the Royalfone unit and headset show you a real gain in profits.

Manufacturers and Jobbers of Phonographs and Loud Speakers
Write for interesting offer.

ROYAL ELECTRICAL LABORATORIES
T.M.W. Newark, New Jersey



MOTOR No. 22

The Heineman Number 22

IF 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

Music Master Corp. to Distribute Paragon Line

Prominent Philadelphia Radio Manufacturer and Distributor to Cover Extensive Territory in Interest of Paragon

The Adams-Morgan Co., Inc., Montclair, N. J., manufacturer of Paragon radio receiving sets, recently announced through J. Renwick, Jr., general sales manager of the company, the appointment of the Music Master Corp., of Philadelphia, as a distributor of Paragon products. The territory served by the Music Master Corp. includes Pennsylvania, New Jersey, Delaware, Maryland, Virginia and the District of Columbia.

The Music Master Corp. is well known throughout the trade as a manufacturing and distributing organization handling high-grade radio apparatus. H. M. McMenimen, sales manager of the Music Master Corp., expresses himself as being well pleased with securing the distribution rights for the Paragon line in the territory.

Dr. J. E. Lilienfeld With Bosch Research Division

Professor of Physics at Leipzig University to Engage in Research and Development Work for American Bosch Magneto Corp.

Dr. J. E. Lilienfeld, Professor of Physics at Leipzig University, on an extended leave of absence, has affiliated himself with the American Bosch Magneto Corp. as chief physicist in charge of radio research and development work—a new division of the American Bosch Magneto Corp.

The history of Dr. Lilienfeld is such as to bring to the American Bosch Magneto Corp. a wealth of experience that bids well towards placing this corporation among the leaders in radio making. Some of Dr. Lilienfeld's accomplishments include extensive research work and the development of vacuum tube designs, especially the perfection of a new type of pure electronic discharge in high vacua, upon which development he has been working for several years, the outcome of which is expected to be highly successful in developing an entirely new phase of radio reception.

New Brunswick Plan an Aid to Record Sales People

The recently inaugurated plan of the Brunswick Co. of sending to the trade advance comments on records is meeting a real need, in that sales people are thus enabled to familiarize themselves with the high lights of the records before they are on sale. These comments contain interesting information concerning composers and their selections, recording artists and theatrical attractions—sketches which are not only interesting but valuable in record selling.

Max Landay Wins at Golf

Max Landay, of Landay Bros., during January, sustained his reputation as a golfer on the links at Pinehurst, N. C. Mr. Landay won one of the prizes in the Winter Golf League Tournament, demonstrating that his skill in playing the famous old Scotch game is at par. After the tournament Mr. Landay left Pinehurst for Florida to play in other events.

Retire From Business

The Phonograph Jobbers Corp., 56 Bleecker street, New York City, retired from business on January 27, on which day an auction sale was held of the stock on hand, including talking machines, radio receivers and accessories.

J. E. Hornberger With James K. Polk, of Atlanta

Wide Knowledge of Phonograph Field to Be Utilized in Behalf of Sonora Line Throughout Territory Covered by James K. Polk

ATLANTA, GA., February 7.—J. E. Hornberger, for several years in the capacity of assistant general sales manager of the Sonora Phonograph Co., of New York City, covering the entire Southern field, has become identified with James K. Polk, Inc., of Atlanta, Ga., Southern Sonora distributor.

Mr. Hornberger has been identified with the phonograph industry for the past fifteen years, first in the retail field, where he was in business for himself, then in the sales developing lines which have taken him over the greater portion of the country. Dealer problems have been Mr. Hornberger's specialty. He brings expert knowledge of merchandising plans to the dealers in the South that are most applicable in that

field, where he has spent the last five years in phonograph development and dealer building.

His first duties have taken him to Florida where, in company with C. C. Alexander, Florida representative for James K. Polk, Inc., he will start development in that section. Mr. Hornberger came to the phonograph business from the advertising field, having been actively identified in music lines in Eastern cities. He was associated with Gus Schlotterbeck in booking artistic attractions in which some of the great stars, such as Caruso, Schumann-Heink, Maude Powell and Farrar were featured. Several Metropolitan Opera seasons in some of the larger cities were included in this work.

New York Firm Chartered

The Public Service Radio Corp., New York, was recently incorporated in Albany, N. Y., with a capital stock of \$100,000. The incorporators are S. Mann, P. Arndt and E. Freiberg.

90% CASH Immediately on PHONOGRAPH and RADIO PAPER

Revised C. I. T. Financing Plan, the Most Liberal Ever Offered to the Phonograph Trade

MUSIC merchants require a financing plan that enables them to realize the greatest amount of cash on time paper at a minimum of cost!

The C. I. T. Plan now provides that *we pay 90%** of the face of unmatured phonograph, radio and radio combination time "paper" (instead of 80% as heretofore) immediately upon purchasing the "paper."

We in no way interfere with dealers' relations with customers. The dealer does the collecting as before and remits to us only *once each month* the total amount of the installments due on the contracts discounted.

We remit for paper *on the same day* it is received.

These features make the C. I. T. Plan the most liberal in the field and provide a service that meets every requirement of the phonograph dealer.

Mail us this advertisement with your name on the margin, and full particulars including the discount charges will quickly be sent.



COMMERCIAL INVESTMENT TRUST INCORPORATED

41 EAST 42ND STREET - NEW YORK CITY

Capital and Surplus \$11,000,000.00

* The remaining 10% is obtained by the dealer out of the customers' final payments.



... and when the lights come on,

SIGNOR FRISCOE, famous xylophonist of the "big time" vaudeville circuit, gives a striking demonstration of the New Edison.

After his overture, he steps forward and says: "By special permission of Mr. Thomas A. Edison, I shall play in direct comparison with my Edison records on the New Edison Phonograph. See if you can detect the slightest difference between my own performance and Mr. Edison's Re-Creation."

Signor Friscoe begins to play. No phonograph is visible. Gradually

THOMAS A. EDISON, Inc.

The
P H

NEW
O N O



there is Signor Friscoe!

the lights are dimmed, until nothing can be seen but the glowing tip of his cigar. Suddenly a brilliant flash of light almost blinds the audience. Then, gradually, the lights come on.

As they grow brighter and brighter, a living-room is seen, with Signor Friscoe in a cozy easy chair, enjoying the Edison Re-Creation of his own playing. He steps down again to the xylophone and plays a few bars—there is no difference.

Conclusive proof that the New Edison actually does bring the artist to your own living-room in all save physical presence!

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

ORANGE, NEW JERSEY

EDISON

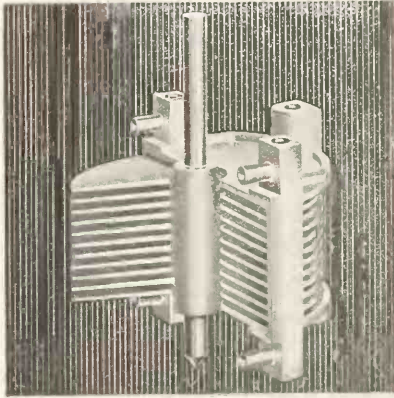
G R A P H



DOEHLER

The World's Largest Producer of

DIE-CASTINGS



Serviceable

A die-cast machine part, to give the maximum of serviceability, must be not only correct in design and accurate in dimensions—it must have physical and chemical characteristics exactly right for the conditions involved.

Doehler engineers and metallurgists—with 18 years of die-casting experience to guide them, and with facilities at their disposal unequalled in the die-casting world—hold themselves responsible for incorporating in each Doehler Die-Casting the maximum of serviceability.

This means a material addition to the life and usefulness of any machine of which Doehler Die-Castings are a part. It means a substantial enhancement of the quality of that machine.

DOEHLER DIE-CASTING CO.

BROOKLYN, N. Y.

TOLEDO, OHIO.

POTTSTOWN, PA.

BATAVIA, N. Y.

Frank E. Bolway & Son Plan for Friendly Reorganization

Well-known Jobbers Consent to Appointment of Receiver—Assets Exceed Liabilities—Company Is Phonograph Pioneer in Trade

SYRACUSE, N. Y., February 4.—Federal Judge Frank Cooper, sitting in Utica, recently appointed Jerome Barnum and Benjamin Stolz, in a bond of \$25,000, receivers for Frank E. Bolway & Son, Inc., the well-known jobbers of phonographs and radio in this city. The liabilities are placed at \$225,000 and assets at \$350,000, according to an equity action brought by Arthur H. O'Malley, of New Jersey, creditor for \$4,240.

The receivers were asked by Attorney William Rubin, of this city, in order to permit a friendly reorganization of the company, which ran short of working capital. The assets consist of plant, stock in trade and accounts which exceed the debt by a wide margin, according to the petition for the receivers. It was claimed that if the creditors were permitted to press the company and force a sale of the property the assets would be greatly diminished.

The Bolway house is one of the old-established concerns of the phonograph trade. It has always stood very high for its progressive management and financial responsibility, and its many friends are hoping for a speedy arrangement whereby the house of Bolway may be permitted to continue operations.

Atwater Kent Broadcasting Radio Concert Series

Excellent Opportunity for Retailers to Tie Up With Programs

PHILADELPHIA, PA., February 3.—One of the newest branches of Atwater Kent publicity was inaugurated Thursday evening, January 22, when the Atwater Kent Mfg. Co., manufacturer of Atwater Kent sets, loud speakers and phonograph attachments, of this city, broadcast its premier radio entertainment. This prominent radio manufacturer has selected this method of entertaining thousands of owners of Atwater Kent sets and bringing the name of Atwater Kent into the homes of others. The first of a series of weekly concerts by Atwater Kent radio artists was broadcast from station WEAJ, New York City, and simultaneously from WEI, Philadelphia, Pa.; WJAR, Providence, R. I.; WEEI, Boston, Mass., and WGR, Buffalo, N. Y. Atwater Kent artists will broadcast weekly on alternate Wednesday and Thursday nights.

In a bulletin issued by the Atwater Kent Mfg. Co. to its wholesalers, it is suggested that the dealer tie up with this publicity and tell about it in the local newspapers and to invite prospective customers who are not owners of sets to listen to this concert at his warerooms.

Cooper Bros. to Move Into Attractive New Home

New Warerooms of Progressive New Kensington, Pa., Dealers Rapidly Nearing Completion

NEW KENSINGTON, PA., February 6.—Cooper Bros., of this city, will shortly move into their new quarters, which are now undergoing finishing touches. The new home promises to be one of the show places in the State of Pennsylvania, as far as retail warerooms are concerned. This firm has been in business for over twenty years and handles a complete line of talking machines and Gulbransen pianos, as well as sheet music. They find the sheet music department not only is a profitable one, but it has served to give their establishment prestige and attract a larger clientele than would have been possible otherwise.

A. B. Creal Now Southern Sonora Field Representative

Widely Known Phonograph Man Will Look After Southern Dealers' Problems and Help in the Promotion of Sales.

Arrangements have been made whereby A. B. Creal will represent the Sonora Phonograph Co., Inc., in the South. He left New York for the South on January 11 to assume his new duties. He will cover the territories of Reinhardt, Inc., of Memphis, and James K. Polk, of Atlanta.

The Sonora Co. will be most ably represented in the South under Mr. Creal, and Sonora deal-



A. B. Creal

ers will be the recipients of a very high type of service and co-operation in their problems. Mr. Creal is from the South and thoroughly understands its problems and sales possibilities. He is equipped in all ways to be of great assistance to the Southern Sonora dealers.

Mr. Creal has spent a number of years in the phonograph business, and has had a very broad experience in phonograph merchandising. He was with the Columbia Graphophone Co. for eight years, serving at various times as manager of the Baltimore, New Orleans and St. Louis branches, and likewise being quite active in the State of Texas.

Guttenberger Store Opened

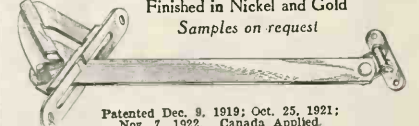
MACON, GA., February 6.—The F. A. Guttenberger Music Co. recently opened at 364 Second street, this city, with appropriate ceremonies. Mr. Guttenberger is possessed of a wide experience in the retailing of musical instruments and is well known in this city. A complete line of talking machines, pianos and musical merchandise is carried.

Edison Incorporation

The Edison Phonograph Distributing Co., of New Jersey, was recently incorporated at Indianapolis to buy, sell and deal in phonographs and records in Indiana with a capital stock of \$170,000.

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.

PAL

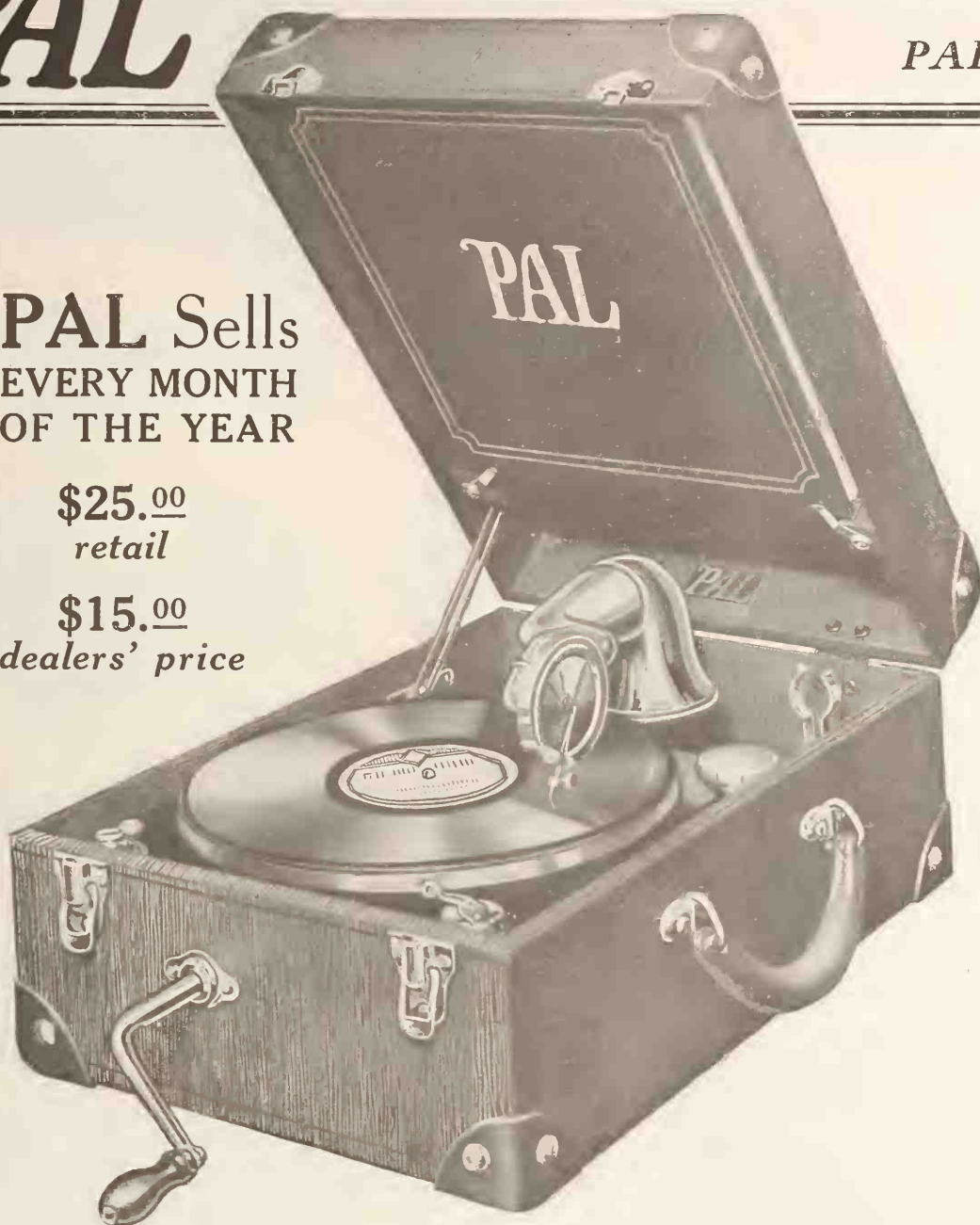
THE ALL YEAR 'ROUND PORTABLE

PAL

PAL Sells
EVERY MONTH
OF THE YEAR

\$25.00
retail

\$15.00
dealers' price



Regal *Popular-Priced Portable Phonograph*

For those who do not care to spend more than \$15.00 for a portable phonograph the new REGAL fills their requirements. The REGAL in comparison with its price is as good a value in all respects as the PAL.

\$15.00 retail **\$9.00 dealers' price**

PLAZA MUSIC COMPANY

10-22 West 20th Street, New York



The
RADIO
BEAUTIFUL



Model 600-R-2
Price \$210



Model 1100-R-2
Price \$225



Model 1200-R-2
Price \$350

All Models Equipped with
Atwater Kent Five-Tube
Open Radio Set of great
selectivity, tone, distance

Model 600-R-2
William & Mary Style

American walnut or English brown mahogany, duo-tone. Rosewood and walnut inlay.
Length, 36"; Depth, 15½"; Height, 42".
Complete without tubes and batteries.
Price \$210

Model 1100-R-2
Stuart Style

English brown mahogany or American walnut, duo-tone.
Length, 33"; Depth, 15½"; Height, 52½".
Complete without tubes and batteries.
Price \$225

Model 1200-R-2
Louis XVI Style

Selected American walnut and Oriental burl. Fluted silk interior fitting.
Length, 36"; Depth, 18"; Height, 56½".
Complete without tubes and batteries.
Price \$350

Prices Slightly Higher
West of Rockies

Pooley

RADIO CABINETS
with
ATWATER KENT
R A D I O

Make Friends and
Keep Them

THE most satisfactory outfits on the market—delightful to the eye, absolutely dependable in action. People want the most efficient radio, tastefully served, fairly priced. Pooley Radio Cabinets with ATWATER KENT Radio measure to these requirements as no other outfits do. They are exactly what the public wants—they almost sell themselves. From the way they are selling, it seems that nearly everybody has decided that nothing else will do.

Write Radio Sales Department A
for Complete Particulars.

POOLEY COMPANY, INC.
Indiana Avenue, 16th—17th Streets
Philadelphia, U. S. A.

The RADIO THEY WANT



Model 600-R-2
Price \$210

Pooley

RADIO CABINETS
with
ATWATER KENT
RADIO

Make Profits and Multiply Them

THESE outfits are correctly priced—neither too much nor too little. Where else can you find such superlative cabinet work and radio efficiency to sell at such reasonable figures? Are there ANY radio outfits at ANY prices that equal these in appeal to the discriminating public? To pay more is extravagance—to pay less courts disappointment. More people are convinced of this every day. Hence, quick sales, big profits.

Write Radio Sales Department A
for Complete Particulars.

POOLEY COMPANY, INC.
Indiana Avenue, 16th—17th Streets
Philadelphia, U. S. A.



Model 1100-R-2
Price \$225

All Models Equipped with
Atwater Kent Five-Tube
Open Radio Set of great
selectivity, tone, distance

Model 600-R-2
William & Mary Style
American walnut or English brown mahogany, duo-tone. Rosewood and walnut inlay.
Length, 36"; Depth, 15 1/4"; Height, 42".
Complete without tubes and batteries.
Price \$210

Model 1100-R-2
Stuart Style
English brown mahogany or American walnut, duo-tone.
Length, 33"; Depth, 15 1/2"; Height, 52 1/2".
Complete without tubes and batteries.
Price \$225

Model 1200-R-2
Louis XVI Style
Selected American walnut and Oriental burl. Fluted silk interior fitting.
Length, 30"; Depth, 18"; Height, 58 1/2".
Complete without tubes and batteries.
Price \$350

Prices Slightly Higher
West of Rockies

Model 1200-R-2
Price \$350



Brunswick Radio Music Memory Contest Attracts Interest Throughout the Nation

Programs by World-famous Artists of Brunswick New Hall of Fame—Extensive Advertising Campaign Heralds Event—Dealers Tying Up Effectively With Publicity and Store Concerts

The Music Memory Contest which is being broadcast from leading radio stations by the Brunswick-Balke-Collender Co. in connection with the Brunswick Hour of Music, preliminary announcement of which appeared in The Talking Machine World last month and which is now well under way, is attracting nationwide interest.

The Brunswick Music Memory Contest program by famous artists of the New Hall of Fame, including Mario Chamlee, Giuseppe Danise, Florence Easton, Edith Mason, Michael Bohnen, Karin Branzell, all widely known Metropolitan opera stars; Maria Ivogun, John Charles Thomas, Willem Willeke and many others, including distinguished orchestras and instrumentalists, started on Tuesday evening,

February 3. Each succeeding Tuesday evening, inclusive of February 24, these concerts are being broadcast from radio stations WJZ, New York; WRC, Washington, and WGY, Schenectady, during the usual Brunswick Hour of Music, from 9 to 10 p. m., Eastern standard time, and 8 to 9 p. m., Central standard time. The programs are transmitted to the radio stations from the Brunswick recording laboratories by means of a direct wire. The Radio Corp. of America is co-operating in promoting the contest, and to this end has placed its broadcasting stations at the disposal of the Brunswick Co.

The contest is open to everyone and the interest aroused in the event among radio enthusiasts is manifested in the large number of entry blanks which have been distributed by Brunswick retailers throughout the country and the Chicago headquarters of the company. The object of the contest, as stated in the announcement, is "To enable people to attain a more thorough appreciation and understanding of good music, and to familiarize them with the current achievements of the concert and operatic artists of the New Hall of Fame." Also to emphasize the musical resources and possibilities of the Brunswick-Radiola.

The prizes consist of cash awards totaling \$5,000, divided as follows: First prize, \$1,000; second, \$500; third, \$300; fourth, \$200; ten prizes of \$100 each and forty awards of \$50 each.

The Brunswick Co., in order to make the most of this unusual and striking contest, launched an extensive special publicity drive, which included page advertising in the leading Sunday newspapers on January 25, newspaper advertisements prepared for the use of dealers in their local mediums, distribution of display advertising and other instructive publicity matter to dealers. A comprehensive plan of dealer co-operation is outlined in a pamphlet which has been distributed to the trade. In addition to announcing the advertising program this pamphlet devotes considerable space to a "Suggested record sales program," in which is pointed out the fact that during the tenure of the contest thousands of people will visit the nearest Brunswick dealers to hear the selections broadcast, presenting an unusual opportunity for selling records made by the artists of the New Hall of Fame. Attention is also called to the fact that the Music Memory Contest will create many prospects for Brunswick-Radiolas and phonographs, and, last but not least, it will aid in establishing these dealers as the musical center of their communities.

Dealers have also been supplied with pamphlets for distribution to the public which carry complete details of the contest, together with blanks on which the contestant is required to record the station over which the various programs were received, the name of the artist and the title of the composition rendered. In addition each contestant is required to submit an essay on "The Advantages of the Brunswick-Radiola."

That dealers realize the opportunity is evidenced by the fact that they are making the most of it. Many of them are staging store concerts, to which the public is invited on the

evening of the broadcast programs. In the publicity in connection with the contest the Brunswick-Radiola No. 260 is featured, and this is resulting in particular interest in this model.

Helene C. McConnell in Important Grimes Post

Appointed Manager of Advertising, Publicity and Service—Close Dealer Co-operation

Helene Celeste McConnell has been appointed manager of the advertising, publicity and personal service department of David Grimes, Inc. Miss McConnell has had a number of years of successful business experience in the financial district of New York, having been



Helene C. McConnell

associated with some Wall street organizations. In her new activities, to which she brings exceptional qualifications, she is planning to give some unusual service to the trade in the way of dealer co-operation and general publicity to consumers on the Grimes products.

O. W. Walter Retires After Half Century in Business

Name of Prominent Tampa, Fla. Retail Firm Changed to Arthur Smith Music Co.

TAMPA, FLA., February 5.—O. W. Walter, of the Walter & Smith Music Co., 316 Cass street, this city, Brunswick phonograph and Gulbransen player-piano dealer, recently disposed of his interests in the business to his partner and has retired to devote his time to his extensive real estate holdings. His retirement came at the end of a half century in the music business. The business will be continued under the name of the Arthur Smith Music Co.

De Forest Radio Co. Takes Over Additional Space

A four-story building in course of construction adjoining the plant of the De Forest Radio Co. in Jersey City has been acquired by that company for use as an office laboratory. The demand for additional space, brought about by the constantly growing production requirements of the company, made imperative the acquisition of the building.

Morrison



Loud Speaker

for

\$5.00

List

Was \$10

Now \$5

Music Dealers

With this Morrison unit for \$5.00 you can stimulate a real business in radio. You'll find your customers who own a radio set eager to have a Morrison unit. If you aren't familiar with our plan and discounts write for details. And see that your order for a reasonable quantity comes in early.

MORRISON LABORATORIES, Inc.
327 East Jefferson Ave.
DETROIT, MICH.

MAKE 1925 A QUALITY YEAR

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

COTTON FLOCKS FOR PHONOGRAPH RECORDS

Write to
CLAREMONT WASTE MFG. CO.,

CLAREMONT, N. H.

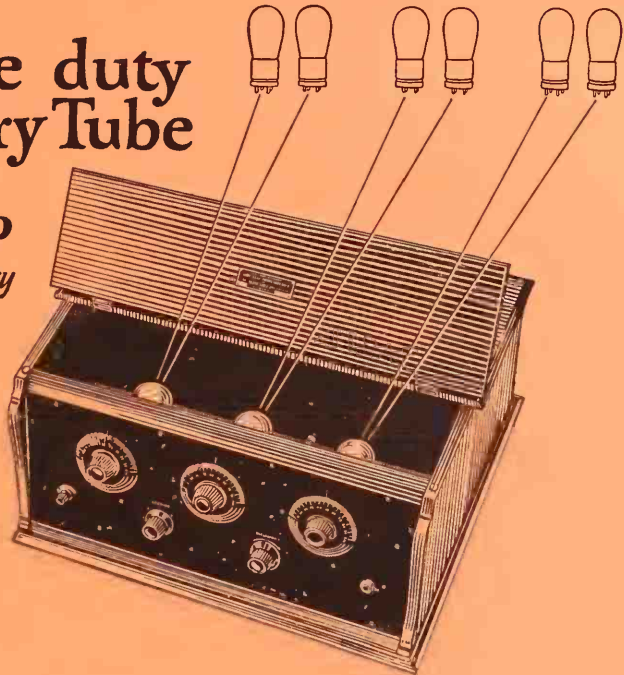
THE LOGICAL STEP IN RADIO

The DAVID GRIMES INVERSE DUPLEX SYSTEM

Double duty for every Tube

Type 3X-P
*Official Laboratory
Model*

Retail Price
without Accessories
\$85
EAST OF THE ROCKIES



DAVID GRIMES
*Inventor of the
Inverse Duplex System*

My discovery of the Inverse Duplex System was founded on the "garden variety" circuit of Marius Latour of France. Like all truly great inventions, its basic idea is simple. Instead of using a great number of tubes, I have carried the reflex principle, so ably used by the Neutrodyne people, much further. Instead of reflexing only one tube, I reflex the greatest possible number of tubes in this system. Result—marvelous tone quality, economy on tubes and on batteries. The inverse principle insures long tube life, even tube balance and gives you two stages of tuned radio and three of audio with only three tubes.

Insures Natural Tone

Refined tone purity made possible by the Inverse Duplex System mirrors the low and high frequency of the human voice, the ensemble of symphonies, the organ's full diapason.

For when Type 3X-P floods the room, quality of tone is no longer a matter of doubt. It is here—here to gladden a million homes with soft voices and sweet harmonies.

GRIMES INVERSE DUPLEX SYSTEM

adds no sputtering or tube noises to the original tone. It subtracts none of its beauties.

Backed by leaders in the music trade industry and by that indefatigable radio genius, David Grimes, Type 3X-P merits the confidence you have so long wanted to place in a receiver.

To the trade and to the public it is a boon—a thing of beauty—"a joy forever."

DAVID GRIMES, Inc.

Strand Theatre Building, New York City, N. Y.

David ¹ EQUALS ² Grimes
INCORPORATED

INVERSE DUPLEX SYSTEM

Insures Natural Tone Quality

Concentrate!

- on the logical set
- the logical system
- the principle that is bound to survive!

Emphasizes Importance of Music Trade in Radio

Col. S. H. Mapes, Vice-President and Sales Manager of Jos. W. Jones Radio Mfg. Co., Tells What Public Wants in Radio

About 75 per cent of the music dealers are now handling radio, and by the end of the year this figure will be increased to 85 per cent, according to Col. S. H. Mapes, vice-president and sales manager of the Jos. W. Jones Radio Mfg. Co., Inc., who recently returned from the Middle West.

"We, as manufacturers, must get distribution of our products through the music trade and cooperate with it continually, because the method of the sale of radio from now on will parallel and conform to the present procedure in the selling of pianos, phonographs and other musical instruments," said Col. Mapes.

"Natural tone quality and selectivity is what the public wants and will demand. This point cannot be too strongly stressed. When radio sets are demonstrated, invariably the possible buyer inquires concerning the simplicity of the control of operation of the set he is inspecting; requiring this factor to be essential to his purchasing of the set. The manufacturer must be awake to this demand on the part of his public and strive above all things to meet it.

"When you stop to think that there are ten to twelve broadcasting stations in New York from whose varied programs you may make your selection you must at once realize that the radio set that can get every one of these stations without interference whatever from any other stations is the set that has an even break with any other receiver, and will naturally win out on its merits in public estimation. The music trade should realize this before signing up on some proposition whose outstanding characteristic is the artistic and decorative appearance of its receiver. By such forethought they will decrease the number of lines they have been carrying and conform to their public needs and demands.

"No other industry than radio, in the history of the music trade, has experienced such a rapid growth; nor has any musical instrument ever had such a world-wide appeal as a 'radio,' and when the music trade gets the merchandising policies worked out, and its problems settled, it will only be a short time before the radio industry is put on a perfectly sound and assured basis of incalculable success."

New York Album & Card Co. Adds Floor to Factory

The New York Album & Card Co., New York City and Chicago, prominent in talking machine circles through the production of Nyacoo record albums, has already generated a substantial volume of business in its Nyacocoflex panels, combination radio and talking machine. This business is growing to such an extent that Max Willinger, president of the company, has announced it has been necessary to add an extra floor to the New York factory, which will be devoted entirely to the production of radio products.

Concerts Help Record Sales

MEMPHIS, TENN., February 7.—Talking machine dealers in this city and surrounding towns stimulated record sales during the past month by tie-ups with the appearance of Paul Whiteman and His Orchestra in a concert at the New Auditorium and a concert by the Eight Popular Victor Artists. These tie-ups are proving most effective.

The Dubilier Condenser & Radio Corp., New York, recently increased its capital from \$16,500,000 to \$50,500,000.

Fada Publicity Through Cross Word Puzzle Contest

Unique Publicity Stunt of F. A. D. Andrea, Inc., Neutrodyne Manufacturer, Interests 40,000 Persons in Radio and Prizes

A lot of fun for the contestants and a clean-cut demonstration of the publicity value of radio were direct results of the Fada Radio Cross Words Puzzle Contest, conducted recently by F. A. D. Andrea, Inc., manufacturer of Fada products. Station WHN, New York City, did the broadcasting and the contest was restricted to persons who either resided or were employed in New York City. Thousands of commuters were therefore eligible and this fact extended the field of interest far into the States of Connecticut and New Jersey and to the northern tip of Long Island.

Announcement of the contest and information as to official blanks, where to obtain them and how to use them, were made by radio. News-

papers were used after there had been five nights of broadcasting. The records show that no less than 40,000 persons tried to work out the cross-word puzzle, of which two definitions and the instructions were broadcast. Prizes in each of the five boroughs of New York City, consisting in each instance of a Fada neutrodyne receiver, were distributed. The winners were: Frank Wenneis, Manhattan; Mrs. Eva Gutman, Brooklyn; Frank H. Hobson, Queens; Benjamin Schwerin, Bronx, and Alfred V. Larson, Staten Island.

New Saul Birns Manager

Murray Silverman was recently appointed manager of the Second avenue branch, New York City, of the Saul Birns chain of music stores. Mr. Silverman has been connected with the sales staff of this establishment for some time, and possesses a wide experience in the retailing of phonographs and other musical instruments. He is being assisted by H. L. Sheiman.

The Modern "Arabian Nights Entertainment"



Connect the Mu-Rad MA 20 to Any Electric Light Socket and be Entertained without Further Effort

"This rug, my master," said the merchant to the prince, "will carry you where you will. Simply express the wish and instantly you are transported."
—Arabian Nights Entertainment

The New MU-RAD RECEIVER MA-20 The Last Word in Radio

THE set you can sell to the hardest prospects—because it answers the big objection most frequently raised—"I'm going to wait till they bring out a set that you only need to push a button to operate."

Tremendous Customer Interest

There isn't a set owner or prospective set owner that doesn't want this utterly new kind of radio receiver. Advertising in such big national publications as Literary Digest, House and Garden, Vanity Fair and all leading radio magazines exciting this interest. The dealers that tie up with this great interest awakened by the MA-20 are making huge successes.

You can't help being interested. Get the details of the remarkable Mu-Rad dealer offer.

Write TODAY

MU-RAD LABORATORIES, INC. 813 FIFTH AVE. ASBURY PARK, NEW JERSEY



NO Antenna or Loop A or B Batteries Battery Charger

"A" and "B" battery current from the nearest electric light socket. No outside aerial, not even a loop! No tuning, stations perfectly logged. Nothing to learn, nothing to remember, nothing that requires attention. Set the dials and plug into the socket—the Mu-Rad MA-20 does all the rest and does it perfectly.



Ohio Music Merchants Discuss Record Problems at Meeting Held in Columbus

Adoption of Important Resolutions Follows Discussions—Radio Merchandising Receives Attention—Take Stand That Retailers Should Make Their Houses Known Through Advertising

COLUMBUS, O., February 5.—At a special meeting of the Ohio Music Merchants' Association held in this city last month the talking machine record situation was thoroughly discussed and resolutions offered with the purpose in view of making for a betterment of trade conditions. This meeting was an aftermath of the Ohio dealers' convention held last September, at which time the question of handling records was discussed. Between seventy-five and eighty dealers attended the meeting, and practically all gave vent to their opinions concerning the record situation. A majority of those present were emphatic in their demands for radical changes in certain matters which can be cleaned up with the co-operation of record manufacturers. Following the discussions the resolutions committee, consisting of C. C. Baker, Columbus; Charles H. Yarling, Youngstown, and Ely Sternberg, Cincinnati, made the following recommendations, which were adopted in the form of a resolution:

Important Resolution Adopted

Resolved, By the Music Merchants' Association of Ohio, in convention assembled in Columbus, Ohio, on January 12, 1925, that it is the sense of the talking machine dealers in Ohio that:

First—All manufacturers of phonograph records and machines are producing too many of each for profitable consumption by the retailers and the buying public.

Second—That the margin of profit allowed to the retailers by all manufacturers of phonographs and records is too small in view of the constantly rising overhead to permit retail dealers to continue to give the space in their stores, the time in the promotion of sales, service demanded and the general efforts required in successful merchandising, to the phonograph and record business, and

Be it further resolved, That these conclusions, based upon the actual figures and experiences of Ohio retail phonograph merchants, be respectfully called to the attention of all the phonograph and record manufacturers in America, with the suggestion that they verify the same, and co-operate with the Ohio phonograph dealers in working out some plan whereby the mutual investments and businesses of both manufacturer and retailer can be protected, increased and again be made profitable to all, and

Be it further resolved, That it is the sense of this meeting that all manufacturers of talking machines and records adopt some uniform plan whereby the retailer may be relieved of his surplus stock of records, by returning to the particular manufacturer, whose merchandise he carries, a reasonable amount of his surplus stock of records for credit against the purchase of any other merchandise manufactured by him; and that this ex-

change be at intervals not exceeding every four months, and that an adjustment be made in discounts that will allow the dealer a larger margin of profit; and

Be it further resolved, That a copy of this resolution be forwarded to all the known phonograph and record manufacturers in America by the secretary of this Association.

It was also resolved that the Victor Co. be commended for the steps which it has taken to learn the true state of the dealer's stocks and sales, and the action which has been taken to relieve the machine and record situation. Other record manufacturers who have attempted to avoid the present record situation were also commended by the Association.

The Merchandising of Radio Equipment

The question of handling and merchandising radio equipment in the retail music store was also discussed, and the attitude of the members of the Association on this important question is summed up in the following resolution:

Resolved, That this organization commend those radio manufacturers that have recognized retail music stores as the proper channel through which to sell their products; and

Be it further resolved, That this Association hereby goes on record as favoring a sound merchandising policy that will permit retail music merchants to handle radio, and that the discount now allowed by numerous radio manufacturers does not allow a legitimate profit, considering the service the dealer must give the customer in order to retain his good will, as in other departments

It was also decided to appoint a committee to investigate the merchandising methods and soundness of the different radio manufacturers, said committee to report its findings to the Association to aid members in making purchases.

Recommends Advertising Store

A resolution was adopted stating that music merchants devoted too much of their advertising space to pushing particular musical products and too little to advertising their own establishment and the service it renders. The text of this resolution reads:

Resolved by the Music Merchants' Association of Ohio, assembled at Columbus, Ohio, that it is the sense of this organization that music retailers in Ohio and elsewhere devote too much of their space in advertising particular musical merchandise products, and not enough of their advertising space to their own establishment, service rendered, kinds of musical merchandise handled and the advantages of dealing with the advertiser; and

Be it further resolved, That this Association recommend to its members the business advantages of advertising self rather than the particular names and prices of articles handled and sold.

Copies of all the resolutions are being sent to the National Association of Music Merchants

**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 to all State and local organizations of the trade, with the suggestion that they be acted on at future meetings.

Philip V. D. Stern Directs Freed-Eisemann Advertising

Has a Wide Knowledge of Talking Machine Retailers' Problems and Advertising

Philip Van Doren Stern, who is making the Freed-Eisemann radio receiver known to the world by virtue of his position as advertising



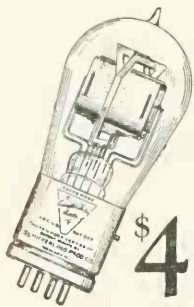
Philip Van Doren Stern

manager of the Freed-Eisemann Radio Corp., Brooklyn, N. Y., is admirably equipped to assist talking machine dealers in merchandising the Freed-Eisemann receivers in their stores because of the wide knowledge of the problems of the talking machine dealer which he gained in his former capacity as assistant to the advertising manager of the General Phonograph Corp. The sales promotion campaigns which have been planned and executed by Freed-Eisemann dealers and wholesalers reflect the experienced hand of Mr. Stern. He was educated at Rutgers College and studied advertising at New York University, completing his studies of art and typographical design in Paris.

Irwin Kurtz Made Special Deputy Attorney General

Irwin Kurtz, attorney and president of the Talking Machine and Radio Men, Inc., has been appointed a special Deputy Attorney-General for the State of New York in the telephone rate case which is now being heard. Mr. Kurtz is a well-known member of the bar in addition to his activities in the retail talking machine and radio field.

The Kenman Electric Co., Lynbrook, N. Y., has been granted a charter of incorporation in Albany, N. Y., to manufacture radio sets, with a capital stock of 100 shares of common stock of no par value. The incorporators are S. S. Brin, L. Grossman and E. Goldstein.



Selling Price

S-4000—5 volt, Standard Base.
1/4 amp. Detector-amplifier
with full, noise-free distortionless volume.

All models sold with a 10 day written guarantee

OTHER MODELS SELL AT

5 volt—1/10 amp. Standard Base
Model S-900 Amplifier . . . \$4.00
5 volt—1/4 amp. Standard Base
Model S-200 Detector . . . \$4.00
Model S-4000 Det.-Ampl. . . . 4.00
Model S-700 Power Tube . . . 7.00
Model S-2500 Det.-Ampl. . . . 5.00
3 volt—1/10 amp. Miniature Base
Model S-600 Det.-Ampl. . . . \$4.00
1 1/2 volt—1/4 amp. Standard Base
Model S-300 Det.-Ampl. . . . \$4.00

For your sets—

the tube that took New York and Philadelphia by Storm

Equip your sets with the tubes that eliminate rushing, sputtering tube noises by means of triangular stabilizing plates—an exclusive Schickerling feature.

Try Schickerling tubes in comparison with any others—note the big difference in tone

and volume. Sturdy, long-lived and so sensitive that far-off stations come in with bell-like clearness.

Greater consumer satisfaction and quicker sales come with the use of Schickerling tubes. *A great improvement!*

Write or wire to dealers' terms

SCHICKERLING PRODUCTS CORPORATION

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

New York Offices:

Knickerbocker Building, Broadway & 42nd St. Jewelers Building, 36 W. 47th St.
Havemeyer Building, Cortlandt and Church Sts.

Philadelphia Office: Jefferson Building, 1015 Chestnut Street
Authorized Dealers: RUDOLPH WURLITZER CO.'S 46 Stores

Pacific Coast Distributors:

THE YALE CORPORATION, Los Angeles and San Francisco

SCHICKERLING RADIO TUBES

With the Stabilizing Triangular Plates

Mail Orders filled from our Newark factory

JONES=BEACH

Wholesale Distributors for

ATWATER KENT RADIO



Jones-Beach Buildings

HERE is a combination that means the maximum of satisfaction to the talking machine retailer in his radio merchandising.

A nationally known and nationally demanded product backed by a great radio institution — plus the unusual distributing facilities of the Jones-Beach organization.

Jones-Beach service is

brought within your immediate reach by seven trunk lines on the Bell and Keystone systems. 30,000 square feet of floor space in our building enable us to carry stock for the immediate filling of your orders.

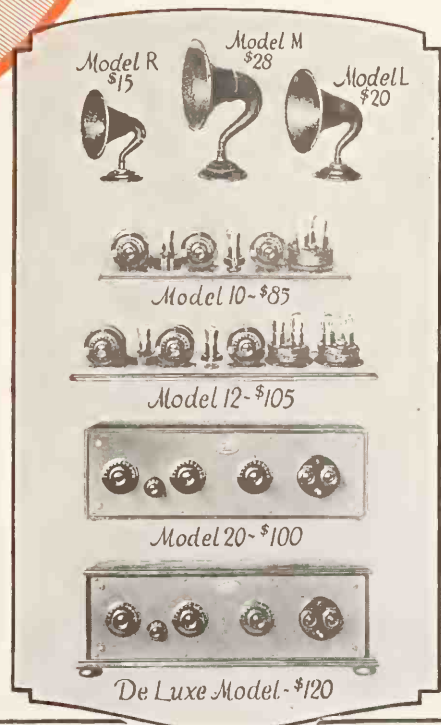
Let us prove, through a demonstration of our service, how we can help you build up a sound and profitable radio business.

Wholesale Distributors

JONES-BEACH & CO.

Jones-Beach Building

307-13 N. 7th Street



PHILADELPHIA

Recapitalization of Music Master Corp. Shows Phenomenal Growth of Industry

One Hundred and Fifty Thousand Shares of Capital Stock Oversubscribed in Little Over an Hour—Plans \$1,000,000 Advertising Appropriation—New Plant Allows Increased Production

The recent recapitalization of the Music Master Corp., Philadelphia, Pa., created considerable favorable comment throughout talking machine and radio circles from coast to coast. The rise of the Music Master Corp. in a little over two years to so conspicuous a position in the manufacturing and merchandising world has been described as one of the most striking examples of modern commercial achievement.

Announcement was made by H. D. Williams & Co., members of the New York Stock Exchange, in January of an offering of 150,000 shares of the capital stock of the corporation, and in a little over an hour the stock issue was oversubscribed. The presentation of this offering in advertising space in the daily press was founded primarily upon a letter written by Walter L. Eckhardt, president of the corporation, in which many interesting points were brought out. Attention was called to the fact that the corporation had already expended large sums in national advertising and planned to appropriate at least \$1,000,000 for this purpose during 1925.

The remarkable facilities in the new plant at Betzwood, which is described elsewhere in this issue, were also described. It is stated that from a business volume of \$191,795.65 in 1922, the corporation's activities have grown so rapidly that its sales in 1924 aggregated \$3,687,947, and from orders on hand and a careful survey of the requirements of distributors it is estimated that the sales of 1925 will approximate \$15,000,000.

Walter L. Eckhardt, it is announced, with his efficient staff of co-workers, which brought the company to its present success, will continue to be responsible for the future growth of the industry, backed up by the directors of the corporation, who now include such well-known names in the financial world as: Matthew C. Brush, Samuel Pryor, E. R. Harriman, William T. Smith, J. W. Guibord, Morris Wolf, Herbert D. Williams, Jules E. Mastbaum, Anthony G. Felix, J. H. Cross, Leo Potter, H. Allan Miller, T. Harvey Ferris, Harry A. Arthur, J. Harker

Chadwick and W. B. Woodbury, together with Walter L. Eckhardt. It is particularly complimentary to a comparatively young concern like the Music Master Corp. to have great financiers represented by the above names, together with Percy A. Rockefeller, who is represented on the board, financially interested in it.

Although the growth of the Music Master Corp. has been phenomenal in the past, it is obvious that with the great additional financial facilities now available still more wonderful



Walter L. Eckhardt

growth in the future is inevitable. It has been well said that had this firm found its conception in an old established industry and had its origin been in the amalgamation of competitive interests with almost unlimited capital, the resulting prominence would have been worthy of no special notice, but the Music Master Corp. started as a new firm in a new industry where neither prestige nor precedent lent aid. The greatest assets the company had was the carefully chosen merchandise upon which to concentrate its distributing efforts and an ability to win and hold the confidence of wholesalers,

retailers and the consumers whom it served.

In an interesting interview regarding the growth of the Music Master Corp. Mr. Eckhardt said:

"I'll admit we have been successful. It wouldn't be fair to the boys out there and to the others out on the road not to admit it," said Mr. Eckhardt, pointing through the doorway of his office in the general direction of the sales, stock and shipping rooms, where department heads, assistants and even the store boys were working most cheerfully and enthusiastically long after hours on Saturday afternoon. "There's the answer—right out there, or, at least, part of it.

"If you remember, we started in 1922 with only a nominal capital and with a tremendous amount of unfair competition. Wholesalers, retailers and so-called manufacturers were selling anything that looked like a receiving set for all they could get, and parts and accessories were largely in the same class. We entered the field with merchandise of known value—merchandise commanding the respect of the trade and the public alike.

"In the loud speaker field at that time metal horns were in common use and the results they produced were not satisfactory at all. Having spent twenty-five years in the talking machine business I realized that what the radio loud speaker needed in order to bring out full, round, natural tones was an application of the principles of sound reproduction that had long since been thoroughly established in the more or less kindred talking machine art, namely, to reproduce the sound waves through an amplifying device made of wood.

"Until the advent of the concealed type of horn in the talking machine field there had been an amplifying device among the so-called phonograph horns that had stood out head and shoulders above all others as a quality reproducer. It was made of wood—natural wood, not laminated, nor yet of wood fibre. It was known as Music Master.

"Like all other separate phonograph horns, it had fallen into disuse with the advent of the Victrola type phonograph with its concealed horn. Being familiar with the remarkable reproducing qualities of this wood amplifier I set about to revise its manufacture and to adapt it to this marvelous new art, now known as radio.

"Nothing, in my opinion, possibly can serve as a substitute for wood for the purpose of reproducing sound waves, whether from the talking machine or the radio set. Of course, in the complete assembly of the Music Master radio reproducer we have an incomparably superior reproducing element, and it is also true that our tone chamber is made of heavy cast aluminum—another 'trick' that I learned in the talking machine business, which adds a quality of brilliancy to the reproduction; but the one thing that set us apart—and, I think, ahead—of all others, was and is this very wonderful tone amplifier, our Music Master wood bell.

"Then, again, aside from all question of quality of product—and equally important as a factor in our modest growth—is our organization; for, after all, it is the man power of a company that is the real measure of its success or failure. I have surrounded myself with capable men—many of them I have known and been intimately associated with for more than twenty-five years—men who are not only competent to handle efficiently their respective jobs, but who have vision and can see the unlimited possibilities of our own business in particular and of the radio business in general.

"All of us have striven to build solidly, with an eye to the future, and, above all else, through prompt and courteous service and fair and equitable dealings with the trade and public alike to create good will—the real reinforced concrete foundation necessary to the permanent success of any business."

One of the outstanding reasons for Mr. Eckhardt's remarkable success may be attributed to his ability to surround himself with men

(Continued on page 50)



Profits for you in the sale of this **WESTON** TABLE VOLTMETER

EFFORTS to improve Radio—have made a profitable market for this Weston Model 489 Double Range Radio Table Voltmeter. Because close regulation of filament voltage is necessary in prolonging the useful life of the tube, because batteries may be discarded prematurely and because occasionally broken wires and open circuits must be located, radio enthusiasts are using this Weston Table Voltmeter to assist them in getting better results from their radio sets.

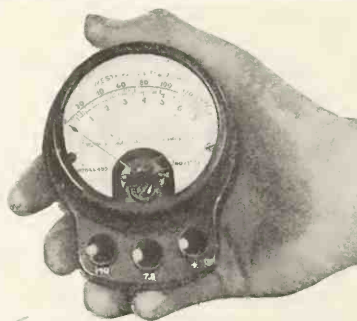
When you sell a Weston Instant Change Plug or a tube, recommend this Weston Table Voltmeter. It will prove a source of comfort and satisfaction to your customer to know that his set is working under ideal conditions.

Write for circular J and other information

WESTON ELECTRICAL INSTRUMENT CORPORATION
190 Weston Ave., Newark, N. J. Offices in All Principal Cities



STANDARD THE WORLD OVER
WESTON
Pioneers since 1888



Sell Weston instruments—they build good will for the dealer and protect the buyer.

Remember this—Weston instruments cost but little more than imitations and your customer has the guarantee of 36 years of manufacturing experience which has made Weston instruments the accepted standards in all parts of the world.

To Radio Dealers:

A new standard of broadcasting; programs that include the leading operatic stars, are opening up another gigantic Radio market. And those programs are doing one other thing—they are making an absolute necessity of one factor that has become a Sleeper characteristic in the minds of the public—Tone Clarity.

The next time you demonstrate a Sleeper Monotrol, call your prospects' attention to a Sleeper's ability to reproduce tone . . . any tone . . . faithfully and truly. The day is coming when Tone will be the one outstanding necessity in Radio reception.

And a Sleeper Monotrol has an unequalled degree of Tone Clarity now.

Sleeper advertising challenges the public to buy on performance only. You will find that demonstration—Sleeper demonstration—is the fastest way to close a sale. Try it!

Sincerely,

John C. Sleeper

Sleeper

MONOTROL

REG. U.S. PAT. OFF.



It's Compact!

SLEEPER RADIO CORP. 439 WASHINGTON AVE. LONG ISLAND CITY N.Y.

ATWATER KENT RECEIVING SETS

EVERY TIME a radio merchant sells an ATWATER KENT Receiving Set he knows by experience that he has made another satisfied customer. And he realizes that a satisfied customer is the strongest influence in the sale of the radio he is handling: — that satisfied customers mean not only a sounder business but increased sales and, of course, more profits.

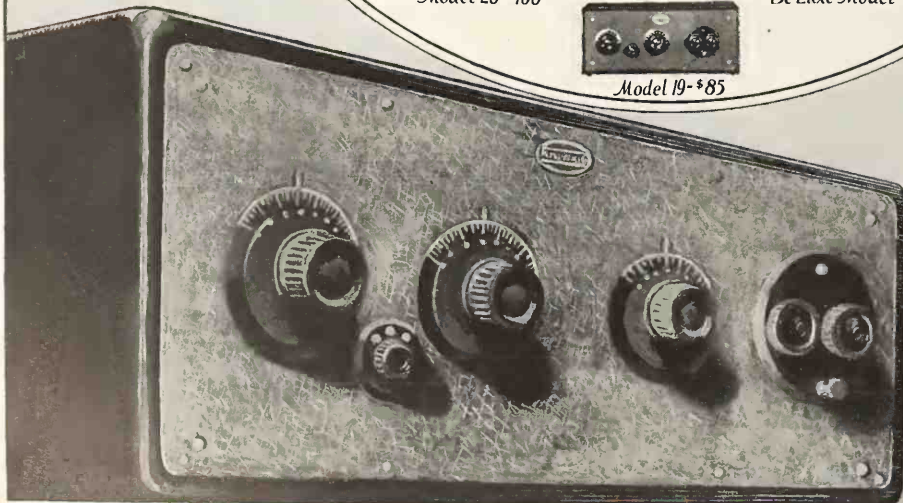
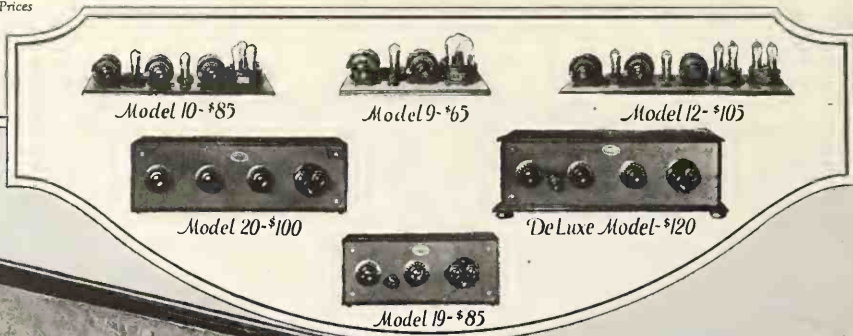
The knowledge of over a quarter of a century's experience is built into ATWATER KENT Radio. It is designed by skilled engineers and made by master workmen from the finest materials that money can buy.

A widespread advertising campaign is working hand in hand with ATWATER KENT quality to help each merchant make his store headquarters for radio satisfaction

Descriptive literature on request

ATWATER KENT MANUFACTURING COMPANY
4725 Wissahickon Ave., Philadelphia, Pa.

Pacific Coast Prices slightly higher



T H I N K W H A T I S B A C K O F I T

ATWATER KENT LOUD SPEAKERS

WITH ATWATER KENT Loud Speakers you can increase your business by making customers real radio enthusiasts.

No matter how perfectly a receiver may bring in broadcasts, the true spirit and beauty of the programs cannot be appreciated unless they are faithfully re-created.

The ATWATER KENT Loud Speaker is a *real* sound reproducer; its purity of tone is the result of painstaking workmanship, and of almost endless tests and experiments.

Descriptive literature on request

ATWATER KENT MANUFACTURING COMPANY
4725 Wissahickon Ave., Philadelphia, Pa.

*Pacific Coast Prices
slightly higher*



BRING OUT THE BEST FROM ANY SET

Music Master Corp. Expands

(Continued from page 46)

particularly fitted for their work. Many of these men have worked with Mr. Eckhardt in the past, and their capabilities have been known to him for many years. A notable example of this is to be found in the association of H. N. McMenimen, who is now sales manager of the distributing department of the organization. Mr. McMenimen and Mr. Eckhardt were for many years closely associated in their former activities in the talking machine field. Mr. McMenimen is a sales executive of the highest type, and his many years' experience in the talking machine field has enabled him to pick up rapidly the somewhat kindred line of radio, and, although connected with the Music Master Corp. only for a short time, he has been instrumental in substantially increasing the volume of sales in this department.

Another man now associated with Mr. Eckhardt is Frank Capps, who was formerly factory manager for the old Columbia Grapho-

phone Co. at its Bridgeport plant and later with the Pathé Frères Phonograph Co., and his friendship with Mr. Capps extends back quite some time. Mr. Capps has assumed full charge of the production at the new plant of the company at Betzwood.

Two other men well known in talking machine trade circles who have been recognized as among the big men of the talking machine industry are Fred P. Oliver, formerly vice-president and general manager of the Blackman Talking Machine Co., who will become New York district manager of the Music Master Corp., with headquarters in New York City, on February 15, and Herbert Young, formerly connected with the Sonora Phonograph Co. and later with the Greater City Phonograph Co., who has become district manager of Boston for the Music Master Corp., with headquarters in that city. Mr. Eckhardt also announces that it is his plan in the future to add equally well-known men to his staff.

Newport Radio Corp. Adds to Manufacturing Space

Almost Doubles Production Facilities Through Addition of Another Floor at Plant

The Newport Radio Corp., New York, manufacturer of Newport radio receiving sets, has recently taken over a much larger amount of space for manufacturing purposes, consisting of almost the entire floor above the one now occupied by the company at 250 West Fifty-fourth street, New York.

"This move was made necessary because of the growing demand for Newport receivers. Our three models, the Bruce, Georgian and Patrician, have met with great popularity among music dealers, until a point was reached where we could not hope to meet the trade's requirements without the acquisition of larger space and for this reason we have obtained a lease on the floor above the one we now occupy, which will give us practically twice our present space for manufacturing purposes," said T. B. Campbell, secretary of the company.

R. E. Thompson Co. Salesmen Discuss Dealer Problems

Representatives of the R. E. Thompson Mfg. Co. in visiting the trade invariably make it a point to get acquainted with the sales organization in both the wholesale and retail establishments. This naturally works to the advantage of both the Thompson organization and the sales departments of the firms visited.

Recently two members of the sales staff of the R. E. Thompson Mfg. Co., H. S. Johnson and W. H. Nolan, attended the sales convention of Richards & Conover, Kansas City, Mo., where eighty salesmen were in attendance. Both of the Thompson representatives had the opportunity of addressing the gathering, with the result that they were enabled to outline to the eighty members of the organization the experiences of radio dealers throughout the country.

Proper Place for Return Address on Envelopes

The following information regarding the correct place for the return address on mail comes from the Third Assistant Postmaster-General: "The proper place for the sender's return card is in the upper left corner of the address side of the envelope where postal employes are accustomed to look for it. The placing of the return card on the backs of envelopes not only consumes unwarranted time and labor, as the letters must be turned over to read the return address, but may cause letters, when undeliverable, to be sent to the Dead Letter Office instead of being returned to the senders."

MICA DIAPHRAGMS

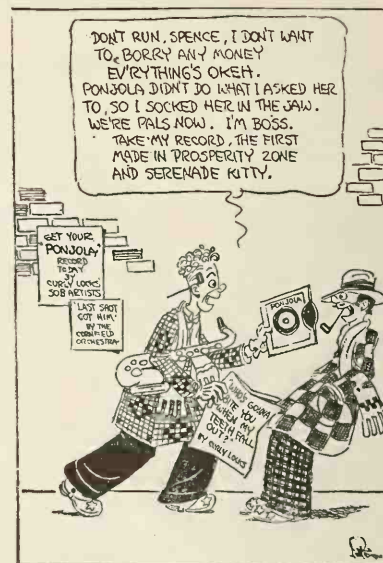
Immediate delivery—all sizes
Send for free samples and prices
All Mica Products
INTERNATIONAL MICA CO.
Phone Baring 535 PHILADELPHIA, PA. Cable Filasse, Phila.

Records by Texas Artists Score in That Territory

Okeh Records Made by Popular Dallas and San Antonio Artists Prove Popular—Free Publicity in Newspaper Aids Sales

DALLAS, TEX., February 6.—The release recently in Dallas territory of Okeh recordings by Jack Gardner's Orchestra, of this city, and Jimmie

THE RESTLESS AGE



Free Okeh Publicity in Cartoon

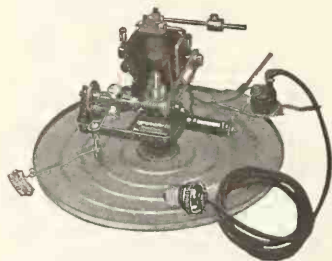
Joys', of San Antonio, as well as a record by the Cornfield Symphony Orchestra, has been followed by an excellent demand for these selections. The records by Jack Gardner's Orchestra, "Ponjola" and "I Know She Does," have proved especially popular. As may be seen from the accompanying illustration, some excellent free publicity was secured on the Okeh records, playing no small part in their popularity.

According to Paul Blackwell, of the talking machine and record division of the Texas Radio Sales Co., Inc., Okeh distributor in this territory, large numbers of these special records have been sold since their release. Mr. Blackwell also points out that Dallas is in the center of a busy territory, and there is a radius of one hundred miles around the city which is known as the "Prosperity Zone."

The PHONOMOTOR CO.

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

An Electric Equipment for the PHONOGRAPH



Fully GUARANTEED

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

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

The PHONOSTOP

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

STANDARD FOR EIGHT YEARS

Guaranteed.

Sold direct to manufacturers all over the world.

Nickel or Gold.

Your phonograph is worthy of the best stop.

This is the only one.

Your customers appreciate it

We also sell General Phonograph Hardware

Cable Address:

PHONOMOTOR, Rochester, N. Y.

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

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

Trade Prices upon application

The PHONOMOTOR

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

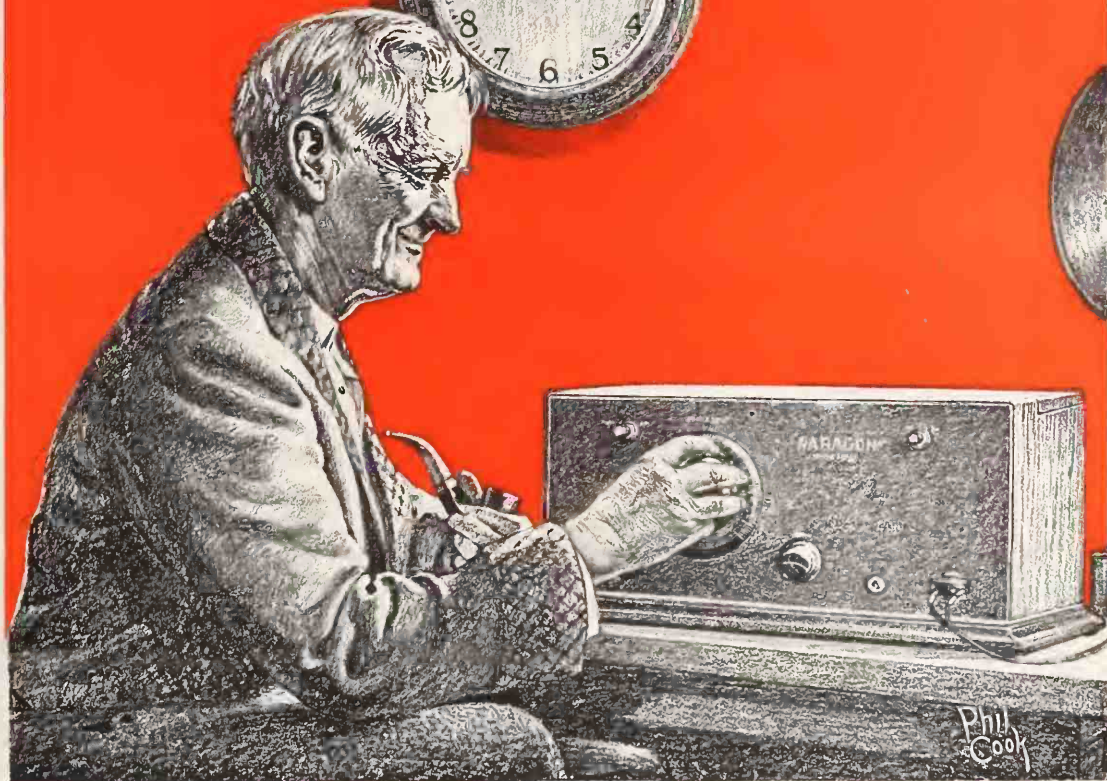
MONTHLY POPULAR RELEASES



Distributed by

ITALIAN BOOK CO.
145 Mulberry St. New York City

Paragon offers
perpetual temptation
to old as well
as young



PARAGON RADIO RECEIVERS

\$27.50, \$48.50, \$65—Perfect Popular Price Range

PARAGON prepares you to meet every radio need of the hour. Just as in the past it has always enabled radio dealers to offer the utmost in radio quality, so today it enables them to offer this perfect Paragon quality with the now demanded popular prices. The New Paragon Receivers are up to the minute. Each of the three new models gives volume, selectivity and a wonderful simplification of tuning. The four-tube set—the Paragon Four—introduces a non-radiating hook-up, the Paradyne Circuit.

The thousands of these sets put into homes around the holidays are becoming salesmen in turn, creating the biggest sort of demand for the new Paragon line. If you are not already carrying it, write us so that we may have the Paragon Distributor in your territory serve you.

ADAMS MORGAN COMPANY, Inc.
10 Alvin Avenue Upper Montclair, N. J.

Look for the Red

NEW PARAGON FOUR, \$65

West of the Rocky Mountains, 10% Additional
This four-tube set makes a showing that would do credit to a set requiring more tubes and greater battery power. Clear, strong loudspeaker reception over practically unlimited range. New Paradyne Circuit, non-radiating. Simplified tuning—one dial. Mahogany cabinet, 21 inches long.



New Paragon Two, \$27.50

West of the Rocky Mountains, 10% Additional

Gives great results on the loudspeaker on all stations within moderate range. Phone range almost unlimited. Two tubes. Single tuning dial. Mahogany cabinet, 11 inches long.



New Paragon Three, \$48.50

West of the Rocky Mountains, 10% Additional

This three-tube receiver surprises every one. Strong loudspeaker reception over remarkable distances. Single tuning dial. Mahogany cabinet, 17 inches long.

Triangle on the Knob



Commercial Investment Trust's New Financing Plan

Revision of Plan for Financing Phonograph and Radio Paper Provides for Smaller Discount—Other Important Changes Benefit Dealers

The desire of every phonograph dealer in the discounting of his instalment paper is first to realize as much cash as possible and, secondly, to have the cost of discounting as low as possible. With these facts in mind the Commercial Investment Trust, New York financing house, has made some revisions in its plans for the financing of phonograph and radio paper. Under the new arrangement the company now pays 90 per cent of the face of the unmaturing phonograph paper instead of 80 per cent, as was formerly the rule, and has arranged to accept the discount of phonograph and radio paper running as long as twelve months, the new arrangement also applying to radio combinations. Under the revised plan the initial amount paid on phonographs must be at least 10 per cent of the sales price, on radio receivers 33½ per cent, which covers in the main the cost of the accessories, and on radio combinations 20 per cent. Another feature is that the dealer, should he so desire, may make his own collections, remitting each month the amount due the Commercial Investment Trust, Inc.

In view of the great volume of talking machine, radio and radio combination business handled on the instalment plan, this new revised C. I. T. plan should prove of particular interest to those dealers who seek to keep the bulk of their capital active and producing instead of representing paper in their safes. Many dealers have availed themselves of this service.

Brunswick Sales for Nine Months Exceed \$15,000,000

In connection with the listing recently on the New York Stock Exchange of 500,000 shares of no-par-value common stock of the Brunswick-Balke-Collender Co., figures were made public showing that the gross sales for the nine months ended September 30, 1924, amounted to \$15,698,110, with net profits for the same period amounting to \$1,497,266. Inasmuch as the last three months of the year showed the largest business for this company in its phonograph, record and radio division, it is assumed that the business for the year will make a very handsome showing.



No. 205

Burns

Loud Speaker

of **Distinctive Beauty**

Generous Proportions

A REPRODUCER THAT SATISFIES NATURAL TONES WITH VOLUME

Aluminum Sound Column. 14 inch pyralin bell. Convenient adjuster. Reproduces the true tones of voice or music. Equal to hearing the original. Speaker Unit supplied for use on phonograph—fits all standard makes.

No. 205B Polished Black Flare..... \$32.50
 No. 205D Mahogany Tinted Flare..... 25.00
 No. 100 Phonograph Unit..... 10.00

Manufactured by
American Electric
 COMPANY

State and 64th Sts. CHICAGO
 New York Distributor, Capitol Distributing Co.
 London Rep., R. A. Rothermel, Ltd., London
 Australian Distr., Wills & Paton, Pty. Ltd., Melbourne

Important Agreement of Manufacturers of Radio

Independent Radio Manufacturers, Inc., Hazeltine Corp. and Freed-Eisemann Radio Corp. Reach Amicable Agreement in Trade Suit

A triple agreement of vital importance to the radio industry was reached in January by the Independent Radio Manufacturers, Inc., The Hazeltine Corp. and the Freed-Eisemann Radio Corp. The agreement solves the difficulty which led to litigation over the contractual relationship between the two former companies on the one side and the Freed-Eisemann on the other.

The action involving the dispute between the parties was tried before Judge Robert A. Inch in the Federal Court of Brooklyn last year. His decision was followed by an appeal. A short time ago the parties got together in an effort to settle the matter at issue out of court. A series of conferences ensued which culminated in an amicable settlement.

Edison Tone-Test Concert by A. B. Sauer Music Co.

LORAIN, O., February 9.—A tone-test concert given at the Hotel Antlers here, recently, under the auspices of the A. B. Sauer Music Store in conjunction with the Edison Phonograph Co., drew a large and enthusiastic audience. Arthur Collins, Byron G. Harlan and William J. Reed were the Edison artists who appeared, and their selections, accompanied by the Edison records, were well received. The fidelity of their recordings as compared to their actual rendition was the subject of much comment. Collins and Harlan sang several comic songs and Mr. Reed played the flute and the saxophone.

Herald Electric Co. Moves Into Larger Factory Space

The Herald Electric Co., manufacturer of Herald loud speakers, following its recent announcement of the reduction in price of the Herald speaker from \$18.00 to \$12.00, found it necessary to obtain larger quarters. The numerous orders which have been received by the company since the price reduction have made it impossible to meet the demand in the space occupied at 113 Fourth avenue, New York. The company moved its offices and factory on February 1 to the new location at East End avenue and Eighty-first street, New York. Large ovens have been installed for the purpose of baking horns and all the necessary equipment for a large output has been put into operation. With this new move it is expected that the company will be able to meet all the requirements of the trade for its products.

Sprengel Acting Manager

George W. Sprengel is acting as manager of the talking machine and radio department of Abraham & Straus, Inc., department store of Brooklyn, N. Y., until some permanent appointment is made to succeed H. I. Silverton, who recently severed connections with this establishment. Mr. Sprengel reports a good January business, with bright prospects for the coming month, as the establishment is celebrating its sixtieth anniversary with a diamond jubilee sale.

Starr Makes School Records

The New York laboratories of the Starr Piano Co. are making a series of 120 records for an educational course being prepared by Ginn & Co., publishers, of Boston, Mass. Harmonic orchestras are making the recordings, with Theo Carle, Frederic Baer and Inez Barbour as soloists.



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.

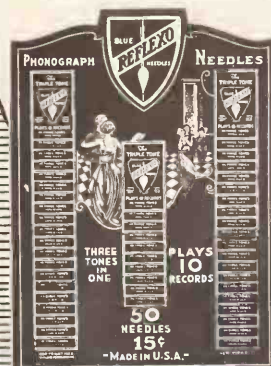
Reflexo BLUE STEEL (Spear Point) Needle

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
 370 Seventh Avenue New York





Radio Speaker
\$30



Portables
\$50-\$65



Saginaraw
\$100

You Will Make Money With the Sonora Franchise!

The Sonora Franchise will make money for YOU!

First and foremost, the line is of highest quality throughout, enabling you to merchandise it aggressively and with confidence.

Second, both radio and phonograph lines are varied and complete, and every model is a genuine value that will appeal to all tastes and pocketbooks.

Third, the discounts are generous and allow for a liberal profit.

Fourth, Sonora helps its dealers in a tangible manner to make sales. It maintains a comprehensive national advertising policy. It produces effective sales promotion literature and dealer helps and supplies this material free in liberal quantities. It offers its dealers the most liberal cooperative advertising proposition in the trade.

And added to all this you have the assurance of receiving prompt service and personal, human cooperation at all times, both from Sonora and your distributor, in making your effort successful.

You owe it to yourself to investigate the Sonora proposition. A postcard will bring complete information. Write the distributor for your territory listed opposite.

SONORA PHONOGRAPH CO., Inc.

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

279 BROADWAY

NEW YORK CITY

Canadian and Export Distributors—
C. A. Richards, Inc., 279 Broadway, New York City

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



The New and Greater Sonora Line

The Sonoradio models 241 and 242, Sonora's most wonderful recent achievements, form the perfect bridge between the *old* and the *new* in retail Phonograph business.

These instruments, together with the Sonora Radio 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.
68 34th Street, Bush Terminal, Brooklyn, N. Y.

EASTERN PENNSYLVANIA, DELAWARE, SOUTHERN NEW JERSEY
PENNSYLVANIA PHONOGRAPH DISTRIBUTING Co.
Room 200, Jefferson Building
1015 Chestnut Street
Philadelphia, Pa.

MARYLAND, VIRGINIA AND DISTRICT OF COLUMBIA:
BALTIMORE PHONOGRAPH DISTRIBUTING Co.
417 West Franklin Street, Baltimore, Md.

WESTERN PENNSYLVANIA & W. VIRGINIA:
PENNSYLVANIA PHONOGRAPH DISTRIBUTING Co.
Empire Building, Pittsburgh, Pa.

ALABAMA, except five northwestern counties, Georgia, Florida, North and South Carolina and Eastern Tenn.
JAMES K. POLK, INC.
181 Whitehall St., Atlanta, Ga.

STATES OF OREGON, WASHINGTON, NORTHERN IDAHO, NEVADA, with the exception of Counties Eureka, Elko, White Pine and Lincoln, and all California Counties north of Santa Barbara, Ventura, Los Angeles, and San Bernardino.
THE KOHLER DISTRIBUTING Co.
63-67 Minna Street, San Francisco, Calif.

OHIO AND KENTUCKY:

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

INDIANA:

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, NEBRASKA, and five counties in northeast Oklahoma.

C. D. SMITH Co., St. Joseph, Mo.

LOUISIANA, MISSISSIPPI, ARKANSAS, part of Tennessee and part of Alabama.

REINHARDT'S, INC., 104 South Main Street, Memphis, Tenn.

SOUTHEASTERN Part of TEXAS and Part of OKLAHOMA:

SOUTHERN DRUG COMPANY
Houston, Texas

MONTANA, COLORADO, NEW MEXICO, 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, and Hawaiian Islands.

THE COMMERCIAL ASSOCIATES
408 E. Turner Street, Los Angeles, Calif.

Penalty of Too Easy Terms Is Death of the Business

J. H. Tregoe, Executive Manager, National Association of Credit Men, Says Safety Lies in Strong Rein in Handling Credits

A careful analysis of commercial failures leads first to a segregation into three general classes: (a) where the failure was brought about by premeditated fraud; (b) where the failure was brought about by circumstances beyond the control of the debtor, and (c) where the failure was the result of conditions that made the full liquidation of debts impossible, says J. H. Tregoe, of the National Association of Credit Men.

Now, take the third class. Were we able to get at the exact reasons for each failure the surprise would be very great in discovering that the first germ of disease was cultivated by indulgence. Just as the human body eventually

succumbs to a final explosion that results from what seems at first to be only a small indulgence, so in defunct enterprises the final explosion that we term the failure may have resulted from an indulgence that at first appeared inoffensive.

An indulgence full of potentiality for harm is making the fulfillment of terms too easy. When the athlete is preparing for a race, everything is to be avoided in the way of diet and habits that may soften his muscles, affect his wind and decrease endurance—so in the business enterprise the race for success calls for the living up to rigid rules. Wherever the rules are not lived up to and the neglect glossed over or encouraged, the chances of success are decreased and the dangers of failure increased.

Most credit executives or executives in other departments of a business would consider it hard-hearted or unbusinesslike to insist strongly upon the fulfillment of terms. Ease of terms may be considered by them as a builder of business, instead of a builder of commercial fatalities.

If through indulgence or neglect of foresight some one should be brought into distress the concern and regret would be poignant. If it were possible for credit executives to dissect the remains of dead enterprises and discover how small indulgences have led to serious fatalities, they would resolve that for the good of business and for the safety of the enterprise nothing is more necessary than the fulfillment of terms—even though at times the exaction of fulfillment may seem inconsiderate and unkind.

My own observations lead me to believe that of the failures not premeditatedly engineered or brought on by causes beyond the control of the debtor, indulgence in terms has been the first step in the eventual blowing up of the enterprise and the consequent disappointment of those who had pinned their faith to it and honestly intended to make it a success. Credit executives must not allow sympathy to overcome prudence to the extent that we can induce our debtors to meet terms no matter how hard the effort may be. To that extent we are solidifying business and avoiding failures.

Price Music Co. Broadcasts

TAMPA, FLA., February 7.—The M. L. Price Music Co. recently gave a varied and pretentious musical program over the Times radio station in this city. The program included a selected repertoire of the latest dance hits, played by the M. L. Price dance orchestra, vocal selections by the Price Male Quartet, violin, saxophone and xylophone solos and violin duets. A feature of the program was a number by a group of old time fiddlers. The M. L. Price Music Co. is sending souvenirs to all radio fans who sent in a message commenting on the program.

New Priess Loop Announced

A new loop to accompany the new PR-3 receiving set has been designed by William H. Priess. Its four arms are molded of genuine bakelite. There is a central molded piece of bakelite which connects the arms—allowing them to fold together or holding them out rigidly. A spring of gold-plated phosphor-bronze, in the shape of a cross, with a nut to secure it, gives additional assurance that the arms will stay in place when they are open. At the end of the lower upright piece is attached a radio frequency low capacity plug. This is used both as a wire connection and a bearing on which the loop can be freely rotated.

Files Bankruptcy Petition

The Columbia Music & Jewelry Co., Provo, Utah, recently filed a petition in bankruptcy, listing liabilities at \$13,477.83 and assets at \$10,995.

QUALITY RECORD Pressing

SANDERS, Inc.
SPRINGDALE, CONN. Near Stamford
Telephone Stamford 3980

Jewett Loud Speaker, Ten Feet High, Draws Crowds

Speaker Actually Operates, Magnifying Sound
a Thousand Times

MINNEAPOLIS, MINN., February 6.—The accompanying illustration shows a real loud speaker, inasmuch as it magnifies radio signals a thou-



Huge Jewett Loud Speaker

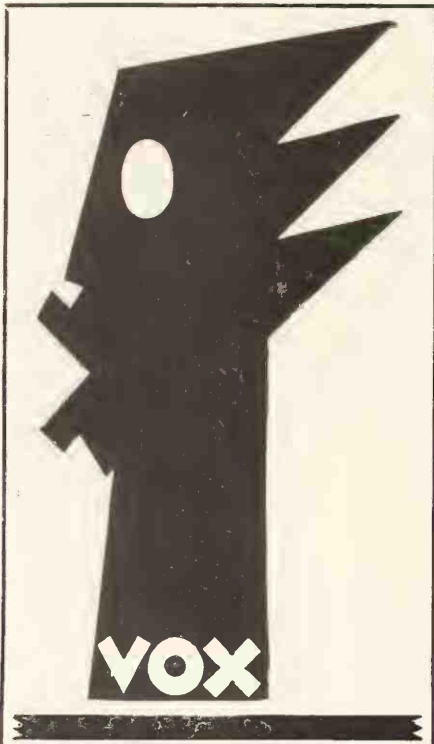
sand times. It was constructed by the Jewett Radio & Phonograph Co., of Detroit, for use at the Northwest Radio Trade Association convention. The unit stands ten feet high and is one of the largest ever constructed.

Crosley Radio Corp. Lowers Prices on Four Models

Announcement was recently made of the reduction in price of four models of radio receivers made by the Crosley Radio Corp. The reduction is made possible by the increased production in the Crosley plant. At the present time nearly 5,000 receivers a day are being turned out, and due to increased output the cost of production has been materially decreased, making it possible to give the buying public the benefit of the difference. The reduction in price affects the three models of the Crosley Trirdyn and the 51-Portable.

Victor Artists Give Concert

TEXARKANA, TEX., February 4.—The H. V. Beasley Music Co., local talking machine dealer, arranged for the appearance of the Eight Popular Victor Artists in a concert and entertainment at the Saenger Theatre on January 29. The event was a decided success from every angle and the personal appearance of the artists was responsible for an immediate stimulus in the sale of records.



VOX

the most wonderful

talking machine of the world

the prominent record

Celebrated artists — Distinguished
orchestras. Large popular repertoire

First Class Agents Wanted

**Vox-Schallplatten und Sprech-
maschinen Aktien Gesellschaft**

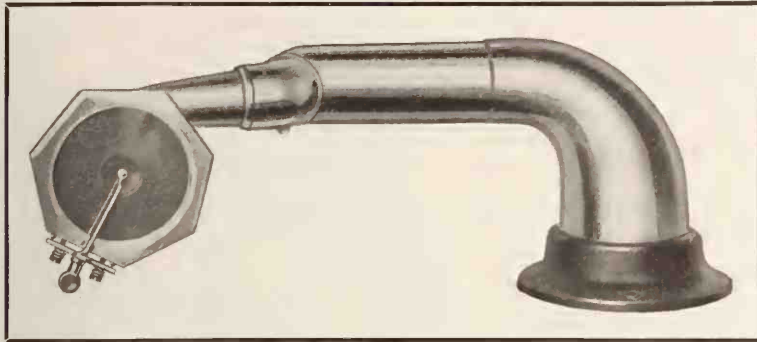
Potsdamer Strasse 4, Berlin W. 9.
(Germany)

Cable Address: Voxschall, Berlin

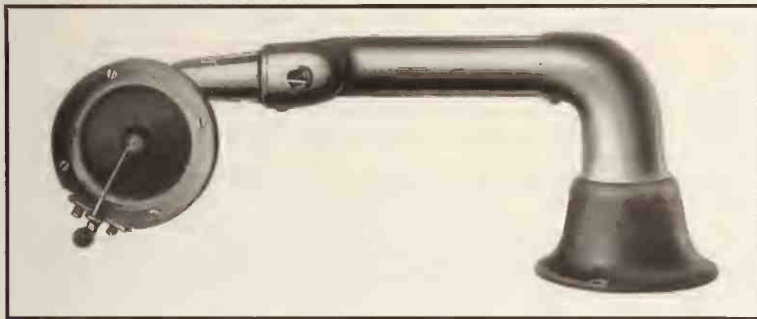
The Sign of  Good Tone Arms

Empire Tone Arms Will Expand the "Empire" of Your Business

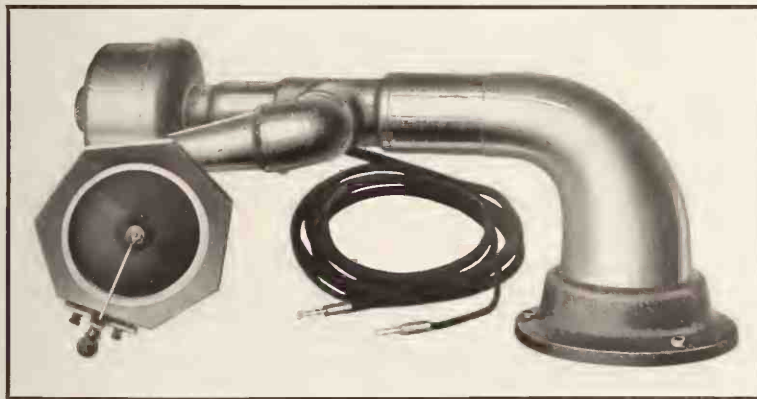
EMPIRE BALL BEARING BASE TONE ARM



EMPIRE NUMBER TEN TONE ARM



COMBINATION RADIO-PHONO TONE ARM



HERE is a quick, easy and very definite way to expand your phonograph business during the next ten months, and that is to equip your instruments at the factory with Empire Tone Arms and reproducers.

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

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

The Empire Combination Radio-Phono Tone Arm will make the finest Loud Speaker it is possible to have out of *any* phonograph.

Comparative tests and prices will convince you that Empire Tone Arms will increase your sales volume.

W. J. McNamara,
President.

Let Us Send You Sample Tone Arms To Test On Your Own Phonograph



EMPIRE PHONO PARTS COMPANY
2261 EAST FOURTEENTH STREET - CLEVELAND



Light on Instalment Dealer's Tax Puzzle

Frank J. Langley, C. P. A. and Income Tax Expert, Clarifies the Problems of Instalment Dealers in Connection With Federal Tax

Recent legislative changes in the income tax laws and contemplated changes bring to the fore the necessity for the proper procedure in reporting profits from time payment sales. The reduction in tax rates in the 1924 revenue law and the impending reductions are most important to the music merchant who sells for the most part on the instalment plan.

In the final analysis profits are not realized until a transaction is closed by cash or its equivalent, hence the talking machine or radio dealer who reports his profits before they are fully realized is at a distinct disadvantage. Government regulations are provided especially so that a merchant selling on time payments is amply protected. A clear understanding of these regulations is very important.

Regulations on Instalment Sales

The Treasury Department regulations governing the sale of personal property (talking machines, radio, etc.) on the instalment plan are as follows: Dealers in personal property ordinarily sell either for cash or on the personal credit of the buyer or on the instalment plan. Occasionally a fourth type of sale is met with in which the buyer makes an initial payment of such a substantial nature (for example, a payment of more than 25 per cent) that the sale, though involving deferred payments, is not one on the instalment plan. Dealers in personal property who sell on the instalment plan usually adopt one of four ways of protecting themselves in case of default: (a) By an agreement that title is to remain in the seller until the buyer has completely performed his part of the transaction; (b) by a form of contract in which title is conveyed to the purchaser immediately, but subject to a lien for the unpaid portion of the purchase price; (c) by a present transfer of title to the purchaser, who at the same time executes a reconveyance in the form of a chattel mortgage to the seller; or (d) by conveyance to a trustee pending performance of the contract and subject to its provisions. The general purpose and effect being the same in all these plans, it is desirable and important that a uniformly applicable rule be established.

The rule prescribed is that in the sale or contract for sale of personal property on the instalment plan, whether or not title remains in the vendor until the property is fully paid for, the income to be returned by the vendor will be that proportion of each instalment payment which the gross profit to be realized when the property is paid for bears to the gross contract price. Such income may be ascertained by

The talking machine business, on account of the instalment selling feature, involves many complicated tax equations, and it is a matter of the utmost importance for retail dealers to make out their tax reports in accordance with the provisions of the law. There have been many instances where talking machine dealers have paid excessive taxes on account of not being thoroughly cognizant of the provisions and intent of the Income Tax Law, and for this reason The World has enlisted the services of a specialist who has had practical tax experience in the talking machine industry. Hence if there are any matters on which you are in doubt, your inquiries should be addressed to the Tax Editor, Talking Machine World, 383 Madison Avenue, New York City.

taking as profit that proportion of the total cash collections received in the taxable year from instalment sales (such collections being allocated to the year against the sales of which they apply) which the annual gross profit to be realized on the total instalment sales made during each year bears to the gross contract price of all such sales made during that respective year.

In any case, when the gross profit to be realized on a sale of personal property has been reported as income for the year in which the transaction occurred, and a change is made to the instalment plan of computing net income, no part of any instalment payment received subsequent to the change, representing income previously reported on account of such transac-

tion, should be reported as income for the year in which the instalment payment is received. The intent and purpose of this provision is that where the entire profit from instalment sales has been included in gross income for the year in which the sale was made, no part of the instalment payments received subsequently on account of such previous sales shall again be subject to tax for the year or years in which received. Where the taxpayer makes a change to this method of computing net income his balance sheet should be adjusted conformably. If for any reason the vendee defaults in any of his instalment payments, and the vendor repossesses the property, the entire amount received on instalment payments, less the profits already returned, will be income of the vendor for the year in which the property was repossessed, and the property repossessed must be included in the inventory at its original cost to himself less proper allowance for damage and use, if any.

If the vendor chooses as a matter of consistent practice to treat the obligations of purchasers as the equivalent of cash, such a course is permissible.

Two Methods of Reporting Income

The Treasury Department regulations give the taxpayer the choice of one of two methods of reporting income from instalment sales. One method permits the taxpayer to treat the entire amount of the sales as the equivalent of cash provided he follows this course consistently. If he chooses this method the entire profit is taxable in the year in which the sales were made. This method presents no difficulties when the books are kept on the accrual basis. Under the same method it is necessary to keep a separate record of the instalment payments on account of instalment sales effected in each year. The dealer should then be able to tell the total amounts received in 1924 on account of instalment sales effected in 1923, 1922, 1921, etc. He will then return as gross profit the proportion of the instalments received on account of instalment sales effected in each year which the gross profit to be realized on the sales made during such year bears to the gross instalment sales made during the year. Under the latter method the dealer must keep a clear record of collections made during 1924 covering instalment sales made during the year 1924 and prior years separately. He must then report as his gross profit on instalment sales such a proportion of these collections as the gross profit to be realized bears to the total instalment sales for each year. This method is generally referred to as the "deferred profits" method.

"Deferred Profits" Method

The first step in the "deferred profits" method is to determine the rate of gross profit on each year's sales. Then classify collections on instalment accounts received during the year 1924, according to the year in which the sales were made. Multiply the amount of collections on each year's accounts by the rate of gross profit for that particular year, and the result is the amount of gross income to be reported from collections during the year.

The amount of gross profit to be reported for the year 1924 would be arrived at as follows:

Year	Instalment Sales	Gross Profit Percentage	Gross Profit
1922	\$20,000	50 per cent	\$10,000
1923	39,000	60 per cent	18,000
1924	60,000	45 per cent	27,000
			\$55,000

The gross profit to be reported for 1924 from instalment sales will be \$55,000.

Where cash and instalment sales are made,
(Continued on page 58)



You'll hear the duplicate of this loud speaker when Gabriel Blows!

The New REMOTRUMPET with heavy duty adjustable unit

Retails for \$15.00

This new loud speaker has controlled volume and the tone values equal anything on the market. The unit is adjustable to meet all broadcasting conditions. All speakers do not work equally well on all sets, but the new Remo does.

THE REMOLA

A solid mahogany cabinet with the wonderful Remo unit.

Retails for \$25.00



Send today for samples
and discounts

THE REMO CORPORATION, Radio Division Meriden, Conn.

"Tune In" on WEAF, New York for the "Hohner Harmony Hour"

*Then "Cash In" on the
Growing Demand for
Hohner Harmonicas*



"If you can hum or whistle, you can play a Hohner Harmonica; so why be content to hum or whistle when you can actually play?"

Briefly, that is the question which millions of people are being asked through Hohner advertising and publicity—a question that is being answered by a world sweep of harmonica enthusiasm and popularity.

In order to stimulate interest in good music and emphasize the possibilities of the harmonica, M. Hohner, Inc., is now broadcasting from Station WEAF, New York, a series of weekly programs and lessons known as the "Hohner Harmony Hour."

On Friday evening of each week, at 8:30 o'clock, a program of high-class harmonica music is presented by skilled performers, ranging from operatic selections to jazz hits and classical compositions to popular melodies. These musical programs are preceded by a five-minute talk on the possibilities of the harmonica by the Publicity Director of M. Hohner, Inc., and are followed by the weekly harmonica lesson, conducted by a recognized expert and instructor.

At the conclusion of each program the radio audience is invited to write for copies of the Free Instruction Book entitled "How to Play the Hohner Harmonica." Needless to say the response is tremendous. Thousands of written requests for the Free Book are received each week, from people in every part of the country. And the steadily increasing sales through Hohner dealers indicate that these people are buying harmonicas in order to take advantage of the free instruction.

This radio broadcasting campaign is but one more evidence of the national sales activity of M. Hohner, Inc., and the increasing co-operation with dealers who sell harmonicas.

Through leading magazines and newspapers; billboards and posters; radio, movie and theatrical performances; professional stars; phonograph records; public school and municipal contests, the Hohner message of music and fun is being broadcast to millions of people in every city, town and village. And the response is being recorded on the cash registers of Hohner dealers.

Why not get in line for your share of the splendid business available in 1925? A Hohner revolving display on your counter and a generous supply of Free Instruction Books will enable you to tie your store to Hohner advertising. Let's get together!

