

The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

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



BRUNSWICK PHONOGRAPHS BRUNSWICK RECORDS BRUNSWICK RADIOLAS



The Sign of Musical Prestige

Brunswick

PHONOGRAPHS · RECORDS · RADIOLAS

THE BRUNSWICK-BALKE-COLLENDER CO.

Manufacturers—Established 1845

General Offices: CHICAGO Branches in All Principal Cities

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

Main Offices: 358 Bay Street, Toronto

Branches at Montreal, Winnipeg, Calgary, Vancouver

Any receiving set can be placed upon it and batteries put within it.



Console Model, equipped with standard speaker unit

\$50

DeLuxe speaker unit

\$60

New! **Sonora Speakers**

that will bring in volume business

THE Sonora console speaker foretells a new style of speakers that will beautify millions of homes. Concealed in this masterpiece of furniture artistry is the famous Sonora tone chamber—unsightly wiring and batteries, too, are cleverly hidden. Equipped with the Standard Speaker unit \$50. DeLuxe Speaker unit \$60.

The Standard speaker at \$20—the only wood cabinet speaker with the laminated wood tone chamber retailing at this price. This achievement was made possible through the production of the Sonora standard electro magnetic speaker unit.



Sonora Standard Speaker

The cabinet work of the Standard \$20 model reflects the same careful craftsmanship of the \$30 speaker. The famous Sonora tone chamber made of many layers of wafer-thin seasoned wood laid cross grained is found in this instrument.

\$20



The new Standard Speaker unit represents the finest development of the electro magnetic system. Because of the unusual sensitivity of the specially prepared diaphragm to the magnet, unusual clarity is attained, \$6.00.

There is a big national advertising campaign behind these models. Cash in on it. Wire your distributor for samples today.



SONORA PHONOGRAPH CO., Inc. 279 Broadway New York

The Talking Machine World

Vol. 21. No. 3

New York, March 15, 1925

Price Twenty-five Cents

Louis Sterling and Associates Acquire Control of the Columbia Phonograph Co., Inc.

H. C. Cox Elected President and General Manager—Louis Sterling Is Chairman of the Board—W. C. Fuhri, Vice-President and General Manager, Elected Director and Member of Executive Committee—Mr. Sterling Outlines Company's Plans and Policies

The Constructive Finance Co., Ltd., and the Columbia Graphophone Co., Ltd., of London, England, which three years ago acquired European interests of the Columbia Phonograph Co., has also acquired control of the Columbia Phonograph Co., Inc. This control has been acquired through the purchase of 51,000 shares of stock and all of the holders of voting trust certificates representing such shares are being afforded an opportunity to participate pro rata in the sale.

Louis Sterling, managing director of the Columbia Graphophone Co., Ltd., of London, who in a large measure has been responsible for the successful operations of that company, has become chairman of the Board of the Columbia Phonograph Co., Inc.

H. C. Cox, formerly vice-president and treasurer of the Columbia Phonograph Co., Inc., and for many years prominently identified with the company, has been elected president and general manager, succeeding H. L. Willson, who resigned from the organization because of ill health.

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., remains in this office, and in addition has been elected a member of the board of directors and a member of the executive committee.

Louis Sterling is not only well known to the talking machine industry throughout the world, but he is recognized everywhere as one of the most capable and successful executives in the talking machine trade. His association with the Columbia Co. dates back more than fifteen years, and during this time he has won the respect and friendship of phonograph executives and dealers the world over. His knowledge of the industry is excelled by no executive of any organization, and his intimate familiarity with the Columbia product and policies is reflected in the phenomenal success of the Columbia organization in London. Mr. Sterling is planning to spend practically all of his time in this country in behalf of the interests of the Columbia Phonograph Co., Inc.

H. C. Cox, the newly elected president and general manager of the Columbia Phonograph Co., Inc., has been associated with the Columbia organization for the past eight years in official and executive posts. He is an exceptionally capable administrative executive who has been responsible for the successful solution of many important problems that have arisen in the Columbia organization in recent years. He is ideally qualified to be at the helm of the Columbia Phonograph Co., Inc., for his previous activities as an officer of the company have gained for him the esteem and friendship of every factor in the company's personnel.

W. C. Fuhri is one of the most popular and efficient sales executives in the talking machine industry, having been identified with the trade for twenty-five years, and outside of a few years has concentrated all of his efforts on the development of Columbia activities. He numbers among his personal friends dealers from Coast to Coast, and there is hardly a town of any size throughout the country where he has not established friendship and good will. His thorough knowledge of merchandising as applied to the talking machine industry has gained for him the keen appreciation and respect of the dealers everywhere, who will be glad to learn that Mr. Fuhri's services to the Columbia Co. have been recognized by his election as a member of the board of directors and

also as a member of the executive committee. The members of the executive committee of the Columbia Phonograph Co., Inc., now com-



Louis Sterling

prise the following: Louis Sterling, H. C. Cox, W. C. Fuhri, Fred W. Shibley, G. L. Burr and Wm. C. Dickerman.

The aims and policies of the Columbia Phonograph Co., Inc., are admirably set forth

Walter B. Fulghum Crosley General Sales Manager

New Crosley Executive Has Been Connected With Talking Machine Trade for Many Years



Walter B. Fulghum

from Coast to Coast.

In addition to his years of experience as a Victor executive, Mr. Fulghum has also for a number of years operated a retail store selling Victor and radio products, where he attained an outstanding success. His broad and varied experience will enable him to work in close cooperation with Crosley jobbers and dealers. He is a valuable addition to the Crosley organization which has achieved great success in the radio industry. Mr. Fulghum has received letters and telegrams of congratulation from his friends throughout the trade, who are delighted to know that he has joined the Crosley Radio Corp.

in a statement to The Talking Machine World by Mr. Sterling, who said: "My associates and myself have today acquired a controlling interest in the Columbia Phonograph Co., Inc., and I have been asked to make a statement as to the company's future. In the first place, I am a New Yorker, who has been representing the Columbia Co. in Europe for sixteen years. I was managing director of the European branch of the Columbia Co., which business the Columbia Co. sold out to me and my associates about three years ago. The European company has been very successful and is doing the largest record business in Great Britain. The European company's shares on the London Exchange are at four and one-half times par and the company is earning about 75 per cent net on its capital issue.

"We feel confident that eventually the Columbia Phonograph Co., Inc., will be equally successful in the United States. We have every confidence in the future of the phonograph business. We have no intention of embarking upon other lines or consolidating with any other interests, but will devote all of our resources to the development of the Columbia phonograph and record business. While we believe radio is a large industry which we have no doubt will grow larger, we believe at the same time that each industry has its own field. Radio gives to the public many forms of pleasure and interest, but the phonograph still remains the one and only instrument which gives the public at all times the music it wants; gives the public all the music of all countries by the greatest exponents of each class of music and makes that music available whenever it is desired.

"We feel confident that both from the musical educational standpoint and from the standpoint of entertainment the phonograph industry, which has been growing steadily for thirty-seven years, will continue its development."

Lauter Now Handles Edison Phonographs in All Branches

Firm Operates Chain of Fine Retail Establishments Throughout the State

The Lauter Piano Co., with headquarters in Newark, N. J., and branches throughout the State of New Jersey, has recently taken on the Edison phonograph in all of its retail stores.

Just a year ago the Edison Phonograph Distributing Co., Orange, N. J., Edison jobber of the Metropolitan district, decided that the Edison line required more formidable representation in the important city of Newark. After investigation of locations, types of establishment, etc., the Lauter Co. was approached and after extended negotiations this concern agreed to stock a few models of the Edison phonograph and a nominal amount of Edison records. These were put in on a sort of approval basis and the results obtained by the Lauter Co. were such that conferences were called looking to a steady representation for the City of Newark.

The Lauter Co., however, declined to put the Edison line into its several branch stores until they had tried it out in Newark for a year. It was therefore especially significant that at the end of the year's trial the Lauter Co., through its president, J. M. Cameron, and its general manager of retail stores, E. C. Pullen, has arranged to represent the Edison line in all of its branch stores, which include, in addition to Newark, Perth Amboy, Elizabeth, New Brunswick, Paterson, Passaic, Hoboken, Jersey City, Bayonne, Union Hill, Asbury Park, Red Bank, and Trenton. The negotiations were handled by P. J. Burns, manager, and A. O. Toenies, who has been an Edison representative for the past twenty years.

Making Spring a Profit-Producing Season

Sales Campaigns Now in Order—Public Turns to Out-of-Doors and Shopping as Winter's Grip Slips—Building Sales of Portables

As this issue of *The World* reaches the trade live dealers will once again be making preparations for their Spring business drives. Winter activities will be replaced to a large extent by outdoor sports of all kinds. However, there is a wonderful opportunity for developing business during this season, provided of course dealers are wide awake enough to take advantage of them. There seems to be a tendency among a certain type of dealers to relax to a large degree the effort which usually makes the Winter months satisfactory from a business standpoint. This is the beginning of a lethargic condition which brings about the so-called "Summer dullness". However, the fact remains that people still are in the market for talking machines, records, radio and all kinds of musical instruments. They still read advertisements and the live outside salesman or canvasser can be used with unabated effectiveness in bringing up the sales volume to reasonable proportions.

Start Your Drive Now

Now is the time to complete plans for the Spring 'drive. As has been mentioned, advertising will be just as effective in the Spring and Summer as during the Winter months and the dealers who eliminate this publicity are working to their own disadvantage. Much has been said and written concerning the need for continuous advertising, how ads should be designed to get the best results, etc., and there is no need for going into that phase of the publicity situation. The important point is that to those dealers who advertise will go the bulk of the Spring business.

Window displays are, if possible, more important now than they were during the cold Winter months when people remained indoors

as much as possible. When the thermometer hovers around the zero mark it takes a hardy person indeed to gaze at a window display or something far from the ordinary in the way of a window to make them stop and look very closely. And then, too, when a person is shivering with cold the sales argument of the "eye of the store" is bound to fall flat. Now, however, the outdoors again lures and shopping again becomes a pleasure for the lady of the house. Therefore, the sales creating effectiveness of the window becomes an important factor in the campaign for business. And what an opportunity the retail talking machine dealer has to make the public stop before his windows! No manufactured products offer greater opportunity for eye-arresting window displays than do the talking machines, with their beautiful cabinets and artistic designs; records, with the wealth of musical entertainment which they represent; radio, with all its mystery and charm, a charm and lure which the public is finding daily more difficult to resist. Let the window of your store tell the tale of the merit of the radio lines you handle and sales are bound to come. Make your windows just as effectively tell the story of the talking machines and records. Then, too, there is musical merchandise. Now is the time when instead of a drop in the interest in small musical instruments among the young people there is, if anything, an intensified interest. The ukulele and other small instruments are unsurpassed for entertainment on picnics, sailing, early vacations, in camp, etc.

Never before in the history of the music business has the trade had so much to offer the

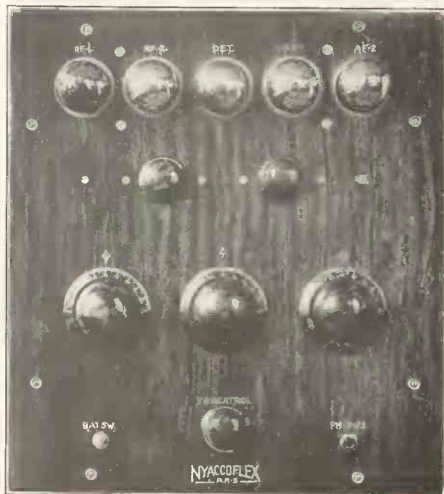
public in the way of portable musical instruments. The whole trouble seems to be that while dealers stock these very fine portable talking machines and radio outfits no real efforts have been made to promote sales. It can be done. What is a mailing list for if not to use to secure business and to what better purpose can a mailing list be put at this time than to promote the sales of portable instruments? The beauty of the whole situation is that no matter whether a customer owns a large talking machine or radio set there is a chance of selling a portable instrument of some kind. Everyone owns an automobile these days and outdoor life during the Spring and Summer is the favorite mode of pleasure. Cash in on it! The business is there, waiting for you to pick it as you would pick a ripe, juicy plum from a laden tree. Of course, it means work but everything that is worthwhile and important enough to possess requires a certain amount of effort.

Customers of Limited Purse

Then, too, there is another big field for the sale of portable instruments. This is confined exclusively to those people who cannot afford to buy the expensive upright and console models. Just as many of these people are music lovers as those who have larger means. They may be a little harder to sell because they are compelled to count the pennies but the big, vital, significant fact to you as a dealer is that they want music. You can show them how they can secure a portable talking machine on small down payment and weekly or monthly instalments and you will be helping them to happiness by convincing them and at the same time helping yourself to increased profits.

NYACCOFLEX

R. P. 5



Dealers, write your jobber for details of complete line, or address

A Five Tube Panel For \$65

This low priced unit will sell—in combination with a phonograph or to the man you have already sold a phonograph.

The NYACCOFLEX R. P. 5 is a five tube, tuned radio frequency panel receiver (14½ x 17¼ or 15¼ x 17) finished in brown mahogany—an asset to any high priced console phonograph in construction, appearance and function.

NYACCO Radio (Reflex) Receivers

The R. P. 1 at \$55; R. P. 2 at \$32.50 and the R. P. 3 at \$45 combine the best features of the most powerful present-day circuits. OPERATE A LOUD SPEAKER. Get distance, volume, are selective and can be logged.

R. P. 5



LESS USUAL DISCOUNTS

New York Album & Card Co., Inc.

New York: 23-25 Lispenard Street

Chicago: 415-417 S. Jefferson Street



"The Sign of Musical Prestige"

A few of the nationally known institutions who have adopted "The Sign of Musical Prestige" for their stores

J. N. ADAM & CO.
Buffalo, N. Y.

THE AEOLIAN COMPANY
New York, N. Y. (4 Stores)

THE WILEY B. ALLEN CO.
San Francisco, Calif. (10 Stores)

GEO. J. BIRKEL CO.
Los Angeles, Calif.

BRADFORD PIANO COMPANY
Milwaukee, Wis.

BUESCHER COMPANY
Cleveland, Ohio

BUSH & LANE PIANO CO.
Portland, Ore. (9 Stores)

CABLE PIANO CO.
Chicago, Ill. (15 Stores)

GEO. S. DALES CO.
Akron, Ohio

DENTON, COTTIER &
DANIELS, INC.
Buffalo, N. Y.

L. S. DONALDSON CO.
Minneapolis, Minn.

W. J. DYER & BRO.
St. Paul, Minn.

FAMOUS-BARR CO.
St. Louis, Mo.

FITZGERALD MUSIC CO.
Los Angeles, Calif. (2 Stores)

FOSTER & WALDO
Minneapolis, Minn.

THOS. GOGGAN & BROS.
Houston, Texas (5 Stores)

EDMUND GRAM, INC.
Milwaukee, Wis.

J. W. GREENE CO.
Toledo, Ohio (2 Stores)

L. GRUNEWALD
New Orleans, La.

GRIFFITH PIANO CO.
Newark, N. J. (6 Stores)

S. HAMILTON COMPANY
Pittsburgh, Pa. (4 Stores)

HARDMAN, PECK & CO.
New York, N. Y. (2 Stores)

F. C. HENDERSON COMPANY
Boston, Mass. (11 Stores)

THE WM. HENGERER
COMPANY
Buffalo, N. Y.

D. H. HOLMES CO., LTD.
New Orleans, La.

HOPPER-KELLY CO.
Seattle, Wash. (2 Stores)

A. HOSPE COMPANY
Omaha, Neb.

HUB PIANO COMPANY
Baltimore, Md.

J. L. HUDSON MUSIC STORE
Detroit, Mich.

JORDAN MARSH CO.
Boston, Mass.

KESSELMAN-O'DRISCOLL CO.
Milwaukee, Wis.

KIESELHORST PIANO CO.
St. Louis, Mo. (2 Stores)

KURTZMAN PIANO CO.
Buffalo, N. Y. (6 Stores)

LOUIS & CO.
Washington, D. C.

LYON & HEALY
Chicago, Ill. (3 Stores)

MARTIN BROS. PIANO CO.
Springfield, Mo. (6 Stores)

MAY DEPT. STORES CO.
St. Louis, Mo. (3 Stores)

C. C. MELLOR CO.
Pittsburgh, Pa.

METROPOLITAN MUSIC CO.
Minneapolis, Minn.

HENRY F. MILLER PIANO CO.
Boston, Mass.

PHILLIPS & CREW PIANO CO.
Atlanta, Ga. (2 Stores)

PLATT MUSIC CO.
Los Angeles, Calif. (6 Stores)

SCHROEDER PIANO COMPANY
Pittsburgh, Pa. (5 Stores)

SCHMOELLER & MUELLER
PIANO CO.
Omaha, Neb., (2 Stores)

SCRUGGS, VANDERVOORT &
BARNEY DRY GOODS CO.
St. Louis, Mo.

SOUTHERN CALIFORNIA
MUSIC CO.
Los Angeles, Calif. (4 Stores)

STEINWAY & SONS
Cincinnati, Ohio (6 Stores)

STIX, BAER & FULLER
DRY GOODS CO.
St. Louis, Mo.

THEARLE MUSIC CO.
San Diego, Calif. (2 Stores)

J. H. TROUP MUSIC CO.
Harrisburg, Pa. (2 Stores)

TURNER MUSIC CO.
Tampa, Fla. (4 Stores)

VOSE & SONS PIANO CO.
Boston, Mass.

JOHN WANAMAKER
Philadelphia, Pa. (2 Stores)

CHAS. E. WELLS MUSIC CO.
Denver, Colo. (4 Stores)

WUNDERLICH PIANO CO.
Kansas City, Mo.



THE BRUNSWICK-BALKE-COLLENDER CO.

Manufacturers—Established 1845 General Offices: CHICAGO Branches in All Principal Cities

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

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

The Sign of Musical Prestige

Brunswick

PHONOGRAPHS · RECORDS · RADIOLAS

Attachments for EDISON

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
Supreme Sound Box for Columbia Tone Arm (nickel only)	2.00

Special Prices to Quantity Buyers



ATTACHMENT

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

New Favorite Exceltone Adapter

Good Quality, Best Outfit for the Price

EXCULTONE ADAPTER

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



Write for Samples

FAVORITE MFG. CO.

C. KRONENBERGER, Pres.

105 East 12th Street, New York

Telephone Stuyvesant 1666

Factory Branches Established by Adler Mfg. Co. in New York and Chicago

Harry D. Schoenwald Appointed Chicago District Manager by Lambert Friedl, Vice-President and General Sales Manager—Robert Harris Made Eastern District Manager

Lambert Friedl, vice-president and general sales manager of the Adler Mfg. Co., New York, manufacturer of Adler-Royal phonographs and neotrodyne radio products, returned a few days ago after visiting Chicago and the company's factories in Louisville. Upon his return Mr. Friedl announced important changes in the company's merchandising plans, so far



Harry D. Schoenwald

as the cities of Chicago and New York are concerned.

During the past six months the sales of Adler-Royal products in New York and Chicago increased so rapidly and grew so quickly that the matter of organization and service to dealers for adequate operation became an important problem. After giving the matter extended thought and consideration C. L. Adler, president of the company, together with Mr. Friedl, decided that it would be to the best interests of the Adler-Royal dealers and the executive organization to establish factory branches in Chicago and New York.

While in Chicago Mr. Friedl appointed Harry D. Schoenwald Chicago district manager with offices at 400 South State street. Mr. Schoenwald is one of the most popular and capable sales executives in the Middle West, and numbers among his friends dealers throughout the Chicago territory, and although a young man in point of years, he is one of the real "vet-

erans" of the Chicago trade, having been identified with the industry for practically ten years. He was formerly associated with the Columbia Phonograph Co., Inc., and was also sales manager of the Consolidated Talking Machine Co. In these two important connections Mr. Schoenwald visited the dealers throughout Chicago territory and earned their esteem and good will through the co-operation and assist-



Robert Harris

ance that he gave them in their merchandising problems. Mr. Schoenwald is also president of the Piano Club of Chicago and is generally recognized as one of the foremost figures in the Chicago talking machine trade.

As Eastern district manager Mr. Friedl appointed Robert Harris, who is well known to the talking machine trade in the East. Mr. Harris, in addition to being in charge of the New York office, will also be in supervisory charge of the Philadelphia sales organization. He will have the valued co-operation of S. W. Lukas and W. I. Brunner, who will act as field managers in Eastern territory, concentrating their activities in New York. Mr. Harris has been identified with the talking machine trade for a number of years, joining Mr. Friedl's organization as Philadelphia sales representative several months ago. He was exceptionally successful in this work, establishing important Adler-Royal agencies in this territory and well meriting his appointment as Eastern district manager in charge of the New York branch.

Emerson Corp. Appointing Jobbers in Larger Centers

Wholesalers Appointed With Care to Insure Adequate Distribution and Service to Trade

H. T. Leeming, of the Emerson Radio & Phonograph Corp., manufacturer of the Emerson popular-priced record, has been appointing distributors for his product in the larger trade centers throughout the United States. These jobbers of Emerson records have been selected with great care with an aim to appoint them in territory that will facilitate the placing in dealers' hands of current record releases without loss of time.

Mr. Leeming believes that a minimum of jobbers in key cities will not only make the Emerson franchise a most profitable one for the distributor, but will enable such distributors to carry a comprehensive stock of not only popular hits but of wide variety of classics, standards and foreign selections, which are part of the Emerson catalog.

The plans of the Emerson Radio & Phonograph Corp. in co-operation with these distribu-

tors and dealers are very wide in scope, call for extensive publicity and dealer helps.

In a recent chat with a representative of The Talking Machine World Mr. Leeming said: "The Emerson record allows the dealer the usual margin of profit and places in the hands of consumers a popular-priced record covering every phase of music."

Phonograph Manufacturers Club to Meet on March 25

CHICAGO, ILL., March 7.—Henry Otis, chairman of the Phonograph Manufacturers Club, now in process of formation, announced this week that the next meeting of phonograph manufacturers would take place at the Furniture Club in Chicago on March 25, at 6 p. m. It is intended at this meeting to continue the excellent work started at the organization meeting of the phonograph manufacturers held in Chicago in February, and steps will be taken to outline definitely the advantages of an association for phonograph manufacturers. Full details regarding the first meeting of the manufacturers will be found on another page of this issue.



The Brunswick Radiola

The New Musical Instrument

Making New Musical History



Brunswick Radiola No. 460

"Suited to the finest homes"

One of the eight models ranging in price from \$170 to \$660



No Outside Wires
 No Acid Batteries
 No Exposed Horn
 All in One Beautiful Cabinet

THE immediate and widespread popularity of Brunswick Radiolas has justified the enthusiasm with which Brunswick Dealers greeted and backed this new line.

These instruments combine the world-noted Super-Heterodyne of the Radio Corporation of America, the result of more than 5 years of radio research involving millions of dollars worth of patents—with the Brunswick Phonograph and its many exclusive features—the Double Ultona, the All-Wood Oval Tone Amplifier, the Brunswick Method of Reproduction, bringing new tone clarity to radio reception as well as phonographic reproduction. *All in one single and remarkable instrument.*

The Brunswick Radiola opens a great era of magnificent new business opportunities to Brunswick Dealers. Truly, again Brunswick has made musical history.

THE BRUNSWICK-BALKE-COLLENDER CO.
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 General Offices: CHICAGO Branches in All Principal Cities
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PHONOGRAPHS · RECORDS · RADIOLAS

Putting Distinctiveness in Salesmanship

Miss Mary Ellen Cross, Successful Talking Machine Saleswoman of the Southwest, Gives Some Worthwhile Tips on Building Sales

The success of the talking machine dealer depends upon his sales organization. Merchandise must be moved and while a certain volume of sales results whether or not salesmanship is practiced, real selling is the only way by which a continuous movement of stock can be accomplished and a substantial business can be built. Clerks are far more numerous than salesmen, but the clerk can get into the real salesman's class by utilizing certain principles. What these methods are Miss Mary Ellen Cross, one of the most successful saleswomen in the talking machine field in the Southwest, concretely outlines in the following paragraphs. Miss Cross has been selling talking machines and records over a period of five years and the selling points emphasized are the result of a wide experience.

Cultivate Friendship of Patrons

"I believe that anyone who is selling," Miss Cross stated, "should endeavor to be more than a salesman. I have always tried to cultivate the acquaintance and friendship of the people who come into the store regularly, and I have found it well worth while in creating more sales.

"For example, I have a list of people which contains about two hundred names. Each month as we get in a new supply of records, I call them all up and tell them of the records we have received which I feel might interest them. I have this list marked so that I can readily suggest the type of records that are likely to appeal to them. Some prefer classical records, so opposite their name I write 'class.' In like manner, I index all the others according to their choice.

Action While Customer Waits

"How often it happens that a person will come into the store and ask for a record that is obsolete, or takes a long time to find. I have done away with this tiresome wait by playing another record for them while they are waiting for me to find the one they have called for. In this manner, sales of both records have often resulted, and frequently a train of interest has been started which will result in the sale of more.

"In many of the places where I have been employed, I have served as buyer as well as saleswoman. I think a business man shows very good judgment when he places his confidence in his employes, giving them each a responsible duty and expecting them to do it.

"In buying new records, I have found that very careful attention must be given to the popularity of a piece before placing an order. Un-

less care is taken in ordering the correct number, it will not be long before the shelves are full of obsolete stock.

Frequent Record Ordering

"We get three-day delivery on our records here, and by taking this into consideration, I am able to place smaller orders than would be



Miss Mary Ellen Cross

possible if it took longer to fill them. When we hear of new records, I scout around to find out which ones are the most catchy. These I place good orders on for immediate delivery; others I order cautiously until they have created their own demand.

"Successful selling depends a whole lot upon being alert to the various opportunities which come up. Frequently, when I am at the theatre, I hear a catchy song or a new dance air, and at other times a new tune coming in over the radio. Such things all advertise a tune and are a great help in selling. I make a note of those I hear in the theatres or over the radio and mention the fact when conversing with a customer.

"Saying to a customer, 'Here is a new record that was broadcast over the radio last night,' or 'Here is a dance record that they are play-

ing at the Palace this week,' does much more to create a sale than merely mentioning the fact that you have a new record in stock.

"A short time ago when Jimmie Joy's Orchestra made records for the Okeh people, we capitalized on the opportunity by having the real orchestra play in our front window for a week while the record craze was in effect. We sold more than five hundred records that week and there is still a good demand for them.

"The boys in the orchestra were so pleased that they placed a card near the piano on their platform announcing the new record and suggesting that the people buy from us. It is a great thing to tie-up with an opportunity like that.

Selling Through Suggestion

"There is also such a thing as creating more sales by selling through suggestion. We sell thousands of packages of needles, but it is very seldom that I will sell one package. A customer comes in and asks for a package of needles and I pick up three as though I expected he would buy them, at the same time stating that they are cheaper and will last longer by buying three packages instead of one. Nine times out of ten, the customer will buy three packages. This makes better business, better business makes better times, better times make better wages, and that is what we are all after.

"There is a wonderful opportunity in selling for the young man or young woman who is willing to put more than physical effort into his or her work. People appreciate the little courtesies that you show them and will tell others about you. In this way you can build up a clientele which will stay with you no matter where you go."

There you have the story of Miss Cross and her methods of getting more business as well as keeping the business she has already created. She is admittedly one of the best salesladies in the city of San Antonio, where she is employed. She has a pleasing personality and this is backed by sound business judgment and a strong sense of justice. All of these are ideal characteristics in selling, and Miss Cross has realized this and made them pay dividends.

The Millington-Butler Corp., New York, was recently incorporated at Albany to manufacture radio devices with a capital stock of \$20,000. The incorporators are C. S. Ashley, H. E. Cecil and J. J. Coyle.

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.

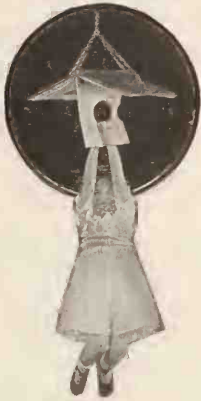
The Audak unit illustrated supplied complete, ready for use upon removal from crate



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

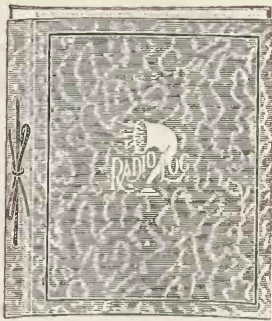
Both the 10 inch and 12 inch Records of Each Artist in the New

ART PEERLESS COMBINATION ALBUMS



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

**Attractively Bound—Stamped in Gold—
At a Popular Price**



New Peerless Radiolog at a lower price.

The new revised Peerless Radiolog—now ready

Radiologs mean spot cash sales. Are you letting this opportunity slip by? One to each and every radio fan in your neighborhood, that's the ratio of sale for this new, live, up-to-the-minute reference book.

All you need is a space in your window for Radiologs—a display will sell them. There is only one Radiolog and it is a Peerless.



A necessity for the portable

Every portable talking machine owner is a prospect for

PEERLESS RECORD CARRYING CASE

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

THIS IS IMPORTANT

As exclusive metropolitan distributors for the new and beautiful Pictorial Records for children, we are delivering the new multicolored transparent records (in album form) of

"A CHILD'S LIFE OF CHRIST"

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.



(Registered in the U. S. Patent Office)

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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

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Boston: JOHN H. WILSON, 324 Washington Street

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

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

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

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

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

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

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

NEW YORK, MARCH 15, 1925

Twenty-one Years of Leadership in the Trade

THE Talking Machine World has now entered its twenty-first year as the pioneer and dominant publication in the talking machine field, having been established in January, 1905, when the industry was in its infancy, with its great subsequent development unforeseen except by a far-sighted few who at that time were considered a bit too optimistic.

Throughout the development of the industry to its peak and through the many sudden and important changes which attended that development, The World appeared regularly and in steadily increasing size as the chronicle of the trade, offering in its editorial columns pertinent and helpful comment relative to distributing problems of the industry and in its advertising columns the new products as they made their appearance and were offered for the consideration of the dealer and public. Also The World has played a most important part in disseminating information to the trade relative to the best thought and practice in connection with every phase of merchandising.

The World has been in receipt of numerous messages of congratulation from prominent members of the industry, many of whom have been represented in its advertising columns since the first issue or shortly thereafter or whose connection with the trade has extended back through the full period of the life of the publication and perhaps beyond. It is regarded as a privilege to reproduce on another page of this issue some of these messages of good will, for they reflect in no uncertain measure the regard in which The World is held by those who have watched its progress during the years and its observance of the high ideals set forth by its founder.

Twenty years as time goes is not, perhaps, an impressive period, but in the talking machine trade it may be said to represent almost the entire life of the industry as an established force. The World feels proud of the fact that it was the only publication to appreciate the importance of the industry in those early days and to play a part in the development of the trade to a point where it stands high among the big industries of the country. The World enters its twenty-first year of service to the trade with its principles and policy unchanged and in a position to render even greater service

during the years to come to the industry of which it is an integral part and in whose progress it has played such a vital part.

Building for Permanence in the Radio Industry

IF radio is to prove of any real benefit to the talking machine trade, or, for that matter, to any other trade devoted in whole or in part to its distribution, its production must be carried on on a basis of permanence. This is a fact that has been generally recognized by those keen business men who may be said to have pioneered in this new industry and who have won such a notable success in the development of a new field.

Permanence does not depend alone upon the favor of the public, though the maintenance of public interest at the buying point is naturally a most important factor. It depends, from the angle of the dealer, equally upon the attitude of the manufacturer in the conduct and development of his business. In short, the dealer who expects to make radio a part of his business for some years to come will take particular care to see that the manufacturer with whom he is tying up is of a type that is likely to be in business a year or two from now and not one of those who are in the new field for the primary purpose of cleaning up quickly and getting out and who are a demoralizing influence in the business.

In making for the permanence of the industry, there are a large number of manufacturers who, for instance, have given serious thought to the proper merchandising of their products and who, so far as is possible, have endeavored to limit their representation to legitimate dealers to the exclusion of the fly-by-nights and "gyps." Likewise these same manufacturers have worked for the simplification and standardization of their receivers in the several price ranges, backing them with factory guarantees and giving to the dealer an assurance of support that keeps him enthused and promotes his confidence in the product he is merchandising. In most cases, too, the receivers have been presented to the public through widespread magazine and newspaper advertising of the sort calculated not only to bring a direct demand to the dealer's store, but to establish the name of the receiver in the mind of the public as a standard and reputable article.

In the radio trade the dealer has the protection of trade names, but owing to the newness and quick development of the new industry he is frequently unable to establish for himself and off-hand the exact value of those names. There are some who have hesitated to investigate and now have on their shelves receivers costing hundreds or perhaps thousands of dollars, but which have little sales value and the manufacturers of which have simply passed out. If the manufacturer is legitimate, if he is in the business to stay, and regards the industry seriously rather than as a passing fad then he will not object to close investigation of his products or his policies.

In the daily papers particularly, there are found each week announcements of new sets with high-sounding names and for which extensive claims are made. Both these claims and the prices asked are sufficient to arouse interest, but it will be well for the dealer, whether entering the radio field or seeking to enlarge his department, to investigate the companies back of the products as well as the products themselves. Shattered claims and broken promises will not serve to move worthless stock off the shelves.

Hearings on the Perkins Copyright Bill

FOR several weeks past there have been held in Washington a series of hearings on the Perkins Copyright Bill designed to replace the copyright act of 1909 regarding the provisions of which considerable discussion favorable and unfavorable has existed for some years past. At these hearings, held before the House Committee on Patents, many individuals and representatives of organizations have opposed or favored the provisions of the Perkins measure, the alignment being roughly the music publishing interests and composers against those seeking to use the music for public performance or for mechanical reproduction.

Those who took part in or kept in touch with the copyright fight in 1909 will remember how serious was the issue and how strong the forces lined up either for or against the measure as originally proposed. The result was a compromise that, though generally accepted, does not fully please either one faction or the

other. In view of the developments that have occurred during the sixteen-year period since the existing copyright act went into force, there are now many more complications to be smoothed out before a bill can be produced that will prove in any measure satisfactory to those directly interested in it.

In view of the situation as it exists every member of the trade has or should have a direct interest in what is transpiring in Washington in connection with the Perkins Bill and The World presents in the current issue the second instalment of the report of the hearings which reviews briefly the arguments presented for and chiefly against the measure thus far. While the life of the talking machine industry may not be said to depend entirely upon the new copyright act as finally passed, it is certain that that act will have a very material bearing on the future of the trade, and upon the cost of manufacturing and merchandising records particularly. Certainly the talking machine men have realized this, as is evident by the interest they have taken in the hearings and the fact that representatives of the leading concerns in the industry have appeared and presented their views.

Efficient Collecting Keeps Capital at Work

IF every dealer in talking machines would have tacked above his desk a card bearing the advice "collect now," and observe that advice consistently, earnestly and regularly, he would be rendering himself and his business a service of unquestioned value. Even to-day, with all the progress that has been made in the merchandising of talking machines and, for that matter, musical instruments generally, there are still retailers who regard the collection department as something of a necessary evil and a thing separate and apart from the business to be endured but not encouraged.

The great trouble appears to be that all too many dealers have the wrong conception of what uncollected accounts actually represent. Having developed them through the medium of sales they appear to take the attitude that they represent income and potential profit and that, if left alone, the dollars involved will come home something after the manner of Bopeep's sheep. If dealers will learn to regard all uncollected accounts as so much tied up capital,

and realize that every payment that is past due means a further tying up of capital that is essential in the proper conduct of the business, then there will probably be greater activity in the matter of forcing collections among those customers who are inclined to be delinquent if the dealer is too lenient with them.