M. HOHNER, Inc., Dept. 72, 116 East 16th St., New York City

Canadian Address: Hough & Kohler, 468 King Street, W., Toronto

*Fascination
Inspiration
Education
Entertainment
Musical
Accuracy*



*Health
Portability
Durability
Convenience
Popularity*

Light on Federal Income Tax

(Continued from page 56)

the dealer must determine accurately the cost of his cash sales and use this cost in arriving at his gross profit on cash sales. This procedure is necessary for the reason that in most instances it will be found that cash sales show a smaller percentage of gross profit than the instalment sales. Where an article is taken in part payment for merchandise sold on the instalment plan, it should be treated as the equivalent of cash, the amount being the allowance at the time of sale.

How to Deduct Operating Expenses

The operating expenses of a dealer engaged in selling merchandise on the instalment plan are deductible in accordance with Section 214 (a), which provides for the deduction of all ordinary and necessary expenses paid or incurred during the taxable year in carrying on any business even though such expenses were for income to be realized in a subsequent year.

When a loss has been incurred and the merchandise has not been repossessed, a deduction for bad debts is permissible to the extent of the cost of the merchandise over the amount collected on the sale. When, however, the merchandise has been repossessed it must be taken into the inventory at its original cost, less a proper allowance for damage and wear, and the total amount collected must be reported as income subject to an adjustment for any profit previously returned as income.

When a dealer receives notes in payment for merchandise he need not treat the notes as equivalent of cash. This would follow where the notes have no readily realizable market value or if discontinued could not be converted except at a substantial loss.

The taxpayer may elect to report his income on the accrual or instalment basis, but once an election has been made he will not be permitted to change to a different basis. In the event that a change is made from one method to another, care must be taken so that the same amount will not be deducted twice nor twice taxed. The balance sheets at the beginning and end of the year must be adjusted to conform with the change. The realized taxable net income should be reconciled with the balance sheets as of the beginning and end of the taxable year. The first step in the use of the deferred profits method is to determine the rate of gross profit on each year's sales according to the principal classes of merchandise as talking machines, records, pianos, radio sets, band instruments, etc.

New Representatives of Acme Battery Charger

CLEVELAND, O., February 7.—The Acme Electric & Manufacturing Co., of this city, manufacturer of the Acme Double Duty radio battery charger, announced recently the appointment of the following factory representatives: Dungan-Sternfield Radio Sales Co., 25 North Dearborn street, Chicago, Ill., and N. F. Andruss, 426 Larkin street, San Francisco, Cal.

R. A. Lais, sales manager of the Acme Electric & Manufacturing Co., states that jobbers and dealers are evincing considerable interest in the Acme battery charger, and that the phonograph trade in particular is well pleased with the sales possibilities of this product. The company is planning an aggressive sales campaign within the next few months, which will include a special form of co-operation for jobbers and dealers in the phonograph trade throughout the country.

Radio Firm Chartered

The Exceltone Radio Mfg. Co., New York, was recently incorporated in Albany, N. Y., with a capital stock of \$50,000. The incorporators are S. Mann, R. Arndt and E. Friberg.

Okeh
and
Odeon
Records

A Complete List of

Okeh and Odeon Distributors

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

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

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

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

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

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

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

CONSOLIDATED TALKING MA-
CHINE COMPANY
2957 Gratiot Ave., Detroit, Mich.

THE RECORD SALES COMPANY
1965 E. 66th St., Cleveland, Ohio

STERLING ROLL AND RECORD
COMPANY
137 W. 4th St., Cincinnati, Ohio

PHONOLA CO., LTD., OF CANADA
Elmira, Ont., Canada

IROQUOIS SALES CORPORATION
210 Franklin St., Buffalo, N. Y.

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

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

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

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

Okeh
and
Odeon
Records

Cheney Phonograph Sales Co. Sleeper Distributor

Cleveland Wholesaler to Cover Greater Part
of Ohio—Retail Agencies Established—Pub-
licity Has Popularized Sleeper Line

Gordon C. Sleeper, president of the Sleeper Radio Corp., Long Island City, N. Y., manufacturer of Sleeper Monotrol radio receiving sets, recently announced the closing of a contract with the Cheney Phonograph Sales Co., of Cleveland, O., as exclusive distributor for the State of Ohio, with the exception of four counties shared in the West with the Music Master Corp., of Pittsburgh, and Hamilton Co. in the South.

The newspaper advertising campaign which is being conducted by the Sleeper Radio Corp. has already included space in the Cleveland Plain Dealer and the Cleveland Press, so the dealers in the territory have become well acquainted with the Sleeper line through the advertisements.

"We are exceptionally pleased with the progress made by the Cheney Phonograph & Sales Co. inasmuch as during the first week of its appointment a number of prominent talking machine dealers in Ohio have taken on the Sleeper line, among them being the McMahon Music Co., Alliance, O.; George C. Wiley & Co., Canton, O.; F. G. Weigan, Barbours, O., and Wickens & Co., Lorain, O.," said Mr. Sleeper.

Larger World Field for American Radio Apparatus

Gradually the smaller countries of the world are awakening to the possibilities of radio broadcasting as a means of entertainment and education, with the result that their governments are beginning to lift the rigid ban against the use of radio apparatus. This awakening offers wonderful opportunities to the American manufacturer, giving him new outlets for surplus production.

The British Government for two years maintained a complete embargo against all foreign apparatus. This has now been lifted and the field is open. Australia is another important field for American apparatus. The Antipodes and South American countries have their radio seasons during the off season in this country. This is due to their location south of the Equator.

An instance of the worldwide interest in radio, even in the smallest countries, is illustrated in the case of Syria, Asia Minor. Prior to January 1 there was an embargo on radio apparatus. This has been lifted. Almost immediately an order for a five-tube neutrodyne set of high price was placed with F. A. D. Andrea. This left by steamer on January 19.

Austria is one of the countries where strict regulations still govern importation of radio apparatus, but despite these handicaps there have been considerable shipments of American-made neutrodyne receivers to that country.

Greetings to Lois P. Russell

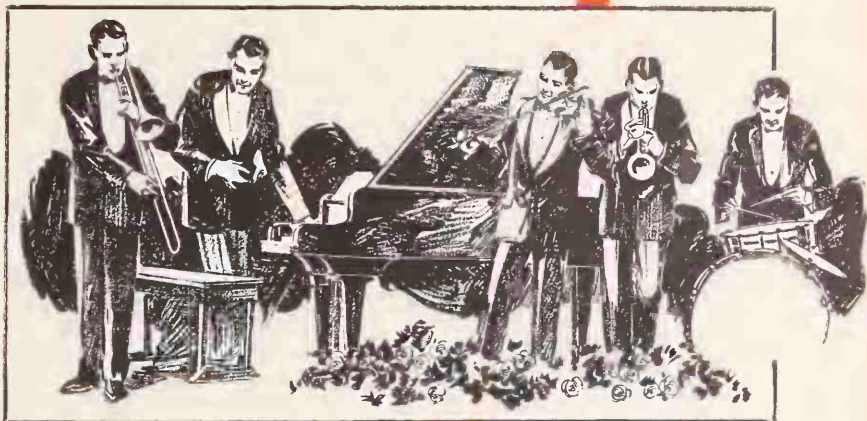
Congratulations are in order! It is a wonderful girl and her parents, Mr. and Mrs. Ames E. Russell, of Troy, N. Y., are delighted. Mr. Russell has long been active in the talking machine trade, and is now associated with the Joseph W. Jones Radio Mfg. Co., Inc., covering upper New York territory. The World presents its greetings to Lois Putnam Russell.

Reduces Capital

The Outing Talking Machine Co., manufacturer of the Outing portables, Mount Kisco, N. Y., recently reduced its capital from \$40,000 to \$30,000.

OKeh

The Record of Quality



Pullin' 'Em Down with

OKeh Syncopators

Heh! Heh! Let your folks
dance to these hits

- 40267 { THERE'LL BE SOME CHANGES MADE Fox Trot OKeh
10 in. .75 Syncopators (Harry Reser, Director)
- HOME BOUND (For Charleston, South Carolin') Fox Trot
Arkansas Travelers
- 40258 { DOO WACKA DOO Fox Trot OKeh Syncopators (Harry
10 in. .75 Reser, Director, with his Reserphone)
- PRINCE OF WAILS Fox Trot Frankie Quartell and His
Melody Boys
- 40231 { ROSE-MARIE Fox Trot OKeh Syncopators (Harry Reser,
Director)
- GOTTA GETTA GIRL Fox Trot OKeh Syncopators (Harry
Reser, Director)
- 40207 { SWEET LITTLE YOU Fox Trot OKeh Syncopators (Harry
Reser, Director)
- TOO TIRED Fox Trot OKeh Syncopators (Harry Reser,
Director)

OKeh Records

Manufactured by

GENERAL PHONOGRAPH CORPORATION, NEW YORK

OTTO HEINEMAN, President

63,000 Thermiodyne Radio Sets for Music Master Corp.

Large Order Placed With This Enterprising Corporation Indicates How This Concern Operates Its Vast Business

The Thermiodyne Radio Corp., manufacturer of the Thermiodyne radio receiver, announced recently that it had received an order from the Music Master Corp., of Philadelphia, for 63,000 sets, with instructions to begin deliveries immediately and complete the order during the year. Constancy in deliveries will be maintained throughout the Summer, emphasizing the enthusiasm of the Music Master Corp in this set. The Music Master Corp, headed by Walter L. Eckhardt, is one of the foremost radio concerns in America, and the order placed for 63,000 Thermiodyne sets is indicative of the vast scale upon which the company works at all times.

The Thermiodyne Radio Corp is achieving exceptional success, and Leo Potter, president of the company, is acquiring control or purchasing outright the several corporations which manufacture the parts used in the assembly of the Thermiodyne. This will assure the company an adequate supply of standard units at all times, and the plant at Plattsburg, N. Y., is now used only for assembling, with the exception of experimental laboratories. The plant will be enlarged shortly to facilitate the greater assemblies which the removal of manufacturing activities to newly acquired manufacturing plants will permit.

Brunswick Hour of Music Proving Sales Stimulator

The Brunswick Hour of Music, consisting of radio programs by Brunswick artists on Tuesday evenings broadcast from stations controlled by the Radio Corp of America, is proving an important element in popularizing both the Brunswick phonographs and records and the Brunswick-Radiola combinations. This is evidenced in a concrete manner by the numerous reports received by the Brunswick Co. from dealers. A case in point is Gilman's, of Bridgeport, Conn., who stated that a customer, an owner of a Brunswick-Radiola, listened in on the Brunswick Hour of Music, and the following day visited the store and purchased \$15 worth of records, most of those selections which had been broadcast the night before.

Another Example of Freed-Eisemann Set Performance

"The broadcasting of athletic events will add to the interest in and support of them," Eddie Collins, famous ball player and manager of the White Sox, recently stated. Mr. Collins is the proud possessor of a certificate of merit, the gift of the Freed-Eisemann Radio Corp., Brooklyn, N. Y., for his achievements in getting London and Aberdeen, Scotland, during the international broadcasting tests. At his home in Lansdowne, Pa., Mr. Collins has received programs from almost every State in the Union, as well as from foreign countries on his Freed-Eisemann receiver.

Heim's New Store Opened

DANBURY, CONN., February 7.—Formal opening of the new establishment of Heim's Music Store at 221 Main street, this city, was held the first of the month. A large number of customers and prospects were present.

The Nact Radio Corp, New York, has been incorporated in Albany, N. Y., with a capital stock of \$10,000. The incorporators are M. and N. Singer and G. Schifer.

Harry Lansell Joins Gross-Brennan, Inc., Sales Staff

Announcement Also Made That Stromberg-Carlson Line Has Been Placed With Prominent Retailers—Other Deals Pending

Gross-Brennan, Inc., of 342 Madison avenue, New York City, manufacturers' representative for a number of well-known radio products, announced recently that Harry Lansell had joined the company's sales organization. Mr. Lansell is well known in the Eastern territory, having been associated with the industry for many years as sales representative for prominent Victor wholesalers, including the Blackman Talking Machine Co. and the Musical Instrument Sales Corp. He was more recently identified with the Nyrad Distributing Co., and in his new post will cover Westchester County and a part of northern New Jersey.

H. A. Brennan also announced recently that the Stromberg-Carlson neutrodyne line had

been placed with two well-known dealers, the True Blue Radio Salon controlled by George E. Brightson and the James McCreery Co., the prominent department store. Mr. Brennan expects to close several other important deals within the next few weeks, details of which will be announced shortly.

Organizes Ballroom Circuit

The ballroom circuit idea, in which orchestras make tours of the leading ballrooms of the country in much the same manner that vaudeville acts appear in a string of theatres, was conceived and planned by Paul Specht, orchestra director and exclusive Columbia artist. The value of the plan is that it relieves the monotony of having only one aggregation of artists at the same post constantly. Mr. Specht is making provision for the opening of a Southern circuit, which the Carolina Club Orchestra will inaugurate. There will be some excellent opportunities for dealers to effect tie-ups in connection with these artists' records.

MELCO SUPREME



"THE MAGIC CARPET"



YOU

tour the world in a night with your MELCO Supreme—a five tube tuned radio frequency Receiver with a unique low-loss Amsco chassis.

Tuned by inductance—not capacitance—it is without parallel for purity and precision of reception. Write for literature.



AMSCO PRODUCTS INC. BROOME & LAFAYETTE STREETS, N.Y.

Nebraska-Buick Co. Is Featuring Thompson Radio

Distributor for Thompson Line Has Opened
Many New Accounts in Its Territory

LINCOLN, NEB., February 7.—Within a short period of five months the Nebraska Buick Auto Co., of this city, well-known in the automotive industry, has achieved exceptional success with the Thompson line of neotrodyne radio receivers and Thompson speaker. The company



Charles Stuart

is distributing these products in its territory and has established important dealer accounts. H. E. Sidles, president of the Nebraska Buick Auto Co., is directly responsible for the company's success in the automobile field, and he has applied these same sound methods to the development of radio business. C. L. Carper, vice-president of the company, is in charge of the radio division, having joined the firm in 1911 and having worked in close co-operation with Mr. Sidles and Chas. Stuart, secretary and treasurer of the company.

The headquarters of the supply and radio division are in Lincoln and the firm maintains branches in Omaha and Sioux City. The territory covered includes Nebraska, eastern Colorado, western Iowa, northern Kansas and Wyoming. Eighteen salesmen travel out of Lincoln and fourteen cover the territory working out of Omaha.

On December 4 the Nebraska Buick Auto Co. established a broadcasting station at Lincoln

with the call letters KFAB, operating on a wave length of 240 meters. The company is building its radio division upon sound progressive lines that insure its permanency and stability. Its buildings in Lincoln, Omaha and Sioux City are among the finest automotive distributing plants in the country, and emphasize the company's success as a distributor of standard quality products.

Darrow Music Co. Holds Annual Sales Conference

House Announces an Increase of 24½ Per Cent
in Volume of Business Over Previous Year—
To Begin Extensive Campaign

DENVER, COLO., February 6.—Twenty-nine representatives of the Darrow Music Co., including those selling in districts outside of Denver, assembled here recently at the annual meeting and banquet of the company at the Adams Hotel. A spirit of optimism prevailed at the Darrow convention, following the announcement that the volume of the company's business in 1924 had been increased 24½ per cent over the preceding year.

Toasts were responded to by R. I. Darrow, assistant manager of the company; Oscar Frazier, manager of the radio department; Miss Hazel Perkins, manager of the phonograph department; Robert Lallar, manager of the music roll department, and Francis E. Tate, Perry Odle, H. H. Stanton and Rutherford Ver Lee, representing outside agencies.

Third District Council to Hold Sixth Radio Show

The sixth annual radio show and convention of the Executive Radio Council, Third District, Inc., Philadelphia, will be held on the Steel Pier, Atlantic City, N. J., April 19 to 23, inclusive. The show will be international in scope and many prominent manufacturers will exhibit. The officials in charge of the exhibition have made arrangements with the United States Army Signal Corps and Air Service to have planes fly over the city and broadcast to the convention, and the Navy has promised to have either the Shenandoah or Los Angeles make a flight over the resort during the period of the convention. A licensed transmitting station will be in operation on the pier at all times.

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

Eskimos Entertained by Brunswick Portables

Several of These Instruments Were Taken to
Far North by Dr. Donald B. MacMillan

The recent Arctic expedition sponsored by Dr. Donald B. MacMillan carried with it several Brunswick portable phonographs and a



Eskimos Listening to the Brunswick

large supply of records. These portables were a source of endless amusement and joy to the Eskimos with whom this expedition came in contact, and several of these machines were left in the far Northern country. The members of the expedition stated that Brunswick portables stood up remarkably well under the strenuous conditions to which they were subjected, and the accompanying photograph depicts a scene in the Far North, with the portable as the center of attraction.

Tunes in on Russia With Stromberg-Carlson Receiver

The first recorded reception of a broadcast program from Soviet Russia in this country is contained in a letter written by John Riehl, a real estate operator of Louisville, Ky., to J. B. Wilkinson, a factory representative in the same city. Mr. Riehl's record was made during the international tests on a five-tube neotrodyne receiver.

His letter has just been made public and is as follows:

"I am sure you will be very much interested in the results I obtained receiving European broadcasting stations with the Stromberg-Carlson No. 1, a neotrodyne receiver.

"On Monday evening, about 10:35 P. M., we heard a station in Scotland. It was a piano solo and was very clear in the loud speaker. On Tuesday night about 10:30 P. M., we heard a musical program from Petrograd, Russia. On Wednesday evening about 10:45 P. M., we got in touch with Berlin, Germany. We heard a gentleman giving a talk in German.

"I am very much impressed with the tone quality and the volume with which the programs were heard.

Yours very respectfully,

(Signed) JOHN RIEHL."

New Jobbers Appointed

The Onondaga Radio Corp., of Syracuse, N. Y., and the Chippewa Radio Corp., of Buffalo, N. Y., have recently been appointed distributors of the Jones Radio Mfg. Co., Inc., of New York City.

White's Music House, Tupper Lake, N. Y., intends moving from its present location in the St. John's building to the corner store in the Hotel Altamount.

A Message to Buyers of Tone Arms

The Oro-Tone Company is now converting the raw metals into finished tone arms and reproducers. This makes it possible for us to specify and actually secure the exact metal mixtures which go into Oro-Tone products and enables us to supply you with the highest grade tone arms and reproducers made to-day with a resultant saving in price.

This special mixture is purchased in ingot form and processed in our own furnaces which results in tone arm and reproducer parts that will actually bend before they will break. This is something unusual in tone arm and reproducer material and opens a new era in this industry.

Several thousand feet of additional floor space are now being added to our factory which will be used as a molding and finishing room. This additional space will accommodate the necessary furnaces, machinery, dies and tools employed in this department and also make it possible to more than double our present production.

By March 1 we will be in position to take on some new accounts and will be very glad to submit samples prior to that time which will enable you to determine the quality of Oro-Tone products.

THE ORO-TONE CO.
1000-1010 George Street
CHICAGO, U. S. A.

BUILDING PRESTIGE FOR THOMPSON DEALERS

Thompson
5 and 6-Tube Radio Receivers
 range in list price from
 \$125 to \$180

THOMPSON RADIO NEUTRODYNE

Thompson
5-Tube Phonograph Panels
 are listed at \$125

Who Distributes Thompson Radio Apparatus?

The Thompson Merchandising Policy is successful in the same proportion as the Thompson distributors are successful in carrying it into effect.

When distributors known for their long experience and strong financial standing undertake to carry out any policy the success of the policy is practically assured. Such distributors enlist the active strength and local influence of only those dealers who can be depended upon to honestly merchandise honest merchandise.

Musical dealers who are building for the future and wish to attain a permanent position in the radio industry can be served by the following musical distributors:

- | | |
|--|---|
| ALBANY, N. Y.
American Phonograph Co.
Albany, N. Y. | PHILADELPHIA, PA.
Louis E. Buehn Co.
835 Arch St., Philadelphia, Pa. |
| BOSTON, MASS.
M. Steinert & Sons,
35 Arch St., Boston, Mass. | PITTSBURGH, PA.
Buehn Phonograph Co.
37 Water St., Pittsburgh, Pa. |
| CHICAGO, ILL.
Wiswell Radio Co.
Mr. Leslie C. Wiswell, Pres.
33 West Kinzie St., Chicago, Ill. | PORTLAND, OREGON
L. D. Heater Co.
357 Ankeny St., Portland, Oregon |
| LOS ANGELES, CAL.
Munson-Rayner Co.
643 S. Olive St., Los Angeles, Cal. | SAN FRANCISCO, CAL.
Munson-Rayner Co.
86 Third St., San Francisco, Cal. |
| MINNEAPOLIS, MINN.
Geo. C. Beckwith,
16 South 5th St., Minneapolis, Minn. | SEATTLE, WASH.
Hopper-Kelly Co.
1421 Third Ave., Seattle, Wash. |
| NEW YORK CITY, N. Y.
Blackman Talking Machine Co.
28 West 23rd St., New York City, N. Y. | TOLEDO, OHIO
Toledo Radio Co.
Mr. Chas. L. Womeldorff, Pres.
143 North 10th St., Toledo, Ohio |
| Aeolian Co.
29 West 42nd St., New York City, N. Y. | |

THOMPSON SPEAKER

With Seven Unusual Features. Now List \$28.00

R. E. THOMPSON MANUFACTURING CO.

30 CHURCH STREET, NEW YORK, N. Y.

"Experience is the Vital Factor in Excellence"

Bosch Magneto Corp. Announces the "Nobattery"

B Battery Substitute Now Being Marketed by
Manufacturer of Electrical Equipment

The American Bosch Magneto Corp., manufacturer of automotive electrical equipment, recently announced the entrance of the company into the radio field with the manufacture of a B battery substitute. The company has for a number of years manufactured electrical devices and equipment and now recognizes the radio industry as one which should merit its attention and prove an excellent market for its new products.

The new product will be merchandised under the trade name of the Bosch "Nobattery" and is designed to eliminate all B batteries by drawing its current directly from the electric light socket. It may be used with any set regardless of the amount of voltage required or number of tubes employed. The Bosch "Nobattery" is described as follows: The current from the electric-light socket enters the primary winding of a specially designed step-up transformer. The secondary winding supplies energy for a set of metallic electrolytic cells in which the alternating current is rectified, becoming a pulsating unidirectional current. By means of a filter system consisting of coils and a block of multi-condensers, the pulsations or ripples are eliminated and the output is a direct current supplied at a steady and unvarying voltage. The whole unit is enclosed in a metal housing with an attractive tabulated dial on the front.

The same guarantee which is given all the products manufactured by the American Bosch Magneto Corp. backs this article, which will retail at a moderate price for the two types, one for use with alternating and the other with direct current.

Enlarge Music Department

SCHENECTADY, N. Y., February 9.—H. S. Barney Co., the large department store, which recently moved into a new establishment, has installed the talking machine department in a much more prominent and convenient location than was enjoyed in the old store. Modern equipment, fine lighting effects and more floor space are among the features that make for the better display and demonstration of machines and records.

Annual Brunswick Record Catalog Being Distributed

Important Reference Information for Dealers
and Their Salesmen Contained in Catalog

The annual record catalog of the Brunswick Co., listing all records released up to January 1, has just come off the press and is being distributed to the trade. The book is compact and attractively bound and contains 174 pages of record reference data. The first few pages are devoted to pertinent information. Under the heading, "Always Something New on Brunswick Records," the Brunswick Co.'s policy of keeping pace with the popular demand is outlined. Next are given some good talking points under the title "A Few Reasons for the Outstanding Popularity of Brunswick Records." Then follows some important information regarding the method of determining the correct speed for playing records.

All records, operatic, concert, popular, etc., are listed alphabetically, with the record number,

size, price and artists. Also in alphabetical order are listed the operas, pronunciations thereof, brief sketches of the story and lists of recorded arias. Light operas, musical comedies, musical reviews and selections are also designated. Other features of the catalog include brief biographical sketches of famous composers and lists of their recorded compositions;

Josef Hofmann

Pianist

Exclusive Brunswick Artist



JOSEF HOFMANN was born in Crakow, Poland. The son of a pianist and Professor of harmony. His father quickly discovered the son's unusual talents and taught him until he was sixteen years old.

At that time, he became the only private pupil the great Anton Rubinstein ever had. He had however, already become an international celebrity through his tours in Russia and America.

For many years Josef Hofmann lived in Aiken, South Carolina, and has been so long associated with Americans and American customs that he is accepted as native born.

He has toured practically all of the countries where the art of music is appreciated, making musical history in New York, Chicago, San Francisco, Paris, London and Petrograd. In each he has been acclaimed as one of the greatest pianists of all times and has been by popular acclaim elected to the New Hall of Fame. New York critics have long placed him in the fore of the highest rank of musicians.

No.	HOFMANN RECORDS		Size	Price
15046	Gavotte	Gluck-Brahms	10	\$1.50
	Murmurs of the Forest	Liszt		
50023	Hungarian Rhapsody No. 2—Part I	Liszt	12	2.00
	Hungarian Rhapsody No. 2—Part II	Liszt		
15046	Murmurs of the Forest	Liszt	10	1.50
	Gavotte	Gluck-Brahms		

Brunswick Artists in the New Hall of Fame

Facsimile of One of the Brunswick Catalog Pages

sketches of the careers of leading Brunswick artists, together with photographs and lists of recordings; pronunciations of artists' and composers' names and opera titles; list of Brunswick artists; record titles are cross-indexed many times to facilitate quick reference. Brunswick artists in the New Hall of Fame, with portraits, sketches of careers and recordings, are listed in a special gold-colored section.

Seeks Plan to Determine Who Is to Pay for Broadcasting

The contest held under the auspices of the American Radio Association on the question "Who is to pay for broadcasting and how?" was recently completed with a prize of \$500 being awarded to H. D. Kellogg, Jr., of Haverford, Pa. The winning plan calls for the public to pay for broadcasting by means of a tax being placed on each vacuum tube and crystal bought by the consumer. The plan detailed how the life of the tube is commensurate with the service rendered and the fact that but a few concerns are manufacturing the tubes would allow of a consistent check-up. It was further suggested that a government bureau of broadcasting be created to administer the funds realized.

Myers Radio Corp., Wilmington, Del., has been incorporated at Dover, Del., to manufacture radio apparatus with a capital stock of \$15,000,000.

HARDWARE

for

RADIO and PHONOGRAPH CABINETS

LID SUPPORTS

CATCHES

CONTINUOUS HINGES

NEEDLE CUPS

BULLET CATCHES

STOP HINGES

INVISIBLE HINGES



WEBER-KNAPP CO.

JAMESTOWN, N. Y.

A Mass Market

ready to buy a good portable



Here's your Portable Swanson Jr.

\$25.00 List
(In Far West \$27.50)

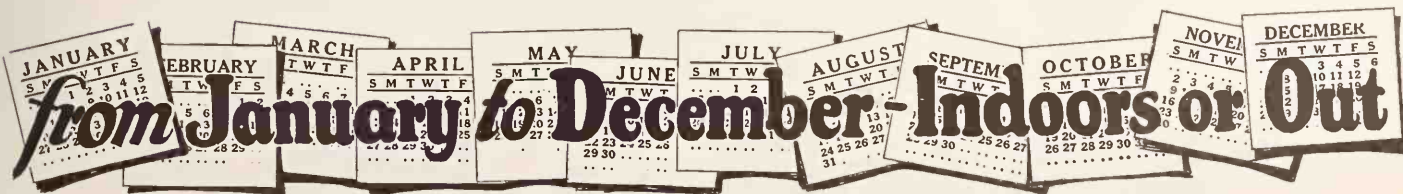
Has the strength and tone quality of cabinet machines. A value that amazes!

Weight, 12½ lbs. Case measures 12¾ by 11 by 6½".
Most compact portable phonograph on the market.

Distributors of the Swanson Jr. Portable

- Atlanta A. J. Wismer, 218 Barnett St.
- Buffalo Wm. A. Carroll, 803 Bramson Bldg.
- Chicago: Lyon & Healy, Wabash Ave. and Jackson Blvd.
Cheney Talking Machine Co., 24 N. Wabash Ave.
Consolidated Talking Machine Co.,
227-229 W. Washington St.
- Cincinnati Columbia Distributors, Inc., 224 W. 4th St.
- Cleveland Record Sales Co., 1965 E. 66th St.
- Detroit Consolidated Talking Machine Co.,
2957 Gratiot Ave.
- Kansas City Artophone Corp., 804 Grand Ave.
- Minneapolis Consolidated Talking Machine Co.,
1121 Nicollet Ave.
- New Orleans Junius Hart Piano House,
123 Carondelet St.
- New York City General Phonograph Corp., 15 W.
18th St.
- Portland, Ore. L. D. Heater, 357 Ankeny St.
- Richmond, Va. ... Richmond Hardware Co., 101 S. 14th St.
- San Francisco L. D. Heater Co., 420 Ninth Ave.
- St. Louis Artophone Corp., 1103 Olive St.

Some exclusive territory still open for reliable jobbers. Write or wire



Consolidated Talking Machine Co.

227-229 West Washington St.

Chicago, Illinois

Broadcasting Programs and Dealer Tie-Ups Stimulate Record Sales in Toledo

All Music Stores in City With the Exception of Two Now Handle Radio—Brunswick Publicity Through Artist's Appearance—F. W. Gumaer Appointed Columbia Representative

TOLEDO, O., February 7.—The first month of the year produced a nominal talking machine business in this market. Radio, however, is able to record an increase over the corresponding period of last year. Hence the total business carried on by both departments amounts to a substantial figure. January has seen radio installed in every music house in the city save two. In most stores it is merchandised as part of the phonograph section. Then, the Brunswick and Victor broadcasting programs are arousing the greatest interest in the recorded music sung by the artists.

Brunswick Dealers Tie Up With Keith Theatre

The Keith Theatre appearance of the Brunswick artist, Milcent Mower, was capitalized by the department to the extent that a Brunswick

used in the act was given prominent stage display. The record derby designed to interest the sales girls in selling more records is proving a consistent sales builder. Cash prizes are given for sales aggregating a certain figure.

Music stores are co-operating in a generous manner to make the local automobile show a success. Tires, miniature autos, posters and the like are shown in windows along with phonographs. Also machines and radios are used to add to the setting for automobiles at the show.

H. J. Reeves Optimistic

At the Lion Store Music Rooms, talking machine and radio volume exceeded the total for January 4 last year, according to Harry J. Reeves, manager. Consequently, for the next two or three months sales are expected to maintain a high average here.

Radio demand centers around the Atwater Kent sets, H. Lochmiller stated. While Kennedy, RCA, and the Brunswick, Victor and Pooley combinations are favored by a growing clientele.

Featuring Radio Adaptable "Talkers"

At the J. W. Greene Co. the radio adaptable Victrola is exploited in floor and window exhibits in connection with noted artists in miniature figures. In addition to Cheney and Brunswick machines and combinations the Atwater Kent, Zenith, Magnavox, Thompson neotrodyne, RCA are dealt in here. The Sleeper Monotrol is also on exhibition here. The store has recently added a radio service truck to its equipment. Customers are given thirty days' free radio service. Calls, however, are limited to a certain number.

Inquiries Show Interest in Phonographs

The Goosman Piano Co. reports many phonograph lookers. Persons are especially interested in the Vocalion and Starr consoles. The new Harmony Columbia is also a popular model. Louis Rae, manager, believes that the call for machines will gradually quicken from now on. G. Franklin is a new member of the sales staff here. James M. Ervin, of the Adler Mfg. Co., maker of the Royal phonograph, visited the trade the past week.

Going After Foreign Record Sales

The United Music Store, foreign record specialist, has added considerably to its French following through the new releases in French of "I Love You," "Linger Awhile" and "Every Night I Cry Myself to Sleep Over You." Then the new Spanish waltzes and songs, also the German band selections are scoring. Many Germans leave a standing order for new numbers. In fact, the foreign record buyer is usually an enthusiastic booster for new discs, according to Harry L. Wasserman, proprietor. The store is embarking upon a series of radio cartoon windows. The background panel is 5x7 ft., figures done in theatre style are made to say, "buy a radio and listen to the wonderful concerts every night." The first of the series sold a number of outfits, it is said. The foreigner is beginning to interest himself in radio.

F. W. Gumaer New Columbia Representative

The Columbia Phonograph Co. has appointed Fred W. Gumaer representative for the Toledo territory. He will call on dealers in southern Michigan and northern Ohio. S. S. Larmon, manager of the Cleveland branch of the house, was in Toledo the past week introducing Mr. Gumaer to the trade.

The Talking Machine Shop added to its record sales by exploiting the local engagement of Mischa Levitzki, Columbia artist, when he appeared in concert the latter part of January at the Rivoli.

Frazelle Co. Adds Sonoradio

The Frazelle Piano Co., Vocalion, Columbia and Sonora dealer, has lately added the Sono-

radio to its line. Frank H. Frazelle, president, stated concerts and home demonstrations will be a feature of radio merchandising. Windows and newspapers will be used in connection with outside solicitors to introduce this service.

Successfully Pushing Radio

The Whitney-Blaine-Wildermuth Co. is meeting with success in exploiting the Atwater Kent, Federal radio and talking machine combinations, Henry C. Wildermuth, treasurer, stated. Radio buyers here usually make large down payments and do not ask for extreme terms.

Grinnell Bros. will shortly have an announcement to make regarding its local radio policy.

Open New Crosley Station With Fine Musical Program

New Super-Power Station Is First Remotely Controlled Transmitter—Powel Crosley, Jr., Dedicates WLW With Short Talk

CINCINNATI, O., February 6.—The new super-power station WLW, operated by the Crosley Radio Corp., was formally opened and dedicated on January 27, with a program of unusual merit. The station is located at Harrison, O., twenty-five miles from the studios and auditorium of the Crosley Corp. Telephone lines connect the studios and the station. Powel Crosley, Jr., president of the Crosley Radio Corp., officially opened the station with a short talk. Fritz Reiner, director of the Cincinnati Symphony Orchestra, conducted an orchestra of fifty men in five selections. Other artists who appeared included Dan Beddoe, Robert Alter, Queen City and Lyric Male Quartets, the Selinsky Quintet, Western and Southern orchestra, Minor Instrumental Trio, and Harry Lange and Keefer-Kocher orchestras.

Crowds of notables in the radio industry and trade were present at the studios. Scores of telegrams and messages of congratulation were received during the evening. The station is using 1,500 watts until permission is granted by Washington to increase the power further.

Firm of Al Finger Chartered

The firm of Al Finger, Brooklyn, N. Y., was recently incorporated at Albany to manufacture radio sets, with a capital stock of \$10,000. The incorporators are S. Finger, S. Saltzman and J. Morgan.

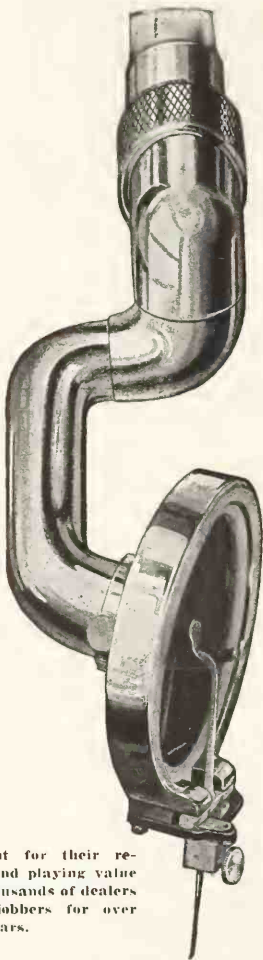
Mr. Edison Man:—

Never Say

"KAN'T," say "KENT"

The KENT No. 1

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



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

Write for catalog of complete line



Reg. U. S. Pat. Off.

F. C. KENT CO.

Irvington, N. J.

ACME BATTERY CHARGERS 1925 Closed Models



Type AB-120

A charger for both A and B Batteries.

Charges "A" battery 2.5 ampere rate. No fusing when charging 100 volt "B" battery, lead or Edison—in series—at 100-250 milli-ampere rate.

This is the type of charger that is demanded by owners of the better receiving sets.

Price—2.5 amp. size (minus bulb), \$16.50.

Bulb—\$4.00. Liberal discounts.

Also made in 6 amp. size with or without meter.

Sell Acmes for satisfaction and profits.

Distributors wanted. Write for our proposition.

The Acme Electric & Mfg. Co.

1350 Hamilton Ave

Cleveland, Ohio

LATHAM

Safeguard Your Reputation and Investment

The past season has brought forth a multitude of radio receivers and accessories; some good and some not so good. You are constantly being called upon to stock and use your influence to introduce to the public these new items. Perhaps your past experience has been of sufficient value to enable you to tell the good from the bad. However, the best judgment of all of us is none too good at times.

Our five years experience in the radio business has lead us to the definite decision that concentration of sales effort on a limited number of representative lines nationally advertised and judiciously distributed through representative dealers of the better class is the proper policy to pursue.

- Radio Corporation of America**
- Atwater Kent Manufacturing Company**
- Freed-Eisemann Radio Corporation**
- Pooley-Atwater Kent Combination**

Can there be any question in the mind of the retail dealer as regards the outstanding display of activity which has featured the above lines this season?

Can there be any question that each of these lines represents the best the market affords in their respective field?

Can there be any doubt but that these lines represent a sufficient assortment to meet the demand of the most discriminating purchaser?

Should there be any doubt in the mind of the dealer as to which lines to handle?

Concentrate your purchases of radio receivers with one representative distributor and avail yourself of the wholehearted support and service which must be the result and appreciation of such concentration.

Complete information, literature, window display material and other sales helps pertaining to the above lines are yours for the asking.

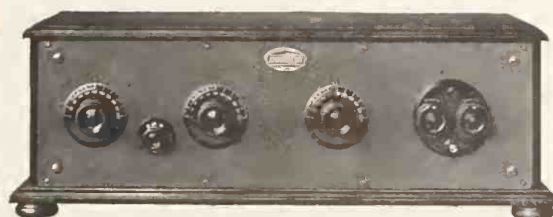
E. B. LATHAM & CO.

550 Pearl Street

New York, N. Y.



Radiola Super VIII



Atwater Kent Model 20 De Luxe



Freed-Eisemann Model NR-20 equipped with FE-150 Console

NEW YORK

Short Terms and Cash Feature Sales Throughout the Cincinnati Territory

Healthy Tone of Business Cause for Much Optimism—Radio Aids Record Sales—Ohio Dealers' Meeting—Intense Local Interest in Brunswick Music Memory Contest—Other News

CINCINNATI, O., February 2.—Sellers of talking machines report satisfactory business for the past month, with a much better volume of sales than was expected. One gratifying feature of business is this: The number of requests for long deferment of credits is getting less, and the number who buy for spot cash or on short time is growing. It is thought that dealers who try to shorten up their credit periods can do so to a very great extent if they will go about the matter in the right way. Money is more plentiful than it ever was before.

Those who sell talking machines differ in their opinions as to whether radio is hurting their business. Some claim that it is reducing the amount of money spent for machines and records, but those who have gone deep into the matter think otherwise. In the first place, these state, the combination radio-talking machine is increasing receipts for initial outfits, and, in the second place, it is helping to sell phonograph records for the talking machine side of their outfits. "People hear a piece of music they like over the radio, and as they cannot pick it up again at will they buy a record of it, so they can play it on the machine when they want to do so," argued one dealer.

Radio Aiding Gennett Record Sales

C. D. Wickermeyer, of the Richmond, Ind., establishment of the Starr Piano Co., which is now producing Gennett records in three laboratories, who was recently in Cincinnati, attending to matters in connection with the new recording laboratory here, does not think that the radio is going to do the talking machine business any harm. In an interview he stated that instead of hurting the sale of records the radio is promoting them, through advertising them. As an example of the benefit of radio publicity he pointed to the Gennett record, "It Ain't Gwine to Rain No Mo'," produced by Wendall Hall. "The great publicity acquired by that record through being broadcast caused it to become a top-notch seller," stated Mr. Wickermeyer, "and many other records have gained popularity in the same way."

The Cincinnati Gennett laboratory is now running "full blast," most of the records being

catalog numbers, but some of them being personal ones. Cincinnatians are quite proud of the fact that it now is a "record-producing" city, regarding this as a great addition to its musical laurels. On January 20 records were made by the Hotel Sinton Orchestra, under the leadership of Mr. Lange, who for three years was pianist for the Paul Whiteman Orchestra. W. M. Purnell is in charge of this laboratory, which is located on the fourth floor of the Starr Piano Co.'s building at 27 West Fourth street.

Ohio Dealers' Meeting

Dealers in talking machines are extremely hopeful that the recent meeting of the Ohio Music Merchants' Association, complete details of which appear elsewhere in this issue, will bring about a decided betterment in merchandising conditions. Otto Grau, of the Grau Piano Co., presided at the gathering. Wm. J. Beckel, manager of the Grau phonograph department, was also present.

Brunswick Music Memory Contest Scores

Cincinnatians are very much interested in the "Music Memory Contest" which the Brunswick-Balke-Collender Co. announced in full-page newspaper advertisements, and which started February 3. This is a unique method of tying up talking machines and talking machine records with radio and combination instruments. Every Tuesday night during February and succeeding months there will be broadcast from stations WJZ, WRC and WGY selections by Brunswick artists of the New Hall of Fame. Persons who identify selections and artists will be given prizes, the first prize being \$1,000, with intermediate rewards down to \$50, there being forty in the latter class. Contest blanks, it is announced, may be secured from Brunswick dealers.

E. P. Cooper a Busy Retailer

Edw. P. Cooper, proprietor of a prosperous talking machine store at 810 Madison avenue, Covington, Ky., which is regarded as a part of Greater Cincinnati, stated that during the holidays his sale of phonographs was about the same as his sale of radio, but now the radio is moving a little faster than the phonograph. Mr. Cooper's store is a very live one, undoubtedly due to the fact that he is a "live wire"

himself. When asked how he stimulates his business and keeps it so "pepped up," he said: "We keep music before the people all the time. If there is a fair or any other public gathering of that nature, we always offer the use of one of our talking machines, and we see that it is kept busy."

Reverting to the subject of radio, Mr. Cooper said: "There is no doubt in my mind that radio materially increases the sale of talking machine records. For instance, we have a local broadcasting team called 'The Doherty Melody Boys,' who have made a great hit. Lots of radio fans after hearing them come in and buy records of pieces they have broadcast. This is fine advertising for us, and it does not cost a cent." When asked about general business conditions he said that they have been improving right along. "In the last four months of 1924," he stated, "we sold more expensive talking machines than we ever sold before in a like period of time."

Udell Works Bring Out Radio Speaker Consoles

Two New Types Introduced Either in Two-tone Walnut or Mahogany Finish

The Udell Works, of Indianapolis, manufacturer of furniture and cabinets for the music trade, has announced a line of console loud-speaker tables for the music dealers. Two styles have been placed on the market at the present time in either two-tone walnut or mahogany and are of the following specifications.

The No. 731, which is a combination table with loud speaker enclosed, is twenty-nine inches high, eighteen inches deep and thirty-eight inches wide, with space in the rear for batteries and a rounded space in the front of the cabinet to allow the party to sit in front of the set with comfort and tune the receiver. The No. 732 has the same dimensions but is of different style, having a different type horn and a drawer in which to place the phones, plugs, etc.

Freed-Eisemann Set in Erin Tunes in on U. S.

A prize for the greatest long distance reception in a program from Station KDKA, under the auspices of the C. A. Verner Co., was awarded to Mrs. W. E. Hickie, of Kerry, Ireland. Mrs. Hickie listens in regularly on American stations, using a Freed-Eisemann receiver with five tubes.

Amsterdam Firm Remodels

The music store of Alonzo Wilkes, Amsterdam, N. Y., recently was completely redecorated and remodeled. The record racks were moved to the front of the store and the foreign record business, which has grown considerably, has been relegated to a special department.

The talking machine section of the Stone & Thomas department store, Wheeling, W. Va., was discontinued on January 17, and the entire stock of Victrolas and records purchased by the Burkham & Stamm Co., of that city.

Okeh Records

give you greater sales because

Everything essential for the best music has been put into their recordings.

Dance and vocal hits are anticipated and ready when the big demand comes.

Backing every Okeh and Odeon record is the good-will of a large buying public.

We want new and enthusiastic dealers
Tie up with our proposition and see
what a record-breaking business is like

Wholesale Phonograph Division

STERLING ROLL and RECORD CO.
137 West 4th Street CINCINNATI, OHIO

STYLUS BARS

Stylus Bar & Mfg. Co.

Clague Rd.

North Olmsted OHIO

Gold Medal

five—sixty

RADIO RECEIVER



5-tube Tuned Radio Frequency

The Gold Medal "Five-Sixty" is a five tube radio receiver employing 2 stages of tuned radio, detector and 2 stages of audio frequency. It is scientifically built, each part being thoroughly tested individually before assembling, and undergoing as a second test, a rigid examination as a complete unit.

The "Five-Sixty" is supersensitive and tunes out local broadcasting so that distant stations come in loud and clear. Once logged, these stations come in at the same place on the dials, day in and day out, without fail. The Gold Medal Receiver is guaranteed to perform perfectly for one year, providing the manufacturer's seal is unbroken.

\$60⁰⁰

Regular Phonograph Trade Discount

DISTRIBUTORS — TERRITORIES NOW BEING SUBDIVIDED TO ACCOMMODATE MUSIC TRADE DISTRIBUTORS. COMMUNICATE WITH US AT ONCE. YOUR TERRITORY MAY BE OPEN.

Manufactured and Guaranteed by the

Gold Medal Radio Corp.

22 East 21st Street

New York, N. Y.

A. M. Nicolson Heads Grimes Research Staff

Former Research Engineer of Western Electric Co. Takes Charge of Important David Grimes, Inc., Radio Research Activities

David Grimes, Inc., New York City, manufacturer of the Grimes Inverse Duplex radio receiving sets and other electrical devices, announced the acquisition of Alexander McLean Nicolson as head of its research laboratories. Mr. Nicolson was formerly research engineer of the Western Electric Co. and he will direct all of such activities in the Grimes organization.

Mr. Nicolson is a man of exceptional qualifications. He is a graduate of colleges both here and abroad, including the School of Applied Science of Harvard University, a Chartered Electrical Engineer of London and a member of the Institute of Electrical Engineers and the American Physical Society. Besides his activities in the scientific and commercial world Mr. Nicolson is an educator and is well known for his lectures before scientific societies and universities on the Piezo-electric effect which was the result of his war work and discoveries in that field.

His research and development of Thermionics (radio tubes) is a department in which he has many patents. In this particular phase of radio development he undoubtedly will bring to the Grimes organization some important contributions.

Mr. Nicolson predicts many changes in the present radio art and the improvements and perfections that his organization will work out will undoubtedly add materially to the widespread acceptance of radio in all its phases. In the Grimes organization he will have exceptional laboratory facilities and a substantial appropriation to carry out his ideas which in their present form have already proved most feasible.

Records by Highlanders Made for Okeh Library

Twelve Records Made by Scotch Highlanders Band at St. Petersburg, Fla.—Long Trip to Make Recordings More Than Justified.

ST. PETERSBURG, FLA., February 7.—The series of twelve records which were made by the Royal Scotch Highlanders band for the General Phonograph Co. to be released under the Okeh label were completed recently. R. S. Peer, director of recording for the General Phonograph Corp., and C. L. Hibbard supervised the making of the records, which included "Joy to the World," "Songs of Scotland," "Coconut Dance," "Virginia Skedaddle," "Divertissement Espagnol," "La Paloma," "Old Timers' Waltz," "The Nightingale and the Frogs," "Woodlark, Cuckoo and Frog," "Forget Me Not," "The Sunny South" and "The Glad Girl."

Mr. Peer and Mr. Hibbard expressed themselves as delighted with the manner in which the recording progressed. This is the furthest that an Okeh recording crew has traveled from New York, but the trip has already been justified, according to Mr. Hibbard, who stated that the sale of the records just made will determine whether or not more records will be made by the Scotch Highlanders Band.

Burdine's T. M. Dept. Opened

MIAMI, FLA., February 5.—The talking machine department of Burdine's department store was formally opened recently with appropriate ceremonies. Jan Garber's Orchestra, recording artists, which is playing the season at Coral Gables, played selections which they had recorded and which were enthusiastically received. The department is attractively decorated in a home atmosphere with soft rugs and candle bracket lights and neat cabinets. A complete line of talking machines and radio is carried.

Liberty Electric Corp. Appoints Gotham Jobbers

Silas E. Pearsall to Cover Music Trade and H. B. Shontz, Electrical Dealers, in Interest of Battery Chargers and Other Products

The Liberty Electric Corp., 342 Madison avenue, New York City, manufacturer of the Ful-Wave battery charger and other electrical products, has appointed H. B. Shontz, 161 West Sixty-fourth street, New York City, as its distributor for the electrical trade, and Silas E. Pearsall, the well-known talking machine jobber, as distributor for the music trade.

The Ful-Wave battery chargers have been sold to consumers through retailers for several months past and have given the utmost satisfaction. The product is to be given a further introduction not only through additional retail outlets, but its popularity is to be supplemented by a newspaper advertising campaign.

H. B. Shontz, one of the distributors for the Ful-Wave battery charger, is not only widely known as an electrical distributor, but his name is quite familiar to many radio enthusiasts through the fact that he gives talks twice weekly on battery chargers to radio owners through station WHN, New York.

The Ful-Wave battery charger is made in two models of both "A" and "B" batteries. The "A" battery is also available for the use of charging automotive batteries of six volts. In the latter it is not necessary to remove the battery from the car, the charger is simply placed upon the running board and the terminals are hooked up to the battery terminals as in charging a radio "A" battery.

Before presenting the Ful-Wave battery charger to the public the manufacturers tested it thoroughly. Each charger goes through a series of inspections and is sealed at the factory and is accompanied to the consumer by guarantee.



THE SYMBOL OF SERVICE

CONTINENTAL

"New York's Leading Radio House"

Service—Aids Success

The success of your business depends to great extent on the kind of service you receive from your jobber. Just as in your own trade, your reputation and prestige is built only by the service you give your customers.

The success we have achieved is largely based, we believe, on a policy which we intend to maintain and still further develop. It is Service, Real Service for the Dealer. The success of our business depends on our Dealer Service, the success of your trade is a real jobber service and the service you offer your prospective customers.

Let's all work together and help attain that high standard of real success. Write us and become acquainted with our Service.

Wholesale Distributors only

Distributors for:

- | | |
|------------------------------|--------------------------------|
| Alden Mfg. Co.
("Na-ald") | Lopez Low-Loss Tuner |
| Allen Bradley Electric Co. | Manhattan Electric Supply Co. |
| American Transformer Co. | Mitchell-Rand |
| L. S. Brach | R. Mitchell & Co. ("Se-ar-de") |
| Cornish Wire Co. | Mueller Electric |
| Crosley Radio Corp. | Multiple Electrical Products |
| Chaslyn Co. | National Carbon (E. R. Batt) |
| Como Apparatus Co. | Pacent Electric |
| Daven Radio | Premier Electric |
| Diamond State Fibre | Radio Corp. of America |
| Dubilier Cond. & Radio Corp. | Sterling Mfg. Co. |
| Eby Mfg. Co. | Testrite Inst. Co. |
| General Radio | U. S. Tool Co., Inc. |
| Jewell Elect. Instrument | Ward-Leonard |
| Colin B. Kennedy | Western Electric Co. |
| King Electric | Weston Electrical Inst. |

CONTINENTAL RADIO & ELECTRIC CORPN.

Fifteen Warren Street

New York, U. S. A.

2095-Q

Cleveland Trade Making Plans for a Year of Energetic Promotion of Sales

Northern Ohio Music Merchants' Association Changes Name to the Music Club and Enlarges Membership Scope—Columbia Sales Representatives Meet—Other Important Activities

CLEVELAND, O., February 7.—With the first month of 1925 passed, talking machine and radio interests in the Cleveland district are about squared away for their drive for new business this year. A considerable amount of revamping of organizations, of establishments and of methods has been planned during the last few weeks.

Merchants' Association Now "Music Club"

An important step has been taken with the January meet of what was the Northern Ohio Music Merchants' Association. By common consent of members from all branches of the trade the name of the Association has been changed to the Music Club. Instead of monthly business meetings, social gatherings, at noon, will be held twice a month, the first of these being early in February. The aim of the Club will be to spread the propaganda of music. Dan E. Baumbaugh, May Co. talking machine department manager, was re-elected president of the reorganized body. Vice-presidents are M. O. Mattlin, Knabe Warerooms; I. H. Buescher, the Buescher Co. Grant Smith, Ohio Musical Sales Co., is treasurer, and Rexford C. Hyre, secretary. Directors for one year include R. L. White, White Music Co.; R. E. Taylor, Starr Piano Co.; W. G. Bowie, Dreher Piano Co.; Arthur Leopold, Leopold Furniture Co.; K. C. Staley, Wickens Co.; for two years, Elsie Baer, M. O'Neil Co.; O. C. Muehlhauser, Muehlhauser Bros. Piano Co.; H. Kellogg Day, Day's Music House; Louis Meier, the L. Meier & Sons Co.; Helen F. Liddicoat, the Buescher Co.

New Brunswick Accounts

In connection with the development of radio in the retail field, the opening of the Brunswick department at the Knabe Warerooms and Ampico Studios, one of the leading piano establishments on Piano Row, is significant. In the case of the Knabe the entire first floor and windows were given over to the showing during opening week. Another entry into the Brunswick division is the Flanagan Furniture Co., Rochester, which likewise takes on the entire line of both phonographs and Radiolas.

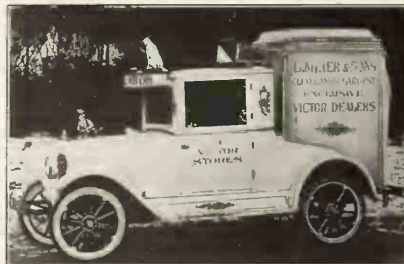
Cleveland T. M. Co. Remodeling

Carrying out still further its thought for dealer aid, the Cleveland Talking Machine Co.

is completing the remodeling of its entire establishment. Greater efficiency in department operation will be the immediate result. More important, however, is the plan for special showrooms, wherein every Victor model will be displayed all the time.

Publicity Through Unusual Truck

Among the individual efforts to attract public attention the effort of the L. Meier & Sons Co., Victor dealer, appears unusually worth while.



L. Meier & Sons' New Truck

It may be remembered that Louis Meier, head of this firm, was the originator of the Victrola truck. Comes now a second truck, of more modest proportions, this time in white and gold, and similarly equipped as was the first one. The giant Victrola cabinet, especially designed for this purpose, will hold the largest Victrola made.

Columbia Representatives Meet

The annual meeting of sales representatives covering the respective territories of the Cleveland Columbia branch was conducted by S. S. Larmon, Columbia branch manager. Representatives came from Detroit, Buffalo, Toledo, Columbus and Cleveland. Reports of the members indicated that the Master Works Series of records is one of the most important business building features that Columbia has yet developed. So keen is the interest of dealer and distributor alike in these records that a friendly sales contest to last through February has been staged, in which the Columbia representatives will take part.

Important Personnel Changes

Among the changes in personnel announced by leading factors in this territory is the ap-

pointment of W. H. Gobeille to the Cleveland Columbia branch, of which S. S. Larmon is manager. Mr. Gobeille takes the place vacated by Dan Des Foides, who has assumed management of the Columbia foreign record department in New York. Paul Coleman takes charge of the Columbia record department here, coming from Detroit. L. J. Comer, who has been in charge at Toledo, takes over the Buffalo district. Fred W. Gumaer has been appointed by Manager Larmon to the Toledo district.

Changes at Brunswick headquarters include the appointment of G. M. Jensen to the Rochester field; H. J. Hemingway to cover towns about Cleveland; C. W. Markham as special representative working out of Cleveland.

Edison Tone-Tests Score

So successful has the tone-test program developed by the Phonograph Co., Edison distributor, proved during January in the Cleveland district that it will be repeated during February in the Cincinnati territory. This is the decision of both Edison dealers and the Phonograph Co. executives, following the enthusiasm expressed by audiences who have attended these events in this district during the month. No less, however, is the enthusiasm of the dealer element. The event was booked by two dealers in Cleveland and by Edison retailers in Willoughby, Bedford, Painesville, Barberton, Canton, Massillon, Alliance, Chagrin Falls, Elyria, Lorain, Sandusky, Port Clinton, Genoa, Elmore, Kenton, Kent, Greenville, Pa., and Grove City, Pa.

Another reflection of the increased interest in the music itself that is made possible with the phonograph is shown in the increase in January Edison record business over similar first-month-of-the-year business. Demand has surpassed all previous January demands, according to E. S. Hershberger, secretary, and much of this is coming from established trade.

Stores Open Evenings Get Business

Reports gleaned by the Cleveland Columbia branch executives here on the value of keeping stores open evenings include results by F. S. Weigand, Barberton, and Joseph Axlerod, Canton. Both decided to keep their stores open evenings. At Weigand's, on the first night, \$26 worth of records was sold to one customer alone, and another customer bought \$18 worth of records. At Axlerod's one customer bought \$22 worth of records. Locally the L. Meier & Sons Co. is keeping open evenings and getting new machine and record business.

Cheney Sales Co. Sleeper Distributor

Another step forward in radio develops this month with the acquisition of the Sleeper-Monotrol line by the Cheney Phonograph Sales Co., which will have exclusive distribution in Ohio. During the last two weeks a combined advertising campaign, in which dealers established since the first of the year figured, was used by the Cheney to herald the introduction of the new line, and this will be followed consistently through the year as other dealers are added.

Co-operation on the part of the manufacturer and the Cheney Phonograph Sales Co. will prove of value to the trade. Full-page advertising in newspapers serving this territory and the establishment of a permanent service department are part of the program. The former will use the names of dealers, twenty-five already having been appointed in this district, and the latter will be available to dealers in every detail, even to following the sale into the home of the consumer if need be.

Brunswick Music Memory Contest

Brunswick dealers, through the Cleveland headquarters territory, will probably be able to create more new business through the Brunswick Hour of Music contest than through any other medium yet created for their benefit. This is the opinion of executives at Cleveland headquarters, following the heavy ordering of contest blanks and records by artists who will do the broadcasting. Locally, and throughout the Cleveland territory, Brunswick dealers had prepared to entertain large numbers in every establishment.



Dulce-Tone Links the Talking Machine's Faithful Reproduction to Radio

EVERY part of the talking machine which contributes to faithful, clear, undistorted reproduction in playing records is utilized in Dulce-Tone radio reception. No parts are removed. From tip of needle to mouth of horn, the original "balance" is maintained.

Dulce-Tone is the ideal link between the talking machine business and the rapidly expanding profits of radio. A large volume of Dulce-Tone sales is easily attained. Price complete with phone cord \$10.00 (In Canada, \$14.00).

THE TEAGLE COMPANY, 1125 Oregon Ave., Cleveland, Ohio
Canadian Distributor: The Otto Higel Co., Ltd., Toronto

Dulce-Tone

Retail price complete, \$10
(In Canada \$14)



Quality is quickly recognized

One woman telegraphed her order when this advertisement appeared

SHE wanted four of the Columbia Masterworks Sets. Another customer bought \$56 worth of these famous records from a Columbia Dealer. Another \$70. Reports like these show how eager the lovers of the symphony type of music are to get the Columbia Fine Art Series of Musical Masterworks in album sets.

Have you heard these records or sent for information regarding them? If you haven't, you should do so at once. The sooner you stock and push the Columbia Masterworks Sets the sooner you will realize what wonderful sales-makers they are. Where you formerly sold one classical record, you will sell from three to five easily. New and profitable customers will be coming to your store.

Write or wire today for information. Better still, go to the nearest Columbia distributor and hear these records. See how attractively they are assembled in album sets. Effective sales aids are available. Columbia Phonograph Co., 1819 Broadway, New York.

Fine Art Series of Musical Masterworks

SYMPHONIES

Masterworks Set No. 1

BEETHOVEN—SEVENTH SYMPHONY
By Felix Weingartner and London Symphony Orchestra. In nine parts—five double disc records. Complete with permanent record album—\$8.75.

Masterworks Set No. 2

BEETHOVEN—EIGHTH SYMPHONY
By Felix Weingartner and London Symphony Orchestra. In seven parts—four double disc records. Complete with permanent record album—\$7.00.

Masterworks Set No. 3

DVORAK—SYMPHONY "FROM THE NEW WORLD"
By Halle Orchestra, conducted by Hamilton Harty. In ten parts—five double disc records. Complete with permanent record album—\$8.75.

Masterworks Set No. 4

MOZART—SYMPHONY IN E FLAT, NO. 39
By Felix Weingartner and London Symphony Orchestra. In six parts—three double disc records. Complete with permanent record album—\$5.25.

Masterworks Set No. 5

TSCHAIKOWSKY—SIXTH SYMPHONY (PATHETIQUE)
By Sir Henry J. Wood and New Queen's Hall Orchestra. In eight parts—four double disc records. Complete with permanent record album—\$7.00.

CHAMBER MUSIC

Masterworks Set No. 6

BEETHOVEN—QUARTET IN C SHARP, OPUS 131. By Lener String Quartet, of Budapest. In ten parts—five double disc records. Complete with permanent record album—\$8.75.

Masterworks Set No. 7

HAYDN—QUARTET IN D MAJOR, OPUS 76, NO. 5. By Lener String Quartet, of Budapest. In six parts—three double disc records. Complete with permanent record album—\$5.25.

Masterworks Set No. 8

MOZART—QUARTET IN C MAJOR, OPUS 465. By Lener String Quartet, of Budapest. In eight parts—four double disc records. Complete with permanent record album—\$7.00.

MISCELLANEOUS RECORDS OF CHAMBER MUSIC AND OPERA

FINE ART SERIES OF MUSICAL MASTERWORKS



Complete symphonies and chamber music works made by world-famous musicians of Europe
Columbia Album Sets of imported recordings

HERE for the first time are offered complete recordings of the great symphonies of Beethoven, Mozart, Tchaikovsky and Dvorak. They were recorded for Columbia by orchestras famed throughout the world—the London Symphony Orchestra, under Felix Weingartner, New Queen's Hall Orchestra, under Sir Henry Wood, Halle Orchestra, under Hamilton Harty.

These immortal works are superbly interpreted and given in beautiful completeness. Nothing necessary to carry out the musical thought of the composer has been cut from a single score. And every subtle mood and emotion as expressed by the music is transmitted to you with marvellous clarity through these wonderful Columbia Records.

These records are as far ahead of the usual record as the Stradivarius is superior to the ordinary violin. They have registered every faintest pulsation of music—music which reproduces in the true tones of the instruments of the orchestra. Woodwinds, strings, basses and percussion instruments blend into a harmonious whole, but the characteristic quality of each is reproduced with remarkable fidelity.

Musical experts who have listened to these London recordings are most enthusiastic in their praise. Never, they say, have they heard phonograph music to equal this.

If you are fond of good music, you will find your favorite symphonies among the ones listed here. There is the beautiful "Pathetique" of Tchaikovsky, the popular "New World" and Beethoven's glorious "Seventh". In addition, there are complete recordings of three of the most famous major works of chamber music, incomparably interpreted by the Lener String Quartet, of Budapest.

For Christmas—as a gift to the friend of musical tastes who appreciates the best, nothing could bring greater happiness than one or two of these new Album Sets.

BEETHOVEN—SEVENTH SYMPHONY
By Felix Weingartner and London Symphony Orchestra. In nine parts—five double disc 12-inch records.
Masterworks Set No. 1
Complete with record album—\$8.75

BEETHOVEN—EIGHTH SYMPHONY
By Felix Weingartner and London Symphony Orchestra. In seven parts—four double disc 12-inch records.
Masterworks Set No. 2
Complete with record album—\$7.00

DVORAK—SYMPHONY "FROM THE NEW WORLD"
By Halle Orchestra, conducted by Hamilton Harty. In ten parts—five double disc 12-inch records.
Masterworks Set No. 3
Complete with record album—\$8.75

MOZART—SYMPHONY IN E FLAT, NO. 39
By Felix Weingartner and London Symphony Orchestra. In six parts—three double disc 12-inch records.
Masterworks Set No. 4
Complete with record album—\$5.25

MOZART—QUARTET IN C MAJOR, OPUS 465
By Lener String Quartet, of Budapest. In eight parts—four double disc 12-inch records.
Masterworks Set No. 8
Complete with record album—\$7.00

BEETHOVEN—QUARTET IN C SHARP MINOR, OPUS 131
By Lener String Quartet, of Budapest. In ten parts—five double disc 12-inch records.
Masterworks Set No. 6
Complete with record album—\$8.75

HAYDN—QUARTET IN D MAJOR, OPUS 76, NO. 5
By Lener String Quartet, of Budapest. In six parts—three double disc 12-inch records.
Masterworks Set No. 7
Complete with record album—\$5.25

TSCHAIKOWSKY—SIXTH SYMPHONY (PATHETIQUE)
By Sir Henry J. Wood and New Queen's Hall Orchestra. In eight parts—four double disc 12-inch records.
Masterworks Set No. 5
Complete with record album—\$7.00

DVORAK—SYMPHONY "FROM THE NEW WORLD"
By Halle Orchestra, conducted by Hamilton Harty. In ten parts—five double disc 12-inch records.
Masterworks Set No. 3
Complete with record album—\$8.75

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By Sir Henry J. Wood and New Queen's Hall Orchestra. In eight parts—four double disc 12-inch records.
Masterworks Set No. 5
Complete with record album—\$7.00

COLUMBIA PHONOGRAPH COMPANY
1819 Broadway, New York

Please send free copy of booklet, "The New Columbia Fine Art Series of Musical Masterworks."

Name _____
Address _____

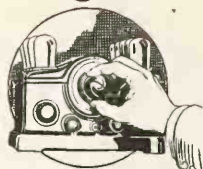
Columbia
PHONOGRAPHS AND NEW PROCESS RECORDS

Columbia

PHONOGRAPHS AND NEW PROCESS RECORDS



Farrand Godley Single "NINE"



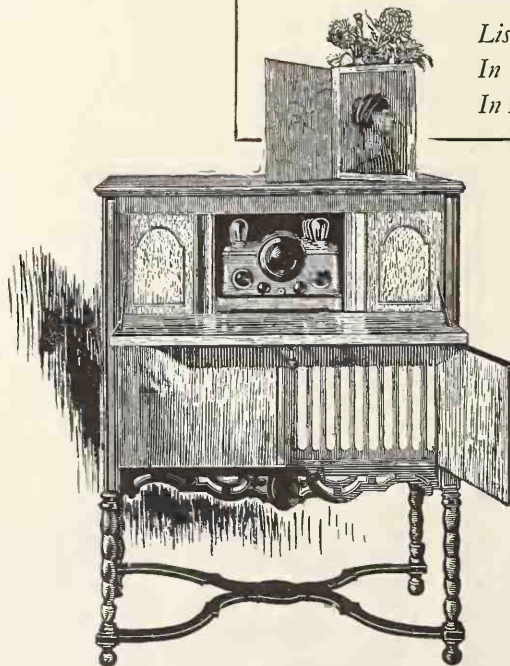
In APPRECIATION and in APOLOGY

THE great, nationwide response to the presentation of the Farrand-Godley Single Nine, is a source of much gratification to us. Our inability to meet this demand to date, is cause for keen regret and sincere apology. However, with a product so wholly identified with quality, it is but natural that its early production be limited.

In voicing our thanks to those many hundreds of dealers and distributors for the interest already shown, we desire, likewise, to convey our assurance that new selling territories will be opened as rapidly as increased production permits. Just as soon as this condition arrives, you will be notified accordingly. Meanwhile, we ask your further indulgence.

FARRAND MANUFACTURING CO.
Incorporated
28 South Sixth Street Newark, N. J.

List Price . . . \$195
In Table Cabinet 235
In De Luxe Cabinet 375



*Rapidly Increasing
Production to Meet an
Overwhelming Demand*

WE are now rapidly opening up new selling territories for the Farrand-Godley Speaker—its production being far more flexible than that of the Receiver—and soon will be able to cope with a demand which has been nothing short of overwhelming.

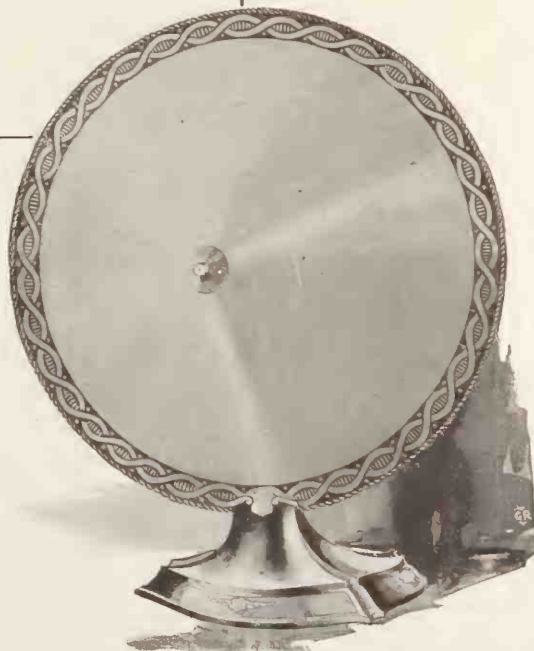
We ask both dealer and distributor to bear with us a short while longer, assuring them of adequate future production to meet their every need.

While it is our purpose to maintain our original sales policy—Farrand representation to embrace *both* the Receiver and the Speaker—present inequality of production obliges us to supply Farrand-Godley Speakers independently, until Receiver production is further increased.

FARRAND MANUFACTURING CO.
Incorporated
28 South Sixth Street Newark, N. J.

LIST PRICE
\$32.50

*Farrand
Godley*
SPEAKER



THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL

Sonora dealers have the right merchandise at the right prices to meet the largest demand. Whether it be phonograph or radio-phonograph, there is a Sonora model to exactly meet your customers' tastes and pocketbooks. A few outstanding Sonora values are shown below. Let us tell you more about the Sonora line. Write today.



Saginaw
\$100



Sonoradio
242
\$235.



Serenade
\$150



Sonoradio
241
\$475



Queen Anne
\$250

SONORA PHONOGRAPH COMPANY, INC.

279 Broadway New York City
 Makers of Sonora Phonographs, Sonora Radio Speakers, Reproducers and Sonoradios.

Sonoradio 242, manufactured by an authorized sub-licensee of Independent Radio Manufacturers, incorporated under Hazeltine Neutrodyne Patents No. 1,450,080 dated March 27, 1923, and No. 1,489,228, dated April 1, 1924, and other patents pending.

Export and Canadian Distributor:

C. A. RICHARDS, Inc.
 New York City

Important Trade Activities Feature the Month in the San Francisco Territory

Sherman, Clay & Co. Re-elect Officers at Annual Meeting of Stockholders—Carrying Charge Plan of Music Trades Association of Northern California to Replace Interest Adopted by Trade

SAN FRANCISCO, CAL., February 5.—The month of January in this territory was satisfactory to dealers, with radio receivers being just as much in demand as they were the previous month. Records are selling in good quantities. There are also good indications of better demand for talking machines. Many dealers attribute this to the influence of the radio, people desiring to have in their possession records of the selections which please them when heard via the air route.

Sherman-Clay Officers Re-elected

The annual meeting of the stockholders of Sherman, Clay & Co. was held on January 20. Although no report of the company's operations for the past year was given, it was understood that another year of great success has been added to the company's fine record. The present board of directors was re-elected and they in turn re-elected all the officers. They are: Leander S. Sherman, chairman of the board of directors; Philip T. Clay, president; Fred R. Sherman, vice-president; F. W. Stephenson, secretary; Andrew G. McCarthy, treasurer. The foregoing officers, with Mrs. A. L. Clay and H. L. Crawford, form the board of directors.

Dealers Adopt Carrying Charge Plan

The report, recently submitted by a committee of the Music Trades Association of Northern California, recommending a carrying charge instead of interest, has been unanimously adopted. This action was taken only after one hundred dealers, in central and northern California, had written to headquarters of the Association to endorse the change. Shirley Walker, president, speaking of the change, said that the Association is now preparing to send out printed sheets giving directions to the dealers on how to use the carrying charge system properly. These sheets explain tersely how the carrying charge is to be added where payments are deferred on the sale of phonographs, radio, band and orchestra instruments. The scale is given and an illustration of a sale on a carrying charge plan is shown: "A customer buys a talking machine on ten months' time for \$150, paying \$30 down—the balance remaining is \$120. The carrying charge for ten months' contract is five per cent, or \$6, making a total of \$126. The salesman makes out the contract for a total of \$156, the down payment to be \$30, and the balance at \$12.60 per month for ten months."

Use Records to Entertain Radio Fans

In its broadcasting station KFUL uses Vocalion records and a Cheney phonograph, the program being arranged by the Munson-Rayner Corp., distributor of Vocalion records for this territory. The officials of the station have received hundreds of letters from talking machine and radio dealers who tell how the plan is proving of great assistance to them. Hitherto the hours from 9 to 11:30 a. m. have had nothing on the air and dealers had been unable to make test installations or give demonstrations. The new station makes the mechanics and radio experts who install sets for music houses and other dealers able to work during normal hours. This station is conducted by the Willard Storage Battery Co. and is on the air during the morning hours. It depends entirely on phonograph records for its entertainment.

Emporium Reports Good Business

A special drive sale of talking machines was held recently at the Emporium under the direction of manager Charles Mauzy and was most successful. Twelve salesmen were added to the regular staff and even with this augmented sales force it was with difficulty that the trade was handled. Commenting on the results of the drive, Mr. Mauzy states that people have

not lost interest in talking machines, but it is noticeable that the expensive models are not selling as freely as formerly. He also adds that the record business is continuing in splendid shape.

Kennedy Line Proves Popular

Although the Munson-Rayner Corp. has handled radio for but a few months, this department has grown steadily and is now ahead of some of the old established lines and is progressing steadily. The Kennedy line is proving especially popular with model No. 5 in most demand. L. E. Grogan, formerly manager of the radio department of the Kimball-Upsam Co., of Sacramento, recently joined the staff of the Munson-Rayner Corp. He has had several years experience in the radio trade, which the San Francisco dealers should find valuable.

Safeguard Legislative Interests

The usual crop of bills, aimed at the installment houses of the State, is understood to be all ready for presentation to the legislators at Sacramento. Dealers individually seldom have time to watch over their own legislative interests, and here is where team association work is able to head off trouble for dealers. A directors' meeting of the Music Trades Association of Northern California was held last Tuesday, and there was discussion of a number of bills coming up in the legislature. Speaking after the meeting of its results, Shirley Walker, president of the Music Trades Association of Northern California, said that the Association is following the matter closely and its representatives will be in Sacramento, when their presence is needed, later in the Spring.

T. Kennedy, Jr., Promoted

Thomas Kennedy, Jr., who recently joined the staff of the Eagle Radio Co., Newark, N. J., has been advanced to assistant to Albert B. Ayers, sales manager of the company. Besides his special qualifications in the sales field Mr. Kennedy is an expert in radio, which naturally adds to his value in his new activities.

Files Bankruptcy Petition

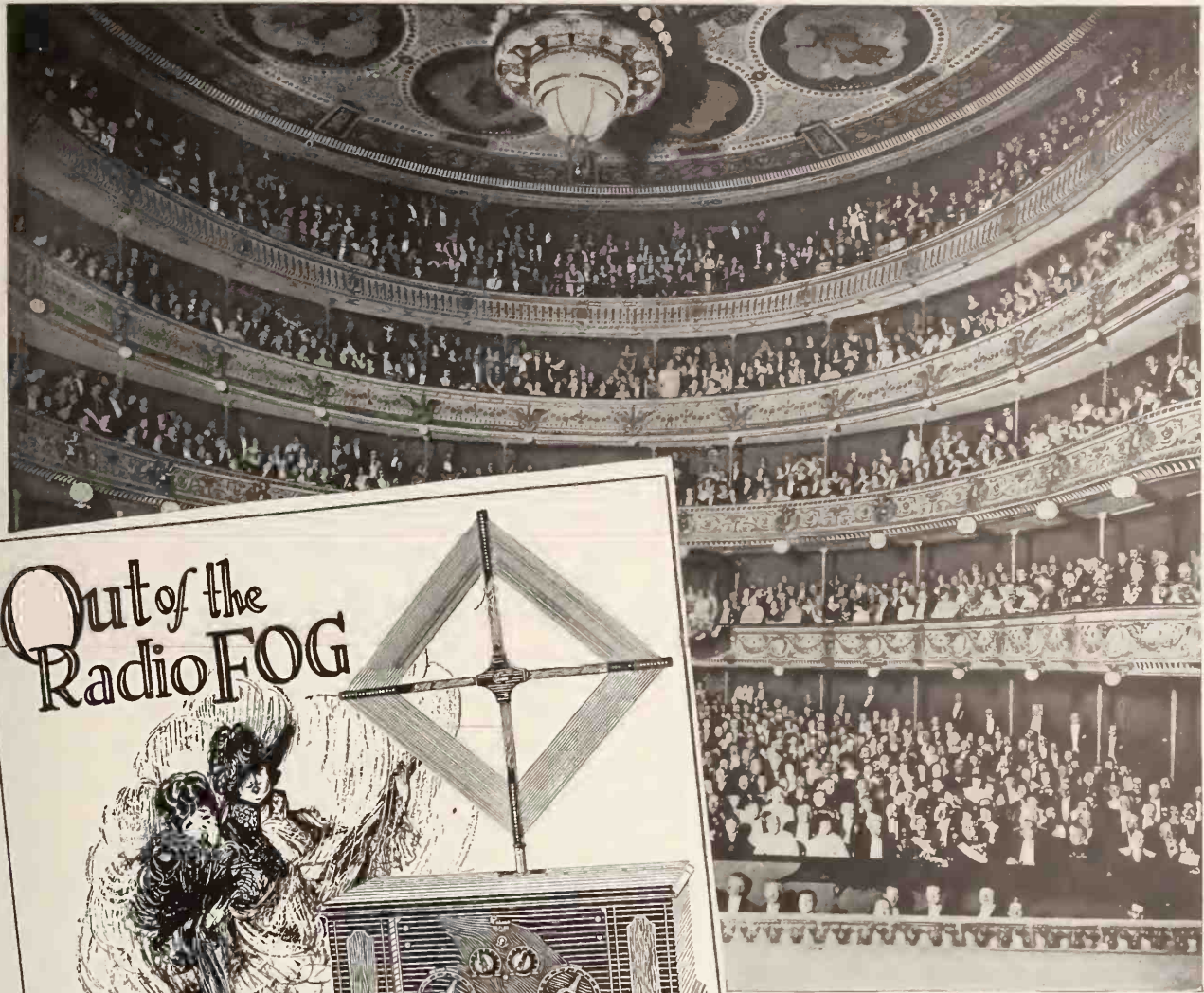
The Good Luck Talking Machine Co., New York, recently filed a petition in bankruptcy, with liabilities of \$5,473 and assets of approximately \$3,050.



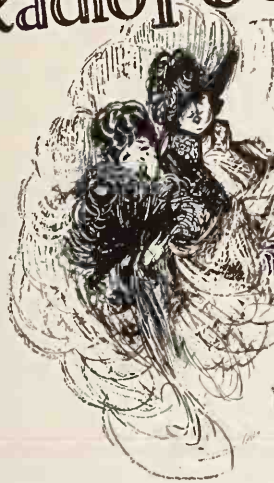
Cohoes Envelope Co., Inc.

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

Home Office
 and Factory
 COHOES, N. Y.



Out of the Radio FOG



A great receiver
for the VOICES of the Great
Priess
TRADE MARK
THE CONCERT GRAND of RADIO

A Five-Tube—Reflex Circuit—Loop Set
 NOW that you may hear McCormack, Bori, Chaliapin, Elman and the hosts of the great—on the air—you want something more than the ordinary receiver.

You want these great artists without the fog of radio sounds to mar their perfect purity and tonal beauty.

The PRIESS was designed for this exacting requirement by the nationally-known creator of the reflex radio system.

The PRIESS Teloflex detector retains the liquid purity of the original sound without added tube or battery noises. The five tubes operate on the reflex system giving seven-tube volume and distance capacity.

Indoor loop eliminates static from outdoor aerial and enables you to operate the set anywhere.

Simple two-dial control. Solid brass malloy panel. Two-tone walnut cabinet.

\$145 as illustrated

\$225 in rich console with concealed loop

Any PRIESS dealer will demonstrate it in your own home if desired. Write or phone for booklet if there is no PRIESS dealer near you.

PRIESS RADIO CORPORATION

695 Broadway

Telephone Spring 4841

New York

A New Audience Numbering Millions Awaits This New Set

Created by William H. Priess, originator of the Reflex system.

The millions of opera goers, concert enthusiasts and music lovers who demand SUPER performance from RADIO and will accept nothing else, are the great, new, profitable markets you can cultivate and sell with the super performance of this new set.

Table and console models

Dealers catering to a quality clientele are invited to write for further details.

PRIESS RADIO Inc.

695 Broadway, New York

ONE OF A SERIES OF CONSUMER ADVERTISEMENTS NOW APPEARING

Encouraging Gains in Milwaukee Field

Favorable Indications Create Optimism—Yahr & Lange Add to Lines—Starr Headquarters in Chicago Handling Local Territory

MILWAUKEE, Wis., February 7.—The talking machine business has been quiet during January, although figures for the month will probably run even with or a little ahead of last year. The first two weeks of the month were quiet, but there was marked improvement during the latter part of the month which both jobbers and dealers found very encouraging. The record business has been very active throughout the month according to all reports.

"Business is as good as last January," stated Fred E. Yahr, of Yahr & Lange, wholesalers for Sonora in Wisconsin and Michigan. "While talking machines are not as brisk as they might be, the demand for radio is helping to swell the volume of our music department for the month." The demand for both Sonora phonographs and the Sonoradio is increasing.

Distributing True Blue Tubes

Upon his return from a trip to New York during the first part of January, Mr. Yahr announced that Yahr & Lange had taken over exclusive distribution of True Blue radio tubes of the Brighton Laboratories, Inc., in Wisconsin, Michigan and Illinois. By the end of January several thousand tubes had already been sold, and had created a great deal of favorable comment among the dealers.

The number of dealers to add radio is increasing, according to Yahr & Lange. Among the new accounts to handle the Ware line this firm mentions the Record Service Shop, one of the most prominent music shops of Sheboygan, Wis., the Lyric Music Co. of Milwaukee, and the Noll Piano Co., also Milwaukee, which has taken on the Ware cabinet style radios.

De Forest Radio Sets in Demand

That the radio business has been quiet during the month of January was reported by David M. Kasson, manager of the Interstate Sales Co., which is controlled by the Badger Talking Machine Co. Mr. Kasson states that enough business is coming in so that the month could not be termed poor, but it has not been up to expectations. The greatest demand has been for De Forest sets, Mr. Kasson said. A recent Milwaukee visitor who called at the office of the Interstate Sales Co. was J. E. Dunham, recently appointed De Forest representative in this territory, who travels out of Chicago headquarters.

Business Can Be Secured, Says C. Lovejoy

"I have been getting business during the past month, but I have had to work for it," declared Carl Lovejoy, Brunswick representative. "It has not been coming in as easily as it did during the preceding few months. Some of the retailers have been complaining about their end of the business. During the last week of the month I talked with a number of retailers, and

The Oro-Tone Company,
Chicago, Illinois.

Gentlemen:—

We want to acknowledge receipt of your letter explaining the mode of recording on the record plates with the #100 Oro-Tone recording, reproducing and radio attachment and for the record you sent to us. Your message on the record you sent to us is fine and has done us a lot of good. In fact it is a living proof that the 3 in 1 Oro-Tone attachment will do all that is claimed for it.

Please mail us at once two hundred envelope stuffers so we can send to every Edison owner a message telling them what can be done with the Edison and the Oro-Tone 3 in 1 attachment. We would also like to have a matrix or electrotype of the attachment for newspaper advertising.

We can not tell you how delighted and how much pleasure and fun this Oro-Tone reproducing attachment is giving us. We thank you for the interest you have taken in this small matter which shows that the Oro-Tone Company are ace high and do back up their goods.

With our very best wishes, we are

See Advertisement of the #100 on this page

Very truly yours,
LEVY FURNITURE COMPANY

they state that there is no reason why business should not be good. There has been so much said about taxes and about the usual slump in January, and it has an effect upon the salesman, but the business is there if people go after it.

"Our business in Milwaukee has been mostly in Brunswick-Radiolas and higher priced machines," he continued, "but out in the State they are still selling Brunswick phonographs. The Radiolas are selling too. The record business has been very good during January because a number of very good selections have come out during the month. Several of them have been featured at local theatres, and that has helped to move them. Tie-ups on the part of Brunswick dealers by means of newspaper advertising and window display cards helped to make sales."

Visitors to Badger T. M. Co.

A number of visitors of interest to the trade were in Milwaukee during the past month, and called at the offices of the Badger Talking Machine Co., Victor jobber. C. L. Egner, manager of the Victor traveling department, spent a short time here. Walter Garlan, of the Victor export department, passed through Milwaukee on his way to Japan, where he will spend a year in the interests of the company. H. C. Campbell, formerly associated with the Victor jobber in Japan, has now been made Wisconsin representative for the Victor Co., according to the local Victor jobbers. S. W. Goldsmith, vice-

president of the Badger Talking Machine Co., has left for Florida, where he will stay until April. M. M. Kirschbaum, manager of Donaldson's music department at Minneapolis, made a short visit in Milwaukee. C. L. Spencer, of the Pearsall Co. of New York, was another January visitor.

Local Starr Distribution From Chicago

The Milwaukee office for the distribution of Starr pianos and phonographs and Gennett records in Milwaukee and Wisconsin has been closed, and these lines are now being distributed out of Chicago, according to information given out in Milwaukee. Alfred F. Keifer, who has been in charge of the local office, is now traveling for the company over a large territory which includes all of Wisconsin and parts of Michigan, Indiana, Illinois and Minnesota. He is making his headquarters at his home in Milwaukee on Seventh street.

Good Zenith Publicity

Zenith radios received a great deal of favorable publicity in Milwaukee as a result of an address made before a large dinner meeting of the Izaak Walton League in this city by Capt. Donald B. MacMillan, arctic explorer. On his last trip to the polar region Capt. MacMillan included a Zenith set in his equipment, and many interesting experiments were made while the expedition was near the pole. Capt. MacMillan commented on the fact that reception

(Continued on page 75)

Records on the Edison—Plays All Records on the Edison



Makes the Edison
A Radio Loud
Speaker

No. 100 3-in-1
Edison Attachment

Order Sample on
30 Days' Approval

List Prices

Nickel \$8.50
Gold or Ox..... \$10.50

Complete outfit consists of attachment, recording horn, recording needle and one blank record for recording.

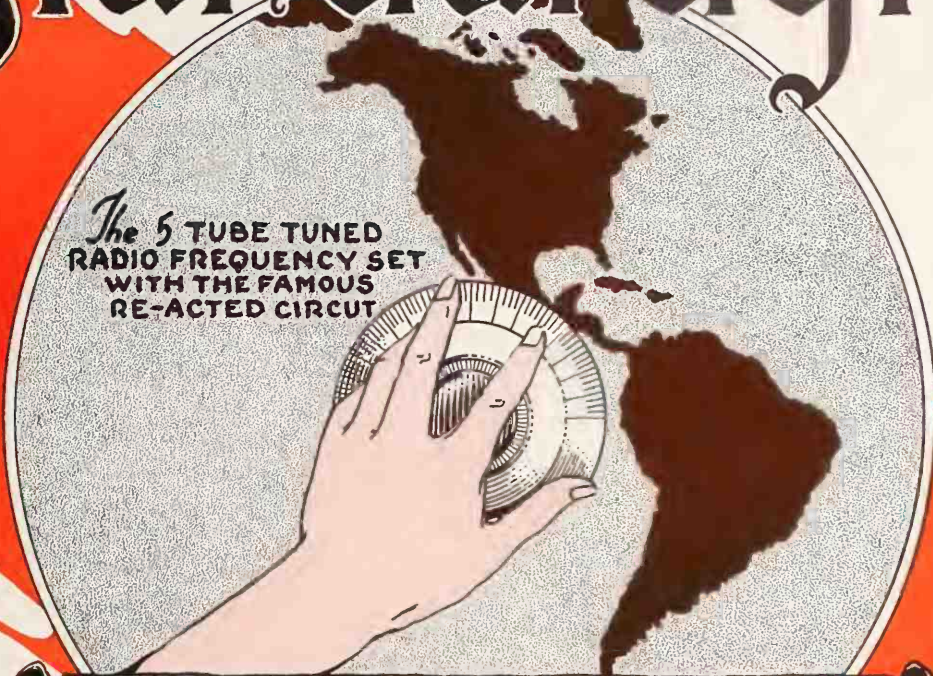
THE ORO-TONE CO.
1000-1010 George St., Chicago, U.S.A.



Plays All Records from 6 to 12 inch on the Edison
Producing Loud Rich Tone

Standardyne

The 5 TUBE TUNED
RADIO FREQUENCY SET
WITH THE FAMOUS
RE-ACTED CIRCUIT



THE WORLD AT YOUR FINGER TIPS.



Without Accessories



Without Accessories

Delighted owners of Standardyne Radio Sets all over the country look forward every night to the pleasure of listening to Far Distant Stations. And they are never disappointed.

Standardyne Distance Performance is always dependable.

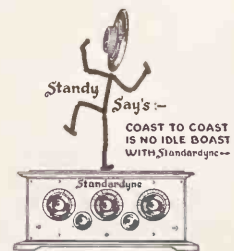
That's why hundreds of Standardyne fans are added to the rapidly growing list of pleased owners each week.

Write today for information and literature regarding distribution in your territory, to

Standard Radio Corporation,
41 Jackson Street,
Worcester, Mass.

These owners appreciate a set which couples with Dependable Distance Performance, rare beauty of cabinet design, complete lack of annoying distortion and noise, selectivity which eliminates the undesired station immediately, and volume clear and strong.

MANUFACTURED BY
The Standard Radio Corporation
WORCESTER, MASS.
~ USA ~



was splendid during the arctic night, but that contact with the outer world was lost when the sun returned.

The J. B. Bradford Piano Co., exclusive Milwaukee dealer for the Zenith, used his appearance as the basis for special newspaper advertising, and some very good results are expected. While in Milwaukee Capt. MacMillan was the guest of Hugh W. Randall, president and general manager of the Bradford Co.

Planning 1925 Radio Exposition

At a meeting of the Wisconsin Radio Trade Association, held in Milwaukee, it was decided that the 1925 radio exposition under the auspices of the Association would again be held in November. Following the meeting it was announced that N. C. Beerend had been selected executive secretary of the organization and would be manager of the next exposition.

Interesting News Gleanings

William J. Pearson, formerly of Berkeley, Cal., has announced plans for going into the radio business in Racine, Wis., and has already opened a retail store at 321 Main street.

Articles of incorporation have been filed by the American Radio Equipment Co. of Milwaukee, a concern to deal in radio supplies. The company is capitalized at \$50,000. Incorporation papers were signed by E. Smart, E. Shea and C. Weeks.

The manufacture of radio cabinets is one of the aims of the White Coaster Wagon Co. of Sheboygan, Wis., which has just incorporated. This concern, organized by G. A. Ruddell, A. D. Bemis and Luella Trowbridge, is capitalized with \$100,000 common stock and \$50,000 preferred.