We hold no particular brief for the financing companies that are doing business in the trade at the present time, but there is one thing that can be said in their favor and that is that dealers who have had occasion to do business with them have learned to collect and collect promptly, for the finance company demands prompt payment of the accounts due it and permits of no delay or quibbling by the dealer.

If the dealer has the proper conception of what his instalment accounts represent, he should need no outside persuasion to influence him to keep his collection work on an efficient basis. The dealer watches his sales with great care and sees to it that no opportunity is lost to do business. He also gives personal attention to the manner in which his establishment is conducted as a whole, but with the prospect once interested and the sale made, following up that customer for collections is too frequently left entirely to the tender mercies of a subordinate who may or may not be conscientious in the work, and who too often is not vested with sufficient authority to make his work really effective.

Outstanding instalment accounts mean capital and capital is the lifeblood of business. If the dealer does not keep this outstanding capital well in hand and turning over regularly and at proper intervals, he is going to find himself in a position where he has a most interesting collection of paper, both due and past due, but little or no cash with which to meet current business demands.

The collection department is in no sense the stepchild of business. It is a real blood member of the family. When accounts are neglected it does not mean the neglect of something unimportant and intangible, but rather of the good hard capital that is essential to every business. Efficiency in the collection department is important enough to warrant continuous study and experimentation in order that a most effective system can eventually be evolved.



Sherman, Clay & Co.

Victor Distributors on the Pacific Coast

Victrolas Victor Records
Victor Accessories

Main Wholesale Depot:

741 Mission Street, San Francisco, Cal.

Branch Wholesale Depots:

10th and Santee Streets, Los Angeles, Cal.

N. W. Corner 13th and Glison Streets,
Portland, Oregon

Oceanic Bldg., Cor. University and Post Streets,
Seattle, Washington

330 West Sprague Ave., Spokane, Washington



5 DISTRIBUTING DEPOTS for YOUR CONVENIENCE

How Joseph Horne Co. Sells Radio by Mail

Live Pittsburgh Dealer Finds That Competition Can Be Beaten by Bringing the Radio Sales Message Direct to Prospects' Homes

Now that almost every side street store, from the tobacco shop right up the line to drug stores, garages, electrical shops and last but not least to the music store and particularly the talking machine establishment, is handling radio and fighting for a share of the business, the talking machine dealer must put over a real sales promotion drive of never diminishing intensity to get the share of sales which his position in the industry justifies. Facing just this situation the Joseph Horne Co., of Pittsburgh, Pa., cast about for ways and means of building up its radio business. Finally, after going into the matter thoroughly, it was decided to give direct mail a try, on the theory that this direct way of reaching possible prospects with the message of the fine radio line handled would be most productive of sales results.

Accordingly, over a comparatively short period of time about 5,000 mailing pieces were sent out, covering the entire mailing list of the company. The wisdom of this move soon manifested itself, for to date returns have been received from more than 200 customers and prospects. Many of these people already have been sold radio sets by the Joseph Horne Co. and the chances of numerous additional sales are excellent, while other persons who received the literature and who have not yet reached the stage of buying know that the company has a fine line from which to make a selection. The direct mail drive of the company includes letters, folders, leaflets, etc. Of particular importance was a circular letter sent to men only. This read as follows:

To Our Men Friends:

This is an invitation to make the early acquaintance of our radio section, which is an extension of our well-established Victrola department.

Let us initiate you to the thrills, surprises and diversified entertainment which the possession of a dependable radio set entails.

Radio service awaits you here, with the assurance of reliability and satisfaction that applies to every purchase made in this store.

We have more than a commercial interest in selling you a radio set. We would like to be the means of making you a radio fan. You'll get a great deal of satisfaction out of a radio set from Horne's, and we'll

get great deal of satisfaction out of being a party to your satisfaction.

Stop in the radio-Victrola section at the first opportunity and let us show you the different types of sets—regenerative, reflex, neutrodyne and super-heterodyne—each with some special point or merit to recommend it. The prices are reasonable and deferred payments may be arranged.

Yours very truly,

JOSEPH W. HORNE.

This letter was very effective in interesting men in radio and many inquiries resulted.



The Brunswick Radiola Super-Heterodyne—some remarkable features—

- Requires no outside antenna—no ground wires. You can operate it from room to room—place wherever you please.
- Amazing selective picking you do "see me" what you don't want to hear and pick out instantly what you do want.
- Combines the superlative in radio with the superlative in phonograph production—a phonograph and a radio in one.

RADIO, ADDED TO THE PHONOGRAPH

It gives the superlative in home entertainment. The phonograph is best established as an instrument to receive music of the greatest variety—and radio enables one to keep closely in touch with all interesting events that happen daily.

The Brunswick Radiola presents the radio and phonograph united in a single instrument—more of a radio than a radio, some say it is a phonograph. Prices start at \$190.00.

Separate Radio Receiver. Sets of reliability such as RCA Radiola, including the Super-Heterodyne Zenith and Eberhard Neutrodyne sets are on sale here; instruments that even the most pronounced connoisseur will be satisfied. (Within the actual limitations of radio) that he can find in the standard phonograph. These sets in most cases require no antenna or ground wire from \$35.00 up to \$425.00.

Radio has been passing through a necessary experimental stage but has now reached such a degree of perfection that we may offer these sets to our customers with adequate assurance that they will operate at the best from the start.

Competent service will be available.

May we demonstrate these instruments to you—on the beginning of a season during which the best in home entertainment is particularly desirable.

Victrola Section
JOSEPH HORNE CO.
Where Reliable Radio Receiving Sets are Sold

A Woman Customer

With a similar set gave us the following list of stations received Election Night while the local stations were in operation:

- WTAM Cleveland
- WSAI Cincinnati
- WQJ Chicago
- KSD St. Louis
- WHAS Louisville
- WGN Chicago
- WOC Davenport, Iowa
- WFAA Dallas, Texas
- WEBS Chicago
- WEY Schenectady
- WEAF Kansas City, Mo.
- WEAF New York City

There are just two reasons from the actual experience of thousands of the 5000 subscribers in range of this 3000 Fully complete at this price

Deferred payments, if desired. Simple, complete, die batteries—any member of the family can operate it. Ask to See It!

JOSEPH HORNE CO.

Some of the Joseph Horne Co.'s Direct Mail Literature

Other pieces of direct mail publicity of the folder and leaflet type are reproduced herewith.

Service Charge After Thirty Days

The Joseph Horne Co. is escaping much of the expense involved in long-term free service and at the same time upholding its reputation for service by giving to purchasers of radio sets free service for a period of thirty days. It must be remembered that a service man is essential to the successful operation of a radio department. And it must also be considered that whether or not this man goes out on "jobs" his pay continues. Now if the service man's time is entirely taken up with giving free service the company has no direct financial return from his services to cover this salary expense. The Joseph Horne Co., through its system of

and other necessary accessories. The chief advantage of this is that the prospect knows immediately the price of the outfit. Where the price of the stripped set is advertised many times sales are lost because the price seems low

(801B-5C-12325)

RADIO SERVICE ORDER

Name Order Number

Address Clerk

..... Date

Type of Set

WORK TO BE DONE: Date Charged

Date Promised

WORK DONE

Remarks

Installed by Aerial Erected by

Final test by

Indicate to whom each item below should be charged:

Aerial Installation Service

Customer's Signature

The "Service" Form

until the salesman enumerates the cost of the various items which are necessary before the set can be placed in operation. When the prospect learns the price of the complete set and visits the store he knows and is prepared to pay the price, and no unnecessary obstacles are placed in the way of the salesman.

Sails for England to Investigate Radio Market

W. T. Roche, Sales Manager of F. A. D. Andrea, Quick to Take Advantage of Raising of Embargo Against Foreign Receiving Sets

W. J. Roche, sales manager of F. A. D. Andrea, Inc., sailed recently on the S. S. Berengaria to investigate the English market, which has just been opened after a two-year embargo against all foreign radio apparatus. With him he has taken every type of neutrodyne receiver ranging from three to five tubes. The neutrodyne system fully complies with the rigid regulations imposed on listeners by the British Post Office, particularly those against radiation.

Mr. Roche is one of the pioneers in radio, having sailed the seven seas for many years, and also is well acquainted in British radio circles.



HENRY BURR



ALBERT CAMPBELL



JOHN MEYERS

EIGHT POPULAR VICTOR ARTISTS

In Concert and Entertainment Personal Appearance of

Eight Popular Favorites on One Big Program

A live attraction for live dealers and jobbers

Bookings now for season 1924-1925

Sample program and particulars upon request

PHILIP W. SIMON Manager
1674 Broadway New York City



FRANK CROXTON



MONROE SILVER



BILLY MURRAY



RUDY WIEDOEFT



FRANK BANTA

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

Honest Quaker

Main Springs
Repair Materials

CHARACTER



HONEST QUAKER Main Springs are packed in individual cartons only, under proper specifications to retain their original condition for a considerable length of time.*

In distant points of the United States, Canada and other parts of the world our merchandise is distributed by well known reputable concerns. The owner of HONEST QUAKER franchise is analogous to a direct branch, for ample stock must be carried to insure real good Service.*

In export shipments the necessary foreign regulations are strictly followed and proper manifests, consular invoices and other required affidavits are carefully executed. Proper care is exercised in packing and shipping and a competent forwarder is employed.

Consequently if you purchase HONEST QUAKER merchandise from any of our distributors or exporters you should expect to receive the same merchandise, equal good service, and in fact every courtesy that is extended by us.*

**Trade Mark Registered United States Patent Office and Canada.*



THE greatest asset of modern business is character, for this is the foundation of the policy that aids to develop the small concern into a well balanced, smooth running business of magnitude and prestige.

The founder of Everybody's started within the vicinity, where, in 1776, this country declared the character of its policy. The same underlying features were focused into the channels of the talking machine business, plus a paraphrasing of that famous statement "millions for service—not one cent for excuses." Customer satisfaction, first, last and always has made Everybody's Talking Machine Co. the greatest institution of its kind on earth.

And we work under severe handicaps. Every part on nearly all orders is wanted in a hurry. It is rush, Rush, RUSH. A dealer doesn't order "for delivery in 30 days." No, he wants a part as QUICKLY as possible after he discovers the need for it, and we rush it back just as fast as he mails the order, be it for one or a hundred.

Thousands of different makes of phonographs scattered among millions of people, with 20,000 dealers constantly finding need for parts of all kinds in quantities, or for only one, give you a vivid impression of the scope of our activities. To order and to assemble EVERYTHING in talking machine needs for "return mail" shipments to our friends involves a huge capital and constant minute supervision of stocks.

Is it any wonder that character shapes success? Is it any wonder that Everybody's is known throughout the civilized globe, and enjoys world-wide good will because of service character?

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

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

Canadian Distributors { HABEMISTER, Montreal
WHALEY ROKE & CO., Toronto

Other Representatives in Foreign Countries

Using the Want Ads to Corner Extra Sales

Frank H. Williams Tells How Shafer's Music House Uses Want Ads Effectively—How to Build Selling Want Ads—What to Avoid

What is your most effective method of building business, Mr. Phonograph Dealer? Is it personal contact? Is it newspaper advertising? Is it window displays? Or is it that neglected form of publicity known as "Want Ads"?

Robert R. Shafer, proprietor of Shafer's Music House, in Santa Ana, Cal., finds that want ads are his best method of getting business. And, undoubtedly, the reasons why this is the case and the methods used by Mr. Shafer in cashing in on want ads will be of interest and of value to other phonograph dealers. Other dealers will, probably, be able to get worthwhile ideas and suggestions out of Mr. Shafer's experiences which they will be able to use to good advantage in their own establishments.

What Want Ads Accomplish

"Our extensive use of want ads," says Mr. Shafer, "does two things for this store. In the first place it moves goods that otherwise might not move. And it also sells many articles which ordinarily might be advertised in display copy at a high rate.

"In the second place the want ads bring more people into the store and thus familiarize more folks with our line.

"We use want ads under the regular classifications such as 'For Sale', 'For Rent', 'Exchange', etc. In each of the ads we tell as much as possible about the goods we are offering and prices and terms. That is, we tell as much as we can without making the ads so long that people won't read them.

Making Want Ads Resultful

"Experience has shown us that in the words of The Chicago Tribune, 'the more you tell the more you sell.' It doesn't pay, in using want ads, to be too brief or too snappy. It doesn't pay, either, to be too clever or original. The best sort of copy to use is copy that is conventionally interesting. This is true because it is the great common mass of people who read want ads and who are impressed by them. Too much originality or too much cleverness goes over the heads of such people and leaves them wondering what it's all about.

Want Ads Sell Trade-ins

"Of course, in our want ads we feature mainly the trade-in goods we have for sale. For instance, when we take in a phonograph on an exchange we at once put it in top-notch condition and then run a want ad in the paper telling all about it and giving the price and the terms under which it can be bought. This sort of an ad almost invariably gets results because there are always hundreds and even thousands of people reading the want ads of papers every day on the lookout for bargains. So we seldom have any great difficulty in moving the goods we take in on trades.

"Again, if we have a phonograph to put out on a rental basis, which is infrequently the case, we advertise it in the 'For Rent' department of the want ads and very quickly get it out in this way.

"We also find that it is a good plan to every now and then run a want ad in the 'Exchange' department in which we state that we have a new phonograph which we will exchange for an old phonograph and a reasonable amount of cash. Really, it is surprising how effective this inexpensive advertising is.

Selling Store Visitors

"We take pains, with all of the folks who are brought into the store by our want ads, to show

The basic principles of advertising apply just as forcibly to want ads as they do to other newspaper and magazine publicity. Robert R. Shafer, who has been using these small, inexpensive ads with great success, knows how to make the advertising dollar bring in the greatest return. In the accompanying article he tells how to construct an ad for the classified section of the newspaper which is certain to be resultful. Mr. Shafer has found this form of advertising especially effective in selling trade-ins and other slow-moving stock. He says the want ad is the "bargain basement" of advertising and it reaches a class of people who would never even read the regular newspaper advertising. The extra sales count and the want ads do the trick.

them around the store and make them feel perfectly at home in the establishment. We show them our stock of machines and records, tell them about the way we keep our stock up to the minute all the time, tell them about some of the leading people in the city and territory who have purchased goods from us and urge them to come to the store frequently. We tell them we will be glad to have them drop in at any time and try some of our records or listen to demonstrations of the various instruments.

"All this sort of thing helps greatly in creating more friends for the store and, of course, the success of the phonograph store is very largely dependent upon the number of friends it has."

Low-Cost Advertising

The big advantage of want ads, in addition to the advantage they possess for the advertiser in that there are always large numbers of people reading them who are in the mood to make purchases, is the fact that their use costs so comparatively little.

A cent a word is, quite frequently, the price charged by papers in cities under the hundred thousand population class. This means, of course, that a phonograph dealer can tell all about his offerings for fifty cents or so and get real results from his ad that, perhaps, might not be matched by the use of a ten or twelve-dollar display space.

Of course, the phonograph dealer who uses

want ads will get the best results when he thoroughly realizes the limitations of his medium and the chief characteristics of the people reading the ads and when he formulates his copy accordingly.

Who Read Want Ads?

Here are some points for the phonograph dealer to remember about the use of want ads:

Want ads are the "bargain basement" of the daily newspapers. Want ad readers are the type of people who are the biggest patronizers of bargain basements and five-and-ten-cent stores.

The matter of price is of paramount importance to the people who peruse the want ads. Consequently, every phonograph want ad should be explicitly specific about prices, terms, amounts saved by buying the offered goods, etc. Because the people who read the want ads expect to find that everything advertised is a real bargain, the regular want ad readers expect the advertised goods to move speedily. Consequently, it is poor business to run the same want ad for more than three times as the regulars who read the ad will, after its third or fourth appearance, get the idea that the advertised goods are not real bargains at all. The readers will figure this is the case because they will think that if the goods were real bargains they would have moved long before the appearance of the same ad for the fourth or fifth time. In view of this, then, it helps in making want ads effective to set a time limit when the advertised goods will be withdrawn if not sold. This thing of setting a time limit makes the readers feel a desire to act—an urge to purchase the goods.

If want ads are charged for by the paper at so much per line the tendency always is to abbreviate words so as to cut down the number of lines. But too many abbreviations are a mistake because some of the readers will not be able to figure out what the abbreviations mean and still others won't want to be bothered figuring them out.

Perfect honesty in want ads is always the best policy. Honestly-advertised goods move more speedily and give more satisfaction to the purchasers than goods which are made to appear better, through clever phraseology, than they really are. Want ads are a big sales help if properly used.

Will A. Watkin Co. Takes on Brunswick Radiola Line

DALLAS, TEX., March 4.—The Will A. Watkin Co., one of the foremost music houses in the Southwest, recently announced that it has taken on the complete line of Brunswick Radiolas. This is the first venture of this establishment into the radio field. An intensive advertising campaign has been launched in the interest of the line by this enterprising house.

STARR PIANOS STARR PHONOGRAPHS
GENNETT RECORDS
Represent the Highest Attainment in Musical Worth
The STARR PIANO COMPANY
 Established 1872
 Richmond, Indiana

Too many stations? Too much interference?

~greater
selectivity
is the answer



Model XV—Two stages tuned R.F. detector and two stages A.F. Simplified tuning on two dials. Stations are always found at the same dial setting. The volume is under control and the tone is musically pure. Retail \$142.50 without accessories.

You'll find it in the new

KENNEDY MODEL XV

EVEN when the air is crowded with powerful local broadcasting, Model XV will cut right through and bring in distant programs.

Stations may interfere with each other as badly as they do in Chicago, but Model XV will sort them out and bring in any desired one without a trace of the others. There is no harder test for the selectivity of any receiver than Chicago conditions. Read at the left of this page the comments of Chicago users.

Sharp tuning has become absolutely necessary to the enjoyment of radio. The Government is receiving many applications for new broadcasting licenses. Your customers rely upon you to recommend a set that will separate stations completely, not only on present wave bands, but also on the *shorter wave lengths* that may be assigned to relieve congested broadcasting. Model XV receives perfectly on all wave lengths from 200 to 600 meters.

Your customers will thank you for urging them to buy the Kennedy Model XV. If you are not a Kennedy dealer, but would like to handle a line that is never freakish but always in the forefront of sound radio engineering, we would like to hear from you.

THE COLIN B. KENNEDY COMPANY *Saint Louis*



Peep inside
at the works 'of Model XV

A "royal" job throughout. Nothing to loosen and cause service troubles. Every part tested: this unit assembly is tested again; the receiver when finished is given a final testing and rigid inspection.

What Chicago users say

PWX Havana, Cuba

"I pick up Havana, Cuba, regularly from my North Side residence while Chicago stations are operating."

H. B. Law, Sec'y,
Dwight Bros. Paper Co.

A Complete Log of American Stations

"My wife especially enjoys the Skinner organ recitals from WEAJ New York, Sunday evenings. We now have practically a complete log of all American stations."

F. R. Fenton,
Fenton, Davis & Boyle

CFCN Calgary, Canada

"We now have five Canadian stations that we listen to regularly in addition to everything in America from Coast to Coast. Our reception over loud speaker is perfect."

H. E. Richardson,
Wilson & Richardson

Italy, England and France

"California stations clearly received any night on my loud speaker through Chicago broadcasting—also heard Rome, England and France international week."

Ralph D. Rogers, V. P.,
Rogers & Co., Chicago



MODEL VI—Now \$20 less

Bigger production brings the price down. A highly selective set that tunes by log. Stations come in at the same dial setting every time. Sweet, bell-like tone. Licensed under Armstrong U. S. Patent No. 1,113,149. Retail \$85 without accessories.

2020-3

THE
COLIN B. KENNEDY
COMPANY, St. Louis

I am interested in a
Kennedy dealership. Please
send me particulars.

My name _____

Firm name _____

Business _____

Street Address _____

City _____ State _____

How Ahaus' Sales Methods Beat Handicaps

The "Profits" Said L. A. Ahaus Would Fail Because of Poor Location—Why He Succeeded Is the Basis of All Retail Success

Success in the retail business depends upon selling. No matter what brings a person into the store the matter of making a sale on a basis satisfactory both to the dealer and to the customer depends on the salesman. This has been, and still is, the outstanding principle of business management which has made the Brunswick Shop, at 352 Walnut street, Cincinnati, O.,

two vital considerations in actual selling. The first is the demonstration and the second is whether the instrument favored by the customer will fit in with the furnishings of the home. This applies to selling talking machines, although record sales also depend on demonstration. The Brunswick Shop boasts fifteen booths and in each of these is a fine instrument. "We always use a superior machine for demonstrating records," explained Mr. Ahaus, "because a fine instrument brings out the tones to the best advantage. We regard it as poor salesmanship to demonstrate records on a machine which is not perfect in appearance and operation. If the instrument is not operating properly the reproduction is bound to be faulty and if the appearance of the instrument is not top-notch a poor impression is created."

Women, who are in the majority as purchasers of talking machines, are interested in the furnishings of their homes. If a salesman succeeds in selling a phonograph which makes an inharmonious contrast to the rest of the furnishings to a prospect, dissatisfaction on the part of the customer will sooner or later develop.

Attracting Right Kind of Customers

Another reason for the quick success of Mr. Ahaus since opening his store is the fact that a consistent attempt is made to go after business among the financially responsible people of the community. "I have confidence in my goods," declared Mr. Ahaus, "and I go after cash. We do not sell on deferred payments or instalments here. Our salesmen do not follow the line of least resistance just to pile up a sales total, regardless of the profit-possibilities in each sale. They have a definite objective in view and they go after it. Through this policy an astonishing amount of good-will has been built up among a class of people who are regarded as the most desirable type of customers. The practice of not 'selling terms' has resulted in a surprising number of cash sales and short time sales, these amounting to about two-thirds of the volume." Mr. Ahaus' maxim that "If you attract the right kind of people to your store and ask for the money you will get

it," has proved the soundest kind of merchandising, eliminating many collection troubles.

Danger in Selling Terms

The tendency, quite too prevalent in the talking machine business, of acceding to almost any demands along the lines of terms and down payment concessions, is responsible for many of the troubles in the credit department. This has been proved true time and time again. Dealers who have sent men out into the field on a commission basis have found to their sorrow, after



Interior View of the Brunswick Shop

a success in a few months, and in spite of the fact that the location of the establishment was considered unfortunate by other business men.

Preliminary to the actual work of selling is the reception of the prospective customer, according to Louis A. Ahaus, proprietor of the Brunswick Shop, who says in this connection: "As a customer enters the door of our store there is a polite welcome, not over-effusive, but with a proper amount of cordiality. We never greet a person with the 'What'll you have' attitude." Following the sale the most important consideration is to see to it that the merchandise leaves the store promptly and in good condition.

In the talking machine business there are

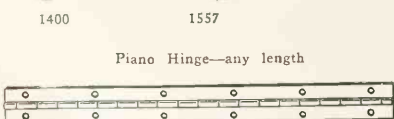
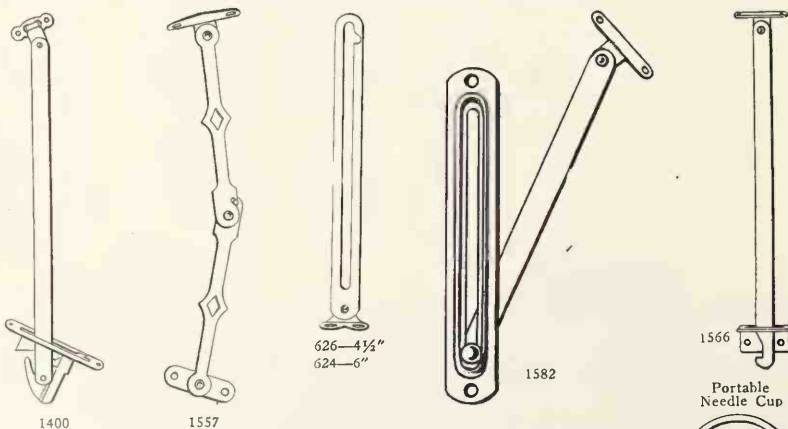


Looking Toward Rear of Store

accepting sales that should have been turned down cold, that the expense of doing business ate up what little profits resulted from the campaign. Repossession, too, has been a frequent disturbing factor where carelessness in the granting of credits has been the case. A clever salesman can sell a person eager for the possession of a talking machine an instrument far too expensive for that prospect's purse if the down payment is low enough and the terms extend over a long period of time. But try and get the money! As soon as the novelty of ownership has worn off and the family has to skimp and save, doing without necessities in some cases, to meet the weekly or monthly payments, danger develops for the retailer who was unwise enough to sell the instrument. Much better to veto the sale or even better than that make the salesmen stick to the rule to sell instruments to people which they can afford to pay for.

FULL LINE of HARDWARE

For Radios and Phonographs



H. A. GUDEN CO., Inc.

227 CANAL STREET

NEW YORK, N. Y.

Kerr Music Co. Opens New Quarters in Phoenix, Ariz.

Feature of New Store Is Battery of Four Soundproof Record Demonstrating Booths—Formal Reception Marks Opening

PHOENIX, ARIZ., March 5.—The Kerr Music Co., which for the past eight years was located at 12 North Central avenue, has moved to new and larger quarters at 72 South Central avenue, where a formal opening reception was held recently at which Pixley's Orchestra furnished the music and souvenirs were distributed.

The new quarters have been thoroughly re-decorated, a new front built in, and modern lighting equipment installed. A special feature is a battery of four soundproof record demonstrating booths in the talking machine department.

Bicak & Co. Chartered

Bicak & Co., Queens, N. Y., were recently incorporated at Albany to manufacture radio sets with a capital stock of 250 shares of common stock of no par value. The incorporators are E. T. and R. W. Bicak and M. Lissner.



Piano music is the supreme test!

*Adler-Royal Radio Speaker reflects delicate tones
with perfect clearness*

MAKE this test in your own store. Attach an Adler-Royal Radio Speaker to *any* radio set, then tune in on a station broadcasting piano music. The brilliant notes sound full and sweet with no trace of the metallic harshness so noticeable on many loud speakers. The pure tones seem to be played in your own store.

Adler-Royal Radio Speaker will be your best salesman. It not only sells itself but clinches sales for radio sets. Remember—most people judge a radio set by the loud speaker.

The adjustable modulator is the "heart of the Adler-Royal Radio Speaker." With a slight twist of the disc perfect modulation and amplification is obtained without distortion—a feature that will appeal to all your customers.

Adler-Royal Radio Speakers are furnished in beautiful cabinets of ma-

hogany or duo-tone walnut that add to the charm of any living-room.

*This coupon will bring you the
Adler-Royal Radio Speaker
immediately*

We wish you to be firmly convinced of the superiority of the Adler-Royal Radio Speaker. We want you to test it and to find out how your sales will be increased. Without waiting to place an order through our salesman, sign the coupon below and we will send you a speaker immediately. It carries the regular dealer discount and lists at \$30.

Our national advertising campaign will undoubtedly bring many customers to your store who are interested in Adler-Royal Radio Speaker. Sign the coupon now so that you'll have one to show them.



The secret of Adler-Royal perfect tone. Adjustable to maintain pure tone with loud volume.

ADLER MANUFACTURING COMPANY, Inc.

General Sales Office: Dept. G3, 881 Broadway, New York City

Factories: Louisville, Ky.

Adler-Royal Radio Speaker

ADLER MFG. CO., INC.
Dept. G3, 881 Broadway, New York City.

Please send me an Adler-Royal Radio Speaker immediately and charge it to my account, less regular discount.

Name

Street

City..... State.....

Thos. E. Carnhahan Made Ad. Manager of Zenith Corp.

H. H. Roemer, Sales Promotion Manager, Relinquishes This Work in Order to Give More Attention to Other Important Duties

The Zenith Radio Corp., 332 South Michigan boulevard, Chicago, announced recently a change in the personnel of the advertising de-



Thos. E. Carnhahan

partment of its firm. Thos. E. Carnhahan, formerly of H. W. Kastor & Sons and the Arnold Joerns advertising agencies, was appointed advertising manager and took up his new duties about the middle of February.

For some time all matters pertaining to advertising have been in the hands of H. H. Roemer, sales promotion manager, but with the growth of the organization and the resulting increase in his executive duties it was deemed advisable to place the details pertaining to advertising in separate hands.

Mr. Carnhahan is to have charge of all advertising, whether it be direct mail, outdoor, national or local display. He is well fitted for the position, having had extensive experience in various phases of the advertising business and having acted in the capacity of space buyer, copy writer and production manager.

Record by Marshal Pilsudski

The General Phonograph Corp. recently released a record made by Marshal Jozef Pilsudski, war hero of Poland, both sides containing patriotic addresses by the Marshal. Part of the receipts from record sales will go to the support of Vilna University, Poland.

Silas E. Pearsall Co. Opening Many Dealer Accounts

Prominent New York Radio Wholesaler Is Building a Substantial Dealer Patronage for Fine Radio Lines It Is Handling

The Silas E. Pearsall Co., New York, one of the best-known wholesale distributing organizations in the country, which recently completed plans for devoting all of its activities to the distribution of radio products exclusively, has been making rapid progress in the development of its business. The company's sales during February were far beyond all expectations and in addition to its former clientele, which was one of the largest in the East, the company has also established many new dealer accounts.

Lloyd L. Spencer, general manager of the company and well known throughout the talking machine trade, is directing the Pearsall activities as a radio distributor, and his thorough knowledge of the merchandising problems confronting the talking machine dealer is proving invaluable in establishing the Silas E. Pearsall Co. as one of the foremost radio distributors in the East. Mr. Spencer expects to announce shortly the addition of several members to the Pearsall sales staff as well as the enlargement of the service division. The Pearsall selling organization is one of the most efficient staffs carried by any wholesale distributor in the East, numbering among its members wholesale men of many years' experience. They are working in close co-operation with the dealers and are utilizing their familiarity with the merchandising of talking machines and records to splendid advantage in the development of radio business.

The lines handled by the Silas E. Pearsall Co. include many leaders in the radio industry, among them being Zenith, Thermodyne and Sleeper receiving sets; the Silver Voice loud speaker, Ful-Wave battery charger, Burgess dry cell batteries, Philco storage batteries, Radiotron tubes, Console table speaker, Holtzer-Cabot loud speakers, phonograph units and head sets and the Electrad aerial equipment.

Michigan Thompson Radio Distributor Appointed

Robert W. Porter, vice-president of the R. E. Thompson Mfg. Co., has just returned from a visit to Thompson distributors through the Central West, stopping at Chicago, Cleveland, Kansas City, Omaha, Lincoln, St. Louis, etc. He reports that good radio business is being experienced by dealers who are observing the merchandising methods which have proved successful in distribution of musical instruments.

Mr. Porter announces the appointment of Siegel-Zeckendorf Co., of Detroit, Mich., as distributor for the State of Michigan. This organization has had a wonderful success in the automotive industry.

Edward Blimke Rejoins Columbia Chicago Staff

After Year's Absence From Chicago Office "Ed" Blimke Resumes Relations With Columbia Dealers in His Old Territory



Ed. Blimke

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., New York, announced this week that Edward Blimke, one of the most popular members of the Chicago talking machine trade, had rejoined the staff of the Columbia Co.'s Chicago branch. Mr. Blimke assumed his duties a few days ago and is now visiting the dealers in the territory where he has been a favorite for a number of years. "Ed" Blimke needs no introduction to the talking machine trade throughout Chicago, or, in fact, to the talking machine industry as a whole, for he has been identified with the trade for many years. For more than fifteen years he was associated with the Columbia Phonograph Co. in Chicago, and during these years established a friendship and good-will among the dealers that is equaled by very few wholesale men. About a year ago he resigned from the Columbia organization to enter business for himself, but rejoined the Columbia staff to work in close co-operation with Charles F. Paer, Columbia branch manager in Chicago.

Electrical Research Labs. Open N. Y. Headquarters

Milton Schechter Appointed Eastern Manager—Territory Extends From Albany to Washington, D. C.—Is Well Known to the Trade

Walter Magill, manager of the Pearson division of the Electrical Research Laboratories, Chicago, manufacturer of Pearson receiving sets and panels and the Nestor panel, announced recently the opening of New York offices. Milton Schechter, head of the Arcraft Industries, Inc., with offices at 1670 Broadway, New York, has been appointed Eastern manager, and will have a very important territory extending from Albany in the North to Washington, D. C., in the South and from Connecticut to Harrisburg, Pa. Mr. Schechter has already made plans for an efficient sales organization which will cover this territory adequately and establish adequate distribution for the Pearson product.

Mr. Schechter needs no introduction to the talking machine trade in the East, as for many years he was identified with the phonograph industry. For several years he was Eastern sales manager of the General Phonograph Corp., and numbers among his friends jobbers and dealers throughout the East.

National Record Albums

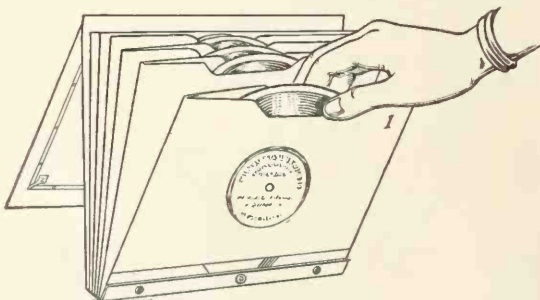
are

Good Albums

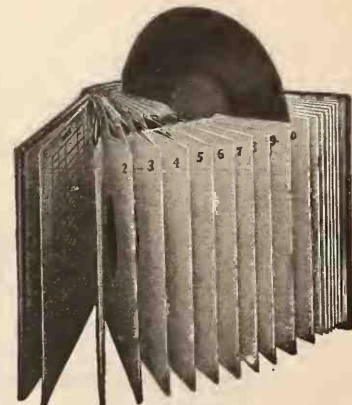
Nationally known because they give real satisfaction.

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.

Our New Shingle



Pearsall Service—

is now available to dealers in Radio Receivers and Accessories, operating with the same completeness of service that has been responsible for the big talking machine patronage we have enjoyed in the past.

In this presentation of Pearsall Service on Radio, we give you the best—products that have stood up under our analysis of quality, trade policy and marketing helps, to aid you in building a radio volume.

“Desire to Serve—Plus Ability”

10 East 39th St.

New York City

SILAS E. PEARSALL COMPANY

DISTRIBUTORS

Wholesale

Exclusively

ZENITH

TRADE MARK REG.

→ LONG DISTANCE → RADIO

TRADE MARK REG.

Super Zenith X

(Not regenerative)—6 tubes—2 stages tuned frequency amplification—detector and 3 stages audio frequency amplification. Slanting panel of sheet bronze, mahogany finish, with scales and indicators in metallic relief. Gold plated pointers, to prevent tarnish. Can be operated on either inside or outside antenna. 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
Without Battery Eliminator \$475



SUPER ZENITH
MODEL X

WHEN Donald B. MacMillan, world famous Arctic explorer, went to the North Pole, he used a Zenith (See Specifications) to hear broadcasting from the United States and Canada.

The Zenith comes in a complete line, ranging in price from \$100 to \$550, and the deluxe method of manufacturing the Zenith makes it comparable to the best type of furniture construction.

Illustrated above is the Zenith X model retailing at \$550. Other models are made in cabinet and table types.

The Zenith also comes in a four tube panel, fitting perfectly in Numbers 215, 400, 405 and 410 Victrolas.

The Zenith Co. is a strong advocate of legitimate dealer profits, and the handling of Zenith will give you excellent returns on the investment of your time and money.

“Pearsall Dealers are Protected”



SILAS E. PEARSALL COMPANY

WHOLESALE DISTRIBUTORS ONLY

10 EAST 39th STREET

RADIO

NEW YORK CITY

THE ZENITH LINE

3-R	\$175.00
4-R	100.00
Model VII Super	240.00
Model VIII Super	260.00
Model IX Super	355.00
Model X Super (Complete)	550.00
Portable Set	191.50
Model X Super (without Eliminator)	475.00

“Zenith has united the ends of the earth”

—MacMillan



Thermiodyne

Reg. U. S. Pat. Off.

[Ther-MY-odyne]

TF6

Licensed under Trube and other patents pendine



THE FOURTEEN POINTS OF THERMIODYNE SUPREMACY

1. Single Control.
2. No outdoor antenna necessary.
3. No directional loop.
4. Wavelength or kilocycle pickup of stations, instead of meaningless degrees or numbers.
5. Cannot squeal or howl.
6. Cannot radiate.
7. Cannot distort.
8. The newspapers give the time and wavelength.
9. Thermiodyne picks them at the exact setting every time.
10. No logging of stations, nothing to remember.
11. Stations of different wavelengths cannot interfere with each other.
12. A six-tube receiver, three stages of Thermionic frequency, detector and two stages of audio-frequency.
13. Distance, volume, clear as a bell, without fuss or excuses.
14. A 180-degree turn of the Single Control is like an instantaneous tour of dozens of cities.



HERE is a radio receiver that has been tested by experts and O. K.'d under all conditions of receiving. It is made by the Thermiodyne Radio Corp., unconditionally guaranteed, and operates on an entirely new principle in radio reception.

The Thermiodyne (See Specifications) Receiver is built under the Trube patents, giving in the completed instruments 14 points of supremacy. It is a well-built product, artistic radio receiver, and a quarter of a million dollars is being spent during these few months in advertising to prove it.

Wherever introduced, the Thermiodyne has established itself as one of the leading sellers, and we recommend the Thermiodyne as a radio receiver that you can sell and feel sure regarding the permanence of the sale.

The big vital features of six tubes with one control, its mahogany cabinet, and its low price of \$150 will make this one of your best sellers.

**One
Master Control**



"Pearsall Dealers are Protected"



SILAS E. PEARSALL COMPANY

WHOLESALE DISTRIBUTORS ONLY

10 EAST 39th STREET

RADIO

NEW YORK CITY

Sleeper

MONOTROL

REG. U.S. PAT. OFF.



SPECIFICATIONS

- Three stages of tuned radio frequency, Inverse Duplex System.
- Selectivity with great simplicity in tuning.
- Universal operation using any kind of loop, or aerial, or ground wire only, depending on location.
- Operates from either wet or dry cell batteries with either type of tube.
- Tremendous power with fewer tubes—rectification, 3 stages of radio and 3 stages of audio amplification from only four tubes.
- Use of special Sleeper Rectifier in place of noisy detector tube.
- Satin finish panel, etched in oxidized bronze.
- Compartment for "B" batteries and dry cells.
- Dial calibrated in wave lengths as well as numbers.
- All battery connection wires coded in color.



YOU have heard considerable about the Grimes Circuit during the past few months, and in offering you the Sleeper Monotrol radio receiver (See Specifications) we present a product that is made by a fast growing young organization that has sensed the market demand and created a novel radio receiver, combining structural strength, beauty of design and efficiency in reception.

The Sleeper Monotrol, with its single dial control, is built to harmonize with the furnishings of the home, and appeals especially to women when purchasing radio sets.

This is a guaranteed product in every way, and you can answer any selling argument of the most radical radio fan.

"Pearsall Dealers are Protected"

\$130⁰⁰
Stripped!



It's
Compact.



SILAS E. PEARSALL COMPANY

WHOLESALE DISTRIBUTORS ONLY

10 EAST 39th STREET

RADIO

NEW YORK CITY

SilverVoice

the Loud Speaker
with
the Natural Tone

IN ASSEMBLING our line of radio products, we spent a long time selecting the right loud speakers. In deciding upon the Silver Voice speaker, we were prompted to do this because of the new principle of radio tone amplification which has been used in the design of Silver Voice.

The horn is finished beautifully in mahogany, and the base was designed by an artist-sculptor, and finished in silver and gold. The Silver Voice is a revolutionary improvement on the present type of loud speaker units and is protected by patents in the United States and 11 other countries, with patents in many additional countries. No adjustments are necessary with the Silver Voice, because it registers with clarity any sound that can be detected with a headphone, either from short or long distances.

Backed by a big exploitation campaign, the Silver Voice speaker is destined to be one of the leading products in this market, and we recommend it without reservation.

"Pearsall Dealers are Protected"



SILAS E. PEARSALL COMPANY

WHOLESALE DISTRIBUTORS ONLY

10 EAST 39th STREET

RADIO

NEW YORK CITY



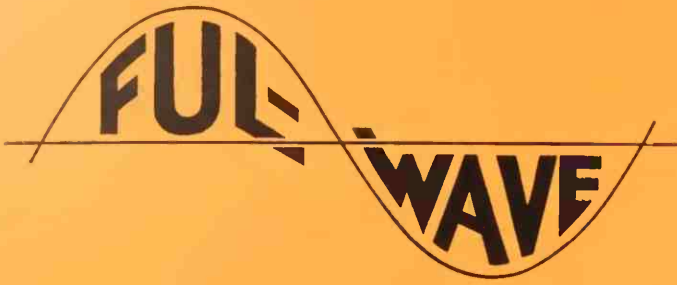
SPECIFICATIONS

Inside of horn is finished beautifully in mahogany, and the outside in glistening very dark gray. The base of this loud speaker has been specially designed by a real artist-sculptor, and is finished in silver and gold. A very beautiful addition to any room.

Gold Base \$50
Silver Base \$45

A New Proverb!





SPECIFICATIONS

MODEL "A"

For radio "A" and 6 volt automobile batteries.

A.C. line, 110-120 volts. Battery—6 volts 6-8 amperes.

Comes complete with cords, plug and leaded clips.

MODEL "A-B"

For radio "A" and "B" and 6 volt automobile batteries.

A.C. line, 110-120 volts. Battery—"A", 6 volts 4-6 amperes; "B", 22½ to 100 volts in series, 1-10 ampere.

Comes complete with cord, plug and two sets leaded clips.



A REAL BATTERY CHARGER

WITHOUT power the radio set is useless, and the necessary adjunct to the battery is a battery charger, and we selected the Ful-Wave Charger (See Specifications) because it is the one charger that will keep a battery fully charged.

So much trouble is caused to dealers because of weak batteries and nothing else, that the handling of the Ful-Wave Charger will automatically cut down service time and give you customers who will continue satisfied with the operations of their sets.

The Ful-Wave Charger works almost automatically, needs no upkeep or care, cannot overheat, is quiet and is completely sealed so that your customers can't experiment with it, and must be contented with a perfect charging instrument.

The Ful-Wave is an alternating current charger for both A and B batteries, and we recommend it most highly as being the most desirable charger sold. It will take care of itself if customers will follow the instructions of letting it alone.

"Pearsall Dealers are Protected"

Alphabetically Speaking!



Model A and A-B
Charge A and A+B
Batteries on A.C.
FULL-WAVE
is simple as -
A B C



SILAS E. PEARSALL COMPANY

WHOLESALE DISTRIBUTORS ONLY

10 EAST 39th STREET

RADIO

NEW YORK CITY

ACCESSORIES N'EVERYTHING

THERE are a lot of accessories in the radio business which are always tied up to the sale of a radio receiver. Figuring on this basis, they are practically sold at no expense. There are so many, it was a tremendous job to select the right kind of accessories which will give complete satisfaction both on profits and doing the work for which they are built. Among the well-known accessories that we are selling are the following:

BURGESS DRY CELL BATTERIES

BURGESS batteries are such well-known products that they need no introduction. It is the fastest selling battery on the market, comes at reasonable prices, and the reputation secured by the battery is based on long life. To sell Burgess batteries is to sell a product that gives universal satisfaction, and is demanded by radio owners. Burgess is the outstanding battery in the radio field.



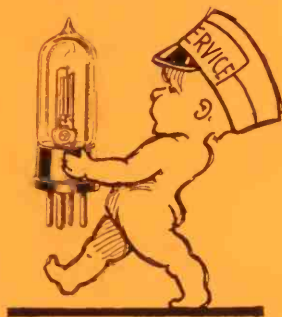
PHILCO STORAGE BATTERIES

PHILCO is a small, attractive, acid-tight case, re-chargeable wet battery. These batteries deliver a strong, non-rippling current over long periods without troublesome adjustments, and are considered one of the best bat-

teries on the market. Philco batteries make an ideal power plant for the best radio reception, and they are clean-cut salable merchandise.

RADIOTRON TUBES

WHEN you sell the tube that is purchased by dealers and the public in the largest quantity, you are positively safe in ordering Radiotron through Pearsall Service. This is a high-grade tube retailing at \$3 and renders a service that frequently exceeds three times its guarantee. Some Radiotrons have been known to give ten times the service, and this merchandise is of the most staple character.



CONSOLE TABLE SPEAKERS

EVERY purchaser of a radio set of the so-termed shoe-box type has to place it upon something, and the Console Loud Speaker is built in the form of table, with a built-in loud speaker, as well as containing compartments for batteries, hiding everything and giving a dignified, high-grade appearance to the table and to the radio set which rests upon it. This is one



of the latest products on the market, and was built to meet the need of an ornament possessing useful qualities.

HOLTZER-CABOT PRODUCTS

IN selecting the Holtzer-Cabot line of radio loud speakers, phonograph units and other Holtzer-Cabot articles for radio owners, we did so to give you an old, time-tested line built by one of the largest electrical organizations—a line that has been on the market for a number of years and stood up under all conditions throughout the country. We examined a great many products in the specialty field, and find that we can heartily endorse anything bearing the trade-mark of Holtzer-Cabot.



ELECTRAD AERIAL EQUIPMENT

A SMALL accessory that is of vital importance to radio reception is the aerial equipment. We have chosen in the Electrad Kit a fitting product for this need. Only the best materials are used in these kits—and they are absolutely complete. Everything you need for erecting Radio Aerial is included—and all parts are made in accordance with specifications of the National Board of Fire Underwriters.

SILAS E. PEARSALL COMPANY

WHOLESALE DISTRIBUTORS ONLY

10 EAST 39th STREET

NEW YORK CITY

WHOLESALE RADIO DISTRIBUTORS

Wholesale

RADIO

DISTRIBUTORS



SILAS E. PEARSALL COMPANY

WHOLESALE **DISTRIBUTORS** ONLY

10 EAST 39th STREET

NEW YORK CITY

Profit Winning Sales Wrinkles

M. Rich Bros. & Co. Are Building Prestige and Creating Sales Through a Music Club—Boosting Record Sales Among the Foreign-Born—How a Boston Dealer Quickened Service

One of the most valuable assets which any talking machine dealer can possess is that intangible adjunct called prestige or name value. Manufacturers and the large retail houses spend literally millions of dollars in building up this form of good will and are amply repaid in the long run for their expenditures. Every dealer's name or the name of his establishment should be so closely allied to that of the product which he is selling that when talking machines or radio receivers are mentioned the name of the music store should unconsciously be linked up in the mind of his prospective customers. Advertising, publicity stunts and other forms of merchandising are common ways of effecting this good will but there is an element overlooked by many talking machine dealers and that is the opportunity which is his in becoming a live factor in the musical activities of his district or city. The experience of one enterprising dealer will best illustrate the manner in which this plan can be successfully carried out. A. B. Willis, manager of the talking machine department of M. Rich Bros. & Co., Atlanta, Ga., some months ago formed M. Rich's Music Club, which gives monthly concerts at the store, employing the best local talent and advising the members of local musical happenings. Post-cards are sent to the members each month, inviting them and their friends to the concerts, and a copy of the program to be given is included. The idea found great popular favor and in a surprisingly short time the names of more than three thousand were enrolled as members and this number is steadily growing. It is but natural that when the musical needs of these people are to be filled they

come to the store which extends service such as this. The result of the Club has been a growing sales volume in all departments. This plan as used by Mr. Willis may not be practical for all dealers, but a modification or adaptation of it can certainly be put into effect by all dealers who are willing to depart a bit from the beaten path to build their sales.

A talking machine dealer located in what may be termed a foreign section of a large Eastern city, discovered that the actual demonstration of new records, particularly band numbers, or snappy orchestral selections, had greater power to bring people to his store than any amount of advertising literature whether or not it happened to be printed in the language of the multitude in his locality. It did not take him long to conceive the idea of flooding the street in front of the store with talking machine music throughout the day and evening hours, even though in some cases the police were inclined to criticize the so-called disturbance. He found that records of French and Italian marches played by native bands had the strongest appeal for his neighborhood's clientele and as these new records came out, one was selected, placed on the machine and played unceasingly until it wore out. Inside the door was a table upon which some dozens of this same record were carefully wrapped individually all ready for the customer to come in, pick it up and pay his money. This quick sale idea without red tape or loss of time brought a good many dollars of profit from other records selected by a goodly percentage of the customers who were in a mood to listen to the latest of-

ferings. It is a plan that might not work in every locality but it does work where the universal language of music itself is understood much better than the printed word.

The average commuter residing in the suburbs of any large city is a fast-moving individual, and after a time becomes so accustomed to rushing for the 5:15 that he leaves his office barely in time to make the train. A dealer in Boston discovered this to his sorrow when he opened a talking machine store on Summer street some years ago, and tried to build up a following among those who rushed to the South Station. He discovered that there were many who were interested in records but few would take the time to stop when homeward bound and spend the time to make selections. The dealer was not of the "lie-down-and-die" type and therefore decided to evolve some plan for getting this business that rushed by his door each evening. He therefore proceeded to circularize the office buildings along Summer and Federal streets and adjoining thoroughfares and each week specified two or three records of exceptional appeal included in the list which he mailed. The secret of his success was the fact that he solicited telephone orders from his prospects. When the prospect received the record list he simply 'phoned the store, gave his name and list of records wanted and as he passed in the evening on his way to the station, there they were neatly tied up with the sales slip on the top. It required only a moment to make change and the customer was on his way with the assurance that he had the privilege of bringing back and exchanging the next day half the records sold unseen. The exchange privilege would appear to be a rather liberal one, did not experience prove that not 5 per cent of the customers took advantage of it, and that 5 per cent only to a minimum degree. However, the fact that the dealer was extending a high type of service brought in the business.

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

Cutting Collection Costs by Using Mails

Gunther-Kenney, Inc., Have Evolved a Collection System in Partnership With Uncle Sam Which Gets Results at a Minimum Cost

Collecting by mail is an effective and economical way of securing money when due or of reducing the number of overdue accounts. At least this has been the experience of the firm of Gunther-Kenney, Inc., of Middletown, N. Y., a growing retail house which handles a fine line of talking machines, radio and musical merchandise. The company has very carefully planned its system of extending credit and keeping collections up to par, according to L. C. Gunther, secretary and treasurer.

As is the case with most talking machine dealers the bulk of the business done is on the instalment plan. This is particularly true of talking machine sales, approximately 90 per cent being sold on the time basis. A remarkable feature of the radio end of the business is that only 50 per cent is on instalments and the balance represents cash business. Only 1 per cent of musical instrument sales are on the instalment plan. The sales in the various departments in relation to the total business of the store are about 40 per cent phonograph and piano, 40 per cent radio, and 10 per cent musical instruments.

Selling on the Right Basis

Gunther-Kenney, Inc., are firm in their demand for a down payment and terms which protect them and make the customers realize that it is important that all the requirements of the contract are fulfilled. "Talking machines are sold on a payment of 10 per cent of the purchase price and the balance in not more than twelve equal payments," stated Mr. Gunther. "On radio sales we get one-third down and the balance in not more than twelve equal monthly payments, no instalment less than \$10. This plan of selling has kept repossessions down to less than 5 per cent. We charge interest on radio only and at the rate of 6 per cent. We should get interest on talking machine time sales but competition makes this impossible. Although many dealers in this section do not charge interest on radio time sales we find that it is imperative, due to the high type of service we give.

"Some patrons object to paying interest when

purchasing a radio set on the instalment plan, but we overcome their objections by particularly impressing them with the fact that we give service of the highest type and make a first class job of the installation of the set. More good radio sets are not working properly due to faulty installation than for any other reason. By faulty installation I mean hurried, slipshod methods. We give free service until

The cost of making collections for merchandise sold on the instalment plan is an important consideration. Too often dealers find that the expense in getting the money due them virtually eats up what little profit is made on the sale. The series of letters used by Gunther-Kenney, Inc., have stood the test of experiment as is indicated by the fact that repossessions made by this concern amount to less than 5 per cent of sales, and this in spite of the fact that the concern does a very large volume of business. There may be a thought in this article for you.

the purchaser is thoroughly familiar with the operation of his receiving set.

Form Letter Series Gets the Money

As has been mentioned repossessions are less than 5 per cent at this store. One reason for this is that every attempt is made to get the money before such drastic action is taken. The actual work of repossessing an instrument is handled by one of the employes and very little trouble has been experienced in taking care of this unpleasant task. Statements are sent to customers on the first of each month. If a customer permits his payments to fall in arrears, form letters are used in most cases. These letters are a series of eight and they have been found very effective. Sometimes, where a special case seems to warrant such action, personal letters are sent out in addition. Every account is gone over carefully each month and carefully watched. When, through

no fault of his own, a patron falls in arrears extreme leniency is exercised. In some cases, too, it has been found necessary to send a collector each time an instalment is due.

The form letters are reproduced below in the order in which they are sent out:

No. 1—

Your attention has been called to this account several times. If there is any valid reason why you cannot meet this obligation at once, let us know immediately. If there is any misunderstanding about this statement, please advise us so that we can clear the matter up. Otherwise we expect your remittance without further delay.

No. 2—

We extended credit to you cheerfully believing you to be honest about meeting your obligations. We want to keep this faith in you and prefer to believe that you mean to do the fair thing, pay your debt to us without further delay. Please do not put this matter off any longer, but send your remittance today.

No. 3—

We expected a prompt reply to our recent letter calling attention to your account, which has been overdue for some time. We know of no reason why this account should not be settled. Since you have received a number of statements from us and have found no errors therein we assume the account is correct; and the amount outstanding is long past due. Kindly oblige us by giving this matter your prompt attention.

No. 4—

It is hard to believe that a person of your reputation and standing would willfully disregard a just obligation. What other conclusion can we reach if you do not settle this account at once?

No. 5—

We must insist that you make your payments according to the agreement you signed with us, as we shall be forced to take steps to force collection, a course we prefer not to take as it may prove embarrassing to you. Your payments must be made on time.

No. 6—

Repeated requests have been made for payment of this account. Unless it receives attention within seven days, we shall be forced to take other steps to force collection, a course we prefer not to take as it may prove embarrassing to you.

No. 7—

You have not yet responded to our many requests for a remittance although the obligation you must admit is a just one. Surely you do not want your credit seriously impaired. Yet further neglect on your part will compel us to take drastic measures which for your sake we prefer to avoid. To protect your credit, maintain your reputation for square dealings and save all parties concerned further trouble, we suggest you make a payment at once.

No. 8—

We must insist upon an immediate remittance if you wish to save yourself much embarrassment and expense and us the disagreeable necessity of using sterner measures to collect this money. You will avoid this unpleasantness by making a complete settlement of your account to date.

More Money

with every sale
you make



Supplement your radio set sales with Pacent Radio Accessories!

You make more money and you keep your customers "sold" on your sets.

Over 45 of the leading set manufacturers are now using Pacent Radio Essentials so that many of your own sets are undoubtedly "Pacentized." Add a Pacent Everyone Headset, Plug, or Jackset to assure complete satisfaction.

Advanced manufacturing methods permit us to offer the utmost in quality, combined with low retail prices and the maximum profits for you. You can do no better.

Get in touch with your jobber immediately
—or write for complete Pacent catalog.

PACENT ELECTRIC CO., Inc.
91 Seventh Ave., New York City

Chicago
Washington
San Francisco
Philadelphia
Jacksonville
Minneapolis

Pacent
RADIO ESSENTIALS

St. Louis
Boston
Birmingham
Buffalo
Detroit

Canadian Licensees: R. H. White Radio Co., Hamilton, Ont.

Pacent Everyone Headsets
Retail at \$3.50
and \$3.75

Comfortable
—efficient

Pacent Auto Plug—the only automatic plug that's patented
—Retail at 75c

Pacent Jackset for 3 pairs of headphones retails at \$1.60

Hazeltine Corp. Holds Annual Meeting in Dover

Full Board of Directors Elected for the Present Year, Who in Turn Name R. T. Pierson as President and Treasurer of Company

At the annual meeting of stockholders of the Hazeltine Corp., held in Dover, Del., recently, the following directors were elected for the present year: R. T. Pierson, R. E. McConnell, Paul Armitage, W. H. Taylor, Jr., I. M. Day, Fred Helman, and Thomas Leggett, of New York City; Professor L. A. Hazeltine, Hoboken, N. J.; Harvey S. Mudd and W. L. Honnold, of Los Angeles, Cal.

At its first meeting the new board of directors elected the following officers: R. T. Pierson, president and treasurer; R. E. McConnell, vice-president; Paul Armitage, secretary, and Jack Binns, assistant treasurer.

COTTON FLOCKS

Air floated, all injurious foreign matter eliminated
for

Record and Radio Manufacturing

THE PECKHAM MFG. CO. 238 South Street
Newark, N. J.

"DON'T IMPROVISE — PACENTIZE"

Radiola

FED. U.S. PAT. OFF

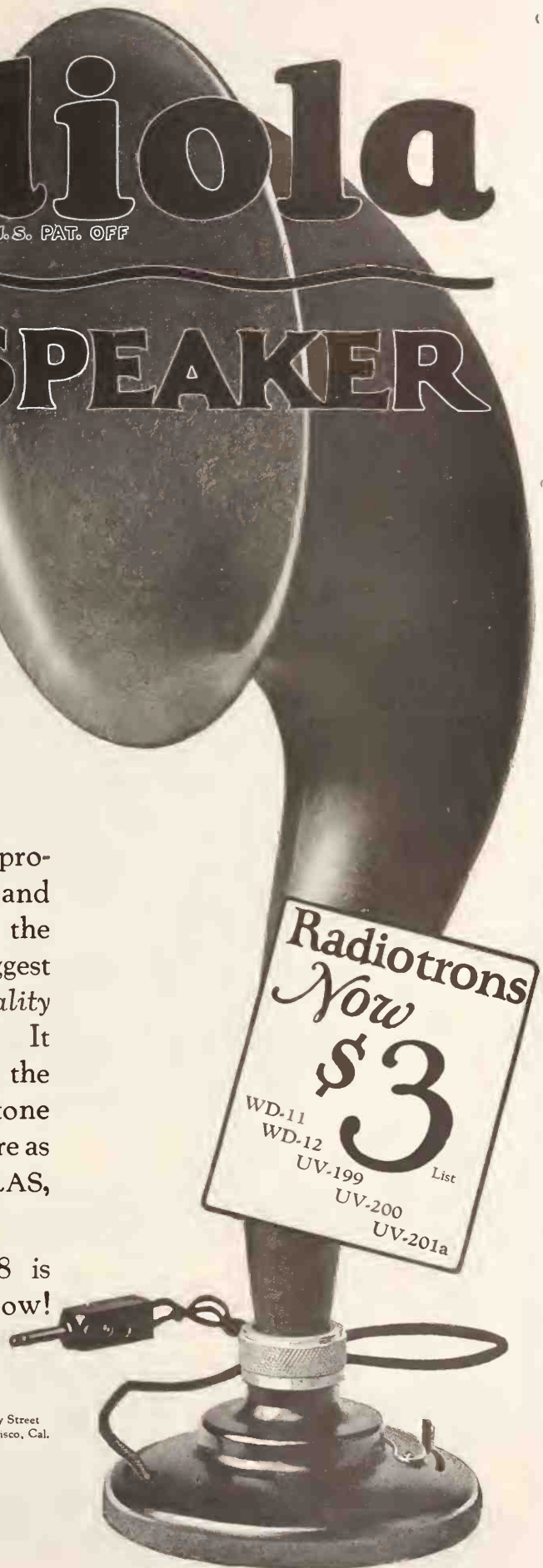
LOUD SPEAKER

Now
\$18

List

Popular demand kept sales up to production. Production increased—and price came down. Now at \$18, the Radiola Loudspeaker is your biggest feature for *quantity sales*. And *quality* is its selling force as much as price. It is known from coast to coast as the Loudspeaker that means finest tone with any set—and famed everywhere as the Loudspeaker sold with RADIOLAS, and contributing to their success.

The Radiola Loudspeaker at \$18 is your biggest selling feature right now!



Radio Corporation of America
Sales Offices: Suite No. 363

233 Broadway
New York

10 So. LaSalle Street
Chicago, Ill.

28 Geary Street
San Francisco, Cal.

This symbol
of quality



is your
protection

Selling "Music" Wins for Maison Blanche

Big Southern Music House Sells Music—Not Terms, and Policy Has Proved Sound—Training the Sales Force—Getting the Cash

Sell music and not terms; avoid tricks and false impressions; turn down undesirable sales; keep away from the dollar-down-and-less type of advertising. That, briefly, is the broad policy which J. D. Moore, manager of the talking machine and radio department of the Maison Blanche Co., importer, wholesaler and retailer, New Orleans, La., has found productive of a success in merchandising which few dealers in the entire South can equal.

The Maison Blanche Co. is one of the best-known music houses in the South and aside from its wholesale activities it has built up a prestige in the music field which has made it an outstanding success. The secret of this success can be traced directly to firm adherence to the policies which have been mentioned above.

Training the Sales Force

Of course, the salesmen are responsible for carrying out these rules. In this connection, Mr. Moore declared: "Our salesmen are trained and instructed in the knowledge that the most successful salesperson is the one who sells music profitably (a product well worth the price), not terms. A sale that is made on the basis of terms and various other concessions such as small down payment, etc., is not selling along the right lines. In other words, we believe in selling an idea and that idea is music. The customer sold along these lines usually feels that he has 'value received.'"

The result of this practice of selling music is that the Maison Blanche Co. has built up a large clientele of real music lovers, the type of steady buyers which is the backbone of any retail success. That this is not merely an idle statement is proved by the fact that during the year 1924 an average record sale of \$2.80 was made to every record customer coming into the department. This was exclusive of bulk sales to new machine customers and also of needle sales.

Selling Music Brings in the Cash

Another interesting angle of this method of selling is emphasized in the fact that about 40 per cent of talking machine sales are for cash

and 25 per cent of radio sales are on the same basis. Instalment terms are unusually high. For example, Mr. Moore has inaugurated what he calls the Club Plan. Under the terms of this plan of selling a 20 per cent down payment is required, with 10 per cent payable monthly. No purchase of less than \$25 is permitted under



J. D. Moore

this plan and there is absolutely no deviation from this policy. This sales activity is backed to the limit by the well-organized credit department of Maison Blanche. If a customer desires the limit terms of twelve months, 6 per cent interest is charged. The reasons for this charge are made plain at the time of the sale, thus eliminating any possibility of misunderstanding later. Very often, when a prospective customer learns that interest is charged on the long-term sale the deal is eventually closed on the Club Plan, with the larger down payment and shorter terms.

Radio is sold on the basis of 20 per cent down

and 10 per cent per month. These terms have been found very satisfactory both to the store and to the customers.

Keeping Tabs on Stock

It is a basic principle of merchandising that profits depend upon turnover of stock. In the talking machine business where several lines are handled, such as various models of phonographs and radio receiving sets as well as the thousands of items represented by the record stock, some system of keeping track of stock is very essential. Mr. Moore, by the use of a very simple system is enabled to know almost instantly and at all times the exact condition of his stock. Correct stock cards are kept, that is, the stock cards are kept up to date. In addition, an accurate record of the investment in stock is constantly available. Slow-selling stock sheets and price cards also are kept, thus enabling Mr. Moore to know at all times just what goods are moving and on what merchandise it is necessary to put special sales effort. These card records are closely studied and any desired action regarding the movement of merchandise is made without delay. The value of this may be realized by the statement of Mr. Moore that at the present time the store has no surplus stock either in the talking machine, radio or record departments.

Education Through Advertising

The advertising of the Maison Blanche Co. has played an important part in building the prestige which the firm now enjoys. It is a true saying that a house is known by its advertising. Of course, there is a great difference in the advertising of various concerns based on the type of people a firm desires to reach. Certainly the house which is endeavoring to reach the masses must design its ads accordingly, and it is equally so that the house which is seeking to attract the right kind of customers and to build prestige can do so through advertising.

Additional Space Enables Larger Portable Production

Plaza Music Co. Busy Turning Out Pal and Regal Portables to Meet the Demand

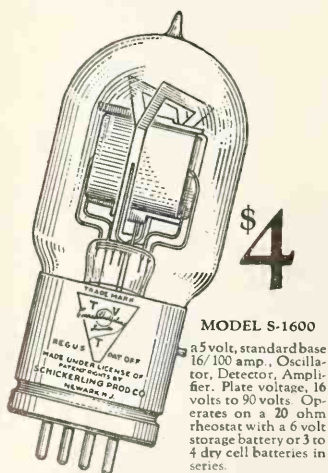
The Plaza Music Co. is manufacturing its Pal portable talking machine in enlarged manufacturing quarters at 18 West Twentieth street, New York City. The demands throughout the Winter for both the Pal and the more popular-priced Regal portable demonstrates that these products have found an all-year-round market.

At present the demand for these portables is as heavy as during the height of the Summer season of previous years and it has been found necessary to operate the Plaza plant with several shifts each day in order to meet the ever-growing demands.

Frederick & Nelson Expand

SEATTLE, WASH., March 6.—Extensive alterations were recently made in the talking machine department of the Frederick & Nelson department store caused by the rapidly expanding department. It was during the holiday season that enlargement of the space occupied was made but the growth of this department caused further adjustment and a new location on the same floor was decided upon. Two sound-proof rooms for machine demonstration have been equipped and twelve record demonstration rooms have been installed. Radio products are also being displayed.

The Newest Schickerling Tube!



MODEL S-1600

5 volt, standard base
16/100 amp. Oscillator, Detector, Amplifier. Plate voltage, 16 volts to 90 volts. Operates on a 20 ohm rheostat with a 6 volt storage battery or 3 to 4 dry cell batteries in series.

\$4

A standard base 5 volt tube
consuming but 16/100 amperes!

THINK of it! A big husky tube with the equal volume and sensitivity of the quarter ampere tube, yet consuming only 16/100 ampere filament current!

This combined Detector, Oscillator, Amplifier tube is the true economy tube for multi-tube sets. Imagine—a 5 tube set equipped with these new Schickerling tubes will consume only 8/10 of an ampere as against 1 1/4 amps using the usual 1/4 ampere tubes.

Can be used in all sets now using 1/4 amp. tubes, with absolutely no changes necessary.

Write or wire today for dealer's terms

SCHICKERLING PRODUCTS CORP.

Executive Offices and Factory:

401-407 Mulberry St., Newark, N. J.

New York Sales Office:

Knickerbocker Building, Broadway at 42nd Street

Jewelers Building, 36 West 47th Street

Havemeyer Building, Cortlandt at Church Street

Philadelphia Sales Office:

Jefferson Building, 1015 Chestnut Street

Chicago Sales Office:

220 South State Street

Authorized Phonograph Distributor-Dealer:

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

SCHICKERLING RADIO TUBES

With the Stabilizing Triangular Plates

All models sold with a written 10 day guarantee

OTHER MODELS

5 volt—1/4 amp. Standard Base
Model S-200 Detector . . . \$3.00
Model S-400 Amplifier . . . \$3.00
Model S-700 Special Oscillator and Power Tube for all multi-tube sets . . . \$7.00
3 volt—1/10 amp. Miniature Base
Model S-600 Det.-Amp. . . \$3.00



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.

Balancing Sales in the Radio Department

Sales Promotion Effort in Behalf of Slow Selling Stock Necessary to Get Maximum Profits—Importance of Demonstrations

There are many talking machine dealers who have won a full measure of success in the handling of radio receivers, that is, success measured in terms of profit, while there are many others who have dabbled in the field of radio more or less extensively and in casting up accounts have found that they have barely come out on the right side of the ledger. It shows the difference between the hit-and-miss plan of merchandising, and the serious, constructive selling plan that makes for permanence.

In the first place, the handling of radio has much the same problems that face the dealer in handling any other product which is still in the course of development, for, although surprising progress has been made in the stabilization of radio receivers, improvements are constantly being offered to the public which, although they do not revolutionize existing methods, at least detract somewhat from the desirability of sets already in stock. Moreover, these changes may be expected to occur at intervals for some time to come in view of the constant experimenting that is being carried on in the laboratories of the manufacturers and elsewhere with a view to making radio reception a simple, satisfactory and constant factor.

The presentation of these improvements to the public offers one of the reasons for the inability of certain types of dealers to get any real lasting profit out of their radio lines. They perhaps stock receivers of recognized standing and worth but as changes take place are inclined to follow the line of least resistance and feature the new and most popular products to the disadvantage of receivers that represent a substantial capital investment but remain on the shelves for lack of demand. It is quite all right to build up sales volume, for that is the basis of a profitable business, but it is not all right to build up sales volume at the expense of merchandise that unless it is moved is likely to become dead stock and tie up money which eliminates profits.

The radio business has advanced to a point where due consideration must be given to stimulating the sale of slow-moving receivers, in

order to keep stocks clean and active. Dealers who have won success have recognized this fact, and have seen to it that special attention was given to those outfits which did not move quickly enough.

Very often there are in stock receivers that are in every way desirable, but have been little advertised and are therefore little known to the public. To move them requires salesmanship,

The dealer who handles a complete line of a certain make of radio or who merchandises several lines is faced with the problem of turnover. In an establishment where more than one line is handled and where most of the sales effort is directed toward moving certain instruments which happen to be easily sold the rest of the stock suffers. The lines which are pushed will undoubtedly move more rapidly than those which are neglected, with the result that the investment represented by the slow-moving merchandise is tied up. The dealer who permits such an unbalanced sales promotion plan to exist is the loser. Popular merchandise is most easily sold and because of this fact it is necessary to get behind the slower moving radio stock more vigorously.

and a demonstration will prove that these same "shelf warmers" can be sold.

As has been said before, the radio business is rapidly becoming stabilized, but even the dealer who enters the field to-day is very liable to select receivers that for one reason or another are not quickly salable in his particular locality. Just what his following want or do not want can only be learned through experimenting and by experience, and that pioneer work is bound to cost money.

One dealer, who compensates his sales force on a salary plus commission basis, allows an extra commission on each sale of slow-moving receivers, and has found that the anxiety of the

salesmen to get the extra dollar or two has served to keep his stock in first-class shape and readily salable.

The Value of Demonstrations

It is not always the best-known receiver that obtains the best results in given localities, but the fact that a little-known outfit will produce the proper results must be demonstrated. The logical thing of course is for the dealer to stock those lines with which the public has been made familiar through advertising, for that decreases sales resistance, makes for quicker turnover and consequently larger profits.

There are also economies in the matter of carrying on demonstrations that will save the dealer much money if they are observed. One concern, for instance, has placed its various types of receivers operated on dry cells along one side of the room and connected them all with a four-volt storage A-battery and a 90-volt storage B-battery.