The Foto Shop at 421 Twelfth street, this city, of which John H. Becker is proprietor, reports a very nice business in both phonographs and records as well as repairs, both from city and out of town. An increasing business is also reported in the kodak department. Mr. Becker has not yet taken on radio, but he is contemplating doing so.

New Distributor for Eagle Radio in Charlotte, N. C.

The American Hardware & Equipment Co. of Charlotte, N. C., has been appointed a distributor for the Eagle Radio Co. of Newark, N. J., manufacturer of the Eagle radio sets, a neutrodyne receiver that now has distributors in all of the larger trade centers.

This new Eagle distributor is an important wholesaler of hardware, particularly in the Carolinas, and is well qualified to present to the retailers in its territory the Eagle sets. The company has a large sales staff and intensively covers its territory. The company is headed by Charles Nuchols, president and treasurer; John Carroll, secretary, and Lucien J. Crouch, general manager.

Popular Okeh and Odeon Hits

The General Phonograph Corp., New York, recently released "La Moana Bianca," in the Okeh Italian catalog. This number, which is based on the film of "The White Sister," has proved one of the most popular releases ever placed on the market. Norman Smith, manager of the distributing division of the General Phonograph Corp., stated that the advance orders on the record were in excess of those for any other number in years. Two other records which are selling briskly are the Odeon records "Magic Moments," coupled with "Oh, Joseph," and "Madame Pompadour" selections, Part 1 and 2, both records being based on music from the operetta "Madame Pompadour," and played by Edith Lorend and Her Orchestra.

The contest which is being conducted by Paul Specht, orchestra leader, who records exclusively for Columbia records, on the subject "Is Jazz Music?" is attracting wide interest.

Radio Corporation Shows Gain of 100 Per Cent

Gross Income in 1924 is \$54,848,131, Against \$26,394,790 in the Year Before—1924 Net is \$9,503,442—Dividend on Preferred Stocks

The Radio Corporation of America's earnings report for 1924, just made public, shows gross income from operations of \$54,848,131. This compares with \$26,394,790 in 1923, and \$14,830,857 in 1922. Of the \$26,394,790 in 1923, the sum of \$22,465,091 was classified as gross sales. The latter are not classified in the present report.

The figures for 1924 bear out estimates of record-breaking sales of radio apparatus in November and December, upon which the company declined to comment. The regular annual report of the corporation is due in March.

The figures made public show net income for the year of \$9,503,442, which compares with \$4,737,774 for 1923, an increase of approximately

100 per cent. After all charges, Federal income taxes, reserves for patent amortization, write-offs, etc., and reserve for 1925 preferred stock dividend, the company reports \$3,356,651 transferred to surplus. This balance is equivalent to \$2.90 a share on the 1,155,400 shares of no par value A common outstanding in the last half of the year. It compares with 28 cents a share earned on the old common, of which there were five times as many shares outstanding in the preceding year, or 5,777,000 shares. In terms of the present shares, the 1923 earnings per share of the common were equal to \$1.40.

The directors declared a dividend of 1 1/4 per cent on the outstanding 7 per cent cumulative preferred stock for first quarter of 1925, payable April 1 to stockholders of record March 1.

The Arlington Moulded Radio Cabinet, Panel & Base Corp., New York, was recently incorporated at Albany, with a capital stock of 100 shares of common stock of no par value. The incorporators are H. Respas and C. Gardner.

RESAS

Tone-A-Dyne



Bigger Profits Await You



We feel safe in making this assertion, because we have yet to learn of a dealer who did not make more money by pushing the Resas Tone-A-Dyne Receiver.

And it is only reasonable that you should when you consider that the Resas Tone-A-Dyne looks and performs like sets selling for up to \$150.00.

This 5-tube Receiver works on indoor and outdoor antenna. In performance it is almost uncanny. Once a station is located, it always comes in at the same point. It tunes right through locals and brings in distant stations even when but a few meters apart.

The exclusive Tone Modulator permits controlling the volume and modifying the tone without fear of losing the station. It permits one to get clear, resonant, mellow tones that have all the richness and clearness of the original music.

We have so much faith in the ability of the Resas Tone-A-Dyne to sell itself that we will send you a sample on five days' trial with the understanding that it may be returned without one cent of cost to you, if not entirely satisfactory. Mail the coupon now, while you think of it.

RESAS, Inc.

112 Chambers St., New York, N. Y.

RESAS, Inc.
112 Chambers
St., New York.
Send one Resas
Tone-A-Dyne set
at \$78.00, less reg-
ular dealers' dis-
count, with the under-
standing that it may be
returned in five days and
no charge made if we are
not entirely satisfied with it.

Name.....
Street.....
Town.....State.....

February Brings Trade Improvement Throughout the St. Louis Territory

Talking Machine and Record Demand Holds Its Own in Spite of Growing Interest in Radio—Better Business Bureau Investigating Unethical Retail Methods—Edison Tone-Tests

St. Louis, Mo., February 9.—February started off a little better than January, which was rather slow, especially in the early part, except for records. It does not appear that there is a falling off of interest on the part of owners of talking machines, for record sales are well sustained, but it does appear that when the matter of purchasing a machine is under consideration the disposition is to take cognizance of the growing importance of radio, and this attitude is reflected in sales.

Talking machine owners are reacting satisfactorily to the increasing number of local record releases. Good sales are reported by the Artophone Corp. of the Arcadia Peacock Orchestra's locally made records, "Where Is My Sweetie Hiding" and "Let Me Be the First to Kiss You Good Morning."

Edwin Schiele Goes East

Edwin Schiele, president of the Artophone Corp., left early in February for New York to look over the phonograph and radio fields, expecting to remain in the East about a week. H. S. Schiele, vice-president of the corporation, has returned from a three weeks' trip through Arkansas and Louisiana.

Investigating Unethical Methods

The Better Business Bureau is making an investigation to determine whether dealers in musical merchandise are masquerading as home owners and individual owners of musical instruments to deceive the buying public. It has been found that furniture dealers, most of whom handle talking machines, are advertising as home owners who are forced to dispose of their possessions, which are offered at "bargain" prices. Four dealers have been charged in complaints with violating a city ordinance by such practices.

Val Reis Hurt in Fall on Ice

Val Reis, general manager of the Smith-Reis Piano Co., is recovering at his home from a broken leg, suffered in a fall on an icy sidewalk.

Clever Sonoradio Theatre Tie-Up

The Radio Weck, which Stix, Baer & Fuller, Sonora dealers, held in conjunction with Loew's State Theatre here recently, was prolific in stimulating sales of Sonoradios. As previously

told in The World, broadcasting was done on the stage in sight of the audience. A most interesting feature of the Weck was a special display of Sonora products in the beautiful lobby of the theatre. An attendant was in constant charge, explaining the instruments. The advertising of the concern in the local papers



Stix, Baer & Fuller Sonora Display in Theatre Lobby

called attention to the event. The accompanying illustration shows a section of the lobby display.

Death of Oscar H. Bollman

Oscar H. Bollman, one of the founders of the Bollman Bros. Piano Co., and widely known in the trade, died recently at the home of his son, Ferdinand Bollman, at Colorado Springs, Colo. He was 73 years old. His wife died last November.

Edison Tone-Tests

Glenn Ellison, baritone, and Alta Hill, pianist, are tone-testing for the Edison Co. in this territory and will be in St. Louis about February 20.

Myron Goldberg, vice-president of the Silverstone Music Co., will attend the Thos. A. Edison birthday party February 11 and the dealers' convention at the same time.

Mark Silverstone, president of the Silverstone Music Co., has recovered sufficiently from injuries suffered in a fall to be able to visit the store.

K. B. Johns, formerly with the Kansas City Star broadcasting station, is now the radio engineer of the company.

Radio Tie-up With Theatre

The radio department of the Silverstone Music Co. had a display in the lobby of the Delmonte Theatre in connection with the radio show given at that theatre. A Bestone 5-tube outfit was given by the Silverstone Co. as a prize.

Columbia Activities

General Manager C. R. Salmon made a trip to Columbia Distributors, New Orleans branch, the early part of January and was very enthusiastic about the business being done out of that territory. He announces that the Columbia Distributors have employed H. H. Salzman, who was formerly with the Vocalion Co. of Chicago, to cover Arkansas, Kentucky and Tennessee for the Columbia Distributors. W. C. Fuhri, general sales manager of the Columbia Phonograph Co., Inc., was a recent visitor to St. Louis. The Columbia Distributors report a very large record business from all three of their branches in January. Machine business has also been very good and there is a tendency of the dealers to want machines that are adaptable for radio installation.

Art Gillham, the "Whispering Pianist," exclusive Columbia and radio artist, was a recent visitor to the St. Louis office of the Columbia Distributors and broadcast from Stix, Baer & Fuller.

Morris Sackler, of the Sackler Furn. Co., Hattiesburg, Miss., was a recent visitor to the Columbia Distributors and placed a large order for his Spring requirements.

Staging Co-operative Campaign

The following neighborhood talking machine stores have been carrying on a co-operative advertising campaign calling attention to the fact that intending purchasers do not have to go out of their own neighborhood: Todd Jewelry & Music Co., Wellston Talking Machine Co., Deeken Music Co., Mozley Furniture Co., Raiger Art & Music Co., E. E. Baker Music House, Bly-Moss Furniture Co., De Merville Piano & Music Co., Ermantraut Music House, Peeler-Todd Music Co., Rother Music House and the Home Phonograph Co.

Victor Educator Here

Miss Marie Finney, of the educational department of the Victor Co., is making her headquarters in St. Louis for six weeks' work in the adjacent Missouri and Illinois territory. Miss Finney came from Springfield, Ill., where she appeared on the program of the State Teachers' Association meeting.

Brief but Interesting

A. W. Fritzsche, vice-president of the General Phonograph Corp., New York, was here recently.

William F. Davie, formerly advertising manager of the Aeolian Co., is now advertising manager of the Kieselhorst Piano Co.

H. J. Arbuckle, manager of Widener's, Inc., is spending a two months' vacation in Florida. R. J. Fox is in charge during his absence.

E. D. Follin, general manager of Widener's, Inc., Boston, was in St. Louis recently.

Gennett Orchestra in Canton

CANTON, O., February 9.—Moonlight Ballroom one of the finest dance pavilions in the Middle West, is offering Art Payne's Gennett recording orchestra, and local dealers are pushing the sale of this make of records. The orchestra will play one week at the ballroom. The George Sinclair Co., operators of the pavilion, announce other record-making bands will play.

The Artophone Corporation

Make 1925 Your Banner Record Year

Increase Your Sales by Pushing

Okeh and Odeon
Records

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

DANCE AND POPULAR SONG HITS

HILL COUNTRY MUSIC

LIST OF ALL FOREIGN LANGUAGES

Rare Record Importations (Odeon Records)

Our stock is complete and we will give you TWENTY-FOUR HOUR service.

Distributors for Freed-Eisemann radio receiving sets.

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 Set They're
Wild About**

NEVER before were you able to sell a popular, QUALITY Set, for less than an almost out-of-date model.

AMRAD NEUTRODYNE—as up-to-date as tomorrow—with FIVE Tubes controlled by only TWO Dials—a LICENSED Neutrodyne with its wonderful bell-like tone, tremendous power and all the other features of the famous Neutrodyne—made by one of Radio's Pioneers—at the price of the average, good 3 or 4 Tube Set.

Selling the AMRAD is mighty easy. Selling against it will be almighty tough!

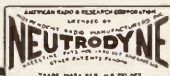
Write or wire your nearest jobber or us direct if you want to reap big sales at the peak of the buying season.

*A Genuine
Licensed 5-Tube
NEUTRODYNE
Only
\$85*

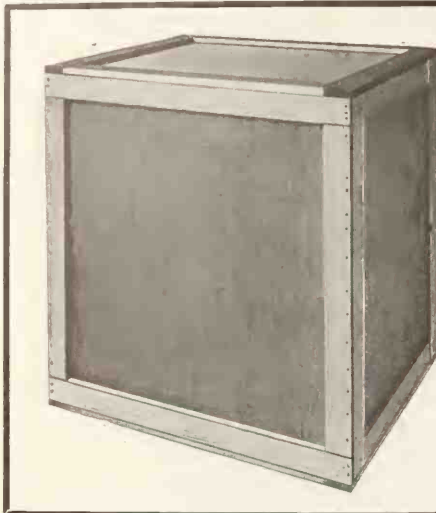
**AMRAD
NEUTRODYNE**

AMERICAN RADIO AND RESEARCH CORPORATION

Dept. W



Medford Hillside, Mass.



Ship in an "Atlas"

Why Take Chances?

Why take chances with your valuable shipments? It costs less to ship in modern containers than to take chances with the old style wooden box.

Lower freight charges, greater protection, fewer claims for damage, heavier loads and better appearance are some of the advantages you derive from shipping in

Atlas Plywood Packing Cases

Let us show you the advantages of these scientifically constructed packing cases which are particularly suited for radio shipments and which have been regularly used for years by the best known phonograph manufacturers.

Atlas Plywood Corp.

PARK SQ. BUILDING

BOSTON, MASS.

Largest Manufacturers of Box Shook in New England

Gollos Radio Corp. Marketing New Style Radio Set

Major Anatol Gollos, Vice-President and Chief Engineer of Company, Is an Inventor and Engineer of International Reputation

Major Anatol Gollos, vice-president and chief engineer of the Gollos Radio Corp., of Champaign, Ill., which recently placed on the market the Gollos radio receiving set, is one of the foremost members of his profession and he has an international reputation. His accomplishments during the past twenty-five years have been far-reaching in their importance, and he has carried to perfection several foreign commissions of great value to the entire electrical profession.

Dating back to the St. Louis World's Fair, he had charge of the principal electrical installation of that huge undertaking. Later he planned and installed the electrical equipment in the Chicago & Northwestern R. R. station at Chicago, and is the inventor of the Gollos automatic train control, which was favorably reported to Congress by the Interstate Commerce Commission. Major Gollos entered the service of the Government during the war, and at Edgewood Arsenal was in charge of all electrical construction, power houses, sub-stations, outdoor transformers, maintenance of all transmission lines and the greater part of the inside installation of the entire plant.

For four years he was electrical engineer of the new Union Station in Chicago. Major Gollos became interested in radio in its infancy, and has spent a fortune in developing the Gollos circuit.

His efforts have resulted in the production of a new style of radio receiver that is a fitting



Major Anatol Gollos

reward for the years of labor spent in its development.

Major Gollos is a member of the following societies: The Society of American Military Engineers, American Institute of Electrical Engineers, American Association of Engineers, Western Society of Engineers, Association of Railway Electrical Engineers, The Reserve Officers Association of the United States, Illinois Division; World War Veterans; Castle Post, American Legion; Heroes of '76 and of the Sojourners Club of Chicago.

Hermann Thorens

Ste. Croix, Switzerland

Manufacturer of Europe's Most Celebrated Swiss Phonograph Motors

We are in a position to deliver to American phonograph manufacturers motors for use in upright and console model phonographs.

L. H. JUNOD & CO.

104 Fifth Ave.

New York

Sole Agents for the U. S. A.

Cluett Adds Brunswick Line

ALBANY, N. Y., February 10.—Cluett & Son, one of the foremost music houses in this territory, recently completed arrangements to carry the complete Brunswick line. The full line of Brunswick phonographs, Brunswick-Radiolas and records has been added to the concern's stock of high-grade musical instruments.

Terry Music Co. to Open

PAWHUSKA, OKLA., February 5.—A new music store, the Terry Music Co., will be opened here February 15, by Jack Terry, who is at present connected with the McDowell & Castator Music Co. The new establishment will carry a complete line of pianos, talking machines and sheet music.

Gotham Dealers' Ass'n. Stages Its Annual Ball

Famous Record Artists Supply Entertainment—Many Prominent Members of Manufacturing, Wholesale and Retail Trade Present

The annual ball of the Talking Machine and Radio Men, Inc., held in the Hotel Pennsylvania, New York City, on January 19, was a great success from the standpoint of enjoyment by those present, although in point of numbers it was not up to the usual mark. Stars of the orchestra and record-making world furnished the music from 9 o'clock until 2 the following morning, and dance enthusiasts made the most of the opportunity. Jimmie Davin, of the Musical Instrument Sales Co., introduced the numerous bands and orchestras, as well as the other artists, including the inimitable Eddie Cantor, who did his "stuff" to the huge enjoyment of those present, who forgot all about dancing while he occupied the limelight.

A feature of the evening was the presentation of a Freed-Eisemann radio receiver to the luckiest man present, Herman A. Harris, of the W. T. Mullally Advertising Agency. Joseph Freed, president of the Freed-Eisemann Co., and Eric H. Palmer, director of publicity, officiated in the presentation, with the able assistance of Eddie Cantor. An exhibit by the Freed-Eisemann Co. was a center of attraction.

In addition to many leaders in the Greater New York retail trade present, representatives of the manufacturing and wholesale organizations included: Frank Walker, of the recording division of the Columbia Phonograph Co., Inc.; R. H. Meade, advertising manager of the Sonora Phonograph Co., and Mrs. Meade; M. O. Giles, sales manager of the Thermodyne Radio Corp.; N. B. Smith, manager of the General Phonograph Corp.'s metropolitan wholesale department; Charles B. Mason, sales manager of the New York Talking Machine Co., Victor wholesaler; Paul W. Carlson, wholesale Victor manager for Charles H. Ditson & Co.; G. A. Newrath, of the sales organization of the Progressive Musical Instrument Corp.; Maurice Landay, president of the Greater City Phonograph Co., Sonora distributor; Joe Kerr, Herbert Weil, Jr., Stewart Falk and A. F. Macoun, of the Herbert John Corp., radio distributor; Joe Larkin, phonograph trade representative of the Times Appliance Co., radio distributor, and Mrs. Larkin, and others well known in the metropolitan trade.

The committee in charge of the event consisted of President Irwin Kurtz, Treasurer Al Galuchie, Secretary Sol Lazarus and Radio Chairman L. J. Rooney.

The Transatlantic Radio Stores, New York, have been incorporated at Albany. Capital stock, \$5,000. Incorporators: E. Rosenbaum, L. and A. Rose.

CASH in
on this!



YOUR NAME

Imprinted on each package
of BRILLIANTONE Needles

Our double-duty package is making a hit with dealers everywhere—linking their stores with the best known phonograph needle in the world—establishing them as Headquarters for Brilliantone Needles—advertising their names and addresses and thereby paying the way for re-orders.

CLIP OFF THIS
COUPON—and mail TODAY!

Don't cost you a cent more. Simply advise us of your wants. Fill out the coupon attached—or order through your Jobber.

BRILLIANTONE,
370 Seventh Avenue,
New York City.

Please send us full particulars relative to supplying us with Brilliantone Needles in packages bearing our own imprint.

.....
Name of Your Jobber

Your Name.....

Street.....

City and State.....

BRILLIANTONE

STEEL NEEDLE COMPANY of AMERICA, Incorporated

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

370 SEVENTH AVENUE, at 31st Street, Suite 1214, NEW YORK

W. H. Bagshaw Co.
Export Department
44 Whitehall St., N. Y. C.
Cable Address: "Brillneedl."
Western Distributor:
The Cole & Dumas Music Co.
430 S. Wabash Ave., Chicago

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

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

REPRESENTATIVES in SYDNEY, New South Wales; MELBOURNE, BRISBANE, PERTH, Australia; WELLINGTON, New Zealand; HAVANA, Cuba; BUENOS AIRES, Argentine; SANTIAGO, Chile; BARRANQUILLA, Colombia; GENOA, Italy; DUBLIN, Ireland

Modern New Grebe Factory Permits Production on Quantity Basis to Meet Demand

Every Phase of Manufacture Handled at Large Structure of A. H. Grebe & Co., Inc., in Richmond Hill, N. Y.—Broadcasting Station Also Located at Plant—Marked Growth of Firm

Since occupying its new factory a little more than a year ago A. H. Grebe & Co., Inc., have gradually increased their production until now the plant is operating at maximum efficiency. The modern structure is located in Richmond Hill, adjacent to New York City, and was built to replace the old factory which had become inadequate due to the fact that Grebe sets have won wide popularity and production demands are constantly increasing.

This company is recognized as one of the



Grebe Factory in Richmond Hill

pioneers in the radio industry, and as far back as 1909 was engaged in the manufacture of receiving sets. The accompanying photograph shows the Grebe building and also at the top the towers and aerial of station WAHG, the official broadcasting station of the company. This building is among the few in this country that were erected specifically with the manufacture of radio products in mind, and is completely equipped with the most modern machinery. Every part used in the Grebe set, with the exception of the wooden cabinets and a few of the moulded pieces, is made here.

The process of manufacture is continuous, starting from the first floor and continuing upwards. On the first floor are produced the various parts for Grebe sets. The accompanying

photograph visualizes a portion of the second floor, where these miscellaneous parts are assembled. An intensely interesting department is on the third floor, where the wiring of the Grebe Synchronphase receivers is handled. And, finally, there is the individual testing of each of the completed Synchronphase receivers. In connection with this phase of manufacturing, the accompanying illustration shows a multiple oscillator, which is used in the testing of these sets. This is said to be in effect five broadcasting stations in that it transmits five different frequencies and is used to check the dial settings of each Grebe Synchronphase before the receiver is tested on the air.

The greatest proportion of the production of the factory is devoted to the recently announced



Where Grebe Sets Are Wired

Grebe Synchronphase receiver, for which the company reports an exceptional demand. The set is the result of the concentrated research and effort on the part of the engineering staff of the company, augmented by the store of practical data accumulated during fifteen years of constant association with radio development, directed upon the problems of tuned radio frequency receivers. A. H. Grebe & Co., Inc., produced their first tuned radio receiver for amateur and broadcast use in January, 1922, and at the Chicago Radio Show in that year produced types of instruments which included many of

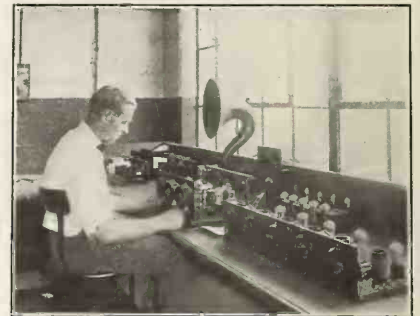
the newest developments in the radio field of that day and which have since become standard parts in the production of tuned radio receivers. In the production of the Grebe Synchronphase noted departures from common custom are evident. The tapered grip dial has been eliminated and in its place is substituted a horizontally mounted indicating dial. A radically different arrangement of radio frequency transformer is utilized. Binocular coils have been used and many other improvements of a technical nature



Spacious Assembling Room of the Grebe Plant

have been made that are evident to those at all familiar with radio construction. One of the many advantages of the Synchronphase set is pointed out in the control of volume by a switch giving six variations of amplification.

The steady expansion and growth of the Grebe organization have been noted by the trade, and for this accomplishment no small credit is due to Alfred H. Grebe, president of the company, and whose name the company bears,



Testing the Sets

and Douglas Rigney, treasurer of the organization, an executive well known in radio circles from coast to coast.

Third Radio Recital by Leading Victor Artists

The third radio recital by Victor artists was given on January 29 with the Flonzaley Quartet and Lucy Isabelle Marsh, lyric soprano, entertaining the millions of radio listeners. The recital was broadcast from station WEAJ, New York, and relayed to stations in Washington, Pittsburgh, Philadelphia, Buffalo, Providence, Boston and Worcester. Miguel Fleta, tenor of the Metropolitan Opera Co., who was scheduled to appear, was indisposed and unable to sing. Half-page advertisements regarding the recital and calling attention to the fact that each of the selections heard on the radio is available on Victor records appeared in the newspapers in each of the above named cities.

R. C. A. to Operate Radio Station in Philippines

The legislature of the Philippine Islands recently granted a franchise to the Radio Corp. of America, which plans to erect a \$4,000,000 high-power station at Baguio, 275 miles from Manila. The franchise covers the Islands and will permit the Government free use of its stations at stated hours during the day.

Sets include the Famous Brach Arrester—
Type 223, Type 210 or Storm King
Sets Retail at \$5.50, \$5.00 or \$4.00

10 in 1

BRACH
Complete Radio Aerial Outfit

TYPE 223

This outfit contains everything you need to receive all the 223 broadcast stations and is a complete outfit for building a set.

L.S. Brach Mfg. Co.
12101 Route 9, Newark, N.J.

BRACH
Complete Radio Aerial Outfit

It's All in This One Carton —10 Sales in 1

Dominating the Field
—First Choice of Radio Users
Dealers and Jobbers—

BRACH Aerial Outfit

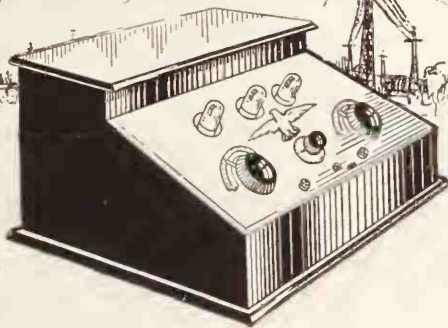
The Brach Outfit is the only one in which the cream of aerial requisites are found. Such essentials as Brach Vacuum Arresters, Brach Low-Loss Crystal Insulators and Brach Window Lead-Ins are included in this complete aerial antenna outfit.

L. S. BRACH MFG. CO.
Newark - - - New Jersey

"Distance Coverers"



EAGLET
3 Tube \$75
Dry Cell
Operated



EAGLET Receiver
3 Tube—Dry Cell operated

A true EAGLE Receiver, with the EAGLE features and workmanship. Remarkable range for a receiver at so low a price. Inexpensive to install and to operate. List price, \$75.

The EAGLE Receiver
Model B—5 Tubes

The receiver made famous by enthusiastic owners. Distance, selectivity, volume and easy operation. Not necessary to speculate: sell the Eagle Receiver for satisfied customers. List Price, \$175.

"User Recommendations" Mean DEALER PROFITS

IT means something to be an EAGLE dealer when everybody is talking "EAGLE". Customers are sold before they enter your store. Demand for EAGLE Receivers is no mere lukewarm acceptance, it's a positive intention to have no other than the receiver their friends recommend so enthusiastically. Two great receivers, the popular priced models, the EAGLET and the Model B 5 Tube EAGLE. Double field. Double profits. The EAGLE franchise means more today than ever before.

Write for proposition

EAGLE RADIO COMPANY

22 Boyden Place
NEWARK, N. J.



Indianapolis Dealers Are Optimistic as All Lines Move in Satisfactory Manner

Combination Radio-Phonographs Have the Call—Record Demand Continues Unabated—Indianapolis Music House Adds to Sales Organization—Brisk Movement of Edison Records

INDIANAPOLIS, IND., February 7.—While phonographs are enjoying a steady sale the sale of radio seems to overshadow it. Local interest is at a high point as regards the radio and dealers are taking advantage of this fact. It is noted that those dealers who handle the combination radio and talking machine are moving the bulk of the goods. Record sales have held up well and in several instances are ahead of their last year's record.

Enters Radio Field

The Pettis Department Store has entered the radio field featuring the Atwater Kent, Radiola, and Day-Fan lines. Manager Williams is well pleased with the present movement in radio. Straight talking machines are a little slow and records are not moving as well as at the same

time last year. Miss Gamber, formerly of the Rosenthal Co., Binghamton, N. Y., has been added to the sales force of this store.

Sales Nearly Doubled

Miss Minnie Springer, manager of the talking machine department of the L. S. Ayers department store, says sales in both records and phonographs have nearly doubled over the same month of last year. This condition is due to added newspaper advertising and a little more effort being put forth on each sale.

Sonora Combinations Popular

B. F. Friedman, manager of the talking machine department of the Chas. Mayer department store, reports that the Sonora combinations are moving best. The trade-ins from new sales are turned over rapidly. Mr. Friedman

reports a steady movement in Odeon and Okeh records.

Good Sales of Brunswick-Radiola

Manager Baker, of the Brunswick Shop, reports the Radiola combination as moving strong. "The interest," says Mr. Baker, "is at a high peak and we are taking full advantage of it." The record sales at this store are holding up well, showing a slight gain.

C. P. Herdman, manager of the Brunswick department of the Baldwin Piano Co., reports that the Radiola combinations are moving better than the straight phonographs. Record sales at this store are reported as ahead of their last January's volume.

Expands Sales Force

The Indianapolis Music House reports that radio is the big seller at its store. This store handles the Day-Fan line as well as neotrodyne and other sets. Mr. Shearer, president, has built up a large radio department. The more recent salesmen added are Chas. Selvage, George Cox and Edward Bailey. With the demand for radio paramount, this store reports that the sale of records continues strong. It is noted that the better grade of records are selling the best.

Wm. Meskill, Edison dealer, reports January sales as rather slow. The Muncie, Ind., branch of this store is running about even with its last year's record.

Brisk Movement of Edison Records

Frederick Pullin, manager of the local branch of the Edison Phonograph Distributing Corp., of Indiana, reports that the sale of records in this territory was the outstanding feature of the January business. This sale is not confined to a few dealers, but appears general in its demand. Plans of the local organization call for the closing of this branch about February 14. H. G. Anderson, formerly traveler of the local branch, is acting as credit manager of this organization. T. C. F. Fitzgerald, former local credit manager, is acting in the same capacity at the Kansas City branch of the Edison Corp.

It will be of interest to the many friends of Mr. Pullin to know that on January 13 he became the proud father of Frederick Charles Pullin, Jr. Mother and son are doing nicely.

Robert Proudfit, president and owner of the Proudfit Sporting Goods store and the Edison wholesale distributor of Ogden, Utah, was a visitor at the local Edison branch en route to the jobbers' convention in New York.

Local Visitors

Other visitors include: George Smith and A. T. Kennedy, of the Edison Laboratories, and Joseph Wilson, assistant secretary of Thos. A. Edison, Inc.; Mr. Reynolds, traveler of the Brunswick Co., and George Berkley, of the Thomas Mfg. Co., of Dayton.

Griffith Piano Co. Opens New Branch in Jersey City

JERSEY CITY, N. J., February 9.—A new local branch of the Griffith Piano Co., which operates a chain of high-grade music stores throughout the State, has just been opened at 2850 Hudson County Boulevard, adjoining the State Theatre. The Jersey City store will handle the same line of pianos as the Newark warerooms, including the Steinway, Sohmer, Weber, Hardman, Brambach and McPhail. In addition the local warerooms will carry the Steck Pianola, Marshall & Wendell Ampico, Wissner, Lauter, Weser Bros. and Kurtzmann pianos, and a full line of phonographs.

Visitors to Thompson Plant

Among the recent visitors to the factory of the R. E. Thompson Mfg. Co., 66 York street, Jersey City, N. J., were J. W. Sackuder, of Chicago; H. E. Sidles, president, and Lee Huff, vice-president of the Nebraska Buick Co., Omaha, Neb.



The reasons why
Domino Records
are the leaders at

35c

Early releases of the latest and big hits.

Recordings by foremost artists and most popular orchestras.

A price that assures quick turnover with a handsome margin of profit.

Write for sample records and complete details

DOMINO RECORD CO.

10 West 20th Street

New York City

Kansas City Trade Looking Forward to Busy Season as Sales Volumes Grow

Important Changes and Additions in Organization of the Brunswick Branch—Going After Radio Business—New Columbia Sales Aids Received With Enthusiasm—News of the Month

KANSAS CITY, Mo., February 7.—The month of January being a between-seasons month for trade in general, and including talking machines, is usually somewhat slow. But for the opening month of this year conditions are better than they have been in previous years. Both wholesalers and retailers are feeling this upward trend of good January business and both are looking forward to Spring with considerable enthusiasm.

Two New Brunswick Salesmen

The Brunswick Co., according to M. C. Schoenly, district manager for the phonograph department, has added two more salesmen with the purpose of giving the Brunswick dealers a closer co-operation, an expansion in keeping with the much improved business conditions in this territory. The new salesmen are J. M. Ryan, formerly with the Columbia Phonograph Co., who has been assigned to the western Kansas division with headquarters at Salina, Kans., and A. H. Renner, former manager of the phonograph department of the Edgar Music Shop, Tulsa, who has been assigned to the Oklahoma division, with Oklahoma City as headquarters.

R. M. Gillham, formerly with the Kansas City sales organization of the Brunswick Co., has been appointed manager of the Dealer Service department in the Chicago office.

A greatly increased inducement for buying Brunswick records is the Music Memory contest which is being broadcast.

M. C. Schoenly attended the opening of the radio broadcasting station KFRU at Bristow, Okla. He believes that this new broadcasting station will have considerable effect on Radiola sales in the State of Oklahoma, basing his conclusions on the enthusiasm which prevailed at the opening and its immediate effect on Brunswick-Radiola demands in that locality.

Regarding business generally Mr. Schoenly states that the usual slow January season is better this year than last, a possible feature being that the Brunswick-Radiola has aroused and held the interest of the people.

Trudell Co. in New Quarters

The Trudell Music Co. has moved into larger quarters at 3106 Troost avenue, where the space is three times the size of the old store. Harry L. Trudell says his business is the third largest Victrola business in Kansas City and that since moving into the new store he has increased his stock of records as well as added a radio department. Miss Emma Kerley, formerly with Eberhardt M. Hays, of Wichita, is in charge of the record department.

Developing Radio Business

B. F. McNeil, formerly of McNeil & Co. of California, is manager of Wunderlich's radio department and says that present time conditions are ripe for developing radio in this community. This department is handling the Brunswick-Radiola and the Victrola with radio panel as well as instruments of the American Radio Corp.

Columbia Dealer Aids

P. S. Kantner, local manager of the Columbia Phonograph Co., Inc., has just returned from the executive offices in New York, considerably enthused over two new sales plans that are under way which are meeting with good success over the entire Kansas City territory and which will tend to eliminate all surplus records among dealers and also assist in the local advertising of Columbia phonograph distributors.

The local office of the Columbia Phonograph Co. has placed a yearly contract for advertising in the Kansas City Call, which is a local publication started by the colored people of Kansas City. It is a notable feature of this company's business that the race records are exceptionally

good sellers among the negro population here. G. A. Ferguson, of the Ferguson Music Shop, Muskogee, Okla., was a recent guest at the local Columbia branch. W. B. Ochenden, salesman, has just returned from a tour over the Kansas City territory, including Oklahoma and Kansas, and reports that conditions are very favorable for Spring business.

The local Columbia office is working on a campaign among orchestra leaders and the Kansas City Conservatory of Music and every organization having an interest in high-class music, stimulating the interest in the series of Master Works records, which are being received very enthusiastically among the people who like the better class of music.

Lee De Forest Thinks Radio Will Help Drama and Music

Inventor of Audion Tube Makes Statement Replying to Composers and Theatrical Managers Regarding Radio and Business

In a recent statement, replying to the charges of composers and theatrical managers, that radio has injured their businesses, Lee De Forest, inventor of the Audion tube, said that radio would prove to be as indispensable and helpful to the stage and music auditoriums as the magazines and newspapers have been in the past. In part, he said:

"In my opinion, the theatre has no cause for worry. When the air has been cleared for only good entertainment, the listener-in will listen with avidity to the voice. What follows? Only a desire to see in person the one who has pleased him, to see what manner of man or woman it is who has charmed him through the air."

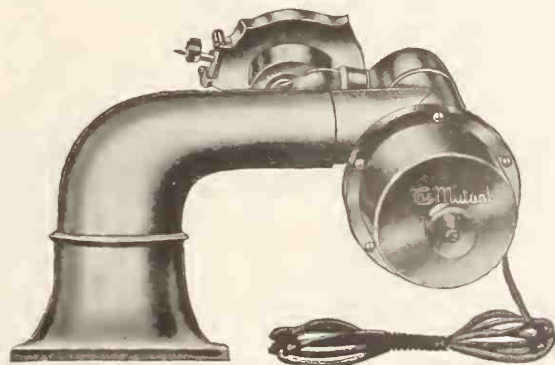


Radio Combination Tone Arm!

A phonograph today is not complete unless combined with a radio combination tone arm. By using this outfit you are assured of perfect interpretation of both the phonograph and radio reproduction.

NO COMPLICATED PLUGS — KNOBS or TURNS OF ANY KIND.

The only tone arm on the market that can claim this feature.



Patent Pending No. 6 Radio Arm No. 4 Reproducer

Mutual Units Make Your Phonograph A High Class Loud Speaker



Our many years experience in the manufacture of tone arms and reproducers guarantees the tonal quality of this unit —MAKE YOUR PHONOGRAPH A HIGH CLASS LOUD SPEAKER.

Send us your trial order today.

Write for full particulars of our most surprising offer to the trade.

MUTUAL PHONO PARTS MFG. CORP.

149-151 Lafayette Street, New York City

- DISTRIBUTORS { Canadian Acme Screw & Gear, Ltd. 1209 King St., West, Toronto, Can.
- Industries Unidas, S. A. Balderas 110, Mexico City, Mexico
- Farg & Dinner Music Co. 229 W. Randolph St., Chicago, Ill.
- Shapleigh Hardware Co. 4th St. and Washington Ave., St. Louis, Mo.

Richmond Dealers Prepare for Busy Spring as Demand Shows Sign of Improvement

James Cowan, Strand and Okeh Wholesaler, Incorporates and Becomes the James Cowan Co., Inc.—H. W. Carner III.—W. B. Cridlin Resigns—Trade News and Activities of the Month

RICHMOND, VA., February 10.—Talking machine business was reported to be somewhat slow in January at most of the stores, due to the slump that always follows the Christmas season, but it is now beginning to open up good and the outlook for the Spring is believed to be particularly good. Record business was reported brisk throughout January, especially on Saturdays, and is still holding up well.

James Cowan Co., Strand distributor, also jobber of Okeh records, recently took out papers of incorporation, style of the firm now being James Cowan Co., Inc. Authorized capital stock ranges from \$25,000 to \$50,000. Incorporators are: James Cowan, president; George L. McKay, secretary; Virginia F. Cowan and Alexander Cowan, all of Richmond.

Lee Fergusson, of the Lee Fergusson Piano Co., this city, has returned from a pleasure trip to Palm Beach and Miami. He was accompanied on the trip by Mrs. Fergusson.

H. Wallace Carner, Starr distributor, is still confined to his home by illness. Mr. Carner was stricken ill before Christmas. He appeared to be on the road to thorough recovery a few weeks ago when he had a setback which put him to bed again.

H. B. Goldberg, of Goldberg Bros., Pathé and Lyric jobbers, is suffering from a severe case of neuritis in one of his legs, making it necessary for him to use a cane when he walks.

W. B. Cridlin, for many years connected with Charles M. Stieff, Inc., music house, has resumed his connection with this firm in the capacity of city salesman. For the past five or six years Mr. Cridlin has been doing historical work.

Frank W. Corley, vice-president and general manager of The Corley Co., Victor distributor and dealer, recently figured in the rotogravure section of a local paper, being depicted in the act of taking a high jump on one of his favorite mounts at the Deep Run Hunt Club.

A charter of incorporation has been granted the Cline Music Co., Inc., of Staunton, capital stock ranging from \$5,000 to \$50,000. Incorporators are: S. Garber Cline, president; S. Glenn Kline, secretary; E. P. Cline and E. V. Kline, all of Staunton. Similar authority is conferred by this charter.

Sterling Roll & Record Co. Reports Increased Business

CINCINNATI, O., February 9.—Ben L. Brown, of the Sterling Roll & Record Co., well-known distributor of this city, left February 2 for Quincy, Ill., where he visited the company's plant. From there Mr. Brown went to Chicago, to visit the furniture market. Mr. Brown reported that 1924 business shows a 65 per cent increase over the previous year, and because of the fact that the company has just been reorganized it is now in position to do business in a larger way than before. The company carries a large variety of combination cabinets that are very attractive, these containing a talking machine and having a compartment where the buyer can install any radio outfit he may desire. Mr. Brown is quite proud of the way the "Little Tot Nursery Rhymes" records are increasing in popularity. "In the nursery," he said, "these records are as indispensable as the porridge bowl."

The newly opened radio department of The Corley Co. is in charge of S. B. Metzger, previously with another section of the store. The company is jobbing and retailing Fada neotro-dynes. Business is reported to be starting off well.

F. W. Dabney & Co., retail shoe dealers, have the distinction of being the first house of its kind in Richmond to take on radio. It is handling Radio Corporation of America and Atwater Kent radio sets. The line is being pushed with liberal newspaper and window display advertising and also with direct mail advertising. On the first of the month radio literature was included in 5,000 statements sent out to customers of the store. F. W. Dabney, head of the firm, is also interested in Dabney & Bugg, a new furniture store that has just opened at 10 East Broad street, which is handling both talking machines and radio.

New Freed-Eisemann Radio Panel Placed on Market

A new five-tube model radio receiver has been announced by the Freed-Eisemann Radio Corp., Brooklyn, N. Y., in the form of a Victrola panel, supplementing the four-tube panel which has proved so popular. The new model is designed for those who demand the utmost in radio. It is identical with the NR-6, which has set many records for distance reception.

Atwater Kent Broadside

The newest broadside issued by the Atwater Kent Mfg. Co. entitled "What is back of Atwater Kent radio," features dealer help, magazine, newspaper and billboard advertising. For the first time there were shown interior views of the great Atwater Kent plant located in Philadelphia.

For 1925 Four Special PLAYER-TONES at SPECIAL PRICES

Model 311
Height, 46"; Width, 21";
Depth, 23"

Model 125 (Console)
Height, 36"; Width, 36"; Depth,
24". Adam Brown Mahogany

Model 14
Height, 43"; Width, 22";
Depth, 23"

Model 300 (Console)
Combination Radio and Phonograph
Equipped with four and five tube
sets, including loud speaker

If you are in the market for quality merchandise at the lowest possible prices, these new Player-Tones represent the best values obtainable.

Write today for special price list on small and large quantities and for complete catalog.

New England territory open for live-wire representative.

Player-Tone Talking Machine Co.
Office and Salesrooms:
632 Grant Street, Pittsburgh, Pa.

The World's Finest Phonographs



Heppelwhite



Adam



Queen Anne

These are just a few of the many beautiful models of Pathe phonographs in period furniture. Artistically and mechanically perfect, they are a welcome addition to any home.

The machines are fully equipped. The automatic stop is positive in operation. The tone arm plays all makes of records and reproduces them perfectly. The tone is superb. Volume all that can be asked.

We have an attractive proposition for dealers.



Italian Renaissance

Write for complete catalogue and prices

Pathe Phonograph & Radio Corporation
20 GRAND AVE. BROOKLYN, N. Y.

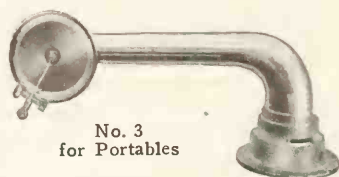
BRASS Tone Arm Complete

for
Miniature Outfit
60c

(Not illustrated)

Also Tone Arms and Reproducers for PORTABLES

At Attractive Prices



No. 3
for Portables



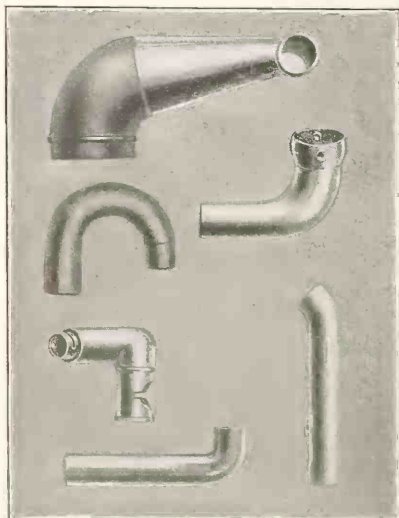
No. 4
Universal full size



No. 5
High Class Perfect
Universal

Tone Arms and Sound Boxes and All Parts for These Products in Raw or Finished State, also Metal Stampings.

In Small or Large Quantities



GLOBE ART MFG. CO.

"Specialists in Plating and Finishing"

75-77 Winthrop St. Newark, N. J.

David Sarnoff Discusses Radio Relationships

In an Interesting Address Before the Sphinx Club, Radio Corp. Official Tells of Radio's Effect on Theatre and Newspapers

In an interesting address given before the Sphinx Club, of New York, David Sarnoff, general manager of the Radio Corp. of America, New York, discussed the relationship of radio to the theatre, the concert stage and to the newspaper. He mentioned that at the present time there are many who feel that the growing influence of radio will have the effect of lessening the attendance at the theatres and the concert halls and will even have an adverse effect on the circulation of newspapers.

In putting forth his contentions that such fears are groundless, Mr. Sarnoff pointed out that radio broadcasting has been proved to have the contrary effect. In other words, the broadcasting of musical events has had the effect of increasing attendance at the theatre. As proof of this he cited the case of a New York theatre which regularly broadcasts its Sunday night musical program, with the result that the attractions play to a packed house all week.

Regarding the recent broadcasting by great artists the results are not yet conclusive, but the fact remains that millions of people are now thinking and talking in terms of good music and great artists. In the opinion of Mr. Sarnoff, radio broadcasting must be thanked for tremendously advancing musical appreciation.

The relationship of radio to the newspapers, to which Mr. Sarnoff devoted most of his talk, is that radio will prove to be one of the greatest accelerants, both from the standpoint of circulation and advertising, that newspapers and magazines have ever known. He stated that although the radio industry is still in its infancy, approximately eighteen million dollars were spent in advertising the radio products last year. It is of assistance to the newspapers in supplying news information speedily, news that before the advent of radio would not be available for days. As an instance, the accidents and the tragedies of the sea are told in the columns of the newspapers immediately, through the help of radio; heretofore such stories would be told many days later, pieced together from meager stories of survivors. As to supplanting the newspapers in giving current news, the radio gives but the headlines and the listeners must read the papers to get the necessary details.

"Mikado" Issued in Album

The most recent addition to the Victor Music Arts Library is Gilbert & Sullivan's famous comic opera, "The Mikado," complete on eleven 12-inch double-faced Blue Label records. The album is similar in appearance to the other volumes in the library but essentially it is different, being complete from overture to finale. It was recorded by the Rupert D'Oyly Carte Company of England. A booklet containing the complete text of the opera is given with each album and printed on the inside cover is a synopsis of the story of the opera.

Open Phonograph Shop

The United Phonograph Co., Charleston, S. C., recently opened a new store on King street near Market. A complete line of Columbia phonographs and records, Sonora phonographs and Okeh records is carried in both stores.

Discontinues Business

The Hager Music Store, 2019 Main street, Niagara Falls, N. Y., will discontinue business this Spring. Louis Kraegel, manager of the store for the past twenty years, will retire from business.

Wendell Hall Praises Stromberg-Carlson Console Set

Famous Radio Broadcasting Artist Impressed With Radio Progress

The Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y., manufacturer of the Stromberg-Carlson neodyne set, received recently a very interesting letter from Wendell Hall, famous composer and radio broadcasting artist. Mr. Hall's letter, which was addressed to the Chicago branch of the Stromberg-Carlson Telephone Mfg. Co., read as follows:

"While appearing at the last Chicago Radio Show, I was very much impressed with the wonderful progress that has been made in the development of radio receiving sets. I decided



Wendell Hall Enjoying Stromberg-Carlson Set

that I would no longer be without such modern means of education and entertainment. Therefore, after careful comparative tests, I have chosen for my home a Stromberg-Carlson console receiver. This receiver has fascinated me with its tone quality, its pure volume and its remarkable distance range."

The accompanying illustration shows Mr. and Mrs. Hall with the Stromberg-Carlson console receiver which they selected for their home, and the fact that this well-known artist selected this instrument for his personal use is a distinct tribute to its musical qualities.

Brunswick and "Big Boy"

Brunswick records are brought to the fore in connection with Al Jolson's appearance in "Big Boy," now playing at the Winter Garden and acclaimed by the public and critics as one of the best Jolson vehicles which New York has ever seen, which is another way of saying the best musical show on Broadway. A large poster is displayed in the lobby of the theatre, with eight Brunswick records attached, each of them a Jolson recording. The accompanying sign announces that Al Jolson is an exclusive Brunswick artist and his newest recordings are available at all Brunswick dealers.

W. Harding in New Post

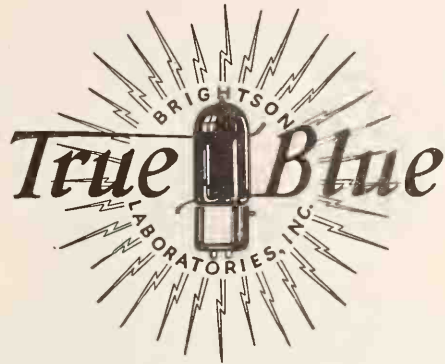
Willard Harding has been appointed assistant to Robert F. Marsh, head of the service department of the Eagle Radio Corp., of Newark, N. J. This department of the Eagle Co. has under its management the Eagle guarantees which accompany every set sold by retailers.

MOTORS

Ready for Delivery

Double Springs; play two 10-inch Records; suitable for Portable Phonographs. Sample, \$3.75. Larger motor playing two to three 12-inch Records; suitable for Phonograph selling for \$100. Sample, \$5.75.

MERMOD & CO., 16 East 23d St. N. Y.
Telephone Ashland 7395



The First and Only Matched Radio Tube

Put five True Blue Radio Tubes in the finest Neutrodyne Radio Receiver, or put eight of these tubes in the costliest Super-Heterodyne. Then switch the tubes and try them in different sockets — detector, radio, or audio.

The reception will be equally perfect, regardless of position of tubes — crystal clear tone, full and undistorted. Any standard socket is the *right* socket for *any* True Blue Tube.

True Blue Radio Tubes are not an imitation of any other radio tube. True Blue Radio Tubes have

features that make them vastly superior to any radio tube heretofore made. They are unlike any tube heretofore made. One feature is a filament that makes True Blue Tubes last two or three times as long as any other tube. Therefore the price of True Blue Tubes—\$6— is an economy, to say nothing of the new joy they bring.

True Blue Radio Tubes are backed by the finest and most modern radio tube laboratory in America and each tube has with it a certificate which is a Guarantee *in writing* of perfect service.

MANUFACTURED BY

BRIGHTSON LABORATORIES, Inc.

GEORGE E. BRIGHTSON, President (Founder of Sonora Phonograph Co.)

Northwest Corner Waldorf-Astoria Hotel, 16 West 34th St., New York, N. Y.

Some Jobber Territory still open

Samuel Fingrutd and Philip Grabuski Have Entire Control of Everybody's T. M. Co.

Purchase Interest of J. A. Fischer in Philadelphia Talking Machine Parts Manufacturing Business—Philip Grabuski Is President and S. Fingrutd Vice-President and Treasurer

PHILADELPHIA, PA., February 4.—Samuel Fingrutd and Philip Grabuski have purchased the interests of J. A. Fischer in Everybody's Talking Machine Co., of this city, and now have entire control of the company. Mr. Fischer was formerly president of the company. Both these men are executives of the highest type and, although still young, have behind them a

wealth of experience and a remarkable record of achievement. est Quaker springs are now known around the globe. This company was established in 1913 by the late I. B. Grabuski, who was an executive of the type that took great care in surrounding himself with the right men for the right job. It was not long thereafter that J. A.



Philip Grabuski

wealth of experience and a remarkable record of achievement.

Philip Grabuski, who has become president of the company, has long been associated with it and is a brother of I. B. Grabuski, its founder. S. Fingrutd, who now becomes vice-president and treasurer, has long been a vital factor in the organization as secretary and general manager.

Everybody's Talking Machine Co. is well known from coast to coast as the manufacturer of Honest Quaker main springs. With the remarkable increase of its export business Hon-



S. Fingrutd

Fischer, S. Fingrutd and later Philip Grabuski became identified with the organization. With their tremendous enthusiasm and hard work this company grew from a small beginning to its large present proportions. Up to the Fall of last year the business of the company was built up entirely upon Honest Quaker main springs and a wide range of talking machine parts that covered every conceivable item used in and for the repair of talking machines. In the fall of last year the company established a department for the wholesaling of Okeh records. Like the Honest Quaker business, this

department also flourished in an incredibly short period of time. It flourished not only through increased business from established dealers, but in the addition of new dealers, numbering among them some of the best-known retail business houses in the territory. Upon the death of I. B. Grabuski a little over a year ago the business was continued by Messrs. Philip Grabuski, Fingrutd and Fischer. The purchase of the interest of Mr. Fischer leaves the entire business in the hands of Messrs. Grabuski and Fingrutd and they in turn have surrounded themselves with a strong organization.

In addition to the sales staff and sales representatives in various parts of the country, the inside organization has been rounded out by the addition of Ed Mobley, well known as the inventor of the Mobley reproducer, who has been placed in charge of the service department. S. Lehrman will have charge of the record department.

Mr. Fingrutd, in an interview with *The World*, stated that the same high principles and policies that have marked the conduct of the business of Everybody's Talking Machine Co. in the past will be maintained and the same progressive sales promotion work will be followed in the future. Based upon the records of the past, the future of Everybody's Talking Machine Co. in the hands of these enthusiastic executives is well assured.

Secures Exclusive New York Outing Representation

General Phonograph Corp Distributing Division to Have Sole Distribution of Outing Portables in the Metropolitan Area

The New York Distributing Division of the General Phonograph Corp. has secured the exclusive representation for the Outing portable talking machines in the metropolitan territory, which also includes Brooklyn and Long Island, up-State to Troy, N. Y.; the lower half of Connecticut, and part of New Jersey. A brisk selling campaign on these instruments is being waged by the salesmen of the General Phonograph Corp., and circulars printed in foreign languages are being distributed. The bestowal of exclusive representation on the General Phonograph Corp.'s organization is in recognition of the aggressive manner in which this live wholesaler has successfully merchandised the product.

Advertising Drive on the Okeh Elks' Record

At the recent convention of colored Elks, held at Madison Square Garden, New York, an attractive circular was distributed by the General Phonograph Corp., calling attention to a record of the 11 o'clock toast of the Elks' organization, "Here's to Our Absent Brothers." Reese Du Pree, a colored artist, has recorded this number on an Okeh record and it is in great demand, especially among the members of the colored Elks. Five Okeh dealers, all located in the Harlem section of New York, were mentioned on the circular as having the record in stock.

Radio Tube Gyps Arrested

The arrest of two automobile salesmen in New York recently will help put a check to the flooding of the country with counterfeit radio tubes. These men are being held on a charge of violating the State trade-mark law. John S. Harley, special representative of the Radio Corp. of America, recently complained to the District Attorney that 600 fake tubes were sold in New York daily and radio enthusiasts are similarly being victimized. Vigorous steps are being taken to stop this kind of work.

DISTRIBUTORS TO THE PHONOGRAPH AND RADIO TRADE

Partners!

"A PARTNER of ours," is the way we like to think of you—

Partners in satisfaction to the man who uses the equipment you buy from us to sell him.

That satisfaction is your success. And on that success we build ours.

From that spirit grew the slogan, "Greater City for Greater Service."

WHOLESALE ONLY

Freed-Eisemann
Crosley
Sonora Speaker
Phileo
Exide
Ray-o-vac
Balkite
Cunningham Tubes
and other nationally known standard radio equipment.

GREATER CITY
PHONOGRAPH COMPANY INC.

234 WEST 39TH STREET NEW YORK, N. Y.

NEW!

Model No. NR-205 or NR-405

Price—\$120



A Five-Tube Radio Panel for Victrolas

BY

Freed-Eisemann

For the customer who demands the utmost that radio can give, Freed-Eisemann has designed this 5-tube receiver. It is identical electrically with the famous NR-6 which has brought in Europe and California on New York installations.

With this receiver, interference can be tuned out successfully, and the desired signals brought in strong and clear.

The Freed-Eisemann Phonograph-type radio receivers are especially noted for their simplicity of operation. And the installation—a matter of taking out four screws and inserting the panel—is the work of only a few minutes.

Get in touch with your distributor at once as the demand for this model is already as great as the supply.

FREED-EISEMANN RADIO CORPORATION
MANHATTAN BRIDGE PLAZA, BROOKLYN, N. Y.



Sales Gains Noted by Buffalo Trade

Steady Increases Show Healthy Condition of
Business—Radio Concerts Stimulate Business
—Other Trade News and Activities

BUFFALO, N. Y., February 9.—Phonograph sales showed another increase in volume early in February. The trade slumped somewhat during the middle of January, but dealers throughout the city said that late in the month it gave signs of improvement, and opening of February gave dealers much encouragement with added volume of sales. Although the improvement in instrument sales has been slow, it is gradual and steady, and there has not been a dealer in Buffalo who is not particularly optimistic over the outlook for Spring and Summer trade.

Radio Concerts Stimulated Sales

Buffalo Victor dealers were practically sold out of John McCormack's Red Seal record "All Alone," before the end of the second week, after its release. Several downtown dealers, unprepared for the drive on these records, were sold out before the end of the week of its release. Curtis N. Andrews said it has surpassed any other Red Seal record in volume of sales ever put on the Buffalo market. The record is still in good demand, and will undoubtedly be a standard selling record.

Brisk Royal Sales

The new Adam, Meldrum & Anderson music department is doing a very good Royal business, it is reported by Mrs. Loretta Spring, manager. Brisk sales in the straight Royal phonograph and the combination Royal-Adler radio and phonograph have been enjoyed since the opening of the department. A Sonora department has been opened in the new music store and has brought it a good volume of trade.

Buffalo Talking Machine Co. Activity

Not only had the fortnightly Victor radio concerts stimulated record sales, but it is the belief of O. L. Neal that the concerts have also stimulated sales in Victrolas. The Buffalo Talking Machine Co. has enjoyed a noticeably increased volume of business in the past two weeks, Mr. Neal said, and the concerts have created a desire, not only for Red Seal records, but for Victrolas as well.

E. G. Campbell has joined the force of city salesmen of the Buffalo Talking Machine Co.

Adds to Distributing Activities

The WorkRite neudrodyne is being distributed in the Central and Western New York territory by the Iroquois Sales Corp., which house took on distributing rights late in January. The firm has also been given exclusive distribution rights in the State of New York for the Outing Portable. Mr. Clare reports continued popularity for this instrument. "Where's My Sweetie Hiding" and "Me and My Girl Friend" are the leaders in volume of sales in Okeh records at present. Odeon records are showing

great increase in volume of sales, Mr. Clare said, and dealers are cashing in on publicity given the Odeons through the new and attractive catalog recently released. These catalogs have been received with much enthusiasm in the Buffalo trade, and the records have taken a surprising jump in volume of sales. Marek Weber's recordings are said to be in greatest demand, and dealers pushing the album sets are securing a good class of trade, as well as making an appreciable profit.

G. R. Koehner has returned to the Iroquois Sales Corp., and is representing it in the western New York territory.

Federal Eclipse Experiment a Success

Experiments made by the Federal Tel. Mfg. Co. during the eclipse resulted in some valuable discoveries, according to L. C. F. Horle, chief engineer of the company. The normal daytime wave strength of the corporation's broadcasting station, WGR, increased threefold during the total eclipse, Mr. Horle said. This clears up one speculation that the average listener should get best results with his receiver during the hours of darkness, he said.

De Forest Dealers Dined

The Buffalo Talking Machine Co. was the host at a dinner given to De Forest radio dealers of Western New York at the Buffalo Athletic Club recently. A meeting followed the dinner, at which plans for stimulating the business were discussed and methods of merchan-

dising radio were placed before the dealers. About sixty dealers responded to the invitation. O. L. Neal, head of the Buffalo Talking Machine Co., presided, and other speakers included W. C. Van Brendt, district manager of the De Forest Co., and Harold Lloyd, newly appointed zone manager of this territory. The new De Forest model, D-17-A, was on exhibition, and its new features and selling points were demonstrated.

News Gleanings

The Kurtzmann Piano Co. has purchased the business of the Falls Music Co., 906 Niagara avenue, Niagara Falls, N. Y.

A. C. Towne, pioneer in the radio business here, was seriously injured while in Chicago, when he was hit by an electric light pole, which had been struck by an automobile. He is in the Garfield Park Hospital suffering from internal injuries and a fractured ankle.

The Hunt Furniture Co., Salamanca, was damaged by fire on January 20. The loss is estimated at \$25,000.

Mrs. Wm. Fleishman, mother of A. H. Fleishman, manager of the phonograph studio of the William Hengerer Co., was seriously injured when she was struck by a street car recently. She is recovering satisfactorily in a Buffalo hospital.

Gately, Fitzgerald & Co., Erie, Pa., furniture dealers, have filed a petition to dissolve partnership.



"HIS MASTER'S VOICE"
RED SEAL PAT. OFF.

It has always been the policy of this house to build "good will" by rendering a service that is at all times dependable and cooperative. The number of Victor dealers we are now serving regularly, and who depend upon us for their supply, is constantly increasing. There must be a reason for their preference. This not only applies to local and nearby dealers, but many at more distant points find our service dependable. Our shipping facilities out of Buffalo are unexcelled. Try us and be convinced.

CURTIS N. ANDREWS

Victor Distributor
Exclusively Wholesale

Court & Pearl Sts.
BUFFALO, N. Y.



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.



Burt G. Hubbell, Federal President, Passes Away

President of Federal Telephone Mfg. Corp. Important Figure in the Development of Radio—Had Wide Business Interests

Burt Gage Hubbell, president of the Federal Telephone Mfg. Corp., died at his home in Buffalo, N. Y., on January 24, after a short illness. Although Mr. Hubbell had been in failing health for some time, he remained active in business until a short time before his death.

Mr. Hubbell was greatly responsible for the rapid development in radio during the past two years. He was also recognized throughout the country as a pioneer in the telephone field. He became interested in telephone development while engaged in business with his father in McKeesport, Pa. In 1900 he organized the Century Telephone Construction Co., which, in 1902, was moved to Buffalo. This company was made the base of the independent telephone movement. He headed the Frontier Telephone Co., which, with its subsidiaries, was sold in 1918 to the New York Telephone Co. The manufacturing end of the corporation was held, however, and was reorganized, and christened the Federal Tel. & Tel. Co. Mr. Hubbell became its president. He took a deep interest in radio and its development, and his company has had much to do with the progress in the radio industry. To-day it is regarded as one of the strongest radio manufacturing concerns in the country. Under Mr. Hubbell's direction the company constructed and is operating WGR, broadcasting station of Buffalo, whose programs have been received in all parts of the world.

At the time of his death Mr. Hubbell was president not only of the Federal companies, but also its subsidiary companies in Illinois, Massachusetts and California; the General Drop Forge Co. in Buffalo, and the Century Telephone Construction Co. of Canada. Mr. Hubbell is survived by a daughter, Mrs. Leonard R. Bissell, and a sister, Mrs. Byron L. Moore, both of Cleveland. He was a member of the Buffalo Athletic and Country Clubs of Buffalo, the Westchester-Biltmore Country Club, of Rye, N. Y.; the Union League, Railroad and Lotus Clubs, of New York City; the Niagara Club, of Niagara Falls, N. Y., and of the Ohio Society. The funeral services for Mr. Hubbell were conducted Monday afternoon, January 26, in Westminster Presbyterian Church, Buffalo, with interment the following day in Lakeview Cemetery, Cleveland, O.

Terry Music Co. to Open

PAWHUSKA, OKLA., February 6.—A new music store will be opened here February 15 by Jack Terry, who has been recently associated with the McDowell & Castator Music Co. The Terry Music Co. has purchased the building.

"Best Seller" Okeh Record Posters Stimulate Sales

Weekly Issuance of Listings of Best Selling Releases and Lists of Types of Dance Music Help Dealers to Move Records.

Okeh dealers in the metropolitan section are securing sales aids from the New York Distributing Division of the General Phonograph Corp. that are proving of great help in pushing records. The first of these aids is a weekly list of the best sellers of Okeh records, printed on plain white stock, letter-head size, without any mention of the manufacturer, so that the dealer in posting the listings in his record booths makes it appear that the suggestions are his own and a form of his service to his customers. Both vocal and dance records appear on these lists, and N. B. Smith, manager of the Distributing Division, states that the selections listed are the real "best sellers."

Other display posters to attract the dance record buyers are sent out regularly and list the complete library of certain types of dance records. As an instance, the first bulletin distributed listed twenty-one Okeh and Odeon tango records, the second listed the records made to "Charlestown" time. The sales that accrue from these suggestions have been found to be surprisingly good and the issuance of these posters will be a regular feature of the dealer service of the Distributing Division.

Mutual Phono Parts Co. Loud Speaker Popular

The Mutual Phono. Parts Mfg. Co., New York City, which is well known throughout the talking machine industry as manufacturer of Mutual tone arms and sound boxes and the Mutual combination tone arm for radio and phonograph, is rapidly becoming almost as well known in radio circles through the new loud speaker unit which it now produces. Although only announced to the trade last month, this new unit has come quickly into popularity and A. Frangipane, secretary of the company, reports large orders being received for this unit. Although at the present time the greater volume of orders are for this unit in conjunction with the tone arm, many substantial orders have also been received for the unit alone. The plant of the Mutual Phono. Parts Co. is working to capacity taking care of the increasing number of orders in hand.

New Victor Record Catalog

Distribution of the new Victor record catalog for the year 1925 was recently started. The new catalog is most complete in every detail, covering the entire Victor library, and as usual admirably edited.

Instruction Dept. Formed by R. C. A. Distributor

National Light & Electric Co. Holds Monthly Meetings of Its Dealers at Which Engineers From Manufacturers Offer Instruction

The National Light & Electric Co., of Newark, N. J., and Brooklyn, N. Y., R. C. A. distributor, is inaugurating a class of instruction for its dealers and their service men by means of which the distributing concern aims to make all its dealers thoroughly conversant with, and possessed of a practical knowledge of, each radio set which they are offering the public. The plan, which was put into effect on February 10, consists of monthly meetings at the headquarters of the National Light & Electric Co. of all the dealers served by the company, together with their service men. At each meeting engineers from the Radio Corp. of America will thoroughly explain the mechanical details of one model of Radiola.

F. Robinson, manager of the Brooklyn establishment of the company, plans to have two engineers at each meeting. One to offer a more or less technical and theoretical explanation of the workings of the instrument; the other to be a practical service engineer who will, in language understandable to the layman, explain any questions which the dealers may care to ask. It is expected that this service will be of inestimable value to the many talking machine dealers whose knowledge of radio is far from being thorough.

Rohin, Inc., Opens Fine Sonora Retail Wareroom

Rohin, Inc., is the name of a new Sonora dealer who recently opened a fine store at 24 West Fifty-ninth street, New York, in the shadow of the Plaza Hotel and opposite Central Park. The location is one of the best in New York from the standpoint of exclusiveness and the trade served is of the highest class. L. M. Rogers, who, with Leo J. Hinchliffe, comprises the firm, was connected with the Sonora Phonograph Co. for six years in the capacity of credit manager and purchasing agent. In addition to the Sonora, several lines of standard radio receivers are carried, with the Radio Corporation of America line featured. The store will take care of all service matters for the customers who formerly dealt at the Sonora retail establishment on Fifth avenue.

Radio Show in Syracuse

Talking machine dealers handling radio in the central part of New York State are displaying much interest in the Radio Show to be held in Syracuse, N. Y., from February 7 to 21. A large attendance is expected.

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

Brunswick Music Memory Contest is Center of Interest in Pittsburgh Territory

Dealers Stage Effective Tie-ups—Farewell Dinner to W. C. Dierks, Treasurer and General Manager of C. C. Mellor Co.—Record Sales Derby Winners—Other Important Trade Activities

PITTSBURGH, PA., February 10.—Hundreds of Pittsburghers listened in on the evening of February 3 in the radio Music Memory Contest under the auspices of the Brunswick-Balke-Coulender Co. through the local station KDKA of the Westinghouse Electric Co. All of the Pittsburgh Brunswick dealers linked up in the contest by announcing the terms of the contest as well as furnishing complete information. Contest blanks for the use of prospective participants were distributed by all of the local Brunswick dealers. Several invited their patrons to visit their places of business during the memory contest. Considerable interest was manifested in the singing of the artists, many of whom are widely known to Pittsburghers through the Brunswick records which they have made.

Radio Program Interests

Aggressive talking machine merchants are not at all alarmed at the so-called "invasion" of the radio as they feel that the radio and talking machine are bound to go together. Consequently the progressive dealers here are meeting with unusual success not only in selling radio outfits but also phonographs and talking machine records.

Station WCAE in connection with station WEAJ of New York was instrumental in presenting a most delightful program on Thursday evening, January 29, when Lucy Marsh sang and the Flonzaley Quartet played. Hundreds of radio enthusiasts enjoyed the delightful program of these Victor artists.

Edison Sales Gain

Edison dealers in the Pittsburgh district report a very satisfactory volume of sale of Edison records. John Henk, of the Columbia Music Co., Edison, Columbia and Brunswick dealer, stated that Edison sales of phonographs and records for the past month were very flattering. A. Buehn, treasurer of the Buehn Phonograph Co., Edison distributor, stated that Edison record sales during the past few weeks had shown a very marked increase.

Farewell Dinner to W. C. Dierks

A farewell dinner was tendered to W. C. Dierks, treasurer and general manager of the C. C. Mellor Co., Victor and Brunswick dealer, on Monday evening, February 2, at the Pittsburgh

Athletic Association. The dinner proved to be a very enjoyable affair and indicated the high esteem in which Mr. Dierks is held by the trade in his home city. The committee of arrangements consisted of Wm. C. Hamilton, of the S. Hamilton Co., Victor-Brunswick dealer; Theodore Hoffmann, of the J. M. Hoffmann Co., Brunswick dealer, and Arthur O. Lechner, of the Lechner & Schoenberger Co., Victor, Columbia, Edison and Starr dealer. Mr. Hamilton, during the course of the evening, made a brief address in which he wished Mr. Dierks a safe and happy journey to and from the old world. Mr. Dierks responded in a feeling manner and thanked the members of the Association for their courtesy and hospitality. Mr. Dierks, accompanied by Mrs. Dierks and their daughter, Miss Elizabeth Dierks, sailed on February 7 for a two-months' tour of France, England and Germany. While in Paris they will visit their son and brother, Barry C. Dierks, a prominent young architect who has resided in that city for the past three years.

Stages Radio Show and Sale

The Kaufmann & Baer Co., during the week of February 2, featured its third annual Radio Show and Sale in which the Kaufmann & Baer Broadcasting station WCAE featured the special programs broadcast daily from the stage in the auditorium on the eighth floor. There were a series of lectures on radio by radio engineers, as well as novel experiments with radio frequency currents. Five hundred dollars in radio sets were given as prizes for the best essays. Among the radio outfits on display were the De Forest, Radiola, Crosley, Ware, Sleeper, Jewett, Kennedy Co., Zenith, Sonoradio, and other leading makes.

Winners in Record Sales Derby

The Red Seal Derby conducted by the Standard Talking Machine Co. excited no little interest on the part of dealers of the Pittsburgh and adjoining territories. It had the effect of stimulating considerable activity on the part of the sales people in the several shops that participated in the Derby. The affair was under the direction of Thomas Evans, sales manager of the Standard Talking Machine Co. The judge of the contest was C. C. Latus, secre-

tary of the Piano Merchants' Association of Pittsburgh. Miss M. E. Baier, of the Joseph Horne Co., had the highest total sales; Miss Spohn, of Kaufmann's Department Store, the second highest and Mrs. L. Murray, of Rosenbaum's, third, in the Pittsburgh group. In the out-of-town-dealer group Miss E. Naughton, of Holland Co., Cumberland, Md., first; Miss Fannie Brubaker, of the Penn Traffic Co., Johnstown, second, and Mrs. Reich, of the S. Hamilton Co., Wilkensburg, Pa., third.

Bright Playertone Outlook

M. S. Levinson, secretary of the Playertone Talking Machine Co., of this city, recently returned from a trip throughout the Middle West in the interest of Playertone phonographs and combination radio instruments. Mr. Levinson brought back with him a good volume of orders and reported the prospects for the future looked encouraging. Plans for the current year include new models and increased production.

News Gleanings

Horace Hays, president of the E. G. Hays Co., Brunswick dealer, and his family are spending the Winter at Miami, Fla.

Damage to the extent of \$500 was recently done to the exterior of the Sahner Music Shop, Brownsville Road, Mt. Oliver, a suburb of Pittsburgh.

The Joseph Horne Co. featured as an attraction in its radio-talking machine department a talk by Donald B. MacMillan, the Arctic explorer, which was broadcast and enjoyed by many persons.

Sales of the Starr loud speaker, manufactured by the Starr Piano Co., Richmond, Ind., are reported as very satisfactory. The Starr Piano Co., Inc., of Pennsylvania, is the local distributor.

Henry Kaufmann, vice-president of Kaufmann's Department Store, which conducts a large talking machine department, has just given to the Irene Kaufmann Settlement property in the downtown business section of Pittsburgh valued at \$750,000. The rentals from this property will insure an annual income of \$32,000 to the Settlement after all charges are paid. This latest gift brings Mr. Kaufmann's total contributions to the Settlement up to \$1,500,000. The Settlement was named in memory of Miss Irene Kaufmann, daughter of Mr. Kaufmann, who died some years ago. The latest donation was made effective on January 18, the birthday anniversary of the daughter.

To Make Gennett Records in New Cincinnati Lab.

CINCINNATI, O., February 7.—The Starr Piano Co. will have a week of recording in its new Cincinnati Gennett laboratory, beginning February 16. In addition to visiting artists there will be local ones, as there has arisen quite a demand for records of home favorites. Considerable interest is being shown in the recording laboratory by talking machine dealers, as they find it most interesting and instructive to choose as they are made the records they are to sell later.

Winterroth in New Home

The store of the Winterroth Piano Co., Beacon, N. Y., is moving to larger quarters in that town owing to the growth of the business within a period of one year. This store, which is under the management of Jack Altmann, has sold so many talking machines, player-pianos and radio sets that more floor space became imperative. Manager Altmann has reason to feel proud of the success achieved.

Radio Firm Chartered

The Airiola Co., New York, has been incorporated at Albany with a capital stock of \$5,000, to make radio outfits. The incorporators are W. P. Alder, A. Schwartz and M. M. Lewis.

Exclusively Wholesale Service in the PITTSBURGH DISTRICT

Colin B. Kennedy Equipment
Atwater Kent Equipment
Pooley Radio Cabinets
French Ray-O-Vac Batteries
Exide Storage Batteries
Gold Seal Homchargers
Music Master Loud Speakers
Weston Radio Plugs
Pennsylvania Radiophones
Brach Antenna Sets
Jewel and Oro-Tone Portable Phonographs

ESENBE CO.

SWARTZ & BUEHN

909 Penn Avenue

Telephone: Atlantic 0539
Catering especially to music dealers

Pittsburgh, Pa.

THE HIGHEST CLASS TEN DOLLAR LOUD SPEAKER ON THE MARKET



12 inch Bell



\$ 10

RETAILS at
\$10.50 West of Rockies
\$14.00 in Canada

NON-RESONANT HORN

23 inches over all.
Mahogany crystal finish.

Tone

FULL — CLEAR — MELLOW
without Distorting or Blasting

A SENSATIONAL SELLER and a real MONEY MAKER for the live dealer who wishes to feature a FIRST QUALITY Loud Speaker at the popular \$10 price.



HALLIWELL ELECTRIC COMPANY, INC.
Fourth Avenue and Twelfth St., New York City
Makers of the Finest Electrical Apparatus for a Half Century.

PROGRESSIVE MUSICAL INSTRUMENT CO., 319 Sixth Avenue, New York

Yahr & Lange,
207 East Water Street, Milwaukee, Wis.
GIBSON-SNOW COMPANY, Inc.,
306 West Willow Street, Syracuse, N. Y.
SOUTHERN AUTO & EQUIPMENT CO., Inc.,
111 South Forsyth St., Atlanta, Ga.
WALTER S. GRAY CO.,
1054 Mission St., San Francisco, Cal.

OHIO MUSICAL SALES CO.,
1747 Chester Avenue, Cleveland, O.
THE EASTERN ELECTRIC SUPPLY CO.,
43 Market St., Portland, Maine.
H. A. McRAE & CO., Inc.,
137 River Street, Troy, N. Y.
WALTER S. GRAY CO.,
926 Midway Pl., Los Angeles

A. R. RODWAY,
616 So. Michigan Ave., Chicago, Ill.
THE WIL-MER CORPORATION,
Broad & Spring Garden Sts., Philadelphia, Pa.
KIEFFER-STEWART CO.,
Capitol Ave. & Georgia St., Indianapolis, Ind.
WALTER S. GRAY CO.,
2602 Fourth Ave., Seattle, Wash.

LUCKER SALES COMPANY, 17 South Sixth Street, Minneapolis, Minn.

Canadian Distributors: THE OTTO HIGEL CO., Ltd., King and Bathurst Streets, Toronto

Act!

Write today to any of the following distributors.

IMMEDIATE DELIVERY

Artistic Window Displays Are Prize Winners in Sonora National Contest

Davega Wins First Prize With Unusual Display of Sonora Speakers—Spiegel Music Co., of Fort Wayne, and H. A. Brunke, Berlin, Wis., Also in the Running for Prizes

One of the factors contributing to the success of a sales campaign is an attractive window display in which the product is presented to the class of displays which were typical of those which acted as silent salesmen for the Sonora radio speakers during the month of



The Well-Planned Window of Da passers-by and potential customers in a manner that causes a desire for the article. To this fact the Sonora dealers throughout the country who participated in the recent Sonora Radio

vega, Inc., Which Won First Prize December. They were awarded the first three prizes as follows: Davega, Inc., New York; Spiegel Music Co., Fort Wayne, Ind., and H. A. Brunke, Berlin, Wis. The displays of Val

The display was shown in each of the concern's eight stores in rotation and was directly responsible for many sales. The display of the Spiegel Music Co. was well designed and was a direct tie-up with the national advertising of the Sonora Co. in featuring on the display card the phrase, "Out of the Heart of a Sonora," which is used in all national advertisements of the Sonora radio speaker and which is proving a most effective slogan. The display of H. A. Brunke is well calculated to cause even the casual shopper to stop and look. It is ingenious because of the simplicity, a toy mechanical set being used for the construction of the wireless antenna supports and the illuminated toy house is also well done.

Perpetual Radio Service Offered by Wunderlich's

Radio Department of Kansas City Music House Establishes New Service Plan

KANSAS CITY, Mo., February 8.—In the radio department of Wunderlich's, B. F. McNeil, formerly of California, has been in charge since the first of December. Mr. McNeil believes that radio from a musical standpoint has not been exploited as its possibilities allow, and his plans for the future for this department at Wunderlich's are encouraging. One feature of this is the unique service plan, "sold" with each instrument. The R. C. A. line is carried.

The purchaser of any instrument from this department is entitled to a perpetual service for repair and assistance in radio operation. Thirty days from the date of sale, and each succeeding thirty days, or thereabouts, a radio expert will call upon the purchaser to inquire into the satisfaction of the instrument, its working condition and to look after any difficulty the owner may have experienced. These calls are unsolicited, service being continued so long as the batteries for the radio sets are purchased from the store.

It is the intention of the organization that there will be broadcasting of programs consistent with the prestige of the house, when plans for such broadcasting will have been completed. The studio in the Wunderlich Building is arranged for broadcasting through the Kansas City Star station.



The Display to the Left is That of the Spiegel Music Co. of Ft. Wayne, Who Won Second Prize; to the Right is the Display of H. A. Brunke, Berlin, Wis., Who Won Third Prize

Speaker Window Display Contest will attest, for sales were never better and the efforts and expenses put forward were more than repaid in profits from the resultant sales. Dealers in all sections of the country sent in photographs to the Sonora Phonograph Co., and the judges were hard-pressed to choose the winners, because of the artistry and appeal which were the keynote of the displays.

The accompanying photographs give an idea

Loewer, Columbus, O., and Bames, of Atlanta, Ga., received honorable mention.

The Davega window, as can be seen from the illustration, was most effective and appealing.

List Price \$25.00 THE No. 250 ORO-TONE JUNIOR List Price \$25.00

The No. 250 Junior is produced by the Oro-Tone Company for the merchant who desires a thoroughly dependable portable phonograph to sell at \$25.00 to \$30.00. The Junior is honor built throughout and represents the greatest value offered at the price.

TO CLOSE THE LID—Swing arm in position as shown here—reproducer turned in Edison position—depress base of arm in metal deflector, close lid. Time required, 2 seconds.



PLAYS ALL RECORDS

CABINET CONSTRUCTION—Body construction of 1/2 inch stock. Dove-tailed corners. 3/4 inch veneer top and bottom panels. Glued and nailed throughout and covered with a durable waterproof leatherette material.

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

TO NE ARM AND REPRODUCER—Manufactured by the Oro-Tone Company. Constructed to stand up under the roughest usage.

LOUD CLEAR TONE—You will be surprised at the volume of the Junior. It is very loud, clear and brilliant.

READY TO PLAY IN FIVE SECONDS—Open the cabinet and pull up on base of tone arm (time one second) and the Junior is ready to play.

THE PROTECTIVE HARDWARE is nickel plated. Note the long piano hinge used on the lid.

ORO-TONE SELF-CLOSING NEEDLE CUP is used on the Junior, you cannot spill the needles. The hinged spring top is always closed.

THE ORO-TONE CO.

1010 George Street Chicago, U. S. A.

Height 7 1/2 inches. Width 11 1/2 inches. Length 15 inches. Weight 15 pounds.

Jobbers outside the Chicago zone will be entitled to ask a higher list price due to quick service and the saving in transportation charges to the dealer.



LIST PRICE, BLACK LEATHER FINISH ONLY NO. 250 JUNIOR \$25.00 Less Usual Discount to Good Dealers

Adler Mfg. Co. Officials and Executives Discuss Problems at Important Conference

First General Conference of All Officials and Executives Held in Louisville—Discuss Achievements and Policies—Entire District Representative Organization Present

The first general conference of the Adler Manufacturing Co., producer of the Adler-Royal line of phonographs, radio-phonograph combinations, neutrodyne radio sets and radio speakers, was held at the factory in Louisville, Ky., on January 23 and 24. The conference was truly a remarkable success, both as to the

Corporation), 532 Republic Building, Chicago, Ill.; Harold N. Buckley, 615 Peoples Bank Building, Indianapolis, Ind.; Morris and Louis Marks (Marks Phono. & Radio Corp.), 2215 Pine street, St. Louis, Mo.; M. M. Blackman (Blackman Sales Co.), 17 East 14th street, Kansas City, Mo.; S. E. Lind (S. E. Lind, Inc.),



The Adler Mfg. Co.'s Louisville Convention

Top row (left to right): F. A. Hinners, radio engineer; J. P. Coleman, manager credit department, main office; Jos. Phillips, Denver district representative; L. O. Whelan, head bookkeeper, main office; Ed Blimke, Chicago district representative; Miss L. Morrison, secretary to Mr. Bloom; Lambert Friedl, vice-president and sales manager; Mrs. E. Roberts, secretary to Mr. Adler; H. N. Buckley, Louisville district representative; C. L. Adler, president, Adler Manufacturing Co.; W. Loyd Cohn, Dallas district representative; W. F. Sprague, Minneapolis district representative; Harry O'Connor, Pittsburgh district representative; Ray Reilly, Chicago district representative. Second row (left to right): Thos. Griffiths, treasurer, Adler Manufacturing Co.; Robt. Harris, Philadelphia district representative; S. E. Lind, Detroit district representative; Allan Strauss, radio engineer; Louis Marks, St. Louis district representative; S. W. Lukas, New York district representative; W. I. Brunner, New York district representative; Jas. Ervin (and his cigar), Cleveland district representative; E. H. McCarthy, Boston district representative; M. M. Blackman, Kansas City district representative; W. A. Carroll, Buffalo district representative; W. E. Guthrie, manager of New York sales office; M. Marks, St. Louis district representative. Bottom row (left to right): E. L. Hagemann, superintendent, Adler Manufacturing Co.; G. W. Leep, office manager, main office; N. P. Bloom, secretary, Adler Manufacturing Co.; B. A. Meyer, vice-president, Adler Manufacturing Co.; Ralph Meade, advertising manager, Adler Manufacturing Co.

number attending and the vast amount of constructive discussion regarding past achievements and future policies. All the officials and executives of the Adler Manufacturing Co. were on hand, including C. L. Adler, president; Lambert Friedl, vice-president and general sales manager; N. P. Bloom, secretary; Thomas Griffiths, treasurer; Edward Hagemann, factory superintendent; Ben Meyer, purchasing agent; G. W. Leep, office manager; J. P. Coleman, credit manager; F. A. Hinners, radio engineer; Allan Strauss, special traveling radio representative; Ralph H. Meade, the new advertising and sales promotion manager, and W. E. Guthrie, manager, New York sales office.

The meeting was made especially noteworthy by the presence of the entire district representative organization, which has developed into such an important factor in the phonograph and radio fields during a comparatively short period of time, the phenomenal growth of which speaks worlds for the remarkable success of the Adler-Royal product.

The district managers on hand were as follows: Brunner and Lukas, 881 Broadway, New York, N. Y.; Blimke and Reilly (Edray Sales

2765 West Fort street, Detroit, Mich.; H. G. O'Connor (Standard Furniture Mfg. Co.), 921 Liberty avenue, Pittsburgh, Pa.; William A. Carroll, Room 802 — Bramson Bldg., Buffalo, N. Y.; Robert Harris, 315 Jefferson Bldg., 1015 Chestnut st., Philadelphia, Pa.; James M. Ervin, 4900 Euclid avenue, Cleveland, O.; W. L. Cohn (Radio Equipment Co., of Texas), 1319 Young street, Dallas, Texas; E. H. McCarthy (Royal Line Sales Corp.), 218 Tremont street, Boston, Mass.; Joseph Phillips (Royal Sales Company), 313 California Bldg., Denver, Colo.; W. L. Sprague (Sprague & Warren),



Banquet Which Closed the Conference

39 South Eighth street, of Minneapolis, Minn. From the time the conference convened on Friday, the 23rd, until the hour of the banquet at the Hotel Brown, which marked its termination, a splendid interest and whole-hearted enthusiasm was evinced by all. To quote one official of the company: "In all my years of experience with large manufacturing and selling organizations I have never once seen so

much enthusiasm, such a spirit of co-operation and so remarkable an atmosphere of confidence and faith in the future, not to mention satisfaction with the past."

During addresses by the various Adler-Royal officials the many plans and policies for 1925 were carefully and thoroughly mapped out, and a manufacturing and selling picture presented which bids fair to account for one of the outstanding successes of the year 1925 in the trade.

After a two-hour tour of the factory and a detailed inspection of the various processes which enter into the manufacture of the Adler-Royal product, the assembled district representatives were addressed by Lambert Friedl, who talked on accomplishments and aims of the Adler-Royal organization, and then introduced C. L. Adler, president of the company, who formally welcomed the district representatives to Louisville and gave a masterly talk on high quality manufacturing and its relation to the sales problem. Mr. Friedl then turned the meeting over to N. P. Bloom, secretary of the company, who acted as chairman. At Mr. Bloom's request various officials, executives and department heads addressed the meeting.

Thomas Griffiths discussed the accounting system, followed by Ben Meyer, who gave a very interesting and enlightening talk on lumber and veneer. R. H. Meade talked on advertising and sales promotion, and briefly sketched plans for co-operation with the district representatives and dealers. G. W. Leep talked on office routine and reports; Mr. Hagemann on manufacturing; Mr. Coleman on credits; Mr. Friedl on radio sales; Mr. Hinners on neutrodyne circuit, and Mr. Strauss on radio sales and repeat business. Various round-table discussions led by members of the district managers' organization were also held and proved most productive of new ideas and plans. On Saturday evening, after all formal business had been disposed of, a banquet was held at the

Hotel Brown, Louisville's new and finest hostelry, attended by all members of the conference. This was purely a social session and was in every way a splendid success and greatly enjoyed.

The Adler-Royal sales conference can be pointed to as the culmination of an

exceptional achievement in the phonograph and radio industries, for it marks an astounding growth and success at a time when phonograph business was, to say the least, below normal. This success can be attributed not only to the combination of quality product, and adequate sales and merchandising policies, but mainly to the persevering efforts, whole-souled loyalty and the splendid ability of those present.

PROTECT YOUR RECORDS BY USING
THE ORIGINAL TEN TIME NEEDLE
(EACH NEEDLE GUARANTEED TO PLAY TEN RECORDS ON ANY PHONOGRAPH)



WALL-KANE
NEEDLES

EACH NEEDLE CHEMICALLY TREATED TO PROLONG THE LIFE OF YOUR RECORDS

A PACKAGE OF 50 NEEDLES EQUIVALENT TO 500 ORDINARY STEEL NEEDLES

PRICE 15¢ U.S.A.
20¢ CANADA



EXTRA LOUD



MEDIUM



LOUD

MADE IN U.S.A.

150% PROFIT

on WALL-KANE NEEDLES

The only needle recognized as the original 10-record needle, established for over ten years, put up in handsome displays that sell themselves.

WALL-KANE NEEDLE MANUFACTURING CO., Inc.

3922 14th Avenue

Brooklyn, N. Y.

Special prices on
JAZZ, CONCERT and PETMECKY NEEDLES

The New Display Case Holding 100 Packages Assorted



Successful Radio Merchandising

depends on the high average of dependability and service which the sets you sell render to your customers.

Cunningham RADIO TUBES

are safe for you to sell and safe for your customer to buy

Radio Tubes are delicate instruments of almost infinite precision and accuracy.

They are the nerve center of the radio set through which every radio impulse is transformed and magnified into audible sound.

Safety-First in merchandising demands that in radio essentials you stick to standard lines.

TYPES: C301A, C299, C300, C11, C12
in the orange and blue carton.

Follow this policy and you will recommend Cunningham Radio Tubes for every socket of every radio set.

PATENT NOTICE: *Cunningham tubes are covered by patents dated 2-18-08, 2-18-12, 12-30-13, 10-23-17, and others issued and pending.*

DATA BOOK: *Cunningham 40-page Data Book fully explaining care and operation of Radio Tubes now available at our San Francisco office.*

HOME OFFICE:
182 SECOND STREET
SAN FRANCISCO

E. J. Cunningham, Inc.

CHICAGO
NEW YORK

Twin Cities Retailers Making the Most of Three Big Local Trade Exhibitions

Entire Trade Facing Coming Months of Year With Optimism—Brunswick Display at Auto Show Attracts Attention—Local Artists Record—Mrs. Helen D. Beggs Columbia Manager

MINNEAPOLIS AND ST. PAUL, February 7.—Twin Cities dealers report sales a little slower than during the holidays, but are unanimous in expressions of optimism over the outlook for the new year. January generally proved a very pleasing initiation into 1925 business. With three big exhibition events on there is certain prospect of stimulated sales. The Northwest Automobile Show, The Northwest Drug Dealers' Convention, and the Twin City Building Show are, or will be, occupying everyone's attention.

Brunswick Display at Auto Show

"Doc" O'Neill, of the Brunswick Co., is enthusiastic over its display at the Auto Show January 31 to February 7. The booth is lo-

cated on the third floor, right next to the Gold Medal Broadcasting Station.

The Whitney-MacGregor Co. has purchased the Brunswick stock of the Anderson-Gauper-Pryer Co. on Lake street. The addition of the Brunswick Radiola considerably augments the department of this big concern.

First Records of Local Artist

Minneapolis has reason to celebrate, for her favorites, Dick Long and His Orchestra, have signed a Victor contract and their first record is on the market. It contains two fox-trots, "Rock-A-Bye Baby Days" and "If You Don't Tell Me." The Dayton Co., one of the largest local department stores, has a very clever window exhibit on Nicollet avenue. It shows a

miniature stage with doll figures in costume playing. The Victor dog presides in the foreground. Dick Long's Orchestra plays at the Dayton Tea Rooms every noon and a special announcement is made of the record.