Being rechargeable these batteries are operated with a minimum expense, and save the cost of several dozen dry batteries formerly used each month for demonstration purposes. Moreover, the plan limits the demonstration to one receiver, or two at most, at one time, and checks the practice of shoppers who take delight in visiting radio departments in the guise of prospects and turn on the receivers themselves as a curiosity. A switch keeps the battery current under the control of the salesman who is doing the demonstrating. The plan is also calculated to cut down tube bills by limiting their use during any given period.

Cutting Down Shop-Worn Stock

Certain dealers have complained at times of the fact that frequent demonstrations and consequent handling give receivers a shop-worn appearance and it is frequently necessary to sell a demonstration outfit at a discount to move it off the floor, thus cutting down the profit, if not eliminating it altogether. A dealer here in New York has solved this problem most satisfactorily by suggesting that the customer take the receiver which has been demonstrated, pointing out that though all receivers of the same make are carefully made and guaranteed, some prove more satisfactory under certain conditions than others and that the customer has the satisfaction of securing an outfit which he knows operates in a manner to please him.

The plan has worked out most successfully. It gives the customer the assurance that the receiver delivered to his home is the one he heard demonstrated and that he is not being taken advantage of by any switching process, and it also keeps the outfits moving constantly off the dealer's demonstrating tables, thus cutting down the number of shop-worn outfits he is called upon to sell at a sacrifice.

As talking machine dealers become more experienced in the handling of radio they are finding many new merchandising angles bound to save money and promote more efficient service, all of which makes for business permanence.

New Victor Album Set

The most recent addition to the Music Arts Library of Victor records is Tchaikowsky's Symphony No. 6 in B Minor (Pathétique), consisting of five twelve-inch double-faced records made by the Royal Albert Hall Orchestra of London, under the baton of Sir Landon Ronald.

The R. & L. Radio Corp., Brooklyn, N. Y., has been incorporated at Albany with a capital stock of \$15,000. The incorporators are E. T. Le Berthon, A. S. Robbins and A. E. Ruehe.



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.

Every radio set manufacturer desires to have his instrument used with the best possible reproducing equipment—that's why

SELECTRON

Reg. U. S. Pat. Off.

is now recommended in the literature of

STROMBERG-CARLSON TEL. MFG. CO.

one of the oldest and foremost manufacturers of telephone and radio apparatus.

Other Leading Radio Set Manufacturers will be announced in subsequent copy



\$12.50

LIST PRICE

What the Selectron Does

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

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

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

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

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

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

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

7 SELECTRON brings real profit in its sale.

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

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

10 SELECTRON 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.

A Practical and Scientific Credit System

Because the International Phono. Co. Does Business With People Who Are Compelled to Watch the Pennies It Has Been Forced to Watch Credits—Result—Loss Eliminating System Described Below

The granting of credit and collections is a vital problem to every talking machine dealer and for this reason any plan which may result in more efficient operation of this phase of the business is of vital interest. An unusually effective system of handling credits and collections is in use by the International Phonograph Co., New York City. Fully 99 per cent of the business done by this music store is on the instalment basis with customers who are of the laboring class, nearly all of foreign birth and many illiterate. With people so situated, a musical instrument, be it talking machine, radio set or piano, is a luxury and should money be

is now past due. Ten days more are allowed to pass and then the following letter is dispatched to all delinquents:

Dear Sir:

Your account with us shows that you have failed to make payment since.....

Kindly give this matter your attention and oblige us with an immediate remittance. Please mention your account number which you will find on this letter whenever you make a payment.

It is very important that we have your correct address if the address above is incorrect, you will please notify us at once. Very truly yours,

INTERNATIONAL PHONOGRAPH CO.
per Credit Dept.

After the lapse of another ten-day period the following letter is sent to the delinquent:

ble settlement and save you embarrassment, we have decided to allow you five days longer in which to make payment. Your refusal to arrange this matter within that time will result in our placing the contract in the hands of our Collection Department. Respectfully yours,

INTERNATIONAL PHONOGRAPH CO.
Credit Manager.

Stronger Action

The next step taken to secure the money which is due the house is a memorandum to the store's attorney, who sends a letter setting forth the matter clearly and advising the delinquent that legal action has been called for by the music dealer. A few days' grace is given the customer to call to see either the

NAME																					ACCOUNT NO.
ADDRESS																					
CITY																					
HOUSE PHONE																					
BUSINESS PHONE																					
SOLD BY																					
CHANGE OF ADDRESSES																					
MACHINE	PRICE	MACHINE	PRICE	MACHINE	PRICE																
DELIVERY DATE	MACHINE NUMBER	MONTHLY OUR DATE	FINAL OUR DATE	INSTALLMENTS																	
OWNING	DATE	REC. NO.	CREDIT BALANCE	DATE	REC. NO.	DEBIT	CREDIT	BALANCE													

INTERNATIONAL PHONOGRAPH CO.											
DATE	AMOUNT	PAID	DATE	AMOUNT	PAID	DATE	AMOUNT	PAID	DATE	AMOUNT	PAID

RING CONTRACT FOR DEPOSIT HERE		CONTRACT NUMBER	STORE
SHIPPING INSTRUCTIONS		C. O. D.	
SHIPMENT TO BE MADE TO		BALANCE TO DEPOSIT \$	RECORDS CHARGED \$
NAME		CITY	CONTACT \$
ADDRESS		Total \$	
FL. R. HOW SHIP		REMARKS	
BOOKKEEPER		PICK UP AND ALLOWANCE	
DELIVERY NO.	DELIVERED CONTRACT		
NAME CARD	RECORDS LIST		
OWNER'S NAME	INSTALLMENTS LIST		
REMARKS	REMARKS		
DATE PAID	DATE PAID		
REMARKS	REMARKS		

ORIGINAL CONDITIONAL BILL OF SALE
From JOSEPH H. MAYERS, Prop.
International Phonograph Co.

Left: Simple Form of Ledger Page. Center: Cashier's "Information" Card. Right: Contract Form Used by Joseph H. Mayers.

at all "tight" when the monthly bills come around, this is the first payment to be cast aside and the last to be taken care of. Thus a stringent system is necessary and, after years of experimenting, Daniel M. Broad, credit manager of the establishment, has evolved a system which he believes is as near perfect as any system can be.

Notification of Payment Due

Briefly the system is this: Five days before payment is due notice is sent out giving the amount due, the date due and the account number. The customer is also asked to bring this notice to the cashier when payment is being made. This last clause is inserted because of the many who are unable to write their names, and past experience has shown that a similarity of names sometimes resulted in the payment being credited to the wrong party with unpleasant results.

Following Up Delinquents

Should this notice fail to bring in the money within ten days, a second notice is sent, similar in wording to the first, with the exception that the customer is notified that the payment

Are you aware of the fact that this is the third notification we have sent you relative to your account?

We are at a loss to understand your seeming neglect of the matter and your persistency in ignoring previous requests for payments due. We cannot see the necessity of our writing you so often, as we feel that we are entitled to at least the courtesy of a reply. Even if you cannot pay the amount just now, you should frankly let us know the reason why, and when you will pay. It is much easier to pay each instalment on the day it is due than to let it drag along until nearly time for the next one. We know how it is, and that is why we urge you to pay promptly each month according to your contract.

We want our business relations to be pleasant, and we respectfully request that you comply with the terms of your agreement by sending in at once the amount due and making arrangements to take care of all future payments promptly as each one matures. Yours very truly,

INTERNATIONAL PHONOGRAPH CO.
Per Credit Manager.

Should this fail, after ten days more, the following letter, a bit stronger in tone, is sent:

Four times we have written you regarding your account and as yet we have failed to receive payment or your reason for withholding settlement. We are forced to infer from your continued refusal to evade payment that it is necessary for us to resort to stronger and more unpleasant measures to effect an adjustment.

As we wish to afford you the opportunity of an amica-

lawyer or more preferably Mr. Broad, so that the matter can be arranged.

If this letter is fruitless of results, the following form is filled out and given to a collector, who makes a personal call on the customer.

INTERNATIONAL PHONOGRAPH CO.
Collection and Tracing Depts.
Date

Attention Mr. Acct.
Mr.
Old Address

New Address

Bought a on

Price

He has not paid since

Arrears to date

Remarks

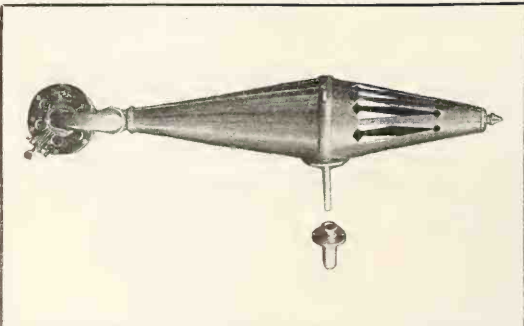
Signed

Collector's Report

Signed

Only 1 Per Cent Repossessions

It is very seldom, however, that it is necessary to resort to these extreme measures for the percentage of repossessions is less than 1 (Continued on page 28)



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.

Columbia Fine Art Series of musical masterworks includes

A

wealth of chamber music
and inspiring selections
from Wagner

IN ADDITION to the five complete symphonies and the three major works of chamber music previously announced, the Columbia Fine Art Series also includes a special group of records of individual movements from quartets and trios and Wagner music. The composers, the selections and the artists listed below are appreciated by music-lovers everywhere. The outstanding quality of these records

will create a demand for them that will surprise you. From the standpoint of tone perfection and surface smoothness they are without equal.

Your ability to offer these imported recordings will bring you new and desirable business. Write or wire for information regarding Columbia Fine Art Series of Musical Masterworks. Columbia Phonograph Co., 1819 Broadway, New York.

IMPORTED RECORDINGS

- Trios**
- Lacroix—Aubade d' Avril.
- Schumann—Liebesgarten. Trio—Arthur Catterall, violin; William Murdoch, piano; W. H. Squire, 'cello. 67013 D
- Haydn—Gypsy Rondo, from Trio No. 1. Finale. Trio—Arthur Catterall, violin; William Murdoch, piano; W. H. Squire, 'cello. 67014 D
- Foulds—Squire—A Keltic Lament. W. H. Squire, 'cello.
- The above records may be obtained singly \$1.75 each
- Wagner—Parsifal. Good Friday Music—Part 1.
- Wagner—Parsifal. Good Friday Music, Part 2. By Hamilton Harty and Orchestra. 67015 D

- Wagner—Parsifal. Good Friday Music—Part 3.
- Wagner—Tristan and Isolda. Tristan's Vision. By Hamilton Harty and Orchestra. 67016 D
- Wagner—Tristan and Isolda. Prelude—Part 1.
- Wagner—Tristan and Isolda. Prelude—Part 2. By British National Opera Company's Orchestra. 67017 D
- The above records may be obtained singly \$1.75 each

- Debussy—Quartet in G Minor, Opus 10. Andante doucement expressif.
- Tschaikowsky—Quartet in D, Opus 11. Scherzo. Allegro non tanto e con fuoco. By Lener String Quartet, of Budapest. 67033 D
- Mozart—Quartet in B Flat. Allegro assai.
- Haydn—Quartet in F Major, Opus 3, No. 5. Serenade. Andante cantabile. By Lener String Quartet, of Budapest. 67031 D
- Beethoven—Quartet in F, Opus 59, No. 1. Adagio molto e mesto.
- Beethoven—Quartet in E Flat, Opus 74. Adagio ma non troppo. By Lener String Quartet, of Budapest. 67030 D
- The above records may be obtained singly \$1.75 each

- Quartets: Individual Movements**
- Schubert—Quartet in D Minor (Posthumous). Andante con moto.
- Brahms—Quartet in A Minor, Opus 51, No. 2. Andante moderato. By Lener String Quartet, of Budapest. 67032 D

Write to the Columbia branch or distributor nearest you

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

Buffalo, N. Y., 700 Main Street
 Detroit, Mich., 439 East Fort Street
 Minneapolis, Minn., 18 North Third Street
 Seattle, Wash., 911 Western Avenue
 COLUMBIA WHOLESALERS, Inc.
 205 West Camden Street, Baltimore, Md.
 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

PHONOGRAPHS AND  NEW PROCESS RECORDS

These Columbia increasing business

**Ted Lewis
and
His Band**



**Paul
Specht
and His
Orchestra**

Photo by Apeda, N. Y.

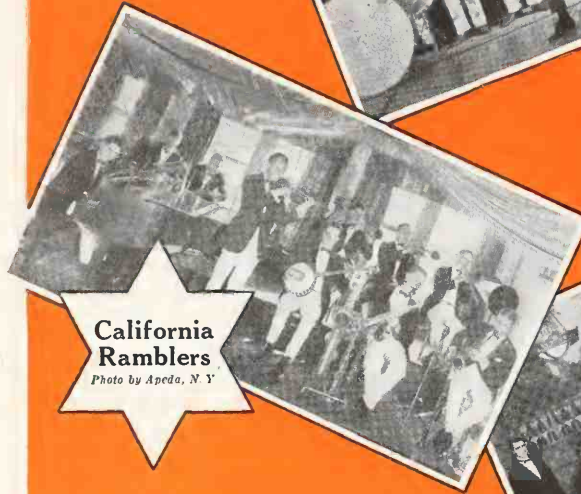


**Leo F.
Reisman
and His
Orchestra**



**California
Ramblers**

Photo by Apeda, N. Y.



**Art Kahn
and His
Orchestra**

Photo by Bloom, Chicago



**The
Georgians**

Photo by Apeda, N. Y.



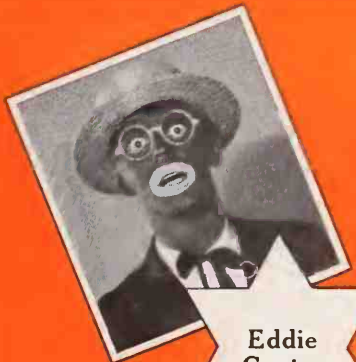
THE CAVALIERS
THE ROMANCERS
THE COLUMBIANS
THE COLUMBIA NOVELTY ORCHESTRA

**Other
exclusive
Columbia
orchestras**

**The
Little
Ramblers**



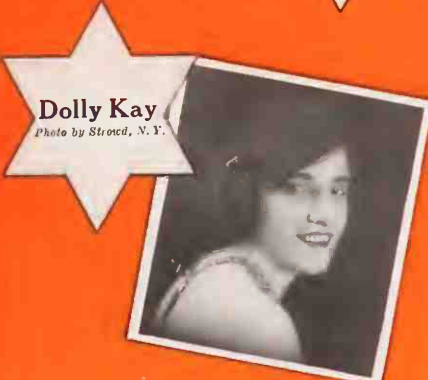
stars ★ will bring to you



Eddie Cantor
Photo by White Studio, N. Y.



Van and Schenck
Photo by Apeda, N. Y.



Dolly Kay
Photo by Stroed, N. Y.



Blossom Seeley
Photo by Bloom, Chicago



The Whispering Pianist
(Art Gillham)
Photo by Bert, K. C.



William Kennedy
Photo by Aldene, N. Y.

The appearance of any one of these popular organizations or entertainers in the theatres throughout the country today is cause for an enthusiastic welcome.

Their Columbia Records are just as popular. For Columbia reproduces their skill and personality with utmost perfection and smoothness—unequaled by any other phonograph.

These stars and their records of the latest hits will bring increasing business to all Columbia Dealers in 1925.

Columbia Phonograph Co.,
1819 Broadway, New York.

Write to the Columbia branch or distributor nearest you

Atlanta, Ga., 561 Whitehall Street
Boston, Mass., 1000 Washington Street
Chicago, Ill., 430-440 South Wabash Ave.
Cleveland, O., 1812 East Thirtieth Street
Dallas, Texas, 2000 North Lamar Street
Kansas City, Mo., 2006 Wyandotte Street
Los Angeles, Cal., 809 S. Los Angeles St.
New York City, 121 West Twentieth St.
Philadelphia, Pa., 40 North Sixth Street
Pittsburgh, Pa., 632 Duquesne Way
San Francisco, Cal., 345 Bryant Street
Buffalo, N. Y., 700 Main Street
Detroit, Mich., 439 East Fort Street
Minneapolis, Minn., 18 North Third Street
Seattle, Wash., 911 Western Avenue

COLUMBIA WHOLESALERS, Inc.
205 West Camden Street, Baltimore, Md.
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., Ltd.
22 West Front Street, Toronto

Columbia

PHONOGRAPHS AND



NEW PROCESS RECORDS

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

HERE for the first time are offered complete recordings of the great symphonies of Beethoven, Mozart, Tchaikowsky 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 expressed every faintest pulse beat of music—music which reproduces in the true tones of the instruments of the orchestra. Woodwinds, strings, brasses 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 Tchaikowsky, 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

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

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

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

If you are unable to secure these Columbia Album Sets, write us and we will supply any set you desire through the nearest dealer. Use the coupon below for free booklet, "The New Columbia Fine Art Series of Musical Masterworks," which tells you all about them. Columbia Phonograph Company, 1819 Broadway, New York.

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

W. W. Miller New Federal Tel. & Tel. Co. President

Prominent Figure in Utility and Financial Circles Selected to Head Radio Concern, Succeeding Late Burt Gage Hubbell

W. W. Miller, of Wellsboro, Pa., has been elected president of the Federal Tel. & Tel. Co. and the Federal Tel. Mfg. Corp., to succeed the



W. W. Miller

late Burt Gage Hubbell. Mr. Miller long has been a prominent figure in Buffalo and western New York telephone and financial circles, having been closely associated with Mr. Hubbell in the independent telephonic movement. Also for many years he has been closely identified with

large financial and banking interests of New York and other parts of the country, and until recently he was president of the Birkett Mills at Penn Yan, N. Y., and of the Larrowe Buckwheat Flour Corp. at Cohocton, N. Y. His ability as a director of large enterprises was exemplified while he was with these concerns, and during his twenty years' connection with them their remarkable success was due in large measure to him.

Mr. Miller is ably qualified for his important new post. His wide general financial and business experience as well as his close connection over a period of years with the telephone industry make him an outstanding figure. He was one of the founders of the Frontier Telephone Co., and a director and president of the Consolidated Telephone Co. for twenty years.

Other officials of the Federal Tel. & Tel. Co. are G. H. Raymond, vice-president; C. L. Ingham, vice-president; Hugh Taylor, secretary and treasurer, and H. A. Gloyd, assistant secretary and assistant treasurer. Other officials of the Federal Tel. Mfg. Corp. are: G. H. Raymond, W. W. Kideney, B. L. Moore, L. E. Noble and A. H. Dyson, vice-president; Hugh Taylor, secretary and treasurer, and H. A. Gloyd, assistant secretary and assistant treasurer.

Frederick Managers Meet

UNIONTOWN, PA., March 9 — A meeting of branch managers of the W. F. Frederick Piano Co. was held recently and selling policies were discussed as were plans for the wholesale distribution of radio equipment and musical merchandise. Operation of the wholesale department for both these lines was also a subject of discussion. The meeting was attended by branch managers from Pittsburgh, McKeesport, Greensburg, Connellsville, Uniontown, Brownsville, Morgantown and Cumberland.

H. J. Poturnick recently opened a music department at 793 State street, New Haven, Conn.

W. C. Russ General Manager of Independent Radio Mfrs.

Well-known Patent Lawyer and Engineer Also Named Vice-President of Independent Radio Manufacturers, Inc.—In Active Control

Walter C. Russ, prominent patent lawyer and engineer of New York City, has been appointed vice-president and general manager of the Independent Radio Manufacturers, Inc., and has assumed active control of affairs of that Association. The statement from the Association announcing the appointment says:

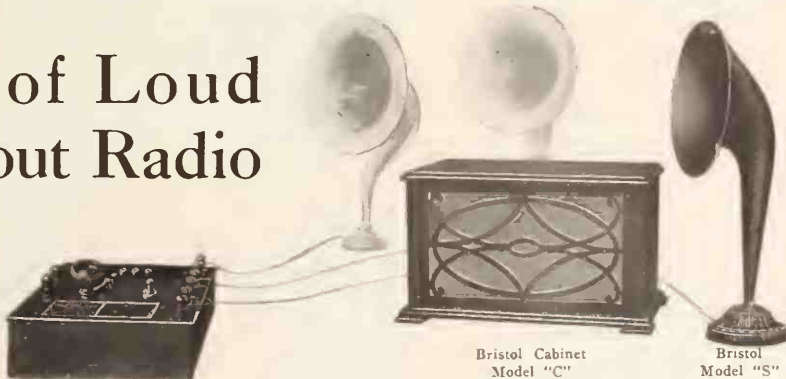
"Mr. Russ, who is a graduate of Stevens Institute of Technology and the New York Law School, has been closely identified with the development of radio practically from the time Professor Hazeltine, of Stevens, took up his investigations into the characteristics and operation of the vacuum tube which ultimately led to the invention of the neutrodyne system.

"It will be the purpose of this Association to develop to the fullest extent the benefits and advantages to its member companies which has been found possible of accomplishment in patent and trade-mark protection, and in the commercial field, by co-operative effort and centralization in one company of such matters of common interest.

"As a result of the activities of the Association, the neutrodyne system has largely escaped the effects of the wholesale 'gypping' which has marred the radio industry. In order to conserve this situation and save the public from unscrupulous and irresponsible persons who attempt to make infringing apparatus, Mr. Russ was appointed to the new position of general manager. He will intensify the vigorous measures designed to protect the rights of members of the Association, and take the necessary steps to aid in removing much of the confusion which exists in the public mind concerning radio apparatus."

A True Test of Loud Speakers Without Radio

WHEN a customer asks which is the best horn, hook them all up to this Bristol Comparophon. That tells the tale inside of two minutes. No radio needed. Simply connect it to any phonograph, put on a good record, and make the test, changing instantly from one horn to another by means of a multiple switch. This ends all guess work, for the best horn by this test will be



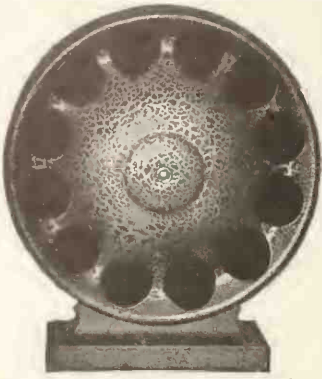
the best on the radio. The price to dealers is \$60.00. Write for Bulletin No. 3018-BS. There are five Bristol Loud Speakers, priced from \$12.50 to \$30.00. And there is no better way to sell them than to put them through this test right before your customer.

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

THE BRISTOL COMPANY

Waterbury, Conn.





14 inches high. Felt protected wooden base. Packed in individual display cartons. Retail list, \$27.50.

Clear Mellow Tone!

HERE'S a loudspeaker that will sell to the most critical music lover in your city—as well as to the owner of the most tasteful home. For it has a strong double appeal—wonderful tone, wonderful looks.

The same rich tone quality that distinguishes N & K Phones is instantly apparent. The unusual design of the speaker diffuses the sound to all parts of the room—"filters" it through an improved sound chamber.

The material used is a new scientific substance, called burtex. Unlike over-vibrant wood or metal, it eliminates the false vibrations which are common cause of harshness in speaker tone.

It is built for the home, not for sidewalk demonstration. Its artistic shape harmonizes with home surroundings far better than a tall awkward horn. And there is a choice of beautiful colorings and decorations.

Every set owner now prejudiced against the shape of the ordinary horn and against harshness of tone is an N & K prospect. Let your customers know you carry it. Display it in your windows and on your counter. Invite them to take it home on free trial. You will see results.

Ask your jobber today. If he can't supply you, write us direct.

THE GOLDSCHMIDT CORP.
Dept T-3, 15 William St., New York



Imported LOUDSPEAKER
TYPE W



A Scientific Credit System

(Continued from page 26)

per cent. The average number of accounts on the books of the International Phonograph Co. is 5,000 and it is, indeed, a tribute to the system devised by Mr. Broad that the collections on 95 per cent of these accounts are kept up to date, leaving a past due of but 5 per cent.

It is often necessary in addition to the form letters to send personal letters. Where individual letters seem desirable, Mr. Broad gives them his personal attention.

Co-ordination of Departments

In order that this system work effectively it is necessary that there be perfect co-ordination between the cashier's department, the book-keeper's department and the credit office. The accompanying illustrations give an idea of the manner in which this co-ordination is secured. The ledger page contains all the information necessary for an understanding of the account. The first column tells which letters have been sent the customer and the succeeding columns give the dates of payments, the credits and the balance due. These ledger pages are filed in a cabinet, which is divided into thirty-one sections, the dates of payment due being used as the basis. In this way the typist can, without any difficulty, secure the entire list of customers to whom statements are to be sent. A card cross-index is also kept so that should a payment be made in advance, the corresponding ledger page can be abstracted and no dunning letters sent. The cashier's card system illustrated is a recent addition to Mr. Broad's system. As the credit department is situated in a different part of the store than is the cashier's department, there was formerly a missing link in the chain. The cashier had no knowledge of customers who were in arrears for perhaps months and, consequently, accepted small payments without any attempt being made to come to an understanding with the delinquents regarding the need for bringing the account up to date. To remedy this, the card system was installed so that the cashier now has an exact duplicate of the information contained on the ledger page.

The section of the contract form shown in the illustration gives an idea of the manner in which records are kept of every entry, so that any one of the steps in making a sale and keeping proper record of the contract can be traced. Each of the items mentioned is self-explanatory and in the space provided each of the employes who takes care of the step must insert his or her initials as evidence that the matter was properly attended to. The one item which might be misconstrued is that of the register page. This refers to a book in which each contract is entered immediately upon being completed. The reason for the existence of this book is that it informs the credit department of every contract made, and any missing forms can be immediately traced.

Differing from the usual run of installment houses, the references which are asked for by the International Phonograph Co. are not those who can testify as to a prospect's financial or credit standing, but the names, addresses and phone numbers of near relations. This information is deemed more necessary in the case of the class of trade with which the store deals, because in the case of a change of address, it is the near relative rather than the business friend who can best supply the desired information. Other information asked for includes business connections, the name of any association to which the applicant belongs and the names of children and their schools.

To check up on references a letter is sent each of the parties. No mention is made of the intended sale to the prospect nor is the matter even hinted at. The letter simply invites the recipient to call at the store if he is interested in the purchase of a musical instrument. If the letter is not returned within a reasonable time, it is surmised that such a party exists and the address given is correct.

Brunswick Co. Announces Radiola Price Changes

Eight Models Included in Price Revision—Dealers Stocked on These Instruments Protected in Line With Company's Policy

The Brunswick-Balke-Collender Co. has announced important price changes of certain of the Brunswick Radiolas, effective at once. This revision of prices is the result of a steadily increasing popular demand for Brunswick Radiolas, and a consequent increase in production, and in line with the recent price reduction of the Radiola sets as announced by the Radio Corp. of America. The price changes are as follows:

Brunswick-Radiola	Present Price	New Price
No. 60	\$500.00	400.00
No. 160	550.00	450.00
No. 160 Electric	585.00	485.00
No. 260	600.00	500.00
No. 260 Electric	635.00	535.00
No. 360	650.00	550.00
No. 360 Electric	685.00	585.00
No. 460	750.00	650.00

In keeping with the Brunswick Co.'s policy of protecting its dealers a liberal rebate plan has been inaugurated, which will take care of all retailers who have stocks of models affected in the price change.

H. W. Baldwin Joins Sales Staff of C. D. Smith Co.

Will Cover States of Nebraska and Kansas in Interests of the Sonora Line

ST. JOSEPH, Mo., March 9.—H. W. Baldwin, formerly associated with the Sonora distributor in Chicago and more recently manager of the wholesale branch of the Omaha, Neb., Sonora distributor, has been appointed by the C. D. Smith Co., popular Sonora distributor of this city, to cover the States of Nebraska and Kansas as traveling sales representative. Mr. Baldwin's intimate knowledge of the phonograph industry, from both the wholesale and retail angles, gained by his many years' experience in the music trades, as well as his familiarity with the territory assigned him, fit him admirably for his new position.

Broadcast From Window

SEATTLE, WASH., March 5.—Interest in radio receivers was stimulated to an unusual degree by radio broadcasting from a corner window of the Bon Marché department store here. For two days, three times a day, musical programs were broadcast in plain view of the onlookers. A loud speaker conveyed the music to those on the street. The concerts were broadcast from Station KJR.

Eagle Line Featured at Fair

The American Hardware & Equipment Co., of Charlotte, N. C., had a booth at the Radio Fair held in that city, February 7 to 14. Its exhibit consisted of Eagle neodyne receiving sets, including the console model, model "B" and model "C". The booth was in charge of J. Nuchols, president of the distributing company.

Monthly Popular Releases

ITALIANSTYLE

Records and Player-Piano Rolls

Distributed by

ITALIAN BOOK CO.

145-147 Mulberry St. New York, N. Y.

CATALOGUES SENT ON REQUEST

How Davidson's Built Record Sales Volume

Educating Customers, Selecting Salesmen and Knowledge of the Catalog Are Vital Factors in Record Selling, Says C. L. Davidson

Probably there is no other single item in the retail business which is more interesting to merchants than the item of record selling. Everybody likes to know how best to sell records, and still more how some other merchant has made a success in this department. Here is a story that will both interest and inform every talking machine merchant who reads it.

Down on Chicago's famous Piano Row, next door to the four corners of Wabash avenue and Jackson boulevard, stands a talking machine store that for years has specialized in talking machines and records, and is known all over the city as "Davidson's." The two brothers

who run it and who have been in that same store so long that they and it have almost grown together, know as much about how to sell talking machine records, largely and at a profit, as do any other two men in the United States. For they have been selling on a large scale and at a large profit for years and are still at it as strongly as ever.

Although pianos and small goods are now also sold in the famous old Davidson store, talking machines and records remain its characteristic features. A good-will has been built up around those record counters which is literally priceless and which could only have been brought into its present state of healthy business production by the most efficient retail service and the squarest methods. C. L. Davidson was persuaded the other day by a representative of The Talking Machine World to tell something of the methods which make the above description accurate.

Backbone in High Class Records

Mr. Davidson first of all laid stress on the fact that the backbone of a record business is the high-class catalog. Sales of the classics on records have always been a Davidson feature, and special efforts have been always and persistently made to attract the trade of music lovers who appreciate the best. The result has been that, although dance music and other light numbers have always had, and perhaps will always have, the call over all others, the demand for the best music has been steadily growing and has shown itself able to stand up against every sort of competitive demand upon the time and the desires of the people.

When Knowledge Pays

Moreover, says Mr. Davidson, efforts have always been made to put the actual work of selling at the store counters on the most efficient basis by hand picking the salespeople, if one might use that term. Young men and women who are studying music have been discovered here and there and have been brought into the selling game, to which most of them have taken with enthusiasm. They have been taught to know the whole catalog of better music and to be able to give at once from memory the numbers of most of the favorite titles of the classics. Half the battle in selling high-class records, is knowing how and when to help the customer with a well chosen suggestion. A woman wants a Caruso record but does not have the least idea what she wants. A moment's conversation may show that her liking is for the high head tones of the singer's voice. So "Celeste Aida" is suggested. Again, if the quality she is really yearning for is that tragic cry which Caruso so wonderfully knew how to impart to his singing when it was called for, the "Vesti la Giubba" from Pagliacci is brought forward.

Again, the taste of music lovers is gradually being educated to the fact that instrumental recording has wonderfully improved during recent years. To-day the playing of the finest artists now before the public is available on records in such perfection as a few years ago would have been considered quite impossible.

A tactful young woman behind the counter can suggest to customers who know nothing of these records the idea of taking a chance on one of them once in a while. In this way Davidson's have developed steady buyers out of men and women who at one time bought nothing but an occasional dance or comedy record. "Of course," says C. L., in his practical way, "we are not in business to educate the people, but to sell them what they want. Yet we do find in so many cases that people do not know what they want and that it is worth our while to do our best to sell the idea of high-class records to as many of our customers as will lend themselves to this operation on our part. And we find that it is good business to do so. That is the whole thing."

The whole thing seems to sum up in the statement that the secret of record selling upon a profitable scale is knowledge; that the sales people must know the catalog, and not only this, but also know the music which is represented by the titles in the catalog. The clerks at Davidson's have always struck one observer at least with the completeness of their knowledge, with the fact that their suggestions are usually both practical and well informed, and with their interest in their work.

Upon a Live Question

Asked what effect radio broadcasting was having upon the sale of records, Mr. Davidson said that the higher-class numbers had not been noticeably hurt, but that there had been for a time a falling off in the call for dance music and such numbers. Now, however, they were noticing that the publicity which dance orchestras were getting from their broadcast playing was producing a call for their records; and so the effect was becoming quite as beneficial as previously it had appeared, for a time, to be disadvantageous. On the whole, the opinion at this well informed store, where the amount of accumulated experience at the disposal of the executive heads is vast in quantity and unique in quality, is that the phonograph business has to develop on broader and broader lines and that the effect of broadcast competition will merely be to stimulate this development and hasten its progress.

Possibilities Not Yet Developed

The Davidsons are firmly persuaded that the possibilities of the talking machine business are not yet fully developed, much less exhausted, and that the future will evolve for it new forms and new directions along which to expand itself. They believe that the tendency is ever upwards, and that the functions of the talking machine as the preserver of the best music, to be by it reproduced at will, are facing a development such as had not hitherto been dreamed of as possible.

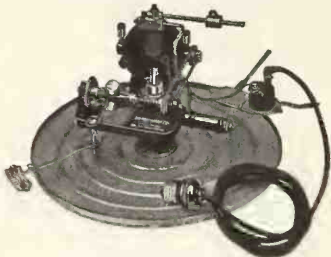
Radio Incorporation

Distant One Radios, Lynbrook, N. Y., were recently incorporated at Albany with a capital stock of \$25,000. Incorporators are M. and C. Strassner.

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

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

CLAREMONT WASTE MFG. CO.,
Write to

CLAREMONT, N. H.

"THERE IS NO
SUBSTITUTE
FOR THE
BEST"



Radio Enters the Realm Of Fine Furniture

In this beautiful, hand-made Jewett Superspeaker Highboy, are accommodations for all items of a complete radio equipment.

Separate compartments for set and batteries—wet or dry—and a built-in Jewett Superspeaker, undisputed leader of all reproducers!

Graceful, sliding doors snugly enclose the space occupied by any receiver, from the smallest set, up to panels as long as 30 inches.

Rear doors give easy access to the battery compartment.

"Where can we put our Radio set" is a question prospective buyers often ask. The Jewett Highboy answers this question directly and completely.

At the same time, it sweeps away every objection of the conscientious housewife, for it transforms Radio from an unsightly group of separate units into a single, complete piece of fine furniture.

Ask us for the full story.

Furnished in finest American walnut or African mahogany. Design and mechanical patents pending. Houses the set of today but is always ready to house the set of the future. List price, \$130.

JEWETT RADIO & PHONOGRAPH COMPANY
5660 TWELFTH STREET
DETROIT, MICHIGAN

The Superspeaker Highboy

General Harbord Tells of Radio Progress in 1924

Points Out Tendency Toward Better Broadcasting and Shows How Radio Has Been Big Influence in Music Appreciation

An interesting analysis of the progress of radio during 1924 has been made by Major General J. G. Harbord, president of the Radio Corp. of America, who has made an exhaustive study of the situation. Mr. Harbord points to a notable tendency in the beginning of 1924 towards



General James G. Harbord

better broadcasting, as indicated by the fact that some of the small stations were compelled to discontinue while applications for licenses of Class B stations increased. Mr. Harbord also reviewed plans for the improvement of conditions in radio broadcasting brought out at the third annual radio conference in Washington last year, and outlined the advantages of high-power broadcasting as presented at that conference by the Radio Corp. of America.

"Broadcasting has tremendously advanced appreciation of music," said Mr. Harbord, in commenting on the arrangement made in 1924 by the Radio Corp. of America, and the Brunswick-Balke-Collender Co. for the inauguration of a series of radio concerts by radio artists. "Such concerts have captured the attention of millions of people who are now thinking and

talking in praise of good music and the great artists."

Continuing, Mr. Harbord pointed out that broadcasting nationally and internationally is developing an indispensable service in present-day life, because in the rural home and in the city home alike it is enabling people to keep in close touch with the outside world. "It has brought entertainment, the speeches of prominent men, the radio news, weather forecasts, crop reports and other items direct to the farmer and his family," he said.

Mr. Harbord's review also dealt with important improvements in receiving sets, the growth of the radio industry during the past five years, radio research and engineering, resulting in refinements and important advances in the radio art; the development of radio photography, marine radio, and trans-oceanic radio service of the United States.

Novel Stunt for Increasing Sales of Okeh Records

DALLAS, TEX., March 5.—An unusual publicity stunt for stimulating the sale of Okeh records was recently effected by the Texas Radio Sales Co. The locally famous Jack Gardner orchestra was giving a concert at the North Dallas High School and while the orchestra was playing "Black and Blues," a ragged individual wandered on the stage carrying a portable phonograph. Naturally remonstrances followed and the intruder claimed he could beat the music being played.

An argument ensued, in the midst of which the lights went out, the tramp seated himself and played "Black and Blues" for the entertainment of the delighted audience. A cardboard cut-out behind the footlights proclaimed the fact that Jack Gardner and His Orchestra record exclusively for Okeh.

Exhibit Brunswick Radiolas

DUBUQUE, IA., March 6.—At the Radio Show held here recently, the Brunswick Music Shop had on display a \$2,000 Brunswick Radiola in a period case that attracted much attention and comment from visitors. In addition to this masterpiece, the Brunswick Shop had on display at least one of every model of Brunswick Radiolas. The result was an immediate stimulation of sales of the combination unit, attesting to the popularity of these instruments.

Miller's Music Shop Opens New Branch in Ansonia

New Store Under the Management of Oscar Feinberg, Who Possesses Wide Experience—Advocate of Truck Sales Work

ANSONIA, CONN., March 9.—A branch of Miller's Music Shop, of New Haven, was opened here recently under the able management of Oscar Feinberg, his promotion being the outcome of handling the outside sales work of the New Haven establishment for more than five



Oscar Feinberg

years. The new store has had unusual success since its formal opening, largely due to the fact that it is the only exclusive music store in Ansonia.

Mr. Feinberg is a firm believer in truck sales work and has inaugurated this plan in the new store and will devote much of his activities toward making this department a valuable asset in increasing sales. The new store will carry Columbia phonographs, Columbia English and foreign language and race records, a complete radio department and a full line of musical merchandise and sheet music.

Gulbransen Co. Announces 1926 Dealer Calendars

The Gulbransen Co., Chicago, Ill., recently made its first announcement concerning its 1926 dealer calendars, stating that the line for next year represents a distinctive, artistic advancement over the designs furnished by the present year's calendars, which met with fine response in the trade.

Included in the three designs for 1926 is a special Gulbransen design, utilizing one of the illustrations of the firm's national advertising series. This is expected to be the most popular seller on account of the appeal of this particular picture and the fact that dealers will have the assurance that it will be unlike any ordinary calendar which may be furnished by other business houses. The other two designs are entitled "Off New England Shores," and "In Moonlight Blue." Each is furnished in two different mountings, so that there are really six calendars from which to make a selection.

Participates in Radio Show

DALLAS, TEX., March 6.—The local branch of the Brunswick-Balke-Collender Co. took a leading part in the free radio educational exhibition held here recently under the auspices of the Radio Corp. of America, with several of the United States Government departments cooperating. The newest models of radio receivers were on display and prizes were offered to amateurs who constructed the best home-made sets.



Everyone Gets Greatest Happiness
When Dancing to
Okeh Records
They Are Your Best Sellers

Write To-day for
"Information for Dealers"

We Sell All Products Manufactured by
GENERAL PHONOGRAPH CORPORATION
New York Distributing Division
15 West 18th Street New York City



You Can Now Stock This Famous Unit

Greatly increased production facilities have at last made it possible for us to provide Jewett Dealers with an adequate supply of Jewett-Vemco Phonograph Units.

These Vemco Units are identical with those we install in the famous Jewett Superspeaker. They are revolutionizing Radio-Phonograph reproduction as The Superspeaker has already revolutionized its field.

There will always be a demand for the best Radio-Phonograph reproducer.

Meet this demand with the Vemco—the last word in this equipment.

Ask us to suggest your most convenient source of supply.

Cut shows life size—Standard model fits Victrola; adapters furnished at slight additional charge for Columbia, Brunswick, Pathe, Edison and Cheney. Install without tools—Adjustable to increase volume of distant stations.

“THERE IS NO SUBSTITUTE FOR THE BEST”

JEWETT RADIO & PHONOGRAPH COMPANY
5660 TWELFTH STREET DETROIT, MICHIGAN

There Is Nothing
“Just As Good”

Phonograph Units may resemble the Vemco in appearance but your customers want Vemco performance. And there is no other unit “Just as Good.”

There is only one Vemco and Jewett builds it.

Trust your own ears!



The Jewett Vemco Unit

“ANOTHER QUALITY PRODUCT”



Join Wholesale Radio Staff of Aeolian Co.

O. W. Ray, General Manager, Building Up Strong Sales Organization for That Department—Three Recent Additions to Staff

O. W. Ray, general manager of the wholesale radio department of the Aeolian Co., is rapidly developing a strong selling organization to cover the metropolitan district of New York for that department. Recent additions to the sales staff include H. H. Nye, formerly with the Silas E. Pearsall Co., Victor wholesaler, and more recently in charge of the talking machine department of Forbes & Wallace, Springfield, Mass., whose experience in both the wholesale and retail fields should prove of great value to dealers in the Brooklyn district, which territory he will cover; Win. Tomford, for eight years a member of the sales staff of the Musical Instrument Sales Co., New York, and well known in the talking machine trade, who will cover

Manhattan from Forty-second street to the Battery as well as Staten Island, and Fred R. Silverman, formerly connected with the wholesale Radio Co., who will cover Manhattan north of Forty-second street. Other additions to the sales staff will be announced later.

Music Memory Contests in New York City Schools

Annual District Contests Start in the Bronx and Queens on February 24—Talking Machine Men Lend Aid—Registration Is Large

The New York Music Week Association program of city-wide contests for the 1925 season opened in the Borough of the Bronx in District 21 on February 24 and in the Borough of Queens in Districts 45 and 46 on the same date. The contests in Districts 20 and 22 in the Bronx opened on February 25, and in District 23 on February 26 and three other Bronx districts the following week. It is reported that in every case registration at least equaled or surpassed the records for last year.

The contests in the Bronx and Queens concluded during the week of March 2, giving the winners of the bronze medal three weeks to study before entering the contest for the silver medal. Brooklyn and Manhattan followed with their district contests, which opened during the week of March 9. One of the Brooklyn entries of particular interest was that of the Blind Orchestra from the Brooklyn Sunshine Home for Blind Babies.

The members of the Talking Machine and Radio Men, Inc., are again taking an active interest in the Music Memory Contest as was the case last year, co-operating with the schools in their respective districts through the presentation of extra prizes and the provision of facilities whereby the contestants may study the selections in the contest through the medium of talking machines and records. In numerous cases machines and supplies of records have been provided for schools.

Fort Wayne Radio Dealers Form Trade Association

H. C. Wall Elected First President—To Meet Every Two Weeks to Discuss Problems

FORT WAYNE, IND., March 7.—Radio manufacturers, jobbers and dealers of this city recently formed an organization, known as the Fort Wayne Radio Trades Association, for the purpose of securing closer business relations between its members to protect the public and the members from impositions, to secure legislation for the best interests of the trade and to encourage the use of honorable and correct merchandising methods of the radio trade in Fort Wayne and vicinity. Steps will be taken to restrict the activities of the "gyp" dealer and to protect the public from making investments in unreliable radio equipment.

The following officers have been elected: H. C. Wall, president; B. J. Duesler, vice-president, and R. H. Chadwick, secretary. The association meets every two weeks.

Nick Lucas Proves Popular

Nick Lucas, widely known as "The Crooning Troubadour," who was recently added to the growing list of popular Brunswick artists, has achieved fame. His first Brunswick record, "My Best Girl," has enjoyed a widespread demand, and his second recording, which contains "Somebody Like You" and "Because They All Love You," is now on the shelves of dealers, and it is pretty generally predicted that an even larger demand for the second recording will be enjoyed. Mr. Lucas sings to his own banjo or guitar accompaniment, and he is scoring in leading moving picture theatres and broadcasting stations of which he is now making a tour.

Ernest L. Staples With Brunswick in New Orleans

Well-known Phonograph Man Takes Charge of Brunswick Co.'s Branch in That City and Will Cover Louisiana and Mississippi

NEW ORLEANS, LA., March 6.—Ernest L. Staples, for the past two years manager of the phonograph and radio department of the Louis



Ernest L. Staples

Grunewald Co., this city, and prior to that assistant manager of the wholesale Victor department of Philip Werlein, Ltd., has been appointed manager of the New Orleans branch of the Brunswick-Balke-Collender Co., looking after the company's interests in the States of Louisiana and Mississippi. Mr. Staples has been succeeded as manager at Grunewald's by James B. Dunn, his former assistant.

Mr. Staples has been in the music business for the past ten years with various concerns and is particularly enthusiastic regarding the Brunswick in the belief that it offers a genuine opportunity, especially in the marketing of the Brunswick Radiola.

Drury-Ortloff Radio Service, Brooklyn, N. Y., has changed its name to F. J. Drury & Co.

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), \$14.50. 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

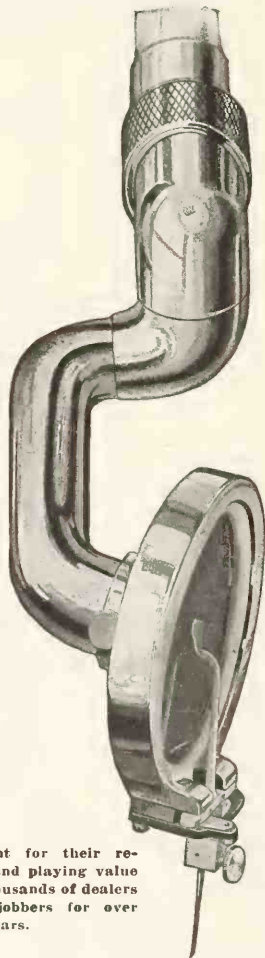
Mr. Edison Man:—

Never Say

"KANT," 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



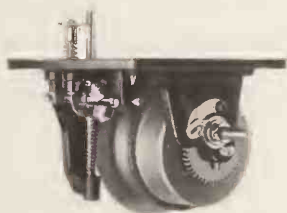
Reg. U. S. Pat. Off.

F. C. KENT CO.

Irvington, N. J.

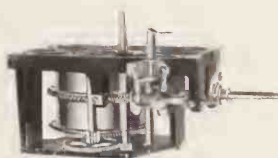
The largest family of its kind in the world!

The Famous Heineman Line



MOTOR NO. 66

Here is a powerful, double worm, direct driven motor with three vertical springs, arrow pointer and dial speed regulator. Designed for the highest grade phonograph and capable of tremendous pulling power. Its simple construction eliminates all lost motion and avoids any chance of friction.



MOTOR NO. 44

This motor has two horizontal springs, arrow pointer and dial speed regulator. It is equipped with worm drive, with intermediate gear and all gears are milled, including winding gear. A very fine, large, powerful motor suitable for all makes of phonographs.



MOTOR NO. 33

The No. 33 is equipped with two horizontal springs, arrow pointer and dial speed regulator. It is of the worm driven intermediate gear type with a sprocket wind. It has gained a reputation for uniform speed, good pulling power and quiet operation. A very reliable and satisfactory motor at a moderate price.



BACK of every Heineman Motor stands an army of experts, forming the largest family of its kind in the world! Engineers, technicians, craftsmen, designers and hundreds of highly skilled workers are re-

sponsible for the steadfast durability, superior design, easy and noiseless operation of Heineman motors.

These men, backed by vast facilities of machinery, raw materials, factory equipment and an acre of space, are making and have already made phonograph motor history.

Today, the product of their genius makes possible the use and enjoyment of more than three million phonographs in the homes of American music lovers. They have evolved the "best that can be made" in phonograph motors.

Time has always proven that quality—whether in the making of wire, woollens or windmills—is the *one thing* that builds a list of permanently satisfied customers.

As a phonograph dealer whose record sales are in jeopardy every time a phonograph motor "lies down and quits" it would pay you to insist on

HEINEMAN QUALITY MOTORS

A Product of the

General Phonograph Corporation

OTTO HEINEMAN, Pres.

25 West 45th Street

New York, N. Y.

Public Turning From Jazz, Says Manager of WEAF

John A. Holman, Broadcasting Manager of American Tel. & Tel. Co., Tells of Growing Appreciation by the Public of Better Music

The "jazz age" is passing and the demand for good music is rapidly increasing, according to John A. Holman, broadcasting manager of the American Tel. & Tel. Co., who so informed 2,000 members of the New York Merchants' Association and their friends at a luncheon in the Hotel Astor, and produced figures to support his contention.

Mr. Holman's chief duty is to supervise broadcasting from Station WEAF, maintained by his organization.

The luncheon was the occasion for a demonstration of the advance of radio broadcasting as a science.

"Station WEAF receives many letters each month," said Mr. Holman, "and they are analyzed in order that the desires of radio fans can be met. They are of great value in planning future programs. Fifty-four thousand letters were received in January, 1925, as compared with a monthly average of 17,000 in 1924. I believe your tendencies with respect to programs will interest you."

Mr. Holman's figures showed that in January, 1923, approximately 75 per cent of radio fans favored jazz, while in the same month of 1924 this percentage fell to 35 and in January, this year, to only 5 per cent.

In the meantime "good music" has increased from 20 per cent in 1923 to 45 per cent in 1925, leading all other forms. "Talks" in January, 1923, had a popular percentage of only 5 per cent, while it now ranks third with 20 per cent. Symphonic music ranks second, with 30 per cent.

"Good music, that is, concert and standard numbers, philharmonic concerts and the like, are steadily growing in favor, and talks, inspirational, interesting and educational, are also more popular," said Mr. Holman.

"Brach Low Loss Crystal Insulator" Being Marketed

The L. S. Brach Mfg. Co., 129 Sussex avenue, Newark, N. J., which is well known for its electrical and radio products, including its lightning protector and aerial apparatus, has carried out many laboratory experiments and tests with the result that it frequently presents to the radio trade new products of importance.

These experiments are carried out by L. S. Brach, president of the company, who is also an engineer. The latest of these products is the "Brach Low Loss Crystal Insulator." This product is now available for the trade. Its main features are its high insulation, its mechanical strength and its lightness of weight. The insulation of the Brach product depends primarily upon the component material, a very high test glass free of lead. It is non-absorbent, with a smooth surface leaving little opportunity for the collection of dust and dirt. The two flanges offer drip points for rain or snow. The Brach Low Loss Crystal Insulator is said to eliminate leakage into the antenna of foreign currents from electric light wires, telephone and telegraph wires and other outside elements. The insulator weighs only three ounces; it is durable, of small size and should prove an important addition to the many Brach products.

Columbia Records Popular

The Loomis Temple of Music, New Haven, Conn., has been featuring radio in its advertisements for the past couple of weeks. Some very attractive exclusive radio windows have also been featured. Brisk sales of Columbia Masterworks record sets of Complete Symphonics are reported.

R. E. Hunting in Important Music Master Corp. Post

Succeeds Frank Dorian as Head of Pittsburgh Office of Company—Is Well Known in Talking Machine and Radio Industries

PITTSBURGH, PA., March 10.—Announcement of the appointment of R. E. Hunting as manager of the Pittsburgh office of the Music Master Corp. was recently made. Mr. Hunting succeeds Frank Dorian, who has taken up executive duties at the home office of the company in Philadelphia. Mr. Hunting is well known in the radio industry, having held the position of office manager of the New York branch of the Federal Telephone Mfg. Co., and more recently Philadelphia district manager for the same company, before transferring to the Music Master Corp., where he first held the position of assistant sales manager under the direction of H. N. McMenimen. Mr. Hunting, although a young man, is also well known in

the talking machine industry, having been identified for years with the Pathe Phonograph & Radio Corp.

Associated with Mr. Hunting in the Pittsburgh branch of the Music Master Corp. is Lawrence C. LeVoie as sales manager. Mr. LeVoie was formerly connected with the Pathe organization in Canada and also was sales manager of Gearhardt-Heintzman, Ltd. Mr. Hunting, in commenting on business, states that the chief difficulty is securing enough merchandise to meet the increasing demands of dealers.

Max Berlow on Holiday

Max Berlow, sales representative of the Greater City Phonograph Co., Sonora distributor, has been granted a leave of absence from his business cares to extend until late in the Summer. Mr. Berlow has left for the West and will spend a large part of his vacation with relatives in Arizona. This is the first extended vacation that Mr. Berlow has taken in sixteen years.

Daily Broadcasting Programs

WEAF-NEW YORK CITY-10 12:30 P. M. - Day of Day program, Ten-Dance (repeated later). 1:30 P. M. - "The Music Master" program. 2:30 P. M. - "The Music Master" program. 3:30 P. M. - "The Music Master" program. 4:30 P. M. - "The Music Master" program. 5:30 P. M. - "The Music Master" program. 6:30 P. M. - "The Music Master" program. 7:30 P. M. - "The Music Master" program. 8:30 P. M. - "The Music Master" program. 9:30 P. M. - "The Music Master" program. 10:30 P. M. - "The Music Master" program. 11:30 P. M. - "The Music Master" program.	WRAB-ATLANTA-10 12:30 P. M. - "The Music Master" program. 1:30 P. M. - "The Music Master" program. 2:30 P. M. - "The Music Master" program. 3:30 P. M. - "The Music Master" program. 4:30 P. M. - "The Music Master" program. 5:30 P. M. - "The Music Master" program. 6:30 P. M. - "The Music Master" program. 7:30 P. M. - "The Music Master" program. 8:30 P. M. - "The Music Master" program. 9:30 P. M. - "The Music Master" program. 10:30 P. M. - "The Music Master" program. 11:30 P. M. - "The Music Master" program.	WRAB-ATLANTA-10 12:30 P. M. - "The Music Master" program. 1:30 P. M. - "The Music Master" program. 2:30 P. M. - "The Music Master" program. 3:30 P. M. - "The Music Master" program. 4:30 P. M. - "The Music Master" program. 5:30 P. M. - "The Music Master" program. 6:30 P. M. - "The Music Master" program. 7:30 P. M. - "The Music Master" program. 8:30 P. M. - "The Music Master" program. 9:30 P. M. - "The Music Master" program. 10:30 P. M. - "The Music Master" program. 11:30 P. M. - "The Music Master" program.	WRAB-ATLANTA-10 12:30 P. M. - "The Music Master" program. 1:30 P. M. - "The Music Master" program. 2:30 P. M. - "The Music Master" program. 3:30 P. M. - "The Music Master" program. 4:30 P. M. - "The Music Master" program. 5:30 P. M. - "The Music Master" program. 6:30 P. M. - "The Music Master" program. 7:30 P. M. - "The Music Master" program. 8:30 P. M. - "The Music Master" program. 9:30 P. M. - "The Music Master" program. 10:30 P. M. - "The Music Master" program. 11:30 P. M. - "The Music Master" program.
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\$75

Mu-Rad Triplex

3-Tube Dry Cell Receiver

BIG NEWS

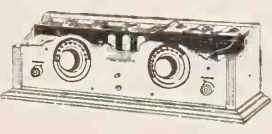
for the dealer!

HERE are plenty of 3-tube sets selling around this price, so many that they don't leave you or your customers much to choose between. But the TRIPLEX is apart from the multitude of cheaper sets: it's the popular price model of the famous nationally advertised Mu-Rad line. Mu-Rad stands for quality. The TRIPLEX is not a "cheaper set," but a better receiver at a lower price. The best radio value offered on the market today for \$75. THAT means everything to your customers and to YOU it means the opportunity of cashing in biggest on the present demand for lower-priced receivers. The Mu-Rad dealer policy is the most liberal treatment ever accorded the radio dealer.

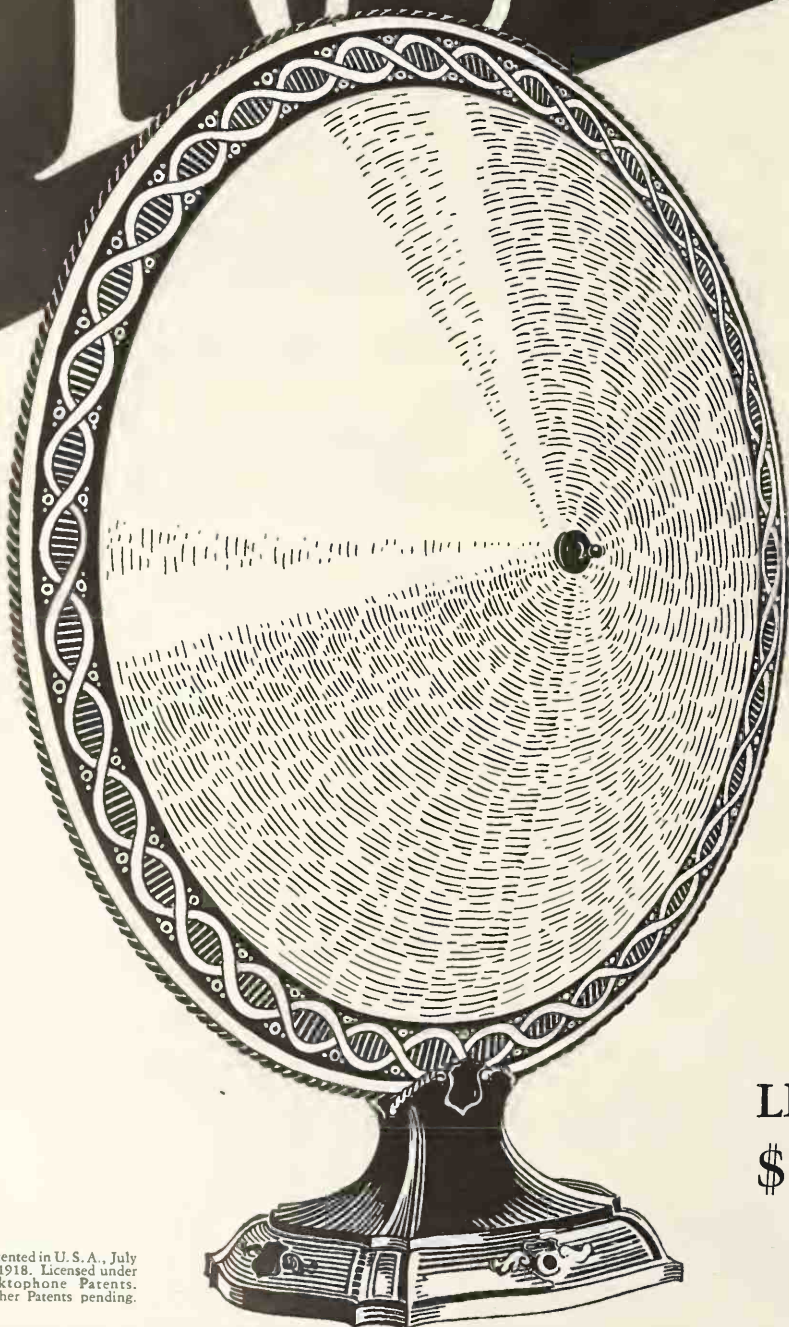
Write for literature and Details TODAY

MU-RAD LABORATORIES, INC.

813 FIFTH AVE. ASBURY PARK, NEW JERSEY



RADIO'S



The Farrand-Godley Speaker has indeed brought a new voice to Radio—revealing melodic and tonal effects heretofore unheard by the listener-in. Where before, only the key melodies were “brought in,” with all the beautiful lower-scale orchestrations obscured in a general blare, one now may enjoy every tonal shade of accompaniment—from the soft second-violins, and the mellow ‘cellos, to all the winds and brasses. Where before, the speaking or singing voice was a mere succession of mechanical “cold” words or harsh, rasping sounds, one now obtains the full vibrancy of the human vocal chords, the *actual* voice of speaker or soloist—*without* straining the ear to catch either word or note, without a hint of metallic tone.

LIST PRICE

\$32.50

Patented in U. S. A., July 2, 1918. Licensed under Ektophone Patents. Other Patents pending.

New Voice

THE EAR SAYS BUY!

*Demonstrate the Farrand-Godley
Speaker—and the sale is made!*

The Farrand-Godley Speaker may well be said to be speaking for itself the country over. To radio experts, or to the average "fan," its superiority is instantly sensed. Side-by-side comparison with any other Speaker, but quickens the impulse to possess it. The ear hears a new, a greater, a more beautiful Radio—and the ear says *buy!*

Rapidly the fame of the Farrand-Godley Speaker has spread countrywide, with a consequent ever-increasing demand. We take pleasure, however, in announcing marked progress in production and our ability to continue opening up new selling territories.

FARRAND MANUFACTURING COMPANY
INCORPORATED

28 South Sixth Street

Newark, N. J.

Farrand

Godley
SPEAKER

THE MANUFACTURERS OF THE FINEST LOUD SPEAKERS AND PHONOGRAPHS USE

MICA DIAPHRAGMS

THEY BRING OUT

*The Purest Tones
The Subtle Overtones
The Delicate Shadings*

The Absolute Reproduction of the Voice, Instrument and the Ensemble

Diaphragms made of substitute materials do not attain the same results

WHY NOT HAVE THE BEST?

Write for Samples and Prices

WILLIAM BRAND CO., 27 E. 22nd Street New York City

Manufacturers of Mica Diaphragms, Oil Tubing and Insulating Material for the Radio and Electrical Trade

M. Steinert & Sons Co., Boston Distributor, Takes Over Eastern T. M. Co.

Amalgamation of Two of New England's Leading Wholesale Organizations Made in the Interest of Bringing About Better Service—Dealers Will Benefit by the Change

BOSTON, MASS., March 8.—Quite the most important piece of news to break in this city in a long time is the announcement of the amalgamation of two of the leading Victor jobbing houses here, the M. Steinert & Sons Co. and the Eastern Talking Machine Co. Rumors of impending changes have been rife for some time, and recently the presence in Boston of two of the big Victor executives rather precipitated matters and conclusions were reached in short order.

The change is in the line of economy, better and increased service and more uniform co-operation, and is what is to-day being practiced in other parts of the country where demanded by the best interests of business. The statements being sent out to Victor dealers, which are served directly by these two concerns, are substantially alike, and it will be seen by careful perusal that the merger is really an absorption of the Eastern Co. by the Steinert house.

Both these houses have been handling the Victor product for a long time. The Steinerts took on the Victor early in 1900, but the Eastern is probably one of the oldest talking machine houses in the country, has been in business a much longer time and was located on Tremont street under the late Mr. Taft for many years before moving several years ago

to Essex street, when the business was acquired by the late George Dodge.

Here is the text of the circular being sent to Steinert dealers and which gives additional information regarding this most important consolidation:

"In keeping with the policy of more efficient wholesale distribution of Victor products, the M. Steinert & Sons Co. take great pleasure in announcing that they have this day acquired the Eastern Talking Machine Co. of Massachusetts. By this merger it is hoped that much of the duplication and waste which occurred under the former system will be eliminated and that closer and better co-operation can be extended to the dealer.

For the present the active personnel of the two organizations will be maintained and the Eastern Talking Machine Co. will continue to operate under the same name in its present place of business under the management of Herbert Shoemaker. Mr. Charles H. Farnsworth has retired as president and treasurer of the Eastern Talking Machine Co., having been succeeded by Jerome F. Murphy as president, Robert S. Steinert as treasurer, and Alexander Steinert as director.

We hope that we may continue to enjoy the same support and co-operation which we have had from you and assure you of our desire to serve you to an even greater degree than heretofore. We believe that this acquisition will prove beyond any doubt our faith in the future of the Victor talking machine industry and hope for a continuance of your confidence in Victor supremacy."

Domino Record Demand Growing Steadily Larger

The Domino Record Co., 12 West Twentieth street, New York City, reports a steady increase in the volume of orders for its popular-priced record, the Domino. The sales department of the company states that talking machine dealers everywhere are finding they can merchandise advantageously a popular-priced record without in any way interfering with their higher-priced stocks. Dealers often use these records as a leader to attract new customers and find it a most effective method of combating competition of syndicate stores.

Effective Plaza Publicity Features Playtime Records

The advertising department of the Plaza Music Co., 10 West Twentieth street, New York City, has issued some attractive advertising material featuring "Playtime Records." This consists of hangers, counter display cards, window strips, and consumer literature. The sales of these children's records have been increased substantially through these dealer hook-ups and this service will be enlarged during the coming months.

Artistic Fada Window Display for Retailers

F. A. D. Andrea, Inc., Distributing Unusually Attractive Window Display Among Fada Dealers Featuring Fada Neutrodynes

F. A. D. Andrea, Inc., New York, manufacturer of Fada neutrodyne radio receiving sets, has recently distributed to its jobbers and deal-



Fada Window Display Panels

ers the very effective window display shown herewith, featuring the Fada neutrodynes.

The display is arranged in three panels, lithographed in three colors on muslin and measures forty-two by thirty-six inches. It is particularly interesting because it includes in its design fourteen related sales appeals, each of extreme importance. The first three are brought into the display by showing the three different Fada receivers, namely, the "Neutroceiver," "Neutrola," and the "Neutrola Grand." The second three sales appeals picture the three different groups of persons who will probably buy the largest amount of radio receiving equipment. The first, the man of the home, second, the woman, and third, young folks. In the background of the three panels are shown the three most popular kinds of broadcasting; the broadcasting of lectures and sporting events, musical concerts, etc., and the broadcasting of good dance music. The last five sales appeals incorporated in the display are the Fada receivers reproducing broadcast signals with volume, with clarity of reproduction, that they are simple to operate and that they have the ability to receive both local and long-distance stations, and to select the station which is desired.

Fada dealers all over the country have expressed themselves as extremely enthusiastic over this service and many orders have been received for it.

The Duncan Piano Co., New Haven, Conn., has been running an advertising campaign in the local papers for the past few weeks featuring the Brunswick Radiola.

NICKEL PLATING

GOLD PLATE



SILVER PLATE

A capacity for an additional amount of nickel plating in the plating division of our New York City Factory now enables us to take on a limited number of new contracts.

We will contract to produce only the highest quality of plating work



CHEMICAL TREATMENT CO., Inc.
26 Broadway - - - New York City

THE ALL YEAR 'ROUND PORTABLE

PAL

Dealer's Price

\$15.00

F. O. B. New York



\$25.00

Retail

**PAL IS ALL THAT A PORTABLE SHOULD BE
—and more!**



IN addition to being mechanically perfect and sturdily built, PAL'S tone, quality and appearance are far ahead of all other portable phonographs. It is this all-around superiority that accounts for PAL'S tremendous success.

PAL IS THE EASIEST SELLING PORTABLE

PLAZA MUSIC COMPANY

10-22 West 20th Street

New York, N. Y.

SO GOOD
TO LOOK AT

BUILD YOUR BUSINESS

Pooley

RADIO CABINETS

with

ATWATER KENT R A D I O

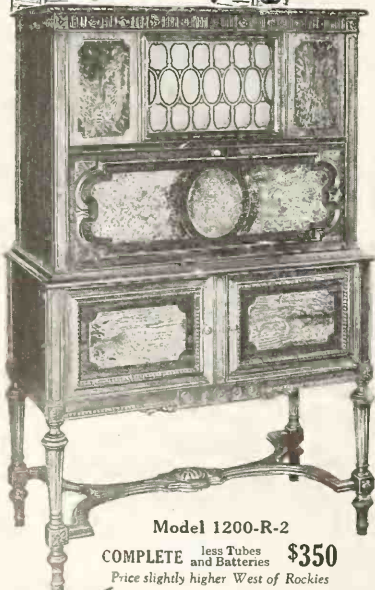
The Radio People Want in Their Homes

is the Pooley Radio Cabinet with ATWATER KENT Radio. The distinguished designs, the woods of wonderful grain, the superb craftsmanship, the matchless finish of Pooley Radio Cabinets speak a language of beauty that is irresistible. The demand is enormous and sales and profits unprecedented. Not only do sales come faster, but the unit of sale is larger—MORE PROFIT. And, best of all, these outfits STAY SOLD—customers delighted, goodwill multiplied. Are YOU "in" on this good thing? If not, see your jobber at once, or write the factory direct.

All Models Equipped with the Latest Atwater Kent Five-Tube Receiving Set

Write Radio Sales Department C for complete particulars

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



Model 1200-R-2
COMPLETE less Tubes and Batteries \$350
Price slightly higher West of Rockies



Model 1100-R-2
COMPLETE less Tubes and Batteries \$225
Price slightly higher West of Rockies



Model 600-R-2
COMPLETE less Tubes and Batteries \$210
Price slightly higher West of Rockies

The RADIO BEAUTIFUL

ON A FIRM FOUNDATION

SO EASY TO SELL

Pooley

RADIO CABINETS
with
ATWATER KENT
RADIO

The Built-In Pooley Floating Loud Speaker
Amplifying Horn (Patent Pending)

with the celebrated ATWATER KENT Reproducing Unit is a combination found only in Pooley Radio Cabinets. This instrument is supreme. The full possibilities of radio reception cannot be realized without its aid. It gives maximum volume to all radio signals with a truth and sweetness of tone surpassing anything radio science has yet developed. It furnishes a selling argument which is unique and of inestimable value. Emphasize it to the limit to YOUR PROFIT and the GREATER SATISFACTION of your customers.

Write Radio Sales Department C for complete particulars

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



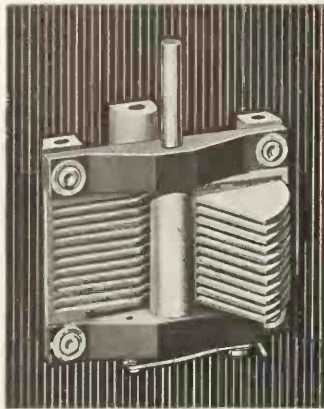
The RADIO THEY WANT



DOEHLER

The World's Largest Producer of

DIE-CASTINGS



Responsible

Every successful machine reflects the responsibility of its maker—and of the maker of the purchased parts incorporated in it.

Back of each Doehler Die-Casting is the responsibility of the world's largest producers of die-castings, with an experience of 18 years and with facilities and resources unequaled in the industry.

And Doehler Die-Castings—in ever increasing numbers—are being used in the machines of the most responsible builders—machines which enjoy nationwide repute for economy, dependability and serviceability.

DOEHLER
DIE-CASTING COMPANY
GENERAL OFFICE AND ASSEMBLING DIVISION
BROOKLYN, N.Y.
PLANTS AT
POTTSTOWN, PA. - BATAVIA, N.Y. - TOLEDO, O.