Entertain Local Dealers

The Nankin Cafe, where Dick Long's Orchestra has played for five years, on the night of January 27 staged a party for local talking machine dealers and their friends. It started at 12:30 a. m. and lasted until 4:30 a. m. A chow mein supper was served to about 500, as guests of Walter James, manager of the cafe. Stars from the vaudeville houses entertained and the orchestra played for dancing.

Satisfactory Edison Business

J. Unger, of the Lawrence Lucker Co., says phonograph sales have been fair, with the biggest month's business in records ever enjoyed. Radio business is good, with the new De Forest model D 17 proving a favorite with the dealers; also the Ware neotrodyne. Lawrence Lucker will have a complete Edison display at the Drug Convention and at the Building Show. The company has opened a large number of new accounts. Mr. Lucker will leave soon for the East to join in celebrating Mr. Edison's birthday on February 11.

T. H. Pidge, an experienced phonograph man, has recently been added to the sales force.

John J. Roden Goes East

John J. Roden, for some years with the Dayton Co., has left for Brooklyn, N. Y., to take an excellent position with Abraham & Straus Co. Jack Roden is very well liked in the music business and his friends are glad of his success.

J. L. Pofahl, of the Dayton Co., will soon make a buying trip East.

New Columbia Branch Manager

The Columbia Phonograph Co. has a new branch manager in Minneapolis in the person of Mrs. Helen D. Beggs, who says the new model console proved a big seller during the holidays. The Columbia Co. is also putting out a combination radio and phonograph that is very popular with the dealers.

Arnold Rebney Killed by Auto

Arnold Rebney, formerly a record salesman with the Cable Piano Co., was run down by a "hit and run" driver on the river road. He never regained consciousness.

Important But Brief

John E. Date, of Doerr, Andrews & Doerr, says January augurs well for a prosperous year. The company will have a full display of phonographs, Zenith radio and radio accessories at the N. W. Drug Convention February 9-15.

Edward G. Hoch, Minneapolis Cheney manager, is on a trip to Chicago, St. Louis and through Wisconsin, visiting dealers.

Cunningham Tubes Reduced

Announcement was made on February 2, by E. T. Cunningham, Inc., San Francisco, that a reduction of one dollar on the price of Cunningham tubes, types C-301A, C-299, C-11 and C-12, was effective as of that date. The increase in sales, resulting in manufacturing economies, is responsible for the reduction to \$3.00 for a Cunningham tube.

Greek Dealer a Visitor

M. Nigolossian, representative of the Starr Piano Co., at Athens, Greece, is visiting New York, together with his son-in-law Arman Ohanian. Mr. Nigolossian has been in this country for the past month or six weeks and expects to stay for about two more months.

Buys Denman Bros. Co.

ANNISTON, ALA., January 31.—J. B. Denman, formerly of Brownwood, Tex., has just purchased controlling interest in the Denman Bros.' Piano Co., this city, which will be known in the future as the Denman Bros.' Music Co.



Double-faced 7 Inch Records

A List of 98 Selections

Prompt Shipment of Orders

15¢ Each

*A Wonderful Juvenile Record
at a price which makes every
child a customer*

DEALERS' PRICE \$9.00 in 100 lot assorted
10c each in smaller quantities

Send for Sample Records and Full Details

PLAZA MUSIC COMPANY

10 West 20th Street — New York City

Latest Summary of Exports and Imports of "Talkers"

Figures on Exports Summarized in November and December of 1924 Show Increases—Interesting Data on Exports and Imports

WASHINGTON, D. C., February 9.—In the summary of exports and imports of the commerce of the United States for the months of November and December, 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 for November:

The dutiable imports of talking machines and parts during November, 1924, amounted in value to \$42,717, as compared with \$53,237 worth which were imported during the same period of 1923. The eleven months' total ending November, 1924, showed importations valued at \$386,844, as compared with \$675,929 worth of talking machines and parts during the same period of 1923.

Talking machines to the number of 5,431, valued at \$204,160, were exported in November, 1924, as compared with 5,505 talking machines, valued at \$218,562, sent abroad in the same period of 1923. The eleven months' total showed that we exported 67,943 talking machines, valued at \$2,553,232, as against 58,758 talking machines, valued at \$2,324,370 in 1923.

The total exports of records and supplies for November, 1924, were valued at \$134,593, as compared with \$104,401 in October, 1924. The eleven months ending November, 1924, show records and accessories exported valued at \$1,647,106, as compared with \$1,244,784 in 1923.

The dutiable imports of talking machines and parts during December, 1924, amounted in value to \$55,478, as compared with \$42,658 worth which were imported during the same period of 1923. The twelve months' total ending December, 1924, showed importations valued at \$442,322, as compared with \$718,587 worth of talking machines and parts during the same period of 1923.

Talking machines to the number of 6,056, valued at \$229,248, were exported in December, 1924, as compared with 6,329 talking machines, valued at \$218,764, sent abroad in the same period of 1923. The eleven months' total showed that we exported 73,999 talking machines, valued at \$2,782,480, as against 65,087 talking machines, valued at \$2,543,134, in 1923.

The total exports of records and supplies for December, 1924, were valued at \$124,397, as compared with \$126,614 in October, 1924. The eleven months ending December, 1924, show records and accessories exported valued at \$1,771,503, as compared with \$1,271,412 in 1923.

The countries to which these instruments were sent during December and their values are as follows: France, \$3,435; United Kingdom, \$13,836; Other Europe, \$12,133; Canada, \$27,961; Central America, \$11,860; Mexico, \$20,752; Cuba, \$5,742; Argentina, \$21,941; Chile, \$4,962; Peru, \$18,775; Other South America, \$29,938; China, \$2,188; Japan, \$3,851; Philippine Islands, \$4,845; Australia, \$30,607; New Zealand, \$3,518; Other Countries, \$12,904.

Popular Columbia Releases

The recent release of the Columbia race record "Thunderstorm Blues" coupled with "Poor House Blues," both sung by Maggie Jones, met with a large demand from Columbia dealers for additional stock of this popular recording. Another record which is showing great popularity is "You and I," from the musical show "My Girl."

Alphonse W. Cote, who has won quite a reputation as a tenor singer in Lewiston, Me., recently made two double-disc records at the Victor Laboratory and their arrival at Tainter's Music Store, in Lewiston, aroused considerable interest among local musicians.

United Music Co. Brockton, Secures Larger Quarters

Talking Machine Department a Feature of New Store—Radio Retained in Old Store

BROCKTON, MASS., February 5.—Larger quarters in the Times Building here have just been taken by the United Music Co., which has expanded its local business beyond the capacity of the former store at 19 Main street. The new warehouses have a modern show window and an attractive arched entrance has been built in. The old store will be used in the future by the radio department of the company, and pianos and phonographs will be handled exclusively in the new quarters.

The Rix Radio Supply House, Brooklyn, N. Y., has been granted a charter of incorporation at Albany with a capital stock of \$50,000. J. W. Bering, J. J. McCloughlin and J. J. Conway, Jr., are the incorporators.

Whittier Music Co. Expands Its Radio Department

California Concern Has Had an Excellent Season in Radio—Other Departments Also to Be Increased in Size in Near Future

WHITTIER, CAL., February 6.—With the opening of the new year the Whittier Music Co., 125 South Greenleaf avenue, made arrangements for the material enlargement of the company's radio department, which work is now under way. At the same time several other departments in the store will be increased in size to take care of the growing business, according to L. J. Sims, the manager.

Mr. Sims expressed himself as well pleased with the showing of the radio department during the past season and declared that if he had available twice the amount of stock on hand he could have disposed of it during the holidays. This company is one of the most aggressive concerns on the Coast.

McCormack—More Clearly on the FRESHMAN MASTERPIECE

WHEREVER you are in this country you can easily tune in John McCormack, Bori, Alda and the host of other Metropolitan Opera artists, now broadcasting every other Thursday evening, from W E A F and other stations.

The Freshman Masterpiece assures true to life reproduction with real loud speaker volume. Brings out every single note distinctly, with matchless tonal qualities.

The easiest of all sets to operate.



A five tube tuned radio frequency receiver made of the finest low loss materials and in a beautiful genuine solid mahogany cabinet, that is attractive enough for the most pretentious room, and at sixty dollars, economical enough for the most modest. Combining all points essential to the perfect receiver, it is the greatest value ever offered in a radio receiving set.
Chas. Freshman Co. Inc.
Radio Receivers and Parts
FRESHMAN BUILDING
240-245 WEST 40TH ST.—NEW YORK, N.Y.

These artists broadcasting through courtesy of Victor Talking Machine Co.

Here's an example of the Freshman Masterpiece advertising appearing in all the radio magazines and in over one hundred newspapers throughout the United States. It is the kind of advertising that will send high class trade to your store. If you do not carry the Freshman Masterpiece, write today for catalog and proposition.

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[Editor's Note—This is the forty-seventh 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.]

Power Behind the Miracle

A few months ago there came to London the famous singer Amelita Galli-Curci. She had never sung in London before, and yet every one of the ten thousand seats in the great Albert Hall had been sold weeks in advance of her coming. Her reputation in the English-speaking world had been made entirely outside Great Britain, was in fact an American reputation entirely. Yet she could fill one of the largest, if not actually the largest, concert halls in the world, with an audience no member of which had ever heard her before she stepped on to the platform.

What power was behind this miracle? The answer is the talking machine and the record. Galli-Curci's voice had been made known to hundreds of thousands in London and in all Great Britain long before the singer herself had landed on British soil. Records, talking machines and records, had made that voice known and had sold those ten thousand seats weeks in advance of its owner's appearance upon the concert stage in proper person.

Nor is this all. Some of the critics, after her first concert, actually went so far as to say that the singer did not justify on this first occasion the great reputation her records had built up for her. They said that her best records were better than anything she then did in person!

Putting aside all other considerations, think for a moment what all this means! It simply means that the talking machine and the record together may actually, in the opinion of eminent critics, give musical results superior to the effects which an artist in person may give before an audience!

The Essential Marvel

It means that what I have so often said about the essential marvel of the talking machine is

strictly true; namely, that it is an unsurpassed, and so far unsurpassable, means for the preservation and reproduction of the finest of music, because talking machine music is music made under test conditions, music made as no other music can be made, after, if necessary, a dozen repetitions, music perfected to the last degree of refinement! That is what I have always claimed for talking machine music, and what indeed every thinking man in the business has always known; and that, too, is what is now proclaimed by highest musical authority.

In face of praise like this it should not seem very difficult to feature the musical possibilities of the talking machine successfully and with resulting sales, should it?

If I could make every dealer and every salesman see as clearly as it appears to me the really wonderful meaning of the story I have just told (and which may be seen in the London musical papers of last December), there would be a wave of enthusiasm for talking machine selling such as the business has never yet experienced.

The fact that Mme. Galli-Curci is a Victor artist has absolutely nothing to do with the case. What is true of one singer is in actual fact true of nearly all singers. To a very large extent it is also true of instrumentalists. Pianists drop notes and violinists play out of tune. A bad record of piano or violin playing, just like a bad record of singing, can be destroyed and the work played over a dozen times, until the necessary perfection has been attained. On the other hand, the artist on the concert stage may have a cold or be nervous. The stage may be draughty, the orchestra poorly conducted. Yet the concert must go on, and if any or all of these accidents combine to cause trouble, the poor artist has to take the resulting blame.

Getting a New Vision

Now, it seems to me that all this gives us a new angle of vision from which to look at the talking machine business. We have always realized, in a sort of vague way, that talking machine recordings of fine music are very fine indeed, but to have the superiority, the stark bitterness of them, thrust at us like this, is almost

disconcerting. Can we not make some use of the weapon thus put into our hands?

I am always hearing that the buying public does not care for fine music. Yet every talking machine record manufacturer frankly admits that the backbone of the business is the fine record. The income tax figures revealed last Fall showed how musician after musician is obtaining a royalty income far beyond what could possibly be earned by the mere giving of concerts. In other words, fine records are bought. That is the only possible deduction to be drawn.

But, of course, to sell fine records one needs more than the mere announcement of their existence. It is indeed marvelous that the magic of a name should carry so far as it often does, and that people should buy blindly just because they know that such and such a disc was engraved by the voice, the bow or the keys associated with a great name. Yet in these days we want more than mere passive interest. We want more positive desire and to that end we must have more positive active demonstration. The weakest end of the talking machine retail business to-day is the record demonstration end and this is just the end which will give us the best returns for any strengthening of it we may undertake to do. We shall get more sales by putting our efforts into thus demonstrating the talking machine's musical capabilities than by anything else we can imagine.

Of course all the forces of inertia stand in our way, for nothing is harder than to make men change the methods into which they have drifted, especially when the change is from the passive to the active. At the present time however, the signs of the times are plain. It is the music of the talking machine that is to be sold; and it is our job to develop the musical side of talking machine demonstration to such an extent that we can make the whole people realize what those English critics saw when they said the artistic results from records were actually superior to the work of the recording artist in person at her first appearance.

Every Detail Counts

To this end, every detail of demonstration has its own importance. I often go into talking machine stores and find that owing to some neglect it is impossible to get good results from any record. It may be that a motor squeaks or has been allowed to choke up with dirt. It may be that needles are not regularly changed by the attendants. It may be that records are allowed to lie around and get all scratched up. It may even be that the hearing rooms are so badly arranged that they afford no actual proof against intruding sounds. Whatever may be the causes, it is certain that fine demonstration of records is a matter of attending to a multitude of small details, none of which can safely be treated with indifference. We are dealing with something very wonderful and very delicate, with a method of recording and reproducing sound that is not recognized generally for the marvel it is only because we are so thoroughly accustomed to it.

For goodness sake, let us have no more messing around with a matter like this. It is a question of principle with which we are dealing, for the whole foundation of the business is the demonstration of its music. We sell music and we should sell nothing else.

Of course the dealer does not think in terms of tone when he puts in a line of machines or records, but he has to think in terms of tone when he sells, for it is tone he is selling. Whatever may have been the case at one time, to-day it is absolutely certain that tone and tone alone is the commodity we sell in the talking machine business.

JUST TO REMIND YOU

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

Always insist on

DE LUXE NEEDLES

(BEST BY EVERY TEST)

Perfect Reproduction of Tone *No Scratching Surface Noise*

PLAYS 100-200 RECORDS

May We Send You Sample?

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.

Price 3 for 30 Cents

Liberal Trade Discounts



The line of
least
resistance

Columbia

The
Columbia
line

Write the Columbia branch or distributor in your territory for full information on the new Columbia line

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

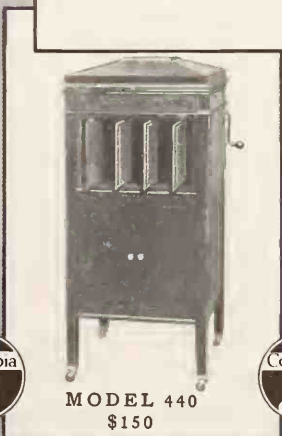
COLUMBIA WHOLESALERS, Inc.
205 West Camden Street, Baltimore, Md.
TAMPA HARDWARE CO.
Tampa, Fla.

COLUMBIA STORES CO.
1608 Glenarm Avenue, Denver, Colo.
221 S. W. Temple, Salt Lake City, Utah
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 PHONOGRAPH CO., LIMITED
22 West Front Street, Toronto

COLUMBIA PHONOGRAPH CO.
1819 Broadway New York



New York T. M. Co. Buys M. I. S. Victor Interests

Deal Includes Stock and Good Will of New York Wholesaler—C. Alfred Wagner Elected to New York T. M. Co. Board

It was announced recently that the New York Talking Machine Co., 521 West Fifty-seventh street, New York, one of the foremost Victor jobbers in the country, had purchased the Victor business, including stock, good-will, etc., of the Musical Instrument Sales Co., also a Victor jobber in New York. This important deal adds materially to the prestige and activities of the New York Talking Machine Co., which, under the direction of Arthur D. Geissler, has attained phenomenal success as a distributor of Victor products, both in New York and Chicago. In the latter city the company is known as the Chicago Talking Machine Co.

C. Alfred Wagner, president of the Musical Instrument Sales Co., and one of the most prominent members of the music industry, being general manager of the American Piano Co., has been elected a member of the board of directors of the New York Talking Machine Co. Mr. Geissler and his associates are making plans for the coming year that will provide their Victor dealers with a greater degree of service and co-operation than ever before, and the purchase of the Musical Instrument Sales Co. is a distinct tribute to Mr. Geissler's indefatigable efforts in behalf of Victor products.

R. S. Peer Returns From First Public Okeh Recording

Present at Recording by Finzell's Orchestra in Detroit, Mich.

R. S. Peer, sales director of the Okeh record division of the General Phonograph Corp., returned recently from a ten days' trip which included a visit to Cleveland, Detroit and Buffalo. While in Detroit Mr. Peer attended the first public recording that has ever taken place, and which proved a signal success. Finzell's Orchestra, exclusive Okeh artists, broadcast direct from the Arcadia dance hall under the direction of the Consolidated Talking Machine Co. and Mr. Peer was one of the Okeh executives who made a special trip to Detroit to be present at this event.

W. C. Fuhri Home From Important Mid-West Trip

Vice-President and General Sales Manager of Columbia Co. Finds Record Demand Particularly Active—Confers With Managers

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., New York, returned recently from an important trip to the Middle West, which included a visit to Columbia branches and jobbers in Chicago, St. Louis, Dallas, New Orleans and Cincinnati. In all of these important trade centers Mr.



W. C. Fuhri

Fuhri conferred with the branch managers and with the heads of the Columbia jobbing organizations regarding plans for the coming year, and in many instances he offered valuable suggestions that will be used to the advantage of the Columbia dealers during the next twelve months.

In a chat with The World, Mr. Fuhri commented upon the optimism and confidence that he found throughout the Columbia organization and among the dealers he visited. This is particularly true in connection with Columbia rec-

ord sales, for Columbia record business during the first six weeks of the new year showed an increase over 1924, and was well beyond the expectations of the executive sales organization. Mr. Fuhri was gratified to find an active and steady demand for the new Master Works Art Series of Columbia records recently introduced, and in the cities of Chicago and Cleveland particularly these records are proving popular throughout the dealer organizations. Boston record business has also been very pleasing, and, in fact, reports from the Columbia branches and the Columbia jobbers throughout the country indicate a demand for records that foreshadows a very fine business during 1925.

M. I. S. Co. Plans to Enter Radio Field on Large Scale

Former Victor Wholesaler Firm to Expand Radio Activities—Reputation and Dealer Contact Place Concern in Strong Position

As announced recently the Musical Instrument Sales Co., New York, has sold its Victor business to the New York Talking Machine Co., also a Victor jobber in New York, and in a recent chat with The World C. A. Wagner, vice-president and general manager of the Musical Instrument Sales Co., outlined his company's plans for the future. Mr. Wagner states that his organization is planning to enter the wholesale radio field on a large scale, and that full details regarding the lines to be merchandised, the personnel of the sales staff and the policies as a whole will be announced very shortly.

The Musical Instrument Sales Co. is in a particularly strong position to develop radio business, for, in addition to its activities in the music field, it controls a subsidiary organization, the Standard Appliance Distributing Corp., which is in close touch with dealers in the electrical and radio fields. Mr. Wagner is negotiating with several prominent manufacturers in the radio industry for the distributing franchises in the metropolitan territory, and these deals will be ready for announcement within a few weeks.

Frederick Fradkin on B'way

Frederick Fradkin, solo violinist and exclusive Brunswick artist, recently opened at the Piccadilly Theatre, Broadway and Fifty-second street, New York, as soloist and conductor of the Piccadilly Concert Orchestra. This theatre, one of Broadway's newer motion picture palaces, is unique in that it is the only prominent picture house on Broadway giving a midnight performance. All of the New York newspapers carried advertisements and news articles announcing Mr. Fradkin's engagement, and Brunswick dealers are taking advantage of the fact that he records for the Brunswick library exclusively.

F. Quinn Records for Okeh

One of the recent releases in the Okeh Irish catalog which has been enthusiastically received by those dealers who do a large Irish record business is "Father O'Flynn," coupled with "Get This," both sung by Frank Quinn. Mr. Quinn has a large following in Irish circles in the East and his records are always looked forward to. On this record Mr. Quinn accompanies himself on the accordion and introduces the "lilt-ing" which made his former records so popular.

Drive on Honest Quaker

New York Distributing Division of the General Phonograph Corp., which wholesales Honest Quaker accessories and repair parts, reports a brisk activity in these lines. A mail campaign to bring these parts to the attention of dealers is being waged at the present time.



We're the
Doctor



There is no reason why record sales shouldn't keep the cash register continually ringing up. If your business is slow you are no doubt subscribing to the wrong kind of records.

Consult our Service Department. Other businesses have been saved and made to prosper because our superior sales promotion experience has been heeded in time and followed.

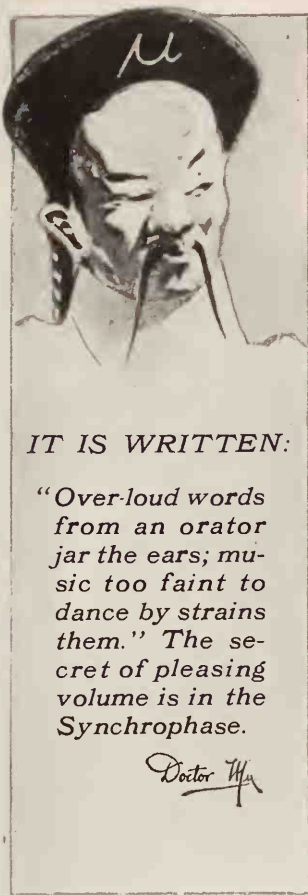
We sell all products manufactured by

GENERAL PHONOGRAPH CORPORATION

New York Distributing Division

15 West 18th Street

New York City



IT IS WRITTEN:

"Over-loud words from an orator jar the ears; music too faint to dance by strains them." The secret of pleasing volume is in the Synchronphase.

Doctor M



THE GREBE SYNCHROPHASE

TRADE MARK

WHEN, from so many good radio instruments on the market, one may choose with the same wisdom and deliberation exerted in the selection of a motor car or timepiece, it is not surprising that you will find an ever-increasing number of Synchronphase enthusiasts. A man who has once operated a Synchronphase is content with no other type of receiver.

Binocular coils—unaffected by local interference—arranged in two stages of balanced tuned radio frequency, give greater selectivity and sensitivity. On the S-L-F (straight line frequency) condensers all stations are spaced at equal intervals around the dials. No crowding of stations at the lower end of the dials in the Synchronphase.

The surpassing beauty of the Synchronphase is emphasized by comparison with other radio receivers. Close inspection reveals that every detail is designed and built in the Grebe factory, while in other receivers is found merely a variety of assembled parts.

Wise dealers specialize for quicker turnover and better business. It pays to specialize on the Synchronphase.

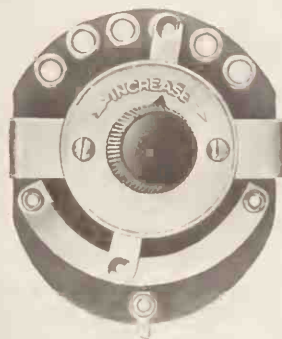
A. H. Grebe & Co., Inc.

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

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

THIS COMPANY OWNS AND OPERATES STATION WAHG

All Grebe apparatus is covered by patents granted and pending



Synchronphase Secrets No. 3—Volume Control

In the Synchronphase an entirely new control for audio amplification is provided.

This volume control with six gradual variations enables you to obtain just the right intensity for a vocal selection, a lecture or a dance.



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

H. I. Silverton Appointed Triangle Sales Manager

To Aid Dealers in Solving Their Merchandising Problems—Has Wide Experience and Is Well and Favorably Known to Trade

H. A. Linde, president of the Triangle Radio Supply Co., Inc., New York City, manufacturers' distributors of radio sets, accessories and parts, announced that on February 1 H. I. Silverton had become sales manager of the organization. In speaking of this important appointment with *The World* Mr. Linde said:

"Mr. Silverton has made a lifelong study of retail store conditions and has successfully solved many of its most serious problems. His work, when in exclusive charge of the radio and phonograph department of Abraham & Straus, Brooklyn department store, is known to most everyone familiar with happenings in

the talking machine trade. He comes to us in this important position to place at the disposal of our dealers his knowledge and experience in the retail merchandising of radio products. It is his plan to call upon our various dealers, to meet them personally and acquaint himself intimately with their merchandising problems, with the idea in view of extending service that will be of a decided benefit."

The remarkable growth and expansion of the Triangle Radio Supply Co. has been due largely to the foresight and energy of Herman Linde, who is both president and general manager. The appointment of Mr. Silverton as sales manager is another forward step in the building up of this already large organization.

Saul Birns has opened a new store at 310 Sixth avenue, New York, N. Y., which will be the headquarters for his chain of stores throughout the city. A complete stock of talking machines and piano is being carried.

Unusually Fine Window Features the Pathe Line

Staffelbach & Duffy, Live St. Louis Retailers, Broadcast Pathé Message Through the "Eye of the Store"—Live Retailing House

St. Louis, Mo., February 7.—Staffelbach & Duffy, Pathé dealers and distributors of Pathé products as well, with headquarters in this city, are utilizing their window display space to excellent advantage. The window, which is illustrated herewith, is not only particularly attractive and well



Staffelbach & Duffy's Pathé Window

laid out, but displays practically the entire Pathé line—radio, talking machines and records. In the background is featured the Italian Renaissance period model of the Pathé phonograph and to the left the popular console speaker in combination with the Pathé five-six radio receiving set. There are also shown in the window the portables, together with a generous display of records. In connection with the Pathé records there is featured the picture of Cliff Edwards, more familiarly known as "Ukulele Ike." It is reported that the Pathé recordings of "Ukulele Ike" are just as popular in St. Louis as they are in the other big cities and that Staffelbach & Duffy are doing a tremendous business with these records.

New Remo Loud Speaker Introduced to Trade

MERIDEN, CONN., February 10.—The Remo Corp., of this city, has just announced the advent of another new model of loud speaker in the Remo trumpet line. This new model is very similar in appearance to the regular model of the Remo trumpet but has as a distinct advantage a special adjustable unit, which is described as a new development that will overcome many objectionable features in broadcasting. This trumpet, similar to its companion model with the fixed unit, is finished in Adam mahogany.

In conjunction with the announcement of this new trumpet, an adjustable phonograph unit, to be used in conjunction with the talking machine, is also announced. The Remola, the cabinet model produced by the Remo Corp. during the latter part of last year, has proved a very popular number in the line.

The Remo Corp. is a well established house manufacturing radio, electrical and automotive products and for which it has created a good market. This company is paying considerable attention to the talking machine trade and the Remo trumpet is now well represented in the warerooms of prominent retailers from coast to coast.

Duoplug Placed on Market

The Pacent Electric Co., New York, manufacturer of Pacent radio essentials, has recently placed on the market a new plug which is unique in design and performs the work of accommodating two pairs of phones in parallel. This article, which is being merchandised under the trade name of Duoplug, may be operated, as far as the adjustment is concerned, without the employment of any tools—merely by the use of the fingers. There are no live metal parts exposed, thus avoiding the possibility of a high voltage shock when the plug is inserted in the jack.

Balkite Battery Charger.
For charging 6 vols storage batteries.

Price \$19.50
\$20 West of Rockies
\$27.50 in Canada



Balkite "B"—replaces
"B" batteries or dry
cells. Operates from
light socket.

Price \$55
\$75 in Canada

Balkite Radio Power Units

*two of the fastest-moving
and most profitable items in radio*

Balkite Radio Power Units supply constant uniform voltage to both "A" and "B" radio circuits and increase the power and clarity of any set. The Balkite Charger charges storage "A" batteries. Balkite "B" replaces "B" batteries entirely and supplies plate current from the light socket.

Both the Balkite Charger and Balkite "B" are entirely noiseless. They are based on the same principle. Both have demonstrated their entire success over a long period of time. Both are free from service trouble, well advertised and fast-moving. They make ideal radio accessories for the music trade.

Order through your jobber

FAN STEEL
Balkite Radio Power Units

BALKITE BATTERY CHARGER—BALKITE "B" PLATE CURRENT SUPPLY

Manufactured by FANSTEEL PRODUCTS CO., Inc., North Chicago, Illinois

The Famous BEL-CANTO LOUD SPEAKERS

*Endorsed by thousands of satisfied users in every
part of the world*



**TYPE B-406
LIST \$17.50**

The new Bel-Canto Cabinet Loud Speaker is the only one in the World equipped with the Exclusive Bel-Canto Flexible REED TONE CHAMBER making it possible to put within our cabinets the necessary length of horn for proper amplification. This REED TONE CHAMBER reproduces a tone of real musical beauty and mellow brilliance. REMEMBER this is an exclusive BEL-CANTO Feature and cannot be obtained in any other cabinet loud speaker. The highest quality of workmanship and material make this an ideal BUSINESS GETTER for the Live Radio Dealer. Size 8" x 10½" x 16".



**TYPE B-405
LIST \$15.00**

The Bel-Canto Gooseneck Horn is the result of three years of experimentation and research to attain perfection in amplification without distortion. Its generous size assures ample volume in any size room, while the crystal clear musical tone will satisfy the most discriminating. Equipped with Bel-Canto exclusive adjustable loud speaking unit. Complete instrument 26" high, 14" Bell. Guaranteed for one year.



**TYPE B-404
LIST \$10.00**

The original Bel-Canto Loud Speaker. Crystalline finish fibre horn. Our own adjustable unit, giving wide range of tone, quality and volume. Plug in on phone circuit. Heavy metal base, eliminating top heaviness. All other metal parts highly polished cast aluminum. Complete instrument 22" high, 10" Bell. Guaranteed for one year.

WEST OF THE ROCKIES:—B-406, \$18.00; B-405, \$15.50; B-404, \$10.50.

DEALERS—Bel-Canto Products

mean BIG PROFITS and satisfied customers. Get in touch with your jobber at once.

JOBBERS Out of town territory still available for BEL-CANTO Radio Products. It will pay you to write us now.

DISTRIBUTORS

SUNBEAM RADIO CORPORATION
1834 Broadway N. Y. City

KNICKERBOCKER TALKING MACHINE CO.
831 Broadway N. Y. City

WALTER S. GRAY CO.
1054 Mission Street
San Francisco, Calif.

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

WALTER S. GRAY CO.
2602 Fourth Avenue
Seattle, Wash.

MANUFACTURED BY

BEL-CANTO RADIO and TELEPHONE EQUIPMENT CO., INC.
872 BROADWAY ESTABLISHED 1922 NEW YORK CITY

Music Industries Chamber of Commerce Opposes the Perkins Copyright Bill

Alfred L. Smith, Secretary and General Manager of the Chamber, Presents Main Argument in Opposition to Proposed Legislation—Representatives of Leading Manufacturers Present

WASHINGTON, D. C., February 4—The expected effect of the Perkins copyright bill upon the music industry if enacted into law was outlined to the House Committee on Patents yesterday by representatives of the Music Industries Chamber of Commerce. With the main argument presented by Alfred L. Smith, its secretary and general manager, supplemental statements were presented by others of the group.

The Music Industries Chamber of Commerce is opposed to this bill both because it includes provisions which it considers contrary to the public interest and because it fails to include amendments to correct weaknesses in the existing copyright law, it is declared. Specifically they are opposed to it because (1) it eliminates the principle of compulsory mechanical license; (2) it is retroactive in effect and grants to the exclusive use of a few persons a vast amount of music which has been for many years in the public domain; (3) it eliminates copyright registration and other formalities which are essential to safeguard the rights of the public; (4) it extends the privilege of copyright to the unheard of extent of covering public performances of musical works which are not for profit.

The belief was expressed that there should be inserted provisions which will (1) change the present method of basing royalty payments upon production; (2) correct the omission in the 1909 act which failed to extend the provisions of compulsory mechanical licenses to so-called "word" music rolls, and (3) protect the public against financially and otherwise irresponsible manufacturers of mechanical records.

"If the compulsory mechanical license is eliminated citizens of such foreign countries as Great Britain, Canada, England, Italy, Germany, New Foundland, Australia, New Zealand and India will be given rights in this country which they do not enjoy in their own countries," declared Mr. Smith. "This seems unreasonable.

"The primary purpose of this bill is 'to permit the United States to enter the international copyright union.' We have heard it inferred, if not actually stated, that this is the reason

for the elimination of the compulsory mechanical license. We, therefore, assert most emphatically that it is not necessary to alter our existing copyright laws in respect to mechanical reproduction in any way whatsoever in order to permit or facilitate our entry into the international copyright union.

"There is nothing in the Berne convention providing what provisions countries subscribing to it shall make in their own copyright laws with respect to mechanical reproduction. In fact, several countries which have compulsory mechanical license provisions analogous to ours are already in the union."

Mr. Smith told the committee of the factors in the success of mechanical reproduction and the prosperity of the music publishing industry. He said that royalty payments of the members of the Music Industries Chamber of Commerce from 1910 to 1924, inclusive, amounted to \$16,746,019, jumping from \$54,581.63, in 1910, to \$2,380,522.11, in 1923, and \$2,053,252.93 in 1924.

"The success of the American music industry," he reiterated, "depends on compulsory mechanical license and its elimination would be a severe blow to the phonographic, record, player-piano and music roll business. They are dependent for their success upon access to all existing musical compositions. This fact has been recognized in most of the other leading music-producing countries. Since the establishment of the principle of compulsory mechanical license by the United States it has been adopted in many countries. Its proposed elimination in this bill is directly contrary to the tendency in other countries."

It was predicted that higher prices would be the inevitable result of the passage of this bill. Further, it might lead to the building up of a great music trust.

"The conditions are as favorable now, if not more so, toward the monopolistic control of copyrights than was the case in 1909," declared Mr. Smith. "To-day the control of copyrights of all the current popular music is largely vested in a little group of music publishers in New York City. About 60 per cent of the mechanical royalties on popular music are collected by six New York publishers.

"The principle of compulsory mechanical license has benefited the copyright owner, the manufacturer of reproducing contrivances and the public, and, therefore, should be retained. The proposed bill and even the existing law goes too far in giving copyright owners of musical works control over public performances. Instead of extending the control to public performances without profit, the existing law should be amended so that records and rolls which have paid mechanical royalties should be free from all further contribution to the copyright."

John G. Paine, of the Victor Talking Machine Co., spoke against the entrance of the United States into the international copyright union; George W. Case, Jr., of the Brunswick-Balke-Collender Co., talked about the exactions of the Authors' League in exacting royalties for the use of the compositions of those it represents; George D. Beattys, of the Aeolian Co., argued that "word" rolls should be subject to the mechanical license provisions; Arthur Garmaize, of the Columbia Phonograph Co., opposed the retroactive provisions of the bill which would confer control over music already in existence to those who do not now have such control, and Harry Lenahan, of Thomas A. Edison, Inc., declared that the inventors of the phonograph and other like producing machines have also contributed a great deal, and the composers are only an element in the success of the music records.

While the day was set aside for the opposition to the bill, Nathan Burkan, general counsel for the American Society of Authors, Composers and Publishers, defended the bill and related to the Committee many cases in which, he said, the composers had not received royalties. He told of having to go to court only to find that it cost more for prosecution than could be recovered. He advocated a penalty provision to reach those who defraud the composers of their just due.

Paul B. Klugh, of the National Association of Broadcasters, criticized Thorvald Solberg, the register of copyrights, for having drawn the bill, and added that the radio interests had not been consulted in the preparation of the measure.

A denial that 90 per cent of music was not copyrighted was made by Mr. Klugh, who on the other hand contended that it was virtually impossible to obtain uncopyrighted music for radio transmission. He asked for the right to make individual bargains between the radio broadcasters and the composers. Only twenty out of 526 radio broadcasting agencies are manufacturers of radio apparatus, he stated.

Questioned by Representative Sol Bloom, of New York, Mr. Klugh denied that \$100 a minute had been charged by the broadcasting stations for sending out a speech by President Coolidge. The stations, he said, charged nothing, but there was a charge by the telegraph companies for linking up land wires.

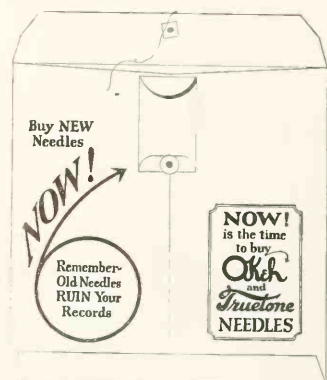
The proposed bill was drawn by Thorvald Solberg, Register of Copyrights in the Library of Congress, and is regarded as a model measure by the Authors' League and others.

Witnesses previously heard included Gene Buck, Charles K. Harris, Harry von Tilzer, Nathan Burkan, E. C. Mills, George Haven Putman, Will Irwin, Marc Connelly, Robert Underwood Johnson and others, all of whom are in favor of the bill.

J. N. Blackman on Trip

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor wholesaler, accompanied by Mrs. Blackman, left New York on February 10 for a Southern trip, which will include a stay at Jacksonville, Fla., as the guests of French Nestor, president of the French Nestor Co., Victor wholesaler. Mr. and Mrs. Blackman will spend several weeks at Port Sewal, Fla., with friends, and they plan to return to New York about March 10.

They Can't Forget Needles— Even During Winter Record Buying Months.



General
Phonograph Corporation
OTTO HEINEMAN, Pres.
25 West 45th St. New York, N. Y.

THE winter record buying season will find you selling more records than at any other time of the year. And logically, your needles should take a proportionate boost, too. But clerks and customers have that habit of "forgetting" needles—and needle sales fall far below what they should be.

The new Okeh "Automatic Reminder" Delivery Bags stop this hindrance to needle sales right at its source. Attached to each record delivery bag is another small envelope for inserting a package of Okeh or Truetone Needles. The little envelope itself stands out "like a sore thumb" and an ingenious arrangement of the words "Buy New Needles NOW!" fairly cries out for attention. Every time a record is sold and put into one of these record delivery bags, both the customer and the clerk are given an automatic reminder of Okeh and Truetone Needles.

Your distributor can supply you in minimum orders of 1000. You can use this amount and a great many more during the winter months—and they pay for themselves in greatly increased needle sales! Order a thousand bags today—and watch your needle sales take an immediate jump.



We Send Them to Your Store!

THERMIODYNE advertising reaches nearly *forty million* readers in cities, towns and on the farms.

Every advertisement tells of Thermidyne's marvelous *triple* achievement—(1) great range of selectivity; (2) instant receptivity, and (3) utmost simplicity of operation—ONE MASTER CONTROL.

Every advertisement urges the reader to go to the dealer for demonstration—thousands *every day* are doing it.

Just five minutes' time is all you need to demonstrate Thermidyne thoroughly. Sell the set that sells itself—Thermidyne.

Quick sales—handsome *profit*. Write **TODAY** for dealer proposition—only a little territory left.

THERMIODYNE RADIO CORPORATION, PLATTSBURGH, N. Y.

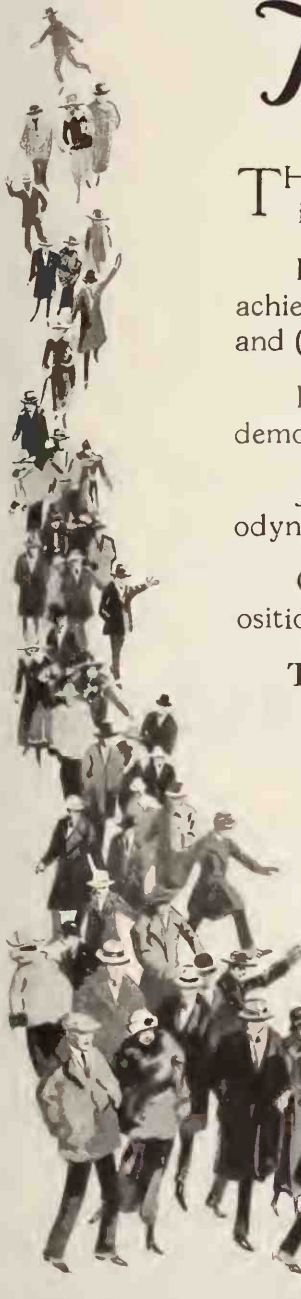
Thermidyne
 [Ther - my - odyne] TF6
U.S. Pat. Off. Licensed under Trube and other patents pending



Price \$140
 Without Accessories

Price after March 1
 \$150

Sell the line of accessories you carry—Thermidyne uses any standard make Extra pr. fit here!



Henry Clay Brown Has General Management of Newly Organized Pathex, Inc.

Prominent Talking Machine Executive to Direct Distribution of New Type of Moving Picture Camera and Projecting Machine of Pathé Film Exchange Subsidiary—To Cater to the Trade

Official announcement was recently made of the formation of Pathex, Inc., and the assumption of the general management of this concern by Henry Clay Brown, who has for a great many years been one of the most prominent figures in the talking machine business on account of the important executive positions which he occupied with the Victor Talking Machine Co.

Pathex, Inc., is affiliated with the Pathé Film Exchange, the latter company being one of the



Henry C. Brown

largest and best-known organizations in the moving picture field. The new concern has been organized to distribute a brand new type of moving picture camera and projecting machine for home use, and in conjunction with these two products there will be a very comprehensive film service. The new product, which will be marketed under the world-famous Pathé trade-mark, is an invention of the sort which is very probably destined to become quite a factor in the life of the nation, along both educational and entertainment lines. The Pathex camera itself is very small in size and very moderate in cost, and the same things apply to the projecting machine. The films are far less expensive than anything that has ever yet been offered to the public, and in addition

to the films which will be available for the purposes of amateur photography there will be an extensive service on professionally photographed films relating to a wide variety of scientific, educational, travel and miscellaneous topics of an entertaining character. The whole proposition involves a very significant evolution in the moving picture business in bringing to the American public an opportunity to have moving pictures in their own homes at a price and on a scale which compare very favorably with talking machines and records.

No doubt it was on account of this merchandising aspect that so outstanding a figure in the talking machine industry as H. C. Brown was chosen to direct the distribution, which will be in very large part made through retail talking machine dealers, among whom he is widely known.

Mr. Brown, it will be recalled by most readers of this publication, occupied a prominent position with the Victor Co. for over eighteen years, having joined that organization in 1906 as its advertising manager. During the years which followed, he constituted the team mate for Louis F. Geissler on the merchandising end of the Victor business, Mr. Geissler being the general manager during that period when the Victor Co. made its most phenomenal growth. Later Mr. Brown became the sales manager and assistant general manager and for the past few years he acted in a confidential advisory capacity for various members of the Victor directorate, including Eldridge Johnson, president of the company. His official connections with the Victor Co. were severed in 1924.

In chatting with *The World* Mr. Brown expressed the greatest possible enthusiasm over the possibilities of the new Pathé product and all the opportunities it will offer for retail talking machine dealers to make substantial additional profits on a small capital investment, and particularly the opportunities it will offer to dealers to do a prosperous business during the Summer months when the home moving picture idea will be at its peak and the talking machine going through the dullest period of the year.

The offices of the new company are located at 35 West Forty-fifth street, New York City, at which Mr. Brown is also making his headquarters.

Court Upholds Hazeltine Neutrodyne Patent Rights

Injunctions Restrain Rova Corp. From Infringing Inventions of Prof. Hazeltine

Two injunctions restraining the Rova Radio Products Corp., New York, from making or selling apparatus or infringing the inventions of Professor L. A. Hazeltine as covered by the neutrodyne patents, have been signed by Judge Augustus N. Hand in the Southern District Federal Court and Judge Marcus D. Campbell in the Eastern District Federal Court. The injunctions followed consent decrees. The actions were brought last year by the Hazeltine Corp., owners of the patents and trade-marks, Independent Radio Mfrs., Inc., its exclusive licensee, and the fourteen manufacturing companies licensed under the patents. The complaint charged the defendant with infringing the neutrodyne patents as well as with having "aided and encouraged acts of infringement" against the invention. The decree carries the agreement that the defendant will either turn over to plaintiff or destroy all of the infringing apparatus within its possession.

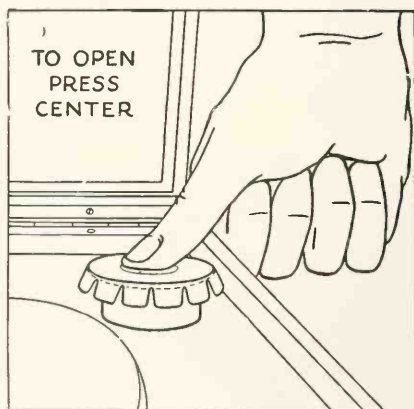
Radio Foundation, Inc., Introduces New Products

A new gridleak, which will undoubtedly find a very ready market in the talking machine trade, has been introduced by Radio Foundation, Inc., of 150 East Fifty-third street, New York City. This new gridleak has been named the "Nonoise" and is of a variable type. Placed horizontally on a standard mounting it can be gradually adjusted to any resistance between one-half and seven megohms by rotating the glass barrel within a range of one hundred and eighty degrees. This rotation varies the length of the electrical path in a special viscous liquid, which provides the necessary resistance. This model has been termed Type L. It is planned to shortly introduce the Nonoise Type A, which is an amplifier resistance designed to replace transformers.

Freed-Eisemann at Meeting

At the monthly meeting of the Talking Machine and Radio Men, Inc., to be held February 18, at the Cafe Boulevard, New York, the Freed-Eisemann Radio Corp., Brooklyn, will have a display of its radio receivers and an explanation of its advertising and dealer policies.

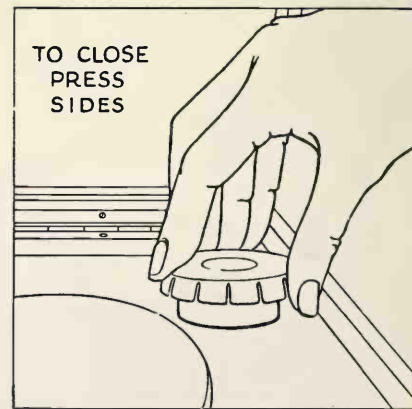
A Necessity for Portables



Non-Spill Needle Cups

Now Standard Equipment
on Most Portables

Dealers, too, will find a ready sale
for these cups. Order from our
jobbers or



Manufactured
by

H.K. Lorentzen

60 GRAND STREET
New York City

What Happened In Radio Advertising

In Chicago During 1924

MEN who specialize in space buying . . . whose job is determining media-effectiveness . . . those are the men who place *National Radio Advertising*.

And in Chicago during 1924, these specialists selected the Herald and Examiner to carry dominant National Radio lineage.

The National Radio lineage totals* of Chicago newspapers for 1924 follow:

	<small>Agate Lines</small>
Herald & Examiner	184,945
Second Paper	167,608
Third Paper	157,502
Fourth Paper	135,248
Fifth Paper	43,907
Sixth Paper	13,647

[*Compiled from the monthly reports of the Advertising Record Co., an independent audit bureau supported by all Chicago newspapers.]

The Herald and Examiner is the only Chicago newspaper testing and certifying radio sets and accessories through an authoritative, unbiased, independent laboratory.

The Herald and Examiner has merchandised more Radio products than any other newspaper in Chicago.

First in National Radio Advertising

First in Radio Merchandising

First in Radio Results

[Radio Manufacturers and Agencies are invited to write or detailed information for securing jobber and dealer distribution in Chicago]

CHICAGO
HERALD AND EXAMINER

NEW YORK: 1819 Broadway

SAN FRANCISCO: Monadnock Bldg.

Baltimore Dealers See Radio as Sales Aid

Point to Increased Record Sales Since Broadcasting as Basis for Opinion—New Brunswick Dealers Appointed—The News

BALTIMORE, Md., February 10.—The talking machine is rapidly coming into its own again in the Baltimore territory following the slump which was undeniably noticeable last year. The general opinion seems to be now that the novelty of the radio has worn off it is going to prove the biggest aid to the sale of talking machines. This is the opinion of the best posted men in the business here, who, as a basis for this prediction, point to the fact that the radio has already been the means of increasing the record business to the largest in the history of the local trade.

Radio Owners "Talker" Prospects

"Think of the thousands of homes to-day with radios that never had talking machines listening in every night to the miscellaneous programs offered, musical selections, operas and the latest song hits as sung by the artists of the talking machine companies. This is bound to create a desire to hear many of the selections and hits over again and the only way this can be done is through the talking machine," said a leading local retailer.

"If there is a talking machine in the home all well and good, and all the party has to do is to go to the store and buy what record or records appealed. But in the homes where there are no talking machines what is going to happen? The desire to hear a certain number or opera selection has been created and that desire is going to be gratified by the purchase of a talking machine sooner or later. Radio is not a passing fad and is here to stay and I for one am glad of it. Every radio installed means just one more prospective customer for a talking machine and a steady customer for records if they already have a talking machine."

Columbia Wholesalers, Inc., Pushing Radio

The radio business here is going ahead by leaps and bounds and new dealers are constantly being opened up in every part of the city. This is due to a large extent to the policy adopted by the Columbia Wholesalers, Inc., and is being pushed by a separate staff of salesmen from the Columbia sales forces, according to L. L. Andrews.



Baltimore Headquarters for Columbia Service



READY TO DELIVER

All types of Columbia Phonographs
The New Imported Recordings
Records of Hits—While they are Hits
All Best Selling Standard Selections
Best Line of Race Records on the Market
Old Time Tunes and Fiddlin' Records

Let Us Serve You

COLUMBIA WHOLESALERS, Inc.

L. L. Andrews

Exclusively Wholesale

Wm. H. Swartz

205 W. Camden St.

Baltimore, Md.

"The Magnavox, which is one of our leaders, is meeting with great results in the country districts of our territory and we have adopted a protective plan for each dealer by which he is given a franchise to display in his store and which makes him the exclusive distributor for that set and parts within a certain territory. Once we have signed up a store as distributor no one else can get any Magnavox sets or parts within the dealer's territory and the plan is meeting with excellent results from the trade.

"The higher-priced sets are now in more demand and we are having an especially good call just at present for the Fada neodyne in connection with the dealer advertising plan by which they get the benefit of local advertising on a co-operative basis. Dealers in Virginia and North Carolina are very enthusiastic over this arrangement and results have been very gratifying so far.

"Being exclusively wholesalers has also

greatly helped us in lining up new dealers and we are constantly adding to our sales force in order to keep up with the demand from the dealers. We have just recently taken over the entire traveling sales force of another concern in this territory and they are all working on radio exclusively. The Columbia Wholesalers is now the exclusive distributor for the Magnavox sets in Maryland, Virginia, part of Delaware and the District of Columbia."

Important New Brunswick Dealers

Charles F. Shaw, manager of the Baltimore house of the Brunswick Co., is another enthusiastic representative in the local field and says the outlook to-day is most encouraging for a record business this year. "The higher-priced models are selling better than the medium or low-priced sets," said Mr. Shaw, "and this condition is general all over the Baltimore territory. We are gradually adding the best dealers in the territory to the list of Brunswick dealers, including the recently consolidated firm of Kranz-Smith-Sanders & Stayman, two of the oldest and best-known music firms in Baltimore, who have added the Brunswick-Radiola line and the recently opened shop of Foy, Inc., in Washington. The latter, which is located at the beginning of the fashionable Connecticut avenue shopping district, is one of the handsomest and best-appointed music stores in the National Capital. The masterpieces of art which adorn the walls are attracting a great deal of attention and would do credit to any art gallery."

The Brunswick "Hour of Music," in connection with the \$5,000 Music Memory Contest, is attracting a great deal of attention in this territory, according to Mr. Shaw, and hundreds of entry blanks have been received by Brunswick dealers and it is safe to say that no stations will be listened to with more attention during the month of February than WJZ, New York; WRC, Washington, and WGY, Schenectady.

Optimistic Over "Talker" Outlook

"While the talking machine business slumped to some extent last year, as was to be expected owing to the phenomenal increase in radios," said W. F. Roberts, manager of E. F. Droop & Sons, Inc., Victor distributor, "business has already shown an improvement this year and I look for the talking machine to come back into its own shortly. The record business last year was the best that we ever had and last month we sold more records than in any month in the

(Continued on page 112)

Technical Radio Knowledge

as well as

Co-operative Merchandising

is essential in the Radio Jobber you select

Dealers who are served by us can draw on the cumulative experience of the following staff

L. L. ANDREWS, Pres.,
Cornell '15

Radio Engineer
W. L. VANAMAN
Am. Inst. Radio Engineers, formerly Radio
Editor, Baltimore News

WM. H. SWARTZ, Vice Pres.
Johns Hopkins '17

Sup. Repair Dept.
C. V. PHILLIPS
formerly Service Engineer, Westinghouse
Electric Co.

Columbia Wholesalers, Inc.

Wholesale Only

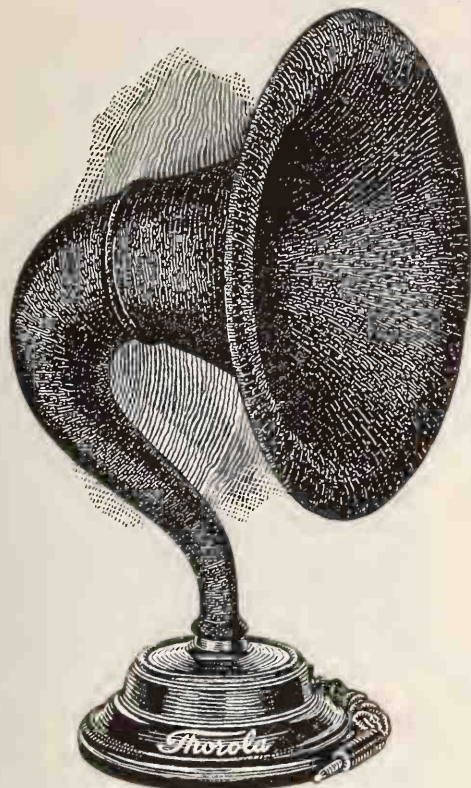
205 W. Camden St.

Baltimore, Md.

Fada
Crosley

Distributors of
Philco
Burgess

Magnavox
(Exclusive Distributors)



Under the remarkable 10-day Refund Warranty, THOROLA must fulfill every claim—must improve power, range, TONE QUALITY.

- THOROLA 4 \$25
 - THOROLA 9 (Cabinet) \$40
 - THOROLA 6 (Phono-graph Attachment) . . \$15
- Thorola models require no battery—Simply plug in same as headphones
- THOROPHONE (Power Type Speaker) \$45



I had no idea such a speaker could be built

and after putting it through every test, have given up all hope of making it distort or rattle. Have never heard anything that will compete with Thorola for volume, clearness, and tone quality, and gladly commend this unit to all lovers of radio who desire the best there is. (Signed) F. P. Wallou, Station WABM

Radio directors, great musical artists, acoustic specialists, are unanimous on Thorola. Today, with any radio set, Thorola Loud Speaker signifies that the best possible radio is being heard.

Thorola won the cultured ear to radio with betterments direct from the realm of music. The Thorola Controlled Mica Diaphragm was introduced to record sound impulses by the truest method known. The Thorola Separix for the first time sharply preserved overtones, without which there is no real music or natural speech. The Thorola horn of Thorite compound eliminated uncontrolled natural resonance. The exclusive Thorola Synchronizer balances speaker and circuit, an essential of finest radio.

All these inherent superiorities are brought to peak efficiency by the far larger size of the Thorola reproducer, permitting precision construction.

Incomparable in design and construction, Thorola is incomparable in tonal purity and extreme volume. Thorola will make your store headquarters for the most advanced radio entertainment.

REICHMANN COMPANY, 1725-39 W. 74th St., CHICAGO

Thorola

THE SPEAKING LIKENESS

Baltimore Trade Activities

(Continued from page 110)

history of the firm, not excepting December, which has always been the banner month with us. The demand for the records of John McCormack since he went 'on the air' on New Year's night has simply swamped us and it has been practically impossible to keep dealers supplied with these records.

"Far from hurting the talking machine the radio is going to prove one of the greatest benefits and I predict right now that there is going to be another shortage of machines before the year is over."

J. S. Leland in New Territory

J. S. Leland has taken the North Carolina territory of the Brunswick, formerly covered by M. M. Kuhn, who has been made a special representative of the Baltimore branch.

Planning Local Radio Station

Plans for the establishment of a \$50,000 broadcasting station in Baltimore are now being worked out by the Radio Board of Trade of Baltimore under the direction of a committee headed by the president, Captain Lepper. The plans for a 500-watt station and a start towards raising the necessary funds were made at a meeting last week when pledges were made by the jobbers, dealers and radio fans and a committee appointed to wait on the city authorities and secure an appropriation for its establishment.

Association of Stores Formed to Do Joint Buying

A group of nine stores, specializing in popular-priced merchandise handled in large volume, has formed the Associated Retailers of America, for the purpose of co-operative purchases and retail research. The stores affiliated do an annual business in the neighborhood of \$100,000,000 and are: Bloomingdale Bros., New York; Gilchrist Co., Boston; The Outlet, Providence, R. I.; the Boston Store, Milwaukee, Wis.; The Golden Rule, St. Paul, Minn.; Lansburgh & Bro., Washington, D. C.; Bernheimer-Leader, Baltimore, Md.; Howland Dry Goods Co., Bridgeport, Conn., and England Bros., Pittsfield, Mass.

B. Guy Warner Dead

B. Guy Warner, proprietor of the phonograph shop bearing his name at 549 Nostrand avenue, Brooklyn, N. Y., and one of the oldest exclusive Edison dealers in the Metropolitan section, died suddenly at his home on February 2. The deceased was a former vice-president of the Talking Machine and Radio Men, Inc., and was prominent in Masonic activities.

The Lynch Radio Corp., Brooklyn, N. Y., was recently incorporated at Albany, with a capital stock of \$10,000.

Carl Pfanstiehl Speaks on New Theory of Radio

International Clearing House Arranged for Prominent Inventor and Manufacturer to Give Address at Wanamaker Auditorium

The International Clearing House of New York, Inc., distributor for New Jersey, eastern New York and eastern Pennsylvania of the Pfanstiehl radio receivers, recently arranged for Carl Pfanstiehl, world famous inventor and physicist, and head of the company which makes the radio sets bearing his name, to deliver a lecture at the Wanamaker Auditorium, in New York, on the new theory of the true nature of radio waves. This address was delivered on Wednesday, January 28, and in addition to being heard by a large audience was given wide publicity in the daily papers, the Evening World devoting whole columns to the full reproduction of the talk, together with reproductions of the charts with which Mr. Pfanstiehl illustrated his talk. W. A. Hanft, manager of the Pfanstiehl division of the International Clearing House, states that the address and resultant publicity has caused much interest in the Pfanstiehl receiver.

The address given by Mr. Pfanstiehl was of a highly technical and scientific nature and while delivered in language understandable to those who were present at the meeting, was too detailed to be briefed in this issue of The World. The new school of physics, of which Mr. Pfanstiehl is a scholar, contends that its experiments of the true nature of radio waves, based upon the radio-active theory which has disproved the old atomic theory of the indivisibility of matter, now tends to disprove the ethereal hypothesis of the transmission of radio waves.

Ware Statement of Earnings

The Ware Radio Corp., New York, manufacturer of the Ware neudrodyne receiving sets, in a recent report, disclosed that its net earnings for 1924 amounted to \$331,888, after preferred dividends had been paid, or \$4.33 a share on the 75,000 shares of common stock outstanding. Gross sales for the period amounted to \$1,616,669, gross profits totaling \$495,880. The net operating profit amounted to \$369,954 and the total income \$387,240.

W. F. Alfring on Holiday

William F. Alfring, vice-president and general manager of the Aeolian Co., New York, is vacationing at the Biltmore Sevilla Hotel, Havana. Mr. Alfring sailed recently on the United Fruit Liner S. S. Metapan. On his return Mr. Alfring will stop for a week at Belleair, Fla., where he will doubtless indulge in a little golf.

Walter S. Gray Executives Discuss Plans at Meeting

Executives and Selling Organization of Pacific Coast Wholesale Firm at Three-Day Get-Together in San Francisco

SAN FRANCISCO, CAL., February 3.—The Walter S. Gray Co., the prominent jobbers of phonographs and accessories, held a get-together meeting in this city recently of the executives and selling organization to discuss plans and policies for the year 1925. There was a three-day session which was participated in not only



Walter S. Gray Co. Executives

1. Cass Altshuler, secretary; 2. Walter S. Gray, president;
3. James J. Southard, manager radio department; 6. Robert S. Gray, vice-president; 7. Wm. A. Hiecke, manager record department, all of the Walter S. Gray Co., San Francisco.
4. J. Grimsey, manager, Walter S. Gray Co., Los Angeles.
5. George W. O. Neil, manager, Walter S. Gray Co., Seattle, Wash.

by the members of the local staff, but by the managers of the Los Angeles and Seattle, Wash., branches. There were some interesting and resultful talks on merchandising plans for the year so recently opened, and it was unanimously determined by the assembled forces of the Walter S. Gray Co. to make 1925 the banner year of this progressive institution.

The officers and executives of the Walter S. Gray Co., as may be seen from the picture herewith, are not only good looking, but they are all "live wires" in the fullest sense of getting their goods into the hands of the purchasing public through the instrumentality of the dealers to whom they sell.

New Quarters in Windber

WINDBER, PA., February 7.—New quarters have been taken recently in the Eagle Building, on Graham avenue, by the Bassel-Shively Music Co., which has been established here for a considerable period. A full line of music goods is displayed in larger and more attractive surroundings in the new location, which gives the concern greater facilities.

H. J. Pentong has been appointed manager of the Hauschildt Music Co.'s store, San Francisco, Cal.



Dimensions, 4 3/4 x 5 3/4 ins.
Weight, 4 1/2 lbs.

KAMERAPHONE

This Kamera-
phone is man-
ufactured in
the United
States and
fully protected
by patents.

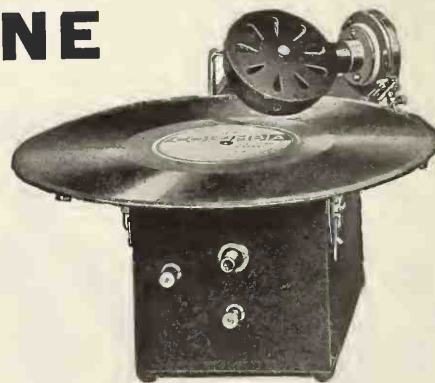
Infringements
will be prose-
cuted to the
fullest extent
of the law.

The most compact and practical talking machine in the world. As effective as a large cabinet, yet can be carried in a hand bag.

Fully Guaranteed - Send for Sample
Limited Distributor Territory Open

Write or Wire to

SPECIALTY TRADING CO.
547 Broadway - - - New York



Liberal Jobber and Dealer Discount.
List Price..... \$15.00

Music Master Advertising makes Music Master Buyers

*Resonant Wood
Insures
Tone Quality*



MODEL VI \$30
14" wood bell

MODEL VII \$35
21" wood bell

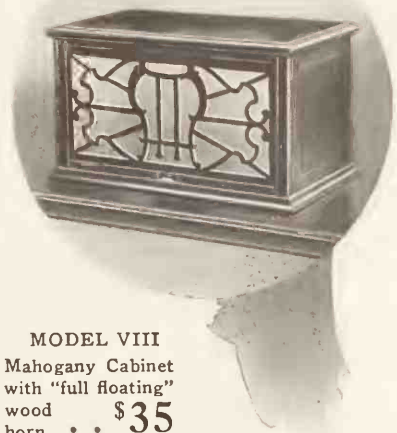
THE reasons for Music Master supremacy—reasons based wholly upon proved principles of sound reproduction—are clearly set forth time and again in full page advertisements in the Saturday Evening Post and other widely circulated national publications, including many of the great daily newspapers.

These publications represent a powerful force to create consumer demand. The wide-awake dealer will capitalize this demand for Music Master by making it easy for the prospective purchaser to buy.

Intending buyers pass your door every minute of the day. Do they know that you can supply their Music Master needs? Are Music Masters displayed in your windows and on your counters?

Music Master descriptive folders for circularizing, display signs, transparencies, electros for local advertising—all may be had for the asking. Write to your jobber. If he cannot supply you, write direct to us.

Music Master is the most easily sold and fastest selling item in radio—and it helps you to sell sets, too, and so keeps your customers satisfied. There is no substitute.



MODEL VIII
Mahogany Cabinet
with "full floating"
wood
horn . . . \$35

Music Master Corporation

Makers and Distributors of High-Grade
Radio Apparatus

Tenth and Cherry Streets

Chicago

Philadelphia

Pittsburgh

Music Master

RADIO REPRODUCER

*Connect in place of head-
phones.*

No batteries needed.

No adjustments.

Music Master Corp. Takes Over Large New Factory Adjacent to Philadelphia

Prominent Quaker City Manufacturer Already Modernizing Plant and Installing Machinery in New Betzwood Plant—Announce Music Master Thermiodyne Receiving Set

The Music Master Corp., Philadelphia, Pa., has taken over the large manufacturing plant just outside of the city recently owned by the Lubin Co., motion picture producer, and is already modernizing the plant and installing new machinery. This plant is located at Betzwood,

& Reading Railroad, providing additional easy access to the plant.

Although the present plant consists of ten buildings, work has already been started on additions to take care of the many radio products to be manufactured there. These in-



Large New Music Master Corp. Factory at Betzwood, Pa.

near historic Valley Forge. Geographically it is situated but a short distance from Norristown and only about fifteen miles from Philadelphia on the Schuylkill Division of the Pennsylvania Railroad. The station of Betzwood adjoins the property of the Music Master Corp., and it is hoped within a short time that the railroad authorities will be persuaded to rename this station Radio, Pa. A siding from this division of the Pennsylvania Railroad enters the property, providing excellent shipping facilities. Just across the river from this plant is the Port Kennedy station of the Philadelphia

and Reading Railroad, providing additional easy access to the plant. Although the present plant consists of ten buildings, work has already been started on additions to take care of the many radio products to be manufactured there. These in-

dry cell and storage types, and their popularity with the trade and public is growing.

Another announcement of the Music Master Corp. is the Music Master Thermiodyne, made in both five and six-tube sets, by special arrangement with the Thermiodyne Co., of Plattsburg, N. Y. The Music Master Corp. has brought out this set in order to meet a strong demand.

Many future plans are in the making, although not quite yet ready for announcement. It is hinted that before long there will be erected on this property a powerful broadcasting station, the aerial of which will be stretched between the two water towers showing in the accompanying photograph. The location of the plant is expected to provide ideal broadcasting facilities. The fact that these buildings are located on thirty acres of ground leaves ample space for the erection of additional buildings which all those familiar with the past history of the Music Master Corp. feel sure will be necessary as time progresses.

Rosenwinkel Co. Chartered

FORT WAYNE, IND., February 6.—A charter has just been granted to the Rosenwinkel Music House, Inc., which will deal in musical instruments and radio in this city. The officers are: Walter F. and Ralph Rosenwinkel and Charles L. Rainier. The company has an authorized capital of \$10,000.

Victor Foreign Records

The Victor foreign record releases for the month of February cover fifteen different languages, giving the dealer who takes advantage of the profits which are made from catering to foreign-born customers, ample opportunity of reaching all classes of his trade. This also shows the scope of this important phase of the business.

NATHANIEL BALDWIN RADIO PRODUCTS

- RADIO SPEAKERS
- PHONO SPEAKERS
- SPEAKER UNITS
- HEAD PHONES

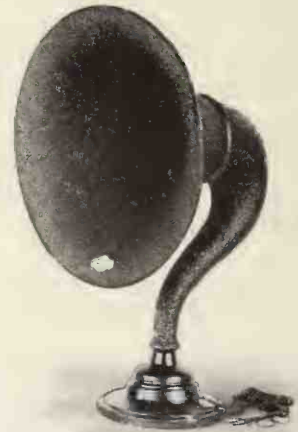


Phone Speaker without base
List \$8

When you sell a Baldwin product you are selling the best there is in radio equipment.

Baldwin Speakers and units are now furnished to meet all receiving conditions.

Write for dealers' information sheets.



Standard Loud Speaker
List \$25

NATHANIEL BALDWIN, Inc.

EASTERN DISTRICT SALES OFFICE

227 Fulton Street

New York City, N. Y.

"Cameo Quality formed a new American habit" -and dealers who have the Cameo habit have the profit habit!

Cameo Records at 35c turn over as fast as you can order them.

Tone, excellence of recording, permanence—all of the features that a record needs to have to be a *good* record—are unmistakably a part of every record bearing the *Cameo* label.

And Cameo is always out with the newest hits as soon as they *are* hits.

When you think of turnover and profits you can't forget *Cameo-Kid Records*. There, again, *quality* is responsible for a habit that's spreading among the youngsters as surely and rapidly as the *Cameo* habit among the grown-ups.

Write us for the latest list of *Cameo* and *Cameo-Kid Records*. Meanwhile, see the new *Cameo* list in news pages under "Advance Record Bulletins."

This full-page advertisement appears in the *Saturday Evening Post* on February 28th. Watch for it—and be prepared to *profit* by it. We have the habit of filling orders promptly! WRITE OR WIRE. Or better still—use your telephone!

CAMEO RECORD CORPORATION

Controlled by the

DAVID GRIMES RADIO and CAMEO RECORD CORPORATION

249 West 34th Street

New York

Analysis of Principles of Salesmanship

Twin Principles of Salesmanship as Applied to Talking Machine Business Are Confidence and Demonstration, Says W. Braid White

There never was a salesman yet, from the first man who offered skins in barter for food, who did not act upon principles immutably fixed in the human mind. The Salesmanship which was exercised by the first salesman and the Salesmanship which is being exercised right at this moment by the latest high-pressure man in Automobile Row or in a Wall Street banking house is precisely the same sort of Salesmanship as is used behind the record counter or in the audition room of a talking machine store or department.

Just at this time it is very good to keep facts like these precisely in mind. The temptation is always to suppose that one's own problems are

unique and that ordinary rules do not apply. But so to suppose is an error. The same rules always apply.

During the present days a great many men are asking what is to be the future of the talking machine. The question is one which only the salesmen can answer; and it is certain that if these salesmen will show the most elementary common-sense in dealing with their answer to the question, they will be obliged unanimously to say that the future of the talking machine is much wider and more important than its past has been. Let us see why and how this is so.

Salesmanship, I said, is the same thing everywhere and always. The whole essence of salesmanship consists in acquiring such a hold over the mind of the prospective purchaser that one's statements will be accepted at their face value. Confidence once gained, selling becomes merely a matter of pushing a mind already convinced to the point of action. That is what is called, in fact, "closing."

This final act of "closing" is, however, something which can only be brought about when the other elements of the sale have first been developed. First of all comes the establishment of confidence; and this may indeed be said to be the heart and soul of successful selling.

Vital Element Established

Now, when we are dealing with the talking machine, the first thing about it to strike us is that the vital element of confidence has already long since been established in the public mind. The essential fact in considering the selling possibilities of the talking machine is the hold it has gained over the minds and hearts of the people, a hold which is far stronger than some superficial thinkers imagine, and which is not to be broken for any slight or shallow cause. The talking machine is an established element in the social life of Western civilization.

To put it another way, no one now has to be persuaded to believe that the talking machine will actually reproduce music, and reproduce it extremely well. Everybody knows this and knows all about it. There is nothing more to be said on that score. When, therefore, it comes to a matter of selling, the salesman does not have to argue with the customer. He hardly has to demonstrate what already is well known. If to-day there is any slackness in retail sales of talking machines, that slackness is due to causes which have nothing to do with the essential ability of the talking machine to deliver the goods of musical reproduction which it promises.

The future of the talking machine is a future bound up with the eternal principles of salesmanship; and of these the most vital and essential is already fully established. The future salesmanship of the talking machine needs but be based upon these principles, taking into consideration changed circumstances, to be quite as successful as the past salesmanship ever was.

Looking, therefore, to the future, we see that to sell the talking machine successfully we shall have to take account of changed conditions in the market. These conditions have been changed on account of the emergence of the player-piano and of broadcasting through the air. Music of the popular dance type, music for chance occasions, music as a mere ear-tickling occasional amusement, is now to be had at home through several different channels. The resulting competition is bound to change the attitude of the public towards the talking machine, which must now stand, not upon abilities for music reproduction now no longer exclusive, but rather upon its exclusive merits.

What are those merits? They can be summed up in the two words "universal storage." The talking machine and its records (the two must always be considered together, of course) are universal storers and preservers of music. This music is the best music, made under test conditions, with one recording after another thrown aside until a perfected result has been attained. It differs in this respect almost wholly from every other instrument of reproduction, save only the reproducing player-piano, and is really superior to the latter on account of its universality. The talking machine of today reproduces all music, not only the music of one instrument, and in the very latest and finest of recordings it touches the heights where the reproducing piano sits enthroned and shows signs of shortly being able to scale them and dispute with its rival in the latter's own territory. As a preserver of the finest music the talking machine is supreme. As a reproducer of that music it is also supreme, for no rival methods of reproduction have been able to touch it in respect of cleanness, beauty and fidelity.

And so we are irresistibly driven to the conclusion that the future salesmanship of the talking machine must be the salesmanship that rests upon the foundation of established confidence and that proceeds upon the understanding that what is strong in the selling position of the talking machine is what that machine will do exclusively; what it will do which nothing else will do. It is this we have to sell, and with this that we have to win the business battle of the talking machine.

"Persuaded, Led, Guided"

That is why it is so important to revise our ideas of salesmanship. Now, for the very first time in the history of the talking machine business, we find it needful to consider how we shall sell. Hitherto it has been possible to think but little of sales methods, since the urge on the part of the buying public has always been sufficiently strong to render intensive selling methods needless on our part. Now, however, all that is changed. There are rivals in the field, and the buying public must be persuaded, led and guided.

But why be annoyed or discouraged? It all only means that the buying public discriminates better than before. And after all, if those who wanted talking machines in the past only for dancing and kicking up a noise are now running after newer fads, then let us remember that all the owners of talking machines in the whole country are a very small minority, and certainly do not include any large proportion of the truly music-loving elements who in their millions are now annually contributing colossal sums of money to the upkeep of music in America. The job of selling the talking machine in all its perfection and beauty to these people is hardly as yet begun; certainly it has not yet been begun systematically. We have a whole new field, the field of intelligent demand, to exploit and develop. Is that a cause for discouragement? Hardly!

Twin principles of Salesmanship are Confidence and Demonstration. Of these the first has already been established, and the second has hardly yet been tried. Those principles are immutable, and when used in combination they have always succeeded since the first mechanic of the Stone Age showed how good was the flint hatchet he had made and persuaded his fellow prehistoric man to give him a brontosaurus steak in exchange for it.

The Webster Music Co., Arcadia, Ind., was recently incorporated to deal in musical goods.

ULTRA HANDY CHARGER

**Charges All Storage
Batteries "A" or "B"
2 to 48 volts**

The purchasers of high priced radio sets are the best kind of prospects for the Ultra Handy Battery Charger. Sell the charger as well as the radio set and let your cash register ring more profits for you.

Absolutely Fireproof

There is positively no danger of fire when using the Handy Charger. Even if allowed to run for several days no harm can be done. The taper charge makes it impossible to overcharge the battery—as the charge in the battery increases the current in the charger decreases. For all batteries, "A" and "B," both 24 and 48 volts. Charges quickly—5 to 7 amperes to a 6-volt battery—"B" batteries at recommended rate.

No bulbs nor liquid
No breakable glass
No fast wearing parts

No auxiliaries necessary
No frequent adjustments
No sticking contacts

Simple to Connect

Very simple to connect and disconnect. Just connect the sturdy clips to battery and plug the cord into a light socket—then turn on current.

The Crystal Mahogany finish on the Cabinet makes the Ultra Handy Charger sufficiently attractive to stand beside the most beautiful Radio Set. It is not messy and will not dirty the home or harm the furniture. *There are no acids to spill!*

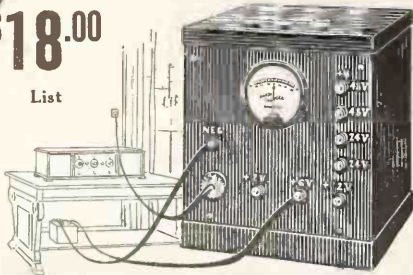
Order from your Jobber. If he cannot supply write us direct, today!

INTERSTATE ELECTRIC CO.

4339 Duncan Ave., St. Louis, Mo.

\$18.00

List



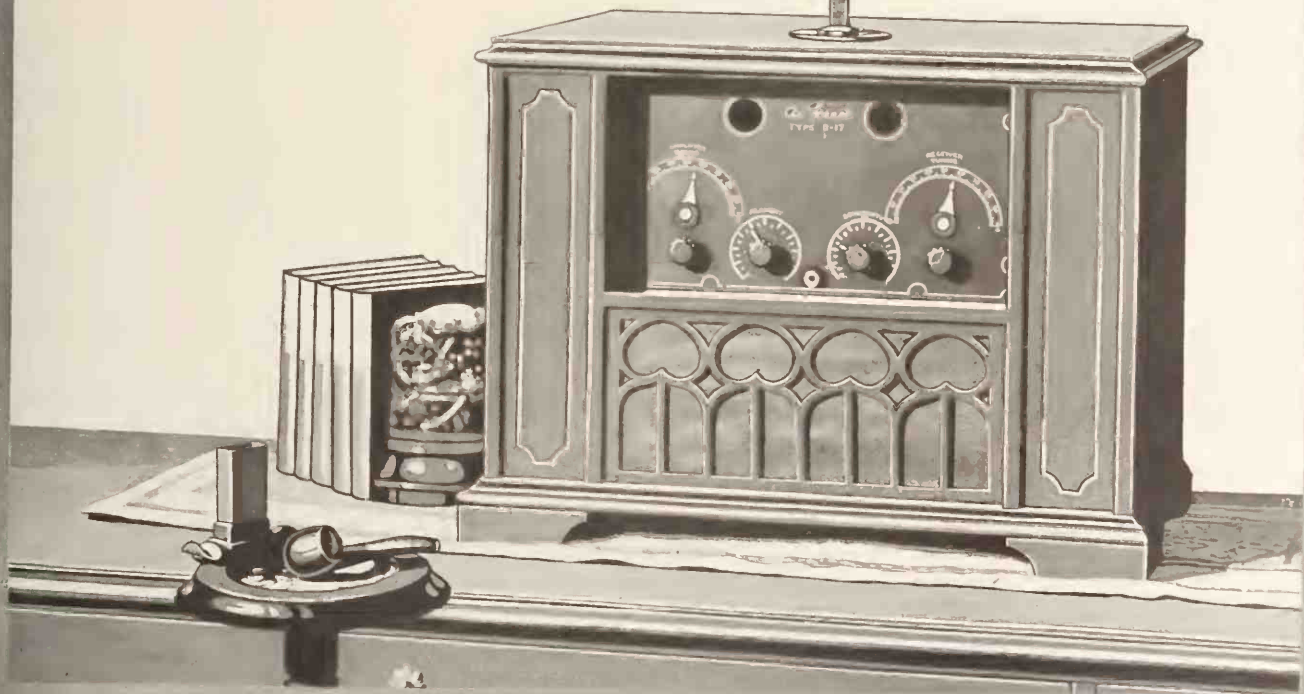
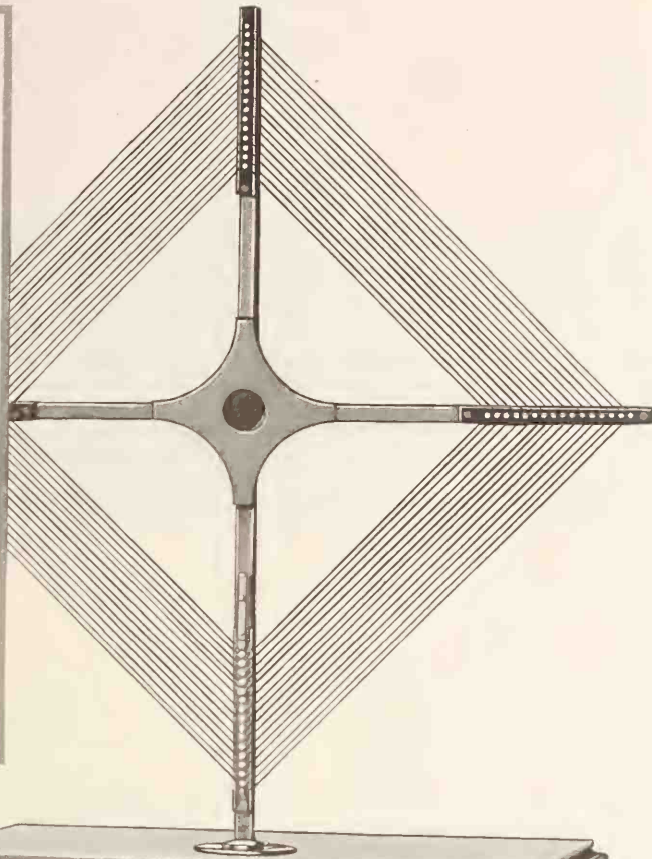
DE FOREST
Leads again

Another jump ahead!
Just out—first in 1925

DE FOREST'S greatest triumph. A truly remarkable advance in ease of operation—beauty of tone—selectivity—sensitivity—distance range. It uses tube detector.

This new De Forest comes in two sizes—one with built-in loud speaker, tubes, and spaces within for A and B batteries; the other, the D-17A (a little smaller) without tubes and loud speaker, but with space for B batteries. Both have De Forest loop.

Write us direct for full information and the name of the nearest De Forest distributor.



THE NEW

DE FOREST D-17

REG. U.S. PAT. OFF.

De Forest Radio Company, Jersey City, N. J.

Recording by Okeh Expedition in Detroit Is Viewed by Thousands of Spectators

Important General Phonograph Corp. Executives on Hand for the Making of Six Records by Finzel's Orchestra—Theatre Throng Views Recording After Wide Publicity is Given Event

DETROIT, MICH., February 9.—On Wednesday evening, January 28, this city had the unique distinction of being treated to the first public demonstration of phonograph recording. The affair was held at the Arcadia Auditorium under the auspices of the General Phonograph

records had just been made. On Tuesday, prior to the day of the affair, the recording outfit was set up on the stage of the Arcadia to be in readiness for the next evening. The demonstration took place on Wednesday, January 28, and proved very interesting for the thousands



Finzel's Orchestra Making an Okeh Record on Stage of the Arcadia Auditorium

Corp., and attracted a crowd of more than 5,000 persons—all that the hall could hold. The whole town was placarded for several weeks in advance of the event—advertisements were run in the newspapers and phonograph dealers who handle the Okeh record line had posters in their windows—also large photographs of Finzel's Orchestra, who were to make the records, and who are exclusive Okeh record artists.

Quite a notable list of representatives of the General Phonograph Co. was on hand for the recording. Among them R. S. Peer, director of record production, who came from New York; Charles Hibbard, recording engineer, who came from New Orleans; Peter Decker, assistant recording engineer, who came from New York, and E. A. Fearn, head of the Consolidated Talking Machine Co., Chicago. Assisting very materially in making the necessary local arrangements was J. P. Fearn, manager of the Detroit office of the Consolidated. He was on the job all the time to see that things went along smoothly, and it was up to him to make all the advance arrangements and look after the advance advertising, publicity and exploitation.

The recording outfit was shipped to Detroit direct from New Orleans, where some Okeh

who were fortunate enough to get into the hall. All told, the actual time given to the recording and the prior announcing and ceremonies was about a half hour. And it was a well-behaved crowd. Everybody seemed so eager to see how recording was done. Tom Penfold, of the Jerome H. Remick Co., acted as master of ceremonies. He made the opening address and outlined what was to take place. He said he had never before seen any records made and that he was just as intensely interested in seeing it done as the 5,000 people in front of him. He brought considerable humor into his remarks and kept the crowd good-natured.

While Finzel's Okeh Orchestra made six records in Detroit, only one was made that night before the crowd. It was "Laugh It Off," and Miss Charlotte Meyers, who is quite a favorite in Detroit, having sung often at the first-run picture houses and other public places, sang the chorus. By means of two Bristol audiophones the orchestra, after playing for the record, played back to the audience.

From the comments heard and the expressions on the faces of the 5,000 people present, it was apparent that they enjoyed the thrill of seeing records made and that the whole affair

was most successful from every standpoint.

On Wednesday, January 28, Finzel's Orchestra made three records and the following day three more were made. But only "Laugh It Off" was made for public demonstration. The others were also made at the Arcadia, but in one of the other rooms.

The six records were: "I Can't Stop Babying You," fox-trot; "Laugh It Off," fox-trot; "Only One," fox-trot; "Bye and Bye," fox-trot; "Indian Dawn," fox-trot, and "Listening," a new waltz from the Music Box Revue.

We understand that the General Phonograph



Snapshot of Crowd Watching Recording Process
Co. plans to give a number of these public demonstrations during the coming year, the next one to be at the Trianon Dance Palace in Chicago.

Sales and Ad Campaign by Console Speaker Co.

Extensive Campaign Launched by Manufacturer of Cabinet Loud Speaker—Distributors Being Appointed and Production Increased

The Console Master Speaker Co., 15 East Fortieth street, New York, manufacturer of the Console Master Speaker, recently launched an extensive sales and advertising campaign which has attracted considerable interest throughout the industry.

The company manufactures a cabinet type built-in loud speaker which is designed to also contain the batteries, the set being placed upon the top. A feature of the Console Master Speaker is that the entire front may be thrown open, thus giving convenient access to the batteries and unit. The company also manufactures a speaker designed particularly for the Ware Type T neutrodyne radio receiving sets, it being designed to the exact size of the cabinet of the receiver so that in appearance it gives the impression of one single piece of furniture.

Distributors are being appointed throughout the music trade at the present time and the company is prepared to increase production in order to meet the demand for its products.

M. D. Manning in New Post

BIRMINGHAM, ALA., February 6.—Maurice D. Manning, former store manager for Charles M. Stieff, Inc., in Norfolk, Va., has been made general manager of the E. E. Forbes Piano Co., of this city. Mr. Manning came here in 1922, and has been sales manager of the Forbes concern since that time. Along with the announcement of his appointment comes the statement from the Forbes Piano Co. of plans for the general redecoration of the warerooms to be completed in the early Spring and for their remodeling as well.

Mitten Co. Closes Branch

AKRON, O., February 7.—Carl A. Mitten, president of the Mitten Piano Co., announces the discontinuance of the Barberton store of this company, and declared that in the future all business of the concern would be confined to the Akron store.

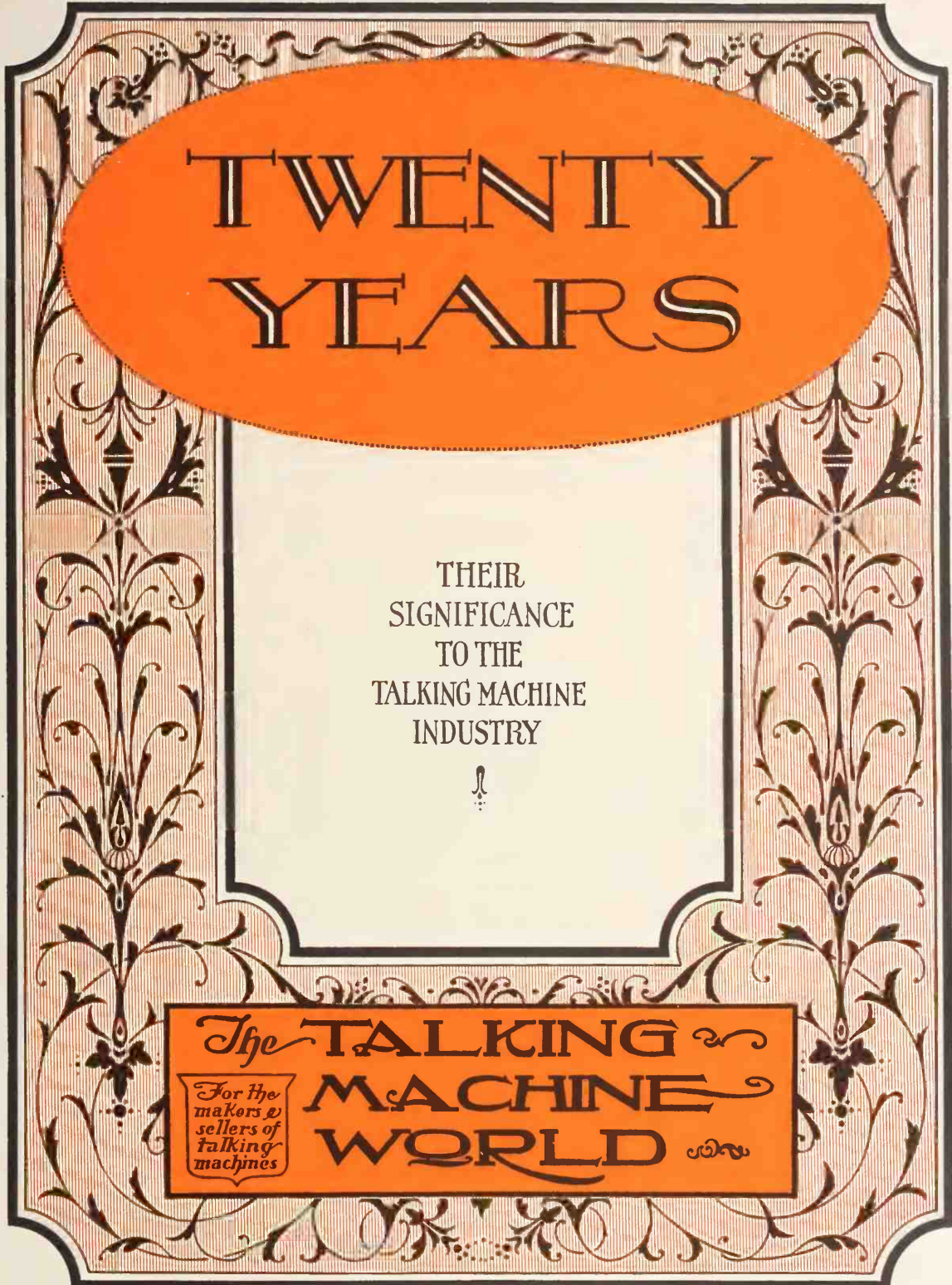
An Okeh Winter Business Booster —and you can get it Free!



YOU may remember to remind every customer to buy needles, but the chances are, with the record buying activity of the next few months you won't. That's where this new Okeh Needle Displayer does its work! Placed prominently on your counter, it immediately attracts and reminds the customers about Okeh needles for you! Sixteen packages of needles can be safely displayed in the sliding tray under the immovable glass top; 180 more packages may be stored in the space underneath the tray, making it unnecessary to disturb the tray display when a sale is made. The case is made of metal, heavily lacquered and beautifully lithographed.

Every dealer ordering 100,000 Okeh needles will be presented with one of these valuable Displayers absolutely FREE. You can easily sell that many needles and a great many more during the winter months with the help of the displayer. Order them from your distributor to-day and get your Okeh Needle Displayer FREE!

General Phonograph Corporation
OTTO HEINEMAN, Pres.
25 West 45th St. New York, N. Y.



The above is a reproduction of the booklet we have just issued. It sets forth in comprehensive manner the origin and history of "The Big Book with the Orange Cover." It is an historical resumé setting forth THE TALKING MACHINE WORLD'S policy, its record of accomplishment, its attitude toward radio, the service this publication is rendering to its

readers, a glance into the future—in brief a summary of the twenty year record of the leading and dominant business paper in the talking machine industry. This booklet is of considerable interest to all of those who are interested in THE TALKING MACHINE WORLD and in the field it is so effectively serving. We will be pleased to mail you a copy upon request.