Freed-Eisemann Corp. Plans Erection of Huge Factory

Plant to Occupy Three Square Blocks Is Planned—President J. D. R. Freed Places Undivided Profits at \$1,200,000

Announcement was recently made by the Freed-Eisemann Radio Corp., Brooklyn, N. Y., that plans are in the making for the erection of one of the most modern radio factories in the world, to occupy three square blocks and to be located in the vicinity of Long Island City. The company now occupies three floors, comprising about 50,000 square feet, in the Sperry Building on the Manhattan Bridge Plaza.

The company also announced that the sales volume for the three months representing the last quarter of 1924 was more than \$2,000,000. J. D. R. Freed, president of the Freed-Eisemann Radio Corp., in a statement on the intended project said that it was found desirable to purchase several outside plants, which had heretofore supplied the company with certain manufactured materials used in the construction of Freed-Eisemann receivers. This step will bring about greater economies and additional savings in the cost of manufacturing. In building the new factory it is intended to consolidate all these plants under one roof.

It is interesting to note that of the fourteen manufacturers licensed under the Hazeltine neutrodyne patents, the sales of the Freed-Eisemann Radio Corp. for the last three months of 1924 were approximately one-third of those of the combined group.

New plans for increased sales give the right to the company's distributors to give territorial franchises to such dealers as meet the company's conditions for exclusive territorial selling rights.

As considerable public interest is being manifested in the progress of the company since a portion of the stock is now in the hands of the public Mr. Freed recently made a statement, calling attention to certain fiscal facts. He said: "We have recently received the final audit from outside certified public accountants, which shows undivided profits of over \$1,200,000. The company owes no money whatsoever for loans from banks or individuals. The company has paid to the Hazeltine Corp. all the royalties which are due and the statement shows reserve for royalties accrued but not due. Cash in banks and on hand is represented in the auditors' statement as \$506,824, and the net worth, after deducting all liabilities, none of which are due, shows a net equity of \$1,262,000. This is after deducting liberally for depreciation and various reserves. Good will and patent rights are taken up at \$1 each."

Old Songs at Victor Concert

The program at the concert given at the Victor auditorium at Atlantic City, N. J., on Lincoln's birthday, was composed of songs of the past and it was surprising to see with what interest and enthusiasm the program of old favorites was received.

Radio departments were recently added by Shartenberg's department store, Brodribb & Blair and J. W. Ballou, all of New Haven, Conn.

William Berdy Enjoying Vacation in Sunny Florida

Former Metropolitan Dealer Resting at Tampa—Meets With Morrie Owens, Former Popular Member of the Talking Machine Trade

Talking machine men in the metropolitan district will be interested to know that William Berdy, for many years a Victor dealer and an active member of the Talking Machine & Radio Men, Inc., who recently disposed of his business at 1198 Fulton street, Brooklyn, to Louis Gilman, and retired because of ill health, is taking a well-earned rest at Tampa, Fla. The accompanying photograph shows Mr. Berdy and he looks as though he is enjoying his vacation to the utmost. The real surprise is Bill Berdy's



Wm. Berdy on Right—Morrie Owens, Centre companion, who is none other than Morrie Owens, formerly of Gibbons & Owens, of Brooklyn, who is now engaged in the real estate business in St. Petersburg, where he received a welcome visit from Mr. Berdy and his traveling companion, who is also pictured above.

R. V. Roberts, Edison Dealer, Predicts Bright Future

Manager of Edison Department of Globe Furniture Co. Sees May, June and July as Record-making Periods of Business Prosperity

BATON ROUGE, LA., March 4. — R. V. Roberts, manager of the Edison phonograph department of the Globe Furniture Co. here, in commenting on the public's choice of buying a phonograph or a radio receiver, states that "it is a question of raising an entirely new thought in home entertainment."

In commenting further on the outlook for the near future of the phonograph trade, Mr. Roberts continues: "It is the opinion of the writer, taken from personal contact with the buying public, that the phonograph business, during the months of May, June and July, 1925, will be the largest in the history of our business. The months designated above are selected because, in my opinion, radio will continue to be in the limelight until the beginning of warm weather, when the phonograph will again come into its own as a permanent, never-failing form of home entertainment."

The A. O. Allen Music House of San Angelo, Tex., recently opened a branch store at Big Lake, Tex., under the management of Mrs. E. B. Daniel. The Brunswick and Carryola lines are featured. This concern has succeeded in building a substantial business.

Phonograph Parts and Supplies

MOTORS, TONEARMS, SOUNDBOXES, SPRINGS AND NEEDLES OUR SPECIALTY

Lowest Prices and Best Qualities Always Available for Delivery Anywhere

Send for Bargain List of Repair Parts and Motors

THE VAL'S ACCESSORY HOUSE, Inc.

110 No. Broadway

St. Louis, Mo.

SEE SATURDAY EVENING POST
FEB. 14th.



NIGHTS OF FORGOTTEN CLOCKS!

IS that Havana? Why, there's Oakland! Chicago again Atlanta—I know that fellow's voice!

Paragon has no respect for bedtime hours. Its invisible "feelers" reach ever out for pulsing messages from farthest horizons. Its *one simple tuning dial* chooses and separates them quickly. Its fascination beckons young and old.

Paragon Receivers have made radio history. This newest Paragon, priced within the means of all, is adding more pages to the record. If your regular dealer is not showing the new Paragon Four, write us for address of nearby store that sells it.

"STATION PLEASE" is a folder describing the new Paragon Receiver line. Send a postcard for it today.



THE NEW PARAGON FOUR \$65

Four tubes. New Paradyne Circuit—non-radiating. Single dial control. Clear tone. Loudspeaker volume over almost unlimited range. Mahogany case, 21 in. long.

NEW PARAGON THREE \$48.50

Another Paragon surprise. Three-tube set that brings in distant stations clear and strong on loudspeaker. Single dial control. Mahogany case, 17 in. long.

NEW PARAGON TWO \$27.50

A two-tube wonder. Excellent loudspeaker tone and volume from stations within reasonable range. Almost unlimited phone range. Mahogany, 11 in. long.

N.B.: West of Rocky Mountains prices 10% additional.

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

AN ELECT LIST OF

Radio Distributors

DISTINGUISHED for SERVICE

IN radio, as in other businesses, *service* is the thing that really counts. We take genuine pleasure in printing the following list of Paragon Distributors who know the inner meaning of the word Service. We recommend them all not only for prompt satisfying service on Paragon Receivers but for service on high-class radio merchandise in general. They may be depended upon to supply the dealer's needs conscientiously and reliably.

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

Originators Since 1915 of Record-holding Radio Receivers

- | | | |
|--|---|--|
| <p>CALIFORNIA
Edco Distributing Co.,
Los Angeles</p> <p>Edco Distributing Co.,
419 Nineteenth Street, Oakland</p> <p>COLORADO
Rocky Mountain Radio Corp.,
1512 Broadway, Denver</p> <p>CONNECTICUT
New England Radio Corp.,
438 Asylum Street, Hartford</p> <p>DISTRICT OF COLUMBIA
Wm. P. Boyer & Co.,
812 13th Street, Washington</p> <p>FLORIDA
Elec. Equip. Co. of Florida,
42 N. W. Fourth Street, Miami</p> <p>Knight and Wall Company,
Tampa</p> <p>GEORGIA
Fulton Electric Company,
65 North Pryor Street, Atlanta</p> <p>ILLINOIS
Chicago Radio Apparatus Co.,
415 South Dearborn Street, Chicago</p> <p>IOWA
Iowa Radio Corporation,
916 Locust Street, Des Moines</p> <p>KENTUCKY
Belknap Hardware & Mfg. Co.,
111 East Main Street, Louisville</p> <p>LOUISIANA
Electron Engineering Company,
115 Whitney Central Bldg.,
New Orleans</p> <p>W. D. Seymour Company,
614 So. Peters Street, New Orleans</p> <p>MARYLAND
Baltimore Hub Wheel & Mfg. Co.,
222 North Gay Street, Baltimore</p> | <p>MASSACHUSETTS
James H. Jones, Inc.,
94 Massachusetts Avenue, Boston</p> <p>Tarbell Watters Company,
441 Chestnut Street, Springfield</p> <p>MICHIGAN
Phonograph Co. of Detroit
1540 Woodward Avenue, Detroit</p> <p>MINNESOTA
Sterling Electric Company,
33 South 6th Street, Minneapolis</p> <p>MISSOURI
Western Radio Company,
Walnut, at 16th Street, Kansas City</p> <p>NEBRASKA
The Korsineyer Company,
1329 "N" Street, Lincoln</p> <p>Federal Radio Corporation
316 South 10th Street, Omaha</p> <p>NEW JERSEY
E. M. Wilson and Son,
11 Lafayette Street, Newark</p> <p>NEW MEXICO
Radio Supply Company,
415 W. Central Ave., Albuquerque</p> <p>NEW YORK
Buffalo Talking Machine Co.,
778 Washington Street, Buffalo</p> <p>R. H. McMann, Inc.,
122 Chambers St., New York City</p> <p>Progressive Musical Instrument Co.,
319 Sixth Avenue, New York City</p> <p>Rudolph Schmidt & Co., Inc.,
51 East Main Street, Rochester</p> <p>H. J. Gorke Estate,
146 James St., Syracuse</p> | <p>NORTH CAROLINA
Brown Rogers Company,
510 Main Street, Winston-Salem</p> <p>OHIO
M. & M. Company,
500 Prospect Avenue, Cleveland</p> <p>Erner & Hopkins Company,
146 North 3rd Street, Columbus</p> <p>P. & A. Electrical Supply Co., Inc.,
102 Main Street, Mansfield</p> <p>Portsmouth Auto Supply Company,
930 Galia Street, Portsmouth</p> <p>Toledo Radio Company,
143 North 10th Street, Toledo</p> <p>OREGON
Edco Distributing Co.,
Portland</p> <p>PENNSYLVANIA
Music Master Corporation,
10th & Cherry Sts., Philadelphia</p> <p>Winchester Simmons Hdwe. Co.,
1050 N. Delaware Ave., Philadelphia</p> <p>OMC Supply Company,
138 Ninth Street, Pittsburgh</p> <p>RHODE ISLAND
Providence Hdwe. & Supply Co.
76 Mathewson Street, Providence</p> <p>TEXAS
Tel Electric Company,
602 Preston Avenue, Houston</p> <p>Waco Electric Supply Company,
616 Austin Street, Waco</p> <p>VIRGINIA
Reliance Electric Company,
526 Harrington Avenue, Norfolk</p> <p>Hoffman & Goodman,
601 W. Broad Street, Richmond</p> <p>WISCONSIN
Radio Specialty Company,
115 W. Water Street, Milwaukee</p> |
|--|---|--|

**PARAGON
RADIO RECEIVERS**



Automatic Elec. Devices Co. Purchases Kodol Mfg. Co.

Consolidated Company to Be Known as the Kodol Radio Corp.—Expansion and Sweeping Changes Planned—"Logodyne" Announced

The Automatic Electric Devices Co. of Cincinnati, O., has recently purchased the Kodol Mfg. Co., also of that city, which has been manufacturing medium-priced radio receivers for some time. The two companies have been consolidated with a capitalization of nearly two million dollars, and will be known as the Kodol Radio Corp. The new corporation takes over five separate manufacturing plants maintained by the late company in Cincinnati together with a comprehensive radio sales organization. Plans for expansion have already been made and include the immediate enlargement of the battery charger line, and a complete revision of the Kodol receivers, in which sweeping changes will be made, according to reports emanating from the company. Plans also include the introduction of new models, as well as important improvements in radio. A new five-tube radio frequency receiver called the "Logodyne" has already been announced.

In line with its policy of expansion important additions are being made to the production, merchandising and radio experts staff. Development of both of these companies is due in large measure to the genius of Clarence E. Ogden, who has been president of the Automatic Electric Devices Co. since its inception, and who holds a similar position with the new corporation. J. F. Biehl has been elected vice-president of the new corporation, and is in charge of sales. The directors include Eli J. Taylor and E. H. Ewald, who were directors of the old company, with the addition of Wm. L. Buddie and Otto Dieckman. The personnel of the Kodol Radio Corp. remains virtually the same in the new firm.

In addition to the Cincinnati headquarters an assembling plant has been constructed in England and sales offices have been opened in Australia, New Zealand, China, Japan, Denmark and other foreign countries.

Atwater Kent Folder Shows Value of Window Displays

On the subject of window display the Atwater Kent Mfg. Co., Philadelphia, Pa., manufacturer of Atwater Kent radio sets and loud speakers, has issued an attractive four-page folder entitled "Well Displayed is Half Sold." Among notable windows reproduced in this folder is one of Davega, Inc., New York City; Harry Westgate, Union, N. Y., and Temple of Music, Stamford, Conn. In addition to the window displays there is reproduced a photograph of a particularly attractive interior demonstration room. These windows are cited as notable examples of tying up with the mammoth national advertising campaign being conducted by the Atwater Kent Mfg. Co. and which is having an important influence on the demand experienced by retailers.

Dealer Concert Tie-Ups Sell Artist's Records

Rudolph Polk, the well known concert violinist, records for both the Banner and Regal popular-priced records. His record numbers, in cooperation with dealers throughout the country, are featured in every city in which he gives recitals. This has been found to be a sure method of not only giving further publicity to the artist but adding substantially to sales.

At a recent concert in Carnegie Hall Rudolph Polk played to a packed house, and his position among music lovers in the metropolitan area, as well as elsewhere where he has appeared, is noted by such gatherings.

Heim's New Music Store Doing Brisk Radio Trade

New Establishment, Opening of Which Was Attended by 4,000, Reports Good Business—Danbury, Conn., Columbia Dealers Busy

DANBURY, CONN., March 6.—The handsome new warerooms of Heim's Music Shop at 221 Main street, this city, the opening of which was attended by some four thousand people, a short time ago, is doing a brisk business. The entertainment furnished during the opening ceremonies was of the highest calibre and the souvenirs which were given the ladies, a small reproduction of the Victor dog, drew forth appreciative remarks. Radio has been going especially well, due in part to the strenuous advertising campaign put behind it.

The White Music Shop reports a very nice business in its new radio department, due to featuring this branch of the business in its newspaper advertising and through window displays.

F. Rocano & Son, Columbia dealers, also report that the radio demand is heavier than that of the other lines carried, although phonographs, musical merchandise and sheet music are also moving well.

Freed-Eisemann Sales Show Popularity of Line

Sales Volume During Last Quarter of 1924 Over the Two Million Mark

The Freed-Eisemann Radio Corp., Brooklyn, N. Y., manufacturer of Freed-Eisemann neotrodyne radio sets, recently announced that sales for the last quarter of 1924, October 1 to December 1, reached a volume of \$2,016,560.36. The Freed-Eisemann Radio Corp. has experienced an exceptionally large demand for its products throughout the phonograph industry. Among the featured lines which are manufactured by this company are its panels for installation in console phonograph cabinets.

PLAYTIME RECORDS

SONGS, GAMES, STORIES for Kiddies



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

Many Prominent Exhibitors at Annual Radio Show at New York Edison Co.

Thousands of Radio Fans Visit Show—Attractive Exhibits of Leading Lines Interest Both the Public and the Trade—Demonstrations of Sets a Feature of the Event

The annual radio show at the warerooms of the New York Edison Co., Fifteenth street and Irving place, New York City, was held during the ten days from February 16 to 25, and attracted thousands of radio enthusiasts, who displayed keen interest and enjoyment in the exhibits of the latest models of radio receivers, loud speakers and other apparatus. The show was widely advertised and during the twelve hours each day that the exposition was open, from 9 a. m. to 9 p. m., throngs kept the attendants busy explaining the working of the various instruments. From the "fan" viewpoint, the show was more satisfactory than many others which have been staged in New York because of the fact that demonstration was allowed and a really adequate demonstration of the capabilities of each set could be given. Seven large show windows facing on Fifteenth street and Irving place were given over to displays of the instruments being demonstrated inside.

Among the exhibitors at the show were the Adler Mfg. Co., makers of the Adler-Royal phonographs, Adler-Royal radio receivers and Adler-Royal radio speakers. A complete display of the various models of instruments was made with S. W. Lukas and W. I. Brunner, New York district representatives, in charge.

The Amplion Corp. of America displayed a full line of the loud speakers made by it, featuring the Dragonfly, which attracted considerable attention and caused a great deal of comment. F. W. Piper, sales manager of the company, was in charge.

The Dubilier Condenser & Radio Corp.'s exhibit was under the direction of John Fay, of the sales staff. The full line of the company's products was shown with the Super-Ducon "B" battery eliminator featured.

F. A. D. Andrea, Inc., manufacturer of Fada receivers, displayed a full line of the Fada sets, including separate sets and those enclosed in consoles and the panel for installation in Victrolas. The Fada knockdown sets were also shown.

The Joseph W. Jones Mfg. Co., Inc., had on exhibit the full line of receivers and radio parts

made by it, featuring a five-tube set enclosed in a Timmons cabinet, with all parts enclosed. The Amplion and Ethovox loud speakers were also shown at this exhibit, which was under the direction of R. G. Morrissey.

The Silas E. Pearsall Co. exhibit featured the Zenith, Thermodyne and Sleeper receivers and the Silver Voice loud speakers. The display was in charge of R. E. Howells, of the live sales organization of the Silas E. Pearsall Co.

The Sleeper Radio Corp. displayed a line of the latest models of Sleeper Monotrol sets, which attracted considerable attention from the visitors to the show.

The Federal Telephone Manufacturing Co. had on exhibit several models of the Federal sets, in addition to the models shown and demonstrated at the displays of several Federal distributors, who were also in attendance.

The Royal Eastern Electric Supply Co. had a large display of Eagle neotrodynes and Tuska receivers and featured the Console Master Speaker, together with the Audiophone and Ethovox loud speakers.

The Kardon Products Co. showed the Kardon receivers and the Kardon system of units; the Times Appliance Co., Inc., exhibited the Radio Corp. of America line, together with the Deresnadyne receiver, manufactured by the Andrews Radio Co.; the Continental Radio & Electric Corp. displayed R. C. A. products and the Tungan and Vitrohm battery chargers; the Manhattan Electric Supply Co.'s exhibit, with E. Eitel in charge, displayed the R. C. A. line, together with Fada, Grebe, Sleeper and Freshman receivers and Manhattan horns and console speakers.

The Herbert-John Corp. featured the Zenith, De Forest and Thomson receivers; the Multiple Electric Products Co. had a full display of Atlas loud speakers and phonograph units; the Electric Storage Battery Co. showed a full line of Exide storage batteries, and the National Carbon Co. showed the full line of Eveready batteries. The Edison Storage Battery Co. also had an exhibit of "A" and "B" batteries, which came in for considerable attention.

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.

QUALITY RECORD Pressing

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

A-C Electrical Mfg. Co. Introduces New Receivers

New Radio Set for Installation in Upright Phonographs Has Many Distinctive Features

The A-C Electrical Mfg. Co., Dayton, O., manufacturer of the A-C Dayton XL-5 receiver, a five-tube tuned radio frequency set which has enjoyed an increasing sale in the past year, has just brought out an addition to its line known



New XL-5 Phono-Set

as the XL-5 Phono-Set. The distinctive feature of the XL-5 Phono-Set is that it can be installed in upright phonographs and still be comfortably accessible to the operator. It enables phonograph owners to install one of the highest type radio receivers in the phonograph cabinet which they now have without in any way impairing the use of their phonograph. The XL-5 Phono-Set is adapted to fit present phonograph cabinets in both the upright and console styles.

The A-C Electrical Mfg. Co. states: "This set is not a radio panel in the commonly accepted sense. It is the complete standard XL-5 which is a five-tube tuned radio frequency receiver. Exactly the same circuit is used and exactly the same results are obtained with the Phono-Set installation."

To install the XL-5 Phono-Set the record compartment of the present cabinet is removed and a sliding shelf is built into the compartment. The receiver rests on this sliding shelf, being pulled out when in operation. There is room in the compartment for all batteries and accessories, making it possible to contain the complete radio unit within the cabinet and permitting closing of the doors when the radio unit is not in use.

Amendola Bros. Plan to Expand Their Business

Amendola Bros., now located at 164 Wooster street, New Haven, Conn., plan to move to larger quarters as soon as they are able to secure a suitable site. The phenomenal success of this establishment is due to operating five Dodge trucks in conjunction with the truck sales plan, covering almost the entire State of Connecticut, selling direct from the trucks.



What
Ralph Williams
 says about his
Apex Super 5



CHICAGO February 13-1925

Apex Electric Mfg. Co.,
 1410 West 59th Street,
 C h i c a g o .
 Attn: Mr. A. C. Johnson.

Dear Sirs:

It gives me much pleasure to tell you that I have recently installed one of your APEX SUPER-FIVE Receivers in my home. The first impression of the APEX SUPER-FIVE is the quality and the appearance of your Set.

In setting up the APEX SUPER-FIVE, I found it very easy to connect the batteries, because you supply the Jones Multi-Plug, which has the terminals marked so that any novice can make connections most easily.

Within five minutes after I had your Set in operation, I was able to obtain KDKA, Pittsburg, Dallas, Davenport and Hastings, Nebr. Then, I had to hurry away to the Rainbow Gardens for the evening concert, but Mrs. Williams had all parts of the United States and also Canada on your Receiver with utmost ease.

I find the operation of your Set to be very simple, and, with the use of your APEX VERNIER DIALS, I can log all stations very easily, and am also able to get peak tuning on distant stations.

Your Set is most selective, and, as I said before, the appearance and tone quality of the Set is the most remarkable one I have ever had the pleasure of using. I have had a great many of the foremost Radio Sets in my home, but not one of them has reproduced for me my latest Victor Record success "THE PRINCE OF WALES" so well, so clearly, so distinctly, and with such fine and perfect tone quality as has your APEX SUPER-FIVE.

May I congratulate you most heartily upon the building of this splendid Radio Receiver. I will certainly pass my opinion of your SUPER-FIVE along among my many musical and business friends, and you are at liberty to use this letter in any way you may desire.

Wishing you much success, I am

Faithfully yours,

Ralph Williams



Ralph Williams
 at home with his
Apex Super 5

That this highly efficient Tuned Radio Frequency Receiver is by far the most advanced in both design and construction and that it fully meets the most critical expectations, is emphatically emphasized by the fact that it is unqualifiedly endorsed by musical celebrities whose highly trained sense of discernment makes them infallible authorities on the subject of Radio receptivity.

Dealers and jobbers of musical instruments who are interested in increasing trade through the sale of a receiving set with an established reputation of unsurpassed excellence, should write immediately for our very liberal and attractive sales proposition.

APEX ELECTRIC MANUFACTURING COMPANY
 1410 WEST 59TH STREET Dept. 317 CHICAGO, ILLINOIS

No Basic Changes in Radio, Says Engineer

Lawrence C. F. Horle, Chief Engineer of Federal Manufacturing Corp., Analyzes the Present and Future Possibilities of Radio

That refinements in radio rather than any basic developments are next in order is the firm conviction of Lawrence C. F. Horle, chief engineer of the Federal Manufacturing Corp., manufacturer of Federal radio products. This information is interesting to dealers inasmuch as it answers the assertions of many prospective radio customers who put off buying a set because of their belief that something new will be placed on the market which will make the present receivers obsolete. Mr. Horle in a recent talk reviewed the growth of radio science since its discovery comparatively few years ago, and in speaking of his conviction, said in part:

No Revolutionary Changes

"The last five years has seen more and more in the way of the adaptation of well-established fundamental principles to apparatus capable of use by the non-technician so I cannot help but feel that the future of the art is in this same direction rather than in the invention of fundamentally new principles. I believe I would be a lot happier in my professional work if I could see a possibility ahead of us for a new and revolutionary solution to the many engrossing and apparently unsolvable problems which face us, but the fact that every other new art has found its own unsolvable problems, and where no solution has been available has found its field of usefulness—limited as that may be—has led me to the conviction that we must content ourselves with the limitations of this extremely valuable and useful mechanism and look towards its exploitation in that field in which it will do the greatest good. And this field I believe is that of broadcast radio.

"I have been asked to visualize, if possible, what steps in development will come in the future. I am forced to admit that I can see only those advances being made which will make possible the more and more general use of radio broadcasting and I feel that the radio receiver or device in the future will be a more easily installable device; a more easily operable device and one requiring only a minimum of attention for its maintenance.

"I feel, also, that the vacuum tube must con-

tinue for many years to be the heart of the radio set and that its use, even with but minor advances in its development, will make it possible for every man, woman, and child in the country to be within listening range of a receiving set whenever that is desirable.

"What the future of the auxiliaries to the vacuum tube, such as batteries, etc., is I hesitate to prognosticate, but I feel quite definitely that the future will find refinements of such a nature as to make the operation of the vacuum tube more conveniently possible and at lesser cost. Whether this will be in the form of a dry battery or a storage battery as is now commonly done, or whether satisfactory means for the use of the commonly available power distribution systems will come about, I hesitate to guess. Whatever advances are made will, undoubtedly, be those which will enhance the ease and convenience of use of the radio set. I do not believe that the radio set which requires no intelligence for its use will ever be built, but I do believe that with the rapid dissemination of information relative to the proper operation of radio sets will come an increasing appreciation on the part of the radio-using public of what is going on within the radio set so that better and better radio sets may be put in their hands.

Radio a Home Essential

"There is no doubt in my mind that the day is close at hand—if it has not already arrived—when the radio set will be considered just as essentially a part of the home as the heating system, the lighting system, the vacuum cleaner, the washing machine, etc. Every effort on the part of the large organization interested in the manufacturing of radio equipment is being bent toward making this a fact.

Improvement in Programs

"It occurs to me, however, that, notwithstanding the serious handicaps under which the radio set of to-day labors and must perhaps continue to labor, it has within itself one characteristic that more nearly realizes an ideal than any other mechanism of which I know. By that I mean its capacity for the faithful reproduction

of speech and music. You may, perhaps, disagree with me on this basis, but my explanation for your incredulity can only lie in the fact that you haven't given yourself the privilege of listening to really good radio. Good radio music requires more than good apparatus for its accomplishment. It must have good music in the studio first, since reproduction of the music can never be better than the music itself, and this is now available in almost all the broadcasting stations of the country. Why or how this comes about is not pertinent to the present discussion, but that it is a fact is evident if one spends one of these clear, crisp evenings, which we are now having, listening to most of the many broadcasting stations that supply our entertainment here in Buffalo—whether they be on the West coast or on the East coast or in between. Those of you who hear our own local station will agree with me that a vast improvement in the type of program material available has come about almost imperceptibly, perhaps, but if one compares the recent Philharmonic Concert with the broadcast music of a year ago no question remains as to the vast strides which have been made.

"Furthermore, apparatus which is now purchasable at very modest prices includes amplifying apparatus of such fidelity of reproduction as was almost unthought of three years ago, so much so that one has no right to purchase radio apparatus the reproduction of music of which requires any apology whatsoever. The means for giving almost perfect reproduction are available. They are in general well understood and require nothing more than conscientious manufacturing for their economical production, and I feel that no one has a moral right to afflict himself or his neighbors with any-radio music which is not acceptable from the esthetic standpoint.

Radio a Musical Instrument

"And in this phase of radio I see the biggest advances which the future will bring to us and I see the world's best music being put on the air, not alone from New York, but from every city in the country. I see radio becoming a purely musical instrument, rather than a device for novice experimentation, and I see it becoming that so completely that nothing will remain but its unrivaled capacity for the faithful reproduction of music."

Edison Tone Test Scores

HOUSTON, TEX., March 6—An Edison tone test concert was recently given at the Main Street Auditorium under the auspices of Oliver's Music House and the Jonathan Cox Co., Edison dealers. Elizabeth Spencer and Lucille Collette, Edison artists, appeared, and the comparisons of the human voice and the "re-creation" on the Edison aroused much interest and had a correspondingly good effect on sales. Miss Spencer sang and gave readings and Miss Collette played the violin and piano before an enthusiastic audience.

Eagle Co. Broadcasting

The Royal Eastern Electrical Equipment Co., New York City, in co-operation with the Eagle Radio Co., manufacturer of the well-known Eagle radio receiving set, is broadcasting a concert every Tuesday evening through Station WEA. The first of these concerts began on February 10. Thousands of cards were sent out to radio set owners previous to the first program, which was made up of specially requested numbers.



Atlas
TRADE MARK
RADIO REPRODUCTION
Gives the Best That's in Your Set

Tone-Quality.
Clarity of reproduction.
Sensitivity to signals.
Harmonizer adjustment.
Ample volume.

ATLAS products are guaranteed.

MULTIPLE ELECTRIC PRODUCTS CO., Inc.
100 Garden St., Newark, N. J.
New York, Philadelphia
Boston, Baltimore, Detroit
Pittsburgh, Chicago
St. Louis, San Francisco
Marconi Wireless Telegraph Co. of Canada, Ltd.
Sole Canadian Distributors



THE GREBE SYNCHROPHASE

• TRADE MARK •

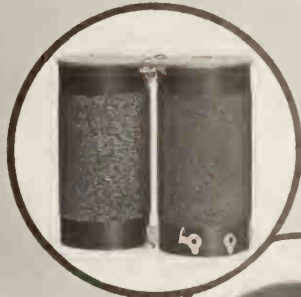
It is written:

"If there be no faith in our words, of what use are they?"

It is easy to prove the claims made for the Synchronphase.

Doctor Wm

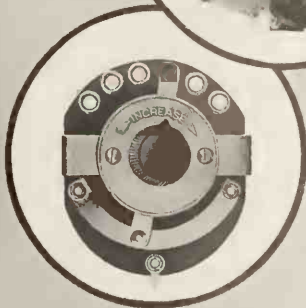
No other receiver has these features:



Binocular Coils



S-L-F Condensers



Volume Control

AMONG the multitude of receiving sets now on the market, you will find few that are not made up partly or wholly of a variety of assembled units.

In order to keep up with the demand for sets, many such assemblers must use whatever parts are available at the moment with no control over their design and quality. Yet they must brand the completed sets with their own names.

Accepting these names as his guarantee, the retailer attempts to build up his own reputation on goods that may or may not back up his claims.

How much sounder business for him to sell the products of manufacturers who believe enough in the future of their output to install equipment to build every part of their units. The maker's name on such apparatus means something, especially if, like ourselves, he is a pioneer. Such manufacturers will survive the radical changes in the radio industry.

You can feel assured that the unqualified success of the Grebe Synchronphase will continue. On it you can build your reputation and make steady profits.

Write for full information and prices

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



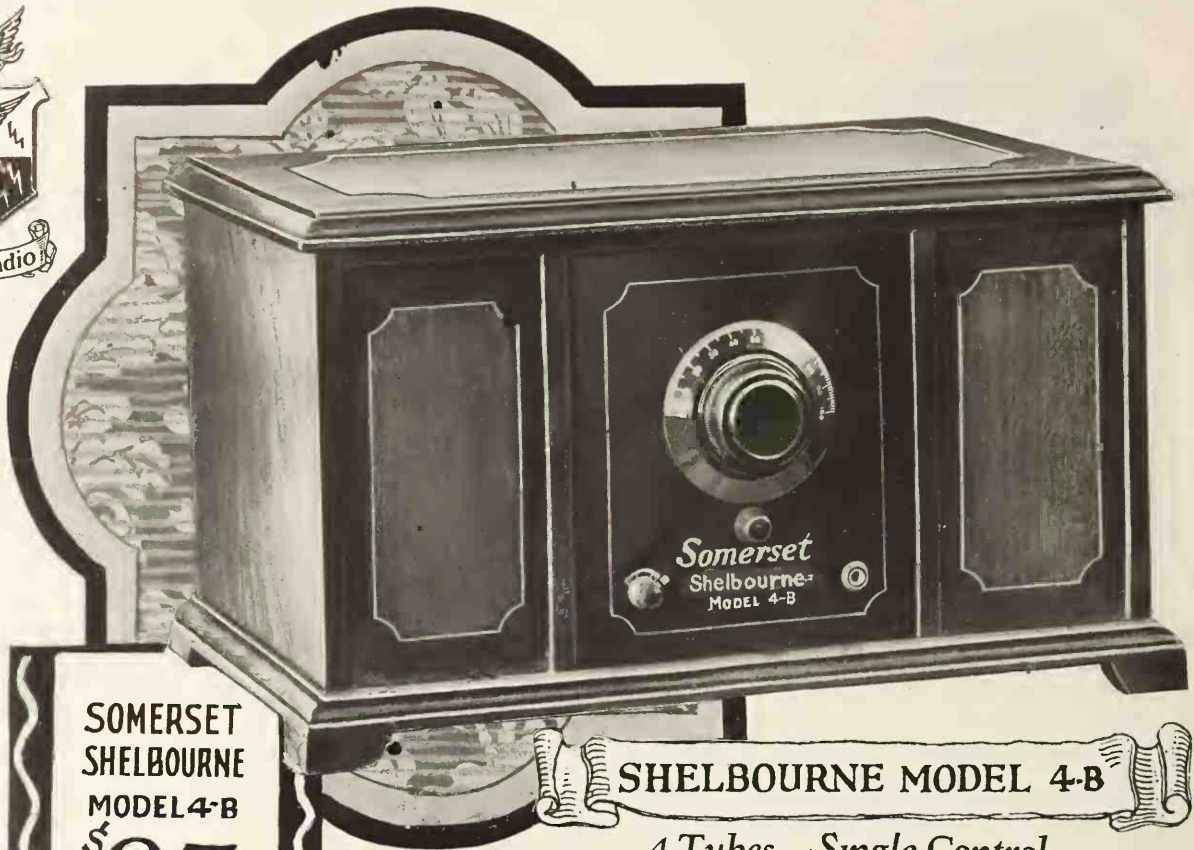
Synchronphase with battery base

All Grebe apparatus is covered by patents granted and pending.





© 1925
NATIONAL
AIRPHONE
CORP.



SOMERSET
SHELBOURNE
MODEL 4-B

\$85

SHELBOURNE MODEL 4-B

4 Tubes — Single Control

SOMERSET SHELBOURNE Model 4B 4 Tubes — Single Dial Control. Our perfected tuned radio frequency circuit with single dial synchronized control. Simple to operate and highly selective, with clear tones and volume that are found only in the higher priced receivers.

Storage battery or dry cell operation, automatic filament control, the finest "low loss" condensers, and the famous SOMERSET Calibrated Transformers. Compartments for large sized storage "A" and dry cell "B" batteries. Mahogany finish cabinet, hand-rubbed two-tone effect. List \$85 Size 26"x14"x12"

Somerset

The 100% Complete Line

A style and price to suit every radio receiver demand!

THE Somerset line consists of four models — Stratford Model 4A, 4 tube set, 2 dials — \$65. Mars Model 5A, 5 tube set, 3 dials — \$75. Shelbourne, Model 4B, 4 tube set, 1 dial, synchronized control — \$85. Standish, Model 4C, 4 tube set, 1 dial, synchronized control, and built-in loud speaker — \$150. All sets are tuned radio fre-

THE SINGLE DIAL CONTROL

THE Shelbourne and Standish models employ the latest development in simplification — the single control. By means of gears, the condensers are

quency. All sets have "B" battery compartments.

You, Mr. Dealer, get your greatest yearly profit from the merchandise with the quickest turnover. With the complete Somerset Radio Receiver line you can do a larger business with a smaller stock and with lower selling costs.

With the Somerset line you don't have to sell a different make of radio receiver at each price level — you just sell a different model of the same make. And they're all good — each a full dollar's worth for every dollar asked — your customers can see it as easily as you can.

connected and operated by a single tuning knob. Of course this is made possible only by the most careful selection and matching of condensers and coils but the finished product is a revelation in easy tuning. There is also a midget condenser for fine adjustment if necessary, but it is not essential to the complete enjoyment of the set by even a most inexperienced person.

TRUTH in RADIO

TRUTH in radio from now on will be the firm foundation on which the public will build its confidence.

Confused and disappointed by extravagant and misleading claims, by high sounding names and mysterious terms, the radio buyer has eagerly sought for an assurance of full value for his money and a definite idea of what he can expect for a definite expenditure.

The Somerset line has been developed to meet this unfilled want. It has been planned on the basis of providing a full dollar's worth of radio for the consumer's dollar, of highest quality for the least money, of conscientious workmanship and best materials, backed by the finest engineering skill that money can command.

But extravagant claims and misleading descriptions will have no part in the sale of any Somerset Radio Receiver. This we pledge at the outset.

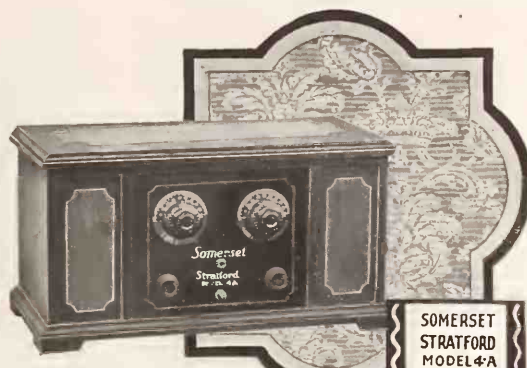
Somerset Quality

EVERY Somerset Radio Receiver is a piece of fine furniture that any woman would welcome in her drawing room—artistic in line, substantial in construction and unique in its two-tone hand rubbed mahogany finish. And the technical features are in keeping—superior operating efficiency and economy secured by rigid supervision and test of materials, and by handcraft production methods. With all their obvious points of superiority, Somerset Radio Receivers are easily the best value in the radio field. Just check them against any other receivers at or near their price—bar none! You will be amazed and you will appreciate the full force of our statement—Each Somerset Radio Receiver is the best that can be offered at its price, the utmost in results and permanent satisfaction to its owner.

Somerset Engineering

THE wiring in Somerset Radio Receivers is as carefully planned, as painstakingly carried out and as rigidly inspected as every other detail that goes to make up Somerset perfection. Look for yourself at the wiring of any Somerset Receiver and you will see why it always gets the surprised but enthusiastic approval of radio experts. Each circuit has its own distinctively colored wires to eliminate possible mistakes. All connections are clean and firm. Somerset wiring looks as neat and professional as good workmanship can make it. Every connection, every bit of wire, every spacing, must be just right. Nothing less will do. And that is why Somerset receivers are so remarkably sensitive and selective, reaching out to get broadcast programs from incredible distances, and reproducing them with precise fidelity and rich mellow tone. It is infinite care with the "tremendous trifles" that has put Somerset Radio Receivers in a class by themselves.

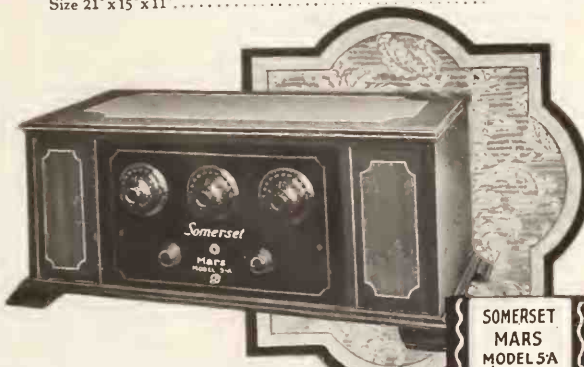
Here are the other Somerset Models!



STRATFORD MODEL 4-A

SOMERSET STRATFORD MODEL 4-A \$65

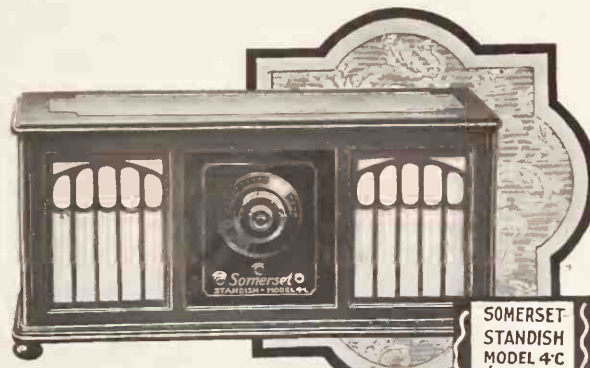
SOMERSET STRATFORD Model 4A 4 Tubes—Dual Control. A superior four tube, tuned radio frequency receiver—two dial control—operates on storage battery or dry cells. Automatic filament control insures long life of tubes. The finest "low loss" condensers and the famous SOMERSET Calibrated Transformers are features. "A" and "B" battery space is provided in the handsome two-tone mahogany finish cabinet. List \$65 Size 21" x 15" x 11"



SOMERSET MARS Model 5A

SOMERSET MARS MODEL 5A \$75

SOMERSET MARS Model 5A 5 Tubes—Three Dial Control. Two stages tuned radio frequency, detector, and two stages audio frequency. Storage battery or dry cell operation, automatic filament control, highest quality "low loss" condensers and the famous SOMERSET Calibrated Transformers. Artistic cabinet hand-rubbed mahogany finish providing space for storage "A" and dry cell "B" batteries. Size 29" x 14" x 11" List \$75



STANDISH MODEL 4-C

SOMERSET STANDISH MODEL 4-C \$150

SOMERSET STANDISH Model 4C 4 Tubes—Single Dial Control with built-in loud speaker. Combining a built-in loud speaker of the highest type and the four tube tuned radio frequency circuit with single dial synchronous control—all the latest and best in radio. Storage battery or dry cell operation, automatic filament control, highest quality "low loss" condensers, and the famous SOMERSET Calibrated Transformers. Ample space is reserved in this cabinet for standard size high ampere hour storage "A" batteries and dry "B" batteries. Exquisite cabinet, antique mahogany finish. Size 29" x 13" x 14" List \$150

Radio

We Help You Sell

SOMERSET Dealer Service has but one objective—to put more money in your cash register drawer. It includes not only full cooperation and dealer helps on Somerset Radio Receivers, but also complete service on tubes, phones, batteries, loudspeakers, etc., at regular dealers' discounts. Fill out and mail the coupon for full particulars of this service. Don't put it off—send today.

DEALERS: FILL OUT AND MAIL TODAY

National Airphone Corporation
16-22 Hudson Street, New York City

Without any obligation to me, send full details and information on the Somerset line and Somerset Dealer Service.

Name

Address

City

Prices subject to change without notice. Prices West of the Mississippi—add 10%

NATIONAL AIRPHONE CORP.

Manufacturers of Somerset Radio Receivers
16-22 Hudson Street, New York City

Waterbury Dealers Start Drives for Radio Business

Leading Dealers Launch Advertising and Window Display Campaigns—Two Stores Plan Expansion—Chat of Trade

WATERBURY, CONN., March 10.—Talking machine dealers in this vicinity have almost without exception taken on radio as an important adjunct to their businesses and all report that business is brisk in this new line of endeavor. The New England Music Co., 77 Grand street, started its radio campaign with an extensive advertising campaign in the local papers, backed up by exclusive radio windows. Similar campaigns have been under way by the Skinner Music Co. and the McCoy Music House. Satisfactory results are the reports in each instance.

D. Barbieri & Bro. have added radio and depend largely on stimulating interest in this branch of the trade through truck selling campaigns. Not only has this method of merchandising increased the sales of radio receivers but a large number of phonograph sales has resulted.

Julius Koss, Columbia dealer, now located at 184 South Main street, plans to move to new and larger quarters in the near future. David Shlimovich, 274 South Main street, also contemplates moving to larger quarters to provide for increased business in phonographs, records and musical merchandise.

Why Some Dealers Succeed and Others Go Broke

"Why is it that in the same community one merchant will prosper while another will lose ground and ultimately fail? Is it not merely that one discovered and catered to the needs of the community, offered his goods in an attractive way, stimulated as well as satisfied needs; while the other waited for business to come without doing anything to attract it? Salesmanship applies to nearly all activities of human endeavor. It is often the mainspring of intelligent conduct," points out J. H. Tregoe, executive manager, National Association of Credit Men.

"The buyers should place their orders wisely; sales should be judiciously made. Thinking of the fellow at the other end of the line is, after all, thinking of one's self. Credit and other executives have in the business field wide opportunities for developing sound ideas of good salesmanship and using these ideas for the saving of human failures, the stabilizing of business, and the happiness that comes from prudent and successful efforts."

Two Attractive Displays for Atwater Kent Dealers

PHILADELPHIA, PA., March 7.—The Atwater Kent Mfg. Co., of this city, has recently announced two attractive displays for dealers' warerooms. One is a display destined to particularly feature the Atwater Kent loud speaker and is designed for the window. It is a cutout 41½ inches high, lithographed in colors on heavy cardboard. A center recess and pedestal are provided for the display of the horn together with a disc to be inserted in the bell of the horn.

The other is a price card which may be added to the familiar receiving set sign by metal clips. These cards may be easily changed to show the model and price of any Atwater Kent set. These new sales helps are rapidly becoming familiar to the general public in the warerooms and windows of Atwater Kent dealers.

A new music store was recently opened in Wallingford, Conn., by Charles A. Canelli. Columbia phonographs and records, musical merchandise and sheet music are carried.



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 10¢ each—\$10—that cost you only \$5. And with it comes a crackerjack Display Stand that does the selling for you.

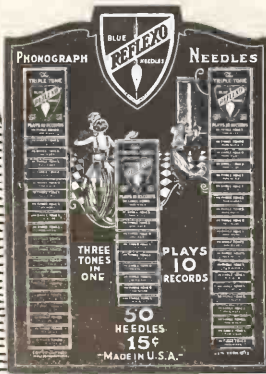
Reflexo BLUE STEEL (Spear Point) Needle

is another great seller. Plays every tone—loud, soft or medium. Display stand No. 50 of 50 packages (15¢ 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



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

Pearsall Co. Distributes Zenith in N. Y. and Conn.

Visit of Pearsall Officials to Zenith Plant Causes Them to Make Set Leader—Contract Made for Exclusive Connecticut Distribution

The Silas E. Pearsall Co., New York, formerly one of the leading Victor distributors in the country, and which was recently appointed distributor for the products of the Zenith Radio Corp., Chicago, reports very satis-



A Zenith Shipment to Pearsall Co.
factory sales activity in the Metropolitan territory in Zenith radio receivers. Before deciding on taking on the distribution of the line the officers of the Pearsall Co. visited the Zenith factories in Chicago and were so impressed with the performance and beauty of the sets that it was decided to make it their leader. The accompanying photograph shows the first Zenith order for the Pearsall Co. arriving in New York. In addition to being distributors in the Greater New York territory, the Pearsall Co. has also made an exclusive contract with Zenith for the State of Connecticut.

Two sales meetings of the entire Pearsall organization have been held at which Zenith representatives made addresses and outlined policies. Coincident with the consummation of the arrangements between the Zenith Corp. and the Pearsall Co. Zenith advertising is now appearing in the New York papers, display copy of striking character appealing directly to the consumer, with the result that Zenith dealers are cashing in with increasing sales.

Radio Trade Assn. Formed

SAN ANTONIO, TEX., March 7.—A meeting of the radio dealers and jobbers of this city was held recently for the purpose of forming a permanent trade association to encourage co-operation between dealers and jobbers and settle questions of policy.

Thor Speaker Lamp
[Parents 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

A Plan for Financing Payment Sales of KING

Band Instruments



Hurson



HAVEN'T you sometimes said "We don't handle band instruments" when some customer inquired about a saxophone, etc., just because of the difficulties in selling on time payments?

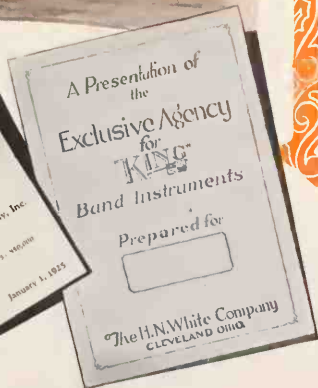
With the new plan for financing payment sales which we can now offer to "King" dealers, this obstacle is removed. You can have a small-goods band instrument department without tying up any capital; and what is most attractive, dispose of your leases without sacrificing a cent of profit. The difference between our published cash and payment prices will cover the cost of financing so you receive the full list price.

This financing plan is clearly explained in a folder now ready for distribution. There is no red tape or complicated accounting connected with it, and the plan is available to every dealer selling "King" Instruments. If this plan will be of service to you we'll gladly send one of the folders upon receipt of your request.

If you are interested in this plan and in the exclusive agency for "King" Instruments clip out and mail the coupon below.

THE H. N. WHITE CO.

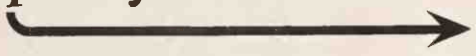
5215-61 Superior Avenue Cleveland, Ohio
Manufacturers of "KING" BAND INSTRUMENTS



THE H. N. WHITE CO.
5215-61 Superior Ave., Cleveland, Ohio.
Gentlemen: Kindly send the booklets checked:
 Plan of Financing Payment Sales.
 Exclusive Agency for King Instruments.
We (do not) handle band instruments.

Name _____
Address _____
City _____ State _____

Send Coupon for Booklets!



Lee S. Roberts Resigns as Q R S Co. Vice-President

Well-known Music Roll Man and Composer Plans to Enter the Retail Music Field in San Francisco—Remains in Directorate

Lee S. Roberts has announced his resignation as vice-president of the Q R S Music Co. to take effect on April 1, when he will enter the retail piano, reproducing piano and radio field in San Francisco as head of a new concern to be known as Lee S. Roberts, Inc., with the Chickering piano as its leader.

In resigning as vice-president of the Q R S Co., having been identified with the company for thirteen years in that capacity, Mr. Roberts will continue as a member of the Board of Directors of the company, and continue to render valuable service to it.

It seems particularly fitting that Mr. Roberts should enter the retail trade in San Francisco, for he was born in that city and started his business career at the age of fourteen in the Pianola department of Kohler & Chase, later joining the staff of Benjamin Curtaz & Son, where he sold Chickering pianos until the great fire in 1906, shortly after which he came East.

Mr. Roberts is well known as a successful composer-pianist, being responsible for such hits as "Smiles," "Patches," "A Little Birch Canoe," "After All," etc. He played and produced the first Q R S hand-played roll for use on the foot-power player, recording his own composition "Valse Parisienne." Before joining the Q R S Co. he was manager of the Wuritzer piano department in Chicago and wholesale representative of the Melville Clark Piano Co., so he is well equipped to attack retail trade problems.

Radio Featured in Ads of Bridgeport Dealers

Brunswick Radiola Given Wide Publicity in Local Campaigns—Dealers Tie-Up With Advertising Through Window Displays

BRIDGEPORT, CONN., March 7.—The combination talking machine and radio receiver and separate radio sets have been the subject of the advertising done by talking machine dealers in this territory for the past month. Gilman's Music Shop has been for some weeks past featuring the Brunswick Radiola in the leading local papers, effecting a tie-up through window displays. The result has been a consistent demand for this product.

Read & Hughes have also been active in featuring the Brunswick Radiola in the advertising columns of the local papers and by devoting their show windows to attractive displays of the combination unit. This campaign was most fruitful of results.

The E. K. Music Shop recently moved to its new quarters at 933 East Main street. A complete line of Columbia phonographs and records is featured at this establishment.

The Piquette Piano Co. has opened a radio department. A complete line of radio receivers is now carried by Howland's department store. The radio department is run in conjunction with the talking machine department, and good business is being enjoyed.

Enjoying Good Business

HIGH POINT, N. C., March 7.—Retail talking machine business in this city has continued well, with record sales in the ascendancy over machines. Stainey's Jewelry Store, local Brunswick retailer, reports that the Brunswick-Radiola combinations are proving popular. In Pathé records Cliff Edwards (Ukulele Ike) records are proving as big sellers as in other sections of the country. Local dealers express themselves as optimistic over business for the year.

Should Check Number of Radio Shows, Says Jewett

President of Jewett Radio & Phonograph Co. Declares That Increasing Number of Shows Held in Main Centers Means Duplication

DETROIT, MICH., March 6.—E. H. Jewett, president of the Jewett Radio & Phonograph Co., is of the opinion that in the movement to bring about greater stabilization in the radio industry and to eliminate economic waste in the business, thought should be given to the question of placing a limit upon the number of radio shows held in certain sections at various times during the year in the belief that many such shows represent unnecessary duplication.

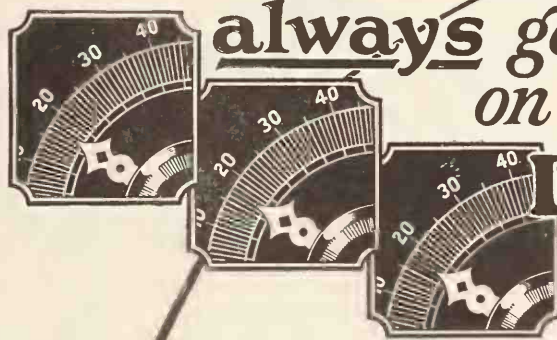
"There is no denying the importance of the radio show," Mr. Jewett said, "but nevertheless there is a growing tendency to duplication and over effort along this line which should be

checked. Radio shows cost the manufacturers a good sum in the course of a year and it naturally is added to the cost of the article he sells. Duplicate shows in certain cities, shows in smaller cities where the populace has access to the nearby metropolis and all sorts of unnecessary shows are adding to the cost of radio.

"The radio industry may well take counsel from the automobile world, where expositions have been reduced to an exact science, benefiting to the greatest degree both the public and the manufacturer. Every thought should be given to true economy so that the public may obtain the finest quality product at the lowest possible price. It is bound to work out that way eventually; it should be made to work that way right now."

S. M. Henley, president of the Henley Music Co., Kansas City, Mo., died recently after suffering from a beating administered by thugs some few years ago.

17-17-17 always gets KDKA on every Day-Fan



21-21-21 always gets WSAI.

47-47-47 always gets WOS.

For any particular station all dial settings are the same on every Day-Fan--anywhere--with any antenna.

All uncertainty is eliminated. You know even before you get your Day-Fan, just where to set the dials to pick up any station you desire. Could any set be more simple?

Tone? Listen in on a Day-Fan and you will have to revise your ideas of tone. **Selectivity?** The equal of any five-tube set made. **Appearance?** The popular brown mahogany finish in the finest of cabinet work. **Volume?** So strong you have to dampen it for many stations. **Range?** Spans the continent. **Models?** Five different types. **Price?** \$90 to \$285.

Where else can you possibly get such values?

It is a worth-while proposition to be a Day-Fan Dealer. Write for information.

The Dayton Fan & Motor Co.

Dayton, Ohio

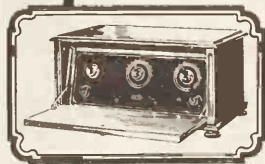
For 36 years manufacturers of High-Grade Electrical Apparatus.

Day-Fan

RADIO
A YEAR AHEAD



OEM-7
\$98.00



DAYOLA
\$125.00



DAYTONIA
\$285.00

and other models



The New
Marlborough
\$150



The Chatham
(Radio Adapted)
\$125

New Sonora Phonographs to Meet the New Demand

That the phonograph will ever play an important part in American home life is evinced in their renewed activity. Already orders are pouring in from all parts of the country; not great big orders, but real, honest-to-goodness, substantial ones that definitely presage a growing demand. But this new demand is for new models at new prices!

To take care of this demand Sonora presents the Marlborough, a beautiful period design which immediately bespeaks the craftsmanship of the master cabinet maker, \$150.

New Sonora Portable at \$35

The new price for a Sonora portable comes at a mighty propitious time; just when thousands are thinking of their vacations (and naturally portable phonographs) comes the announcement that the recognized finest portable may be had at \$35.

The Chatham (radio adapted). This beautiful console model is built for the radio fan who wants a combined Sonora and radio but who prefers to install his own radio panel. Price, too, is in thorough accord with the popular demand, \$125.



\$35

THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL



Sonora Distributors

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:

KIEFER-STEWART COMPANY, Indianapolis, Ind.

ILLINOIS, AND RIVER TOWNS IN IOWA:

ILLINOIS PHONOGRAPH CORPORATION
616 S. Michigan Avenue, Chicago, Ill.

WISCONSIN AND MICHIGAN:

YAHR AND LANGE, Milwaukee, Wis.

N. DAKOTA, S. DAKOTA, MINNESOTA, MONTANA AND IOWA:

with the exception of the River towns.
DOERR-ANDREWS AND DOERR, Minneapolis

MISSOURI, KANSAS, NEBRASKA, and five counties in northeast Oklahoma.

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

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

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

SOUTHEASTERN Part of TEXAS and Part of OKLAHOMA:

SOUTHERN DRUG COMPANY
Houston, Texas

COLORADO, NEW MEXICO, 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.

SONORA PHONOGRAPH COMPANY, Inc.

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

279 BROADWAY

NEW YORK CITY

Canadian and Export Distributors

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

New Haven Dealers Enjoy Brisk February Business

Many Dealers Add Radio Departments—Extensive and Vigorous Campaigns Planned by Aggressive Retailers—Outlook Is Bright

NEW HAVEN, CONN., March 10.—The talking machine dealers in this city report exceptionally good radio business. This is not only due to the popular demand for this product but can also be traced to the efforts which the dealers are putting forth to attract trade. No angle of selling that might result in swelling the volume of business is overlooked and advertising, window displays and house-to-house canvassing are being used. Miller's Music Shop reports brisk sales on the part of its radio section—extensive newspaper advertising and windows devoted exclusively to the showing of radio receivers are in a large way responsible for the splendid showing which the radio department is making. A new truck for use in canvassing and



No. 300—4½ Volt
C Battery

Long life!

—that tells the story
of DEAL "B"
Battery success

HERE'S a Radio "B" Battery you can sell without an inkling of a doubt.

It is *all there* with that much desired longevity; it is built scientifically to produce noiseless radio reception and it is priced so that you can make a worthwhile profit.

When DEAL Batteries offer you the best at the right price, why shop around? Write us for discounts.



No. 200—22½ Volt
B Battery

DEAL ELECTRIC CO., Inc.
453 Broome Street, New York

selling was recently added to the store's fleet for covering outlying districts and good success is reported in the drive for Columbia phonograph sales.

Dean David Smith, 219 Elm street, recently added a radio department because of the many requests which he has received, mostly through the students attending Yale. He reports an increase in record sales due to featuring the Columbia record releases in the Yale News and other local newspapers.

Walter A. Lewis, talking machine dealer at 36 Auburn street, has started an exclusive race record business. Mr. Lewis is conducting this business through house-to-house canvassing.

S. Pierpaoli & Co. recently held formal opening of their new establishment at 100 Washington avenue, where they carry one of the most complete lines of musical instruments in Connecticut.

Demand for Mica for Use in Radio Units Is Growing

Firm of William Brand, Distributor of Mica Diaphragms, Says Bulk of Demand Is Among Radio Manufacturers

William Brand, 27 East Twenty-second street, New York City, well-known distributor of mica diaphragms, recently stated that, while the demand for this product for talking machine sound boxes is quite active, the bulk of the firm's business to-day has been diverted to supplying such material to the radio trade.

"The consumption of mica diaphragms for radio loud speakers and units," he states, "has shown heavy increases each month, forcing the company to add to its manufacturing facilities. The demand for mica for radio purposes is quite extensive, and the increased use of mica diaphragms in loud speakers and units resembles the talking machine industry, in that mica is being used extensively. In mica, the talking machine industry found a product that gives satisfactory tone quality and resists every outside element bent upon its deterioration. This is very important, considering that products using mica are distributed to all parts of the world, and no matter what the climatic conditions may be, mica gives the same results as were obtained through the laboratory and other local tests in the territory where the product is manufactured.

"Mica for radio loud speakers and units is carefully selected. Not only that, but all diaphragms are carefully inspected before delivery to the manufacturer.

"The finest mica diaphragms are manufactured from African mica, as this mica is favored by most acousticians. This is due to the fact that this quality is unvaried, and to the fact that it is the hardest mica found, and, therefore, it has the finest of tonal qualities."

Music Dealers Participate in Music Memory Contest

HAMILTON, O., March 6.—A music memory contest was recently conducted by the Palace Theatre and Journal newspaper in conjunction with a number of local music houses. Patrons entering the Palace Theatre were handed a form and during the course of the evening the orchestra played ten numbers, selected from last year's hits. The audience was asked to name, each selection. Among the stores that provided prizes were the Anderson Piano Co., Imfeld's Music Store, Kreb's, Fred Wagner Piano Co., Hum-bach's Shop, the Rudolph Wurlitzer Co. and C. A. Clark & Son. In addition the theatre gave away 100 admission tickets. Wide interest resulted.

Abraham Landay, head of the Eclipse Talking Machine Co., Paterson, N. J., is vacationing in Florida, accompanied by Mrs. Landay.

Phonograph Repair Parts

We carry a full line of repair parts for every motor made. Sixty-eight different types of main springs

Write for a catalog showing our complete line of parts and supplies

ATLAS PHONO-PARTS CO.

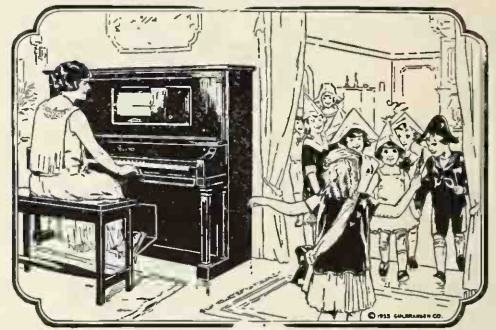
107 West 20th Street
New York, N. Y.

Difficult repair work given prompt attention

Gulbransen February Ads Strike a Timely Note

Full-page Advertisement Depicting Home Scene Also in Touch With the Spirit of Washington's Birthday.

An unusually attractive advertisement appeared in full-page form in the Saturday Evening Post of February 21 for the Gulbransen Co. In keeping with the spirit of the month, American patriotism and progress were typified



Timely Gulbransen Advertising

in the illustration, which showed a home scene, with the mother playing the Gulbransen registering piano, while a group of children marched in time with the music. Closely linked with this was a strong sales message on the Gulbransen product, focusing the attention of the reader on that fact that the "Gulbransen way of personally playing music, by rolls and pedals, is the modern way."

The illustration and the text of the advertisement carried a human touch appeal and aimed to attract the attention of fathers and mothers. This strong appeal to the consumer is an outstanding example of the intensive effort which is being made by the Gulbransen organization to co-operate with its dealers in the matter of awakening interest, prompting desire and clinching sales by a strong advertising campaign in all types of media. In the lower right-hand page appears a coupon, which, upon being mailed to Gulbransen headquarters, would bring in return the famous Baby cut-out with a 1925 calendar.

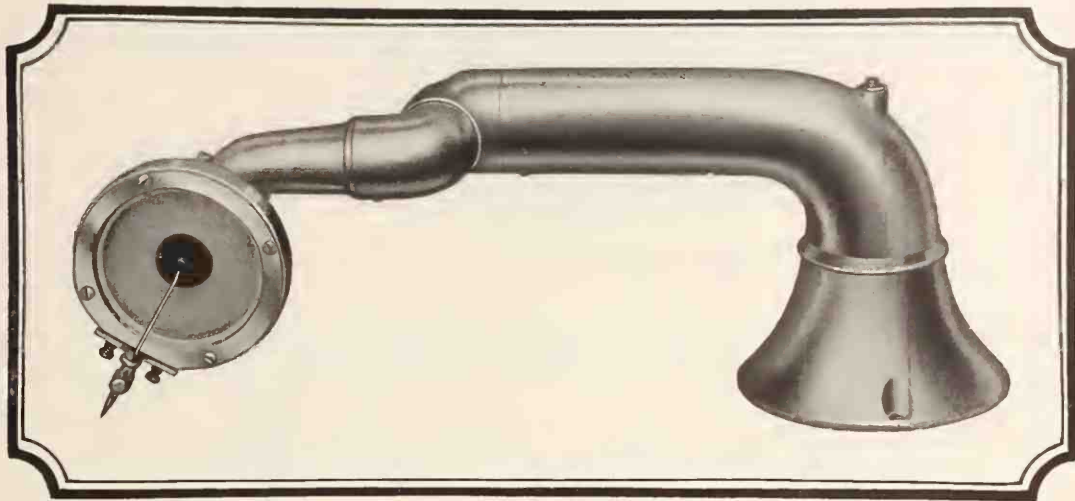
Report Large Net Profit

The R. E. Thompson Mfg. Co., New York, manufacturer of radio products, which began producing radio receivers on a commercial basis in September, 1924, reports that the net earnings of the company for the month of December, 1924, after royalties, taxes and all charges have been deducted, amounted to \$116,652.

Fifth Victor Radio Concert

The fifth radio concert by Victor artists was given on February 26, and was broadcast from station WEAJ and eleven additional stations throughout the East and Middle West. Toti Dal Monte, coloratura soprano; Giuseppe de Luca, baritone, and the Victor Concert Orchestra were the featured artists. Window posters announcing the concert were distributed to all Victor dealers prior to the date of the event.

The Sign of  Good Tone Arms



EMPIRE PIVOT BASE TONE ARM

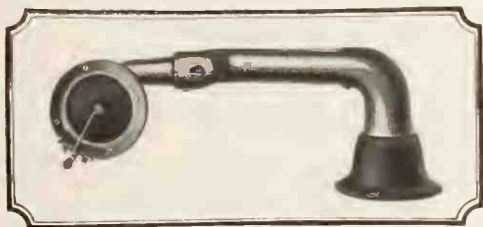
Better Reproducers Produce Bigger Sales

IN the comparison of one phonograph with another it is always the instrument with finest and clearest tone quality that is chosen above its competitors.

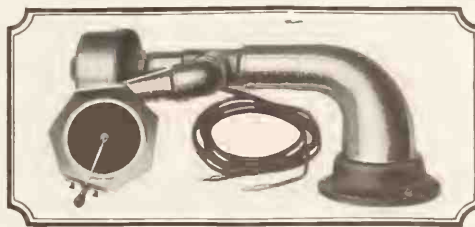
No matter what tone arms and reproducers you are now using in connection with the phonographs you are marketing, it is our firm belief that Empire Tone Arms will enhance the quality of reproduction, and materially aid in increasing sales as well.

The Empire Pivot Base Tone Arm illustrated above is without question the leader in its field. If you have not as yet compared it on *your* instruments in competition with other tone arms we'll gladly supply you samples to test in your own plant—or samples of any Empire Tone Arm. Our line is complete, and there is an Empire to meet your every requirement.

W. J. McNamara,
President.



EMPIRE NUMBER TEN TONE ARM



EMPIRE IRADIO-PHONO TONE ARM

Easter and Other Holidays at This Season Offer Splendid Possibilities for Tie-Ups

W. B. Stoddard Relates How Robinsons, Los Angeles, Staged an Easter Party for Children—Fitzgeralds, Also of Los Angeles, Cashed in on St. Patrick's Day

Easter is associated in the mind of every child with gladness and song. During the Easter vacation there are parties galore, and a good talking machine will add immeasurably to the pleasure, both for the games and dancing, and for entertainment when they are temporarily tired of games. In order to suggest how well a phonograph fits in at a gathering of kiddies, Robinsons, Los Angeles, Cal., last season gave a big Easter party to the children of the city on the Saturday preceding Easter. In speaking of it Mr. Beebe said:

"We did not issue personal cards, but advertised in the papers that on the Saturday preceding Easter we wanted every little girl—and boy, too, for that matter—to come to our big Easter party. So dense was the crowd that we had to let them in in squads at a time. The room had long rows of tables, and at each plate was a mug of lemonade and a half dozen sweet cookies. When the children had eaten they were entertained with one of the Bubble Book tales read by a young woman, with appropriate interludes for the records, which were placed on the machine by a little miss. Several juvenile dancers also gave an exhibition to the music of a talking machine and a class of girls went through a set of gymnastic exercises to music. At the conclusion of the entertainment the children were ushered out by one door, the tables quickly reset, and another batch of youngsters allowed to enter for a lunch and program."

One of their windows effectively advertised the Easter party and juvenile phonographs and records. The window was floored with artificial grass, and in the background were natural palms and stalks of artificial red and white hollyhocks. Seated on the grass was a little girl in white, holding a basket of colored eggs, while at one end was a juvenile phonograph, upon which a little girl was placing a record, while gathered in a semi-circle, listening to the music, was a group of life-size cardboard white rabbits. Two cards, adorned with bunnies and eggs, advised: Don't forget the Easter party at Robinsons, Saturday afternoon, and don't forget to purchase some new records for your Easter party.

The rabbit is inseparably connected with Easter, therefore in arranging a display for either adults or children if the bunnies are used they are sure to command attention.

Clever St. Patrick's Day Tie-Up

Fitzgeralds, Los Angeles, used the symbol of St. Patrick's Day, the shamrock, to good advantage in a window display that stopped all passersby. In the rear was a shamrock of green silk over wire, the leaf being eight feet high. In front of this, on a green felt cloth, were the life-size figures of an Irish lad and lass, in their peasant costumes of green and white, dancing an Irish jig. Ferns and palms were banked at the other end, and here on a platform was a phonograph, on the top of which was a little green figure dancing merrily as the record revolved. Billows of green and white silk trailed across the mound and down on to the floor, and on them were laid records to which were fastened big green shamrocks on each of which was printed, in black letters, the name and price of the piece. A rod, up which a rubber snake was climbing, held a framed card which observed: No St. Patrick Day Celebration is Complete Without Irish Music—Make Your Selection NOW.

Thearles Music House Cashes In

Thearles Music House, San Diego, Cal., was another firm that found a pre-St. Patrick's Day concert very profitable. It took the form of a matinee, and the program was about equally divided between phonograph selections and vocal ones by a local tenor. Before each record was placed on the machine the demonstrator told something of the origin of the song, or the circumstances under which it was written. There was a table heaped high with records and at the conclusion of the concert many sales were made—it being noticed that there was a marked preference for those that had been sung by the tenor, or rendered by the phonograph.

A decidedly catchy window display served to call attention to the talking machines and records. Beside one of the cabinets was a large Victor dog, three feet high, with a green stovepipe hat upon his head and a huge bow of green about his neck. Fluted green curtains were hung at the windows in the background; the

floor was covered with green crepe paper, and a tall lamp at one side had a large shade of green silk. Set in racks all over the floor were Irish records, with green shamrock hearts on which were printed the name and price of the selection. A large card bordered with gold, advised: THE WEARING O' THE GREEN. Make your selection now of records for the St. Patrick's Day party. At night the window was lighted with an absinthe glow, making it stand out distinctly from all the other displays in that vicinity.

Window Created Holiday Sales

Scruggs-Vandervoort-Barney, St. Louis, had a decidedly artistic window for the Irish holiday. Green silk curtains close to the glass were draped back at either side with loops of gold, to disclose the contents of the window. On the wall was a big green panel, on which, in white, were several bars of a song, the notes being small white clay pipes. Beneath the music were the words:

Patsy loves to smoke a pipe—He loves to sing a song,
Patsy loves a cup of tea—he wants it good and strong,
Patsy loves a reel and jig, as everybody knows—
He buys his records at our store and then straight home he goes.

At one side was a large harp, draped with an Irish flag, and at the other a phonograph. Set on a mound in the center was a green shamrock three feet high, to which was fastened a number of records of Irish pieces, both vocal and instrumental. A suggestion that appeared both on a card in the window, and as an advertisement in the newspaper said:

Gladden the hearts of the old folks at home with some old familiar Irish records—They will make the best St. Patrick's Day greeting you can send.