EDWARD LYMAN BILL, Inc.

Publishers of Business Papers for 44 years

383 Madison Avenue, New York City

HAPPENINGS IN THE DOMINION OF CANADA

Columbia Fine Arts Record Series Arouse Interest Throughout Canadian Territory

Toronto Retail Trade Busy Planning for Spring Business—Musical Merchandise Co., Ltd., Merged With Brunswick Co. of Canada, Ltd.—Editorial Lauds Talking Machine

TORONTO, ONT., February 7.—Columbia Phonograph Co., Ltd., has introduced into Canada the "Fine Arts Series of Musical Masterworks," which represents an offering of a group of eight special albums featuring complete symphonies and world famous works of chamber music on records.

On February 1, the Musical Merchandise Co., Ltd., acting as a sales organization for Brunswick phonographs and records, will be merged with the Brunswick-Balke-Collender Co. of Canada, Ltd., and the business carried on by the Musical Merchandise Co., Ltd., will be operated as The Musical Merchandise Division of the Brunswick-Balke-Collender Co. of Canada, Ltd. The products of the Brunswick Co. that will come under the jurisdiction of this division are Brunswick phonographs, records and Brunswick-Radiolas and as well the distribution of Brilliantone needles. Furthermore, the Brunswick general offices have been established in the new premises at 358 Bay street and the executive work of the entire Brunswick organization is now confined to these offices.

A total of 78,057 private radio receiving licenses have been issued by the radio branch, Department of Marine and Fisheries, Ottawa, Ont., from April 1 to December 31, 1924, representing an enormous increase when compared with the same period in 1923, in which the num-

ber granted was 22,648. During the month of December 9,000 licenses were issued.

The Beacon-Herald, of Stratford, Ont., recently came out with an editorial lauding the phonograph. The article referred to said in part: "Another modern invention which might be put to more general use is the talking machine. Much of the world's best music is wasted because there are so many people who complain that they cannot understand it. What they mean, no doubt, is that they cannot appreciate it, and in most cases, perhaps, the reason why they cannot is that they have had no opportunity in their youth to become familiar with it. The talking machine is used in many schools as an aid to furnishing music for drills, exercises and games; but it might render valuable service, too, by helping to create a taste for good music. It is astonishing how much really good music is rendered available in home and schools by the talking machine. Like the picture machine, it may become a nuisance; but there is no need that it should."

This month saw the inauguration of a new radio distributing house, the British American Sales Co., with headquarters in this city; also a new exclusive wholesale firm has recently started known as the Ontario Radio Equipment Co., likewise of Toronto.

N. Northover, of the Gold Medal Radio

Phonograph Corp., radio engineer, has resigned to accept a similar position with the Brunswick-Balke-Collender Co. of Canada, Ltd.

The Nightingale line of radio sets is being handled in Canadian territory by the Cycle Supply Co., this city.

The complete line of the Carter Radio Co. is now being manufactured in the new Toronto factory. Mr. Vanatter is the manager of the Canadian Co.

Jewett-Radio Phonograph, Ltd., Walkerville, Ont., has started to manufacture its new straight line, low-loss variable condenser, which is attracting considerable attention throughout the trade.

It is estimated that \$27,000,000 worth of radio equipment will be sold in Canada during 1925.

Fred A. Trestrail, vice-president Q. R. S. Music Co. of Canada, Ltd., is authority for the statement that when that concern began last September to manufacture radio apparatus and supplies on the 15th of that month Q. R. S. had no connection or distribution in the radio field. Within sixty days the company had secured distribution in Ontario with over 200 hand-picked dealers for the De Forest-Crosley sets, which they control in Ontario. A single insertion of a 1,000 line newspaper advertisement brought over 1,000 coupon inquiries at a cost of 20 cents each, and sold \$10,000 of goods through dealers within forty-eight hours.

One of the latest houses to enter the radio field is the Otto-Higel Co., Ltd., which also manufactures hardware specialties. It has been appointed the Canadian distributor for the Federal Telephone Mfg. Co. and many other radio lines.

Radio Holds the Center of the Montreal Business Stage as Dealers Add Lines

Dealers Cashing in on the Brunswick Hour of Music—Layton Bros. Make the Most of Radio Sales Opportunities—Trade Looking Forward to Appearances of Record Artists—Trade Activities

MONTREAL, CAN., February 7.—All music stores featuring Brunswick records are displaying a neatly printed card in their windows and other conspicuous places announcing "The Brunswick Hour of Music" and which dealers report has stimulated record sales very materially.

Two headlines in recent newspaper advertisements put out by Layton Bros., Ltd., were responsible for a large number of radio sets of various makes being disposed of. One said, "Bring Happiness and Joy into your Home—with the Radio." The other: "Layton Bros., Ltd., Sells and Installs Radios That Work."

Well-known phonograph artists to appear in Montreal shortly include: Pablo Casals, Reinald Werrenrath, Frieda Hempel, Alfred Cortot.

F. W. Heavysage, local manager of R. S. Williams & Sons Co., Ltd., and one of the best known radio experts in Canada, recently addressed the radio branch of the Canadian National Recreation Club, Montreal.

CKAC (La Presse) recently broadcast a studio program by the Apex and Starr-Gennett Record Co.

J. Zimand, proprietor of the Montreal Gramophone Co., 825 St. Lawrence boulevard, recently purchased over one hundred table talkers, which he cleared out within a very short space of time. He states that a big demand exists for the table type of phonograph as they retail at a price well within the means of all. He is in the market for as many as he can buy in order to fill back orders.

LaTuque, Que., is known as a sportsman's paradise, being situated in a district which abounds with fish and game of all sorts. J. A. Duchaine is one of the live merchants of the town who has recently taken on "His Master's Voice" products and by original and progressive methods bids fair to be one of the most successful dealers in the northern section of the country.

General Harbord Touches on Future Hopes of Radio

Addresses Engineers on Things Which It Is Hoped Radio Science Will Accomplish

A summary of the things which it is hoped radio science will accomplish in the future was given in a recent address by General Harbord, president of the Radio Corp. of America, New York, speaking before the American Institute of Civil Engineers. This forecast included:

1. Photographs by radio over long distances as, for example, between New York and London.
2. Telegraphing a complete newspaper page across the oceans in but a fraction of the time required to present telegraphic methods.
3. Being able to carry on a two-way telephone conversation between a passenger on board a ship in mid-ocean and any point on land where an ordinary telephone is available.
4. Listening in America to a concert, or to a speech, or to any other important event taking place in England, France or Germany—in short, the realization of international broadcasting.
5. A universal radio ticker service; the actual printing in words on paper of certain daily information or news sent out from a central point at stated intervals much in the same manner as the wire stock news ticker of to-day, but on a national basis rather than local, and reaching points not now readily accessible by other means.
6. When one considers the progress that has already been made in the field of telemechanics, it requires no great stretch of the imagination to see the future airplane, the submarine, the ship at sea, in practical and direct control, by radio, from a point on land, if such control is desirable or necessary.

The East Tennessee Music Co., Knoxville, has moved to 719 South Gay street.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

CROSLEY AGAIN LOWERS PRICES

Big Reduction in Famous Trirdyn and other Radios



CROSLEY 50
A one-tube radio that easily brings in distance with phones.

\$14.50

The biggest selling radio in the world



CROSLEY 51

\$18.50

A two-tube set that gives loud speaker reception under fair conditions up to 1000 miles.



CROSLEY 51 Portable
The two-tube utility radio. Let your dealer hook it up in his store.


Now

\$23.50



\$30

CROSLEY 52
A three-tube regenerative set that gets distance with the loud speaker. Becoming more popular every day.



Now

CROSLEY TRIRDYN
The biggest selling high-grade radio on the market. Distant loud speaker reception under all conditions.

\$50

The biggest selling high-grade receiver on the market—the Crosley Trirdyn—reduced from \$65 to \$50.
The Trirdyn Special—the beautiful Model with cabinet to house batteries—formerly \$75, now \$60.
The Crosley 51-P, a tremendous seller at \$25, reduced to \$23.50.

We unhesitatingly state that these sets, together with the other Crosley Radios, represent the biggest values ever offered.

CROSLEY RADIOS JUSTLY POPULAR
Only the less expensive Crosley Radios have exceeded the Trirdyn in sales. This deserved popularity of the entire Crosley line is the result of extraordinary performance at a very low price.

Crosley Radios cost less originally, use fewer tubes and consume much less battery current. At the same time they give results not equalled by receivers costing a great deal more and using two or three additional tubes.

The unique Trirdyn circuit—a combination of Armstrong Regeneration, Radio Frequency Amplification and Reflexed Audio Amplification—has proven beyond a doubt that the features of selectivity, volume and ease of operation can be obtained with three tubes better than heretofore has been possible with five or even six.

Hundreds of voluntary letters have come to us, telling of the unparalleled foreign reception during international test week with Trirdyns and all other Crosley Radios; even the little one-tube Crosley 50 at only \$14.50.

It is this continued remarkable performance that has created such a tremendous demand for Crosley Radios. And it is this great popularity that now allows us to decrease our production costs and pass this large saving along to you.

NEW CROSLEY MODELS
In order to allow even a greater selection, three new Crosley Radios have been added to our extensive line. Taking its place with the well-known Crosley 50 and Crosley 50-P is the leatherette covered, one-tube 50 Portable, a utility set in which the dealer can quickly make the necessary connections and allow the purchaser to carry it home complete.

The New Crosley 51 Special, a two-tube receiver similar to the Model 51, is housed in a cabinet large enough to hold the necessary batteries and has a sloping panel.

Similar to the Crosley 52, but with sloping panel and cabinet to house the batteries is the new Crosley 52 special.

These additional receivers make the Crosley line absolutely complete—A radio for all tastes and every pocketbook. See illustrations for prices.


No matter what appeals to you most in a radio, you will find that point outstanding in a Crosley. Most good jobbers handle Crosley Radios. You Will Make No Mistake in Selling Them.

All Crosley Receivers contain the famous Armstrong Regenerative circuit, and are licensed under the Armstrong U. S. Patent No. 1,113,149

As is customary prices shown do not include tubes, phones, loud speakers or batteries
Prices West of Rockies Add 10 Per Cent

From a small beginning three and a half years ago, Crosley Radio has grown until it now produces more sets than any other concern in the world. The present production—nearly 5000 per day—is probably from two to three times as great as that of any other radio manufacturer.
Crosley owns and operates the new super power WLW Broadcasting Station located at Harrison, Ohio, remotely controlled from studios in one of three large Crosley owned manufacturing plants in Cincinnati.

3 Tubes do the work of 5



In a CROSLEY Trirdyn



CROSLEY 50P
The new leatherette covered one-tube utility set. Will give the same results as the Crosley 50.

\$16



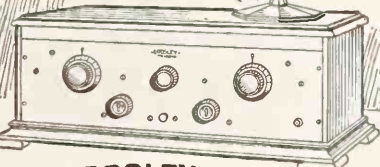
CROSLEY 51 Special
Same as 51 in new sloping panelled cabinet which houses all necessary batteries.

\$23.50



CROSLEY 52 Special
The Crosley 52 in new cabinet to house batteries. Has sloping panel.

\$35



CROSLEY Now TRIRDYN Special
Same as the Trirdyn in beautifully finished large cabinet to hold the batteries.

\$60

THE LOUD SPEAKER SHOWN IS THE WONDERFUL NEW CROSLEY LOUD SPEAKER THAT IS TO BE ANNOUNCED IN THE NEAR FUTURE

Write for complete catalog

THE CROSLEY RADIO CORPORATION

226 Sassafras Street

Powel Crosley, Jr., President

Cincinnati, Ohio

Federal Sales Representatives Gather in Buffalo, N. Y., for Annual Conference

Round-Table Discussions and Inspection of Plant Feature Opening Day of Meeting—Resolutions on Death of Burt Gage Hubbell, Late President—Interesting Talks Close Conference

Federal salesmen from all parts of the United States gathered at the home office of the Federal Telephone Manufacturing Corp. in Buffalo on January 29 and 30 for their annual sales convention. The opening session on Thursday morning was called to order by Lester E. Noble, sales manager, who also delivered the address of welcome. Resolutions on the death of Burt Gage Hubbell, late president of the Federal Telephone Manufacturing Corp., were adopted. The remainder of the day was devoted to round-table discussions and to an inspection of the radio manufacturing plant. In the evening the annual banquet and get-together was held at the Buffalo Athletic Club. Officials of the company were the speakers, the arrangements for the affair being in charge of Byron L. Moore, sales manager of the Buffalo district.

Friday morning the session was in charge of Milo Gurney, director of advertising, who outlined the year's advertising program. Mr. Gurney was followed by N. J. Donovan, of the Frank Seaman Advertising Agency, New York City, who briefly discussed the agency's plan for merchandising Federal radio receivers and radio parts.

The final session of the convention was brought to a close late on Friday afternoon. Following an inspection of the engineering and test departments during which the elaborate Federal testing system was explained by members of the staff, a round-table was conducted by Lawrence C. F. Horle, chief engineer. A. N. Dyson, Federal's patent attorney, also spoke. The concluding address, based on an outline of policy, was made by Mr. Noble.

Although the convention followed closely the passing of Mr. Hubbell, who for many years

had successfully guided the destinies of the Federal Co., officials consider that it was one of the most profitable and successful ever held.

Robert G. Gray Visits Eastern Manufacturers

Vice-President of the Walter S. Gray Co., of San Francisco, on Eastern Trip—Company To Expand Radio Activities

Robert G. Gray, vice-president of Walter S. Gray Co., San Francisco, with offices in Seattle and Portland, was a visitor to New York recently, getting acquainted with some of the manufacturers whose products his company distributes in the Pacific Coast territory. Mr. Gray, who is a son of the well-known wholesale executive, Walter S. Gray, also visited several Middle Western trade centers enroute from the Coast where he was given a hearty welcome by manufacturers and jobbers. During his stay in New York, Mr. Gray made arrangements whereby his company will become the exclusive distributor on the Coast for the Halliwell loud speaker, made by the Halliwell Electric Co., New York.

In a chat with *The World* Mr. Gray stated that 1924 had been generally satisfactory considering the commercial and industrial handicaps which had confronted jobbers and dealers on the Pacific Coast at various periods during the year. Walter S. Gray Co., in addition to their activities as distributors of phonograph products, are planning to enter the wholesale radio field on a large scale during 1925, the preliminary steps in this direction having been

taken in 1924. A complete line of radio products is now being carefully selected by the company's executives and full details regarding the lines to be handled will soon be announced.

Cameo Record Corp. Plans National Ad. Campaigns

Page Advertisement Will Appear in Issue of Saturday Evening Post of February 28—Cameo Popular and "Kid" Records Featured

The Cameo Record Corp., New York, manufacturers of the well-known Cameo popular-priced talking machine records, will insert a full-page advertisement in the Saturday Evening Post issue of February 28. The advertising copy of this ad will feature not only the Cameo popular selections but also the Cameo "Kid" catalog, a seven-inch record of songs, games and stories for children.

Heretofore the Cameo Record Corp. has carried on its national advertising campaigns through local newspapers adjacent to the territory where Cameo records were well represented. The number of distributors of Cameo popular and Cameo "Kid" records has been greatly increased and the sales department of the company has decided to make some of its sales drives national in character.

This is only one of a series of similar campaigns, advertising the Cameo product, which are to be inaugurated during the season of 1925, and will in nowise affect the plans of the company for co-operating with dealers in more localized campaigns.

Ross Opens Third Store

The third A. I. Ross music store was opened recently at 333 Steinway avenue, Astoria, N. Y. The new store is better equipped and larger than either of the other stores.

Radio and Phonograph in Combination The Big Opportunity for 1925 Merchandising



Unico Equipped Establishment of Messrs. Arding & Hobbs, London, England

THE WORLD'S LEADING PHONOGRAPH AND RADIO STORES HAVE ADOPTED UNICO MUSICAL AND RADIO MERCHANDISING EQUIPMENT

UNICO AUDITION ROOMS—UNICO SALES and SERVICE COUNTERS—UNICO STOCK FIXTURES
Prompt Shipment from Stock—Expedited Delivery—Expert Installation

ATLANTA, GA.
25 Moore Bldg.

NEW ORLEANS, LA.
506 Marine Bank Bldg.

JOHANNESBURG, SO. AFRICA
51 Sackes Bldg.

UNICO SERVICE is WORLD WIDE
Address Nearest Branch Today

KERN DODGE, Receiver

UNIT CONSTRUCTION COMPANY

Rayburn Clark Smith, President
Fifty-eighth St. and Grays Ave., Philadelphia, U. S. A.

DALLAS, TEX.
209 Dallas Co. Bank Bldg.

DENVER, COLO.
1642 Arapahoe St.

LONDON, ENG.
Premier House.



GILFILLAN NEUTRODYNE

Radio Sets are Manufactured Complete in Our Three Modern Radio Factories



STYLE GN-1 In a handsome two-tone American Walnut cabinet, harmonizing with any interior. Price without accessories \$175

The music dealer can sell this set with the full assurance of reliable operation. The buyer has all the advantages of genuine Neutrodyne construction, giving exceptional selectivity, power to bring in more distant stations with a clarity of tone that is truly delightful.

We are one of the fourteen licensed manufacturers of Neutrodyne and make the parts for these sets in our own factory, with years of radio experience behind them.

By selling these sets you win the continued patronage of your regular customers and attract the trade of their friends.

Write your jobber or our nearest office for information.



STYLE GN-2 Same Neutrodyne construction and features in smaller cabinets; price without accessories \$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 St., LOS ANGELES, CAL.

NEW YORK CITY
225 WEST 57th ST.



Edison Disc Jobbers Hold Meeting in New York

Gathering at Waldorf-Astoria Followed by Banquet—Conference With Edison Officials at Orange—Wholesalers Are Optimistic

On February 10 the National Association of Edison Disc Jobbers held its annual meeting at the Waldorf-Astoria in New York City. During the morning and afternoon private sessions were held at which various matters of importance to the Edison business were discussed and shaped in due form for presentation to the Edison officials at Orange. A number of enterprising plans were laid for promulgation during 1925, and the general feeling obtained among the jobbers that the Edison business will show an improvement in 1925 over the previous year, with a still better year to follow.

Following the meeting of the Jobbers' Association, the Edison jobbers on February 11 met

with the Edison officials at Orange for a conference on the various problems affecting the ensuing year, and after the business sessions the Edison company acted as host to the visiting jobbers at a sumptuous banquet given in the ballroom of the Waldorf-Astoria. Among the Edison executives who were present at this function were Charles Edison, A. M. Farrier, Arthur J. Walsh, John Sherman, C. M. Veily, W. H. Meadowcroft, W. P. O'Shaughnessy, D. H. Philips, Sumner Williams, D. Haggerty, J. H. O'Brien, C. Stringfellow, Leonard McClesney, Nelson Durand and W. Cloos. All of the various Edison jobbing points were represented in person. Right after the banquet an elaborate program was presented of humorous one-act scenes, most of which were parodies on the phonograph and radio business. This entertainment was very warmly received.

The Federated Radio Corp., Wilmington, Del., was recently incorporated at Dover, with capital stock of \$50,000,000.

Gold Medal Radio Corp. Launches Sales and Ad. Drive

Manufacturer of "Five-Sixty" Radio Receiver Starts Drive to Increase Distribution of Gold Medal Sets—New Receiver Announced

The Gold Medal Radio Corp., 22 East Twenty-first St., New York, recently launched an extensive sales and advertising campaign throughout the talking machine industry to secure distribution among the trade for its radio receiving sets. The company manufactures the Gold Medal "Five-Sixty" radio receiver, which is a five tube set, retailing at a popular price.

"We are now ready to place on the market our new five tube Gold Medal phonograph radio panel for use in the installation of radio sets in console model phonographs. We feel that in this new product we have an article of merchandise which will meet the most exacting requirements of the phonograph trade. Its performance during the various tests which it has undergone has been most satisfactory and we have taken great pains to make this panel as near perfect as possible in every detail, and at a price which will be offered to the trade it should take its place beside the other Gold Medal products," said Henry Goldberger, president of the company.

Jewett Radio & Phono. Co. to Enter Broadcasting Field

Howard E. Campbell, Chief Radio Engineer, Makes an Important Announcement

DETROIT, MICH., February 5.—An announcement made recently in this city advised the radio and phonograph industries that the Jewett Radio & Phonograph Co., manufacturer of the Superspeaker and other radio products, would enter the broadcasting field with a station of considerable power. The details of this project were explained by Howard E. Campbell, chief radio engineer and general manager of the broadcasting division of the Jewett Co., and until recently similarly connected with the Detroit News Station WWJ.

In his announcement Mr. Campbell said: "We have ordered a 5,000-watt broadcasting equipment from the Western Electric Co. and hope to have the station in operation on or before June 1. This new Jewett station will be able to put a maximum of 5,000 watts into its antenna, thereby enabling us to reach from 15,000 to 20,000 miles. The enormous power of the station, which is ten times the average power, will also go far to overcome the Summer static and other atmospheric disturbances. While the transmitting apparatus of the new station will be at Pontiac, the new home of the Jewett factories, the studio will be in Detroit.

The plant being erected at Pontiac to house all of the Jewett projects will be, when completed, one of the most up-to-date manufacturing establishments of its type. Two factory units, covering many thousands of square feet, are now in process of erection and room for expansion to twelve units is available. Edward H. Jewett, president of the company, is personally sponsoring the vast plans for Jewett expansion.

Issue New Educational Catalog of Victor Records

The educational department of the Victor Talking Machine Co. has just issued a complete Graded List and Educational Catalog of Victor Records for Home, School and College, containing in all 1742 numbers specially selected from the general catalog as being particularly fitted for school use. The new catalog comprises over 200 pages, all of them, with the exception of a half dozen in the back, devoted to the record lists, all carefully classified.

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
Browne Mahogany, Brown
or Black Leatherette and
Oak.



DISTRIBUTORS

A. C. ERISMAN CO. 175 Tremont St., Boston, Mass.
 GENERAL PHONOGRAPH CORP. 15 West 18th St., New York, N. Y.
 EVERYBODY'S TALKING MACHINE CO., INC., 810 Arch St., Phila., Pa.
 IROQUOIS SALES CORP. 210 Franklin St., Buffalo, N. Y.
 JAMES COWAN CO. 18 West Broad St., Richmond, Va.
 JAMES K. POLK CO., INC. 294 Decatur St., Atlanta, Ga.
 BELKNAP HARDWARE & MFG. CO. 111 E. Main St., Louisville, Ky.
 STERLING ROLL & RECORD CO. 137 West 4th St., Cincinnati, O.
 OHIO MUSICAL SALES CO. 1747 Chester Ave., Cleveland, O.
 C. L. MARSHALL CO. 514 Griswold St., Detroit, Mich.
 TARG & DINNER MUSIC CO. 229 West Randolph St., Chicago, Ill.
 EDWARD G. HOCH CO. 27 No. 4th St., Minneapolis, Minn.
 MAJESTIC MUSIC SHOP. 16 South 7th St., Minneapolis, Minn.
 RENIER MUSIC HOUSE. 545 Main St., Dubuque, Iowa
 MARKS PHONOGRAPH & RADIO CORP. 2215 Pine St., St. Louis, Mo.
 SCHMELZER CO. 2015 Grand St., Kansas City, Mo.
 CARL FLORINE. 514 Charles Bldg., Denver, Colo.
 WALTER S. GRAY & CO. 1054 Mission St., San Francisco, Cal.
 WALTER S. GRAY & CO. 926 Midway Place, Los Angeles Cal.
 WALTER S. GRAY & CO. 2602 Fourth Ave., Seattle, Wash.

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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.
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FADA Radio

Phonograph Panel Unit

(5-Tube Neutrodyne)

THIS is the full 5-tube Neutrodyne "panel" whose popularity is sweeping the country. You can sell your trade nothing better, because the Fada panel performs like the famous Fada Neutroceiver and the Fada Neutrola—standard of modern radio reception. *Sell it in combination with a phonograph, or sell it separately for the phonograph the customer already has!*

These will exactly fit Victor console models 400, 405 and 410, also model 215, and can be used on other console phonographs where the available space is not less than these dimensions.

The Fada panel is adapted to either dry-cell or storage-battery tubes. It can be used with either indoor or outdoor aerial. Look into this Fada panel proposition. It's a money-maker. It gives you *two* chances at every prospective customer!

Fada Phonograph Panel Units are made in two sizes.

Cat. No. 196-A is 15 3/16 x 16 27/32

Cat. No. 197-A is 14 1/2 x 17 13/32

F. A. D. ANDREA, INC.

1581 JEROME AVENUE, NEW YORK



Radio and Phonograph
Combination

Victor Console Model Phonograph, Models 400, 405 and 410 cabinets with five-tube Fada Neutrodyne Panel Unit, Catalog No. 196-A.

Detroit Trade Enjoys Satisfactory Demand

Entire Trade Paying Attention to Radio—Grinnell Bros. Now Distributing Radio

DETROIT, MICH., February 10.—J. P. Fearn, manager of the Detroit office of the Consolidated Talking Machine Co., reports very good business on both Okeh and Odeon records as well as radio outfits, which he is now handling. Mr. Fearn has a very large clientele of dealers and keeps in close touch with every one of them, as a result of which both record lines are pushed.

Sees Big Future for Radio-Phonograph

Sam Lind, of the S. E. Lind Co., distributor of the Royal line, says he did a surprisingly good business in January, and that in his judgment the combination phonograph is destined to be the musical instrument of the future.

Considering the big business he did in December, the sales of January went away beyond his expectations.

Grinnell Bros. Distributing Radio

Grinnell Bros., Victor distributors, this city, recently announced to the trade their entrance into the radio field by the following letter:

To the Trade:

After several months of careful investigation, together with much study and thought, we have decided to enter the radio wholesale field. We announce herewith that we have secured the distributing privileges for the following panels and receivers:

Freud-Eisemann, which are constructed to fit Victrolas, styles special 215, 400, 405 and 410, together with NR-6 and NR-20 receivers.

Federal panels for special 215, 400, 405 and 410.

Further, we have also secured the exclusive distribution privilege for the State of Michigan for the Sleeper monotor. In addition, we will distribute the necessary apparatus appertaining to radios, such as loud speakers, tubes, aeriels, batteries, both wet and dry; chargers, etc. We respectfully solicit your patronage.

Yours very truly, Grinnell Brothers, per C. H. Grinnell, wholesale radio dept.

C. A. Grinnell, president of Grinnell Bros., is sojourning for the balance of the Winter at his Southern home at Sea Breeze, Fla. He departed a few weeks after the annual convention of Grinnell Bros.' store and department managers. The affair was held in Detroit and was attended by about seventy-five persons. All meetings took place at the main store on Woodward avenue, business sessions taking place morning and afternoon. There were two big social events—a dance at the Elks Temple, to which all store employes and their friends and families were invited, and the annual banquet held at the Hotel Tuller. At this latter affair the master of ceremonies was S. E. Clark, general manager of Grinnell Bros., while C. A. Grinnell acted as chairman at the business meetings. The talking machine business in all its phases was thoroughly discussed.

Brunswick-Radiolas Popular

Manager Quinn, of the Brunswick Shop, reports that January business is ahead of the same month of last year by a big margin. As a matter of fact, the increase would be phenomenal were he able to get the Brunswick-Radiolas in fast enough. "People seem to want the outfits priced around \$500 and we have had them begging that we take their money in advance in the hope that they could get immediate deliveries," he said. "From the way the new year has started out, we expect to smash all previous records before 1925 is over."

To Radio Manufacturers

A prominent distributor of musical instruments would appreciate hearing from manufacturers of radio sets and supplies who are desirous of appointing a distributor for their products.

Address Box 1475

THE TALKING MACHINE WORLD, 383 Madison Ave., New York

Greater City Reports a Bright Outlook for 1925

Maurice Landay, President of Company, Discusses Conditions and Gives Reasons for Optimism Concerning Future

The Greater City Phonograph Co., New York, distributor of Sonora phonographs, Sonoradio combination phonographs and radio receiving sets, Sonora loud speakers and other standard radio lines, reports, through Maurice Landay, president of the company, an exceptionally bright outlook for the year 1925.

"During the month of January we did an excellent business among our dealers in the Sonoradio Model 342, which is a combination of Sonora phonograph and Ware neotrodyne radio receiving set, in addition to which there was a continued demand for the Sonora loud speakers which have steadily increased in popularity in this territory, having been extensively advertised by both the department stores and retail radio outlets, all of which helped to increase the consumer demand for the speakers.

"The recent reduction in the price of tubes we feel will aid materially in the sales of radio receiving sets as it makes a distinct reduction in the price of complete sets, that is to say, sets equipped with batteries, tubes and loud speakers. There has been a feeling among a number of people that the item involved in the purchase of tubes for sets made the total cost and consequent upkeep quite high, while this may or may not have been so, at the same time the psychological effect will be that a number of prospective purchasers of radio receiving sets who, until now, have held off buying, will do so at this time," said Mr. Landay, in discussing conditions prevailing at the present time.

A Unique Radio-Phonograph

A unique combination radio receiver, phonograph and clock arrangement has been perfected by Vincent Pinto and his son, Joseph Pinto, Philadelphia, Pa. The device is so arranged that it is possible to obtain entertainment at any predetermined time either on the radio or the phonograph by a simple adjustment of the regulator on the face of the clock where the hands join in the center with the mechanical equipment. The regulator is of the automatic type and can be so adjusted that at any minute or hour desired the phonograph or radio is set in action. The whole is set in a mahogany case with the clock in the upper portion surmounted by the phonograph case and beneath which is the radio set.

"History of National Music Week" Released

Two-Hundred-and-Fifty-Page. Volume. Published by National Bureau for the Advancement of Music, Covers 1924 Celebration

There are those of the trade, outside of the officials of the Music Industries Chamber of Commerce, who are more or less familiar with what has been accomplished for the advancement of music directly and indirectly through the medium of the National Bureau for the Advancement of Music, but even to those the "History of National Music Week," just published by the Bureau, will prove a distinct revelation.

This imposing volume of nearly 250 pages tells the facts about music week and its development from the first beginning and gives full credit to those who have participated to any definite degree in this work. In fact, C. M. Tremaine, director of the National Bureau for the Advancement of Music and secretary of the National Music Week Committee, who is responsible for the compiling of the book, is content to have his work—he being as a matter of fact the first to launch the music week idea—speak for itself.

The opening chapters of the book are given over exclusively to facts regarding the initiation and development of the music week idea, explaining the various stages of its growth from a distinctly local event to a recognized national institution.

The volume gains importance in value from the fact that the accomplishments in connection with National Music Week are not set forth as general statements but are emphasized through recounting actual experiences of towns, cities and States in connection with the music week movement. Over twenty pages of the volume are devoted to reproductions of proclamations by the governors of many States as well as the mayors of numerous cities and towns asking that their communities make proper observance of the music week celebration, and well over 150 pages are required to set forth even briefly the reports from various centers as to what the music week observance accomplished locally.

There are those members of the trade who regard the results of music week as something intangible and indefinite from a commercial standpoint, but a perusal of the reports from the various cities should serve to convince them that the results are really most direct, leading to the formation of choruses, orchestras, clubs, etc., and in some cases influencing the establishment of municipal auditoriums devoted to music and other official activities.

The History of National Music Week is a volume which should be on the desk of every music merchant who sees in the greater and more widespread appreciation of music the opening of new channels for the sale of music-producing mediums. The book is substantially bound in cloth and is offered to members of the trade at \$1.50 per copy, an amount considerably below the actual cost of publication. In the doubtful it should inspire confidence and in the confident it should inspire enthusiasm.

The Bassel Shively Music Co. has moved to new quarters in the Eagle Building.

CARTER PORTABLE JACK



75c

Write us for catalog

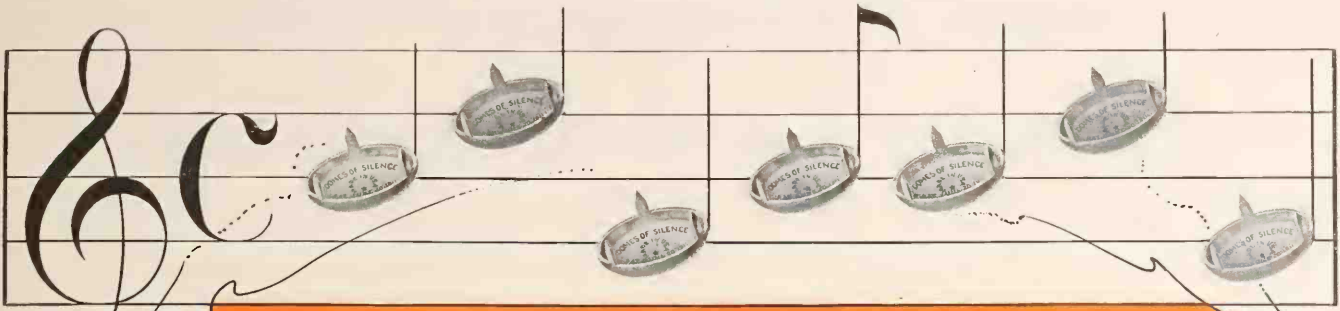
In Canada
CARTER RADIO CO., Limited—Toronto.



For extending loud speaker or head phones to a distant point. Just one of those items that make friends for dealers.

Terminals will not twist together. Sturdy construction.

Any jobber can supply



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. Pesbody & Co.
17 West Street, New York City

Reg. U. S. Pat. Off.
Copyright © 1924 by H. W. P. & Co.
New York, N. Y.



Radio Corp. of America Announces Price Reductions

Increased Demand, Resulting in Production Economies, Made Move Possible—Includes Radiolas, Radiotrons and Loud Speakers

The Radio Corp. of America announced recently important reductions in the prices of its various products, including Radiolas, Radiotrons and the Radiola loud speaker. All Radiotrons for reception purposes were reduced in price to \$3.00, and the Radiola U Z 1325 loud speaker was reduced in price from \$25 to \$18. The reduction in the prices of Radiotrons and loud speakers was used as the basis for reducing the list prices of Radiolas, and practically every model of the Radiola was included in this reduction. The Radiola III remains at \$35 as heretofore, and the Radiola balanced amplifier remains at \$30 as heretofore. The Radiola III-A, equipped with tubes and head phones and without a loud speaker, lists at \$65 and the Radiola III-A, complete with the loud speaker unit, now lists at \$83 instead of \$90. The popular Radiola Regenoflex stripped, formerly listing at \$150, now lists at \$90; the Radiola Regenoflex, complete with tubes and loud speaker, formerly listing at \$206, now lists at \$120; the Radiola X, heretofore retailing at \$245, is now listed at \$150; the Super-Heterodyne Radiola, formerly listing at \$269, now lists at \$256, and the Radiola Super VIII lists at \$425, as heretofore.

These important reductions in prices were made possible through the tremendous demand for Radiola products, bringing with it a decrease in overhead, coupled with enhanced efficiency throughout the RCA factory organization. RCA jobbers and dealers are enthusiastic regarding the new price list, and there is no question but that Radiolas will enjoy in 1925 the greatest prosperity since their introduction to the trade. This is evidenced by the steadily increasing demand.

Recently Formed Company Takes Over Wm. Phillips

Eureka Radio & Phono Parts, Headed by William Phillips, Secures Assets and Liabilities of Wm. Phillips Phono Parts Corp.

The Eureka Radio & Phono Parts Corp., the incorporation of which was recently announced in the daily press, is a new company which has been formed with William Phillips at its head and which has taken over the good will, assets and liabilities of the Phillips Phono Parts Corp. The new company has its headquarters in the offices long occupied by the Wm. Phillips Phono Parts Corp., at 145 West Forty-fifth street, New York, and in a general announcement sent to the trade the slogan was adopted: "The same address, but a new name."

It is announced that the Eureka Radio & Phono Parts Corp. will continue to manufacture the same line which was produced by the Wm. Phillips Phono Parts Corp., consisting of a wide range of tone arms and sound boxes, as well as the Phillips Phono-Radio tone arm. It is also announced that in the near future several new tone arms, both regular style and radio combinations, which are now in work, will be placed on the market, possibly by the first of March.

William Phillips, who heads the new company, needs no introduction to the talking machine trade. He has been actively identified with the industry since 1915 and is recognized as an authority on talking machine acoustics. Mr. Phillips is enthusiastically making plans for the new company, which will make this enterprise one of the most successful with which he has been identified.

A charter has been granted to the Rosenwinkel Music House, Fort Wayne, Ind., to deal in musical instruments and radio, with a capital stock of \$10,000.

Lopez to Entertain at Inaugural Charity Ball

First Time Orchestra Outside of Capital Has Been Selected to Provide Music at Inaugural Ball—Tribute to Artist's Ability

Vincent Lopez and His Hotel Pennsylvania Orchestra, famous dance organization and exclusive Okeh artists, have been chosen to furnish the music for the inaugural charity ball to be held in the new Hotel Mayflower in Washington, D. C., next month. This marks the first



Vincent Lopez

time that an orchestra outside of the Capital has been engaged for this occasion, and the choice of Vincent Lopez for this important event is a tribute to his fame and ability.

There will be two Lopez orchestras in the hotel the night of the ball, one playing dance music in the ballroom and the other in the main dining room giving concert numbers. Mr. Lopez will lead the orchestras alternately, and during his stay in Washington, D. C., Vincent Lopez and his Orchestra will also appear at other important functions, including a Senatorial luncheon and various embassy festivities.

Rudolph Wurlitzer Co. Now Thermiodyne Distributor

The Thermiodyne Corp., manufacturer of the Thermiodyne six tube, one dial control radio receiver, recently closed an important deal with the Rudolph Wurlitzer Co., of Cincinnati, whereby this prominent wholesale company becomes a distributor of Thermiodyne products. The Rudolph Wurlitzer Co. is one of the best-known music concerns in the country, and is in a position to give the Thermiodyne set splendid representation. The company maintains its own retail establishments in all of the leading trade centers, including New York, Cincinnati, Chicago and other points, and the Thermiodyne set will be featured in all of these stores. M. O. Giles, sales manager of the Thermiodyne Corp., closed this important deal in connection with his present Eastern trip.

New Edison Record Catalog

The catalog entitled "Edison Records" has just been issued for 1925. It is a volume of several hundred pages attractively bound in an orange, black and white cover. It contains, in addition to a complete classified listing of all Edison records, an introductory message from Thomas A. Edison regarding the Edison Phonograph, and a listing of all of the artists who have recorded for the Edison Co. It has been designed exclusively for the use of Edison dealers.

Announcement

Eureka Radio & Phonoparts Corp.

announce

that they have made arrangements to manufacture the

Phillips Radio Tone Arm

and the full line of Phillips
Tone Arms and Sound Boxes

Eureka Radio & Phonoparts Corp.

WILLIAM PHILLIPS, Pres.

145 West 45th St.

New York City

"The same address but a new name"

The Logical Loud Speaker Outfit for Any Radio Set

Every radio owner has been looking for and wants this combination of radio table and loudspeaker—

The Console Master Speaker

It is a substantial and refined console table of beautiful design, finished in two-tone mahogany, with bevelled top and turned and fluted legs.



*The Console
Master Speaker*

With built-in loudspeaker. Its proportions are correct in design. Size, 30 inches high; 31 inches long, and 16 inches wide.

Retail Price \$45.00

complete with loudspeaker

The Console Master Speaker is the only table speaker with a front that may be opened to give convenient and quick access to batteries and speaker. This feature permits the use of a volume and quality control of the speaker—our own exclusive origination.

The Greatest Loud Speaker Value Today

Considered only as a piece of furniture or only as a loudspeaker the Console Master Speaker is worth the money. But as a combined cabinet and speaker it is the greatest loudspeaker value today.

The loudspeaker is concealed behind the silk covered grill and has a beautiful, natural tone of great volume.

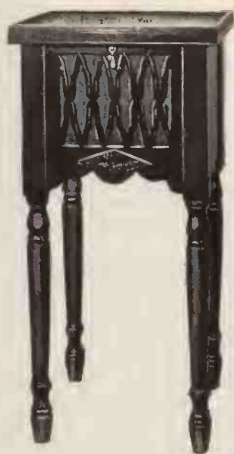
All the experience of twenty years of phonograph manufacture is built into the horn, which is made of solid non-vibrant wood with brass tone arm.

A special and powerful loudspeaker unit is used, and we believe that there is nothing better made.



*The Console
Master Speaker*

Showing the front let down, allowing convenient and quick access to batteries and speaker.



*The Ware Model T
Master Speaker
with built-in loud-
speaker.*

Special Master Speaker table built exactly to fit the two following radio sets:

Ware Model T Work Rite

(See illustrations on left and right)

The same loudspeaker, the same quality and finish of table, as in the larger Console Master Speaker.

Retail Price \$34.00
(Complete with Loudspeaker)

Regular Trade Discounts

DEALERS—Order from your nearest jobber or direct from us.
JOBBERs—Write us for territory and our proposition.

Console Master Speaker Co.

15 East 40th Street, New York



*The Console Master
Speaker for the
Ware T and Work
Rite Sets.
Showing the front
let down to give
ready access to the
batteries and
speaker unit.*



VICTROLAS *of* Special Design

WHEN you want a Victrola instrument to meet certain special requirements, the Victrola Art Shop is one place—the only place—where such special orders can be filled to your complete satisfaction. For the Victor Company has not only a skilled corps of experienced designers and cabinet makers, but of experts in music reproduction, who know the requirements of the complete talking machine better than they are known anywhere else in the world. If you will tell us your needs, we shall be pleased to prepare and submit sketches and quotations.



NEW YORK
TALKING MACHINE CO.
521 West 57th Street
CHICAGO
TALKING MACHINE CO.
12 North Michigan Ave

A. D. GEISLER, President



From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

LEONARD P. CANTY

Optimism Permeates Middle Western Trade as Demand in All Lines Becomes Active

Heavy Sales of Records Are Outstanding Feature of Business—Steady Gains in Machine Sales—Demand for Radio Reflects Stability of This Phase of the Business—News of the Month

CHICAGO, ILL., February 9.—The excellent reports of jobbers and dealers relative to record sales have been an outstanding feature of Chicago activities the past month. Practically without exception every wholesaler and retailer in Chicago territory, and apparently in all of the Middle West trade centers, closed in the month of January a healthy, profitable record business, comparing very favorably with last January, and in the majority of instances showing a substantial increase over last year. With the steady growth of record business there is noticeable among the leading retail merchants a feeling of confidence for the future that was not so apparent a few months ago.

The sale of talking machines has not shown such a decided improvement in comparison with record business, but, coincident with an increased demand for records, there is also a steady gain being registered in the demand for talking machines, and January figures as a whole were equally as good as last year, with increases reported by many of the jobbers and their dealers. These increases are primarily directed toward the moderate-priced products, and it is interesting to note that the sale of uprights is beginning to show unexpected strength. The first ten days of February gave

the dealers an opportunity to utilize the sales and merchandising plans which they had prepared for the coming year, and as a whole the sale of talking machines during this period was well ahead of 1924.

For the first five or six weeks of the year the demand for radio products in Chicago and the outlying territory has reflected the stability and strength of the foremost factors in the radio industry. The standard radio lines are being merchandised in this city by responsible, successful jobbers, who in turn are appointing dealers who understand and appreciate the true sales possibilities for radio products in the phonograph store. The Chicago public is rapidly acquiring an intimate knowledge of the musical and educational value of radio, and as a result the demand for radio sets, loud speakers and other standard radio products during the month of January was far beyond the sales figures for last January.

Keener Appreciation of Cheney Values

Edward G. Hoch, sales representative in the Central West for the Cheney Talking Machine Co., visited the executive offices of that firm for a few days the latter part of January. Mr. Hoch had just completed a swing through the Middle West and told The World representa-

tive that he believed the year 1925 would bring the biggest volume of business that the Cheney organization had ever known. "Everywhere," said Mr. Hoch, "we are meeting with more cooperation from high grade dealers and a keener appreciation of music from the general public. Radio broadcasting has created a fine opportunity for the Cheney Talking Machine Co. to increase its sales since it gives the prospect an opportunity to hear the voices of the great artists on the air and later compare their records on various phonographs for true reproduction and tone quality."

Mr. Hoch, who makes his headquarters in Minneapolis, Minn., has been for many years exclusive Cheney distributor in the northwest territory and is well known in mid-West trade circles. His district is one whose 1924 sales showed a marked increase over those of 1923, and whose January orders this year greatly exceeded those of the same month a year ago.

Pfanstiehl Portfolio a Sales Stimulator

The Pfanstiehl Radio Co., Highland Park, Ill., distributed about the first of February among its district salesmen and Pfanstiehl jobber salesmen, a black leatherette folder, in portfolio size. The folder contains copies of the advertisements which have brought Pfanstiehl products to the attention of dealers and buyers through their appearance in the Saturday Evening Post, national and international radio magazines, and metropolitan newspapers. In addition there are letters of commendation from owners and distributors of Pfanstiehl sets. Stamped in gold

(Continued on page 134)



Style M
One of several beautiful console models



Kimball Console New Style Y

KIMBALL PHONOGRAPHS

Real Value and Prestige

RIGHT merchandise, properly sold, is an active good-will builder for the successful dealer. In Kimball Phonographs it is not a question of "How Cheap," but of *real value*, and the *value is there* in correct construction, in perfect reproduction of tone, in durability, added to which the prestige of the Kimball name is assurance of satisfaction.

There is variety in Console and upright types.

Perhaps there is open territory. Ask about Dealer Franchise 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



JEWEL-TONE BABY GRAND PHONOGRAPH

Equal in
tone and volume
to any
high-grade
talking machine



The
ideal phonograph
for that
small apartment
or anywhere

A real high-grade, musical instrument, equipped with the famous genuine Jewel-Tone Arm and Reproducer. Tone is equal in quality and volume to most of the expensive machines on the market, handsome, convenient, and thoroly good.

Samples sent on approval to responsible dealers.

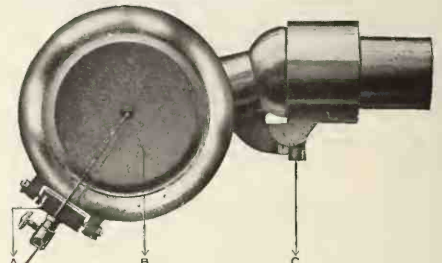
THE JEWEL-TONE Attachments for Victor and Edison

With
NOM-Y-KA
Diaphragm



Victor Attachment
for playing Edison and Pathe Records

Illustration shows this attachment in position for playing Edison or Pathe Records. Takes but a moment to change. Plays Victor and all lateral cut records with true, full tone.



Edison Attachment
for playing all lateral cut records

Perfectly balanced for playing all records on the Edison Diamond Disc phonograph. Pure and lovely in tone, full volume, and gives true value to your records.

If your Jobber does not handle the Jewel Products, write to us direct.

Mail this coupon for our new complete catalog.
Name _____
Address _____

JEWEL PHONOPARTS CO.

150-160 Whiting St., Chicago



THE JEWEL-TONE

Reproducers and Tone Arms

**Standard
No. 3
Plays All
Records
Perfectly**



**The Nom-Y-Ka
Diaphragm**

The perfected diaphragm that improves with use, like an old violin. Most beautiful tone of all. Guaranteed without reservation.

This is the famous No. 3 tone arm and reproducer equipped with the Jewel NOM-Y-KA diaphragm. A wonderful improvement on any talking machine. The perfected tone arm and NOM-Y-KA diaphragm gives full, true tonal value, and beauty to all records.

The Jewel-Tone Reproducer and tone arm plays Victor, Edison, Brunswick and all makes of records—plays them equally well. It is made for every type of talking machine, and can be substituted for the old arm in a few moments.



*Dealers are invited
to write for full
information*

RADIO

with the
Famous
Holtzer-Cabot
Loud Speaker
Unit

Here is the latest Jewel-Tone product, the famous Jewel-Tone reproducer and tone arm in combination with the finest Radio Loud Speaker Unit. Either Phonograph or Radio can be tuned on or off in an instant. Unit off, does not interfere with the other.

Holtzer-Cabot Loud Speaker Unit is a quality product in every way, handsome and supremely efficient. It gives exceptional volume with a purity of tone seldom equaled, and a fitting mate to the Jewel-Tone reproducer.

JEWEL PHONOPARTS CO.

150-160 Whiting St., Chicago

Mail this coupon for our new complete catalog.

Name _____

Address _____

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 131)



THE ALTO Automatic Stop
For Phonographs.

Nothing needs to be screwed into 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 Phone Parts Supply Co., Toronto, Ont.

on the front cover is the trade-mark "Pfanstiehl." The folder is not only an artistic piece of work, but will serve a useful purpose in the hands of those selling the products of the firm.

The Pfanstiehl organization opened an office in the loop district of Chicago about the first of the year, and is now located in the Roanoke Building, 11 South La Salle street.

Striking Display of Vitonola Products

The Vitonola Talking Machine Co., in section 829 of the American Furniture Mart, 666 Lake Shore Drive, displayed during the January furniture exhibition a complete line of phonographs, console types constructed for radio, portable phonographs and radio sets. In addition, there were also shown de luxe radio cabinets, equipped and unequipped, combination phonograph and radio in highboy cabinets and radio tables.

One of the features of the Vitonola display, which attracted considerable attention among the visiting buyers, was the secretary-phonograph combination. M. C. Schiff, president, and Robert Illing, sales manager, were in charge of the exhibit.

Fletcher-Wickes Loud Speaker Soon Ready

The Fletcher-Wickes Co., well known manufacturer of tone arms and reproducers, is experimenting successfully with its new loud speaker. According to R. L. Wickes, the instrument is being daily brought nearer to perfection, and every effort is being made to produce a unit which will overcome the mechanical noises so often present in radio reception. The horn, which promises to be novel in appearance, will be artistically designed and will form a very handsome piece of household furniture.

Carryola Activity in South and West

D. F. Allen, vice-president of the Carryola Co. of America, portable phonograph manufacturer of Milwaukee, Wis., left on January 19 for an

extended trip through the South and West, visiting Carryola accounts. Atlanta, St. Louis, Kansas City, Dallas, Los Angeles, San Francisco, Portland, Seattle and Denver were among the principal cities which he visited. Mr. Allen, in his reports to the Milwaukee headquarters, reported that he met with excellent business conditions all along his route, and that he had opened several new accounts.

D. S. Bascom, Carryola sales manager, visited New York and Boston during the latter part of January, and brought back encouraging reports from the eastern territory. He was accompanied by A. J. Engle, sales representative for the Carryola organization.

Dunford Has Larger Consolidated Territory

Frank Dunford, Illinois traveler for the Consolidated Talking Machine Co., is now handling the accounts which have been cared for in the past by Harry Schoenwald, who recently resigned to join the Wiswell Radio Co. Mr. Dunford has been traveling for Consolidated for the past four years and before that time was connected with the General Phonograph Corp. He also represented the Emerson Radio & Phonograph Co. in the Chicago territory. Mr. Dunford is well known and popular in the trade and because of his extensive experience is well equipped to render service to his clients.

Rialto Music Shop Has Extensive Line

The Rialto Music Shop, 330 So. State street, recently added the Victor line of talking machines and records. The establishment, although one of the smaller shops of the city, ranks with the leaders in volume of business, according to Rudolph Fractman, proprietor. About the middle of November Mr. Fractman leased another store at 168 No. State street, in the theatrical district. Both stores are open from 8 o'clock in the morning until midnight and, as a result, receive much benefit from the night trade of theatre patrons. Both Rialto shops handle practically every well-known make of phonograph and many record lines, including Brunswick, Columbia, Paramount, Ajax and foreign records, Q R S music rolls and a complete line of portable phonographs, including the Caswell, Swanson, Carryola and Outing.

Jewel Phonoparts Co. Issues Catalog

The Jewel Phonoparts Co., of this city, manufacturer of Jewel-tone reproducers and tone arms, attachments for Victor and Edison phonographs, the Jewel-tone baby grand phonograph and the Jewel-tone reproducer and tone arm, in combination with the Holtzer-Cabot loud-speaker unit, has just issued a handsome



This illustrates the Lakeside loud speaker test table. While designed for use of the dealer in selling speakers, it is also used as a form of entertainment for dance halls, skating rinks and small moving picture shows. Price \$80.00

Lakeside Supply Co.
73 W. Van Buren St., CHICAGO, ILL.
Phone Harrison 3840

catalog featuring all of these lines to excellent advantage. The book is a pocket size, affording maximum convenience for the dealers, and it is filled with illustrations and descriptive matters of practical value and information.

This catalog, which is now being distributed to the trade, was prepared under the personal direction of A. H. Davis, sales manager of the company, who is responsible for the book's attractive appearance and practical contents. It is expected that there will be considerable demand for it, for it can be used to advantage by dealers in developing a demand for the many products listed in its pages.

During the past few months the Jewel Phonoparts Co. has been sponsoring an aggressive sales campaign that is meeting with pleasing success. Mr. Davis states that January sales were excellent, with every reason to believe that business will continue to show stability and strength. This company is one of the pioneer manufacturers in its field, and its success may be attributed in a large measure to its progressiveness, the quality of its products and

(Continued on page 136)

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.



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

Where Value Is—Trade Follows

See the New Caswell Line

You men, who for years have patiently listened to the chaos of unsupported claims by manufacturers of portable talking machines, will be relieved of all doubt when you view the 1925 line of Caswell Portable Phonographs.

Beyond question a new standard of value has come into the market. Such leading distributors and dealers who have seen the Caswell line, pronounced it to be America's finest—and have supported their judgment.

Beauty

Caswell beauty in contours, materials and finish is apparent at a glance. Over fifty years of experience is embodied in every case. Only selected three-ply non-warping veneer is used, with carefully rounded edges and corners. New effects have been secured by hand padding top and bottom. Outside coverings are of genuine Dupont Fabrikoid in rich blues, greys, browns, red, green and black; inside coverings in colors to harmonize. All designed to give the eye a real treat and to give the buyer greater satisfaction with his investment.

Proved Mechanical Construction

Caswell combed the field to be able to offer the most approved mechanical construction. The famous Heineman Motor is known wherever phonographs are known. The Caswell throw-back type Universal Tone Arm can be reversed to play Edison records and above all the new "Caswell Microtone" reproducer, a tone chamber designed by one of the country's most famous acoustic engineers. This amplifying tone chamber is a revelation in its wealth and depth of melodious tone. Carries eighteen records or thirty-six selections in specially constructed album which is permanently a part of the cover. Records can not bounce or break. A unique Caswell feature.

Selling Policy

JOBBERs—We are showing our line only by appointment. why—because we propose to confine our distribution to the recognized and financially responsible trade, our discounts and terms of sale are thus held confidential, there is no place in the picture for the "Gyps." Only in this way can we give you the protection you are entitled to. We want to meet you face to face, complete an arrangement, fully understandable and mutually profitable, all of which makes for permanency.

DEALERS—Until such time as we have completed the selling arrangement we want for your territory, order direct. Be sure and mention your jobber's name. At the same time we would appreciate your reasons for doing business with this jobber. This will help us give additional protection to both Dealer and Jobber.

List Price - \$25.00

\$27.00 in Far West and South

Caswell Manufacturing Co.

PORTABLE PHONOGRAPHS OF DISTINCTION

MILWAUKEE, WIS.
U.S.A.



ST. PAUL AVE.
AT 10TH STREET

Western Sales Office: Oakland Tribune Tower, Oakland, Cal.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 134)

HARRY ALTER & COMPANY

Radio and Electrical Supplies

OGDEN at CARROLL AVE. - - - CHICAGO

Wholesale distributors for the following radio apparatus and supplies:

Freed-Eisemann	Mohawk	Frost
Remler	Premier	Signal
Freshman	Acme	Burgess
Dubilier	Allen-Bradley	Howard
Carter	Brandes	Radion
Benjamin	Eby	Walbert
France	Dulce-Tone	Balkite
Timmons	Unity	Kestner
Baldwin	American Hard Rubber	Erla
Electrad	Raven	C. R. L.
Rasla	Pacent	Weston
Apex	Keystone	Shamrock

Dealers who make Harry Alter & Co. their source of supply have at all times access to ample stocks of nationally-known merchandise, and prompt delivery from these stocks.

Our monthly catalog, The "Pocketbook," will be sent to any established dealer who requests it on his letterhead



to the exceptional inventive genius of T. E. Davidson, president of the company.

Stewart-Warner to Enter Radio Field

The Stewart-Warner Corp., manufacturer of speedometers and automobile accessories, is planning to enter the radio field and will shortly introduce its new product, a five-tube radio frequency radio receiver with slanting dial board and encased in an attractive cabinet. It has been rumored that this company also plans to manufacture radio tubes, but no announcement from official sources has yet been made to this effect.

W. W. Kimball Co. Entertains Many Visitors

J. V. Sill, manager of the wholesale department of the W. W. Kimball Co., manufacturer of phonographs, pianos and player-pianos, this city, had the pleasure of entertaining a large number of out-of-town Kimball dealers during February. Among the visitors were Col. F. B.

T. Hollenberg, Hollenberg Music Co., Little Rock, Ark.; Geo. Bourke and Lee Cady, of Cady & Bourke, Detroit, Mich.; Harlan Hart May Co., Cleveland, O.; Ben Platt, Platt Music Co., Los Angeles, Cal.; R. D. Gaston, Gaston Furniture & Music Co., Hastings, Neb., and Geo. Böhen, Kimball representative on the Pacific Coast. All of these visitors were optimistic in their comments regarding business conditions in their respective territories, basing their optimism on the fact that the last three months of 1924 were very satisfactory with January sales in almost every instance ahead of 1924. In a chat with The World Mr. Sill stated that Kimball sales up to January 20, 1925, more than doubled the corresponding period of last January, while the back orders were also more than twice the figures at the same time last year. Mr. Sill is working in close co-operation with Kimball dealers throughout the country,

and this co-operation is being reflected in the steady growth of all branches of the Kimball business.

Wiswell Radio Co. Organized

The organization of the Wiswell Radio Co., 33 West Kinzie street, this city, formed one of the most important happenings of the month in mid-West trade circles. The firm was incorporated early in January by Leslie C. Wiswell and Harry D. Schoenwald, the former being president and the latter holding the offices of vice-president and secretary.

Mr. Wiswell is a well-known figure in the trade, having been manager of the wholesale



L. C. Wiswell

and retail departments of Lyon & Healy for a period of twenty-five years. He is president of the Hall Mfg. Co., manufacturer of fibre needles, was formerly president and secretary of the National Association of Talking Machine Jobbers and a director of the Music Industries Chamber of Commerce. Mr. Wiswell also owns and operates music stores in Joliet, Aurora and Indianapolis.

Mr. Schoenwald is also popular and promi-



Harry D. Schoenwald

nent in the talking machine industry. He is president of the Piano Club of Chicago, and chairman of the convention committees of the Music Industries. He was formerly connected with the Columbia Phonograph Co. and later traveled for the Hobart M. Cable Co. He was with the latter concern until the entrance of the United States into the World War, during which he held the commission of second lieutenant, serving in France, Belgium and Germany. For the past four years he has held the position of sales manager of the Consolidated Talking Machine Co., Inc., of Chicago.

The newly organized firm will have as territory, northern Illinois, northern Indiana, and (Continued on page 138)

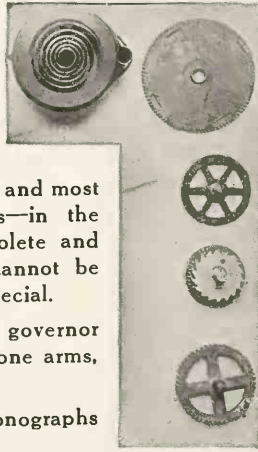
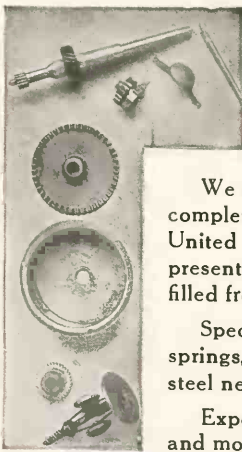
Repair Parts

For All and Every Motor That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micras, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.



INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

Manufacturers of High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.



SUCCESSORS TO Standard Talking Machine Co. United Talking Machine Co. Harmony Talking Machine Co. O'Neill-James Co. Arvino Co.

227-229 W. WASHINGTON ST. CHICAGO, ILL.

Branches: 2957 Gratiot Ave., Detroit, Mich.

1121 Nicollet Ave., Minneapolis, Minn.

TRADE MARK 'CONSOLA' CABLE ADDRESS 'CONSOLA'

Why Radio Receivers Differ so Widely in the Quality of their Tone

It's all in the Overtones



A 5-tube Receiver using the new Pfanstiehl system of tuned radio frequency

AS RADIO becomes less of a stunt instrument for fans to play with and more of a musical instrument in the home, people are demanding, above every other value, TONAL BEAUTY. Clear tone, of course, but more than that, lovely tone—all of the beauty which distinguishes fine singing and the best in musical performance.

It is easy to get distance and volume with proper amplification. The difficulty has been to control the tone—to keep it free, flexible, full and rich.

In the average radio receiver the tone is sometimes clear, and sometimes not. That depends upon neutralization. But it is always flat, thin or hard. It lacks those delicate overtones which give to the tone itself its quality or timbre. It is the attendant overtones or harmonics which make real music. Without them you have merely pitch.

The difference between a fine piano tone and a poor piano tone is in the overtones. Middle "C," for instance, is Middle "C" all the time and everywhere, as far as pitch is concerned. But there is the widest difference in quality. One has a rich, sweet resonance. The other is thin and bare.

The same is true of the human voice. Its charm is all in the overtones. They identify it, make it an intimately personal thing.

The matchless tone of the Pfanstiehl lies in its perfect control of the overtones—a simple thing and still the most important thing which has as yet happened to radio.

Overtones Perfectly Reproduced

Of course, no radio can receive a poor tone and make it sound beautiful. It does not create tones. It reproduces them. Its utmost achievement is to reproduce from a distance the full depth and individual beauty of fine music. That has not been possible hitherto. Radio has not been able to bring in and hold intact the full stream of radio energy embracing not only the fundamental tone but also ALL the minute overtones which accompany it in transmission and should accompany it in reception, if enjoyable song or music is to result.

The radio stream gets out of bounds, as it were, in the set itself. It spills over between circuits and feeds back instead of forward. In entering the preceding circuit this feedback of stray energy causes a disturbance in it, the two being "out of phase," as an electrician would say. The true forward stream of radio energy does not mesh

with the stray energy feeding back. They conflict. Squeals and noises result. To prevent them, neutralizing devices have been used. But these do not work unless perfectly adjusted. And even if they do work, both they and the feedback tend to blur or spoil the delicate overtones of the true signal.

No Errors to Neutralize

In the Pfanstiehl there are no internal noises possible. The radio energy is completely controlled. There is no feedback. No absorbing or neutralizing devices are used. They are not needed. How this control is accomplished is a technical story of great interest to radio engineers, told elsewhere in this statement. Briefly, it consists of a new system of reception designed to hold in leash the full forward stream of radio energy, so that none of it spills over or escapes to cause feedback. All of the overtones are thus included. And you get full tone quality, the timbre which makes the emotional appeal in music and gives to the human voice its supreme charm.

Nothing could be simpler. Nothing could be more important, if radio is to become the enjoyable instrument people are looking for. The simplicity of the Pfanstiehl is unique. There are no complications. Nothing to adjust or get out of order. Operation is dependable and absolutely quiet. In this respect distance makes no difference. No lover of music who has once listened to a Pfanstiehl will ever be satisfied with any other system of radio reception, its superiority is so marked.

A Unique "Station Finder" Takes the Guesswork Out of Tuning

A unique feature of the Pfanstiehl Overtone Receiver is a "Station Finder," which takes the guesswork out of tuning and enables even the inexperienced to tune this receiving set quickly and without difficulty. From the radio program in the daily newspaper or radio magazine, ascertain the "wave-length" of the station you want to hear and also the time at which it is scheduled to broadcast. 1. Find this "wave-length" or number on the lower scale. 2. Read the number directly above it on the upper scale, and set each of the three large dials to this reading. 3. Tuning may now be sharpened by adjusting the large dials slightly, one at a time, with the small vernier knobs below. Adjustment of the large dials to a fraction of a degree, enables you to secure the sharper tuning for best results from distant stations.

PFANSTIEHL RADIO COMPANY
Sales Office: Dept. O, 11 So. La Salle St., Chicago, Ill.
Factories: Waukegan, Ill.

Music Dealers
Write for
the Pfanstiehl
Authorized
Dealer Proposition

Pfanstiehl

OVERTONE RECEIVER

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 136)

western Michigan. Five salesmen are already covering the field, and Mr. Wiswell and Mr. Schoenwald also plan to spend considerable time visiting the trade. The Wiswell Radio Co. has exclusive distributing rights for the Thompson neotrodyne and will carry additional lines of receiving sets, among them being the Ramstone five tube set. The Thompson, Music Master and Peerless loud speakers, Musette speaker and Frost headphones, Burgess dry batteries and Philco storage batteries, Radiotron and Cunningham tubes form a well-rounded and complete line of radio parts and accessories. The firm will also act as sales agents for the Caswell portable phonograph.

Since the first announcement made to the trade in the form of a circular early in January, and the actual swinging into operation a few days later, the firm has made rapid and steady progress, according to Mr. Wiswell. A number of fine accounts have been opened in all three States, and the executives are greatly pleased with the progress made and with the prospect of the new year.

Thos. M. Pletcher Visiting Pacific Coast Trade
Thomas M. Pletcher, president of the Q R S Co., of this city, manufacturer of Q R S music rolls, and one of the most popular executives in the music industry, is at present on the Pacific Coast in the course of a six weeks' trip. In addition to visiting the dealers throughout the Far West, Mr. Pletcher has been spending some time at the Q R S factory in San Francisco, and his reports to the home office indicate that Q R S rolls are enjoying a healthy, prosperous activity on the Coast. Mr. Pletcher is expected back at his desk the end of the month.

C. F. Baer Entertains Executives

Chas. F. Baer, manager of the local branch of the Columbia Phonograph Co., Inc., entertained several of the executives of the New York office during the past few weeks. includ-

ing W. C. Fuhri, vice-president and general sales manager; Arthur Bergh, general manager of the recording laboratories, and Clyde Emerson, recording engineer. Mr. Fuhri visited Chicago after a trip which included Dallas, St. Louis and New Orleans, and upon his arrival here he was very glad to learn that the Chicago organization had closed a very satisfactory January business, with the sales in the record division well ahead of 1924.

The fine art series of Musical Master Works is becoming more popular day by day in Chicago territory, with the dealers keenly enthusiastic regarding the musical qualities of these records and their sales possibilities. While in Chicago, Mr. Bergh arranged for important recording for the foreign languages record catalog and for a series of records by Art Kahn and His Orchestra and Art Gillham, the whispering pianist.

Robt. N. Watkin, of Dallas, a Visitor

Among the recent visitors at the executive offices of the Brunswick-Balke-Collender Co. was Robert N. Watkin, of the Will A. Watkin Co., Dallas, Tex., one of the foremost retail music houses in the Southwest. During the course of a chat with W. C. Hutchings, assistant general sales manager of the Brunswick phonograph division, Mr. Watkin commented very optimistically regarding the outlook for the coming year, stating that the sales of Brunswick products had increased by leaps and bounds during 1924.

Gulbransen Declares Cash and Stock Dividends

At the annual meeting of the Gulbransen Co., held recently, the directors declared a stock dividend of 20 per cent and a cash dividend of 2 per cent on outstanding common stock. The Gulbransen Co., which manufactures the Gulbransen registering piano, is one of the few \$5,000,000 corporations in this country that can be termed a close corporation. A restricted group of stockholders is on the books, most of them having been associated with the company since

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.

its early days. These men have grown with the company, investing comparatively small amounts and seeing their holdings increase in value, year after year, out of the earnings. The 20 per cent stock dividend declared recently and the 50 per cent stock dividend declared last year gives some idea of how the men who had stock in the Gulbransen Co. have seen their holdings pyramid year after year until their initial investment became a very small item. The bulk of Gulbransen stock is held by officers, department heads and other employes of the company. No other piano manufacturing institution has any stock interest in the company, there are no subsidiary companies and all instruments produced bear the one name, "Gulbransen."

At the annual meeting the officers and directors were re-elected as follows: President and treasurer, A. G. Gulbransen; vice-president, C. Gulbransen; secretary, Edward B. Healy. The Board of Directors consists of A. G. Gulbransen, C. Gulbransen, Edward B. Healy, L. W. Peterson, A. H. Boettcher, George McDermott and C. H. Berggren.

L. J. Unger Books Orders in Chicago
Louis J. Unger, general sales manager of the
(Continued on page 140)

Why Not Use Panels with an International Reputation?

MONARCH RADIO PHONO PANELS

WILL POPULARIZE YOUR PHONOGRAPH COMBINATIONS

Completely wired and ready for installation
with cabled battery wires

Monarch models are suited for use in consoles of all sizes or upright cabinets.

4, 5 and 6-Tube types

designed to meet every requirement of the discriminating buyer who considers Quality, Refinement and Performance.

Highest grade in both material and workmanship.

More Monarch Panels

are now in use and sold in the phonograph trade than other styles offered—CERTAINLY there is A GOOD REASON for such a distinction.

The degree of perfection in mechanical excellence and finish lifts the "MONARCH" above competitive designs and inferior products.

Let us quote you on your Radio Requirements

MONARCH RADIO CORPORATION451-469
EAST OHIO STREET**CHICAGO**

Building and marketing the celebrated "Monarch" Portables, apparatus and receivers

Okeh and Odeon Records

You can put all your ability hard to work but it can't earn money for you unless you have stock that moves fast.

All the fast moving and latest hits are on Okeh Records.

HAVE YOU GOT YOURS?

“Consolidated Service”

Is Your Service Upon Request

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 138)

Brilliantone Steel Needle Co., New York, and sales manager of the Reflexo Products Co., was a recent visitor to this city, calling upon his many friends in the trade. Mr. Unger secured good-sized orders from many of the local wholesalers and was pleased to learn that record sales in Chicago the past few months had increased sufficiently to call for a corresponding increase in the demand for needles.

Visitors to Gulbransen Co.

California-bound, G. R. Magoon, of Lancaster, N. H., passed through Chicago recently, accompanied by Mrs. Magoon. They will spend several months in the vicinity of Los Angeles and will be back in Lancaster May 1 to resume active charge of the Magoon Music Rooms in that city. While in Chicago Mr. and Mrs. Magoon called at the Gulbransen Co. plant. They left the city on the same evening for Los Angeles.

Two prominent English piano men were among the visitors to the Gulbransen Co. plant. They were Stewart H. P. Broadwood, of John Broadwood & Sons, Ltd., the old piano makers of London, and Eric Foster, sales manager of the same company. These gentlemen went through the Gulbransen plant and took note of the extensive scale upon which registering pianos are manufactured by this company, and also tested the musical capabilities of Gulbransen instruments, particularly the new registering grand.

Messrs. Broadwood and Foster have been on tour since last November, and have visited in Canada, New York and other Eastern points, and also called on a large number of music dealers on the West Coast.

A visitor to the Gulbransen Co. this week was W. Dornbos, of DeVries & Dornbos, of Holland, Mich. Mr. Dornbos had with him a picture of a new building which his house is erecting in Holland, and which will be the skyscraper of Holland, being five stories high, and taller than any building there. The second floor of this building will be given over to an attractive Gulbransen department, Mr. Dornbos states. Another visitor was W. H. Raiford, of W. H. Raiford Furniture Co., Tuscaloosa, Ala. This was Mr. Raiford's first visit to the big Gulbransen factories, and he was very much impressed with the size and activity of the institution.

Additions to Electrical Research Staff

Two of the best-known radio engineers in the United States have just been added to the laboratory staff of the Electrical Research Laboratories, this city. They are J. Elliott Jenkins and Joseph Calcaterra. Both will give their attention to improving and designing radio receiving apparatus. Mr. Jenkins is the holder of patents on several important radio devices and has also installed a number of the most powerful broadcasting stations in the United States. Mr. Calcaterra was technical editor of the radio department of Popular Science and

is a writer of note on radio subjects as well as being an expert designer and engineer.

Powel Crosley, Jr., on Hunting Trip

Next to golf, hunting is one of the recreations Powel Crosley, Jr., likes best. He indulges in this sport whenever the opportunity presents itself. Because of the strenuous season preparatory to the Christmas holidays' tremendous business, it was impossible for the head of the Crosley Radio Corp. to get away from his office until the first week in the new year. He went to Barlow, Miss., where he indulged in his mid-Winter pastime of shooting.

Youngest Harpist Broadcasts Through WLW

Geraldine Vito, nine years old, and said to be the world's youngest harpist, gave her first radio concert through the Crosley broadcasting station WLW in January. Miss Vito is the daughter of Joseph Vito, solo harpist with the Cincinnati Symphony Orchestra. It will be recalled that her father is a regular soloist with the Western and Southern Orchestra concerts, given on Sunday evenings through WLW. Both father and daughter use the Lyon & Healy harps.

Recording Performance Scores in Detroit

The Consolidated Talking Machine Co., of Chicago, staged "a recording performance" on the evening of January 28 at the Arcadia, Detroit, Mich. On a specially arranged stage, Finzel's popular Arcadia orchestra, the

recording outfit, the superintendent of recording and his assistant, accomplished the feat before and in full view of the large audience. While the recording was taking place flashlight pictures were taken of the operation, and of the immense crowd, and these appeared the following day in Detroit papers. A "Ballyhoo" explained the operation, the technique and skill required and the process of manufacture from the stage of the Arcadia just previous to the recording.

The feature was extensively advertised throughout the city, various announcements appearing in newspapers, street cars, window displays in all Okeh and Odeon shops and pamphlets. A large electric sign in front of the Arcadia, and a lobby display consisting of a wax master, matrix, mother, stampers and finished records completed the advertising program.

The recording was in charge of Charles Hibbard, superintendent of the recording for the General Phonograph Corporation, assisted by P. Decker. E. A. Fearn, president of the Consolidated Talking Machine Co., directed the performance and all preliminaries were attended to by J. P. Fearn, manager of the Detroit Consolidated branch. Co-operating with Mr. Fearn were Mr. Greer, manager of the Arcadia; Mr. Finzel, director of Finzel's Arcadia Orchestra,

(Continued on page 142)

You Should Sell

Your Distributor Can Supply You

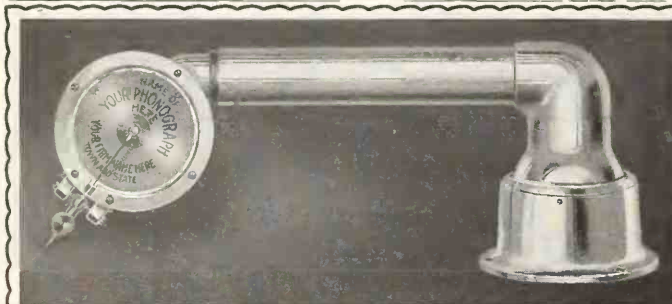
HALL
CONCAVED
FIBRE NEEDLES

25¢ or 50¢ packages

For the Following Reasons

- 1 Perfect Reproduction
- 2 Plays Many Records without Repointing
- 3 Plays All Makes of Disc Records
- 4 No Surface Noise
- 5 No Injury to Records
- 6 Improved Tone Quality

Hall Manufacturing Co.
Chicago, Ill.



Scottford Tonearm and Superior Reproducer

Manufactured under patents of Louis K. Scottford. Plays all makes of records. Famous for tone—without the usual metallic sharpness and without the scratch. Standard length 8½ inches center of base to needlepoint—can be made to order longer or shorter. Base opening 2 inches diameter.

Fine quality Nickel and Gold Plate finishes



Supplied to manufacturers of high-grade phonograph cabinets in the United States and all foreign countries. Samples sent anywhere for trial.



The Superior Spring Balanced Lid Support

A touch of one finger lifts or closes the lid which stops, balanced, at any point desired. Does not warp lid. Noiseless in operation. The simplest spring balance made—and easiest to install. Can be made to fit any type and weight of lid. Furnished complete with escutcheon plate and all necessary screws.

Low quantity Prices quoted on application

BARNHART BROTHERS & SPINDLER SUPERIOR SPECIALTIES FOR PHONOGRAPHS **MONROE & THROOP STS., CHICAGO**

RADIO-MASTER

THE VOICE OF THE WORLD

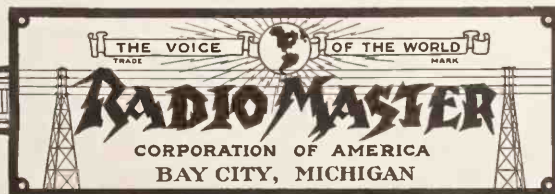


MODEL No. 10—COMBINATION IN WALNUT, MAHOGANY OR BUTT WALNUT

Mr. Phonograph Dealer:

How many phonograph sales have you lost to radio during 1924? Don't let these profits go out of your door during 1925. Radio-Master offers six models of phonographs either completely radio equipped or so adapted that radio may be added at a later time when desired.

RADIO-MASTER receiving sets are designed for easy tuning and installation. Coast to coast reception on the loud speaker with wonderful volume and tone clarity. Prices on combination—Phonograph or straight radio, very reasonable. Write for full details and dealers' proposition.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 140)

and W. R. Rife, manager of Cunningham's Phonograph Shop. The selections recorded will be offered to the public about the first of March.

New Tonofone Jobber Appointed

The Tonofone Co. added to its list of distributors during the latter part of January the General Paper & Specialty Co., of Wilkes-Barre, Pa. The new jobber placed a large initial order and is getting away to a flying start, according to Miss E. E. Powell, secretary of the Tonofone Co. Miss Powell states that the amount of January business greatly exceeds that of any month during the year 1924 and that Tonofone officials are looking forward to the year 1925 as bringing increasing returns.

Three Additions to U. S. Music Co. Staff

The United States Music Co. added three men to its sales staff at the beginning of the year. These representatives will not only represent the United States Music Co. in their respective territories, but will also serve as field and service men, giving the dealer full co-operation in meeting and overcoming the various sales problems which often confront the retail dealer.

George L. Ames, vice-president and sales manager, has chosen for this particular type of work men of long experience in the music field. Frank B. LeFevre, formerly of the Vocalstyle Music Co., will act as general traveler and is at present working with United accounts in the Southwest. Robert E. Lauer, formerly manager of the piano department of the Boston Store, Milwaukee, Wis., generally recognized as a successful merchandiser of music rolls, will give dealers in the Wisconsin territory the benefit of his past experience. M. E. Engel, also a man well known in the music trade, will cover Pittsburgh and vicinity.

Vincent Healy Married

Vincent Healy, manager of the personnel department of Lyon & Healy, was married on Saturday, January 17, to Miss Helen Hoyne at Trinity Church, Highland Park, Ill. The new-

lyweds left for an extended honeymoon abroad.

Mr. Healy is a brother of M. A. Healy, president, and Columbus Healy, vice-president, of Lyon & Healy.

H. D. Leopold in Important New Post

The host of friends in the trade of H. Donaldson Leopold, for the past year manager of the dealer service department of the Brunswick-

The appointment of Mr. Leopold as Brunswick sales promotion manager is a merited reward for the co-operation and service that he has given the Brunswick dealer organization during the past year. A keen student of phonograph and record merchandising, and thoroughly familiar with the dealers' problems, Mr. Leopold has earned and secured the friendship



H. D. Leopold

Balke-Collender Co., will learn with interest that this popular executive has been appointed manager of sales promotion in the Brunswick organization. R. M. Gillham, who for some time was assisting M. C. Schoenly, district manager of the Brunswick branch in Kansas City, has been appointed head of the dealer service department.



R. M. Gillham

of Brunswick dealers everywhere, and in his new work he will have ample opportunity to utilize his merchandising and sales promotion ability.

R. M. Gillham, during his association with the Brunswick branch in Kansas City, acquired a valuable knowledge of trade conditions for

(Continued on page 144)

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 Reprodncer, 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



Reprodncer
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

Mohawk Radio

5 TUBES—JUST ONE DIAL TO TUNE



Mohawk Model VA uses five tubes, operates on either "loop" or overhead aerial. Sealed and guaranteed for one year. \$150 without accessories.



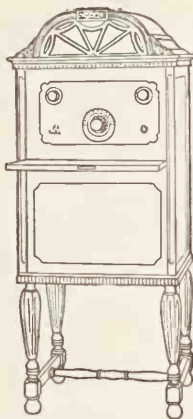
Where are your radio profits going?

TOO many dealers selling radio today are spending a dangerously large portion of their profits in keeping the customer satisfied.

How can the dealer's service cost be reduced? That is a problem for the manufacturer, we feel, even more than for the dealer. In designing the Mohawk Radio we kept this problem well in mind, and we believe we have solved it greatly to the dealer's profit.

Simplicity is the key word of the Mohawk. Simplicity of design. Simplicity of operation. All working parts are enclosed, sealed and backed by a one-year factory guarantee when the seal is unbroken. No screws are used—all connections are riveted. This insures safety in handling. No other radio is made this

"Hearing is Believing"



Mohawk Model X. Same as Model XII, but made for use on a table or stand. Loud speaker is built-in. \$250 without accessories.



Mohawk Model XII. Same as Model VA, but in Italian Renaissance console cabinet with built-in loud speaker. \$300 without accessories.

way. Just one dial to tune, and nothing about the set to invite tinkering by the owner.

The more you learn about the Mohawk the better you will like it. Dependable, coast-to-coast loud-speaker reception; utmost selectivity; a clear, golden, life-like tone that wins the admiration of all who hear it. Nationally advertised in leading publications and backed by dominant local publicity.

The Mohawk Franchise Plan will give you some new ideas on the subject of building a permanent, growing, profitable radio business. Wire, write or mail coupon for details today. We will also send full information about our financing plan for time payment sales.

Mohawk Electric Corporation
2244 Diversey Parkway • CHICAGO

MOHAWK ELECTRIC CORPORATION
2244 Diversey Parkway, Chicago

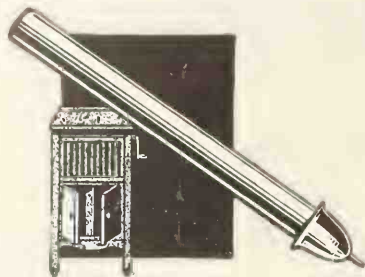
Please send, without obligation, full details of the Mohawk Franchise Plan.

Name _____

Address _____

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 142)

Figures that tell an interesting story



Over 8,000 dealers sell TONOFONE Semi-permanent needles. Figuring that each of these dealers sells TONOFONES to only 100 families, we have NEARLY A MILLION families using TONOFONE—AND THEY KEEP ON using them year in and year out.

Something worth thinking about if you want to build up your volume of needle business and KEEP IT UP.

P. S.—Many of these 8,000 dealers use TONOFONE EXCLUSIVELY for demonstrating records. "They make better music."

Over a long period of time, and with the most painstaking experiments, a semi-permanent needle, playing 30 to 50 records without injury, has demonstrated its ability to bring out every tone shading. The needle is:

Tonofone

Packed in colored display cartons, in convenient "dime and quarter" packages.

Dealers profit 100%

Write us or your jobber for proposition.

110 S. Wabash Ave.

THE TONOFONE CO.
Manufacturers

Chicago, Ill.

his work as sales representative, and as head of the Brunswick dealer service department, he is planning to work in close co-operation with the dealers everywhere. In making these two announcements, W. C. Hutchings, assistant general sales manager of the Brunswick phonograph division, emphasizes the plans of the company to expand and develop its organization during the coming year.

Gulbransen Publicity

A report printed in this publication last month showed that the total circulation of papers which had printed Gulbransen news items, from September 15 to November 15, was 3,316,598. Later figures, taken from November 15 to December 15, show additional circulation of 2,048,530 for that thirty-day period. People are reading "Gulbransen," not only in the advertising columns, but in the news columns as well.

New Duo-Vox Agency in Cleveland

The Bush & Lane Piano Co. recently announced that arrangements had been made by Leslie I. King, wholesale representative of the company, whereby H. B. Bruck & Co., 1242 Huron road, Cleveland, Ohio, will handle the line of Duo-Vox phonographs for the city of Cleveland. Bush & Lane will maintain wholesale offices at the address of H. B. Bruck & Co.

with Mr. King in charge, and a complete stock will be maintained, enabling dealers in the surrounding territory to make selections and receive shipments from Cleveland if they so desire.

Piano Club Members Enjoy Program

Interesting speakers and prominent entertainers at each Monday noon luncheon of the Piano Club of Chicago have helped to maintain the interest and attendance of the local men in the trade. Alderman U. S. Schwartz, chairman of the city council, spoke upon the traffic problem which is confronting the city officials at the present time, at the meeting January 12.

The Dolly Sisters, musical comedy stars, appearing in "Sitting Pretty," entertained at the January 19 luncheon to an overflow crowd. Rexford B. Hyre, of the Ohio Music Merchants Association, Cleveland, was a guest at this meeting and told the club members about the music club recently organized in his city, modeled after the Chicago Piano Club. The Langdon Brothers, radio stars, concluded the program with several selections upon their Hawaiian guitars.

At the January 26 meeting L. A. Crittenden, of the W. W. Kimball Co., addressed the members of the club, taking for his theme the elevation of business standards. He placed spe-

cial emphasis upon the fact that the business peak in the music industry has not yet been reached and that musical instruments are carrying into the home helpful inspiration, beauty, education and wholesome entertainment. J. V. Sill, assistant secretary of the W. W. Kimball Co. and chairman of the Piano Club entertainment committee, introduced Mr. Crittenden.

Alberta and Lorene Davis, popularly known as the "Sammy Sisters," rendered several selections upon brass instruments at the February 2 meeting:

Vocalion Co. in Temporary Quarters

The entire stock of the Vocalion Co., Chicago, wholesale distributor, located at 529 South Wabash avenue, was destroyed by fire on January 11. The fire started in the early morning, and although the firemen battled the flames for five hours, the entire building and various firms' stocks were a total loss, estimated at \$1,000,000. That part of the Vocalion stock which was not destroyed by fire was rendered practically worthless by water damage.

C. P. Willens, manager, immediately established headquarters at 607 South Wabash avenue, and later moved them to the office of the Brunswick-Balke-Collender Co. at 623 South Wabash avenue. No arrangements have been completed as yet regarding the leasing of new office space.

Cole & Dunas Co. Sends Out New Catalog

The Cole & Dunas Music Co. has prepared a new catalog which will be mailed to about 20,000 dealers throughout the United States shortly after February 15. The booklet will contain forty-eight pages and will be devoted exclusively to phonographs and radio sets. "The music dealer," stated Mr. Dunas, "should find the music jobber an ideal source of supply for lines of radio receiving sets, because he may feel assured that the music house is not going

(Continued on page 146)

AJAX

"Blues Records"



MAMIE SMITH
Exclusive **AJAX** Artist

Wide-awake Phonograph dealers, all over the country, are becoming more and more alive to the potential possibilities in the fast-growing Negro population and the musical demands of this special group. Wherever there are Negroes, Phonograph dealers can "tap" an amazingly rich market with very little effort. AJAX is a nationally advertised line, supported by the finest "blues" talent and excellent dealers' service.

The Quality Race Record

Some Dealers' Territory Still Open

Ajax Record Company, 108 W. Lake St., Chicago, Ill.

Phone State 1927

RADIO 

DEALERS

WRITE FOR FREE CATALOG

Lowest Prices on Standard Sets AND Parts

Every merchant should have our big bargain wholesale catalog showing hundreds of high grade standard radio sets and parts. Lowest wholesale prices. Same day shipment. Complete stock always on hand. Write now for our free catalog. Use your letterhead.

JOBBERS AND DISTRIBUTORS

WESTERN RADIO

138 W. LAKE ST. Dept. A2 CHICAGO



And its tone quality is unequalled

One Owner's Experience

*47 stations
in one night*

Mr. T. A. Keen of Temple, Texas writes us as follows: "We have set up our Deresnadyne and logged 47 stations in one night. They range from Havana to Calgary and from Springfield, Mass., to Portland Oregon. You can see from this that the Deresnadyne is all that is claimed for it."

Heretofore in speaking of the Deresnadyne we have talked about selectivity. For without selectivity a radio set is practically useless.

But perhaps the most remarkable feature of the Deresnadyne is its absolute fidelity of reproduction. It is noted for the absence of undesired noises. Its mellow tone is not equalled by any set. It maintains its mellowness even when operating at full volume.

The striking thing about the Deresnadyne is that it does not sacrifice one essential quality for another. When you buy it you do not choose between tone on the one hand and power on the other. You buy a set that combines both.

The Deresnadyne is not a Neutrodyne. It is not a Heterodyne. Based on a new principle—that of Deresonation—it is unlike any other set on the market, both in principle and results. With its unequalled tone it is an ideal set for the music trade.

De Luxe Model, \$165

without accessories

Andrews
Deresnadyne
DÈ-RÈS-NA-DÏNE PATENTS PENDING
Radio Receiving Set

ANDREWS RADIO COMPANY, 327 S. LA SALLE STREET, CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 144)

to sell radio stores, many of which are inclined to follow price-cutting tactics." Among the products featured in the catalog are the Olympian loud speaker, an item which Mr. Dunas states holds an extra profit for the talking machine and music dealer, and a new radio table which will list at a very low price.

Broadcasting Stimulates Record Demand

The Chicago Talking Machine Co. reports a stimulation in the demand for records by the artists who have been broadcasting the Victor programs through Station WEA, New York. The most noticeable demand seems to come from the rural districts of Michigan, Indiana, Illinois and Wisconsin, where people are somewhat removed from high-powered broadcasting stations, and can obtain Eastern programs with greater ease.

Gennett Artist Scores "Over the Air"

Ambrose Wyrick, Gennett record artist, was recently featured by broadcasting station WQJ, located at the Rainbo Gardens, Chicago.

Mr. Wyrick broadcast one or two recitals each day for an entire week, using as his selections several from Italian operas, negro spirituals, Scotch ballads. He also sang several of his own compositions, including the popular number, "Mother."

The Gulbransen Co. is announcing four extra ad mats, to be released by Gulbransen dealers in their local newspapers in the month of February. This is in addition to the regular two and three column tie-up ad and the other newspaper ads which the company regularly places at the disposal of its dealers in line with its policy of strong dealer co-operation.

New Chicago Records Coming

The Columbia Phonograph Co., Inc., stationed a recording expedition in Chicago during the last week of January, during which time Ford and Glenn and Art Kahn and his Senate Theatre orchestra made records. In several of the records made by the latter a novel idea was brought into play. George Hay, announcer at

Broadcasting Station WLS, and known to thousands of radio fans as the "solemn old judge," announced each record in the same inimitable manner as he does the various selections each night on the air. The records made during the Chicago expedition will be placed on sale the latter part of February, according to Jack Kapp, manager of the record department of the local Columbia branch.

Exclusive Dealer Franchise Inaugurated

Louis Frankel, secretary of the Mohawk Electric Corp., of this city, manufacturer of the Mohawk one-dial five-tube radio set, announced recently that the exclusive dealer franchise which the company had incorporated as an added service feature had met with the hearty approval of all of its dealers. Under this plan dealers are granted the exclusive selling agency for the Mohawk receiver in stipulated territories for a period of one year. Besides the exclusive selling rights the company agrees not to sell sets to mail order houses. It also supplies the advertising matter such as circulars, window transfers, window displays, etc., and gives the dealer all inquiries from prospective buyers living in his particular territory.

The company also announced that an interesting time payment plan system of merchandising had been adopted and is now in operation. Details of the new plan were recently sent to Mohawk dealers, who have been quick to respond to this idea.

Jesse Crawford's Records Popular

Jesse Crawford, popular Chicago Theatre organist, who recently played for the recording of "Somewhere a Voice Is Calling" and "Dreamer of Dreams," for the Victor Co., has just completed several more records. The Chicago Talking Machine Co. reports that locally the demand for his first two numbers has been very large, and inquiries are constantly being made as to when more of his selections will be released. Mr. Crawford's new records will include both popular and semi-classical numbers and will be placed on sale within a few days.

Navy License for Electrical Research Lab.'s

It was announced recently by the Electrical Research Laboratories, Chicago, Ill., that it had secured the first license issued by the Navy Department to American manufacturers under the so-called German patents which were purchased by the Navy during the war. The licenses cover about eighty patents held by the Navy, the most important of which are the Schloomilch and Von Bronk patents which, it is stated, are basic on reflex and radio frequency circuits. The licenses will be issued only to reputable American manufacturers who are actively conducting research work in radio and who have patents, the rights under which they exchange with the Navy in return for use of the Navy patents.

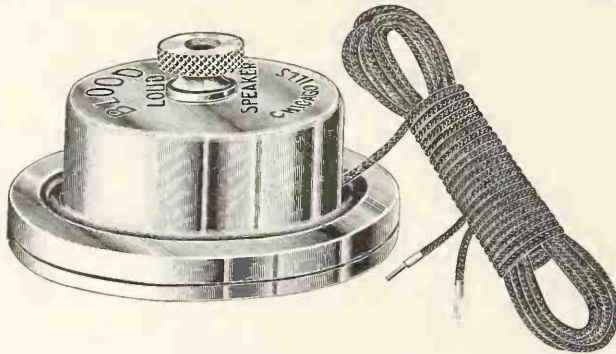
David Lipsey Returns From Successful Trip

David Lipsey, one of the star salesmen of the Mohawk Electric Corp., manufacturer of the Mohawk one-dial five-tube radio receiver, returned recently to Chicago after an extended trip through the West, bringing with him optimistic reports substantiated by good sized orders. Mr. Lipsey states that radio is gaining in popularity in the West by leaps and bounds, and in California particularly he found the great majority of the dealers and radio fans keenly interested in radio receivers of the coast to coast type. Mr. Lipsey closed a very satisfactory business on the Pacific Coast, and the distinctive features of the Mohawk won general commendation wherever he visited.

Mohawk Co.'s Attractive Window Display

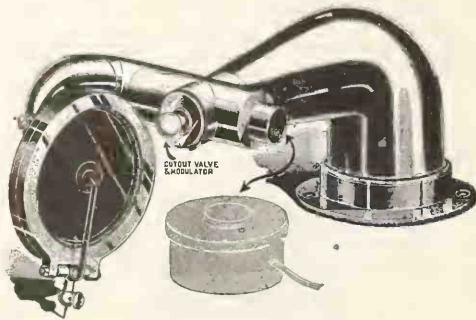
A very attractive window display is now being furnished to dealers of the Mohawk Electric Corp., of this city, manufacturer of the Mohawk one-dial five-tube receiver. This display is attractively illustrated, accentuating effectively the "one-dial-to-tune" feature of the Mohawk set. Other displays are now in the

Another Musical Instrument THE Blood Loud Speaker UNIT



Maintaining the same high standard
as hitherto attained by the

Blood Radio Tone Arm



Manufacturers of Phonographs and Radio Equipment will find *immediate market* with their Dealers through this remarkable Blood product, whether used in combination with the Blood Radio Tone Arm on a Phonograph or the Blood Speaker Unit installed in a Radio Cabinet.

BLOOD TONE ARM CO.

222 W. Madison St.

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 146)

course of preparation and will be distributed at an early date. The advertising campaign launched recently by the company is now in full swing and will continue through the remainder of the Winter season. A still larger appropriation for advertising during the Fall season has already been outlined, including an extensive out-door advertising campaign.

Pfanstiehl Data on "Buying Impressions"

An opportunity to visualize through the eyes of the buyer was recently given the salesmen of the Pfanstiehl Radio Co., 11 So. LaSalle street, this city. W. W. Witmer, purchasing agent of the firm and a man of long and varied experience as a buyer, has compiled the results of his contact with salesmen in an interesting article aptly named "Buying Impressions."

Mr. Witmer literally starts with the salesman at the beginning of the day's work and conducts him through many possible sales angles and situations. He names and describes the minute details of which buyers take immediate and important notice and from which they are liable to make somewhat hasty deductions, and instructs the salesman how to handle himself in each instance.

In referring to accounts already obtained he says, "Dealers and jobbers who have been sold become our partners in business. It is desirable therefore to help them succeed. Salesmen should be in a position to give the dealer hints as to the proper way to sell, to service or to display goods. Such hints must be given in the proper way. Do not tell him how to run his business but in a subtle way give suggestions. Do not begrudge time spent in explaining things which you do not sell. For example, discuss batteries with him, for if you give a man a valuable bit of information, he will remember you by that after your sales talk is forgotten. I have profited a great deal by talking to well-informed salesmen."

Great stress is placed on the importance of

courtesy in actual contact and over the telephone, interest in the buyer's problem, respect for his opinion, and a willingness on the part of the salesman to impart information to his buyer or prospect. Continuing in this line of thought Mr. Witmer writes, "Respect the buyer's opinion. Give him credit for knowing something about what he wants and what his problems are. If he makes a statement or an objection do not scornfully wave it aside, but if you do not agree explain it to him in a respectful manner."

Copies of "Buying Impressions" have been given to each of the Pfanstiehl representatives and it is expected that if placed in actual everyday practice by the salesmen, the principles and suggestions contained in the article will bring forth fine results.

Distributing Swanson Line on Coast

E. A. Fearn, president of the Consolidated Talking Machine Co., of this city, manufacturer of Swanson portables, announced recently that L. D. Heater, Swanson jobber in Portland, Ore., and well known on the Pacific Coast, had opened a sales office in San Francisco, Cal., where he is also distributing the Swanson portable line. The San Francisco office is under the management of R. C. Coltant, well known in the talking machine trade and formerly associated with the Brunswick and Columbia organizations.

Wasmuth-Goodrich Co.'s New Quarters

The Wasmuth-Goodrich Co. is now installed in handsome quarters in space 1515, American Furniture Mart, 666 Lake Shore Drive. In addition to the offices there is a large display space which is filled with various of the company's products. The Emerson console phonograph, adaptable for radio, the "Special" equipped for radio installation, and the Phonoradio, completely equipped, instruments featured at the recent furniture exhibition, drew considerable interest to the Wasmuth-Goodrich

quarters. Thomas C. Hindley, sales manager, who is in charge of the office in the Furniture Mart, left for an extended trip throughout the South and Southwest about the first of February, making his first stop at St. Louis.

S. L. Zax on Western Trip

S. L. Zax, secretary of the Broadcaster Corporation, left Chicago on Sunday, February 8, for an extended business trip throughout the West. Mr. Zax will visit accounts in many of the larger Western centers and will spend considerable time on the Pacific Coast. He plans to open several new accounts during his five weeks' trip.

Donald MacMillan "On the Air"

E. F. McDonald, Jr., president of the Zenith Radio Corp., and one of the most prominent figures in radio circles, arranged a broadcasting program which was given from station WEBH, Edgewater Beach Hotel, on the night of January 24. The program was sent over the air at midnight, and the main feature was an address by Donald MacMillan, Arctic explorer. Mr. MacMillan gave a short history of Arctic explorations leading to his discovery of the North Pole with Peary, and concluded with a resume of his most recent trip to the frozen North. During the course of his talk he gave much credit to Mr. McDonald, and the Zenith Radio Corporation, whose efforts made it possible for the expedition to keep in constant touch with the outside world by means of broadcasting and receiving apparatus.

Effective Gulbransen Window Display

The Gulbransen Co., of this city, manufacturer of Gulbransen registering pianos, received recently an interesting photograph showing a window display prepared by the Butler Music Co., Marion, Ind. This firm is one of the most successful and enterprising concerns in the Middle West, and its window displays are un-

(Continued on page 148)

RIVOLI

Once Again, the Superlative in Values!

It is a simple matter to accomplish a low-priced article at the sacrifice of quality. But to combine quality—RIVOLI quality that defies competition, with a low price—that is an achievement!

It is one thing to boast.

It is another thing to live up to the terms of a boast.

RIVOLI welcomes the opportunity to live up to any boast—and there have been many—which has been made in its behalf.

Design—Construction—Finish—Tone

Rivoli offers the ultimate in every department of the phonograph. There is no better value.

Vincennes Phonograph Co.

VINCENNES INDIANA

Full particulars in regard to prices and deliveries will be cheerfully given by LEON C. SAMUELS, Vice-President and Manager of Sales, Space B-19-26, American Furniture Mart, 666 Lake Shore Drive, Chicago, Ill., and H. B. STEVENS, Southern Representative, 314 Pan-American Building, New Orleans, La.



Model No. 22

"William and Mary" Period

Left-hand compartment constructed to accommodate any standard phonograph panel

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 147)

usually effective. The accompanying window features a Gulbransen twenty-four-sheet poster, design No. 6, as a background for a very attractive display, and J. Edwin Butler, head of the company, states that the window attracted considerable attention. Mr. Butler reinforced this campaign by the use of newspaper advertising

Firwood of three-ply veneer is used in the case of the machine to prevent warping. Corners and edges are rounded to eliminate scuffing of the coverings and to add to the appearance of the machine. Tops and bottoms are hand padded. Leather coverings of cowhide, seal, shrunk walrus, pigskin and imported cow-

draws the plate tight, similar in action to drawing up a drumhead.

Special Caswell models in old ivory suitable for use in nurseries and children's recreation centers were also seen in the products of manufacture.

Several dealer aids have been sponsored by the Caswell organization. Covers for the portable phonographs are furnished to the trade at a low cost and may be used by salesmen or may be sold to customers taking the machine on camping trips, motor tours, and like expeditions. Other articles which will help the distributor to market the product are oblong wood blocks covered with Dupont Fabrikoid in the various inside and outside color and finish schemes.

To Consider Industries in Making of Freight Rates

Senate Resolution Directs Interstate Commerce Commission to Investigate Rate Structure of Common Carriers

WASHINGTON, D. C., February 3.—Conditions prevailing in the industries affected should be given every consideration by the Interstate Commerce Commission in the making of freight rates, in order that commodities may move freely, it is declared in a resolution which has been adopted by the Senate.

The resolution directs the commission to make a thorough investigation of the rate structure of common carriers in order to determine to what extent and in what manner existing rates and charges may be unjust, unreasonable, unjustly discriminatory or unduly preferential, thereby imposing undue burdens or giving undue advantage as between the various localities and parts of the country, and to make such changes, adjustments and redistribution of rates as may be found necessary to correct any defects found to exist.

In making such changes it is imposed upon the commission that it shall give due regard, among other factors, to the general and comparative levels in market value of the various classes and kinds of commodities, as indicated over a reasonable period of years, to a natural and proper development of the country as a whole, and to the maintenance of an adequate system of transportation.

R. Hoerer With Teletone

Robert Hoerer, formerly connected with the sales staff of the Saul Birns Stores in New York, has joined the sales staff of the Teletone Co. of America. Mr. Hoerer will cover the retail trade in the metropolitan area, in which territory he long has had an extended acquaintance.



Interesting Gulbransen Window Arranged by the Butler Music Co.

that was prepared to tie up with the very attractive window display.

New Caswell Portable Phonograph Introduced

Plans Under Way to Greatly Increase Production—Turning Out Large Number of Portables to Meet Demands

MILWAUKEE, Wis., February 7.—A visit to the plant of the Caswell Mfg. Co., St. Paul avenue at Tenth street, in this city, during the latter part of January revealed the fact that the firm is already turning out daily a large number of the portable phonographs. Plans are now under way, according to L. B. Casagrande, head of the Caswell organization, to increase production to such a figure as to care for the steadily growing list of accounts and the demand in the trade for the machine in its various models.

hide, or Dupont Fabrikoid may be obtained, and embossed covers are furnished on some models. The reinforced edges on each case are hand sewed.

The Heineman motor and the "Caswell micro-tone reproducer, so-called because of its similarity in appearance to the instrument used for radio transmission, are interesting interior features. All motors are inspected before mounting, tested before installation, and tested again for speed and capacity. Turntable coverings and inside finish are in harmony with the exterior in each model. The record album installed in the cover holds eighteen records, which are held rigid by a combination snap and stay strap.

Special attention is given to the tone chamber, which was developed in collaboration with three of the foremost authorities on sound wave travel. It is distinctive in design and contour, the face plate of each machine is fabricated by hand to insure uniform tone, and the coverings are applied with special preparation which

XXV
\$40.00
48 1/2" high
22 1/2" wide
22 1/2" deep
Heineman No. 77
Motor. Throw back tone arm. 5/8" thick
—5-ply Genuine Mahogany and Walnut veneers. Hand-carved legs.

Close Out of a limited quantity of high quality phonographs

Price way below cost of manufacture

Write or wire

BROADCASTER CORP.

214 W. Cullerton St.

CHICAGO, ILL.

XXX
\$43.00
52" high
24" wide
23 1/2" deep
Heineman No. 77
Motor. Throw back tone arm. 5/8" thick
—5-ply Genuine Mahogany and Walnut veneers. Hand-carved legs.

ZENITH

TRADE MARK REG.

RADIO

→ LONG DISTANCE ←
TRADE MARK REG.



Super-Zenith IX—the ideal radio set for the fine home

Every Night Is "Distance Night" With Zenith—

IN Chicago twelve powerful broadcasting stations are on the air every night of the week except Monday. The wave-span ranges from WBCN (266 meters) to KYW (536 meters). No testing ground in radio reception offers the difficulties experienced in this location.

But—whether it's Monday night or any other night, Zenith receiving sets in Chicago bring in dozens of distant stations clearly and without the slightest hum of interference . . . and this in the very storm center of Chicago's broadcasting area, the near North Side.

Power to reach out and bring in distance—clarity of tone—selectivity—these are the factors which have made Zenith supreme in the field of radio reception, and in proof of that supremacy Zenith invites and welcomes side-by-side tests, in any location you may name. Its standing challenge: *More* stations in a given length of time, clearly and with volume, than can be brought in by any other receiving set on the market.

Zenith receivers are sold only through regularly appointed dealers, under our exclusive franchise. If you are not a Zenith dealer and want a line that affords not only protection but a margin allowing for intensive sales plans and expansion—write us for full particulars. If territory is available, we shall be glad to negotiate with high-grade, responsible dealers who appreciate the value of such a proposition.

ZENITH RADIO CORPORATION

332 South Michigan Avenue, Chicago

ZENITH—the exclusive choice of MacMillan for his North Polar Expedition

The complete Zenith line ranges in price from \$95 to \$550.

With either Zenith 3R or Zenith 4R, satisfactory reception over distances of 2,000 to 3,000 miles is readily accomplished, using any ordinary loud speaker. Models 3R and 4R licensed under Armstrong U. S. Pat. No. 1,113,199. They are NON-RADIATING.

Zenith 4R - - \$95
Zenith 3R - - \$160

The new Super-Zenith is a six-tube set with a new, unique, and really different patented circuit, controlled exclusively by the Zenith Radio Corporation. It is NOT regenerative.

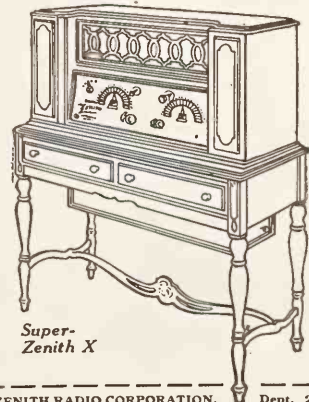
SUPER-ZENITH VII—Six tubes—2 stages tuned frequency amplification—detector and 3 stages audio frequency amplification. Installed in a beautifully finished cabinet of solid mahogany—44½ inches long, 16¼ inches wide, 10½ inches high. Compartments at either end for dry batteries. Price (exclusive of tubes and batteries) **\$230**

SUPER-ZENITH VIII—Same as VII except—console type. Price (exclusive of tubes and batteries) **\$250**

SUPER-ZENITH IX—Console model with additional compartments containing built-in Zenith loud speaker and generous storage battery space. Price (exclusive of tubes and batteries) **\$350**

SUPER-ZENITH X—Contains two new features superseding all receivers. 1st—Built-in, patented, Super-Zenith Duo-Loud Speakers (harmonically synchronized twin speakers and horns), designed to reproduce both high and low pitch tones otherwise impossible with single-unit speakers. 2nd—Zenith Battery Eliminator, distinctly a Zenith achievement. Requires no A or B batteries. Price (exclusive of tubes) **\$550**

Price (without battery eliminator) \$450
All Prices F. O. B. Factory.



Super-Zenith X

ZENITH RADIO CORPORATION, Dept. 2-W
332 S. Michigan Ave., Chicago, Ill.

Gentlemen: Please send me full particulars of your dealer proposition.

Name _____

Address _____

Satisfactory Business Marks the Month Throughout the Atlanta Retail Trade

All Factors of the Trade Report Increasing Demand and Bright Outlook—Radio Popularity Growing—James K. Polk, Inc., Now in New Home—Tone Tests Boost Edison Record Sales

ATLANTA, GA., February 10.—The initial month of this year started in a satisfactory fashion for talking machine and radio dealers in this vicinity. If comparisons count for anything, January, 1925, stood up very favorably with the same month of 1924. Records are moving in a much more consistent fashion than had been expected and practically every dealer reports that this branch of the trade is showing improvement over any other month for some time. A favorable sidelight on the record business is that a large percentage of it is in higher grade records. Radio is also showing a sales consistency that is pleasing to dealers. This branch of the music business, which was not accepted by the talking machine dealers in this vicinity until quite recently, is now a prominent part of nearly every music shop.

Humes Radio Business Brisk

The Humes Music Co., Columbus, which added a completely equipped radio department but a month or two ago, reports that business is brisk and that indications point to a very good year in radio. This establishment, the radio department of which is under the management of Fred Ray, carries a most complete stock, including the Zenith, Gilfillan, Freed-Eisemann, Atwater Kent, Federal, Crosley and the Radiola. Many of the sets are inclosed in Strand cabinets.

James K. Polk, Inc., in New Home

James K. Polk, Inc., of this city, well-known jobber of Sonora products and Okeh records, is now occupying a new building at 181 Whitehall street. This building is devoted in its entirety to the company's phonograph activities, and affords splendid opportunities for the development and expansion of Sonora and Okeh

products in this territory. This company has achieved phenomenal success in the wholesale phonograph trade and its new home reflects the progressiveness of the organization in its efforts to keep pace with the demands.

The first floor of the building will be used as a showroom, the second floor as an office, together with packing and shipping rooms, and



New Home of James K. Polk, Inc.

the third floor for warehouse and storage. P. C. Brockman, sales manager of the company, has won the enthusiastic good-will and friendship of Sonora and Okeh dealers throughout

the territory, co-operating with his clientele to the distinct advantage of all concerned.

Phonographs, Inc., Does Good Edison Business

Phonographs, Inc., distributor for Edison products in this territory, reports that the tone tests which were held recently with Elizabeth Spencer, soprano, and Lucile Collette, violinist and pianist, resulted in a stimulation of the records of not only these artists but of the entire classical catalog. This concern, which expressed an opinion that 1925 would be a most satisfactory Edison year, reports that the month of January lived up to all expectations.

M. E. Lyle Has Pleasing Strand Month

M. E. Lyle reports that business on all models of Strand phonographs is proceeding in a manner that is entirely pleasing. In addition the needle business has shown unexpected strength as have also the Strand radio cabinets.

Odeon Records Made by Eddy Brown Are Popular

Odeon dealers throughout the country have evinced considerable interest in the release of Odeon records 3121, 3122 and 3123, presenting a series of splendid imported recordings by the famous violin virtuoso, Eddy Brown. Mendelssohn's "Violin Concerto in E Minor (op. 64)," recorded complete on these three records, has made a particular appeal to Odeon dealers, who congratulated the General Phonograph Corp. upon the beauty of the recording. Added to Mr. Brown's splendid playing is an orchestra accompaniment under the direction of Dr. Weissman, which helps to make these three records distinctive and exceptionally meritorious.

Eddy Brown's concert tours have been very successful in both Europe and America, and at the present time he is giving recitals at the Friday morning musicales at the Hotel Biltmore, New York. Concluding these, he will start a coast-to-coast tour of the United States, which should prove of benefit to dealers.

The PET O FONE

A REAL PORTABLE

Retails \$12.00

Usual Trade Discounts

Made in U. S. A.



Patents Pending

The Pet O Fone Closed
Camera size; weighs 4 lbs.; plays 1 1/4
10-in. records with one winding.

Made in following colors: Black,
Red, Blue and Green



The Pet O Fone Open
Does all a real phonograph will do.
Ready for operation in one minute.

Distributors:

The Pet O Fone will be a big seller this year. The demand is already heavy. Good proposition open in your territory.

Dealers:

A display of Pet O Fones will create sales. Demonstrations will increase them. Quick sales and good profits. Get busy.

About the Product:

The Pet O Fone has many improvements, in tone, in motor, in compactness and durability. It is a sturdy little talking machine. Miniature in size, but a regular portable in action. See it and hear it. Be convinced.

Pet O Fone Mfg. Co.

557 BROADWAY
NEW YORK CITY

The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

Various Factors Stimulate Retail Trade Throughout the New England Section

Broadcasting by Record Artists Has Favorable Effect on Business—Entire Trade Looking Forward to Music Week—Brunswick Music Memory Contest Interests—Many Add Columbia

BOSTON, MASS., February 9.—The talking machine business was considerably stimulated the last week of January by the presence in this city of the Chicago Civic Opera Company. For instance "Aida," the opening bill, was sent over the air and immediately there was a demand for the numbers which the various record manufacturers have recorded. Later "Carmen" was broadcast, and again there was a good demand. There has been a big demand from the very start for the numbers that record artists have played or sung for radio. So, taken on the whole, the January business in records has been very good, and with many dealers and jobbers much better than January of a year ago.

Look Forward to Second Music Week

Another stimulating influence in the trade will be effected during the first week in May when Boston will have its second "Music Week." There have been inquiries as to whether there would be one this year, for as preliminary plans were made early last year it was thought that something ought to be heard about this year's plans by this time. The fact is that everything is now in so much better shape than last year and work done then has not had to be done over again, that such preliminaries as are necessary need not be started quite so early. It is understood that rather definite plans will be announced very shortly, and those in a position to know say that everything will be carried out this year on a more elaborate scale. Mrs. William Arms Fisher, it goes without saying, is again the leading spirit in the movement and she is doing an immense amount of work that is sure to bear fruit.

Brunswick Music Memory Contest

The first program in the Brunswick Music Memory Contest was broadcast February 3 and it aroused widespread interest among the radio fans. It went on the air from stations WJZ, WGY and WRC. Harry L. Spencer, president of the New England Music Trade Association, and the New England representative for the

Brunswick line, who is intensely interested in these contests, says:

"For years the National Association of Music Merchants and allied associations have tried to find a medium for the musical education of the public. This effort was made without any thought of profit, and for years different musical associations have held 'music week' in practically all the large cities and towns of the United States. These musical associations in the different centres always received the hearty co-operation of schools, churches and the music dealers in their locality, and through their able and earnest efforts much good work has been accomplished. Phonograph manufacturers were all the time striving for these results through their record distribution and the use of the phonograph.

"From all indications there will be more than 1,000,000 people in New England alone who will enjoy these broadcasts. For the benefit of the music-loving public who do not own radio receivers many dealers are keeping their stores open on the nights of the contest so that they too may enjoy these musical treats. The radio now affords the opportunity of carrying this better class of music into the homes of the people, and it is hoped that hearing these different programs through the medium of the radio will create a desire to have this better grade music constantly in the home. During my experience in the phonograph field I have personally noticed that the first selection of records purchased by newly acquired phonograph owners consisted mainly of dance numbers. Within six months these same purchasers were buying more records and of a much better quality, and at the end of a year were asking for the very highest type of music.

"I have been asked many times recently what effect the radio has had upon the phonograph industry. I honestly believe that it has helped the phonograph and record manufacturers by stimulating interest in music, for, as you know,

practically 90 per cent of the radio broadcast to-day is made up of music of some kind or another."

Dealers Take on Columbia Line

Because of the popularity of the Columbia Masterworks series of records, which has made dealers sit up and take notice, Manager William S. Parks, of the New England headquarters, has been able to interest a number of new dealers and among the latest to carry the Columbia line is the A. M. Hume Music Co., Walter Gillis, R. H. White Co. and the Shepard Stores. Manager Parks is daily looking for a visit from William C. Fuhri, general sales manager and vice-president of the Columbia Co., who is due here any day now. Another expected visitor is R. R. Porter, vice-president and general sales manager of the R. E. Thompson Mfg. Co. (radio), who will be entertained by Manager Parks.

M. Steinert & Sons Busy

Business at M. Steinert & Sons Co. is showing some improvement, and January proved a much better month than was the January of a year ago. Several changes have lately taken place in the personnel of the organization.

Joseph H. Burke Discusses Radio

A fact that is known to the "inner circle," meaning the trade, that there is a close combination between the talking machine and the radio industries is gradually becoming a recognized fact among the general public, who have become educated to the desirability of securing what they want in the way of radio at the talking machine establishments. While the trade press has long foreseen this and has talked (or written) accordingly along this vein, the daily press is getting into line and now radio and talking machines insofar as they can be secured at one and the same place have become sort of synonymous.

One of those to state the case plainly is Joseph H. Burke, head of the New England Phonograph Distributing Co., who was lately interviewed by a Boston daily paper on this matter. Mr. Burke, whose name has long been identified with the Sonora line, says: "The increasing alliance between the radio industry and the talking machine industry has been of mutual benefit to both the older and younger

Continued on page 152

RELIABILITY IN VICTOR SERVICE



Ditson Victor Service has won its following among the dealers through steady and efficient co-operation, devoid of the spectacular. We serve the trade in the most thickly populated sections of the country in a manner that guards the dealers interests to the utmost.

We offer good service where it is needed most.

OLIVER DITSON CO.
BOSTON, MASS.

CHAS. H. DITSON & CO.
NEW YORK

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 151)

You can Be sure of The Eastern

Exclusively



Wholesale

The Eastern Talking Machine Co.

85 ESSEX STREET
BOSTON MASS.

industries. A survey made several months ago by a music trade publication disclosed the fact that at that time 56 per cent of the phonograph dealers were handling radio, and a large percentage of the remaining ones were contemplating doing so. Sales of radio products are becoming a major factor in the music trade in proportion to the extent which sound merchandising methods have established and service and allied problems solved. It is generally admitted that the interest of phonograph dealers

and distributors must aid greatly in stabilizing the radio industry. The phonograph has been merchandised on a very high plane, and it is to be hoped that the active support of the manufacturers and merchants who are responsible for this condition will perform a similar service for radio." In this connection it is worth while to remind the trade of a fact that has been mentioned several times before, that Mr. Burke and his company carry the Sonora loud speaker and the Warc line of neutrodyne receivers which are distributed exclusively by this concern in this territory.

Harry L. Spencer Heads Association

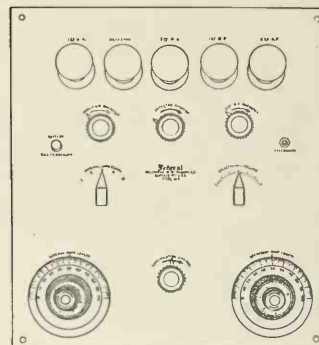
Nearly forty members of the New England Music Trade Association sat down to luncheon at the Engineers' Club recently; this preceding the annual meeting over which the retiring president, Roger S. Brown, presided. Before the election of officers Colonel Edward S. Payson, the veteran piano man and for so many years identified with the Emerson Piano Co., who is now an honorary member of the Association, was called upon for a few remarks, and he contented himself with wishing everyone a happy and prosperous New Year, and referring to the pleasurable occasion last March where, at Young's Hotel, he was the guest of honor and presented with a handsome cane, quite a red-letter occasion in his life, he declared. He asked that the members carry away with them the especial thought of co-operating in every way possible with the new administration that it might be a successful year.

William F. Merrill, as secretary-treasurer, submitted his report, in the course of which he said three new members were added during the year, and that the present membership is eighty-six.

The election of officers resulted as follows: President, Harry L. Spencer, of the Brunswick; first vice-president, Leonard M. Wright, lately of the Mason & Hamlin Co.; second vice-president, J. Frank Beale, of Brockton, a piano merchant in that city; secretary and treasurer, William F. Merrill, the ever-faithful. On the urgent call of the members the new president, Mr. Spencer, made a few remarks, thanking the organization for the honor conferred upon him.

Harry L. Spencer, the new president of the Association, has been identified with the music trade since 1911, when he was in the firm of Kraft, Bates & Spencer, his father being the senior member of the firm. At the outbreak of

For the 215 and 405 specials



Send for Folder

The Eastern Talking Machine Co.

85 ESSEX STREET
BOSTON MASS.

the war Mr. Spencer went over to France as lieutenant of the 101st Engineers, but was invalidated home after eight months. In the early part of 1919 his firm took on the Brunswick, for which they have been jobbers ever since, until the firm of Kraft, Bates & Spencer lately was eliminated and Spencer became the local manager of the Brunswick Co. Mr. Spencer, who is an enthusiastic golfer, is a member of the Woodland Golf Club, and other organizations to which he belongs are: The Boston Square and Compass Club (Masonic), the Y. D. Club, Metropolitan Driving Club and the Boston Chamber of Commerce. Mr. Spencer has some progressive ideas looking to the welfare of the New England Trade Association which, in turn, should benefit the music industry and he plans to go right ahead if he can be assured of the wholehearted backing of the membership.

New Starr Speaker Distributor

J. R. Fales, manager of the local office of the Starr Piano Co., recently announced that the Wetmore, Savage Co. has been appointed distributor of the Starr loud speaker. Mr. Fales reports that the Starr loud speakers are steadily gaining in popularity.

Here and There in the Trade

Charles H. Farnsworth, president of the Eastern Talking Machine Co., spent several days at the Victor factory the latter part of January. Business with the Eastern is improving, and January was somewhat in excess of what had been anticipated.

G. Dunbar Shewell, Jr., of the Cheney Sales Corp., is doing considerable traveling these days and he is covering the New England field pretty thoroughly, and keeping in close touch with Cheney dealers.

Herbert Shoemaker, of the Eastern Talking Machine Co., is becoming proficient in the use of the banjo and he has lately taken part in concerts. His audiences remain until the end.

Arthur C. Erisman, of the A. C. Erisman Co., has a new motto—"The best of everything." And that's about what one finds at his

Okeh Records

We are rendering a Service to Dealers that puts at their disposal the very finest recordings of foreign music and up-to-the-minute dance and song hits.

Okeh and Odeon foreign records are recordings of Europe's greatest artists. They are the singers and musicians of recognized fame—music such as this is what big sales are made from.

Co-operating with new Dealers is the best thing we do. Write to-day for information.

General Phonograph Corporation of New England

147 Berkeley Street

Boston, Mass.

Tremont street establishment. A year ago at this time Friend Erisman was in Florida, but this year he is devoting a great deal of time to business.

A Boston visitor to-day was Robert Gray, of the Gray Co., of San Francisco, who called on Arthur Erisman. He left the Coast January 12, and is due home the middle of this month. From here he went to Montreal, Canada.

Radio Announcer a Columbia Artist

Chester Gaylord, radio announcer at Worcester, has lately made several Columbia rec-



Chester Gaylord Presenting Record to Mayor and in the accompanying illustration he is shown presenting his first record to the Mayor of Worcester (in centre). The gentleman at the right is E. W. Hanna, of the Columbia sales organization.

Bonnel-Schairer Chartered

CAMBRIDGE, OHIO, February 7.—The Bonnel-Schairer Piano Co., of this city, has been incorporated with a capital stock of \$25,000 by E. W. Bonnel and James Lemley, both of whom are widely experienced.

Gennett Welsh Record Big Seller in Mining Districts

Record Proves a World Beater in the Mining Districts of Pennsylvania

The manner in which a little extra sales effort will result in increased sales is illustrated by the experience of a recent Gennett record release. This record, No. 5519, "A Welsh Courtship," a humorous dialogue, was put on the market some months ago and the orders received at the New York office for it were few and far between. The salesman covering the mining district of Pennsylvania, the home of many former natives of Wales, had the dealers advertise this record more heavily than others and the result is that more than a thousand records have been sold in the course of two or three weeks. The demand on one dealer was so great that he phoned the New York office from Scranton ordering fifty records. As the stock at this office had run down, a wire was sent to the headquarters of the Starr Piano Co., at Richmond, Va., to ship direct. Before the shipment could be made the dealer telephoned to Richmond and increased the order to 250.

Billboard Advertising Features Zenith Radio

Jos. M. Zamoiski Co., Baltimore Zenith Distributor, Finds Outdoor Advertising Pays

BALTIMORE, Md., February 7.—The firm of Jos. M. Zamoiski Co., Zenith radio distributor of this city, is using some excellent billboard advertising which commands attention in a radius



Artistic Billboard Publicity Featuring the Zenith

of fifty miles around this city. This firm only uses preferred locations at the turns of important highways, thus giving a head-on view of its signs. The boards are all brightly illuminated so that their value is not lessened at night. In this city the firm has many boards similar to that reproduced herewith.

Jos. M. Zamoiski, head of this concern, has been in the electrical business for many years, but he is now, with the able assistance of his son, concentrating entirely upon radio. He has a high-speed crew of salesmen who travel over large areas of Eastern territory in powerful roadsters. These men are specially trained and are selling many new Zenith accounts.

This firm's advertising is not limited to billboards. It also uses liberal newspaper space, but confines itself to a wholesale business. The new building just occupied was purchased at a cost of a quarter of a million dollars, and is used exclusively for wholesale radio. It is located in the heart of the wholesale district.

Fire at Gunther-Kenney Shop

Gunther-Kenney, Inc., talking machine and radio dealer, Middletown, N. Y., suffered a loss of stock and damage to the furnishings and fixtures through a fire on January 29. The damaged stock has been replaced and business is again in full swing.

Manufacturers of

Perfection Reproducers

and Attachments for

Edison Phonographs and other Makes of Machines

Distributors of

- Atlas Horns
- Philco Storage Batteries
- Diamond Dry Batteries
- L. S. Brach Antenna Kits and Plugs
- Valley Chargers
- Radio Tubes

New England Talking Machine Co.

93 Federal Street

Boston

Mass.

Grimes Inverse Duplex



Famous 3-XP Inverse Duplex

List Price \$85.00 (Without Accessories)

- The Standard of Tone Quality
- Simplicity of Operation
- Finest Material and Workmanship
- Efficient and Reliable
- Backed by a National Advertising Campaign

We are representatives of David Grimes, Inc.

New England Talking Machine Co.

93 Federal Street

Boston

Mass.

Brunswick Price Reduction Brings Increased Orders

Announcement of Lowering of Prices on Three Models of Brunswick-Radiolas Stimulates Orders from Dealers—Contest Also Helps

CHICAGO, ILL., February 6.—Coincident with the announcement of a reduction of price of Radiotrons and various types of Radiolas, the Brunswick-Balke-Collender Co. has also announced a reduction in price of three models of Brunswick-Radiolas. The No. 30 Brunswick-Radiola without balanced amplifier, formerly listed at \$190, now lists at \$170. The Brunswick-Radiola No. 30-A with balanced amplifier, formerly listing at \$225, is now listed at \$200. The No. 35 Brunswick-Radiola, heretofore retailing at \$285, is now listed at \$245. The No. 100 Brunswick-Radiola with Regenoflex equipment, formerly listing at \$400, now lists at \$300. The announcement of these reductions in prices reached the dealers simultaneously with the

first broadcasting for the Brunswick Music Memory Contest, and from all parts of the country the Brunswick-Balke-Collender Co. received substantial orders and enthusiastic comments from the dealers. In accordance with its usual policy of dealer co-operation, the Brunswick Co. offered its dealers a liberal rebate plan covering outstanding stocks on the Brunswick-Radiola models reduced in price.

Special Edison Poster for Dealers' Window Use

The advertising department of Thos. A. Edison, Inc., will shortly release, for the use of Edison dealers in their window and store display, an unusually effective poster. It features a life-sized photograph of Thos. A. Edison, and a message from him reading: "In buying a phonograph let nothing influence you but the judgment of your own ears." The poster is made up in black, brown, orange and red, and has a varnished finish, adding to its attractiveness.

Gross-Brennan Introduce Products in New England

Newspaper Advertising Campaign on Stromberg-Carlson Receivers Planned for Boston—Sales Organization Steadily Growing

Herbert A. Brennan, of Gross-Brennan, Inc., New York, manufacturers' representative for Stromberg-Carlson neotrodyne products, visited Boston recently, accompanied by W. T. Eastwood, advertising manager of the Stromberg-Carlson Telephone Mfg. Co. While in Boston they made arrangements for an intensive newspaper campaign to introduce the Stromberg-Carlson neotrodyne receiver to the public and trade, and this campaign proved a pronounced success.

Gross-Brennan, Inc., have organized a sales organization which will travel through New England territory, and A. R. Morton, well known in radio circles, has already been appointed a member of the sales force, with headquarters in Boston. Mr. Morton was formerly connected with the Clapp-Eastham Co., and also was associated with the United States Navy in the development of radio activities. It is a tribute to the progressiveness and energy of Benjamin Gross and Herbert A. Brennan that their firm, although organized only five months ago, now has a personnel of fourteen people, starting originally with only the two members of the firm. The concern has been exceptionally successful in the introduction of Stromberg-Carlson products in the East, and now has on its books over 300 dealer accounts in the most important trade centers.

Shelton Electric Co. in New Quarters in Gotham

Larger Headquarters Permits of Locating Factory and Offices in Same Building

The Shelton Electric Co., manufacturer of the Shelton Simplicity motor, is now occupying new quarters in the American Chicle Building, Thompson and Manley streets, Long Island City, N. Y. When situated in New York City the offices and factory of the concern were separately located. The new quarters in Long Island City, in addition to providing greatly increased facilities, have permitted the uniting of the offices and factory in the one building. The Shelton Electric Co. is well known throughout the talking machine trade through the Shelton Simplicity motor which, being placed on top of the turntable, electrically operates the talking machine without the removal of the spring motor. Although a producer of numerous other electrical devices, Mr. Shelton has always given particular attention to the Shelton motor for the talking machine trade and this end of the business has become a very important part of it.

Audak Equipment Stimulates Record Sales in Pittsburgh

Large Department Store Greatly Increases Number of Units Used for Demonstration

PITTSBURGH, PA., February 5.—Kaufman's, the well-known department store of this city, which has experimented with fourteen Audak record demonstrating units during the past year and a half, has found its record sales have increased substantially through the use of this product. For this reason the company has greatly altered its talking machine department and has moved forty-four of its forty-eight record booths and has installed Audak equipment throughout its talking machine department.

The Pittsburgh branch of Waterson, Berlin & Snyder has just added six more Audak units to its equipment. For the past year and a half it has used twelve of these record demonstrators with exceptional results.



Eagle Chargers Give Service—

You Don't Have to "Service"
Them!!

It's the service you give that eats up your profits. So, when you sell an article that performs right, your profits are assured. Sales of reliable merchandise mean repeat business. Handle some cheap parts if you must, but carry the best in each line, too.

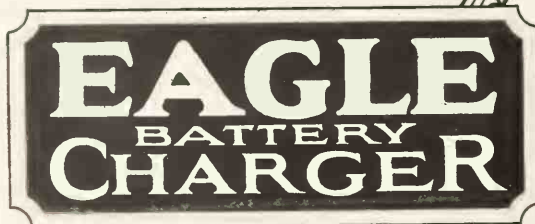
Bulb type chargers are the most satisfactory. And the EAGLE is the most satisfactory bulb type charger. It is the only one that allows control of the charging rate. It has a two-winding transformer which cannot burn out the radio receiving tubes. It will charge 120 volts of "B" battery in series. And it's economical in operation.

The EAGLE policy is absolutely clean. Tungar bulbs are used under arrangement with the GENERAL ELECTRIC COMPANY. Discounts are liberal. Deliveries are good. And the EAGLE charger itself is the best ever. Its features are such as to break down sales resistance. There are no points to burn or stick; no acids to ruin rugs and furniture. You don't have to worry about servicing EAGLE chargers.

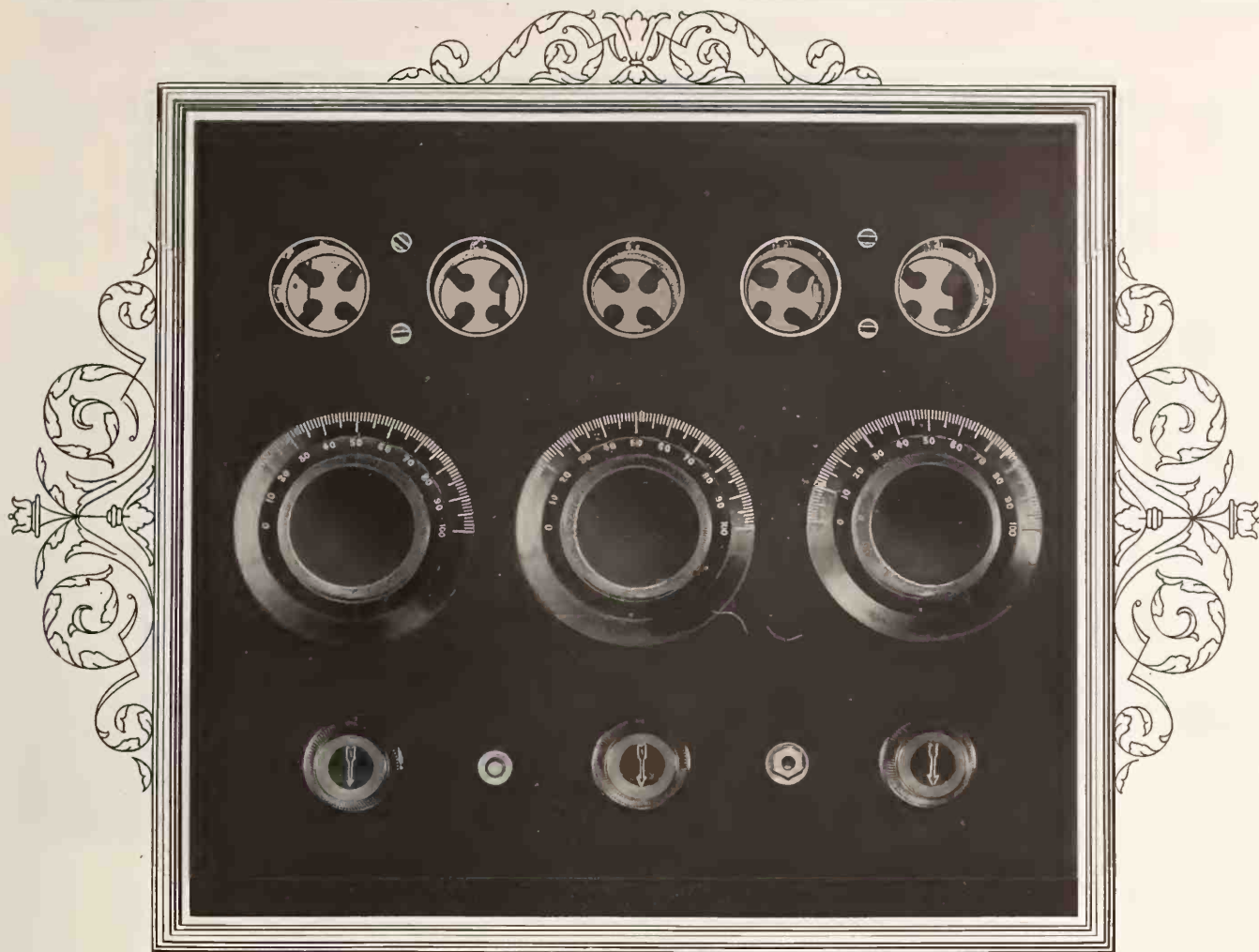
Foreign & Domestic Electric Commodities, Inc.

Eastern Office
629-635 West 23rd St.
New York, N. Y.

Western Office
11502 Madison Ave.
Cleveland, Ohio



We can take care of just a few more sales connections. Write today—or wire—before rapidly increasing sales take up our allotment and prevent us adding more new accounts this season. Address the office nearest you.



The Greatest Radio Value Ever Offered

Bestone V-60 Five Tube Panel Proves a Record Producer for Dealers

AT no time in the history of Radio has such a remarkable sales attraction been offered to music dealers as the Bestone V-60 Five Tube Panel at \$85. Since our first announcement, hundreds of merchants have written us for particulars concerning this latest addition to the Bestone line. The mere announcement of a five tube panel at \$85, backed by the experience and reputation of this house, was sufficient for many who ordered without the slightest hesitation.

The Bestone V-60 Five Tube Panel embodies the highest type of design and engineering skill. It has tone quality, volume, selectivity and distance range. Its fine appearance will lend distinction to any make of phonograph—Console or Upright style.

Feature the Bestone V-60 Five Tube Panel as a part of your radio equipment and cash in on this great value as other dealers are doing.

*Our special Folder No. 100 gives complete details of our proposition to retail music merchants.
Send for your copy today.*

HENRY HYMAN & COMPANY, Inc., Manufacturers
476 Broadway, New York 212 W. Austin Avenue, Chicago

Bestone V-60

F. Clifford Estey Joins Priess Radio Corp. Staff

Appointed Sales Manager of Well-known Organization—Has Had Wide Experience in Radio Field—Headquarters in New York

F. Clifford Estey, one of the best-known sales executives in the radio field, has been appointed sales manager of the Priess Radio Corp., 639 Broadway, New York City, manufacturers of the PR 3 and PR 5 reflex sets.

Mr. Estey has been associated with some of the foremost radio organizations. He, at one



F. Clifford Estey

time, was sales manager for the American Radio and Research Corp. For over two years he was sales executive for the Clapp-Eastman Co. and later was connected with the Chelsea Radio Co.

His experience not only extends to all the commercial and technical phases of the radio industry, but he has been interested in and at one time actively engaged in radio broadcasting, having been associated with the Salem, Mass., News broadcasting station.

In a statement to the press shortly after

joining the staff of the Priess Radio Corp. Mr. Estey said:

"I am more enthusiastic about my association with the Priess Radio Corp. than I ever have been about any previous opportunity which was in my hands. It is always a satisfaction to direct the distribution of a quality product and in the present instance it is my privilege to handle the product of one of the country's finest radio engineers. We intend to match our product with a merchandising plan and service that will fully reflect the merit of the product itself."

Mr. Estey's headquarters will be at the main office of the factory in New York. He intends to travel a great deal.

Orange Edison Jobbers to Cover New York State

Name of Company Changed From Phonograph Corp. of Manhattan to the Edison Phonograph Distributing Co.—Territory Extended

The Edison jobbing organization, with headquarters at Orange, N. J., which has served the Metropolitan territory for some years past, has recently added to its territory so that it will now also serve all of New York State. The name of the company has been changed from The Phonograph Corp of Manhattan to The Edison Phonograph Distributing Co. P. J. Burns continues as manager of the enlarged organization, which has absorbed the jobbing business formerly handled through Frank E. Bolway & Sons, of Syracuse, N. Y.

Consolidated Corp. Moves

The Consolidated Recording Corp. has moved from 206 Fifth avenue to 10 West Thirty-third street, New York City. The studios are under the direction of Arthur Cushman, formerly connected with the Emerson Recording Laboratories, Inc. The Consolidated Recording Corp. is actively interested in both commercial and personal recordings and has developed a substantial business.

F. M. Case Now Manager of Sherman, Clay & Co.

New Manager of Portland Branch of San Francisco Music House Is One of the Best Known Figures in Pacific Coast Trade Circles

PORTLAND, ORE., February 4.—Frank M. Case, who recently took charge of the retail branch of Sherman, Clay & Co., of this city, has had an extensive experience in the music trade and is one of the best known men in the business on the Pacific Coast. He entered the music



Frank M. Case

trade in Denver, Colo., upon his return from the Spanish-American war, as a salesman with the Knight-Campbell Co. He then came to San Francisco. After a year there he came to Portland and was with the Allen-Gilbert-Raymaker Co. and after a year and a half was made manager of its Tacoma branch, where he remained until the company was taken over by Sherman, Clay & Co.

He returned to California for the Winter but in the Spring he returned to Portland and affiliated with the Wiley B. Allen Co. At the end of two years he was appointed manager of the Portland branch and remained with it for thirteen years in that capacity. Mr. Case was greatly liked by his employees and upon his departure from the Wiley B. Allen Co., the employees presented him with a suitable remembrance.

Blackman Has Jos. W. Jones Line in Capacity of Distributor

The Joseph W. Jones Manufacturing Co., Inc., New York, manufacturer of radio sets and panels, announced this week that the Blackman Talking Machine Co., well-known Victor wholesaler, had been appointed a distributor for the company's products. The Blackman sales organization has been increased considerably in conjunction with its radio activities, and it is expected that Jones sets and panels will meet with a popular reception among the Blackman dealers.

Installs Audak Equipment

ROCHESTER, N. Y., February 5.—The Song and Gift Shoppe, of this city, has just altered the interior of its record department and has installed a series of Audak record demonstrators in place of the booths formerly used. The result has been to speed service.

The Alhambra Music House, Alhambra, Cal., recently moved to larger quarters at 18 East Main street.

EVERY-THING FOR THE RADIO DEALER

**ZIMMERMAN · BITTER
CONSTRUCTION · COMPANY**

The year of 1925 will bring unlimited prosperity to all lines of business throughout the country. The talking machine dealer will be certain to benefit through the better conditions which will exist during the coming year, and should prepare for the good business which he will receive by equipping and refitting his store.

The Zimmerman-Bitter Construction Co. is in a position to render the utmost service to the dealer in the remodeling, decorating and installing of equipment in his store. Our experience allows us to know exactly the requirements of the phonograph and radio trade. We would be glad to have you call on us to give an estimate on your requirements for the coming year.

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 LEXOX 2960

ASK US ABOUT OUR SHEET MUSIC AND MUSICAL INSTRUMENT CASES



The Starr Piano Company

STARR PIANOS for over half a century have represented highest ideals of craftsmanship. Each Starr Made Grand, Player-piano and Upright represents a value known the world over.

STARR PHONOGRAPHS from the smallest table style to the elaborate console model possess musical worth which is the result of a careful coordination of each part into a perfect symmetry.

GENNETT RECORDS represent the highest attainment in the art of sound recording. Their variety, perfect reproduction and real musicianship of the artists have made them musical gems of rarest charm. Released every week.

THE STARR PIANO COMPANY

Established 1872

Factories: Richmond, Indiana

NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO, PORTLAND, KANSAS CITY, BIRMINGHAM, NASHVILLE, DETROIT, CINCINNATI, BOSTON, CLEVELAND, INDIANAPOLIS.

Pacific Coast Trade Protests New Freight Classification of Phonographs and Radio

Associations Appeal Through Los Angeles Chamber of Commerce for Ninety-day Suspension of New Ruling of Interstate Commerce Commission—Trade News and Activities of the Month

LOS ANGELES, CAL., February 1.—For some unknown reason the deliberations which took place last Summer of the Interstate Commerce Commission at Washington, at which time arguments were presented in regard to the proposed freight classification of combination phonograph and radio instruments or sets and radio receiving sets, escaped the notice of Western phonograph and radio men. The Music Indus-

ness in the sale of the Advance radio sets manufactured here in Los Angeles. Built in Strand phonograph console models, they are meeting with considerable favor.

Barker Bros.' Fine Sonora Window
One of the most attractive and effective window displays seen in this city in some time was a recent display of Barker Bros., Sonora dealers of this city. The accompanying illustration

number of phonographs, as well as records, were sold during the day.

Cheney Combination Popular
Munson, Rayner Corp., distributor of the Cheney phonograph and of Colin B. Kennedy radio sets and Thompson neutrodyne, reports a strong demand and ready sale for Cheney console equipped with Kennedy or Thompson neutrodyne receiving sets. H. S. Johnson, of the Thompson Neutrodyne Co., is expected in Los Angeles early this month.

This City Third in Record Buying
This city ranks third in the country in the purchase of phonograph records, according to Walter Clark and E. R. Johnson, two officials of the Victor Talking Machine Co. The two

cities that surpass Los Angeles in the purchase of records are New York and Chicago. It is also a fact that a great percentage of the records purchased by residents of this city are of the high grade and classical type.

Birkel Co. Busy
The Geo. J. Birkel Co. reports a satisfactory demand for both talking machines and radio receivers, with the combination unit holding its own in public favor. The sales of Victrola consoles equipped with receivers and the Brunswick-Radiolas are frequent occurrences.



Barker Bros. Artistic Sonora Window Which Attracted Wide Public Attention

tries Chamber of Commerce was of course on the job and presented an excellent brief through General Manager Smith in favor of retaining combination phonograph and radio sets as first-class classification on shipments less than carloads, but the arguments were not successful in preventing the classification being set at one and one-half times first class. Now at the last minute, as it were—two or three weeks before the time set for the new classification to go into effect, the Pacific Coast awakened and the music, radio and several other allied associations forwarded, through the Los Angeles Chamber of Commerce, a formal petition and protest appealing for a ninety-day suspension after February 10, of the new rule.

gives an idea of the amount of space given over to the presentation of the various models of Sonora instruments and the attractive arrangement in harmonious settings. It is merchandising on a broad scale, of which this is an example, that builds up the large volume of Sonora sales which this energetic concern enjoys.

Recorders in Los Angeles
G. F. McDonald and Eddie King, the former chief of the Red Seal recording department and the latter manager of the popular music recording department of the Victor Co., were in Los Angeles during the last week of January and engaged themselves in checking up the record demands in this section and interviewing any possible desirable artists or organizations.

Brunswick and Vocalion Consolidation Pleases
General satisfaction seems to be expressed throughout the trade here at the consolidation of the Vocalion record with the Brunswick Co. Anticipation of the recording and pressing of the Red records and by Vocalion artists at the Los Angeles Brunswick pressing plants are freely expressed with the realization that this will tend towards better service in every respect.

Platt Music Co. Now Brunswick Dealer
The Platt Music Co. became Brunswick dealer in all of its seven stores with one exception—namely, the Long Beach store—early in the month and by way of celebrating the event and in order to give it general publicity, Abe Lyman's Coconut Grove Ambassador Hotel Orchestra gave a two-hours' concert at the Platt Music Co.'s Broadway store, at which time the public was invited to be present and receive Brunswick records of Lyman's dance orchestra, one thousand of which were given away, many being autographed by Abe Lyman. The affair brought a very large crowd and a

Pet O Fone Portable Proving Popular With T. M. Trade

Manufacturer of Miniature Portable Busy-appointing Distributors for Instrument

There are still developments in the talking machine industry. Despite the interest of the public in many other products, talking machines and records continue to hold their own when properly presented to the music-buying public. Most of the recent progress in the talking machine industry has, however, been confined to the record field, but last season saw the advent of a new type of portable that is miniature size.

The latest announcement of a miniature portable is that of the Pet O Fone Mfg. Co., 557 Broadway, New York City, which is now appointing jobbers in various territories throughout the United States and foreign countries and is actively engaged, through representatives from the home office, in presenting this unique product to the retailer.

The Pet O Fone is camera size, weighing four pounds. It has a motor that plays almost as many records as some of the larger size portables. Considering its size it has a good quality of tone and considerable volume. It is most compact—the turntable, sound box and tone arm all being enclosed inside the camera-shaped case when closed. It is open and set into operation in a few moments' time. It retails at a very popular price.

Local Set Meets With Success

J. J. Grimsey, Los Angeles manager of the Walter S. Gray Co., is meeting with much suc-

Now! YOU CAN USE
Self-Affixing
DECALCOMANIAS
"The Easy-To-Apply Name Plate!"

SOLD BY
NORTHEASTERN RADIO CO.
Radio Essentials
302 ADAMS AVE.
SCRANTON, PA.

H.S. SHARTER
THE ELECTRIC SHOP
PERMANN ST.
PHILADELPHIA

LEWIS & WALTHER
LITTLE ROCK
ARIZ.

SAUNDERS MUSIC CO.
322 S. MAIN
OKLAHOMA CITY

SEARS & ROEBUCK
SUPER STORE
CHICAGO

Actual Size

Above design, our Style B, printed with gold background, red border and black lettering.
MR. DEALER! PUT YOUR NAME ON EVERYTHING YOU SELL.

It helps increase sales by bringing new customers to your store and old ones back for supplies and repair work. To apply, simply dip in water and slide design off top of paper onto any flat or curved surface.

100, \$6.00 200, \$10.00

Made by
The Commerford Co.,
446-456 Adelphi St.,
Brooklyn, N. Y.

Branded FRESHMEN SPECIALS... ABOVE ARE A FEW OF THE MANY RADIO FIRMS USING OUR SPECIAL DESIGNS (See copy for more)

The Commerford Co., Brooklyn, N. Y. Date.....
Enclosed is check for \$..... Ship postpaid to address below..... Style B Decalcomanias with attached copy imprinted in black.
Firm
Street
City..... State.....
No C.O.D. Orders accepted. Print or typewrite copy. Send business card to avoid errors.

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.

For Permanence in Radio



You can select a
NEUTRODYNE
without fear of its becoming obsolete

THE Neutrodyne radio receiver you choose today will still be delivering superlative service years and years from now! The Neutrodyne principle has been tested in the crucible of radio experience. It has been proved beyond question to be scientifically correct. This is your greatest assurance of permanence

Neutrodynes are so highly *Selective* that you can set your dials at predetermined numbers and bring in exactly the station you want to hear, provided that station is on the air. And that same station will always come in at that identical setting. Also you may depend upon this—with a *Neutrodyne*—you can tune out anything that interferes.

Neutrodyne for realism

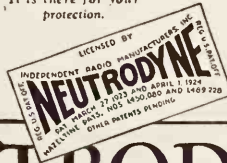
The Neutrodyne is superior in *Tonal Quality*. The skirling notes of the piccolo and the muted brass of the trombone are reproduced with a fidelity that is almost uncanny. Piano is "piano"—not "tin-panno"—on a Neutrodyne. The human voice, is that of the living, breathing speaker—as though he stood there in the room beside you. It is difficult to conceive of improvement upon such realism.

The Neutrodyne excels in *Distance*. Be sure of this: if you can't get it on your Neutrodyne, *nobody* can! Neutrodyne picks the air clean. Nothing within range of your aerial (whether outside antenna or indoor) can escape your Neutrodyne. With a Neutrodyne, all the air is a great telephone switchboard. You decide what you want to get—set your dials—and there it is!

Neutrodyne for reliability

Perhaps the greatest virtue of Neutrodyne is its absolute dependability. You may invite guests

If it hasn't this label, it isn't a Neutrodyne. It is there for your protection.



for a "radio evening" without wondering if your Neutrodyne will "perform." Neutrodyne is the set of no apologies; the set of no alibis. With a published program and your Neutrodyne, you can get exactly what you want to hear—and get it *better!*

Have you, perhaps, identified radio with squeals and howls? Be assured, these cat-calls were never created by a Neutrodyne. For a Neutrodyne cannot create squeals. Technically speaking, it cannot "heterodyne." Therefore, the Neutrodyne disturbs neither you nor your neighbors. You hear only what you wish to hear.

Neutrodyne followed broadcasting. Neutrodyne was invented in 1922, after modern broadcasting was established. The three other major receiving systems were invented *previous* to broadcasting. They were made first for dot-and-dash code (radio telegraphy) and adapted later to broadcasting. Neutrodyne was specifically designed to receive the broadcasting of music and speeches. It did not have to be "adapted."

In order to protect the public from fraudulent Neutrodynes, the Hazeltine Corporation was formed, and Professor Hazeltine entrusted his great idea to just fourteen hand-picked, licensed manufacturers. These fourteen radio builders are grouped into one association, known as the Independent Radio Manufacturers, Incorporated. No other manufacturers may use the genuine Neutrodyne principle! Look for the Neutrodyne label on the set you buy.

Hazeltine Corporation (Sole Owner of Neutrodyne Patents and Trade-marks). Independent Radio Manufacturers, Incorporated (Exclusive Licensee of Hazeltine Corporation).

NEUTRODYNE
Perfected Radio

Answering
the big question
in people's minds

"WILL the set I buy today be out of date next month—or even next year?" That is the question that is making many people hold off from buying a radio set. They are waiting for "the ultimate"—waiting for the set that will not become obsolete.

The advertisement reproduced herewith, greatly reduced, answers that question definitely. This advertisement occupies the dominating space of four columns by seventeen inches in the leading newspapers of the great radio centers throughout the United States. It also appears in full-page space in *The Saturday Evening Post*. This means a combined reading audience of twenty-eight million people.

This is just the second advertisement in a gigantic advertising campaign which is broadcasting the truth about Neutrodyne to the great American public. See that you, too, are informed on the many superiorities of this receiving system.

HAZELTINE CORPORATION (Sole Owner of Neutrodyne Patents and Trade-marks). INDEPENDENT RADIO MANUFACTURERS, Incorporated (Exclusive Licensee of Hazeltine Corporation).

- Comprising the following firms
- American Radio & Research Corp.
 - F. A. D. Andrea, Inc.
 - Carloyd Electric & Radio Co.
 - Eagle Radio Company
 - Freed-Eisemann Radio Corporation
 - Garod Corporation
 - Gilfillan Radio Corporation
 - Howard Manufacturing Company, Inc.
 - King-Hinners Radio Co.
 - Wm. J. Murdock Co.
 - Stromberg-Carlson Telephone Mfg. Co.
 - R. E. Thompson Mfg. Company
 - Ware Radio Corporation
 - The WorkRite Mfg. Company

The Trade in PHILADELPHIA and LOCALITY

Retail Trade in Quaker City Territory Enjoys Fairly Active Demand in All Lines

Broadcasting Programs Stimulate Record Sales—Important Changes in Sonora Distribution—Penn Co. Opens Many Radio Accounts—O. F. Jester Weds—Trade Activities of the Month

PHILADELPHIA, PA., February 10.—Many conflicting elements entered into the talking machine industry during the first month of the new year and were responsible for retarding business of both retailers and distributors. While the forepart of the month was more active, due to the purchases of the retailers who have been replenishing stocks depleted during the holidays, the closing days reacted to the quieter trend brought by the stormy weather.

The distributors were most concerned with the sales of records rather than of machine stocks. The distribution of talking machines was evenly balanced between the high priced models and those of the more popular lower priced types. Neither were freely sought, demand being confined merely to a few shipments of a hand to mouth sort of buying. The retailer enjoyed a more active demand for both machines and records than the wholesale distribution division of the trade, when the weather permitted. The stormy days that came with the mid-month were chiefly responsible for the slackened pace of business in the last half of the month.

Outstanding in the business of the last few weeks has been the demand for records, which has been fairly well maintained. The radio broadcasting of the Brunswick and Victor artists has had beneficial results in promoting sales of records and all sections of the trade have been reaping rewards in the broadening of the demand.

J. A. Fischer Taking Short Vacation

After selling his interest in Everybody's Talking Machine Co., Philadelphia, to Philip Grabuski and S. Fingrutd, his former associates in the conduct of the business, J. A. Fischer, president of the company, retired from this company with which he had been so long identified with the best wishes and good will

of the other members of the organization. Although retiring from activities with Everybody's Talking Machine Co. Mr. Fischer announces that he is not retiring from the talking machine trade, in which he has spent so many years of his life. After a short vacation it is very likely that he will have an announcement for his many friends in the industry which will be of decided interest to them.

Changes in Sonora Distribution

Distribution of the Sonora phonographs, Sonora radio speakers, and the Sonoradio during the month passed into the control of the reorganized Pittsburgh Distributing Co., of Pittsburgh and Philadelphia, Pa., when this company was incorporated under the laws of New York State and changed its title to that of the Pennsylvania Phonograph Distributing Co. and acquiring offices in the Jefferson Building, 1015 Chestnut street. Heretofore, the Sonora products were distributed in the eastern Pennsylvania and South Jersey districts by the Sonora Co. of Philadelphia, under the management of Elmer S. White, who retires from the talking machine business to enter another field of endeavor. While the Philadelphia and eastern Pennsylvania distribution was confined to the local office under Manager White, the Pittsburgh Distributing Co. took care of the western part of the State trade, conducting its business from its offices in the Empire Building. In early January the additional offices were opened in the Jefferson Building, in Suite No. 200, where the Pittsburgh Co. took over the Philadelphia sales territory under the management of Vice-President J. L. Du Breuil, who also is general manager of the company, and who holds similar office in the newly reorganized and incorporated Pennsylvania Phonograph Distributing Co. The Pittsburgh branch will continue to distribute the Sonora

from the offices in the Empire Building with Vice-President Du Breuil dividing his time between the western part of the State headquarters and the Quaker City offices, now also the executive center of the company's business. J. A. Endress will represent the company in the Pittsburgh territory as sales representative, while H. E. Hilduser will assist in the local sales district. The newly incorporated company will distribute Sonora phonographs, Sonora radio speakers, and Sonoradios throughout the State of Pennsylvania and southern New Jersey, with warehouses maintained in both the Pittsburgh territory and in Philadelphia, for immediate shipments to the dealers. Mr. White will become associated with the newly formed Wilmer Co. and will carry radios and other lines, but retires from the talking machine business.

Appoints Many Radio Dealers


Further developments in the wholesale radio distribution department of the Penn Phonograph Co. came during the month when the headquarters at 913 Arch street were fitted up with sixteen sets of the makes of radios which can be operated for demonstration purposes for the trade through the manipulation of a switch arrangement attached to each of the sets. In a room fitted out on the second floor of the Penn headquarters, there has been equipped for immediate use of the dealers the sets which have been so arranged by the specially constructed electrical switch that each in turn and all consecutively can be tested for the retailer interested in stocking any of the makes carried by the company and including the Fada, Pooley-Atwater Kent, and the Del Marmol receiver, the latter having been added to the stock during the month. The room in which these sets have been elaborately rigged is attractively fitted for trade accommodation where the dealers may inspect their purchases. More than fifty dealers in the trade have stocked with radio through the Penn Co. The new wholesale radio department is under the management of L. G. Dare.

Takes Over Davis Co. Stock

Having disposed of its entire stock of Victor talking machines and fixtures the George B. Davis Co. will confine its business to the sales of kodaks and photographic supplies, consolidating both stores into one single establishment at 3960 Lancaster avenue and abolishing the Market street shop. The stock of Victrolas, records and accessories has been taken over by the Ridge Avenue Music Shop, 1806 Ridge avenue, of which the Sorkin brothers are proprietors, dealers in the Victor, Brunswick, Columbia and Vocalion lines and other musical merchandise. The Sorkin brothers, John and Meyer, recently bought out the Girard Music Shop, having taken over the business of L. H. Silnutzer.

World Ads Bring Foreign Business

That it pays to advertise in the Talking Machine World has been forcefully demonstrated in the demand that has been coming from foreign markets to the local offices of the Guarantee Talking Machine Supply Co., 10 North Tenth street, for its main springs and other mechanical supplies for the talking machine trade. As a result of the ads inserted in The World the firm is enjoying a splendid export business with dealers in Cuba, Canada and Mexico and even as far away as points in Japan. From these parts of the globe the Guarantee Co. has received orders and statements that it was through The Talking Machine World columns that the buyer learned of the company's existence. The company is preparing a national advertising campaign for the Guarantee portable talking machine, of the newly improved
(Continued on page 161)



Distributor of the
Fada
Neutrodyne
and
Pooley-
Atwater Kent
Combination
Radio Receivers
Quick Sales Large Profits

PENN PHONOGRAPH CO., Inc.
 913 Arch Street
 PHILADELPHIA, PA.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 160)

type with the standard arm and improved Heineman motor and larger sound box. The ad campaign will be conducted by mail, through the daily press and through the columns of the trade journals. In conjunction with this publicity, there will be featured window displays and exhibits by the dealers, with exhibitions of the parts of the mechanical devices used in construction. The exportation of Guarantee main springs and the United States sales of these have been growing as the new year advances and the proprietors, William H. Posner and Jacob H. Keen, are looking forward to further improved demand as Spring approaches.

Louis Buehn Co.'s Publicity Drive

An intensive newspaper campaign has been inaugurated by the Louis Buehn Co., of this city, which, it was recently announced, has become distributor for the radio line made by the R. E. Thompson Mfg. Co., New York City. The results of the first appearance of this advertising have been found very satisfactory. It not only served to stimulate sales, but the Louis Buehn Co. is receiving many inquiries as a result of this advertising, which it has in turn passed over to its dealers.

H. A. Weymann Service

In commenting on the recent addition of radio panels to the lines it distributes, H. W. Weymann, of H. A. Weymann & Sons, Inc., of this city, pointed out that this company is not generally wholesaling radio sets or supplies. Their interest in featuring the five-tube Federal or Freed-Eisemann neotrodyne radio panels is in order to supply their dealers with panels made expressly for Victrolas.

New Velvaloid Record Cleaner

The Philadelphia Badge Co., manufacturer of the Velvaloid record cleaner, has added a new model to the line. This model is of an attractive hand-painted design and is produced in order to fill a demand for a particularly artistic record cleaner for the dealer either to give away as souvenirs or to sell. The business of the Philadelphia Badge Co. on the record cleaners would indicate that, although originally produced more or less as a novelty, they have rapidly found their place as an article of necessity and become part of the regular stock of almost every talking machine dealer.

Pooley National Ad Drive

The Pooley Co., of this city, manufacturer of Pooley radio cabinets, Pooley phonographs and Pooley combination radio phonographs, has launched a national advertising campaign of large proportions. On Saturday, January 31, the first of a series of display ads appeared in the Saturday Evening Post. The Pooley Co. is expecting 1925 to be its banner year, and business has already started in an auspicious manner. The sales staff of the Pooley organization for 1925 under the direction of B. R. Stauffer, treasurer and general manager, is as follows: Captain Howard R. Hodson, covering New



EITHER GIVEN AWAY OR SOLD Will Bring You More Business

Music Lovers appreciate a gift and keep it. They will also purchase an attractive useful novelty. Your Ad on

Velvaloid Record Cleaners De Luxe

Gives you a combination—for either presentation or sales that have proven a Business Medium of unusual merit. Endorsed by the best and used extensively by dealers in nearly every country the world over.

Write your jobber today and let him tell you all about it.

PHILADELPHIA BADGE CO.

942 Market Street Philadelphia, U. S. A.

Manufacturers and exporters of many patented selective Advertising Specialties in which you will be interested. We solicit your inquiries.

England and the Middle Atlantic States; M. J. Polikoff, South Atlantic States; Samuel Fletcher, the South, and Clifford R. Ely, west of the Mississippi.

Everybody's T. M. Co. "Live Wire"

There is unusual activity in the record department of the General Phonograph Co.'s Philadelphia distributor, Everybody's Talking Machine Co. It is agreed that all the members of this organization are "live wires," from the president down to the shipping clerks, and deserve the tremendous sales of Okeh and Odeon records that they have succeeded in securing. Although it would be rather difficult to pick out the liveliest member of the organization, we feel that something must be said about Clemen J. Cusack, the traffic manager of Everybody's Talking Machine Co. and the friend of all the dealers. Mr. Cusack is well deserving of the splendid reputation he has achieved, and Okeh-Odeon dealers all through the territory appreciate his efficiency in "shooting" records to them with great promptness.

Carson's Expanding

Development of the repair department has been the aim of Harry Carson, head of Carson's Talking Machine Repair Shop. The firm is making extensions in the way of equipment and supplies. The shop now is thoroughly modernized, and the business which has been established within the past two years is rapidly making progress.

Tying Up With Brunswick Contest

Tying in with the big exploitation campaign, the Music Memory Contest which was launched this month by the Brunswick Co., the Philadelphia branch, under the management of E. H. Shiddell, is helping the dealers to reap the benefits which will accrue from so broad an advertising stunt. With the lure of the \$5,000 prize offered in the contest which began on February 3 and extended to the 10th, 17th and 24th, the dealers will of natural consequence find that there will be a demand for records of the broadcasting artists, who will be unannounced and whom the public contestants must name correctly to win the prize. These Brunswick artists will broadcast from stations WJZ, New York; WRC, Washington, D. C., and from WGY, Sche-

nectady, N. Y. In order to familiarize themselves with the artists' recordings on the Brunswick, the public who enter the contest, will be more generous purchasers of the records. The local offices of the company are prepared to supply the dealers with any of these records, having on hand a large assortment to meet emergency of a trade boost bound to result. In co-operation with the dealers, Manager Shiddell and his able assistant, Joseph Graham, have distributed to the Brunswick trade the contest blanks on which the contestants will enter the names of the artists whom they believe to have been in the broadcasting program, and the Brunswick Co. is helping them along with a full page ad in the local daily papers.

Odin F. Jester a Benedict

Wedding bells chimed during early February days for the former popular manager of the Brunswick Co. in the Philadelphia territory, Odin F. Jester, now assigned to the Detroit branch of the Columbia Phonograph Co., when he was united in matrimony with Miss Carolyn Elizabeth Hayes, the charming daughter of Mrs. Mary F. Hayes, of this city. Following a month's honeymoon the young couple will be at home on March 1 at 3250 Philadelphia street, West Detroit, Mich.

Wally Grimm Convalescent

Trade friends were gratified at the reports of the recovery of Wally Grimm, manager of the phonograph and radio department of the Regal Co., York, Pa., who has been confined to the Lankenau Hospital in this city following an operation. It is expected that Manager Grimm will be able to leave the hospital within ten days.

Crown Co. Now Pathé Distributor

The Crown Talking Machine Co. is now distributing, at wholesale and retail, the Pathé and Perfect records made by the Pathé Phonograph Co., of Brooklyn. The firm is well stocked with a large assortment of all the recordings made on these records. One of the very strong artists who especially is appealing in this territory is Cliff Edwards, better known as "Ukulele Ike."

Trade sympathies were extended during the month to the proprietors of the Crown Co., Emanuel, Morris and Samuel Berger, on the

JOBBERS

REPAIR PARTS

GRAPHITOLEO

ALBUMS

BRILLIANTONE

PORTABLES

SAPPHIRES

"Any Part for any Phonograph"

Guarantee Main Springs are made of the best hardened, tempered, round-edged spring steel obtainable, and must pass a rigid inspection before they are packed in individual dust-proof containers; each box labeled with complete information for your convenience. We will refund money or replace any spring that does not give absolute satisfaction.

INSIST ON GUARANTEE MAIN SPRINGS

GUARANTEE TALKING MACHINE SUPPLY CO.

109 N. TENTH STREET, PHILADELPHIA

Write for our latest Main Spring Chart

JOBBERS

MOTORS

TONE ARMS

SOUND BOXES

ADDATONES

3-IN-1 OIL

ATTACHMENTS

Quaker City Trade Activities

(Continued from page 161)

death of their father, Philip Berger, whose passing came suddenly from a heart attack.

Paul Specht Takes Over Cafe

Paul Specht, one of the recording orchestra artists of the Columbia Phonograph Co., Inc., who has been leading the musical aggregation at the Claridge Cafe in this city, will assume the management of that place when it reopens this month. Under the new management the Claridge will be known as the Pandora.

Dealers' Meeting Postponed

Having postponed the annual meeting of the Philadelphia Victor Dealers' Association from the January date, that organization will hold the gathering on Thursday, February 12, at the L'Aiglon Cafe, according to the announcement of President Walter Linton, of the Association.

John F. Sheppard Arrives

C. E. Sheppard, of the sales organization of the Louis Buehn Co., who covers the coal region, is being congratulated upon the arrival of a bouncing heir—John F. Sheppard—who joined the family circle late in January.

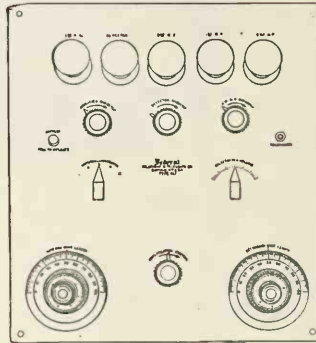
Adds Radio Department

In connection with the talking machine department Ballen's Modern Musical Shop has added a section devoted to the sale of radio. The firm, retailer of phonographs, has added to its lines the Brunswick phonograph. In the radio section there has been stocked the Sonoradio, the Ware, R.C.A. and Federal and other lines. Recently the store was remodeled.

Lang Co. Purchases Building

A new home has been purchased by the Lang Piano Co., whose main store is located at 1204 Columbia avenue, for its Ridge avenue headquarters. The company has purchased a large three-story building just a few doors above its present location. It is expected that the new location will be ready for occupancy by the 1st of April. There has been chiefly stocked, in the

**NEW FEDERAL RADIO PANELS
for VICTROLA SPECIALS**



**A
Five Tube
Set
of
Unusual
Selectivity**

H. A. WEYMANN & SON, Inc.

1108 Chestnut Street

PHILADELPHIA

VICTOR WHOLESALERS

Distributors of

FEDERAL and FREED-EISEMANN RADIO PANELS for VICTROLAS

past, in the Ridge avenue store, a complete line of Victor and Columbia instruments and supplies. The Company also operates, in addition to the Ridge avenue and Columbia avenue stores, another store at 1534 South street.

Heavy Ordering of Gennett Records

President Ben Witlin, of the Witlin Musical Instrument Co., who returned the first of February from an extended trip through the coal regions of Pennsylvania, taking in Wilkes-Barre,

Hazleton, Scranton, Pottsville and other points, brought back a well filled order book for the Gennett records, for which his firm is local distributor. One of the very big sellers in the coal regions is that of a Welsh Dialogue Record, entitled "Welsh Courtship," an original talking recording made in London in the Welsh language. It is the first time the Gennett has recorded a speaking record in this language and its appeal to the thickly populated Welsh sections of Pennsylvania has been strong.

Pushing Records by Radio Artists

H. A. Weymann & Sons during the month experienced a boost in its wholesale distribution of the artists who appeared in the radio broadcasting program of the Victor Co. In making the rounds of the territory, the sales organization is receiving good orders as well as reports of the benefits in dollars and cents which have resulted from the exploitation by radio. The Weymann Co. is circularizing the trade on the artists as they broadcast and has on hand ready for shipment records for all needs. It is also advising and helping the dealers of these artists in their windows and in order to reap full benefit of the radio advertising promoted the various methods of attracting attention to the records. The Weymann Victor wholesale department, under the management of Charles W. Bahl, is enjoying a very good demand for the combination Victrola and the Freed-Eisemann and Federal, 5 Tube Radio panels.

Arthur H. Rhinow Convalescent

Following several weeks of illness which confined him to his home in Newark, N. J., Arthur H. Rhinow, of the Girard Phonograph Co., local distributor of the Edison, is expected to be able to return to his desk by the latter part of February. The Girard Co. is making rapid progress with the sales of various radio sets which it has recently taken over for local distribution, among them the Magnavox and the De Forest radio, the newest of the latter models, D17-A, D17-L and D17-M, having been added during the month. These are being distributed in eastern Pennsylvania and in southern New Jersey. The large Philadelphia department stores of Wanamaker's, Lits, and Snellenburg have installed these sets.

Combines "Talker" and Radio Depts.

The Ludwig Piano Co. has added to its talking machine section a complete radio division with the Freed-Eisemann, De Forest, Fada and the Gilfillan neurodyne. Charles O. Ludeke is in charge of the latter department.

**RADIO DEALER
CATALOG
FREE**

Our 1925 Catalog

is being used by thousands of Dealers, Music Stores and Furniture Houses everywhere as a positive guide to more profitable buying of the kind of radio that is in greatest demand, today.

Our financial strength, responsibility and SAME DAY shipping service will help you to "grow with us."

As we are the largest exclusively wholesale radio organization in the East, our tremendous stocks are representative of the best and fastest selling lines, indicated by this partial list of national manufacturers:

- | | |
|------------------------|--------------------------------|
| A-C Dayton Sets | Erla |
| Howard Neurodyne | Towers' Scientific Headsets |
| Allen-Bradley Products | Acme Products |
| Freshman Products | Western Electric |
| Hammarlund Condensers | Kodol Sets |
| NaAld Products | Homechargers |
| Ultradyne Kits | Shamrock and Harkness Products |
| Brandes | Amperites |
| Cardwell Condensers | Thorola Speakers |
| Cutler-Hammer | Jewell & Weston Meters |
| General Radio | |

Consult us first and save on your next order, or the stocking of your new store.



Your name on our mailing list will help you posted and prove a valuable asset.

Write Today.

TRILLING & MONTAGUE

Exclusively Wholesale Radio Merchandisers

49 North 7th Street

Philadelphia, Pa.

"Grow With Us"

Atwater Kent Poster Campaign Proves Successful

Billboard Campaign Attracts All Passers-by— This Form of Publicity Proves So Effective It Will Be Continued Beyond Time Planned

Through the extensive billboard campaign conducted by the Atwater Kent Mfg. Co., Phil-



Several of the Artistic Atwater Kent Billboards Which Are Attracting Attention

adelphia, Pa., the Atwater Kent name and product is to be seen by the train traveler, the motor tourist and the pedestrian in the larger cities. This form of publicity, which was tried out a number of months ago, is proving so successful that its period of appearance has been extended far beyond the time originally planned.

The Atwater Kent Mfg. Co., in this billboard campaign, has used posters that have not only been particularly artistic but from the standpoint of advertising psychology have been correct. Besides being produced in colors that would attract the eye, care has been exercised not to include too much reading matter in the posters. The policy has been merely to feature the name and the product.

In a bulletin addressed to Atwater Kent, wholesalers, it was announced that the outdoor posters illustrated herewith would appear during February, March and April. The appearances of these posters are co-ordinated over the entire country, poster R-3 was shown until February 15; R-4 from February 1 to March 15; R-5 from March 1 to April 1 and poster LS-2 from February 1 to May 1. The Atwater Kent Mfg. Co. is supplying these posters without charge to its distributors or dealers.

O. W. Ray in Important Aeolian Co. Position

Former Head of Record Department to Look After Distribution of the Radio Products Being Featured by the Aeolian Co.

O. W. Ray, formerly in charge of the wholesale Vocalion record division of the Aeolian Co., has been appointed general manager of the wholesale radio division, which holds distributing franchises for the R. C. A. products, as well as Thompson receiving sets and way for expanding this phase of the business.

Mr. Ray is widely known in the talking machine industry and has had wide experience in both the wholesale and retail field, and particularly in handling national distribution. He has already taken up his new duties and is developing an aggressive sales organization.

Freight Increase Postponed

WASHINGTON, D. C., February 10.—The Interstate Commerce Commission has ordered the new classifications and increased rates on interstate shipments of combination phonograph and radio instruments and of radio sets, which were to have gone into effect to-day, postponed until June 10.

Important Addition to Sonora Sales Organization

L. O. Coulter Made Assistant to F. V. Goodman, Sales Manager of the Sonora Phonograph Co., Inc.—Widely Experienced

The Sonora Phonograph Co. has recently added L. O. Coulter to its sales organization.



Although new to the music field, Mr. Coulter comes to the company with a varied merchandising experience. For some time he acted as

assistant to the sales and advertising manager of the Outing Shoe Co. or Brockton, Haverhill and Boston, from which concern he joined the New York office of the H. K. McCann Co. in 1919. For the past three years he has been engaged in commercial research and newspaper work abroad.

Mr. Coulter will act as assistant to F. V. Goodman, sales manager, and will have charge of a new department designed particularly to aid the district sales managers and distributors by supplying them with all information regarding advance plans of the Sonora Co. and the proper handling of their territories. This step, it is hoped, will bring all sales channels into closer alignment with Sonora's progressive policies.

Columbia Co. Announces Increased Record Discount

Columbia dealers were advised by W. C. A. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., that effective immediately an increased discount on Columbia records was in effect. Mr. Fuhri stated that it is the company's policy to pass on to its dealers every possible benefit and opportunity for increasing their profit on the sale of Columbia merchandise. The increased discount does not affect the 10 per cent Columbia return privilege, which will continue.

THE WIDE AWAKE MERCHANT IS ALWAYS LOOKING FOR SOMETHING NEW
THERE IS A BIG DEMAND—FOR THE

PHONOMUTE

Pat. Pend.

QUICK PROFITS FOR DEALERS

IS PROVING A PROFITABLE ADDITION TO THE DISTRIBUTOR'S AND JOBBER'S LINE

MAKES MUSIC LOUD OR SOFT INSTANTLY WITHOUT CHANGING NEEDLES
CAN BE USED ALSO AS A MUTE FOR VIOLINS, BANJOS AND LIKE INSTRUMENTS
This attractive three color display card sells them without effort

WE INVITE CORRESPONDENCE FROM WELL ESTABLISHED ORGANIZATIONS TO ACT AS OUR REPRESENTATIVES IN EXCLUSIVE TERRITORIES WHO CAN PRODUCE LARGE VOLUME SALES WHICH WILL PROVE VERY PROFITABLE

LEE MANUFACTURING SALES CO.
ST. CLAIR MICH.

THE PHONOMUTE

25 Cents

25 Cents

MAKES OLD RECORDS SOUND LIKE NEW

MUSIC LOUD OR SOFT INSTANTLY

MAKES NIGHT PLAYING IN APARTMENTS POSSIBLE

ENJOY PHONOGRAPH WITHOUT DISTURBING OTHERS

DEALERS THAT NOW HAVE THIS FAST SELLING ARTICLE ALL SAY IT IS A WINNER

YOUR FIRST CARD WILL PROVE IT TO YOU

WE FURNISH WITHOUT CHARGE ADVERTISING POSTERS AND LITERATURE WITH EVERY ORDER WHICH COUPLED WITH THE DISPLAY CARD CREATES AN IMMEDIATE DEMAND

Manufactured by LEE-SAYER CO., St. Clair, Michigan

A CARD IN THE DEALER'S WINDOW BRINGS NEW CUSTOMERS IN THE STORE

Bel Canto Co. Plans a Large 1925 Production

New Cabinet Model Speaker Now Being Distributed—Extensive Advertising Campaign—To Market Other New Products Soon

The Bel Canto Radio & Tel. Equipment Co., Inc., New York City, a pioneer manufacturer of loud speakers, is now forwarding to the trade a new cabinet model speaker in which are embodied some exclusive patented features. The cabinet incloses a reed amplifying horn which is built in the cabinet in a manner that gives the amplifying chamber added length and increased volume of tone. It has a two-tone fabrioid case with a grill work face.

According to Duryea Bensel, president and



Duryea Bensel

chief engineer of the Bel Canto Co., the new cabinet speaker is only one of a series of products of his company which will be widely advertised during the coming year.

In the late Fall the first announcement of a new head set manufactured by this organization was made. This head set, weighing five and a half ounces, thinner than the average watch, can be placed over the ears without the aid of a head band. Despite its size it produces the normal volume of tone and pure musical quali-



SHELTON ELECTRIC CO.,

**THOMPSON AND MANLEY STREETS
LONG ISLAND CITY, N. Y.**

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.

tics. At the request of the War Department and Signal Corps of the United States Army, samples of these new head sets have already been forwarded to Washington, D. C., for both

tubes. It also has an automatic calibrating device and a collapsible aerial which is set up and put in use without the aid of screws or bolts, very important advantages.



Showing the New Bel Canto Head Set in Use and a View of the Complete Set



telephone and radio use. In fact, some public demonstrations of these head sets in use with the telephone have already been given, and the results have been satisfactory. The chief postal inspector for the British government is also experimenting with samples of these new receivers for telephone use.

Other products which are shortly to be announced by the Bel Canto Co. are the "Hur-culean," a new socket with a contact so strong that the receiving set can be lifted up by the

Owing to the plans for exceptionally large production on all of its products, the Bel Canto Co. will be enabled to market its goods at popular prices.

Pfanstiehl Distributor Plans Sales Campaign

The International Clearing House of New York, Inc., 762 Broadway, New York, sole distributor of the Pfanstiehl radio receiver for eastern New York, eastern Pennsylvania, New Jersey and the entire New England territory, is inaugurating, in conjunction with the Pfanstiehl Radio Co., Chicago, an intensive advertising and sales campaign. Advertisements will appear in the Saturday Evening Post and several of the nationally circulated radio magazines, as well as in the newspapers of the larger buying centers. A branch office of the International Clearing House has been opened at 12 West street, Boston.

W. A. Hanft, manager of the Pfanstiehl division of the company, recently returned from a trip to the Pfanstiehl plants at Chicago and Waukegan, Ill., where plans were completed for the sales drive and the designs for new models were agreed upon.

Day-Fan Demand Growing

The Dayton Fan & Motor Co., Dayton, O., manufacturer of the Day-Fan receiving sets, is well represented in the stocks of retailers in the Eastern part of the country where the Day-Fan OEM-7 and Dayola are proving most popular. The sturdy construction of these products and artistic cabinet work and simplicity of operation have all tended to give this quality product a featured place in dealer demonstrating rooms.

The sales department of the Dayton Fan & Motor Co. was quite pleased recently with the news that Franklin Simon, one of the large department stores in New York City, had equipped its chauffeurs' lounging room with a Day-Fan radio receiving set, where daily it delights.

Patented June 17, 1924



Patent AutoPlug the patented shockproof automatic plug. Genuine Bakelite case. Phone tips attached or detached instantly. Price \$.75



Patent Jacket—a deluxe accessory for accommodating 3 pairs of headphones. Comes equipped with 18 in. cord and plug. Retail price, \$1.60



Patent Every-tone Headset. 2200 ohms, \$3.50 3200 ohms, 3.75

If you sell Radio Sets

If you sell radio sets you want them to stay sold. That's where Pacent Radio Essentials will help you.

The successful operation of any radio set depends to a large degree upon its accessories. Plugs, headphones, etc.—each contribute, according to their quality, to the final results.

There's no doubt about the quality of Pacent Radio Essentials. Used in the construction of over 45 nationally advertised radio sets, they are known for best results under all conditions.

Make them a part of every set sale—they will build "good will" for you.

PACENT ELECTRIC COMPANY, Inc.

91 Seventh Avenue, New York City

Washington Minneapolis Boston San Francisco
Chicago Birmingham Philadelphia St. Louis
Buffalo Jacksonville Detroit

Pacent
RADIO ESSENTIALS

DON'T IMPROVISE — PACENTIZE™

JOS. W. JONES, inventor and manufacturer of world reputation, has to his credit over 300 patents granted by the U. S. Patent Office. Inventor of basic process under which all talking machine disc records are made, and is also inventor of Jones Speedometer, Jones Taximeter, Jones Victometer or Aeroplane Tachometer, etc. He has brought his inventive genius, and his vast experience as a precision instrument manufacturer, to bear on the problems of radio receiving sets. Following is his message to the music trade:—

A Big Vital Message

From Jos. W. Jones to the Music Trade Announcing the New Standardized Jones Radio Receiving Set

IT HAS ALWAYS BEEN MY POLICY to do what I know most about. Being a precision instrument and parts engineer and manufacturer, my interest in radio turned as naturally as the needle to the north, to the designing and production of *Precision Parts* for radio receiving sets.

With the net result that the radio parts that I have been turning out for some time past, are properly acknowledged as *Precision Parts*.

It is a law of radio as of most other things that the whole is only as effective as its parts—that a chain is no stronger than its weakest link—that a radio receiving set is only as good as its parts.

Amateur radio fans have been willing to pay somewhat more for these *Precision Parts* because they give the most amazing and satisfactory results.

That is why I decided to make, and am now ready to deliver, just what the public wants—a radio receiving set that is standardized, efficient, uniformly dependable, mechanically perfect, and easy to operate.

A leopard can no more change his spots than I can change from my manufacturing habits of a life-time—the designing and production of mechanisms, instruments, and parts which are mechanically as nearly perfect as is humanly possible.

In designing and producing the new standardized *Jones Radio Receiving Sets*, I have made no attempt to do anything revolutionary in circuits, but I have produced a radio mechanism made of *Precision Parts* and put together by precision radio engineers—a set that will give the maximum of clearness, selectivity, and distance.

And just because I know the ways of quantity production and the economies that can thus be effected, the *Jones Radio Receiving Sets* will be put on the market at prices that will be a surprise for moderation.


President

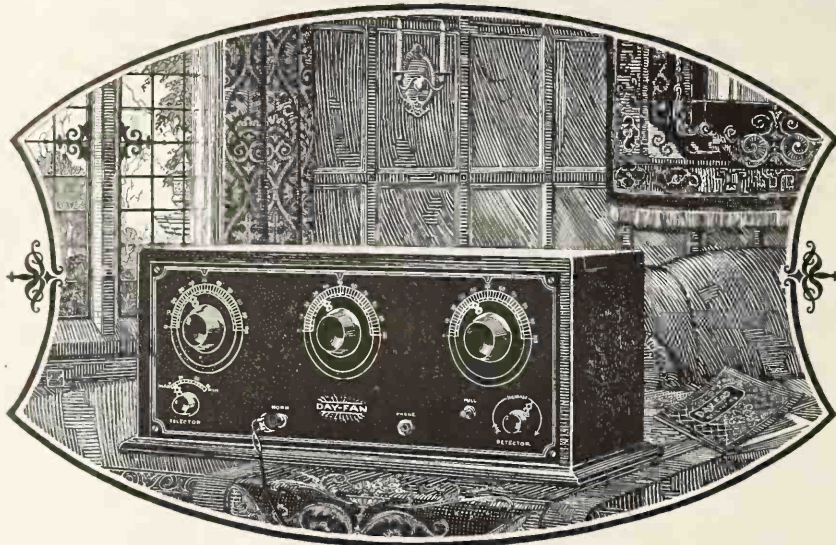
Jos. W. Jones Radio Mfg. Co., Inc.

40-46 West 25th Street, New York

Day Fan

RADIO

A YEAR AHEAD



Amazing Simplicity

The Set That Is Already Logged

CAN you imagine anything more simple—more practical—than a radio set with all the dial settings exactly identical for any station—regardless of where you live or what antenna you use?

The entire DAY-FAN line, comprising six models ranging in price from \$90 to \$285, is distinguished by this feature.

APPEARANCE. Every DAY-FAN set is a splendid example of the cabinet maker's art. Made of the finest materials, they have a finish and design which harmonize with the surroundings of the most tastefully furnished homes.

VALUE. In everything that you want—long range, selectivity, purity of tone, volume—there is no greater value.

PERFORMANCE. The age of technical discussion and experimenting in radio is past. Today a set must do certain definite things. You may want entertainment, business information, or an educational program. Whatever your desires, a DAY-FAN will get it for you, quickly and easily.

Sold by Leading Radio Dealers Almost Everywhere

The Dayton Fan & Motor Co.

Dayton, Ohio

Manufacturers of High-Grade Electrical Apparatus for 36 years.



~and other models~

R. H. Meade Appointed Ad. Manager of Adler Co.

Well-known Executive of the Trade Assumed New Duties as Ad Manager and Sales Promotion Manager on February 1

Lambert Friedl, vice-president and general sales manager of the Adler Manufacturing Co., producer of the Adler-Royal line of phonographs, radio-phonograph combinations, neodyne radio sets and radio speakers, announces the appointment of R. H. Meade as advertising and sales promotion manager of that concern. Mr. Meade commenced his new duties on February 1. The addition of Mr. Meade to the sales and advertising force of the Adler Co. is indicative of the progress which has been evidenced by this concern ever since its entry into the phonograph and radio fields only one year ago. In making the announcement of the acquisition of Mr. Meade Mr. Friedl states as follows:

"With the enfranchising of a large and ever-increasing number of dealers and with the establishment of a national district representative organization, it is high time that an advertising and sales promotion department be inaugurated under an efficient and capable executive who knows and thoroughly appreciates the needs and requirements of the phonograph and radio



Ralph H. Meade

dealer, and who has had a comprehensive background of experience in the advertising and sales promotion problems peculiar to these two industries.

"In casting about for an executive having these qualifications we were extremely fortunate in obtaining the services of Mr. Meade, who has behind him a splendid record of results obtained while with the Sonora Phonograph Co. I believe that the Adler Manufacturing Co., as well as its district representatives and dealers, can be congratulated on the securing of Mr. Meade to work with them, and I likewise venture the prediction that all concerned will benefit by his acquisition."

Mr. Meade has already launched several activities looking toward the establishment of a most effective service to Adler-Royal dealers and has many more plans in prospect which are sure to be welcomed and will make the Adler-Royal franchise even more valuable than before.

Commerford Co. Moves From Gotham to Brooklyn

The Commerford Co., formerly of 106 East Nineteenth street, New York City, has moved to 446 Adelphi street, Brooklyn, N. Y. This concern makes a specialty of dealer name decalcomanias particularly for use with the sale of radio receivers, talking machines, pianos and other products. The company is able to furnish the retailers with these decalcomanias in small lots and many members of the trade are finding this a splendid method of keeping their names before consumers. Particularly has this proved good advertising in the sale of radio sets.

F. T. Nutze, Eagle Representative, Visiting Trade

Well-known Talking Machine Man Renews Friendships in Demonstrating Eagle Sets

Frank T. Nutze, special representative for the Eagle Radio Co., 16 Boyden Place, Newark, N. J., has in recent weeks been touring the country meeting many of his old friends in the



Frank T. Nutze

talking machine and electrical fields. Besides being one of the pioneer radio enthusiasts, Mr. Nutze can also be designated as a pioneer in the piano industry and an active figure in the talking machine field. Years ago he was asso-

ciated with the Florey Bros. Piano Co. and later was vice-president and sales manager of Stephenson, Inc., manufacturer of the Stephenson talking machine motor.

Besides visiting the trade, Mr. Nutze has covered most of the big radio exhibitions, where he has given public demonstrations of an Eagle receiver in action upside down. This, together with the programs received while the set was in this position, has made the Eagle exhibits one of the events of the radio shows.

A. J. Slap, General Manager National Airphone Corp.

Succeeds Samuel H. Silverman, Resigned—Pioneer in Radio Industry

Announcement was recently made by Sol J. Van Wezel, treasurer of the National Airphone Corp., New York, that Albert J. Slap has been appointed general manager of the company succeeding Samuel H. Silverman who resigned recently. Mr. Slap is a pioneer in the radio industry and is well known throughout the country, having been connected with the Amsco Products Co. and the Big Three Radio Corp.

Adler Exhibit Prominent at Colorado Radio Show

DENVER, COL., February 6.—One of the outstanding exhibits at the first annual Colorado Radio Show, held at the City Auditorium recently in conjunction with the Colorado Industrial exposition, was that of the Adler Mfg. Co., manufacturer of the Royal phonograph, Adler Royal neotrodyne, Royal combination unit, and the Adler Royal loud speaker. A complete display of the company's products was shown under the direction of the Royal Sales Co., distributor for Adler products in the Mountain States, which include Colorado, New Mexico, Utah and Wyoming.

Isham Jones and Ray Miller Orchestra Make a Record

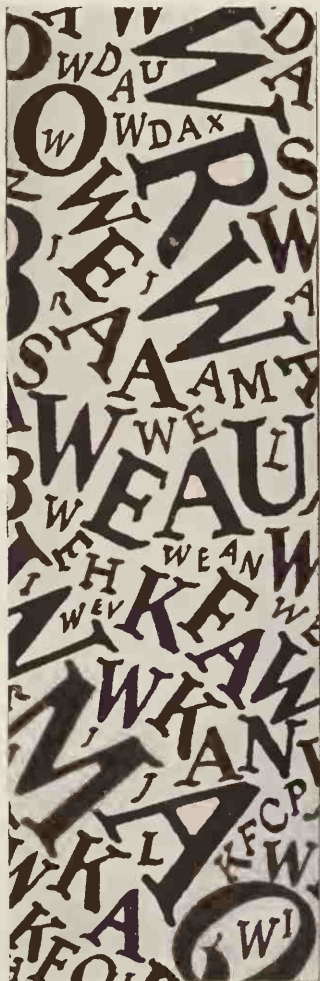
Brunswick Artists, With Isham Jones Acting as Guest Conductor of Ray Miller Orchestra, Make Record Together

The Brunswick-Balke-Collender Co. announced recently an innovation in dance recording, whereby Isham Jones, famous orchestra



Isham Jones

leader and exclusive Brunswick artist, recorded his latest compositions, "I'll See You In My Dreams" and "Why Couldn't It Be Poor Little Me," with the Ray Miller Orchestra, Mr. Jones appearing during the recording as the guest conductor. Isham Jones is recognized today as one of the country's foremost composers, and when he was ready to release his two newest hits for the Brunswick library he requested the Brunswick recording executives to arrange for Ray Miller's Orchestra, an exclusive Brunswick organization, to make the records. Mr. Miller asked Mr. Jones to act as guest conductor, and the records reflect the skill of these artists.



W E L C O M E

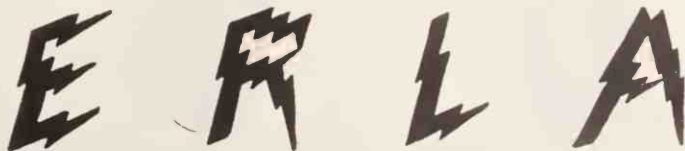
Stewart - Warner

The entry of Stewart - Warner into radio is a compliment to the radio industry and its possibilities.

We welcome such an example of success from another field of manufacture and merchandising. Inevitably, the radio industry will be quickened to higher activity and increased development.

We ourselves are selfish about it, because the new Stewart-Warner Custombuilt receivers incorporate Erla Audio Transformers, Erla Variable Condensers, Erla Rheostats and Erla Potentiometers.

ELECTRICAL RESEARCH LABORATORIES, *Chicago*



The men behind the ADLER-ROYAL



NATHAN P. BLOOM
Secretary
Louisville, Ky.



CYRUS L. ADLER
President
Louisville, Ky.



LAMBERT FRIEDL
Vice-Pres. and Gen. Man.
881 Broadway, New York City



S. W. LUKAS,
881 Broadway,
New York City



J. M. ERVIN,
4900 Euclid Ave.,
Cleveland, O.



W. L. SPRAGUE,
39 S. 8th St.,
Minneapolis, Minn.



W. I. BRUNNER,
881 Broadway,
New York City



R. HARRIS,
1015 Chestnut St.,
Philadelphia, Pa.



W. L. COHN,
1319 Young St.,
Dallas, Tex.



W. A. CARROLL,
802 Bramson Building,
Buffalo, N. Y.



M. MARKS,
2215 Pine St.,
St. Louis, Mo.



E. BLIMKE,
532 Republic Bldg.,
Chicago, Ill.



H. N. BUCKLEY,
Louisville, Ky.



RAY REILLY,
532 Republic Bldg.,
Chicago, Ill.



M. M. BLACKMAN,
17 E. 14th St.,
Kansas City, Mo.



S. E. LIND,
2765 W. Fort St.,
Detroit, Mich.



J. PHILLIPS,
313 California Building
Denver, Colo.



E. H. McCARTHY,
218 Tremont St.,
Boston, Mass.

FRANCHISE

THESE are the men whose connection with the Adler-Royal line and whose close cooperation with you makes the Adler-Royal franchise the most valuable development in phonograph and radio merchandising. These men are aggressive. Through their untiring efforts the Adler-Royal line had become an outstanding leader in the great phonograph and radio industry.

What does this Adler-Royal franchise mean to you? First of all it means the personal backing of these men who have already succeeded in the music field. Your success means their success. The Adler-Royal franchise protects you from irresponsible and unfair competition. From a single responsible manufacturer you receive a complete line of phonographs, radio sets, combination phonographs and radios and loud speakers. They are all merchandised under the Adler-Royal name—one that stands for fair play and successful merchandising. The Adler-Royal franchise is your bond of business success.

Your customers will be quick to appreciate what the Adler-Royal franchise means to them. In our advertising we say, "The dealer from whom you buy your phonograph and radio set is just as important as what you buy." Because you have the Adler-Royal franchise your customers will expect absolute fairness of treatment and highest quality in their instruments.

We are offering you a great opportunity to get in step with leaders in the phonograph and radio field. It's worth your while to learn the details about a franchise that considers your interests first. We know your success with Adler-Royal will make ours. Write us.

ADLER-ROYAL *Phonograph and Radio*

ADLER MANUFACTURING COMPANY, Inc.

General Sales Office:

Dept. G 2, 881 Broadway, New York City

Factories:

Louisville, Ky.



Royal Elizabethan—Model 50. Combination Royal Phonograph and Adler-Royal Neutrodyne. Cabinets in either walnut or mahogany.



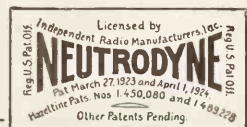
Floor Type No. 1 Elizabethan. This type is made in two models for either wet "A" batteries or for dry cells. Five tubes. Cabinets either walnut or mahogany. All batteries fit into cabinet, thus eliminating exposed batteries and battery wires.



Table Type No. 199. Used with dry cells instead of wet "A" batteries. All batteries concealed in cabinet. Five tubes (199). Cabinets either walnut or mahogany.



Adler-Royal Radio Speaker. Mahogany or duo-tone walnut.



Electrical Research Labs. Enter Phonograph Field

Makers of Eria Radio Parts Announce Line of Phonograph Panels

In the last issue of the Talking Machine World, the Electrical Research Laboratories, of Chicago, manufacturers and international distributors of radio apparatus, announced a sales and manufacturing program vitally affecting the music dealers of the country.

During the last few years the music trade has witnessed with a great deal of trepidation the invasion of their market by radio dealers, and unless the music dealer wished to establish a department that was in reality an unrelated business, he was forced to watch customers that he considered legitimately his turning to the door of his new rival.

Electrical Research Laboratories are making a strong bid for first place in the undeveloped music-store market by establishing a separate organization, to be known as the Pearson Division, whose efforts will be concentrated on the phonograph and musical field, and who will have a complete line of radio receivers specially designed and built for this trade.

The first announcement of these plans of the Electrical Research Laboratories was made under the name of "Angelus Division" but it has since been decided that the new organization shall be known as the Pearson Division, honoring Geo. A. Pearson, founder and president of the parent organization.

The Electrical Research Laboratories, pioneers in the radio industry, originators of one of the most popular circuits in use to-day, and manufacturers of a complete line of radio parts of accepted excellence, are fitted to an unusual degree to make this contact with the musical trade.

Of greatest interest to the music dealer is the announcement of a complete line of radio

panels for phonograph installation. These are complete receivers built on panels of the proper sizes to fit into console models of all popular phonographs, and are to be supplied in both four and five-tube sizes. All models are of most advanced design, and may be depended on for unusual range, volume, selectivity, and tone quality. Controls have been simplified as far as possible, and the entire receiver has been made as dependable and fool-proof as the average automobile.

The announcement of Pearson panels opens to the music dealer an unprecedented opportunity to turn the popular interest in radio to his own profit, and for the first time a plan is offered whereby the two businesses may be operated as one unit, each stimulating the other rather than opposing it.

When a family decides that it wants either a radio or a phonograph, but cannot have both, the music dealer has usually lost the sale to the radio store. The Pearson dealer can now offer both so attractively combined that the sale is practically assured from the start, and he has this field without competition.

Another and somewhat similar problem has arisen in the case of the family which already has a console phonograph, but has not yet bought a radio. Here the music dealer has a fertile field for profit that would otherwise be closed to him, and his advantage under the new plan will again be so great that he will feel no competition.

First of all, he is already familiar with the prospect through his contact during the sale of the phonograph. He knows who the prospects are and has an easy avenue of approach. Secondly, he can offer one of the best receivers on the market at a very tempting price. The price of a cabinet and of the loud speaker which must usually be purchased offer an excellent argument in favor of a receiver which can be installed in the phonograph cabinet and use the phonograph horn. Convenience and economy of space offer a third strong sales argument.

In addition to these special panels the Pearson Five-Tube receiver will also be furnished in a standard cabinet in two styles, selling at prices that compel the interest and attention of the prospect. A five-tube portable using dry-cell tubes and a folding loop aerial completes a quality line sold at a price eliminating competition.

Standard Radio Corp. Is Rapidly Coming to Front

Standardyne Radio Set Has Several Features Which Distinguish It From Other Receivers

One of the most rapidly growing manufacturing organizations in the field of radio is the Standard Radio Corp., of Worcester, Mass., organized a few months ago by Ben Fink, in association with Eugene Morse and Walter Rice, both prominently known in Worcester industrial life. This company has been responsible for the manufacture of one of the popular five-tube sets on the market—the Standardyne. The Standard Radio Corp., in turning out this set, which is of the tuned radio frequency variety, has perfected a re-acted circuit, which it states absolutely prevents the annoyance of oscillation.

Discussing the distinctive features of the Standardyne, Mr. Fink, president of the company, said: "We have merchandised our set on the basis of dependability and satisfaction, and our jobbers and dealers tell us that we have been successful in winning the confidence and esteem of discriminating music lovers. The great mass of radio fans are past the experimental stage, and have become critical seekers of the best medium for their entertainment via radio. They demand selectivity, distance, volume, lack of oscillation, and above all a reasonable price. Apparently they have turned to the Standardyne as embodying all these requirements."

Brandes Headsets Used in Recent Movie Release

Talking machine and radio dealers who handle the headphones manufactured by C. Brandes, Inc., New York, are being urged through the monthly organ of the company, the Brandes Broadcast, to tie up with the First National motion picture "The Lost World," when it appears in the theatres in their vicinity. Radio plays a big part in this picture and Brandes headsets are shown throughout the film. Dealers can secure photographs of the film artists using the headsets from the theatre manager for window display and the company will furnish publicity articles to those dealers who wish to have same inserted in their local papers.

Thos. A. Edison to Florida

Thomas A. Edison, the famous inventor, left on February 3 for a vacation in Florida. This trip is made in accordance with his annual custom, and this year he was accompanied by Mrs. Edison, as usual, and also by his son, Theodore Edison. He plans to spend several weeks in the balmy atmosphere of the Peninsula State, taking a well-deserved vacation.

Open a New Department

CANTON, O., February 10.—Lee T. Lewis and Earl C. Greenho, local furniture dealers, have opened a new retail store at North Canton, and among other departments have added talking machines. This department is located on the main floor of the store and will merchandise a well-known make machine temporarily, later taking on the local agency for a standard make talking machine. Records also will be carried by this progressive house. These two local business men have built a large business.

Better Discounts on the UDELL CONSOLOUD SPEAKER



Large enough for any receiving set; all batteries out of sight in rear; ample knee space.

A BEAUTIFUL Console Radio Cabinet with built-in loud speaker unit and horn—at a price that opens a big new market for your store. Possesses many novel features; eliminates the unsightly portable horn; priced for quick turn-over.

Volume sales and production enable us to modify our former sliding scale of discounts. Now we offer the Consoloud Speaker, without chance of confusion in any dealer's mind, at a straight 50% discount from the list.

Complete illustrated folder gladly mailed on request. Write for your copy today!

THE UDELL WORKS, Inc.

28th at Barnes Ave.,

Indianapolis, Ind.

50¢ **MR. JOBBER**

The Logical Price for the Popular Record

With the tremendous increase in the DEMAND for dance and popular vocal records has come the insistent DEMAND for lower prices. The life of these hits is comparatively short. The public shows less and less desire to spend 75c and 85c, or even 65c. There have been various attempts at price reductions; prices have dropped from 85c to as low as 35c.

The Happy Medium

The happy medium has proven to be the 50c price. Two records for \$1.00 seems about the price that the average person wants to pay. From the standpoint of the jobber and dealer, it is a logical price because it assures, first, turnover, and second, a substantial profit.

Lower Price Not Good Business

A retail price lower than 50c is not logical from the profit standpoint. It is not a good business proposition—it doesn't carry a sufficient margin—the amount of profit does not permit the jobber handling it and it does no more than cover expenses for the dealer.

Real Profits for the Jobber and Dealer

You, Mr. Jobber, can make a profit and render the kind of service that builds business on the EMERSON 50c RECORD. It is the representative leader and the pioneer in the field.

Organization with Millions behind the Emerson 50c Record

You, Mr. Jobber, are protected—you are assured of cooperation and you are assured of a record that is the equal of any, regardless of price. Behind the EMERSON 50c RECORD today is a concern of the highest financial rating of 50 years standing—the Scranton Button Works, of Scranton, Pa. Their investment alone in their two record plants, which are complete in every detail, is upward of \$1,000,000.

Emerson Records on the Market for 10 Years

Scranton Button Works are thoroughly experienced in record making. They have been manufacturing EMERSON RECORDS for more than 10 years.

Over 100,000,000 Have Been Manufactured and Sold to Date

You are not taking any chances when you handle the EMERSON 50c RECORD. You and your dealers are assured of a substantial profit, of the best quality records and "Hits when they are Hits."

There are a few franchises still open in exclusive territories. Write for particulars at once.

Dealers: Write us for your nearest distributor's address —you, too, will want to make the profits that are in these nationally known EMERSON RECORDS.

EMERSON RADIO & PHONOGRAPH CORPORATION

Sole Sales Agents for Emerson Records throughout the world

307-9 SIXTH AVENUE

NEW YORK CITY



Emerson
Records and
Phonographs

Comprehensive Catalogues

By NOTED ARTISTS

POPULAR SONGS
LATEST DANCES

COMEDY—NOVELTY—

RACE
HAWAIIAN
STANDARD
OPERATIC
SACRED
IRISH
RUSSIAN
ITALIAN
JEWISH
GERMAN
POLISH

All the big hits out when they are hits!

Over 100,000,000 Emerson Records have been sold. Everybody knows them—everybody wants them. The only nationally advertised standard record with an established and permanent retail price of

50c

When you handle Emerson Records you have back of you the famous Emerson selling cooperation and the greatest modern popular priced record catalogue, carrying both standard and popular numbers and a representative foreign catalogue in many languages by prominent artists.

New DeForest Product Introduced at Dinner

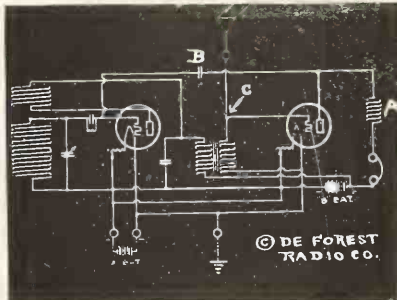
Anti-Radiation Device Makes Official Debut—
Roy A. Weagant Presided—DeForest Executives Present

The DeForest Radio Co. was the host at a very enjoyable dinner given last week at Browne's Chop House, New York, to introduce officially the DeForest anti-radiation device which has attracted wide attention in the radio industry. Roy A. Weagant, vice-president and chief engineer of the DeForest Radio Co., presided at the dinner, which was attended by a



DeForest Banquet at Which Anti-Radiation Device Made Bow

number of the DeForest executives, including Wm. H. Ingersoll, vice-president and sales director. The members of the press also attended the dinner and were greatly pleased with the distinctive features of this radiation device. The



device was demonstrated to excellent advantage and the accompanying illustration, together with the following description, will give some

idea of the technical features of this anti-radiation device.

The drawing herewith illustrates the necessary connections for attaching this device to an ordinary single circuit regenerative set having one stage of audio frequency amplification. It consists of:

A choke coil A in series with the telephones and plate circuit of the audio frequency amplifier 2.

A small condenser B, which connects the plate of the audio frequency tube to the grid of the regenerative tube.

The antenna connection, instead of going to the usual place for this type of circuit, is connected at point C to the grid of the audio frequency tube.

The balance of the circuit shown is the ordinary arrangement of this sort.

The operation is as follows:

Signal emf is impressed upon the grid of the audio frequency tube which then acts as a radio frequency amplifier, resulting in radio frequency variations in the plate current of the audio frequency tube. The insertion of the choke coil A results in the development of radio frequency potentials which are impressed on the grid of the regenerative tube through the small condenser B. Due to the fact that the condenser B is very small and the capacity between the grid and plate of the audio tube is very small when the regenerative tube oscillates, a negligible amount of radio frequency goes out of the antenna, with the result that no disturbance is produced on neighboring antennae. The overall result on the received signal is a material increase in selectivity and in general no loss of efficiency. When storage battery tubes are used, such as the DeForest DV-2, there is often an increase in efficiency. The function of the choke coil A being to develop an emf over a considerable range of wave length, it is desirable to make this of several sections having natural periods, say of 300 meters and 450 meters; the more sections that are used the more uniformly will the efficiency be held over the range of broadcasting wave-lengths.

From this diagram and description the manner in which this may be attached to any regenerative circuit will be readily apparent and it may be said that it will apply to any set which contains two or more tubes.

J. C. Hook Buys Control

BELOIT, Wis., February 6.—J. C. Hook has just purchased control of the business of the Hook Bros. Piano Co., of this city, and will personally manage the store in the future. The name has been changed to Hook's Music Store, and the concern will handle a more complete line of pianos, phonographs, etc.

Favorite Co. Starts an Educational Campaign

Carl Kronenberger, President, Says All Indications Point to Steadily Increasing Sales Volume of Talking Machines

Carl Kronenberger, president of the Favorite Mfg. Co., New York City, recently remarked to a representative of The World that the new year as far as talking machine parts and accessories are concerned has started off with a better sales volume than the first month of 1924. He gathers from this that there is a reawakened



Carl Kronenberger

interest in the talking machine and that the period of inactivity during the late Summer and Fall has passed. The sale of main springs, tone arms and other such parts is an indication that the talking machines in the homes are being put in order. Therefore, there is a resumption in record sales.

It is Mr. Kronenberger's idea that a campaign by retailers among talking machine owners with the idea of seeing that all talking machines that have been sold during the past decade are in good working order would prove advantageous to the trade and promote a more healthy situation in the record market. With this object in view the Favorite Mfg. Co. has inaugurated an educational campaign. If this idea were carried out on a national scale undoubtedly thousands of machines not in perfect order would be reported to the repair market.

Important Additions to Brunswick Sales Staff

Harry A. Beach, Eastern sales manager of the phonograph division of the Brunswick-Balke-Collender Co., New York, announced recently several additions to the New York sales organization, carrying out his plans for a particularly aggressive and intensive sales campaign for the coming year. The new members of the Brunswick staff include E. C. Leonard and Walter D. Smith, both of whom have enjoyed retail and wholesale experience. Mr. Leonard was formerly identified with the sales staff of the Pooley Co. and Mr. Smith was previously associated with the Mathushew Co.

R. W. Porter in Mid-West

R. W. Porter, sales manager of the R. E. Thompson Mfg. Co., Jersey City, N. J., has been visiting the trade for the past two weeks throughout the Middle West territory. Mr. Porter made his headquarters in Chicago and has arranged plans for the furtherance of his firm's products in the territory visited on a wider scale than ever before. The Thompson products, including the "Concert Grand" receiving set and Thompson loud speaker, have been quite popular throughout the Middle West.

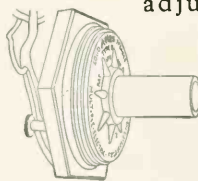


Atlas

TRADE MARK

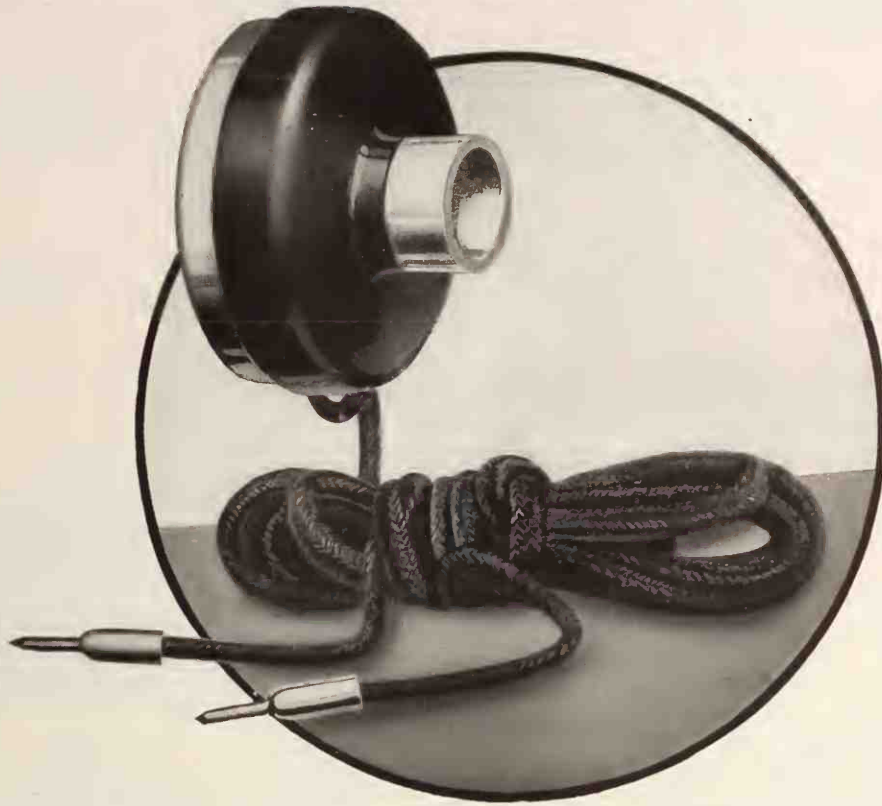
RADIO REPRODUCTION speaker

The ATLAS Unit with adjustment and compound diaphragm—the heart of the ATLAS Speaker. "It gives the best that's in your set."



ATLAS Products are guaranteed

MULTIPLE ELECTRIC PRODUCTS CO., Inc.
365 Ogden St., Newark, N. J.
(Dept. W.)
New York Philadelphia
Boston Baltimore Detroit
Pittsburgh Chicago
St. Louis San Francisco
Marconi Wireless Telegraph Co.
of Canada, Ltd.
Sole Canadian Distributors



Made of rigid metal heavily nickel-plated. Fits standard phonographs. Retail list, \$7.50. Packed in cartons of twelve, each unit in gold embossed leatherette box.

That Same N & K Clearness in a Phonograph Unit

MANY radio set owners do not want to pay the price of a good speaker. And they don't consider cheap speakers worth having.

Many of these owners are among your customers. You can please them, and at the same time make excellent profit for yourself, by selling them N & K Imported Phonograph Attachments.

For this N & K Phone Unit is unique. Attach it to the Victrola or any other good phonograph and it reproduces with a clear, mellow tone, such as few speakers—except the N & K Imported Loudspeaker—have. It gives the equivalent of a speaker of very highest quality. Can be attached instantly to Victrola or other standard phonograph without screws or special attachment devices. Neatly finished. Six-foot cord.

If you are not already carrying the N & K Imported Phonograph Attachment let us send you address of nearest N & K distributor.



N & K Imported Loudspeaker

Unique in the speaker field. New in appearance, in principle and in the wonderful mellow clearness of its tone. Artistic in appearance. Handsome finishes, harmonizing with artistic homes. 1 1/2 inches high. Retail list, \$27.50. Packed in threes, each speaker in handsome display carton.



N & K Imported Phones

Famous for their clear, mellow tone. Unusually comfortable to wear. Generous length of cord. Big popular seller. Retail list, \$8.50. In display cartons of ten.


TRADE MARK REG. U. S. PAT. OFF.
Imported
PHONOGRAPH
UNIT

Combination Talking Machine-Radio Outfits Prove Winners in Salt Lake City

Popularity of Radio in Music Stores Is the Outstanding Feature of the Trade—Bright Industrial Outlook Has Favorable Effect on Business in All Lines—News of the Month

SALT LAKE CITY, UTAH, February 3.—Brunswick Radiolas and combinations put on the market by the Victor, Columbia and other companies are selling much better than straight phonographs. Charles R. Pyke, of the John Elliot Clark Co., Victor distributor, said there was a big demand for the fixing of radio equipment on machines already in use. All of the leading companies featuring straight radio are selling a lot of it in addition to the combinations. Radio, in short, is leading everything in the music stores at this time. One reason for so many citizens tuning in is the weekly sermon which is being broadcast by the Mormon or Latter-day Saints Church.

The industrial situation is good. All of the essential industries of the State are in excellent shape and the outlook is regarded as very good.

The Consolidated Music Co. has been attracting big crowds during the past few weeks by the broadcasting of band or orchestra concerts from its window on South Main street.

R. B. Quay, for 30 years a musical merchandise salesman of this city, is dead at the age of 71. He had been with the Utah Music Co. for the past 15 years.

Miss Geneve Swayze, well known in music trade circles as a clerk, especially in connection with the sale of phonographs, is now with the Utah Music Co.

The Daynes-Beebe Music Co. is consolidating its radio and phonograph departments and this will mean some remodeling in order to place the enlarged department all on the main floor. G. Todd Taylor will be in charge.

R. W. McMurray, an experienced musical in-

strument man from Canada, has been made manager of the local store of the Glen Bros.-Roberts Piano Co.

Phil Heilbut, of the phonograph department of the Bates Stores, Provo, has been installed as commander of the American Legion.

Warner Stone, who operated a music house on West Second South until a year or more ago, has opened a music store on East Center street, Provo.

The Columbia Music & Jewelry Co. of Provo, is in the hands of a receiver.

The Beesley Music Co. is making some physical changes in its store following the fire which damaged the building on Christmas Day. For one thing, the window will be made larger.

de Gogorza and Chemet in Next Victor Broadcast

The artists scheduled to appear at the fourth Victor radio concert are Emilio de Gogorza, Spanish baritone, Renee Chemet, French violinist, and the Victor Salon Orchestra under the direction of Nathaniel Shilkret. The concert will be broadcast from Station WEAFF and will be relayed through WJAR, Providence, R. I.; WEEL, Boston; WFI, Philadelphia; WCAE, Pittsburgh; WCAP, Washington; WDBH, Worcester, Mass.; and WGR, Buffalo.

The selections to be broadcast include "Japanese Sunset" "The World is Waiting for the Sunrise" and "Marcheta," played by the Victor Salon Orchestra; "Drink to Me Only With Thine Eyes," an aria from "Faust," "Invictus," "Blue Bells of Scotland" and "La Paloma," sung by Emilio de Gogorza, and Mozart's "Rondo," "Sonata in G Minor," Tartini, "Adoration," Borowski, and "By the Waters of Minnetonka," played by Mme. Chemet.

Stromberg-Carlson Markets New Four Tube Panel Set

ROCHESTER, N. Y., February 9.—The Stromberg-Carlson Telephone Mfg. Co., of this city, manufacturer of Stromberg-Carlson neurodyne products, has just placed on the market a four tube neurodyne panel for Victrolas. This panel, which is dry cell operated, will retail at \$95, and Victor jobbers and dealers are evincing keen interest in its distinctive qualities. The company will also have ready for the market very shortly a loud speaker attachment, based on the popular unit used in the Stromberg-Carlson loud speaker.

Dynamotive Assets Sold

By order of the District Court of the United States for the Southern District of New York, Chas. Shongood, U. S. auctioneer, sold by auction on Tuesday February 3 the assets of the Dynamotive Corp., bankrupt. These assets were primarily of a tangible nature such as Dynergy sets in stock, sets in process, parts, tools, machinery, office equipment, etc. Intangible assets such as the license agreement to manufacture were not disposed of. The goods were sold in single lots to individual bidders, of whom there were a considerable number.

Edison Records by D. Herman

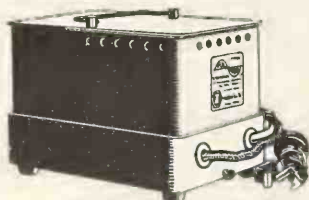
Among the releases by new artists included in the February Edison list are two records by Dave Herman and his orchestra. This popular dance organization plays at the Cinderella Ballroom in New York. The first recordings include, on one record, "Prince of Wails" and "Nancy," and on the other, "Hot-Hot-Hottentot," and "Somebody Like You."

Fire recently destroyed stock to the value of \$4,000 at the talking machine and radio store of Milo G. McMillan, Reno, Nevada, temporarily halting business.

BUILT EXPRESSLY FOR RADIO USE

At Last!

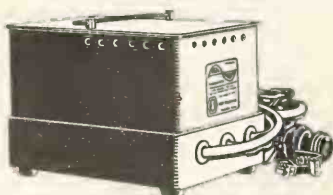
the FUL-WAVE—a Battery Charger Built for RADIO USE



Model "A"

For radio "A" batteries. A. C. line, 110-120 volts, 40 to 60 cycle. Battery "A"—6 volts, 6-8 amperes.

Price \$18



Model "A-B"

For Radio "A" and "B" batteries. A. C. line, 110-120 volts, 40 to 60 cycle. Battery "A"—6 volts, 3-4 amperes. Battery "B"—100 volts, 1/10 ampere.

Price \$22

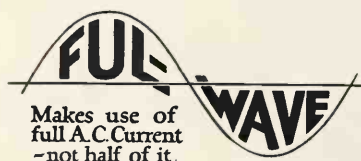
At last a charger built for radio use—at last the Ful-Wave, quiet in operation, faithful in performance, simple, dependable. New only in the sense that it is now being offered to the public; for years of exacting test have proven its superior qualities.

You can choose between two models. Each is outstandingly superior to other radio battery chargers now in use.

- because they are sealed at the factory and require no adjustments or maintenance.
- because they operate without a bulb—no water or chemicals to add.
- because Model "A" charges "A" batteries almost twice as fast as other chargers.
- because with Model "A-B" you can charge "A" and "B" storage batteries at the same time.
- because Ful-Wave Battery Chargers cannot blow fuses.
- because they are backed by the manufacturer's full guarantee.

Liberty Electric Corporation
of New York

342 Madison Avenue



Makes use of
full A.C. Current
—not half of it.

Music Trade Distributors

SILAS E. PEARSALL COMPANY
10 East 39th Street New York

New Models—New Prices

National

Phonographs for 1925



No. 210. "William and Mary" Period Mahogany two-tone finish. Height, 34 inches; width, 35½ inches; depth, 21 inches.



No. 202. "Queen Anne" Period Mahogany two-tone finish. Height, 34 inches; width, 35 inches; depth, 20½ inches.



No. 550. "Adam" Period Mahogany two-tone finish. Height, 34 inches; width, 35 inches; depth, 20½ inches.

We are pleased to announce, early in the year, the new line of National Phonographs.

Concentrating on three models, we are able to offer the best value that the market affords.

The reduced prices are the result of carefully planning factory costs. The quality still remains.

Every model is equipped for the installation of a radio panel.

These three models will make 1925 a big phonograph year for you.

*Write today for full
information*

NATIONAL PHONOGRAPH CO.

3 West 29th St.

New York

Factories: Canton, Pa.

"When the One You Love, Loves You"

The New Waltz Ballad So Successfully Sung by
MORTON DOWNEY
With **PAUL WHITEMAN and his Orchestra**
Written by Paul Whiteman
 Cliff Friend & Abel Baer



"SOUTHERN ROSE"

The International Fox Trot Hit published by arrangement with **WEST'S Ltd. London**
 Melody by **BILLY MAYERL**
 Lyric by **DOROTHY TERRISS**

"How I Love That Girl!"

Gus Kahn and Ted Fiorito's Newest Comedy Song—
 A Great Fox Trot Melody And A Lyric With The Smartest Lines of the Year.

"You can't go wrong with any FEIST song"

Zenith Executives and Dealers at Chicago Meeting

Sales Meeting and Banquet Sponsored by Music Trade Radio Corp. Well Attended

The accompanying illustration is indicative of the good will that exists among Zenith jobbers and their dealer clientele. Throughout the



Zenith Executives and Dealers at Chicago Banquet

country there have been held during recent months Zenith banquets and trade gatherings at which the jobbers and dealers have become acquainted with each other from a personal standpoint as well as a business one. The gathering shown in the photograph is a banquet

and sales meeting sponsored by the Music Trade Radio Corp., 328 North Michigan avenue, Chicago, one of the most successful and progressive Zenith jobbers in the country. Zenith dealers throughout the territory handled by this jobber, as well as the engineering force of the Zenith Corp. and the Zenith executives, attended the dinner. Among the latter in attendance were Eugene F. McDonald, Jr., president; S. I. Marks, treasurer; N. A. Fegen, sales manager;

H. H. Roemer, sales promotion manager, and others. These trade dinners are being enthusiastically received by Zenith dealers everywhere, and are proving an important factor in the phenomenal success of the Zenith Radio Corp.

Important Brunswick Dealer Accounts Closed

Eastern Phonograph Division of Brunswick Co. Reports Many Dealers Have Added Line

During the past few months the Eastern phonograph division of the Brunswick-Balke-Collender Co., which is under the direction of H. A. Beach, has been achieving phenomenal success in the consummation of important dealer accounts. The tremendous popularity of the Brunswick-Radiola, coupled with the ever-increasing demand for Brunswick records, has made a powerful appeal to many prominent phonograph dealers. Among the recent accounts closed in New York territory are the following: The Aeolian Co. at the following locations: 11 Flatbush avenue, Brooklyn, N. Y.; 367 East 149th street, New York City; 270 Fordham road, New York City; 29 West Forty-second street, New York City; Music Lover's Shop, Bank Building, Windsor Locks,



Harry A. Beach

Conn.; Charles Emdee, 350 Main street, Catskill, N. Y.; Bain Bros. & Friedlberg, 59 Second avenue, and Vim Electric Co., 66 Cortlandt street, of New York City.

The Philadelphia branch closed in the past two months the following new accounts: People's Music House, 109 South Third street, Easton, Pa.; Riggins, Gaskill & Hunt, 101 East Commerce street, Bridgeton, N. J.; J. C. Cake, West Creek, N. J.; Jacob, Inc., 1501 Germantown avenue, Philadelphia, Pa.; Stern & Co., 712 Market street, Philadelphia, Pa.; M. E. Blatt Co., Atlantic and South Carolina avenue, Atlantic City, N. J.; Strawbridge & Clothier, Ninth and Market streets, Philadelphia, Pa., and Rickett's Jewelry Store, Center street, Ashland, Pa.

The Baltimore branch established the following new accounts: Foy, Inc., 811 Seventeenth street, Washington, D. C.; Radio Sales Studio, Inc., 1506 Connecticut avenue, Washington, D. C., and Kranz-Smith Piano Co., Charles and Fayette streets, Baltimore, Md.

BOSCH NOBATTRY

THE Bosch Nobattry is a device which enables anyone to obtain from an electric light socket perfect and ample plate voltage for radio vacuum tubes. It takes the place of all "B" batteries and is decidedly more efficient, reliable, convenient and economical.

Do not confuse the Bosch Nobattry with other "B" battery eliminators. It uses no tubes, and is radically different in design and construction. It is the perfect "eliminator" which conservative radio users and dealers have been waiting for.

DEALERS

Here's a radio device you can sell with absolute confidence. It is of the same high quality as all Bosch electrical units, and is backed by the famous Bosch guarantee of "satisfaction or your money back."



Don't delay—the demand is already enormous. Live dealers who place their orders immediately will get a big share of the profits.

Wire today for sales proposition and discounts. State whether you are a dealer or jobber, and give references, to aid in quick allocation of territories.

Type BAN—For alternating current...\$49.50
 Type BDN—For direct current..... 30.00

American Bosch Magneto Corp., Springfield, Mass.

Help Us Help You

Mr. Victor Dealer

The Radio Industry was born almost overnight. It is here to stay—and is now being tempered by time and experience. Constant research and increasing competition among manufacturers, distributors and dealers, calls for constructive policies to insure the building of permanent good will.

After careful research and much preparation, during which time we have been training our organization in the art of radio, we have entered the Radio Industry as wholesale distributors.

It will be our policy to make our well-known slogan "Blackman and Dependability—One Suggests the Other," as applicable to radio as we believe it has been to our Victor service. As far as radio development will make possible, we will handle only products of the dependable type.

We will announce direct to our Victor dealers our present radio products.

Help Us Help You, Mr. Victor Dealer, by writing us a letter in which you set forth your experience with the radio products you have handled and suggest what we, as a wholesale distributor of radio products, can do to help you.

The time has arrived, we believe, for the most dependable manufacturers, wholesalers and retail dealers to make business connections and help stabilize the Radio Industry.

Radio can be profitably combined with your Victor business. You can use it to help sell Victrolas and records.

Our organization is now equipped to help Victor dealers in the proper combination of Victor and Radio, so, Help Us Help You, Mr. Victor Dealer, by giving us your views as to what will constitute a product and a sales policy which will build permanent good will for all concerned.

J. NEWCOMB BLACKMAN.



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

Indications in Akron-Canton Territory Presage Improvement in the Demand

Music Dealers to Be Represented at Forthcoming Radio Show—Earle Co. Opens Attractive New Store—Spence Music Co. Completes Plans for Expansion—L. D. Newman Resigns—The News

AKRON-CANTON, O., February 7.—Unusual quiet prevails in retail music store circles in the Akron-Canton district, the trade having experienced an exceptionally dull period since the holidays, and it seems there is no chance for a pick-up before early March, even though industrial conditions are much improved in comparison to those of six months ago. Dealers are hopeful that March 1 will see a revival of the talking machine merchandising. New models are on hand and there is every reason to believe that 1925 will return them a good profit. Prices have been firm and collections considerably improved, particularly in the past three months.

One interesting angle of the trade is the continued activity in radio sales. Dealers in this

section have all added radio, even the most skeptical of them.

Albert E. Kolfleich, one of the most popular talking machine and piano salesmen in the Akron district, has joined the sales staff of the Grand Piano Co., Akron. He has already assumed his duties, it is announced.

Will Hold Radio Show

Music dealers of Akron will be well represented at the coming radio exhibit to be held February 21 to 28 at Central Garage by Akron radio dealers. A committee headed by Robert Bron, of the Goodrich Radio Sales Co., will be in charge of the show, which will be the first to be held in Akron. Broadcasting and reception apparatus and a varied line of radio exhib-

its will make up the exhibit. Leaders in the radio industry, including the Radio Corp. of America, will contribute to the display. Engineers of the Willard Storage Battery Co., Cleveland, will be here in advance of the show to rig up the broadcasting station.

Earle Co. Opens New Store

The Earle Furniture Co., New Philadelphia, O., has opened its newly remodeled and enlarged store and among enlarged departments is the talking machine section, now located on a balcony in the rear. This store merchandises the Brunswick line. The record department also is located in that part of the new store. G. M. Earle is proprietor of the establishment.

Spence Music Co. to Expand

Plans have been completed for enlarging the store of the Spence Music Co., at 21 North Fourth Street, Zanesville. This concern recently acquired a lease on a large storeroom in the rear of the main building, which it will convert into a part of its store. Alterations to the building will be started within the near future, it is said. The entire new addition will be utilized for the sales department, according to E. O. Callander, manager.

J. H. Johnson & Sons Co. in New Home

J. H. Johnson & Sons Co., well-known Alliance, O., Victor dealer, will move soon to its new three story and basement building on East Main street, soon to be completed. In the new building the pianos and talking machine departments will be separate and will be operated independently of each other. Considerably more floor space will then be devoted to pianos and talking machines as well as musical merchandise.

Newman Resigns From Dales Co.

L. D. Newman, for four years credit manager of the George S. Dales Co., well-known Victor and Brunswick representative, Akron, has resigned and accepted a similar position with a large Cleveland house, it was announced this week. No successor has been named.

Louis Sterling Expected Here

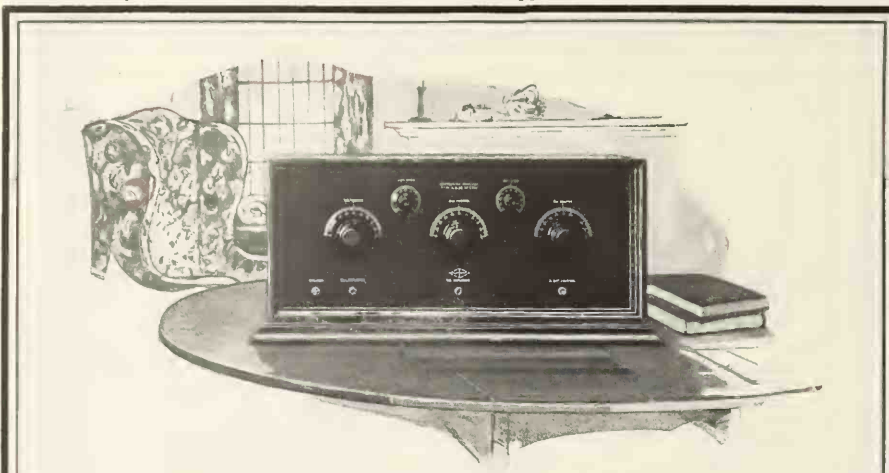
W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., New York, was advised a few days ago by Louis Sterling, managing director of the Columbia Graphophone Co., Ltd., London, England, that he was planning to sail for America the early part of February on the Steamer "Olympic." Mr. Sterling is one of the most prominent executives in the phonograph industry, being recognized both here and abroad as a foremost figure in the industry's most important activities.

Frank Steers Visits New York

Frank Steers, president of the Magnavox Co., Oakland, Cal., manufacturer of Magnavox radio products and one of the best-known executives in the radio and phonograph industries, spent several weeks in New York recently, making his headquarters at the company's New York offices. Mr. Steers made a careful study of conditions in the East and before returning to the Coast stated that the Magnavox Co. would soon have important announcements to make relative to its merchandising plans for the coming year.

Stromberg-Carlson for Nurmi

BOSTON, MASS., February 5.—Paavo Nurmi, world-famous runner, who has broken all previous records during his stay in this country, is now the owner of a Stromberg-Carlson neutrodyne receiver. This set was presented to Mr. Nurmi by the Boston A. A., and he is planning to take it back with him to Finland. Incidentally, the famous runner was permitted to make a selection of any radio set he desired, and he chose a Stromberg-Carlson receiver for his personal use.



Murdock Neutrodyne *without loudspeaker* retails for \$92.50



Same set with built-in loudspeaker complete for \$100.00
With adjustable loudspeaker unit, \$110.00

DEALERS: You can offer this well-known set WITHOUT the built-in loudspeaker for only \$92.50—a saving of \$7.50 on the cost of the set with the loudspeaker built-in.

This offer is made so that people who already have a loudspeaker will not have to buy another. Any make of loudspeaker can be attached to this set.

This Murdock Five Tube Neutrodyne is a set of outstanding value. It is encased in a handsome mahogany-finished cabinet with room inside the cabinet for your "B" batteries. Batteries and tubes are the only accessories needed.

Every "Murdock" set is backed by our 20 years of successful experience in making radio apparatus.

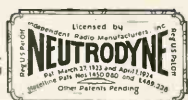
WM. J. MURDOCK COMPANY
Dept. C 2, Washington Ave., Chelsea, Mass.

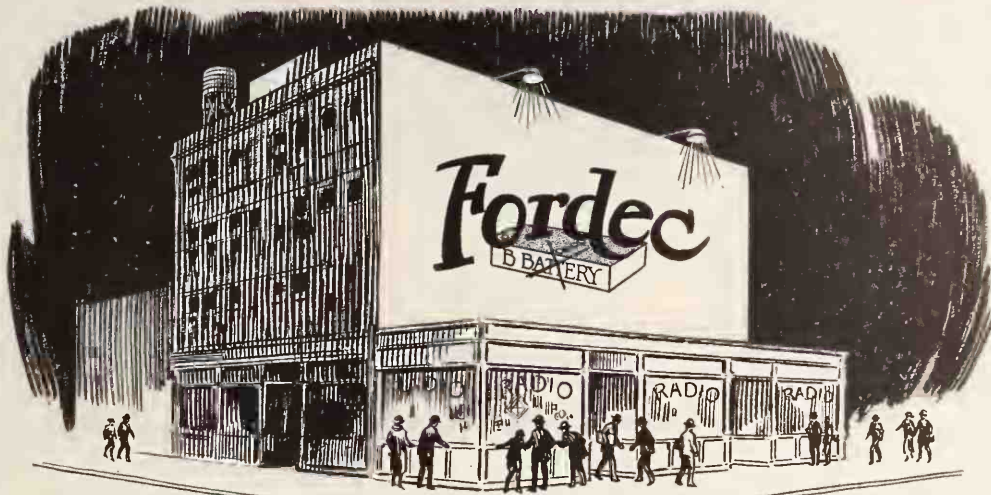
Branch Offices:

NEW YORK WASHINGTON CHICAGO
LOS ANGELES SAN FRANCISCO SEATTLE

MURDOCK RADIO PRODUCTS

Standard since 1904





Fordec Sales Are Worth While

FORDEC sales are worth while—a large unit of sale—a profitable transaction—well worth your selling ability to suggest to the customer who heretofore has bought his "B" Battery service in piecemeal replacements. You can recommend the FORDEC with the positive assurance that it has features which make it the outstanding leader in the eliminator field. It is a "B" Battery eliminator that *eliminates the A. C. hum*. Not only on the loud locals that would drown out the hum anyway, but on weak, distant stations, too. FORDEC is not just a "B" Battery substitute. It's actually an *improvement* on "B" Batteries. A FORDEC buyer will recommend FORDEC to his friends because FORDEC performance is positive. It is the only "B" Battery eliminator with all these essential features:—

Affords complete, stepless control of both detector and amplifier voltage.

Rectifies both sides of the A. C. Cycle, and so is free from distortion and hum on local and distant stations.

Supplies sufficient plate voltage for any receiving set. Plate voltage 90 or more. Output, 75 milliamperes. Will operate any set up to one using eight 201A tubes.

Costs less than a quarter of a cent per day to operate.

Built according to Underwriters specifications.

Requires no special tubes. Uses standard 5 volt, $\frac{1}{4}$ ampere receiving tubes, and **USES THE REJECTS**—the tubes that light but do not oscillate. This provides a ready market for the tubes on which the dealer has trouble in getting replacements. Tubes last indefinitely—FORDEC does not overload them.

Average tube life 1,000 to 1,500 hours.

JOBBERS—DEALERS—You don't have to service FORDEC. There's nothing to get out of order. FORDEC demonstrates perfectly, sells easily, and stays sold. Get in on the profits NOW. Write or wire the office nearest you.

Foreign & Domestic Electrical Commodities, Inc.

Eastern Office
629-635 West 23rd St.
New York, N. Y.

Western Office
11502 Madison Ave.
Cleveland, Ohio

Fordec 38.50

for 60 Cycle, 110 Volt A.C. only

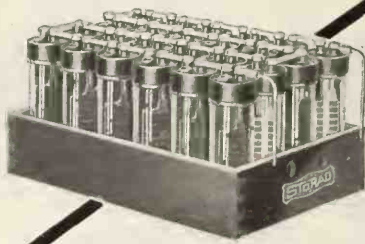


Kiwanians Hear Brunswick Radiola in Operation

H. Royer Smith, Prominent Philadelphia Dealer, Arranges for Demonstration of Combination Instruments at Kiwanis Meeting

PHILADELPHIA, PA., February 9.—Through the courtesy of H. Royer Smith, prominent phonograph dealer and popular member of the Philadelphia Kiwanis Club who lately signed as a Brunswick dealer in that territory, the Brunswick Radiola was the feature of the monthly luncheon of the Kiwanis Club held at the Bellevue-Stratford on February third.

By arrangement with Mr. Smith three Brunswick Radiolas, models No. 60, No. 160, and No. 360, were placed about the room and after the opening ceremonies Mr. Noah Swayne, president of the Club, called the meeting to order and announced that promptly at 12:50 Lewis James Howell, a Welsh singer of some renown and a well-known figure in the Kiwanis Club, would broadcast a special program over Station



Made in two sizes:
No. 4524—4½ amp. hr., 24 volts.
No. 4548—4½ amp. hr., 48 volts.

Complete information and prices on request.

STORAD BATTERIES

The Battery the Modern Receiving Set Requires

Storads are built by experienced engineers who know storage batteries as well as radio power requirements, and are designed to stand up under the severe service requirements of multi-tube sets. Your customers will appreciate the advice which you give them when you tell them to buy Storads. Keep Storads in stock and make these sales yourself.

The Cleveland Engineering Laboratories Co.

2110 Superior Viaduct N. W.

Cleveland, Ohio

WOO (Wanamaker's, Philadelphia) and asked that the same attention be accorded the recep-

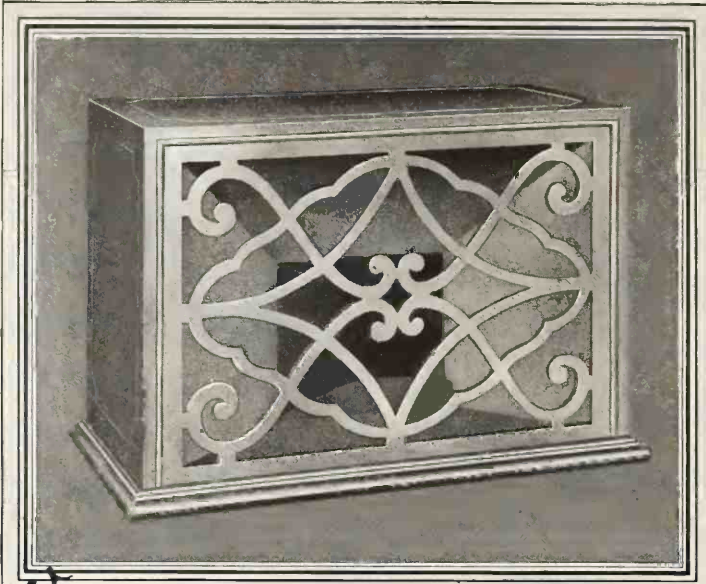
tion of Mr. Howell's songs on the Brunswick Radiola as would were he actually present in the room. Sharp on the minute at 12:50 after order had been called for by President Swayne the three Brunswick Radiolas, which had previously been set to receive this program, were tuned in and the announcement that Mr. Howell of the Kiwanis Club would render two solos came in over the air with as clear diction as if the announcement had been made from the speaker's table. After the second number, the Kiwanis Club song, Mr. Howell asked that all the members join with him in the chorus.

Immediately upon the completion of the song there burst forth a round of applause that lasted for several minutes. This interesting performance was followed by an exceedingly effective and interesting speech by J. I. Barnard, of the Radio Corporation of America, dealing with the three phases of radio—marine, inter-oceanic and, last but not least, broadcasting. In the twenty minutes allotted to Mr. Barnard it was conceded by everyone present that he acquitted himself splendidly and his tribute to the Brunswick Radiola was exceptionally fine.

At the speaker's table, in addition to President Swayne and Mr. Barnard, were Royer Smith, of Philadelphia; H. A. Beach and H. Emerson Yorke, of the New York Brunswick office; E. B. Shiddell, Mr. Williams, Mr. Graham and Mr. Hotine, of the Brunswick Philadelphia branch.

Promptly at the close of the luncheon it was noticeable that all lines of traffic led directly to the three Brunswick Radiolas and each of these instruments became the center of an admiring group of Kiwanis Club members and their guests.

Harry Richman, the popular radio artist, who is well known through his broadcasting over station WHN, will soon be heard on popular priced talking machine records. The April releases of the Banner and Regal records contain his two latest songs, "Will You Remember Me" and "California Poppy." These records will appear in advanced lists.



New the Manhattan Cabinet Speaker

—a new idea! Not just a horn in a fancy box

A NEW principle is the basis for the design of the Manhattan Cabinet Speaker. The entire instrument is of wooden construction. The sound-expansion chamber in place of being a horn of thin vibrating wood or metal is hollowed out of a solid block of seasoned wood. This firm construction precludes the rattle of loose members or the introduction of unnecessary vibrations.

The bell of the horn is fastened to this base of wood and left free or "floating", to vibrate with the rounded "woody" tones made possible by this unique construction.

The sound expansion chamber is unusually long. This results in the

amplification of the lower tones in a manner most unusual in a cabinet speaker. Strength of volume coupled with the method in which the tones are diffused makes the Manhattan Cabinet Speaker easy to demonstrate even against the largest of the horn type speakers.

The Reproducer is the justly famous Manhattan Unit. The popular "Concert Modulator" adjustment assures best results under all operating conditions.

The outside case of the Manhattan Cabinet Speaker is of selected west coast mahogany with the much sought after "antique" finish.

This graceful and dignified cabinet will harmonize with the cabinets of the better grade sets and makes a fine companion piece to sell with them.

Those of your customers who own or will buy better sets will want the Manhattan Cabinet Speaker. Be ready to show, demonstrate,—and sell it. The retail price is thirty dollars. Information from your jobber.



NEW YORK CHICAGO ST. LOUIS SAN FRANCISCO

MAKERS OF THE FAMOUS RED SEAL BATTERIES

E B Y
BINDING POSTS

Twenty-five
Different
Engraved Tops




They Don't
Lose
Their Heads

LOOP

H. H. EBY MFG. CO.
Philadelphia

GND

The Powerful



GAROD
NEUTRODYNE

Made by **The GAROD CORP.**
220 Pacific St. Newark, N. J.

IN THE MUSICAL MERCHANDISE FIELD

Harmonica Lessons Via the Air Arouse National Interest Among Radio Fans

The Hohner Harmonica Hour, Broadcast Weekly From Station WEAF, New York, Including Concerts, Talks and Lessons, Creating Enthusiasm Among People in All Walks of Life

The Hohner publicity and advertising campaign, which has been under way for many months and which is undoubtedly one of the most ambitious and effective drives ever attempted in the music field, has reached new heights through the series of Hohner Harmonica Hours broadcast each Thursday from radio station WEAF. This publicity has reached millions of people and in a brief period the harmonica has assumed a new position and has become widely known and appreciated as a real musical instrument. The Hohner Harmonica Hours cap the climax by emphasizing this fact to the millions of radio fans in all parts of the country, and these programs have now become the most important element in the Hohner publicity campaign. The harmonica concerts, talks and lessons are making a deep impression on radio "listeners-in," as attested by the thousands of messages received at the headquarters of M. Hohner, Inc., manufacturer of Hohner harmonicas, and at the radio station. To each of those sending in such a message is sent a Hohner harmonica instruction booklet, establishing an important contact which is of incalculable benefit to retailers. If the cards received are any indication of the interest in the harmonica, the sales field for these small instruments is indeed wide in scope, including boys and girls, young men and young women and the conservative "old folks." Every walk of life is represented—business men and women, those in the profession, etc. Also many letters have been received from manufacturers and other business men who are seeking information as to the best methods of organizing harmonica bands among their employes. The letters bear the postmarks of every State in the Union. They have been mailed from the large cities and the small, isolated hamlets and from lonely farms.

The prime mover in this extraordinary campaign is William J. Haussler, general manager of M. Hohner, Inc., who conceived the idea of Hohner Harmonica Hours and tried it out, more as an experiment than for any other reason. Not the least of its interesting features is the always interesting evening talk by Mr. Haussler, who emphasizes the status of the harmonica musically, and also pays tribute to the various harmonica bands whose programs are

broadcast and in which he is so keenly interested and with which he has achieved such a great success.

And there is another phase to this drive which is now having an important influence on sales of not only harmonicas but other musical instruments as well—it is instilling a love for music in the hearts of thousands of youngsters and awakening the dormant desire in others. Through his indefatigable efforts Mr. Haussler



Harmonica Lesson Via Radio

is probably doing more than any other individual in the development of music appreciation.

"I have the conviction that the harmonica is a solo instrument and should be universally played as such, so I conceived the idea of broadcasting instruction which would educate people to proper methods of playing this musical instrument," said Mr. Haussler in discussing the radio phase of Hohner publicity. "We are now conveying this message to hundreds of thousands everywhere, for it is calculated that between 750,000 and 1,000,000 persons listen in every Thursday evening. Decidedly have we succeeded in driving home the point that the harmonica is a real musical instrument, particu-

larly the Chromonica, which is the model that makes possible the rendition of classical music by permitting the playing of sharps and flats.

"The success of our first few lessons is attested to by the fact that we have received well over ten thousand responses from every State in the Union with requests for instruction books. There is no doubt that a great portion of this number have already become players of the Hohner harmonica, and that Hohner dealers have made several thousand sales as a result of the broadcasting. One letter even came from a man 84 years old, who stated that he desired to take up harmonica playing and wanted instruction.

"There are many reasons why this radio campaign has been successful. Listening to music every night the radio fan becomes desirous of playing an instrument. Then here we come with a direct inducement to start to play. Many of the country's leading educators have given hearty endorsement to our plan of making harmonica playing universal, and this has helped. They contend that it affords an ideal musical foundation and inculcates an appreciation of good music."

Landau Boys' Band

HAZLETON, PA., February 7.—The first rehearsal of the newly-organized Landau Boys' Band, sponsored by Landau's Music Store, of this city, was held recently in the Y. M. C. A., and was well attended. Arrangements have been completed to hold future rehearsals every Monday evening. Prof. Oswald, who is directing the band, met a number of the boys and their parents recently at the Landau store for the purpose of helping them select new instruments from the stock.

Platt Enlarges Department

LOS ANGELES, CAL., February 4.—The Platt Music Co. has found it necessary to enlarge its Holton band instrument and saxophone department. Ralph Kenney, manager of the department, has ingeniously found the way to accomplish it and by a rearrangement of demonstration and salerooms this is being carried out by a large staff of carpenters and plasterers at the present time.

Ben Selvin and His Orchestra recently reopened Woodmanston Inn, Westchester, N. Y. This orchestra is one of the most popular in the metropolitan area.

Ace Brigode and His Fourteen Virginians

At Monte Carlo Cafe, Broadway

Another fine dance band whose records are sold from one end of the country to the other and whose records are played with an entire set of



Band Instruments and Saxophones

is the Ace Brigode organization. The record dealer who has Ace Brigode disks, or Paul Whiteman disks, or Bennie Krueger's or any one of the nearly 100 orchestras that play Buescher instruments exclusively, has only to put on a disk and show just what fine instruments Buescher instruments are. The wise record dealer stocks Buescher instruments, finding them the easiest selling allied line for the record shop. Buescher advertising matter centers largely on record artists. Let us give you information concerning the window displays, etc., we furnish that are especially appropriate for the record shop.

BUESCHER BAND INSTRUMENT COMPANY
G-93 Buescher Block Elkhart, Indiana



Hear Their Thirty Buescher Instruments in Okeh Records

Saxophone Section

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 177)

HOHNER Harmonicas and Accordions

THE WORLD'S BEST



Every customer that comes into your store is a prospective purchaser of the Hohner harmonica. A revolving display stand on your counter will sell them for you.

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

Interest Youngsters in Buescher Band Instruments

Knight-Campbell Tie Up With Appearance of Raymond Baird, "Little Sousa," by Inviting Children to Theatre—Secure Mailing List

DENVER, COL., February 4.—The Knight-Campbell Music Co. recently undertook a clever bit of exploitation work on behalf of Buescher band instruments. Complimentary tickets were given to some 1,500 boys and girls to attend a motion picture show, at which Raymond Baird, the eight-year-old musical wonder, known as "Little Sousa," was giving performances. In addition to the regular picture show, a film showing every step in the manufacture of a Buescher saxophone was shown.

The appearance of Master Baird was the crowning treat. This youngster has been studying music since he was four years old, and has appeared in all the large cities of the United States and Canada. He was made a member of the National Music Merchants' Association at the Chicago convention two years ago. In addition to playing several numbers on the saxophone he gave a short talk on "Better Music." He urged the children to start studying music early, pointing out that the sooner one

starts the sooner he can play for his own enjoyment and others, entertainment.

At the conclusion of the performance cards were passed out to which a coupon was attached, for the children to write their names and addresses if they would be interested in receiving a booklet giving the story of the Buescher saxophone. Many new names were thus added to the Knight-Campbell mailing list.

Children's Orchestra Formed

DES MOINES, IA., February 7.—A band and orchestra composed of children under fourteen years of age is in the process of formation here. The moving spirit in the enterprise is David Snow, prominent local attorney and musician. The limit on the age is made as Mr. Snow wishes to make the orchestra a training school of musicians rather than a finished aggregation of performers. Local music dealers and teachers will participate in the organization of the orchestra.

The La Java Orchestra, one of the leading musical organizations of Washington, D. C. was recently completely equipped with Conn instruments by the Homer L. Kitt Co., local representative for C. G. Conn, Ltd.

Conn Kansas City Co. Sells Complete Set of Saxophones

One of First Sales at New Store Is to Nighthawks, Leading Dance Orchestra of Southwest—Should Prove Strong Sales Argument

KANSAS CITY, Mo., February 7. — One of the very first sales completed by F. D. Streep, manager of the new Conn Kansas City Co., was the equipping of the famous dance orchestra, the Nighthawks, with \$1400 worth of Conn saxophones. The sale came about in this wise:

The orchestra kindly consented to play at the opening ceremonies of the new establishment. On the afternoon of opening day they investigated and tried out the various instruments in the show cases. A day or so later they decided to purchase a complete set of Conn saxophones in the virtuoso finish.

As the Nighthawks is the leading orchestra in this section, the sale has a special significance in that it will undoubtedly have a strong influence on other orchestras and professional musicians to purchase Conn instruments.

High School Students Given Drum Demonstration

CHICAGO, ILL., February 6.—The students of the Carl Schurz High School were recently entertained by a demonstration of the proper methods of drumming, given by representatives of Ludwig & Ludwig, drum manufacturers. Frank Fancher, champion drummer, was featured in solos in the long roll and in the drum duet with Eddie Griffin and the drum traps with Griffin and Andrew V. Scott, of Ludwig & Ludwig.

William Ludwig, president of Ludwig & Ludwig, gave a short address to the students, reviewing the history of drumming, explaining that the Chinese were probably the first to drum, about 3,000 years B. C. He traced the progress of the art throughout the ages and said that it was not until 1860 that drumming was reduced to a system. James Mason, director of the Schurz orchestra, said that the demonstration would have the effect of neutralizing the improper drumming that is prevalent to-day.

With Sherman, Clay & Co.

PORTLAND, ORE., February 8.—William Billings, formerly banjoist with Vic Meyers' Orchestra, has joined the small goods department of the local Sherman, Clay & Co. store and will act as assistant to W. A. McDonnell, manager of this department. Mr. Billings is well known through his musical activities.

"Drumming Up" A Business



No business is self-sustaining—it requires the earnest effort of push and pull with a mixture of sound sense and the sincere endeavor to render good service to make any business profitable.

Ludwig Drums and Accessories lend themselves so admirably to this combination that they are the leader in the field and the chosen favorite of thousands of prosperous dealers.

Write us today for the necessary information regarding Ludwig Drums and their profit making possibilities.

Ludwig & Ludwig

World's Largest Drum Manufacturers

1611 No. Lincoln Street

Chicago, Ill.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 178)

**Vega Co. Manufactures
Special Banjo for Artist**

Most Expensive Model Ever Made by Company
Shipped to Brent Hayes, Who Designed It

Boston, Mass., February 6. — The Vega Co., manufacturer of musical instruments, recently shipped one of the most beautiful banjos ever manufactured by it. The special banjo was made from an order drawn up and designed by Brent Hayes, a banjost of international reputation, who has been a Vega player and booster for fifteen years. He had certain ideas of his own concerning construction and carrying power which are embodied in this special instrument.

The instrument has special flanges, special curly maple, a distinctive and individual resonator, and, being finished in gold, has a general appearance of luxury. It is the highest priced instrument ever made by the company, being more expensive than the Vegaphone models. This model will be made by the company for any other artist who orders it. It gives good resonance without injuring the carrying power.

Fred J. Bacon Broadcasts

Fred J. Bacon, president of the Bacon Banjo Co., Inc., Groton, Conn., broadcast for two periods of fifteen minutes each on Wednesday, February 11, from the newspaper offices of the Brooklyn Daily Eagle. Mr. Bacon's broadcasting from the leading stations in many large cities throughout the country is responsible for a large demand having been built up for tenor banjos, and dealers are cashing in on his performances.

New Display Cabinet Popular

CHICAGO, February 7.—H. O. Gable, manager of the music string department of Armour & Co., reports that the new display cabinet designed by the company for Armour music strings has met with great popularity among music dealers. The cabinet is a handsome display fixture for the dealer's store which not only preserves the strings but also presents them to the customers in a most convenient way.

SPECIAL Combination Offer

Make
100%
Profit



This \$25
Cabinet FREE

This Beautiful Cabinet is 22½ inches high, 25¾ inches wide, and 12 inches deep; in mahogany piano finish. Has 12 glass tubes.

Armour's Music Strings

You will make 100% by taking advantage of this Special Combination Offer of the most complete and varied assortment of straight length high-grade gut and wound strings ever assembled in a case. It is a fine money-making ornament that will bring the better class of musical trade to your store.

Assortment costs you..... \$51.75

Assortment retails at..... 103.50

Your Profit 100% — You Get This Cabinet FREE

Send Today for Complete Details

ARMOUR AND COMPANY Write Section W. 2 Music String Dept. CHICAGO

9058

**Uses Theft of Saxophones
as Basis for Advertisement**

Salter's Music Shop, Wilmington, Del., Declares Instruments Are So Popular Public Cannot Wait Until Store Doors Are Open

WILMINGTON, DEL., February 8.—Salter's Music Shop, 913 Orange street, this city, is evidently one of those concerns which find the silver lining under every cloud and profit thereby. A thief recently smashed the show window of the Salter store and decamped with two saxophones valued at over \$250. After notifying the police, Mr. Salter inserted an advertisement in the display column of the paper offering a \$25 reward for information leading to the con-

viction of the party or parties who stole the saxophones. The advertisement read in part: "Note—Our instruments must be unusually popular when folks who want them can't wait until the store is opened for business!"

**Saxophone Player Also
Member of Conn Sales Force**

Leo Dryer, Well-known Saxophonist, Proves Ability as Salesman by Developing Sales Among Musicians in Orchestras

The opportunity of capitalizing their knowledge of musical instruments is grasped by few musicians, yet those who possess any selling ability can utilize this knowledge to advantage.

Leo Dryer, saxophonist with Arthur Lange's Orchestra, is a musician of great ability and is also a salesman with a fine record. While in Chicago, playing with Del Lampe's Trianon Orchestra, Mr. Dryer was a selling agent for the Conn Chicago Co., and upon coming East he became a member of the selling staff of the Conn New York Co. The commissions from sales made by Mr. Dryer are in keeping with his salary as an orchestra member. He not only finds prospects among his fellow musicians, but also from the diners and dancers in the cabarets and night clubs at which he plays.

**Outlook for 1925 in New
England Territory Good**

Boston, Mass., February 9.—The outlook for this year in the New England territory is highly satisfactory, according to Claude D. Pierce, manager of the Conn Boston Co., who expresses optimism over conditions. Mr. Pierce based his expectations on the reports of dealers from the textile and mill cities in this territory. Dealers are basing their judgments on the clearing industrial conditions, which were depressing during the past year. In several of these cities the mills have resumed operations on full schedule and the worker can look forward to better times with the resultant pick-up in business. This, of course, means easier money and increased buying of luxuries and musical instruments of all kinds.

BRUNO

THE OLDEST AND
LARGEST MUSICAL
MERCHANDISE HOUSE
IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

C. BRUNO & SON, INC.
351-53 FOURTH AVE. NEW YORK CITY

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 179)

New York Musical Merchandise Dealers Planning Contest to Obtain a Slogan

Committee Headed by William J. Haussler Working Out Scheme for Slogan Which Will Appropriately Express the Contribution of Music to Both Happiness and Culture

Announcement has just been made by George C. Bundy, president of the Associated Musical Instrument Dealers of New York, of a contest, proposed by that body, for the purpose of establishing the most appropriate slogan for musical instruments as a factor for contributing to the happiness and cultural influence of any community. The slogan contest will be conducted by the New York association which has already selected a committee, headed by William J. Haussler, one of its most active members, to work out the details.

Mr. Haussler is already working hard to make the slogan contest one of trade-wide importance. According to present plans dealers throughout the country will be asked to urge their customers to participate in the contest by submitting ideas through the local music stores. By attracting the interest of the public in this manner it is believed that the cause of music will be greatly benefited. Substantial prizes, to be announced later, will be offered by the association for the best slogans, and the contest

will be open to every member of the trade.

The slogan contest committee from the Associated Musical Instrument Dealers of New York includes the following well-known members of the trade in addition to Mr. Haussler, the chairman: H. Simpson, of Simpson & Frey; Arthur Vaubel, New York Band Instrument Co.; E. E. Strong, Fred Gretsch Mfg. Co., and Carl Cameron, of H. & A. Selmer, Inc. These men are devoting much of their time and energy to completing arrangements for the nationwide exploitation of the contest. The slogan contest is one of the most ambitious undertakings to be sponsored by the Associated Musical Instrument Dealers of New York, and represents fairly the progressive spirit and push behind this newly formed body. The contest will supply a long-felt want in providing a suitable slogan for the part the musical instrument plays in giving mankind its musical recreation and enjoyment. The adopted phrase is certain to serve as a stimulus to every conceiver in the musical instrument field.

Armour & Co. Make Much Progress During the Year

Numerous New Agencies for Musical Instrument Strings Made by Big Chicago House Established During the Past Twelve Months

CHICAGO, ILL., February 9.—Much progress has been made by Armour & Co. in their musical instrument string department during the past year, according to H. O. Gable, manager of this department, who reports that a large number of new agencies for the various Armour gut strings have been established with music dealers during the past twelve months.

Dealers seem to appreciate the fact that the Armour plant offers tremendous facilities for a source of supply of fresh gut, according to Mr. Gable, a factor which plays a great part in bringing out the proper tonal qualities as well as durability in the opinion of musical authorities. The ability to get gut strings of guar-

anteed freshness rather than those made of pickled and salted gut is given as the reason actuating many dealers in stocking the Armour strings.

Another factor to which Mr. Gable attributes the progress made by the Armour strings with music dealers throughout the country is the new sales-stimulating display case for strings which Armour & Co. are now supplying their dealers as a sales aid. This compact and serviceable case acts as a good advertising medium and enables the dealer to serve his trade more conveniently. A number of dealers have written in enthusiastically praising the Armour string display case.

P. W. Adami has joined the sales staff of the wholesale musical merchandise division of Lyon & Healy of Chicago, Ill., and will travel in the State of Michigan. Mr. Adami was formerly connected with the Columbia Phonograph Co. and Thos. A. Edison, Inc., and is well known to the trade.

VEGA

Thirty-five years' experience making high quality Banjos with exclusive patented features is back of Vega Banjos to-day. That is why they attain the greatest sales volume.



Direct Dealer Service

THE VEGA CO.

155—W Columbus Ave.

Boston, Mass.

BANJOS

Vega Banjos have a wide price range, selling at established retail prices from \$34.00 to \$375.00. There is a style and price to suit the amateur, professional and artist.

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.

Association Now Chamber of Commerce Member

National Association of Musical Instruments and Accessories Manufacturers Elected at Mid-year Chamber Meeting

The mid-year meeting of the directors of the Music Industries Chamber of Commerce was held at the Hotel Blackstone, Chicago, the last week in January. As usual the chief topic of discussion was the arrangements for the coming National convention. Harry D. Schoenwald was appointed chairman of the official committee on convention arrangements. The National Association of Musical Instrument and Accessories Manufacturers was elected to divisional membership in the Chamber. The president of this Association is J. R. Stewart, of the Harmony Music Co., Chicago.

The vacancy on the board of directors of the Chamber, caused by the resignation of Ralph L. Freeman, former vice-president of the Victor Talking Machine Co., was filled by the election of C. G. Child, a director of the Victor Co. for many years and well known in musical circles.

Hohner Harmonicas Furnish Music for Sailors' Dance

Four Hohner harmonicas and one banjo served as the orchestral instruments at a dance given by the members of the crew of the U. S. S. Scorpion at Constantinople. It seems that the ship had made a wearing cruise and to break the monotony one sailor suggested an old-fashioned dance. The suggestion was not taken seriously at first but it was finally carried out. Four harmonica players in the crew practiced for two days getting orchestral effects, and the music which resulted was really surprising. One man was clever in getting a "tremolo" on his Hohner, which gave it the "vibrato" effect of a violin. Another was able to give a good imitation of a trombone, using his voice in conjunction with the Hohner.

One of the officers, in commenting on the value of music to the men in the service, said that no instrument is so fitted to meet the requirements of the navy men as the Hohner harmonica, being so easy to play and having a wealth of tone in addition to standing the exposure and buffeting to which naval service subjects an instrument.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 180)

National Ass'n of Musical Instrument Mfrs. to Meet

New National Organization to Gather at Hotel Statler, Cleveland, on March 2 and 3 to Discuss Important Topics

The National Association of Musical Instrument and Accessories Manufacturers will meet at the Hotel Statler, Cleveland, on March 2 and 3, to discuss matters of vital interest to the members of the Association. This organization is the newest national association, having been formed at the convention at the Waldorf-Astoria last June. It is separate from the other associations in the small goods trade, the National Musical Merchandise Association and the National Association of Band Instrument Manufacturers, and fills a long-felt want, an organization to be active on behalf of the makers of stringed and fretted instruments, percussion instruments, etc.

F. E. Larson, secretary of the association and an official of Ludwig & Ludwig, Inc., Chicago, expects a full attendance of Western manufacturers, and William L. Lange, New York, has been appointed to secure a good representation of the Eastern trade.

The meeting will be in the nature of a get-together and will give the various members an opportunity to become better acquainted and to exchange views on matters of importance to all. One of the important questions to be discussed will be the matter of ways and means for the advancement of music in the home through the use of musical merchandise.

The trade membership of the association includes: The Harmony Co., Chicago; Ludwig & Ludwig, Inc., Chicago; Walter M. Gotsch Co., Chicago; Lifton Mfg. Co., New York; The Felsberg Co., Newark; Oscar Schmidt, Inc., Jersey City; H. A. Weymann & Son, Inc., Philadelphia; The Vega Co., Boston; William L.

Lange, New York; C. F. Martin & Co., Nazareth, Pa.; Waverly Musical Products Co., New York; A. D. Grover & Son, Inc., New York; Standard Musical String Mfg. Co., New York; Regal Musical Instrument Co., Chicago; Paragon Case Co., Chicago; Lyon & Healy, Inc., Chicago; Leedy Mfg. Co., Indianapolis; Globe Musical Instrument Co., Chicago. Most of these are expected to be present.

Buescher Sales for 1924 Reach Gross of \$3,350,000

Steady Yearly Advance Maintained—Past Year Best in History—F. A. Buescher Sets Quota for 1925 at \$4,000,000.

ELKHART, IND., February 7.—The gross sales of the Buescher Band Instrument Co. during the year 1924 reached a total of \$3,500,000, according to figures given out by F. A. Buescher, vice-president and general manager of the company. This is a high level for the company and maintains the steady advance year after year, and has led Mr. Buescher to place this year's goal at \$4,000,000. As an indication of the remarkable growth of the business it is interesting to note that in 1916 the total sales were \$350,000.

In appreciation of the part which employees played in building this business, a bonus of \$14,000 was voted them by the stockholders. The granting of a bonus has come to be a regular occurrence and in the last five years sums totaling \$70,000 have been awarded, the bonus based on the length of service. This plan helps to strengthen the morale of the workmen.

In commenting on the future Mr. Buescher states that all indications point to a continual increase during 1925. This is not only the opinion of the manufacturers but is also shared by Buescher dealers throughout the country. Another healthy indication which drew comment from Mr. Buescher was the fact that the demand has come to include all horns rather than a top-heavy saxophone demand. Not that the demand for saxophones has decreased but the popularity of the other instruments has increased.

One of the chief reasons for the popularity of band instruments, states Mr. Buescher, is the price, which has increased but little since 1915 despite the increased cost of labor and materials. The volume of business and scale of production have been the factors which have allowed of prices being kept down.

Home From Mid-West Trip in Interest of Bacon Banjos

GROTON, CONN., February 7.—David L. Day, secretary of the Bacon Banjo Co., recently returned from an extensive and very successful trip through the Middle West in the interest of Bacon line of banjos and other stringed instruments. An idea of the steadily growing business being done by this firm is to be found in a report of the auditors on closing the books for 1924 wherein it was disclosed that the sales volume for that year exceeded 1923 by 30 per cent.

C. W. Nelson in Europe

BOSTON, MASS., February 7.—Carl W. Nelson, president of the Vega Co., manufacturer of musical instruments, accompanied by Mrs. Nelson, left recently for a month's holiday trip to the Caribbean Sea. Banjo business at the Vega plant has improved greatly, with the demand from foreign countries continuing brisk. The same can be said of the brass instrument department, which is experiencing an unusually brisk demand.

Do You Get Your Share of the Profit in Band Instruments?



OR are you buying various lines only on demand and on a low margin? If you want a small goods department that pays well investigate our proposition to dealers. We offer full dealer protection and satisfactory margin on the finest line of Brass Instruments in America, nationally advertised and featured by extensive direct-mail campaigns. Ample territory given to dealers who are willing to sell. Write for our proposition.



THE H. N. WHITE CO.
5215-60 Superior Ave., Cleveland, O.

H. N. White Co. Issues Handy Catalog of Kings

New King "Saxello" Specially Featured in Volume—Entire Line of Company Listed

CLEVELAND, O., February 7.—The advertising department of the H. N. White Co., manufacturer of King saxophones and band instruments, is a busy place these days. A forceful advertising campaign is being carried on in behalf of dealers who handle the King line and a number of useful pieces of advertising literature have been published and distributed to dealers to aid in creating sales of instruments.

In addition to the large handsome catalog published by the H. N. White Co. about a year ago and which received such favorable comment in the trade, an abridged edition of this catalog has been issued in the form of a handy pocket catalog of King band instruments. This little booklet is a good fit for the pocket, containing thirty-six pages, each of which measures six inches by three inches. It has an attractive colored cover showing a cartoon of a king playing a saxophone.

Among the instruments featured is the new King "Saxello," a soprano saxophone in a new shape. The construction features are such that the player looks straight ahead while playing, while the instrument hangs in a natural position for fingering and the bell is shaped to allow playing without fogging the low notes. The improved model "Saxello" has a detachable stand which makes it more convenient for "doubling."

The catalog lists the complete line of King saxophones and there are pages devoted to showing their mechanical and acoustic construction. Then there are the King trumpets and cornets, followed by pages showing the construction of King brass instruments. Other instruments shown are several models of trombones, upright and circular alts, euphoniums, baritones, basses and sousaphones.

Weymann Sales Growing

"Well ahead of last year," is the description given by H. W. Weymann to the big volume of business in musical merchandise this company is now doing. H. A. Weymann & Son, Inc., besides being distributor of Buescher saxophones and band instruments and other well known makes of musical merchandise, is the manufacturer of the Weymann Orchestra banjo and the Keystone State line of stringed instruments. During the past year the Weymann Co. occupied its new large factory providing additional facilities.



Multi-Model Drum
\$32.50



Utility Drum
\$27.50

A Few
Sure Fire Hits
For The Dealer



Boy Wonder Drum
\$6.00

SEND FOR CAT. M
ITS AN OPPORTUNITY



Leedy
MFG. CO.
INDIANAPOLIS
INDIANA

Junior Outfit
\$20.00



Jazz-O-Box
Drum
\$15.00



BACON BANJOS

Played by Leading Musicians
and Orchestras

Sold by
Representative Music Merchants

BACON BANJO CO., Inc.

GROTON, CONN.

Many New Radio Jobbers Add Kennedy Radio Line

A. A. Fair, Assistant Sales Manager of Colin B. Kennedy Co., East on Business—Called on Trade in Leading Cities in New York

A. A. Fair, assistant sales manager of the Colin B. Kennedy Co., St. Louis, Mo., manufacturer of Kennedy receiving sets, was a visitor to New York recently, spending several weeks here in connection with important Kennedy activities. Mr. Fair is not only well known in the radio trade, but is one of the



A. A. Fair

veterans of the talking machine industry, having been identified with prominent phonograph companies for many years prior to joining the Kennedy organization.

Before reaching New York Mr. Fair called upon the radio trade in the leading cities of New York State, and in a chat with *The World* stated that the Colin B. Kennedy Co. had closed arrangements with the following jobbers to distribute the Kennedy product: Radio Stores, Buffalo, N. Y., with a staff of five exclusive radio salesmen, who will feature the Kennedy line aggressively; Ingersoll, Erskine & Healy, Rochester, N. Y.; Albany Hardware & Iron Co., Albany, N. Y., and the H. A. McRae Co., Troy, N. Y. Mr. Fair also stated that the Baltimore Gas Light Co., Baltimore, Md., had been appointed a distributor of Kennedy sets. Mr. Fair commented optimistically upon general business conditions in the East, stating that the various Kennedy jobbers are appointing progressive and wide-awake representatives in the most important trade centers.

National Phonograph Co. Announces New Models

The National Phonograph Co., New York City and Boston, manufacturer of the National line of phonographs, has announced the new models for 1925. In the new line concentration has been made on three console models each of which has been constructed for the ready installation of a radio panel. Three periods are represented in the line, William and Mary, Queen Anne and Adam. Coincident with the presentation of the new models, announcement was made of reduced prices. L. Halpern, general sales manager of the company, described this price reduction as effected through a rearrangement of factory production costs and emphatically stated that the National quality was in no whit lessened.

Telemotive Corp. Moves

The Telemotive Radio Corp., distributor in New York, New Jersey and Connecticut, for the Apex super-five radio receiver, the Amplion loud speaker, Perfectone speaker and headphones, Eureka "B" batteries and other well-known radio apparatus, recently moved to 552 Seventh avenue, New York City. The move to larger quarters was necessitated by the increasing business.

F. W. Schnierring Made Sonora Ad. Manager

Ideally Qualified to Fill Important New Post—Widely Experienced

The Sonora Phonograph Co., Inc., New York, announced on February 2 the appointment of F. W. Schnierring as advertising manager of the company. Mr. Schnierring has already assumed his new duties and is working in close co-operation with Sonora jobbers and dealers throughout the country. He is ideally qualified to fill the important post of Sonora advertising manager, for his advertising and publicity training has included agency work, the direction of important advertising accounts and retail experience. He was formerly advertising manager of the Dairymen's League Co-operative Association, one of the most successful co-operative organizations in the country. As advertising manager of this organization, Mr. Schnierring directed an expenditure of more than \$1,500,000 and was in close touch with all factors of the association's activities. He is planning an aggressive and intensive form of service for Sonora jobbers and dealers, so far as publicity is concerned, and among his duties will be the editing of the *Sonora Bell*, one of the phonograph industry's most successful house organs.

Brilliantone Steel Needle Co., Reports Good January

From the records of the Brilliantone Steel Needle Co., New York City, sole selling agent of Bagshaw needles, made by the W. H. Bagshaw Co., Lowell, Mass., it would seem that 1925 is going to be a big needle year. The first month witnessed decided buying activity and totaled in volume ahead of January, 1924. The entire staff of the Brilliantone Steel Needle Co. is actively at work. Harry W. Acton, general manager of the company, returned recently from a trip to the factory of the W. H. Bagshaw Co. and stopped at Boston on his way home to call upon the trade in that city.

Louis J. Unger, sales manager of the company, is away on a trip through the Southern territory and Sidney Risser, in charge of the metropolitan territory and points as far south as Washington, D. C., is proving that there is big business in the territory which he covers.

Peerless Album Co. Is Marketing a New Album

The Peerless Album Co., New York City, manufacturer of Peerless talking machine record albums and other allied products, and distributor of the "Pictorial" records for children, has just forwarded to the trade samples of a new album which should encourage further group record sales. The Peerless Co. was one of the pioneers in advancing the group record sales plan through record albums.

Its latest achievement in this direction is an artist album which is made to enclose a series of ten and twelve inch records. Heretofore albums have all been confined to individual ten inch or twelve inch products and combining the two in a graceful way has always been difficult. These obstacles have been surmounted by the Peerless organization and the new ten and twelve inch album is the answer.

An up-to-date music store was recently opened on Park Square, Marietta, Ga., by Fred Burton. A complete line of talking machines, radio and small goods is being carried and Mr. Burton is planning to intensively push sales of his line.

Seminole Syncopators to Make Okeh Records

Arrangements Closed by General Phonograph Corp. for Series of Records

The General Phonograph Corp., recently closed arrangements whereby the Seminole Syncopators, a well-known Southern dance organization, will make a series of Okeh records. This organization is a regular attraction at the famous "81" Theatre on Decatur street, Atlan-



Seminole Syncopators

ta, Ga., and in addition has a large following among dance devotees. Their music is considered "different" by dance enthusiasts, and the organization is capable of playing the classics as well as the most intricate forms of the latest blues.

Emerson Corp. Adding to Distribution Activities

Talking Machine and Radio Manufacturer and Jobber Plans to Extend Activities—Represents Casswell-Runyon Co.

The Emerson Radio & Phonograph Corp., New York, announces that, in addition to manufacturing its own receiving sets and cabinets



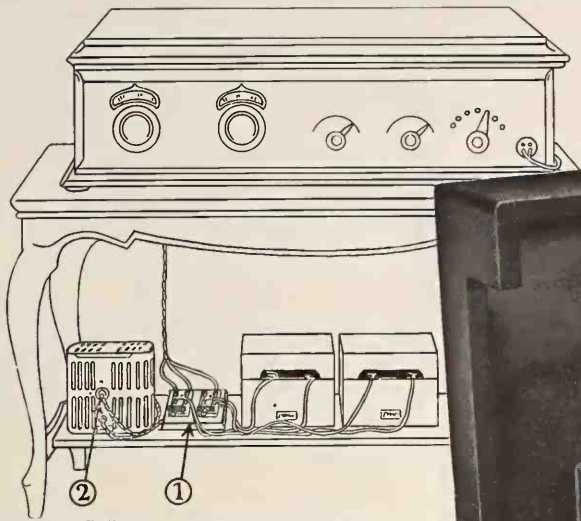
Emerson Radio Cabinet

for talking machines and radio in single sets and combination, it will greatly add to its distribution activities. At the present time the company is distributor for the Federal Tel. & Tel. Co., the Amrad neudrodyne sets and other standard sets and accessories.

It was recently appointed sole Eastern distributor for the Casswell-Runyon Co., of Huntington, Ind., one of the largest and best-known furniture manufacturing organizations in the United States. This firm is manufacturing some high-quality radio cabinets of various designs and sizes, in all of which can be installed popular makes of radio sets.

The sales in the entire Eastern district of the country will be handled by the Emerson Co., including New York, New England, Pennsylvania, Delaware, Maryland, Virginia, West Virginia and District of Columbia.

The executives of the Emerson Co. are pioneer members of the talking machine industry. They are closely associated with both the large and small trade outlets. They have had large experience in merchandising products on a wide scale and their plans for the coming season are most elaborate.



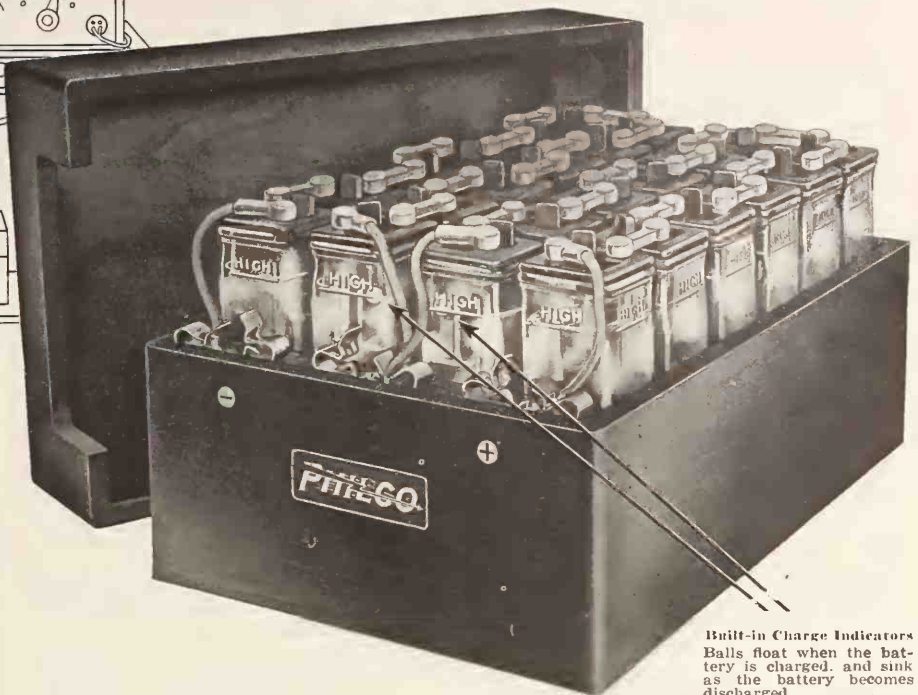
Philco "B" Batteries on Charge

To connect the batteries to the receiving set, throw over switches on Charging Panel (1) and pull out plug (2) from the built-in receptacle of the Philco charger. Philco "A" Batteries are operated just as conveniently.

Philco Single Charger for all "B" batteries and UD14 "A" batteries. Noiseless. Consumer Price\$9.75

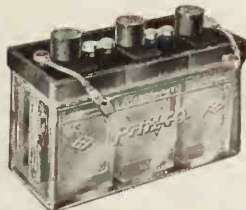
Philco Double Charger for all "B" batteries and UD86 "A" batteries. Noiseless. Consumer Price\$15
"B" Charging Panel, factory wired and ready for use. Consumer Price.....\$2.75

Philco Type DX "B" Battery with deluxe mahogany-finished case, with cover (48 volts). Consumer Price \$20
Type DXO, without cover (48 volts). Consumer Price \$16.50



Philco Rechargeable "B" Battery

Built-in Charge Indicators Balls float when the battery is charged, and sink as the battery becomes discharged.



Philco Pressed-Glass Case "A" Batteries

Spray-proof. Stay dry and clean always. Built-in Charge Indicators.

Type UD86 for storage battery tubes. Consumer Price....\$16

Type UD14, a "dry-cell replacement" which insures better results from dry cell tubes. Occupies less space than three dry cells and may be installed permanently in the radio cabinet. Consumer Price\$8



Philco Mahoganyized-Case "A" Batteries

Two types—RAR and RW—for 6-volt tubes. Both in beautiful Adam-brown mahogany-finish cases harmonizing with your radio cabinet. Consumer Price\$14.50 up

Philco Charge Tester—permanently mounted in filler cap—avoids fussing with hydrometer. \$1.00 extra.

Why Philco Radio Batteries are so easily sold

Philco quality and Philco national advertising have created a strong consumer demand for Philco Radio Batteries in all parts of the United States.

Philco Batteries—both "A" and "B"—have big advantages that make storage battery operation easy, convenient and economical.

They are assembled in attractive, acid-tight, spill-proof pressed-glass cases—or in wood cases finished in beautiful Adam-brown mahogany.

They have exclusive Charge Indicators that tell at a glance how far the battery is charged or discharged.

And with the Philco NOISELESS Charger—with its built-in receptacle and sockets—you can recharge right in the

living room without changing a single wire.

Philco Batteries deliver strong, non-rippling current *without hum, roar, or buzz*—the absolute essential for clear and distant radio reception.

Equally important—Philco Batteries are DRYN A M I C—shipped to you CHARGED but absolutely DRY. No charging equipment is needed. Any dealer, without the slightest knowledge of storage battery operation, can handle them just as easily as radio tubes or Victrola Records.

You can buy Philco Radio Batteries from your Jobber or Wholesaler at standard discounts. Order now—or fill out the coupon below and mail to us.

Philadelphia Storage Battery Company, Philadelphia

PHILCO DRYN A M I C RADIO BATTERIES

JOBBERs and DEALERs Philco has brought radio batteries out of the cellar and put them in the living room. Our new Radio Manual tells how. Fill out coupon below and we will mail you a copy.

Name

Street City

State..... Jobber Dealer

Ford and Glenn Signed as Columbia Artists

Popular Radio Team to Record Exclusively for the Columbia Co.

The Columbia Phonograph Co., Inc., announced recently that Ford and Glenn, of Chicago, Ill., one of the most popular broadcasting teams in America, had been engaged to record exclusively for the Columbia library. The first records of this popular team were made in Chi-



Rush Ford and Rowell Glenn

cago recently under the direction of Arthur Bergh, general manager of the Columbia recording laboratories, and it is expected that these records will not only prove to be popular sellers in the Middle West, but will be welcomed by radio fans everywhere.

Rush Ford and Rowell Glenn have been broadcasting for some time past, and conduct a "Lullaby Hour" that has proved a tremendous success. They have a distinctive method of broadcasting, which is also reflected in their records, and Columbia dealers are keenly enthusiastic regarding the addition of this popular team to the Columbia record library.

Preliminary Injunction in De Forest Radio Tube Suit

U. S. District Court in Delaware Issues Preliminary Injunction Against Radio Corporation of America in Recent Action

Judge Hugh M. Morris, of the United States District Court in Wilmington, Del., on February 5 granted to the De Forest Radio Co. a preliminary injunction restraining the Radio Corporation of America from the sale of vacuum tubes manufactured by a subsidiary of the Westinghouse Electric & Manufacturing Co.

The effect of the decision, should the injunction be made permanent, is declared to involve millions of dollars damages for alleged infringement of patent rights, the Radio Corporation in that event being liable to the De Forest Co. for an accounting on all profits on vacuum tubes manufactured by the Westinghouse Lamp Co., which the corporation has sold.

The court, however, ruled that no accounting would be ordered unless the injunction is made permanent. The Westinghouse Electric & Mfg. Co., and the Westinghouse Lamp Co. are defendants in similar actions filed recently in the Eastern district of Pennsylvania.

Move T. M. and Radio Depts.

JACKSONVILLE, FLA., February 7.—The talking machine and radio departments of Cohen Bros., department store, were recently moved to a larger and more convenient location on the Duval street side of the store. The new quarters of the music departments will prove a big convenience to patrons, as they adjoin the entrance to the store. This move was made necessary by the increasing popularity of the departments.

Thor Speaker Lamp
[Patents Pending]
 offers you a bigger volume of sales than for any other type loud speaker. It is exquisitely finished—with either parchment or any color silk shade. To demonstrate it is to sell it. Table lamp models list at \$35. Big discounts offered responsible dealers. Write for full particulars.

THOR Radio Division
OF THE
GOLDEN GATE
BRASS MANUFACTURING CO.
 1239-1243 SUTTER STREET
 SAN FRANCISCO

126

Brunswick Radio Technician School Attracts Dealers

Feature Instituted by E. B. Shiddell Gives Dealers Full Instruction in Servicing Brunswick-Radiolas

PHILADELPHIA, PA., February 6.—E. B. Shiddell, district manager of the Brunswick-Balke-Coller Co., of this city, is responsible for a radio technician school at the Brunswick branch under the direction of Mr. Hotine. This school was instituted in order to permit the dealers' radio men to familiarize themselves with the most important features of Brunswick-Radiolas. The plan has been in operation for three weeks with an average attendance of ten or twelve men, who visit the branch every Friday morning for an hour and a half. The plan has already produced excellent results, and a full technical program is being carried out in a simple way, covering each and every Brunswick radio model from the simplest fundamentals to the most important radio feature.

L. S. McCormick Now in Important Bel Canto Post

Pioneer Talking Machine Executive Made General Sales Manager of Prominent New York Radio Manufacturing Firm

L. S. McCormick, formerly associated with the Sonora Phonograph Co., and one of the pioneers of the talking machine industry, has been appointed general sales manager of the Bel Canto Radio & Tel. Equipment Co., Inc., 872 Broadway, New York City.

Mr. McCormick is already engaged in his new activities and has prepared plans in association with the other executives of the company calling for a national advertising and sales campaign on the Bel Canto Co. products, including the Bel Canto cabinet loud speaker, the four ounce ear phones and other new radio products.

Plan to Expand Sonora Loud Speaker Line

Frank V. Goodman, sales manager of the Sonora Phonograph Co., Inc., New York, stated recently that the company had been so successful with its loud speaker products that it was planning to amplify this branch of its business in the very near future by adding new models, which will be ready very shortly. Mr. Goodman expects to give the trade full details regarding these products by the end of March, at which time production will be in full force.

Good Demand for Line of Capitol Distributing Co.

Ira Greene, president of the Capitol Distributing Co., New York City, distributor of radio sets and accessories, reports a steady demand, well distributed throughout the entire line. In addition to the products now distributed, Mr. Greene hinted of a new product shortly to be added which would create decided interest throughout the trade.



Far-Sighted Dealers Select
Stromberg-Carlson
 Radio Receivers

A nationally known retail store* made careful tests of all makes of radio; then stocked Stromberg-Carlson Receivers. They say that of *hundreds* which they have sold, not one has been found imperfect, and that day after day friends of those who have bought these sets came back for sets of their own.

The splendid performance of these Radio sets is not an accident. They are the product of an establishment whose voice reception and voice transmission apparatus has been standard throughout the world for thirty years.

* Name on request.

Sold direct from Factory to Dealer.
Write for our plan of cooperation.

STROMBERG-CARLSON TELEPHONE MFG. CO.
 1060 University Ave., Rochester, N. Y.



No. 2 Type Console. Same operating unit as No. 1-A. In American Walnut or Mahogany Cabinet. Loud Speaker built-in and space for batteries and battery charger.

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GLEANINGS *from the* WORLD *of* MUSIC

Will Inclusion of Saxophone Arrangement in Popular Sheet Music Create New Market?

Ukulele Arrangements Increase Sales—Popularity of Saxophone With Youth of Country Should Make Feasible Inclusion of Saxophone Arrangement in Near Future

The inclusion of ukulele arrangements in the piano copies of popular music is now in vogue with most publishers. Only a few of the newer issues fail to carry such arrangements and these do not lend themselves readily for such purposes. The dance folios also now invariably carry these ukulele additions. All this is done not only to sell more music but to give greater value to the purchaser. A couple of years ago one popular publisher for a short time added to his piano copies the arrangement for the saxophone. This appeared on the back page of his popular piano copies. The idea did not at that time meet with much success and this may have been due to the limited popularity of these particular issues. At any rate, the saxophone arrangement was discarded after a short trial.

It has been estimated that there are close to a million saxophones now in use and while this does not compare with the number of ukuleles

that have been sold during a score of years, the continued interest in the saxophone will undoubtedly make more feasible, at a not-too-late date, the inclusion of an arrangement for saxophone renditions in all piano music.

It has often been said, and there is no evidence to disprove it, that most of the popular sheet music is sold to girls. Naturally, it is the youth of the country who are interested in the latest dance steps, the novelty and the comedy songs. While the girls do not buy all the music, most of it is bought for them.

The saxophone, however, while an instrument of the newer generation, is confined mostly to boys and herein undoubtedly lies a market for several hundred thousand sales of sheet music, at least of the best dance numbers, which would hardly otherwise be sold. The young saxophone player is an enthusiast and the fact that he has purchased such an instrument shows

that he is quite modern and wants to be up-to-date, so there is every reason to believe that he will purchase the latest dance tunes.

If this is an added market for sheet music, and there undoubtedly are many sales to be had in this channel, there is hardly any obstacle from the publisher's viewpoint in including an arrangement for the saxophone. The present ukulele arrangements appear on the same page with the melody for the piano so no additional space in the copies is required to include this music. The outside back cover of popular sheet music is given over to publisher's advertising, and generally carries titles and thematic of numbers that are being featured by the house. This space will readily carry the arrangement for the saxophone and there will hardly be any additional cost to the publisher in making the inclusion.

This country seems bent upon becoming a great musical nation. No doubt at some later period the homes of the country will find it necessary to purchase full orchestrations instead of piano copies in order to serve the needs of the various musical members of the family. That the need for this is becoming more pronounced is increasingly evident.

New Songs Announced for Leo Feist Catalog

"Will You Remember Me?" "How Big Is Baby, So Big" and "O Katharina" Among This Publishing Firm's New Offerings

Among the new songs that have been added to the catalog of Leo Feist, Inc., and which appear in the February offerings of that progressive publishing house, are "Will You Remember Me?" a number that has already shown indications of success; "How Big Is Baby, So Big," a song based upon the popular novel and motion picture of the same name; "I Had Someone Else Before I Had You," a new fox-trot ballad now being featured by Nora Bayes, and the already accepted success "O Katharina," the biggest song hit Europe has contributed in a number of years, now being featured in "Chauve Souris," at the Forty-ninth Street Theatre, New York, and which in instrumental form is being heard elsewhere.

Zo Elliott, composer of "Long, Long Trail" and the new publication, "Trail o' My Heart," the latter written in collaboration with Milt Hagen, the well-known publicity man, has been broadcasting his numbers over radio station WOR.

"One Little Dream of Love" Proves Popular

Chappell-Harms, Inc., Adds Number to Popular Catalog With Consequent Fast Development

Among the new issues that have been added to the catalog of Chappell-Harms, Inc., is the popular edition of "One Little Dream of Love." The song has developed very fast in recent months and the decision to add it to the popular catalog was based upon the favorable impression and sales it is making throughout the country.

"One Little Dream of Love" is by Harold Simpson and Westell Gordon. It is issued for all voices and the present issue has been given a most attractive title page in several colors.

E. F. Bitner in the West Indies on a Vacation

Edgar F. Bitner, general manager of Leo Feist, Inc., accompanied by Mrs. Bitner, sailed recently for a five weeks' cruise through the West Indies. This is the first real vacation Mr. Bitner has ever taken, his former trips having all been connected with his business.

\$2,500 in Music Prizes Offered by Federation

National Federation Announces Five Free Scholarships in Voice, Violin and Piano for Conservatory Instruction

PEORIA, ILL., February 6.—Creation of a cash prize fund of \$2,500, and establishment of scholarships in five prominent musical schools, as awards for national winners of the young artist contests conducted by the National Federation of Music Clubs, was announced to-day by Mrs. Helen Harrison Mills, editor of the organization's official bulletin.

The contests are open to both sexes in voice, violin and piano, and are arranged in a series of three—the State, the district, and then the final or national contest, which will be held at the biennial convention of the Federation at Portland, Ore., in June.

The winners in the national contest may select a \$500 cash award or a scholarship in any of the five musical institutes. They are the Institute of Musical Art of New York City, the New England Conservatory of Music, the Curtis Institute of Philadelphia, the Cleveland Institute of Music and the Cincinnati Conservatory of Music. The contest is already attracting widespread attention.

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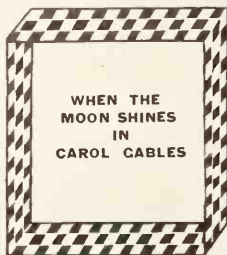
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George Eastman to Give American Composers Hearing

Announces Series of Concerts by Rochester Philharmonic Featuring Their Compositions

George Eastman, of Rochester, N. Y., who has bestowed numerous benefactions for the cause of musical development, has announced through Howard Hanson, director of the Eastman School of Music, a new project to further the composition of American orchestral music. This will be in the form of a series of concerts to be given by the Rochester Philharmonic Orchestra at which the new work by young American composers will receive an opportunity of being played. The first two of these concerts are to be given in April and if promising they will be repeated annually.

All scores for the coming programs had to be submitted before February 15 to Howard Hanson, care of the Eastman School of Music, Rochester, N. Y. Composers whose works are selected for performance will be asked to furnish orchestral parts of their compositions and will be invited to attend rehearsals and performances of their music as guests and at the expense of the Eastman School of Music.

In a recent interview Mr. Hanson said: "A great deal is being written concerning the American composer. We talk of the great

American symphony and the great American opera as though we should suddenly discover them as completed things in the hands of young composers to whom we have never allowed even the privilege of trying out their own efforts. This talk without work, this vague hoping for an American creative art without a definite plan for its encouragement, is utter nonsense. Why must we Americans demand miracles? 'Tristan' was not Wagner's first opera; Beethoven's 'Missa Solemnis' was not his first work; Strauss did not write 'Till Eulenspiegel' without having heard of any of his works.

"Our composers must have, first, an adequate training in theory approached from the creative standpoint; second, they must have the opportunity of hearing their own works; third, when they have proved themselves, they must be allowed some time for professional composition; fourth, their best works must be published so that they are procurable for performance and for study.

Hope to Expand Program

"What is being done regarding these four essentials? Regarding the first point, some of our best schools of music are beginning to stress the study of composition, so that we have, even now, some well-trained composers from American schools. Regarding the second point, I know of no systematic plan which has been carried out up to the present time. Regarding the third point, the American Academy in Rome is the one great star of hope in an otherwise starless night. For the academy does grant to one composer a year a three-year fellowship for composition. There is also the Pulitzer traveling fellowship and a very few other short-term fellowships. Prize competitions also offer some encouragement. Regarding the fourth point, with the exception of the valiant work being done by the Society for the Publication of American Music—which is confined to chamber music—nothing systematic has been done. We have no fund for the publication of scores such as the Carnegie Trust of the United Kingdom."

Mills' Chicago Office

Jack Mills, Inc., has opened an office in the Garrick Theatre Building, Chicago, Ill., which will be under the direction of Willie Horowitz. It is understood that this is the first of a series of branch offices contemplated by the Mills organization. Jack Mills, head of Jack Mills, Inc., closed negotiations and attended the opening of the new Chicago office.

Featured by McCormack

John McCormack is featuring two numbers from the Chappell-Harms, Inc., catalog, namely, Haydn Wood's latest ballad, "I Look Into Your Garden" and "What A Wonderful World It Would Be," by Hermann Lohr. Reinald Werrenrath, during his present concert tour, is also programming two Chappell-Harms numbers.

"O Katharina" Is Hit of the Chauve Souris

European Hit, Published by Leo Feist, Inc., Proves Outstanding Success of New Russian Production Playing in New York

F. Ray Comstock and Morris Gest have brought to the 49th Street Theatre, New York, the new edition of Balieff's Chauve Souris direct from the Paris and London engagements of this unusual production.

With it they have brought to this country



another European hit, "O Katharina." This is an unusual number, an acknowledged success before its American presentation and which, in the short space of time since it has been played for the audiences at the 49th Street Theatre, has not only repeated its European record, but indicates that it will even be more flourishing here. The audiences nightly in New York join in the chorus of "O Katharina" and it is probably receiving more publicity in this manner than any production song in a generation.

"O Katharina" is published by Leo Feist, Inc., which naturally can be depended upon to give it all supplementary publicity necessary to put it over for one of the biggest successes.

New Chappell-Harms Songs

Among the new issues in the Chappell-Harms, Inc., catalog are "Immortality," the words of which are by Edwin Hatch, music by Hermann Lohr; "Casey the Fiddler," words by Fred G. Bowles, music by Haydn Wood; "Fairy Cradles," words by Edward Lockton, music by Molly Carew; "When Eventide Closes," words by Gertrude Gunnell, music by Gerald Jonas, and "Hurrah for the Rolling Sea," words by Clifford Grey and music by Herman Finck.

Chappell-Harms Ballad Successes

- A Brown Bird Singing
- In The Garden of Tomorrow
- Land of Might-Have-Been
- Love's First Kiss
- My Thoughts of You
- One Little Dream of Love
- Smile Through Your Tears
- Someday, In Somebody's Eyes
- Some Day You Will Miss Me
- Song of Songs
- Sweetest Call
- There's a Song in My Heart
- Sweet Navarre
- What a Wonderful World It Would Be

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E. R. Ball Appearing in Legitimate Show

Well-known Composer Being Featured in Kolb & Dill Production, "In Politics," on Pacific Coast—Popular Vaudevillian

Ernest R. Ball, well-known composer of balads, who for many years has appeared as a vaudeville headliner, has for the first time in his career appeared on a regular stage as a feature with the Kolb & Dill musical extravaganza, called "In Politics," which now is appearing in Pacific Coast cities.

Ernest Ball appears in this show with a chorus of eight singing and dancing girls and presents a number of his new and old songs, including three which he sings himself: "West of the Great Divide," "Dear Little Home of My Dreams" and "Mother, Oh, My Mother." Some of the older numbers that are sung during his appearance are "When Irish Eyes Are Smiling," "Till the Sands of the Desert Grow Cold," "A Little Bit of Heaven," "Mother Machree" and "Love Me and the World Is Mine." All these numbers are published by the firm of M. Witmark & Sons.

"Waiting for You" Featured

CHICAGO, ILL., February 7.—Mr. and Mrs. Jesse Crawford, of the Chicago Theatre, the elaborate motion picture playhouse of this city, presented for the first time on Monday, February 2, a novelty known as "Musical Film." This product presents in picture form the story of the song, and at the same time displays the words on the screen as the organist plays the melody. The number selected for this special presentation is the waltz success from the catalog of Will Rossiter, the pioneer Chicago publisher, entitled "Waiting for You." It is expected the number will be a big success.

"A Thief in Paradise" Featured With Film

New Sam Fox Number to Be Featured in Conjunction With First National Film of Same Name—Song of Hit Caliber

The Sam Fox Publishing Co., of New York and Cleveland, Ohio, has arranged for a special song tie-up on its "A Thief in Paradise" in conjunction with the exhibition of the photoplay of the same name in co-operation with the First National organization, which is distributing this unusual film.

"A Thief in Paradise" is not just a motion picture song. Its words are by Bartley Costello and music by Alfred Solman, both of whom have contributed some meritorious songs in the past. In this particular offering they have arrived at a combination in words and music that should win widespread approval and unusual popularity.

"Everybody Loves My Baby" Popular With Radio Fans

Clarence Williams Radio Trio Closes Successful Tour of the Middle West

CHICAGO, ILL., February 15.—The Clarence Williams Radio Trio, which has been programming through some of the prominent radio stations in Middle Western territory, has returned to New York. The managements of the various radio broadcasting stations which booked this trio look forward to securing these entertainers for an early return engagement. The most popular song sung by the Clarence Williams Trio was "Everybody Loves My Baby," the number sung with such success by Sophie Tucker during her recent visit to the Palace Theatre, this city.

Forster Music Publishers Issue New Dance Series

Will Be Known as "Rhythmic Classics"—Arrangements Being Made by Frank Black

Forster Music Publisher, Inc., 235 South Wabash avenue, Chicago, Ill., which has contributed much constructive material for the use of orchestras, has enlivened that branch of the music field with a new series of dance arrangements. These are marketed under the trade name "Rhythmic Classics," the arrangements of which are by Frank Black. The first of this series includes ten well-known classics arranged in an original and modern manner which undoubtedly creates a new style of rendering some of the best-known standard numbers. The numbers are all copyrighted and all among the most popular.

They are issued in individual orchestral form and are not a folio and are given new titles, which, however, closely relate them to the original compositions from which basis they are taken. They include "Hungaria," "Egyptian Echoes," "Carmen Capers," "Faust Frivolities," "Misererelection," "Rigoletto Riggles," "Wagneriana," "Ideal Aida," "Lifting Lucia" and "Haunting Humoresque."

The piano accompaniment for the "Rhythmic Classics" are cued and adaptable for organ. Each arrangement is made for any combination from three-piece to symphony orchestra.

Dave Ringle, the well-known songwriter, now manages the professional department of the E. B. Marks Music Co. His latest song is entitled "I Never Knew How Much I Loved You," which, although a recent release, is appearing in the repertoire of such well-known vaudevillians as Belle Baker, Sophie Tucker, Dot Taylor and Kay Spangler.

"You Can't Go Wrong With Any 'FEIST' Song"

<p><i>The New Fox-trot Hit!</i></p> <p>DEAR ONE</p> <p><i>There's an irresistible swing in this tune—It'll "get you" the first time you hear it.</i></p>	<p><i>Bring Back Those</i></p> <p>Rock-a-bye Baby Days</p> <p><i>A Dixie Lullaby Fox Trot</i></p>	<p>DOO WACKA DOO</p> <p><i>Something Absolutely New and Different! A real Novelty Fox Trot</i></p>	<p>"I Made A Hit With KIT-KIT-KITTY"</p> <p><i>And Kit Made A Hit With Me</i></p> <p><i>Another "Peggy O'Neil" Waltz Ballad</i></p>
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"The PAL THAT I LOVED"

(STOLE THE GAL THAT I LOVED)

A Story Ballad with
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Melody.

"HONEST and TRULY"

A REAL "HONEST-TO-GOODNESS"
WALTZ HIT!

"Haunting Melody"

A beautiful Waltz Song
with a melody of
haunting sweetness

You can't go
wrong
with any
"FEIST" song

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Quigley & Benson, Inc., to Publish Music in Chicago

Members of New Concern in Garrick Theatre
Building—Already Well Known in the Trade
—Purchase Several Popular Numbers

CHICAGO, ILL., February 6.—The latest addition to the sheet music trade of this city is the incorporation of Quigley & Benson, Inc., music publishers, who opened executive and professional offices the first of this month on the fourth floor of the Garrick Theatre Building.

Thomas J. Quigley is president and general manager of the new company, and Edgar A. Benson, vice-president. Both of these gentlemen are well known through their long and important connections with the trade. Mr. Quigley was for twelve years manager of the Chicago office of M. Witmark & Sons, and is one of the best-posted men in the sheet music trade, while Mr. Benson, who has been head of Benson, Inc., furnishes of music and entertainment for a number of years, holds the same position with the professional trade. The Benson organization controls such orchestras as Isham Jones, Don Bestor, Jack Chapman, Ralph Williams' Rainbo Gardens Orchestra, Charlie Straight's Rendezvous Orchestra, Henry Selinger, Drake Hotel Orchestra, Irving Margraff Blackstone Hotel Orchestra, Fred Hamm's Terrace Garden Orchestra and many other prominent orchestras in and around Chicago.

In this connection Quigley & Benson will be enabled to give the very best service and full co-operation to the trade. The company has already published a number of popular selections which are being featured by these orchestras, as well as others, including "Flag That Train," "You Know I Know," "Broken Dreams," "Bobbed Head," "In a Wonderful World of Our Own," "Forget Me Not."

These numbers are being extensively promoted through the sales department under the direction of Billy Thompson, sales manager, and also Ralph Foote, manager of the band and orchestra department.

Jacob Henry Ellis to Go on Long Trip

Sam Fox Representative, Well Known as a
Composer, to Visit Leading Trade Centers

Jacob Henry Ellis, traveling representative for the Sam Fox Publishing Co., Cleveland, O., who has been spending the past few weeks in the New York offices of the company, will shortly leave on an extended trade trip.

Mr. Ellis, besides being one of the best-known traveling salesmen in the country, is also a composer of note. At the present time his "In Autumn Time" is having an active sale. This number, while not new, shows the earmarks of being revived in a most substantial manner. The publishers have found it necessary to re-issue it.

Besides the above, Mr. Ellis is also the writer of "Drum Major March," "Trumpeteer March" and "Autumn Leaves," a reverie.

"Natja" Scores Success in Philadelphia Premiere

Tschaikovsky Operetta Soon to Open in New
York—Leo Feist, Inc., Publishes the Score

"Natja," the Tschaikovsky operetta, which opened in Philadelphia this week, will be presented at the Knickerbocker Theatre, New York, on Monday, February 16. The early reports state that it is elaborately staged with a high standard cast peculiarly fitted for the vocal renditions and should meet the approval of the theatre-going public which has shown a desire in recent months for operettas of the better sort. Leo Feist, Inc., publishes the score.

Like Father, Like Son, Again Proves to Be True

Donald Kahn, Son of Gus Kahn, Noted Song-
writer, Ambitious to Follow in His Illustrious
Father's Footsteps

Genius quite often runs in the family and a striking example of this saying is Donald Kahn, the six-year-old son of Gus Kahn, the celebrated songwriter. Donald is not only ambitious to



Donald Kahn and Dan Russo

outdo his famous father as a lyric writer, but he also is desirous of becoming an accomplished musician as well and some day even be director of his own orchestra. And certainly, if he can attain the position of the noted music master, Dan Russo, who is giving the boy frequent lessons, his wishes will be more than granted.

Dan Russo is co-conductor of the Oriole Orchestra, playing at the Edgewater Beach Hotel, in Chicago, and recording exclusively for Brunswick records. He is also known throughout the country as a composer, for he has such numbers as "Toot, Toot, Tootsie," "My Dream Moon," "Back in Hackensack," "Moonlight and You" and many others to his credit. His latest composition, "Isabelle," is now being released by Jack Mills, Inc., and is expected to be a big hit.

A brilliant future is predicted for little Donald under the tutelage of Mr. Russo. And here is where the family strain comes in again. His mother is also noted for her musical abilities, but her success was achieved writing melodies, not lyrics. She was the composer of many hits, the biggest of which was "I Wish I Had You," which sold almost two million copies. So if Donald takes after his mother and father he is certain to be both a great musician and lyric writer.

Marks Issues New Hebrew Number

"Kaddish" Based on Jewish Prayer for the
Dead Stands Every Chance of Being Success

The great success of "Eli Eli," attained in this country a few years back and which has wide popularity, has led a number of composers to write something along the same lines as fitting. Up to this time the successes in this direction have not been impressive.

The latest of these and one which from early indications has a good chance of becoming widely popular has been issued by the Edward B. Marks Music Co., and is entitled "The Kaddish" (of My Ancestry). This is based upon the well-known Hebrew memorial prayer and contains as its principal theme the introductory Hebrew lines of the prayer.

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"A FELLOW LIKE ME" "DESERT ISLE"

"RAINBOW OF JAZZ" "BEFORE THE DAWN"

"You can't go wrong with any FEIST song!"




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E. F. McDonald Broadcast From Plane During Eclipse

President of Zenith Radio Corp. Made Interesting Experiment During Recent Eclipse of the Sun—Valuable Information Secured

The accompanying illustration was featured in many Chicago newspapers during the period prior to the eclipse of the sun a few weeks ago. It is indicative of the progressiveness of Eugene F. McDonald, Jr., president of the Zenith Radio Corp., who for many years has been an active figure in all matters pertaining to the scientific development of radio. A day prior to the eclipse Mr. McDonald left Chicago in a plane for Escanaba, Mich., in order to direct the operation of the Zenith portable broadcasting station, WJAZ, and broadcast messages which would permit the radio world to determine whether or not radio waves are weakened in impulse by the passing of a shadow

over the earth. As a result of this investigation, invaluable information was placed in the hands of radio engineers and executives throughout the



Eugene F. McDonald, Jr., and Plane He Used During Eclipse country, and Mr. McDonald has been congratulated upon his contribution to radio science.

Sauer Opens New Store

LORAIN, O., February 6.—The formal opening of the new store of the A. B. Sauer Music Co., at 631 Broadway, was held here recently and a large number of patrons was entertained. Mr. Sauer, proprietor of the business, recently took over the phonograph department of the George A. Clark Co., 422 Broadway, and is continuing the business under his own name. He came to Lorain in 1918, at which time he became identified with the sales staff of the Clark concern.

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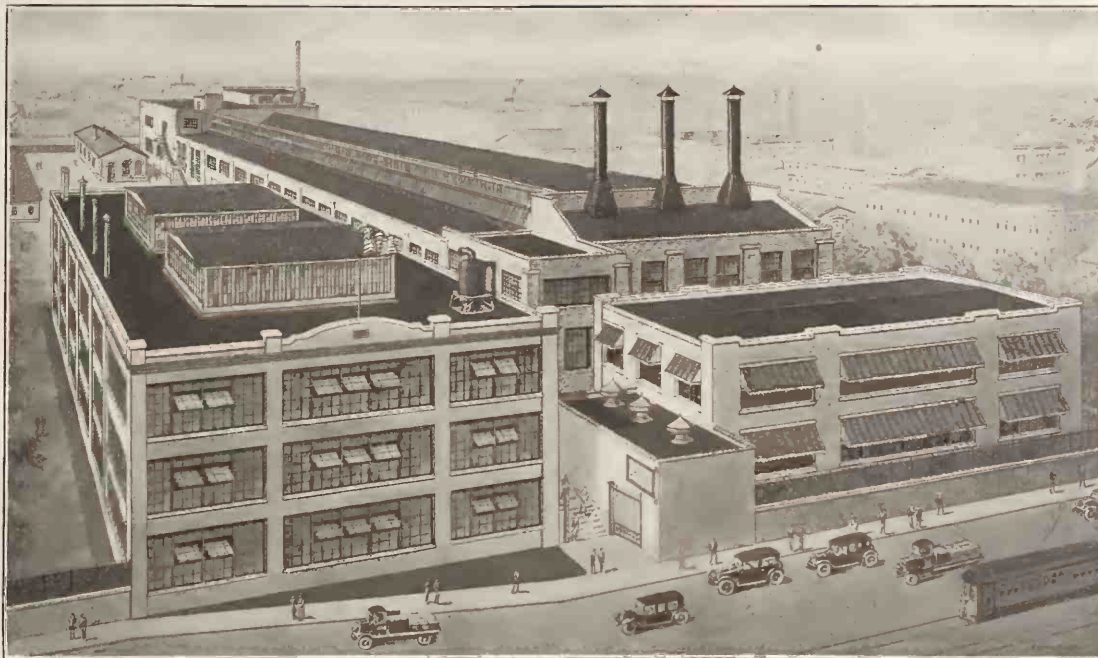
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Phonograph Cabinets, consoles and uprights. Also motors, tone arms and records. Send list and specifications of what you have with price. Fuch & Stemmer Piano Co., 2701 S. Wells St., Chicago, Ill.

FOR SALE

Victor department in White Plains, N. Y. Dollar for dollar for stock. Attractive proposition. Address "Box 1476," care The Talking Machine World, 383 Madison Ave., New York City.

FOR SALE

Two knock down phonograph booths 6'x7', each double wall and glass. Write C. F. Spooner, 836 Purchase St., New Bedford, Mass.

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.....	No. 1219 .35
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
MEISELBACH	
7/8"x10' motors, Nos. 9 & 10.....	.29
1"x9' motors, Nos. 11 & 12.....	.31
1"x16' motors, Nos. 16, 17 & 19.....	.49
2"x.022x16', rectangular hole.....	18k10..... 1.20
SAAL-SILVERTONE	
1"x.027x10', rectangular hole.....	No. 144 .42
1"x.027x13', rectangular hole.....	No. 145 .48
1"x.027x16', rectangular hole.....	No. 146 .58
BRUNSWICK	
1"x.025x12', rectangular hole, regular.....	No. 201 .43
1"x.025x18', rectangular hole, regular.....	No. 401 .58
KRASBERG	
1"x12' motor 2A.....	Pear-shaped and .45
1"x16' motor 3 & 4.....	rectangular holes .55
1"x18' new style.....	on outer end .60
EDISON	
1 1/4"x.028x25' regular size disc motors.....	1.25
1"x.032x11', Standard.....	.55
1 5/16", Home.....	.70
1 5/16"x18' type A 150, old style disc.....	1.28
1" Amberola 30-50-75.....	1.15
1 1/16", B 80.....	1.15
SUNDRIES	
1"x.025x9', pear-shaped Stewart.....	.34
1"x.025x16', Sonora, Style 30.....	.52
25/32"x.026x10', P.S. Swiss Motors & Pathé.....	.36
1 1/4"x.025x17' round hole, Mandel.....	.75
3/4"x.022x9', pear-shaped small motors.....	.26
1"x.025x16', pear-shaped hole or rect.....	.50
7/8"x.023x10', marine ends, Hein. Col., etc.....	.29
3/4"x.025x10', marine ends, Hein. Col., etc.....	.27
5/8"x.020x9', marine ends.....	.21
1/2"x.020x9', marine ends.....	.18
Victor Gov. springs, No. 1729.....	per 100 .85
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", 15"; 12".....	.18
Terms, 2% cash with order.	

TALKING MACHINE SUPPLY CO., PARK RIDGE, N.J.

POSITION WANTED: Recording engineer, experienced in every phase of record-making, is considering a change. Address "Box 1473," care of The Talking Machine World, 383 Madison Ave., New York City.

FOR SALE

The most lucrative Victrola business between Boston and Buffalo. Now and always a money-maker. Location, fitment, city most desirable. Overwork cause of selling. Ask for interview. Address "Box 1479," care The Talking Machine World, 383 Madison Ave., New York City.

AUDAKS—FOR SALE

We have several new Audaks which we will sell at less than cost price and on terms. The Audak is an excellent stimulator of record sales. Address "Box 1478," care The Talking Machine World, 383 Madison Ave., New York City.

RADIO CABINETS

North Western Cabinet Co., Wholesale Manufacturers, Burlington, Iowa, U. S. A., solicit your orders for special designs of Radio Cabinets in cutting quantities.

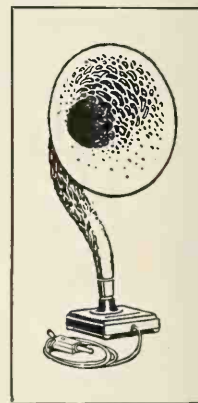
WANTED

Edison phonographs and records. If you are over-stocked or closing out let me know what you have and make price. Address "Box 1483," care The Talking Machine World, 383 Madison Ave., New York City.

Stromberg-Carlson Loud Speaker Placed on Market

No. 2A Unit Constructed to Give Abundant Sound Volume Is Introduced

ROCHESTER, N. Y., February 6.—The Stromberg-Carlson Tel. Mfg. Co., of this city, recently introduced to the trade the Stromberg-Carlson No. 2A loud speaker and is putting a strenuous selling campaign behind the unit. Attractive booklets illustrating the loud speaker and giving detailed descriptions of it have been sent to dealers. The loud speaker is twenty-four inches high with a 13 1/2-inch bell and has unusual sound volume. The metal parts and horn are finished in oxidized silver.



Buys Shearouse Co.

PALATKA, FLA., February 2.—The B. & B. Music Shop has just been formed by G. D. Bogue and L. R. Bigewet, who have purchased the music stock that has been carried by the Shearouse Music Co. The new concern has taken a store at Lemon and Fourth streets, and plans to carry a larger stock of music goods than the Shearouse concern store. All lines of musical merchandise are handled.

Corson in New Warerooms

DALLE, ORE., February 7.—New quarters have recently been taken by the Corson Music Store in the Walther-Williams Building, Second and Federal streets. The store has been attractively decorated and four demonstration booths for phonograph records have been installed. Salesrooms are provided, in addition, for player-pianos and music rolls. The large balcony around the store will be used for the display of phonographs and radios, and a radio workshop.

The Soward Music Store and the Anderson Piano Co., of Dayton, O., have completed extensive alterations for the installation of radio departments in their warerooms.



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST. E.C. LONDON



W. LIONEL STURDY MANAGER

Phenomenal Demand Creates Optimism as Sales Promotion Plans Are Maturing

All Factors of the Trade Report Best January Business in Years—Vocalion-Gramophone Public Issue Precedes Consolidation of Interests—Big Houses Incorporate—Other Important News

LONDON, ENGLAND, February 3.—It is very gratifying to be able to report a good after-holiday trade. In fact, a happy sign for the present year is that this condition of things obtains in all branches of the music industries. Trade during January usually experiences a big drop compared with December and though, of course, it has been by no means level, the demand for both gramophones and records has been phenomenal for January. Particularly have the record factories been kept busy, the majority having been compelled to maintain overtime in order to meet the demand—a demand which has not only been for the terpsichorean record—large though that demand is—but also for the increasingly large quantities of records carrying classical and standard music. With every month, the number of listeners-in to the wireless broadcasting programs grows, and retailers tell me that they can connect up their record and sheet music inquiries with recent broadcastings in ever-increasing numbers. In addition to the increasing demand for classical and standard numbers, however, the dancing craze, which, if anything, seems to have caught the popular fancy more than ever, is responsible mainly for the extension of the record and machine sales-period. The demand for fox-trot and one-step numbers is simply tremendous, and the broadcasting of dance items played by the Savoy Havana Band only seems to serve as an additional advertisement for the record manufacturers.

Issue of Amalgamated Gramophone Co.

An important amalgamation of interests was announced a few days ago in the registration as a public company of the Vocalion-Gramophone Co., Ltd. This took place on January 13, and the subscription list for the company was opened on January 15, and closed on January 20. I understand that the whole of the shares were taken up and quotations in the press now quote the figure of nine pence per share.

According to the prospectus issued, the company has been formed particularly to acquire and consolidate the following interests as from December 31, 1924:

(a) The complete organization for the man-

ufacture, distribution and sale of gramophone records as carried on by the Aeolian Co., Ltd., and the Universal Music Co., Ltd. (a subsidiary of the Aeolian Co., Ltd.) at Hayes, Middlesex, at the recording factory, Duncan avenue, and at Aeolian Hall, London, together with the goodwill attaching to the Vocalion Records throughout the world (except North America and, subject to certain licenses, in France and Spain), and Aco records throughout the world, and the trademarks and copyrights covering them; also the sole British selling and manufacturing rights of the gramophone known as the Aeolian Vocalion, and the benefit of the Aeolian Co.'s valuable contracts with famous artists.

(b) All the British patents in connection with the World record, a record which (the prospectus claims) has been brought to a state of perfection, and which has four times the music capacity of the average gramophone record, though costing the same, and which it is proposed to call in future the Vocalion 4 in 1. The British patent also cover the controller attachment, which can be fitted to any ordinary gramophone or gramophone motor.

C. K. Sugden, managing director of the Aeolian Co., will act in a like capacity to the new company, and, "in a few months," said Mr. Sugden, in an interview I had with him, "the company will go ahead with the production of the Vocalion 4 in 1 record," for which is anticipated a very big business.

The share capital amounts to £250,000, divided into 500,000 ordinary shares of 10/ each. The board of directors includes Major-General The Hon. Sir Newton J. Moore, K.C.M.G., M.P., Sir Harry Brittain, K.B.E., C.M.G., M.P., Percy Garratt, F.C.A., and Charles K. Sugden. The secretary is C. H. Gendle with registered offices at 1 Regent street, London.

The Demise of Bandmaster, Ltd.

The latest talking machine firm to consult its creditors, Bandmaster, Ltd., of Bandmaster Works, Hendon, London, has occasioned quite a stir in trade circles, the amount involved running into five figures. A meeting of creditors, under Section 188 of the Companies (Consolidation) Act, was held recently, the chair

being taken by W. Miller Drummond, the liquidator of the company. The statement of accounts showed liabilities amounting to £24,680, trade creditors' claims amounting to £22,893 and cash creditors, £1,786. The assets, after allowing for all preferential claims, were stated to realize £1,269, thus leaving a deficiency of £23,410. The freehold land and buildings were valued at £9,000, on which the bank holds a mortgage for £7,800. The valuation on stock depended whether the business was sold as a going concern. If so sold, as much as £10,000 might be realized; otherwise depreciation would be very heavy. The chairman stated that the company went into liquidation on December 15, 1924, having been incorporated on August 3, 1922, with a nominal capital of 5,000 preference shares of £1 each, 4,750 ordinary shares of £1 each, and 5,000 founders shares of 1s, making the total capital of £10,000. The causes leading to the present position were attributed by the chairman to the attempt by the company to carry on a larger business than the original capital warranted, and the difficulty the company for some time experienced in obtaining possession of adequate premises, which had led to disorganization and waste of money and contributed to costly manufacturing charges. The business had been hampered, too, by the withdrawal of the McKenna Duties. A debenture had been given to Hyman Cohen for a cash consideration of £2,000, which, it is understood, was advanced as a temporary loan as there were negotiations pending with a view to somebody putting up a sum of £15,000 in order to set the business on its legs again. After some discussion, a resolution was put to the meeting that a petition be presented to the Court with a view to winding-up order being put in effect, and on a show of hands, this was agreed to by those present.

Registration of Gramophone Houses

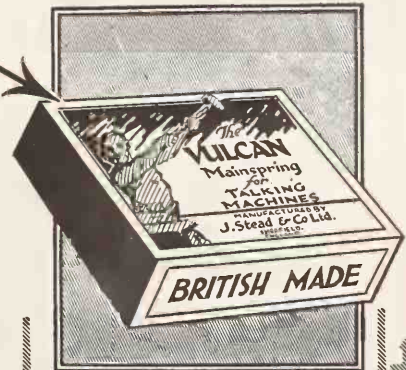
Two well-known gramophone companies are among the latest to secure the advantages of incorporation under the Companies Act. First is the Cameraphone Co., Ltd., which was registered on December 24 to acquire from Messrs. Lee & Pollak the benefit of existing inventions relating to gramophones and talking machines, and particularly the trade-mark known as "Cameraphone." The directors of the new company are A. Schindler, C. Pollack and W. H. Puckridge and the nominal capital is declared as £7,000 in 7,000 shares of £1 each.

The second company is the Limit Engineer-

(Continued on page 194)

THE VULCAN MAIN SPRING HAS A WORLD WIDE REPUTATION FOR RELIABILITY. SEND FOR OUR NEW MAINSPRING LIST

MANUFACTURED BY J. STEAD & CO. LTD. MANOR WORKS, SHEFFIELD ENG.



FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 193)

ing Co., Ltd., registered on December 29, to carry on the business of manufacturers of gramophone parts, etc., hitherto carried on by H. N. Collins and A. L. Collins. The new board of directors comprises N. Collins and E. Summerfield and the nominal capital is declared at £1,500 in 1,500 shares of £1 each.

Important Sales Agreement Reached

There was considerable agitation recently among the Gramophone dealers in England and Scotland over the reported arrangements by leading gramophone companies with educational authorities, the latter being offered trade terms direct from the companies. The matter was immediately strongly taken up by the Gramophone Dealers' Association, which, with a committee from the Scottish Music Merchants' Association, jointly met the manufacturers, and, as an outcome, the following terms of settlement were arranged:

- (a) That the maximum discount of 15 per cent be allowable to educational authorities and schools.
- (b) That the term "School" be applied only to establishments in which the general curriculum includes music and/or dancing.
- (c) That no discount or commission be allowed to teachers or professionals.
- (d) That the discount shall apply to machines only, and not to records or accessories.
- (e) That a condition of supply under school discount terms shall be that the goods are used for educational purposes only within the school and are ordered on official order forms embodying the conditions of this agreement, which order form shall be issued by the Gramophone Dealers' Association, after approval by manufacturers.
- (f) That manufacturers shall not supply direct, but will refer all postal inquiries to all their dealers in the town or district from which the inquiry emanates, and will notify the school authority making inquiry of the names and addresses of all their dealers in that district.

Grafton Records Now Available

It will be remembered that some two or three months ago a representative of the Emerson Phonograph Co. came to an arrangement with the Scala Record Co., of City Road, to market a record called "The Grafton." The Commercial record is pressed, I believe, on this side, but for all that it loses nothing by being re-

corded in New York. The Grafton is now being advertised and doubtless in time will become one of the foremost records of the day.

Annual Dinner of the Federation

The Sixth Annual Dinner of the Federation of British Music Industries is to be held on January 28—just after this report catches the mail—at the Savoy Hotel. I understand that the attendance of members of the gramophone industry is expected to equal if not eclipse the number of them attending from all other sections of the music industry.

The Death of Robert Poulter

It is with deep regret that I have to record the passing of an old friend in the talking machine industry this side. Robert Poulter, or "Bob," as he was affectionately known to all trade intimates, was for many years manager of the Talking Machine News, where his zeal-ousness for all that pertained to the good of the industry earned for him the very real respect and admiration of all those with whom he came in intimate contact.

Short Paragraphs of Interest

The "Cameraphone," the small portable which has created a remarkable stir in trade circles both this side and in the States, is under special publicity campaign. I understand that on March 13 next, the "Cameraphone" will occupy the front page of The Daily Mail, the largest circulating daily newspaper in this country.

It is refreshing to note from the official statistics that unemployment is again on the decline. The trouble is that it fluctuates so much, but comparison with last year is all to the good. Another matter which bears upon trade is that the cost of living has unfortunately gone up a point or two and is, of course, reflected in the spending power of the people.

A new firm, Collaro, Ltd., has recently come into the gramophone business, its product being motors of varying strength. The higher grade qualities present as pleasing an appearance as their workmanship and running,

are self-contained in mahogany or art leather cabinets, designed to handle either dry-cell or storage battery installation, dependent upon the type of tube used. For the former the De Forest DV-3 Audion is specified and the DV-2 Audion for storage battery equipment, and from this combination a somewhat greater volume is obtained. In the latter case a DV-3 tube can be used to advantage as detector.

Special emphasis is made by De Forest officials on the self-contained battery equipment of the D-17. The new A storage battery that has 50 per cent more life per charge, with a B battery five times the ordinary life of this important accessory, are provided for in special compartments of the cabinet.

The friction drive reduction gearing for tuning control is supplemented with one stage of reflexing, resulting in almost complete elimination of noise during adjustment. The De Forest D-12 model is being continued for the lower-priced market, for which it has found a distinct place.

Radio Firms Chartered

The Ready Radio Co., New York, has been incorporated at Albany with a capital stock of \$20,000. The incorporators are B. S. Roberts, D. Cohen and H. B. Haring.

Chisholm-Barfield Corp. was recently incorporated at Albany to manufacture radio apparatus with a capital stock of \$200,000. The incorporators are B. Chisholm and D. Barfield.

The Non-Aerial Radio Corp., New York, has been incorporated at Albany with a capital stock of \$200,000. The incorporators are R. S. Kennedy, E. Lindam and T. Lajard.

The Combined Radio Dealers Corp., New York, was recently incorporated at Albany with a capital stock of \$100,000. The incorporators are S. A. Strimple, E. A. and W. J. Nugent.

De Forest Brings Out New Receiver

Known as D-17 Reflex, It Comes With Loud Speaker and Batteries Self-Contained in Cabinets—Many Features That Interest

The De Forest Radio Co., Jersey City, N. J., has placed on the market a new addition to its line of reflex loop receivers, the D-17 Reflex. This has a number of improvements. Stripped of the technical terms, this receiver comprises



New De Forest Set

two stages of tuned radio frequency, one stage of untuned radio frequency, a tube detector and two stages of audio frequency using five tubes. A new metal panel is used, and the condenser controls are arranged with a friction reduction gearing, giving fine and accurate adjustment and easy control. Loud speaker and batteries

Herald-B
LOUD SPEAKER

HERALD ELECTRIC CO., Inc. \$12
113 Fourth Avenue New York



SELLING MUSICAL MERCHANDISE

By J. R. FREW

This is a practical book that describes the methods pursued by a successful music dealer in conducting his musical merchandise departments. It covers every routine problem incident to establishing and operating a department devoted to band and orchestra instruments.

This branch of the music industry has had a very prosperous year and an excellent opportunity awaits other dealers who take it up. It requires a small investment, gets quick turnover, involves no risk and, in addition to being highly profitable itself, increases the sale of talking machines, records, etc., and helps make a given store the music center of its community.

READ THE CONTENTS of THIS PRACTICAL BOOK

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APPENDIX
List of Principal Musical Merchandise Products

Edward Lyman Bill, Inc.,
383 Madison Avenue, New York.

Enclosed find \$2.00—check—money order—cash—for which you will please send me "Selling Musical Merchandise". Postage prepaid.

Name.....
Address.....City.....

Special Announcement to U. K. and Colonial Buyers

HOMOCHORD RECORDS

REFLECT TRUE TONE VALUES

True tone is the outcome of perfect recording—Perfect recording is reflected in the sure test of the piano—Homochord piano recordings represent an amazing degree of fidelity hitherto thought impossible of achievement. All pre-conceived notions have been knocked on the head and we can truthfully aver that the difficult tones of the piano have at last been musically photographed on Homochord Records. This standard of tone perfection is the result of a new system of recording adopted in our laboratories which goes to insure a definite 100 per cent degree of fidelity in all HOMOCHORD RECORDS.

BRING TRUE MUSIC *to the* HOME



110-in.
12-in. g
Double-sided

Colonial and Foreign Traders Should
Write for a Special Sales Proposition

*Regular monthly issues go to swell
our big and up-to-date catalogue*

THE BRITISH HOMOPHONE CO.

Limited

19 City Road London, E. C., England



Chosen Solely for Reproduction



Perfect Pianoforte Renderings //



Real Concert Hall Effects 7

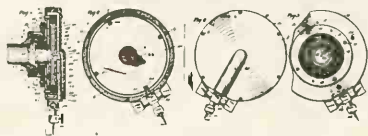


Perfect Syncopation

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., February 8.—Sound Reproducer for Talking Machines. Carl Scabic, Urbana, O. Patent No. 1,513,187.

This invention relates to an improved sound reproducer or sound box for talking machines, and has for an object the provision of a sound box wherein the diaphragm will be mounted to vibrate within a closed chamber for the purpose of confining within the sound box the sound disturbances created by the vibration of the diaphragm and preventing such disturbances



from unduly escaping or becoming uselessly dissipated into the atmosphere without being amplified, and to provide a common source of sound amplitude.

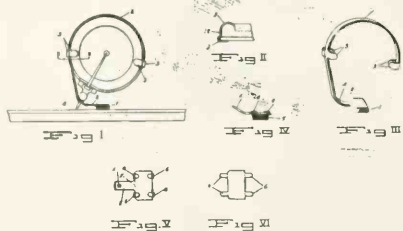
An object of the invention resides in mounting the diaphragm so that similar or exact conditions will prevail on both sides thereof for the purpose of securing uniformity in the amplitude or pitch of the sound disturbances set up on opposite sides of the diaphragm, and to mount said diaphragm within an enclosed chamber formed in the sound box having but a single outlet leading to the amplifier structure of the talking machine, through which outlet the sound disturbances of the diaphragm will find a common vent from the confines of the sound box.

Figure 1 is a vertical longitudinal sectional view taken through the sound box constructed in accordance with the present invention. Fig. 2 is a sectional view taken on the plane indicated by the line 2—2 of Fig. 1. Fig. 3 is a sectional view on the line 3—3 of Fig. 1. Fig. 4 is a side elevation of the sound box.

Midget Automatic Record Brush. Cory Ozi Huntington, Calvin, Wash., assignor of one-half to Walter D. Huntington, Portland, Ore. Patent No. 1,516,193.

This invention has to do with improvements in brush attachments or record cleaners designed to cooperate with the reproducer of phonographs or similar machines.

The object of the invention is to provide a simple yet effective device, made of comparatively thin-metal, which is adapted to slip over



the sound box of a phonograph in such position as to dispose its brush member in advance of the needle, and including a shank portion constructed and arranged to cooperate with the stylus when in position, by means of which relative displacement of the attachment, once it has been mounted in operative position, is prevented.

Figure 1 is a side elevation of a sound box showing the invention in position thereupon.

LESLEY'S New "FICKZUM UP" Outfit

\$5.00 Money Back If Not Satisfactory. For quick and permanent repair of any Varnished finish, Dull or Bright.

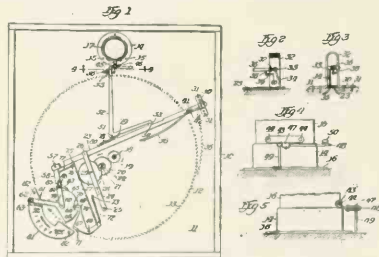
LESLEY'S CHEMICAL CO., 46 N. Elder Ave. INDIANAPOLIS, IND. U. S. A.

Fig. 2 is a fragmentary sectional view taken upon the line II—II of Fig. 1. Fig. 3 is a perspective view of the attachment alone. Fig. 4 is a detail fragmentary view of the end of the shank portion showing the application of a detachable brush member. Fig. 5 is a top plan view of the portion shown in Fig. 4. Fig. 6 is a plan view of the blank or base plate upon which the brush used in the detachable form is mounted.

Automatic Stop for Replaying Device. Joseph H. Arends, Chicago, Ill. Patent No. 1,517,387.

This invention relates to a combined automatic stop and replaying device for phonographs and has for its particular object the combination of a device which can be used as an automatic stop when the playing of a record has been completed, or which will automatically transfer the sound box and tone arm back to the starting point on the record and play the record over again as many times as may be desired.

Another object of the invention is the provision of a replaying device which can be set so as to play a record an indeterminate number of times or which can be so set that the record will be played a predetermined number of times



and when the operation is completed a brake will be automatically applied to the turntable of the phonograph and its operation stopped.

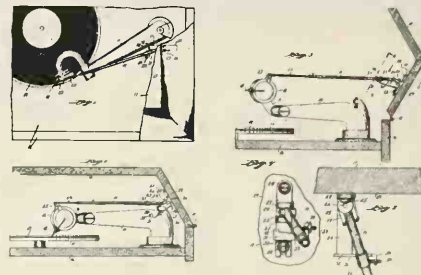
Another object of the invention is the provision of a replaying apparatus which provides a minimum load upon the motor of the phonograph and which requires only a small force to operate it and also in which there is no side thrust upon the shaft leading from the turntable to the motor, as is the case with the phonograph replaying apparatus which have been heretofore designed.

Figure 1 is a plan view of the improved invention. Fig. 2 is a vertical sectional view of the bracket to which the repeater bar is secured. Fig. 3 is a vertical end view of the bracket shown in Fig. 2. Fig. 4 is a detailed view in elevation of the tone arm and bracket along the line 4—4 of Fig. 1. Fig. 5 is a side elevational view of the base of the tone arm and the stop for actuating the device.

Automatic Setting Device for Phonographs. Stephen Joseph Abt, New Haven, Conn. Patent No. 1,517,690.

This invention relates to an improved automatic device for setting and re-setting phonograph needles with respect to the outermost or starting ends of the spiral grooves of disc records, the object being to provide simple, convenient and reliable means for automatically positioning the reproducing needle of a phonograph in the starting groove of the record to be played, whereby the necessity of manually placing the needle carefully on the record is avoided, so that the phonograph can be played without danger to it by persons unfamiliar with it. The damaging of records by the operation of a phonograph by careless or ignorant persons or children is thus entirely eliminated. The invention also provides for repeating any record by so simple an act as that of simply opening and closing the cover of the cabinet of the phonograph.

Figure 1, a broken plan view of an automatic setting device for phonographs, constructed in accordance with the invention, and shown with the cover of the cabinet closed. Fig. 2, a broken view thereof in side elevation, with the cabinet in vertical section. Fig. 3, a view corresponding

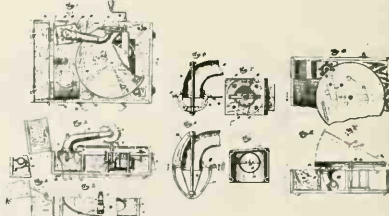


to Fig. 2, with the cover raised. Fig. 4, a broken detail sectional view on the line 4—4 of Fig. 3. Fig. 5, a corresponding view on the line 5—5 of Fig. 3.

Phonograph. Luis de Florez, Pomfret, Conn. Patent No. 1,519,365.

This invention relates to a phonograph and has for its object to produce a device of compact portable form without sacrificing tone quality or volume. Particularly this invention relates to the arrangement and co-ordination of the parts in such a manner as to enable the operating portions of the mechanism to be housed in a relatively small container and to this end one of the features of the invention is an arrangement by which the horn and sound box may be housed and secured so as to decrease the size of the box within which the phonograph is contained and to prevent damage to the horn and sound box in transportation.

In Figure 1, a plan view, partially in section of the improved device, showing the tone arm and sound box in the playing position in full lines and in the housed position in dotted lines. In Fig. 2, a sectional view on the line 2—2 of Fig. 1. In Fig. 3, a sectional view on the lines



3—3 of Fig. 1. In Figs. 4, 5, 6 and 7, detail views of the device shown in Fig. 1. In Figs. 8 and 9, detail views of a modification of the tone arm. In Figs. 10 and 11, plan and sectional views of a modified form of the device in which the tone arm is housed beneath the turntable.

The Piquette Piano Co., Derby, Conn., recently added a talking machine department to the store's stock of musical instruments. The entire department of the Howard & Barber store was purchased.

REPAIRS

All Makes of Talking Machines Repaired Promptly and Efficiently
REPAIR PARTS FOR ALL MACHINES

ANDREW H. DODIN
28 Sixth Avenue New York
TELEPHONE, SPRING 1194

Advance RECORD BULLETINS for March, 1925

Columbia Phonograph Co.

- (NEW PROCESS RECORDS)
DANCE MUSIC
- 255-D Madeline (Friend-Baer-Whiteman)—Fox-trot, Ted Lewis and His Band 10
 - Rose-Marie (From "Rose-Marie") (Friml)—Fox-trot, with incidental Singing by Ted Lewis 10
 - 258-D Oh, Peter (Wiedoeff-Rose-Stafford)—Fox-trot, Paul Specht and His Orch. 10
 - Bye Bye Baby (Motzan-Bloom)—Fox-trot, with Vocal Chorus, Paul Specht and His Band 10
 - 268-D Oh, Mabel! (Fiorito-Kahn)—California Ramblers 10
 - Me and the Boy Friend (Monaco-Clare)—Fox-trot, California Ramblers 10
 - 261-D Some Other Day Some Other Girl (Jones-Kahn)—Fox-trot, Paul Specht and His Orch. 10
 - You and I (From "My Girl") (Archer-Thompson)—Fox-trot, Paul Specht and His Orch. 10
 - 260-D How Come You Do Me Like You Do (Austin-Bergere)—Slow Fox-trot, The Original Memphis Five 10
 - Mobile Blues (Rose-Short)—Fox-trot, The Original Memphis Five 10
 - 264-D Nancy (Moret-Black)—Fox-trot, with incidental Chorus by Billy Jones, The Columbians On the Way to Monterey (Moret-Black)—Fox-trot, The Columbians 10
 - 259-D Magic Moments (From "Madame Pompadour") (Fall-Kummer)—Waltz, Savoy Orpheans at Savoy Hotel London 10
 - Oh, Joseph! (From "Madame Pompadour") (Fall-Kummer)—Fox-trot, Savoy Orpheans at Savoy Hotel London 10
 - 256-D Those Panama Mammals (Johnson-Bibo), Eddie Cantor 10
 - Eliza (Fiorito-Kahn)—Baritone Solo, Ernest Hare 10
 - 263-D When the One You Love Loves You (Whiteman-Baer-Friend)—Tenor Solo, Lewis James 10
 - At the End of the Road (Hanley-MacDonald)—Tenor Solo, Lewis James 10
 - 266-D When It's Love Time in Hawaii (Heagney-Hampton)—Tenor and Baritone Duet, Lewis James-Elliott Shaw 10
 - Honolulu Honeymoon (Bowers-DeVitt)—Tenor and Baritone Duet, Lewis James-Elliott Shaw 10
 - 262-D Ukulele Lou (Sterling)—Ukulele and Piano Accomp., Chester Gaylord 10
 - Insufficient Sweetie (Wells-Jones)—Ukulele and Piano Accomp., Chester Gaylord 10
 - 257-D The Prisoner's Song (Massey)—Baritone Solo, with Violin and Guitar Accomp., Vernon Dalhart 10
 - Ain't Ya Comin' Out To-night (Robinson-Massey)—Baritone Solo, with Violin, Guitar and Harmonica Accomp., Vernon Dalhart 10
 - 267-D De Clouds Are Gwine to Roll Away (Robinson)—Baritone Solo, with Violin and Guitar Accomp., Vernon Dalhart 10
 - I'm Doing the Best I Can (Slaughter)—Baritone Solo, with Novelty Accomp., Vernon Dalhart 10
 - IRISH SONGS
 - 253-D When Shall I Again See Ireland (Herbert-Blossom)—Tenor Solo, William A. Kennedy 10
 - My Irish Song of Songs (Sullivan-Dubin)—Tenor Solo, William A. Kennedy 10
 - 254-D Blue Ridge Mountain Blues—Vocal with Guitar and Violin Accomp., Riley Puckett 10
 - Bile Dem Gabbare Down—Vocal, with Banjo and Violin Accomp., Riley Puckett 10
 - 65029-D SYMPHONY NO. 8, in F, Opus 93 (Beethoven)—Second Movement—Allegretto Scherzando—Walter Damrosch, Conductor, New York Symphony Orch. 12
 - Symphony No. 9, in D Minor, Opus 125 (Beethoven)—Minuet—Walter Damrosch, Conductor, New York Symphony Orch. 12
 - 30020-D Two Eyes of Grey (McGeoch)—Baritone Solo, with Orch. Accomp., Louis Gravenre 10
 - I Dream of a Garden of Sunshine (Lohr-Teschmacher)—Baritone Solo, with Orch. Accomp., Louis Gravenre 10
 - 68085-D Barbieri Di Siviglia: Una voce poco fa (The voice I heard e'en now) (Rossini)—Soprano Solo, with Orch. Accomp., Maria Barrientos 10

- Barbieri Di Siviglia: Io sono docile (A docile mind I bear) (Rossini)—Soprano Solo, with Orch. Accomp., Maria Barrientos 12
- 20029-D Altblatt (Vagner)—Violin Solo, with Edward C. Harris at the Piano, Georges Enesco 10
- Chorus of Dervishes—Etude (From "The Solo of Athens") (Beethoven)—Violin Solo, with Edward C. Harris at the Piano, Georges Enesco 10
- 265-D The Ragtime Robin (Green)—Piano Accomp., George Hamilton Green 10
- Cross Corners (Green)—Piano Accomp., George Hamilton Green 10

Brunswick Records

- 15095 Trovatore—Di quella pira (Tremble, Ye Tyrants) (Act III) (Verdi)—Tenor, with Orch.; in Italian, Giacomo Lauri-Volpi 10
- Trovatore—Ah, si ben mio (The Vows We Blighted) (Act III) (Verdi)—Tenor, with Orch.; in Italian, Giacomo Lauri-Volpi 10
- 50057 Nozze Di Figaro—Voi che sapete (What Is This Feeling) (Act II) (Mozart)—Soprano, with Orch.; in Italian, Claire Dux 10
- Nozze Di Figaro—Deh vieni, non tarder (Ah, Why Delay So Long) (Act IV) (Mozart)—Soprano, with Orch.; in Italian, Claire Dux 10
- 10160 Die Ehre Gottes Aus Der Natur (Worship of God in Nature) (Beethoven)—Baritone, with Orch.; in German, Friedrich Schorr 10
- Lindenbaum (Linde Tree) (Op. 89, No. 5) (Schubert)—Baritone, with Orch.; in German, Friedrich Schorr 10
- 10161 Caro Mio Ben (Canst Thou Believe) (Giordani)—Contralto, with Orch.; in Italian, Sigrid Onegin 10
- Dormi Pure! (Sleep On!) (Scuderi)—Contralto, with Orch.; in Italian, Sigrid Onegin 10
- 30108 Last Rose of Summer (Intro. in Flotow's "Martha") (Moore)—Soprano, with Orch. Edith Mason 10
- Good-Bye (Meville-Tosti)—Soprano, with Orch. Edith Mason 10
- 2812 Indian Love Call (From "Rose Marie") (Harbach-Hammerstein-Friml)—Soprano, with Orch., Virginia Rea 10
- Gianina Mia (From "The Firefly") (Harbach-Friml)—Soprano, with Orch., Virginia Rea 10
- 2748 Where the River Shannon Flows (Russell)—Tenor and Male Trio, with Orch., Allen McQuhae and Male Trio 10
- Dear Little Shamrock (Cherry)—Tenor, with Orch., Allen McQuhae 10
- 2795 Beale Street Blues (Handy)—Fox-trot, for Dancing, Herb Wiedoeff's Cinderella Roof Orch. 10
- Maple Leaf Rag (Joplin)—Fox-trot, for Dancing, Herb Wiedoeff's Cinderella Roof Orch. 10
- 2796 Could You Care for Me (Rose-Lyman-Arnheim)—Fox-trot, for Dancing, Abe Lyman's California Orch. 10
- Something Tells Me That One Is You (Lyman-Arnheim)—Fox-trot, for Dancing, Abe Lyman's California Orch. 10
- 2797 I Can't Stop Babying You (Santly-Fiorito-Kahn)—Fox-trot, for Dancing, Oriole Orch. 10
- Twilight (Storman-Rodemich)—Fox-trot, for Dancing, Gene Rodemich's Orch. 10
- 2798 Hello, Tucky! (De Sylva-Meyer-Hanley)—Fox-trot, for Dancing, Bennie Krueger's Orch. 10
- I Ain't Got Nobody to Love (Coslow-Silver)—Fox-trot, for Dancing, Bennie Krueger's Orch. 10
- 2800 Sad (Kenton-Gordon-Meyers)—Fox-trot, for Dancing, with Vocal Chorus by Frank Bessinger, Vic Meyers and His Orch. 10
- Slummy (Gibson-Meyers-Elliott)—Fox-trot, for Dancing, Vic Meyers and His Orch. 10
- 2801 Tell Her in the Springtime (Irving Berlin)—Fox-trot, for Dancing, Carl Fenton's Orch. 10
- When You and I Were Dancing (Tennant)—Fox-trot, for Dancing, with Vocal Chorus by Billy Jones, Carl Fenton's Orch. 10
- 2802 Bygone (Kerr-Abrahamson-Warner)—Waltz, for Dancing, Castlewood Marimba Band 10
- Silver Sands of Waikiki (Smolev-Russo)—Waltz, for Dancing, Castlewood Marimba Band 10
- 2803 Somebody Like You (Friend-Donaldson)—Voice and Guitar, Nick Lucas 10
- Because They All Love You (Malie-Little)—Voice and Guitar, Nick Lucas 10
- 2804 Tiger Rag (La Rocca)—Fox-trot, for Dancing, Mound City Blue Blowers 10
- Deep Second Street Blues (McCauley-McKenzie-Lange)—Fox-trot, for Dancing, Mound City Blue Blowers 10

- 2806 I Ain't Got Nobody to Love (Coslow-Silver)—Comedienne, with Orch., Margaret Young 10
- Nobody Knows What a Red-Head Mama Can Do (Mills-Dubin-Fain)—Comedienne, with Orch., Margaret Young 10
- 2809 Jerusalem, Mourn—Voice, Fiddle and Banjo, Bill Chitwood-Bud Landress 10
- Howdy, Bill—Voice, Fiddle and Banjo, Bill Chitwood-Bud Landress 10
- 2810 I Got Mine—Voice, Fiddle and Banjo, Bill Chitwood-Bud Landress 10
- Over the Sea—Square Dance, with Fiddle and Banjo, Bill Chitwood-Bud Landress 10
- 2811 Hen Cackle—Square Dance, with Fiddle and Banjo, Bill Chitwood-Bud Landress 10
- Whoa, Aule—Square Dance, with Fiddle and Banjo, Bill Chitwood-Bud Landress 10
- 2813 Birmingham Papa (Bernard)—Vocal Duet, with Orch., (The Dixie Stars) Bernard-Robinson 10
- Let My Home Be Your Home (Bernard-Robinson)—Vocal Duet, with Orch., (The Dixie Stars) Bernard-Robinson 10

Victor Talking Machine Co.

- LIST FOR JANUARY 30
VOCAL RECORDS
- 45476 When I'm With You, Kathryn Meisle 10
 - South Carolina Croon Song, Kathryn Meisle 10
 - 35751 In Sweet Union Time (I'll Breathe My Love to You), The Duncan Sisters 12
 - Vocalizing, The Duncan Sisters 12
 - 19477 Na Lei O Hawaii (Song of the Islands) (King), Louis A. Keaumoku 10
 - Wai Punalau (Waters of Punalau) (Holt-Nape), Louis A. Keaumoku 10
 - 19499 Jesus, Lover of My Soul (Wesley-Marsh), Trinity Quartet 10
 - All Hail the Power of Jesus' Name (Perronet-Holden), Trinity Choir 10
 - 19506 George Washington's Hatchet—Monologue, Mrs. Guy Stewart McCabe 10
 - Does a Small Boy Like Cake? Mrs. Guy Stewart McCabe 10
 - INSTRUMENTAL RECORDS
 - 35749 Deer Dance, Victor Concert Orch. 12
 - Gambling Song, Victor Concert Orch. 12
 - 19481 A Japanese Sunset, Victor Salon Orch. 10
 - Enchanted Forest, Victor Salon Orch. 10
 - 19489 (1) When You and I Were Young, Maggie; (2) Carry Me Back to Old Virginia, Victor Band 10
 - (1) Nancy Lee; (2) When Johnny Comes Marching Home, Victor Band 10
 - 19456 Where's My Sweetie Hiding?—Fox-trot, Paul Whiteman and His Orch. 10
 - Ob, Joseph!—Fox-trot, Paul Whiteman and His Orch. 10
 - 19532 The Merry Widow—Waltz, The Troubadours 10
 - Kashmiri Song—Matinata—Medley, The Troubadours 10
 - 19547 Blue-Eyed Sally—Fox-trot, Ted Weems and His Orch. 10
 - Oh! How I Love My Darling—Fox-trot, Jack Shilkret's Orch. 10
 - 6487 Carnival of Venice—Part I (Vocal Variations on the Venetian Air "Carnevale di Venezia"), Toti Dal Monte 12
 - Carnival of Venice—Part II, Toti Dal Monte 12
 - 1061 In the Gloaming (Orred-Harrison), Emilio De Gogorza 10
 - Drink to Me Only With Thine Eyes, Emilio De Gogorza 10
 - 1060 Minuet (Haydn-Burmeister), Mischa Elman 10
 - Etude-Caprice (Rode-Elman), Mischa Elman 10
 - 6486 Quartet in G Major—Allegro Moderato—First Movement (Haydn), Fonzaley Quartet 12
 - Quartet in G Major—Menuetto—Third Movement (Haydn), Fonzaley Quartet 12
 - 1064 Funiculi-Funicula (A Merry Life) (Denza), Beniamino Gigli 10
 - Povero Pulcinella (Poor Puchinello) (Buzzi-Peccia), Beniamino Gigli 10
 - 1062 Pierrot's Dance Song (From "Die Tote Stadt") (The Dead City)—Violin Solo, Fritz Kreisler 10
 - Chansonnette (George Bass), Fritz Kreisler 10
 - 1059 Thanks Be to God (O'Reilly-Dickson), John McCormack 10
 - Dream Once Again (O'Reilly-Squire), John McCormack 10
 - 6482 Impromptu—Part 1 (in B Flat Major) (Schubert), Ignace Jan Paderewski 12
 - Impromptu—Part 2 (in B Flat Major) (Schubert), Ignace Jan Paderewski 12
- (Continued on page 198)

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OPATHALINA!

Introduced in America by BALIEFF In "CHAUVE SOURIS" Presented by F. RAY COMSTOCK and MORRIS GEST

- 3130 Rozsika (Leopoldi)—Orchestra, Marek Weber and His Orch. 12
- Frolics in a Little Town (Benatzky)—Orchestra, Marek Weber and His Orch. 12

Okeh Records

DANCE RECORDS

- 40251 Milenburg Joys—Fox-trot, Jimmie Joys' St. Anthony Hotel Orch. 10
- Mama Will Be Gone—Fox-trot, Jimmy Joys' St. Anthony Hotel Orch. 10
- 40254 Let Me Be the First to Kiss You Good Morning (And the Last to Kiss You Good Night)—Fox-trot (Jack Ford, Director), Arcadia Peacock Orch. of St. Louis 10
- Where's My Sweetie Hiding?—Fox-trot, with Vocal Chorus by Chic Harvey (Jack Ford, Director), Arcadia Peacock Orch. of St. Louis 10
- 40255 Me Neenyah (My Little One)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
- A Waltz in the Moonlight (And You) (Parish-Solman)—Waltz, with Vocal Chorus by Bruce Wallace, Vincent Lopez and His Hotel Pennsylvania Orch. 10
- 40257 Honest and Truly—Fox-trot, The Lanin Orch. 10
- Heart Broken Strain—Fox-trot, Frankie Quartell and His Melody Boys 10
- 40258 Doo Wacka Doo—Fox-trot (Harry Reser, Dir., with his Reserphone), Okeh Syncopators 10
- Prince of Walls—Fox-trot, Frankie Quartell and His Melody Boys 10
- 40260 I'm a Little Blackbird Looking for a Bluebird (From "Dixie to Broadway")—Fox-trot, with Vocal Chorus by Eva Taylor, Clarence Williams' Blue Five Broadway 10
- Mandy, Make Up Your Mind (From "Dixie to Broadway")—Fox-trot, with Vocal Chorus by Eva Taylor, Clarence Williams' Blue Five 10
- 40261 Oh, Mabel—Fox-trot, with Vocal Chorus by Billy Jones, The Goofus Five 10
- I Ain't Got Nobody to Love—Fox-trot, with Vocal Chorus by Billy Jones, The Goofus Five 10
- 40264 Spring Has Come (And I'm Alone)—Fox-trot (Jack Ford, Dir.), Arcadia Peacock Orch. of St. Louis 10
- Ah! Ah! Archie—Fox-trot (Jack Ford, Dir.), Arcadia Peacock Orch. of St. Louis 10
- 40265 Blackin' Blues—Fox-trot, with Vocal Chorus by Stanton Crocker, Jack Gardner's Orch. 10
- Too Late Now—Fox-trot Jack Gardner's Orch. 10
- 40266 Dear One—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
- Will You Remember Me—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
- 40267 There'll Be Some Changes Made—Fox-trot (Harry Reser, Dir.), Okeh Syncopators 10
- Home Bound (For Charleston, South Carolina)—Fox-trot, Arkansas Travellers 10

VOCAL RECORDS

- 40253 Laughing Yodel—Tenor Solo, with Piano Accomp. by Emanuel Clark, Charles Anderson 10
- Roll On Silver Moon—Tenor Solo, with Piano Accomp. by Emanuel Clark, Charles Anderson 10
- 40256 When the One You Love Loves You—Tenor Solo, with Accomp. by Justin Ring Trio, Bruce Wallace 10
- I'm Some-One Who's No-One to You—Tenor, with Orch., Bruce Wallace 10
- 40259 When the Sun Goes Down on the Lonesome Pine—Tenor Solo, with Accomp. by Justin Ring Trio, Bruce Wallace 10
- Alice of the Pines—Tenor Solo, with Accomp. by Justin Ring Trio, Bruce Wallace 10

SACRED RECORDS

- 40247 Make Jesus Your Choice—Sacred Vocal, The Jenkins Family 10
- I Got Mine—Sacred Vocal, The Jenkins Family 10
- 40248 Nobody Cares—Sacred Vocal, The Jenkins Family 10
- Farewell—Sacred Vocal, The Jenkins Family 10
- 40249 Sail On—Sacred Vocal, The Jenkins Family 10
- The Silver Lining—Sacred Vocal, The Jenkins Family 10

- 40250 Ezekiel Saw De Wheel—Negro Spiritual—Led by Miss Eloise Uggams, Elkins-Payne Jubilee Singers 10
- You Must Shun Old Satan—Negro Spiritual—Led by Wm. C. Elkins and Frank B. Williams, Elkins-Payne Jubilee Singers 10
- 40270 Throw Out the Life Line—Bartitone-Contralto Duet, with Piano Accomp. by Mrs. R. M. Foster, Mr. and Mrs. J. Douglas Swagerty 10
- Sweeter as the Years Go By—Bartitone-Contralto Duet, with Piano Accomp. by Mrs. R. M. Foster, Mr. and Mrs. J. Douglas Swagerty 10
- "OLD TIME TUNES" RECORDS
- 40246 The Last Shot Got Him—Fox-trot, Chenoweth's Cornfield Symphony Orch. 10
- Hot Foot Step and Fetch It—Fox-trot, Chenoweth's Cornfield Symphony Orch. 10
- 40252 The Letter From Home, Sweet Home—Singing, with Guitar Accomp., Charles Nabello 10
- The Great Round Up—Singing with Guitar Accomp., Charles Nabello 10
- 40263 Old Dan Tucker—Fiddling and Singing, Fiddlin' John Carson 10
- Old Uncle Ned—Fiddling and Singing, Fiddlin' John Carson 10
- 40269 Rabbit Race—Harmonica-Guitar Duet, Henry Whitter 10
- Farewell to Thee—Harmonica-Guitar Duet, Henry Whitter 10
- 40271 Nellie Gray—Guitar Duet, with Vocal Chorus by Bob Stanley, The Stanley Trio 10
- Whoa! Mule—Guitar Duet, with Vocal Chorus by Roba and Bob Stanley (R. L. Stanley), The Stanley Trio 10

Emerson Records

LATEST DANCE HITS

- 10840 O Katharina—Fox-trot, Bar Harbor Society Orch. 10
- Lonely and Blue—Fox-trot, Bar Harbor Society Orch. 10
- 10837 Listening (From "Music Box Revue")—Waltz, Marlborough Symphonic Orch. 10
- Madeline, Be Mine—Fox-trot, Pennsylvania Syncopators 10
- 10836 In Shadowland—Waltz, Marlborough Symphonic Orch. 10
- I Ain't Got Nobody to Love—Fox-trot, California Melodie Syncopators 10
- 10834 Will You Remember Me?—Fox-trot, Joseph Samuels' Music Masters 10
- Why Couldn't It Be Poor Little Me?—Fox-trot, Lenox Orch. 10

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Sell U. S. Rolls—You'll Sell More Players!

- 10835 I'll See You in My Dreams—Fox-trot, Lenox Orch. 10
- Peter Pan, I Love You—Fox-trot, Lenox Orch. 10
- 10839 Oh, Joseph! (From "Madame Pompadour")—Fox-trot, Joseph Samuels' Music Masters 10
- Get Yourself a Broom and Sweep Your Troubles Away—Fox-trot, with Vocal Chorus by Billy Jones, Joseph Samuels' Music Masters 10
- 10838 Sob Sister Sadie—Fox-trot, with Vocal Chorus by Billy Jones, Joseph Samuels' Music Masters 10
- I Can't Stop Babying You—Fox-trot, Bar Harbor Society Orch. 10
- LATEST SONG HITS
- 10841 My Kid—Tenor Solo, with Orch. Accomp., George W. Ballard 10
- Lady Be Good (From "Lady, Be Good")—Tenor Solo, with Orch. Accomp., Charles Hart 10
- 10482 That Soothing Melody—Tenor Solo, Orch. Accomp., Vernon Dalhart 10
- Please Be Good to My Old Girl—Tenor Solo, with Orch. Accomp., Sydney Mitchell 10
- OPERATIC AND STANDARD SELECTIONS
- 10429 Celeste Aida (Heavenly Aida) (From "Aida")—Tenor Solo, in Italian; with Orch. Accomp., Martino Brefelli 10
- Una Furtiva Lagrima (A Furtive Tear) (From "Elisir d'Amore")—Tenor Solo, in Italian, Martino Brefelli 10
- 10409 Silver Threads Among the Gold—Tenor Solo, Walter Vaughan 10
- When You and I Were Young, Maggie—Tenor Solo, Walter Vaughan 10
- NOVELTY SELECTIONS
- 10596 Train Time at Pumpkin Centre—Humorous Sketch, Cal Stewart and Co. 10
- Uncle Josh in the Cafeteria—Humorous Sketch, Cal Stewart and Co. 10
- 10207 Wailana Waltz (Drowsy Waters)—Waltz, Ferera-Franchini 10
- Kawaihau—Waltz, Ferera-Franchini 10
- 10190 Bartender Reel—Accordion Solo, John Kimmel 10
- The Runner—Medley—Accordion Solo, John Kimmel 10
- 636194 I Ain't Got Nobody to Love—Fox-trot, New Synco Jazz Band 10
- There'll Be Some Changes Made—Fox-trot, Carlton Terrace Orch. 10
- 636195 O Katharina—Fox-trot, New Synco Jazz Band 10
- The World Is Mine for I Have You—Fox-trot, D. Onivas and Orch. 10
- 636197 Louisville Blues—Fox-trot, D. Onivas and Orch. 10
- On the Way to Monterey—Fox-trot, Piedmont Orch. 10
- 636197 How Do You Do—Fox-trot, with Vocal Chorus by Ernest Hare, Hollywood Orch. 10
- Who Takes Care of the Caretaker's Daughter—Fox-trot, Elite Orch. 10
- 636198 Will You Remember Me—Fox-trot, with Vocal Chorus by Ernest Hare, Hollywood Orch. 10
- Keep Smiling at Trouble (From "Big Boy")—Fox-trot, Elite Orch. 10
- 636199 Blue-Eyed Sally—Fox-trot, Empire Orch. 10
- I Can't Stop Babying You—Fox-trot, Elite Orch. 10
- 636200 The Blues Have Got Me—Fox-trot, New Synco Jazz Band 10
- Oh, Mabel—Fox-trot, New Synco Jazz Band 10
- 636201 A Waltz in the Moonlight and You—Waltz, Imperial Orch. 10
- Carolina Moon—Waltz, Imperial Orch. 10
- 636202 I Like Pie, I Like Cake, But I Like You Best of All—Fox-trot, Imperial Orch. 10
- Lucky Kentucky—Fox-trot, Piedmont Orch. 10
- 636203 Albany Bound—Fox-trot, Piedmont Orch. 10
- I'll See You in My Dreams—Fox-trot, Piedmont Orch. 10
- 636204 Lady, Be Good (From "Lady, Be Good")—Fox-trot, D. Onivas and Orch. 10
- Tokio Blues (From "Music Box Revue")—Fox-trot, D. Onivas and Orch. 10
- POPULAR VOCAL RECORDS
- 625130 The Only, Only One—Ukulele and Voice, (Ukulele Ike) Cliff Edwards 10
- Oh, Lady Be Good ("From Lady, Be Good")—Ukulele and Voice, (Ukulele Ike) Cliff Edwards 10
- 625128 No One Knows What a Red-Head Mama Can Do—Ukulele and Voice, (Ukulele Ike) Cliff Edwards 10
- Who Takes Care of the Caretaker's Daughter—Ukulele and Voice, (Ukulele Ike) Cliff Edwards 10
- 632107 I Ain't Got Nobody to Love, Lee Morse and Her Blue Grass Boys 10
- Telling Eyes, Lee Morse and Her Blue Grass Boys 10
- 632103 Me Neenyah (My Little One)—Voice and Guitar, Lee Morse 10
- Golden Dream Girl—Voice and Guitar, Lee Morse 10
- 632104 Down! the Best I Can—Tenor, Guy Massey 10
- The Time Will Come—Tenor, Guy Massey 10

(Continued on page 200)

Pathe Phono & Radio Corp.

DANCE RECORDS

- 636192 I Adore You—Fox-trot, Hollywood Orch. 10
- When the Moon Shines in Coral Gables—Fox-trot, Carlton Terrace Orch. 10
- 636193 In the Shade of a Sheltering Tree—Fox-trot, Hollywood Orch. 10
- I'm a Homesick Rolling Stone—Fox-trot, Carlton Terrace Orch. 10

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Otto Goldsmith Now With E. A. Wildermuth, Jobber

Otto Goldsmith, well-known talking machine man, has now joined the staff of E. A. Wildermuth, Brooklyn, N. Y., exclusive wholesale representative of Atwater Kent radio in the metropolitan district. Otto Goldsmith needs no introduction to the retail talking machine trade in the metropolitan territory. He was for many years traveling representative for the American Talking Machine Co., Victor distributor, Brooklyn, N. Y. Later he formed the Cabinet & Accessories Co., which was one of the pioneers

among general accessory distributing houses in the talking machine field. Upon the advent of radio Mr. Goldsmith became associated with the Nyrad Distributing Co. In his new connection Mr. Goldsmith will cover territory comprising all of New York City, Bronx and localities north as far as Poughkeepsie where he is well known.

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