Injunction Against Using the Word "Masterpiece"

The Charles Freshman Co., Inc., New York, manufacturer of radio parts and Freshman Masterpiece radio receiving sets, has recently secured an injunction against the American Radio Mfg. Co., of Kansas City, Mo. The injunction restrains and enjoins H. Schwartzberg, doing business under the name and style of American Radio Mfg. Co., from using the word "Masterpiece" in connection with the manufacture, advertising, sale or offering for sale radio receiving sets or parts thereof.

Display of Records in Showcase Creates Sales

In the talking machine section of the large department store of Jas. McCreery & Co., New York City, a clever stunt brings records to the attention of visitors. Near the entrance to the department is a large glass showcase. In this case are displayed some of the latest recordings by famous artists and in addition photographs and cut-outs of the artists themselves, which are supplied by the manufacturers, are shown. The display is very attractive and invariably people stop before the showcase to glance over the titles of the records. In this store also special records are given publicity in the booths. All of these small items are proving sales-creating factors.

Graber Leases Larger Store

VISALIA, CAL., March 4.—In order to obtain larger display facilities, the Graber Music House, located for several years in the Hotel Johnson Building, has leased the corner store in the Balcony Building at Main and Garden streets. A new entrance and other alterations are being completed at the new address.

Enlarges Brunswick Section

EVANSVILLE, IND., March 6.—Alterations have just been completed in the warerooms of the Stahlschmidt Piano Co., 678 Main street, in order to create more Brunswick display space.



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.

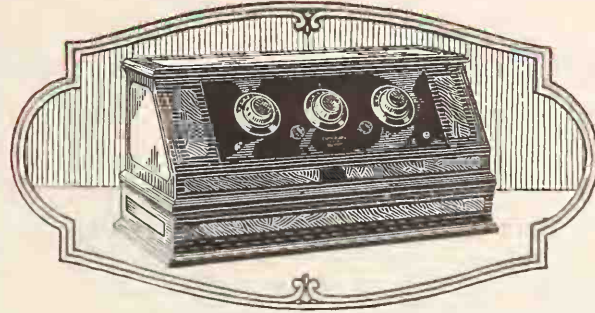
The Genola stands but 7½ inches high. Then to retail at \$10.00, there is The Baby Cabinet, standing 17 inches high and which is a delightful piece of nursery furniture as well as a splendid little talking machine.

Order Samples Today

THE GENERAL PHONOGRAPH MANUFACTURING CO.

Elyria, Ohio.

Building Prestige for Thompson Dealers



**DISTINGUISHED FOR ITS
MUSICAL EXCELLENCE**

**THOMPSON
RADIO**

Refinements had to come before radio could make its true appeal on the basis of musical excellence.

This was the view of the Thompson engineers, who, with fifteen years' experience in manufacturing wireless equipment to their credit, set their ample resources to the task of producing a radio receiver which should be not "just a radio," but a musical instrument.

On every hand, the Thompson Neutrodyne is acknowledged as the maestro of radio, a truly fine musical instrument by every standard. The recognition accorded the Thompson Radio by the musical world is due to the Thompson Tone.



**A SATISFACTORY
PRICE RANGE**

The 6-tube Thompson Concert Grand (shown above) retails at \$180. This is unquestionably the finest thing in radio today at any price. There is also the 5-tube Thompson Parlor Grand which retails at \$145. Thompson quality throughout, but with one tube less than the Concert Grand. Then there is the 5-tube Thompson Grandette which retails at \$125. This differs from the Parlor Grand chiefly in size and cabinet work.

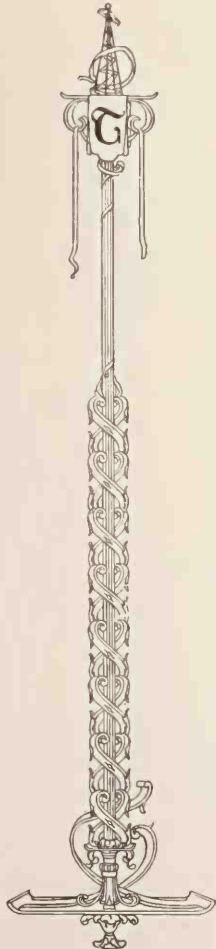
**THE THOMPSON
SPEAKER**

The Thompson Speaker contains over-size magnet and coils, amplifying armature, diaphragm in scientific cone shape. The volume regulator enables adjustment for varying strength of near and far stations. Uses no battery current. For supremely natural home radio—The Thompson Speaker. Retail at \$28.



*Write to us for the name and address of the
Thompson Distributor in your locality*

R. E. THOMPSON MANUFACTURING CO.
30 CHURCH STREET, NEW YORK, N. Y.



De Forest Music House Gives a Radio Dance

Well-known Music Concern the Host to Several Hundred People at Novel Entertainment

YOUNGSTOWN, PA., March 8.—The music for a "radio dance" held in the Masonic Temple, Wick avenue, this city, on a recent Saturday evening, was furnished by the De Forest Music House through the employment of a powerful radio receiver, several loud speakers and a power amplifier. The dancing was enjoyed by over 150 couples, who danced to music played in several cities of the United States, by some of the most famous orchestras, many of which were over 1,000 miles distant. This is in line with the progressive policy of this live retail organization.

W. J. Beard, of Paragould, Proves a Good Sleuth

Head of Beard's Temple of Music Traces to Florida and Arrests Two Men Who Disappeared With His Car and Radio Goods

PARAGOULD, ARK., March 7.—W. J. Beard, of Beard's Temple of Music, was recently instrumental in checking the operation of two alleged crooks, who, after spending a short time in his employ, disappeared with a Ford roadster loaded with radio material valued at over \$1,000. The two young men, Howard Gibbs and Henry Austin, after a long search, were located in Lake City, Fla., where they were representing themselves as tourists, having sold the radio material and repainted the Ford. Mr. Beard, armed with the necessary papers from his local sheriff, went to Florida and brought the young men back. They are now in the county jail at Paragould awaiting trial at the Spring term of court.

Freed-Eisemann Display at Meeting of Association

The Freed-Eisemann Radio Corp., Brooklyn, N. Y., had an interesting display of its latest models of receivers at the February meeting of the Talking Machine & Radio Men, Inc., at the Cafe Boulevard, New York, on February 18. The N. R. 20 in console cabinet F. E. 150, the N. R. 20 separate set and the Freed-Eisemann 5-tube panel for installation in Victrolas were the featured sets. A display of the literature and dealer helps with which the company is constantly supplying its dealers were also shown. These displays, together with the talks given by Alexander Eisemann, treasurer of the company, and Eric Palmer, director of publicity, proved of great interest to the assembled retail dealers.

Owen Store Fire Damaged

PORT ALLEGANY, PA., March 6.—The Owen Music Store Building was one of three buildings destroyed here recently in a disastrous fire, which did damage to the business district amounting to about \$125,000. The local fire department was handicapped considerably in fighting the flames due to the shortage of equipment, which failed to arrive a few months ago, when ordered.

Clark Music Co. Annual

SYRACUSE, N. Y., March 5.—At the annual meeting of the Clark Music Co., held here recently, Melville Clark was re-elected president of the company, with G. L. Chesbro, vice-president and treasurer, and E. C. Bajus, secretary. At the meeting the appointment of Morris Lamb as general sales manager was formally announced.



A Complete List of Okeh and Odeon Distributors

- WALTER S. GRAY COMPANY
926 Midway Place, Los Angeles, Calif.
- WALTER S. GRAY COMPANY
1054 Mission St., San Francisco, Calif.
- L. D. HEATER
357 Ankeny St., Portland, Ore.
- TEXAS RADIO SALES COMPANY
2005 Main St., Dallas, Texas
- JUNIUS HART PIANO HOUSE, LTD.
123 Carondelet St., New Orleans, La.
- CONSOLIDATED TALKING MACHINE COMPANY
1121 Nicollet Ave., Minneapolis, Minn.
- YAHR & LANGE DRUG COMPANY
207 E. Water St., Milwaukee, Wis.
- JAMES K. POLK, INC.
294 Decatur St., Atlanta, Ga.
- THE ARTOPHONE CORPORATION
1103 Olive St., St. Louis, Mo.
- THE ARTOPHONE CORPORATION
804 Grand Ave., Kansas City, Mo.
- CONSOLIDATED TALKING MACHINE COMPANY
227 W. Washington St., Chicago, Ill.
- CONSOLIDATED TALKING MACHINE COMPANY
2957 Gratiot Ave., Detroit, Mich.
- THE RECORD SALES COMPANY
1965 E. 66th St., Cleveland, Ohio
- STERLING ROLL AND RECORD COMPANY
137 W. 4th St., Cincinnati, Ohio
- PHONOLA CO., LTD., OF CANADA
Elmira, Ont., Canada
- IROQUOIS SALES CORPORATION
210 Franklin St., Buffalo, N. Y.
- EVERYBODY'S TALKING MACHINE COMPANY
810 Arch St., Philadelphia, Pa.
- GENERAL PHONOGRAPH CORPORATION OF NEW ENGLAND
126 Summer St., Boston, Mass.
- GENERAL PHONOGRAPH CORP.
(New York Distributing Division)
15 W. 18th St., New York City
- JAMES COWAN COMPANY
18 West Broad St., Richmond, Va.



N & K Reproducers Described in Attractive Leaflet

Th. Goldschmidt Corp. Issues Dealers' Aid in Colors, Illustrating and Describing N & K Loud Speakers, Phones and Phonograph Units

The Th. Goldschmidt Corp., New York, exclusive importer for the United States and Canada of the N & K reproducing units, recently issued an attractive leaflet in colors, for dealers' counters, illustrating and describing the N & K imported loudspeakers, the N & K im-



Th. Goldschmidt Corp. Trade-mark ported phones and the N & K imported phonograph units. The mellow tone which the use of N & K products bring to radio reception and the clearness secured through the use of these reproducers is stressed in the leaflet. The attractive trade-mark, "King of the Air," a reproduction of which is herewith illustrated, is becoming a well-known factor in the radio trade, through the widespread publicity indulged in by the Th. Goldschmidt Corp.

Gulbransen Grand Pianos Receive High Dealer Praise

Company Issues Folder Containing Reprints of Letters Received Commenting on New Grand and Reproducing Instruments

An interesting folder was issued the latter part of February by the Gulbransen Co., of Chicago, Ill., which contained reprints of several of the letters which arrived from dealers who had received their first shipments of Gulbransen grand and registering grand pianos. Although comparatively few instruments had been placed in the dealers' hands at that date, enthusiastic and favorable comment came forth as to the quality and sales possibilities of both products. High tribute to the manufacturers were paid by the dealers in their letters, and the communication reprinted below is typical of the dealer reaction in all sections of the country. This letter is from Schwegler Bros., Buffalo, N. Y., and reads as follows:

"We have just received a sample of the New Gulbransen Grand. This instrument is certainly worthy of a great deal of compliment, the construction being of a high character and the finish and appearance up to the standard of higher-priced instruments. The action is very light and responsive—a real pleasure to play—and the tone is the most surprising part of this little instrument. It is simply wonderful along the entire scale. The Gulbransen grand is worthy of the great success it is bound to be."

Other letters giving similar praise were received from the following: The Groulx Music Shop, Green Bay, Wis.; Smith & Phillips Music Co., East Liverpool, O.; Oak Cliff Piano Co., Dallas, Tex.; Hopper-Kelly Co., Seattle, Wash.; Glen Bros. Roberts Piano Co., Ogden, Utah, and Redewill Music Co., Phoenix, Ariz., and many others.

A List Worth Ordering!

DANCE RECORDS

- 40307 { O, KATHARINA! (From Balieff's "Chauve-Souris")—Fox-trot. Vincent Lopez and His Hotel Pennsylvania Orch.
10 inch {
75c. { MADELINE (Be Mine)—Fox-trot,
Vincent Lopez and His Hotel Pennsylvania Orch.
- 40291 { IN THE SHADE OF A SHELTERING TREE—(From
10 inch { "The Music Box Revue 1925")—Fox-trot,
75c. { Vincent Rizzo and His Hotel Sylvania Orch.
- { KEEP SMILING AT TROUBLE (Trouble's a Bubble)—
{ (From the Musical Comedy, "Big Boy") Fox-trot, with
{ Vocal Chorus by Billy Jones. Gotham Nightingales

VOCAL RECORDS

- 40284 { HE SURE CAN PLAY A HARMONICA (It's the Second Best
10 inch { Thing That He Does)—Tenor Solo, Accomp. by Ben Kass-
75c. { over, Harmonica, and Harry Reser, Guitar. Billy Jones
- { ON MY UKULELE (Tra-La-La-La-La)—Tenor-Baritone
{ Duet, with Ukulele Accomp. by Harry Reser,
{ Billy Jones-Ernest Hare
- 40287 { THE OLD RUGGED CROSS—Sacred Vocal,
10 inch { The Jenkins Family
75c. { SING IT AND TELL IT—Sacred Vocal. . . The Jenkins Family
- { TRY AND GET IT BLUES—Novelty Duet with Ukulele
{ Accomp. by Fred Hall,
{ Cogert and Motto (The Human Jazz Band)
- 40289 { DARKTOWN DANCING TEAM—Novelty Duet with Ukulele
10 inch { Accomp. by Fred Hall,
75c. { Cogert and Motto (The Human Jazz Band)

"OLD TIME" RECORD

- 40296 { WATERMELON HANGING ON THE VINE—Harmonica
10 inch { and Guitar Duet, with Singing Chorus. Henry Whitter
75c. { KEEP MY SKILLET GOOD AND GREASY—Harmonica
and Guitar Duet, with Singing Chorus. Henry Whitter

BAND RECORD

- 40293 { THE NIGHTINGALE AND THE FROGS—Band,
10 inch { Royal Scotch Highlanders Band
75c. { WOODLARK, CUCKOO AND FROG—Band,
Royal Scotch Highlanders Band

RACE RECORDS

- 8191 { WHAT KIND'A MAN IS YOU? (Four-Flushing Papa)—
10 inch { Contralto Solo, with Piano Accomp. by Lemuel Fowler,
75c. { Sara Martin
- { I'D RATHER BE BLUE THAN GREEN—Contralto Solo,
{ with Piano Accomp. by Clarence Williams. Sara Martin
- 8192 { ADAM AND EVE—Baritone-Contralto Duet, with Piano
10 inch { Accomp. by Eddie Heywood. Butterbeans and Susie
75c. { CONSOLATION BLUES—Baritone-Contralto Duet, with
Piano Accomp. by Eddie Heywood. . . Butterbeans and Susie

GENERAL PHONOGRAPH CORP.

OTTO HEINEMAN, President

25 WEST 45th STREET

NEW YORK, N. Y.

Leiter Bros.' Syracuse Music House Reorganized

Old-established Concern Incorporated as Leiter Bros., Inc., With Louis Leiter as President—Quarters to Be Enlarged

SYRACUSE, N. Y., March 9.—The music business of Leiter Bros., this city, has been reorganized and incorporated as Leiter Bros., Inc., with Louis Leiter as president, his son, Harry Leiter, as secretary and treasurer, and Sidney H. Morecroft as vice-president and general manager. Mr. Morecroft was for a number of years vice-president and treasurer of the Clark Music Co., this city, but resigned recently to join the Leiter organization. F. W. Jackson has joined the company as manager of the piano department, he also having held a similar position with the Clark Co.

The Leiter business was established in 1855 and has progressed steadily since that time. Originally the music department was operated as a section of a jewelry store, but as the business expanded the jewelry line was discontinued. In 1904 Leiter Bros. purchased the music business of Chase & Smith and moved to their present location on Salina street. The company handles the Steinway piano as its leader and also features the Aeolian Co.'s line of instruments.

Mr. Leiter says as soon as practicable the present store will be completely renovated, a new and attractive front put in, a new elevator installed and other changes made so that the store will be better equipped to take care of its increasing business. The building is the largest of its kind in this territory devoted to music.

Fire Causes Big Damage in East Liverpool, O.

Store of Lewis Bros. Co. Destroyed and Music Department of Moyer Bros. Co. Badly Damaged in Fire Which Sweeps Business District

EAST LIVERPOOL, O. March 6.—The Lewis Bros. Co., one of the best known Victor talking machine agencies in the upper Ohio Valley and one of the largest radio merchandising stores in this section, was totally destroyed by fire, entailing loss estimated at \$75,000, when almost the whole downtown business district was wiped out by fire here Sunday.

The blaze started in a five-story building across the street from the Lewis Bros. Co., jumped over the street and completely leveled the Lewis Building.

The Moyer Bros. Co. department store, where a music department was maintained, was also almost completely wiped out, with a loss of \$125,000.

Suffolk House in New Store

RIVERHEAD, N. Y., March 10.—Henry S. Hornbeck, formerly of East Hampton, has recently taken new quarters in the Lord Building on Main street, for the Suffolk Piano House, of which he is proprietor. In addition to carrying a full line of pianos the new store will operate a complete radio department under the management of Harold Hornbeck, son of the owner.

Plans New Store for Miami

GLOBE, ARIZ., March 6.—The Leonard Music Co. of Miami, Ariz., has leased the Globe Theatre building and will shortly open a music store featuring a complete line of musical merchandise. Arrangements are being made for a line of standard-make instruments to be carried by the house.

James B. Landay, of Landay Bros., Inc., recently departed for a several weeks' vacation in Florida and Cuba. He is accompanied by Mrs. Landay and family.

McDavid Heads Birmingham Radio Dealers' Association

Manager of Clark & Jones Music House Named President of New Organization of Which Several Music Merchants Are Members

BIRMINGHAM, N. Y., March 7.—Robert P. McDavid, manager of Clark & Jones, was elected president of the Birmingham Radio Dealers' Association at a meeting attended by practically every live radio dealer in this district recently. J. H. Edwards, manager of the Drennen radio department, was elected vice-president, and J. H. DeLaney, of the DeLaney Radio Co., secretary and treasurer.

The rapid growth of the industry and the present stabilized condition of the radio market were manifested by the number of representative firms whose managers gathered to complete organization.

Every radio jobber in the district responded to the call and voiced hearty sympathy with the

association in its campaign to enlighten the public on the subject of radio.

"The chaotic condition of the radio market which characterized the early days of the industry is now a thing of the past," said President McDavid. "The public is beginning to recognize that of the several hundred radio sets on the market to-day only five or six will survive, and, as a consequence, the better class of manufacturers are patterning their distribution after the standard phonograph and automobile people, with the result that uniformity of price, terms, installation charges, advertising and sales efforts are characterizing the retailing of receiving apparatus."

Among the speakers at the meeting were A. R. Boone, well-known Victor jobber; E. E. Forbes, of the E. E. Forbes Piano Co., and other music merchants handling radio equipment throughout this country.

A committee composed of Messrs. Boggs, Bell, Forbes, Brown and Holstein was appointed to formulate suitable by-laws and report back at an early meeting.



Fordec is a Success Because—

it WORKS. FORDEC operates as perfectly on distance as on local stations.

FORDEC has a sufficient output to handle any set, up to those using eight 201-A tubes.

FORDEC is NOT a "B" battery substitute. On the contrary, it is a source of supply for "B" or plate current, which is better than the best "B" batteries made. Never failing, never varying, pure DC is what FORDEC delivers all the time, changing the 110-volt 60-cycle house or alternating current to this.

FORDEC improves any set—makes it more sensitive, betters the tone quality, and increases the volume!

FORDEC has stepless control of detector and amplifier voltages. Uses standard receiving tubes to rectify both sides of the cycle; costs less to operate than the smallest electric lamp, and is always ready for work. There is nothing to wear out in FORDEC—nothing to go wrong.

The consumer WANTS FORDEC—and wise jobbers and dealers have seen the good sense of pushing this item. There is good profit in FORDEC sales—and much satisfaction.

Write or wire today—get the entire FORDEC proposition. Learn what others are doing, and how successful they have been with FORDEC. Don't delay—FORDEC is selling BIG right now, and every FORDEC stays sold.

Address the office nearest you—and DO IT TODAY!

Fordec \$38.50
B BATTERY



Foreign & Domestic Electrical Commodities, Inc.

Eastern Office
629-635 West 23rd Street
New York, N. Y.

Western Office
11502 Madison Avenue
Cleveland, Ohio

The Talking Machine World Celebrates Its Twentieth Anniversary

This Publication Now in Its Twenty-first Year as the Pioneer and Dominant Publication in the Talking Machine Trade—Success Due to Maintenance of High Standard in Editorial and Advertising Columns—Congratulations From Leaders of Industry

WITH the coming of 1925 The Talking Machine World entered on its twenty-first year as the pioneer and leading publication in the talking machine field, having rounded out a full twenty years of service to the industry.

When Volume 1, Number 1, of The Talking Machine World was published in January, 1905, the talking machine industry was in its infancy; in fact, it could hardly be termed an industry. There were very few manufacturers, very few wholesalers and the merchandising was marked by disorganized, uncertain methods that not only required stabilization but confidence and faith in the future. The founder of The Talking Machine World, Col. Edward Lyman Bill, with a vision and foresight that were based upon knowledge, experience and faith in the talking machine business itself, decided that the time was ripe for the publication of a trade paper devoted exclusively to the interests of the talking machine dealer, wholesaler and manufacturer. The foundation was laid for the publication of a trade paper based upon constructive, helpful and practical co-operation with every integral factor of the trade. The editorial policy of The Talking Machine World was established at that time and has continued without change since 1905. It is a policy that stands for the most advanced and progressive ideas in merchandising and marketing, and continuously throughout two decades it has gained and retained the respect, esteem and goodwill of the talking machine industry as a whole and individually.

Here is the policy to which we have held fast, as expressed by the Founder in the first number issued of this publication:

"The interests of the talking machine industry have developed so that, in my opinion, there is today an actual need for a special trade exponent—a need for a paper which shall be thoroughly independent and shall represent the interests of the trade in a fair and consistent manner—a paper that shall be reliable and clean-cut in its utterances and shall disseminate news of a truthful character—a paper which shall faithfully record the advances and improvements which are steadily going on in this 'infant industry.' The Talking Machine World will endeavor by every consistent means to advance the legitimate interests of manufacturers, jobbers and dealers."

A Record of Accomplishment

At this period the talking machine was looked upon as a mere toy and those who retailed it had no conception of its importance. With the appearance of The World there came into being a new conception of the phonograph and talking machine. Not only the purchasing public, but the retailers and distributors commenced to realize that it had a bigger mission than merely to amuse, and this policy was strengthened by the opinions uttered by leading men in all parts of the country. Everyone engaged in the industry at once received an impetus to new achievement, and this applied to manufacturers, distributors and retailers.

The early days of The Talking Machine World's history were marked by a series of problems that at times seemed insurmountable, but the vision of the publisher and also his faith in the industry itself were vital factors in solving these problems. For a period of ten years the industry was unsettled, passing through business depressions and unstable



Col. Edward Lyman Bill, Founder of The World

trade conditions, which were rather serious owing to the uncertainty of the future. During these ten years The Talking Machine World devoted all of its energies to the publication of constructive sales suggestions that helped the dealers and wholesalers crystallize and stabilize their selling problems.

In laying stress upon merchandising methods that had proved, or were expected to prove, successful The World has done its share in the development of the retail talking machine dealer in keeping with the growth of the industry. The result has been the creation of the type of retailer of the highest class, with the initiative and energy to keep his products constantly before the public through personal solicitation, advertising, window displays, and the ability to capitalize in full the possibilities for resales in the trade, by keeping in constant and close touch with customers. In short, the talking machine dealer is now recognized as a merchandiser of high order.

Keeping Pace With the Industry

When in 1916 the talking machine industry entered upon an unprecedented boom in the history of commercial activities, The Talking Machine World, as the authority of the trade, became a factor in this tremendous progress. The paper, with its background of experience and knowledge of former years, utilized its editorial columns to emphasize the importance of

the manufacturing and sales problems that confronted the trade during this boom period. It is with pardonable pride that we refer to hundreds of letters received from readers and advertisers during this period of growth, congratulating The World upon the foresight and constructive value of its editorial policy. With each succeeding year the situation changed until gradually it reached a period of stabilization.

The Talking Machine World in its editorial and advertising columns has consistently reflected every important manufacturing and merchandising phase of the talking machine trade, and with all of these changes has maintained and enhanced the confidence and good will of its readers and advertisers, without which The World could never have succeeded.

The Talking Machine World and Radio

In 1922 there appeared in The Talking Machine World the advertising announcements of several prominent manufacturers of radio receiving sets and loud speakers. The advertising was commented upon throughout the talking machine industry as the forerunner of a new merchandising development, for the readers of The World recognize the fact that the advertising columns of the paper represent a true barometer of trade conditions. However, this radio advertising was in a measure spasmodic, for the talking machine dealer and wholesaler were not quite prepared at that time to market radio products properly.

During the Summer of 1923 there developed a radical change in the merchandising plans of some of the most prominent manufacturers of radio sets, loud speakers and kindred products.

They recognized in the talking machine dealer and wholesaler an ideal outlet for the marketing and distributing of these products, and The Talking Machine World, the recognized authority of the talking machine trade, was selected as the logical medium for the presentation of these sales plans.

Throughout 1924 this merchandising development grew in importance and scope, and The World assisted its readers and advertisers in determining the true status of the talking machine dealer and wholesaler as a channel for marketing radio products. This co-operation and service included trade surveys and research work which were used to excellent advantage by the manufacturers of radio products and which gave the dealers and wholesalers a logical working basis for the installation and handling of radio departments. This service continued throughout the year and in the editorial columns of The World for the past twelve months there have been published a large number of helpful and constructive articles relative to the merchandising of radio sets, loud speakers and kindred products.

Two facts of great significance have developed within the last two years with respect to radio. First—Practically every manufacturer, jobber and dealer of the talking machine industry has become directly interested in one or

(Continued on page 62)

LATHAM

ATWATER KENT



MODEL M—\$28; LOUD SPEAKER

Past Performances and Future Business

The dealer who in the past has handled the Atwater Kent line of radio receiving sets and equipment knows by experience that every sale results in satisfaction to his customer and a profit to himself.

E. B. Latham & Co. is in a position to know that the Atwater Kent products are profitable and result in increasing sales for the dealer. We have handled this line for a number of years and our intimate knowledge of it prompts us to recommend it as strongly as possible to our own dealers.

These facts are not based upon hearsay but the actual experience of E. B. Latham & Co. in the radio business over a period of five years. Dealers who have done business with us realize and have been benefited by our co-operation with them, and continue to call on us to serve them.

To the dealer who is not acquainted with either the Atwater Kent radio receiving sets or the service that E. B. Latham & Co. offers dealers, we would strongly recommend the investigation of both as assuring the dealer that same satisfaction which he is anxious to give his customers.

E. B. Latham & Co. will gladly furnish to those dealers who have not had the opportunity of dealing with us complete information on our plans of co-operation and service.

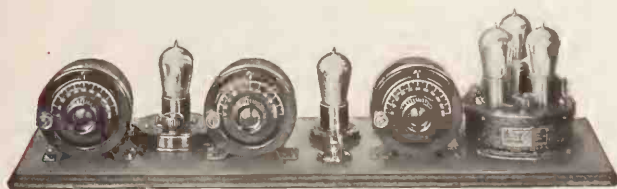


MODEL 20 DE LUXE—\$120; RECEIVING SET

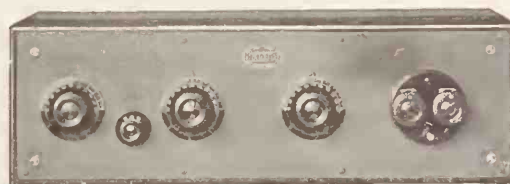
E. B. LATHAM & COMPANY

550 PEARL STREET

NEW YORK



MODEL 10—\$85; RECEIVING SET



MODEL 20—\$100; RECEIVING SET

NEW YORK

TALKING MACHINE WORLD CELEBRATES TWENTIETH ANNIVERSARY—(Continued from page 60)

more phases of the radio business. Second—After trying out virtually every type of retail distribution, the leading radio manufacturers have practically without a single exception concluded that the talking machine dealers constitute the most satisfactory retail outlet for radio products of all kinds.

In view of these two evolutions, there can be no question or doubt as to the permanent alliance of the talking machine and radio and of the necessity of *The World* as the dominant business paper serving the talking machine dealers to fully cover both types of products which are marketed through one and the same dealer.

The World's Service to Its Readers

For twenty years *The Talking Machine World* has endeavored to provide its readers with constructive, helpful sales and merchandising suggestions. This policy will be continued with increased facilities during 1925 and future years. It is a recognized fact that no trade paper can offer a constructive service to its readers unless the editorial policy is fundamentally sound and logical, and *The World* has proven the permanency of its policy for two decades. The editor-in-chief of *The Talking Machine World* has been associated with the paper since Volume 1, No. 1, and during twenty years has worked in intimate and close contact with all of the problems in the industry. The associate editors have been identified with the paper for periods ranging from ten to eighteen years, and are thoroughly familiar with every phase of the talking machine industry. Their service to *The World's* readers is reinforced by news correspondents located in every important trade center in this country. These correspondents provide the readers of *The Talking Machine World* with authentic and accurate reports of business conditions in their respective territories, emphasizing the sales and publicity ideas used by successful dealers in their efforts to get business.

Throughout its history the editorial policy of *The World* has been built substantially on the spirit of fairness and impartiality—having first at heart the welfare of the industry as a whole, and not that of any particular faction or interest therein. The income of any publication is derived from the revenues realized from its advertisements, yet in all the years, in slow times as well as boom periods, the business department of *The World* has never put the dollar before the welfare of the industry, and has guarded its columns as carefully as was manifestly possible against the intrusion of those concerns of doubtful standing, or those offering questionable products. This policy has served not only to protect the readers and possible purchasers from losses, but has likewise protected the established concerns of the trade against the incursions of those who might have been inclined to traffic upon the standing and reputation of others rather than upon their own merits.

During the two decades the strength of *The World* with the talking machine dealers has increased steadily, until, as one manufacturer put it, "it might be called the Bible of the trade." And, in foreign countries, whether in England or on the Continent, South Africa, Japan or Australia, *The Talking Machine World* has gone regularly, month after month, and carried to far distant corners of the world the message of the American trade and the story of its tremendous growth. That it impressed those in other countries has been amply evidenced on numerous occasions by letters of inquiry and orders received by advertisers in *The World* from the Far West and the Far East; from places so unfamiliar to the average business man that it was necessary to locate them on the map before orders could be checked up.

Throughout the score of years as *The World* grew, its family of readers continued to grow until it developed, and for that matter main-

tains, a circulation not only in the United States but throughout the world that comes close to setting a record for a purely trade publication. It is, and always has been a paid circulation publication, for it was recognized at the outset that free distribution represented relatively no value either for the paper itself or for the advertisers using its columns. It is only the reader who pays his money regularly each year for the privilege of receiving *The Talking Machine World* who makes for the permanence of the publication and of the market.

Now for the Future

On passing the twenty-year mark *The World*, supported by one of the largest and most progressive publishing organizations in the trade paper field, is prepared to render even greater service to the industry of which it has been a part for two decades. It has developed its research department to a point where it can quickly gather and disseminate information of unquestioned authority and is able to obtain information not available through any other source. It has built up and maintained a circulation on a world-wide basis, and has organized to maintain and increase that circulation. It enters a new era with that greatest of all assets: the full confidence of all factors of the talking machine industry—confidence amply expressed in the support given by the thousands of subscribers, most of them of many years' standing, and by the able support of the advertisers of the talking machine and allied industries which has made possible the largest publication in the music trade field—"The Big Book with the Orange Cover."

During 1925 *The Talking Machine World* will hold "open house" at its executive offices in New York and its branch office in Chicago, in order to give dealers, wholesalers, manufacturers and the members of the advertising fraternity an opportunity to renew acquaintance with its organization and personnel. We will welcome any suggestions that will enable us to serve our readers and advertisers to greater advantage, for although *The World* has a foundation of twenty years of successful publishing experience, we realize that we can always enhance the value of this service. Two decades have been devoted to serving an industry, and it is a service that is keeping pace with every development and change in this industry.

Congratulations of the Trade

At this time *The Talking Machine World* acknowledges with deep appreciation the many congratulatory messages that have been received by this publication upon the completion of its twentieth year and it is indeed gratifying that the trade at large has been so keenly appreciative of the efforts of *The World* in the building up of a bigger and better industry.

We take the liberty of reproducing herewith a number of letters that have been received at this office from prominent trade members:

Adler Mfg. Co., Inc., Louisville, Ky.
Lambert Friedl, Vice-President.

"Heartiest congratulations on your Twentieth Birthday!

"During my many years in the talking machine industry I have always had a very keen appreciation of your publication and have looked upon it not only as a source of news of the trade, but likewise as an inspiration to me in my work. Members of the talking machine trade can all feel a definite pride in having so splendid a publication to represent them.

"All members of the Adler manufacturing organization join with me in wishing you the continued and ever-increasing success which your publication most certainly warrants."

Blackman Talking Machine Co., New York.
J. Newcomb Blackman, President.

"I note with interest that 1925 will mark the twentieth anniversary of the birth of *The Talking Machine World*. In view of the close business association of your father and myself dur-

ing his lifetime, as well as our mutual personal friendship, it is indeed an occasion upon which you are to be congratulated in so creditably having carried on his work.

"The Blackman Talking Machine Co. was represented in the first issue of *The Talking Machine World* and without exception has been one of your steady advertising patrons and contributors ever since. It is, of course, very difficult for a trade paper to win, and particularly to hold, the patronage of its clients and the fact that you have done so in our case is more significant than anything we might say regarding *The Talking Machine World*.

"However, its policy has appeared to me as one of progressive dignity, having in mind at all times the highest ideals and an impartial fulfillment of every duty to all concerned. It, therefore, gives me great pleasure to congratulate you upon the occasion of your twentieth anniversary, feeling as I do that success, reputation and reward attained are fully deserved and therefore earned."

Brunswick-Balke-Collender Co., Chicago.
A. J. Kendrick, General Sales Manager,
Phonograph Division.

"We understand that 1925 marks the twentieth anniversary of your good publication. This will be signalized by the receipt of eulogies from many of your good friends in this industry. The service that *The Talking Machine World* offers to the trade is without doubt broadly appreciated, and it should be so. Our sincerest wish is for a continuation of your excellent service and contribution to the industry.

"May we therefore extend at this time congratulations and continued good wishes for our happy association."

Columbia Phonograph Co., Inc., New York.
W. C. Fulri, Vice-President and General Sales Manager.

"Permit me to extend to you and *The Talking Machine World* my congratulations on the Twentieth Anniversary of this publication.

"A real factor in the phonograph industry with an enviable record for clean and constructive writings, the trade derives real benefit from each issue, and I wish for *The Talking Machine World* continued success for many years to come."

Thomas A. Edison, Inc., Orange, N. J.
Thomas A. Edison, President.

"Permit me to extend to you my sincerest congratulations on the Twentieth Anniversary of *The Talking Machine World*.

"I have watched with interest the growth of your paper since its advent and have seen it take its place as a leader in the trade paper field. During the past two decades it undoubtedly has been a source of inspiration and education to phonograph merchants everywhere.

"During these present days when there seems to be a scarcity of level-headed thinking and cool judgment in the phonograph industry, *The Talking Machine World* has greater opportunity than ever before to exert its morale-building influence and to spray the phonograph field with optimism.

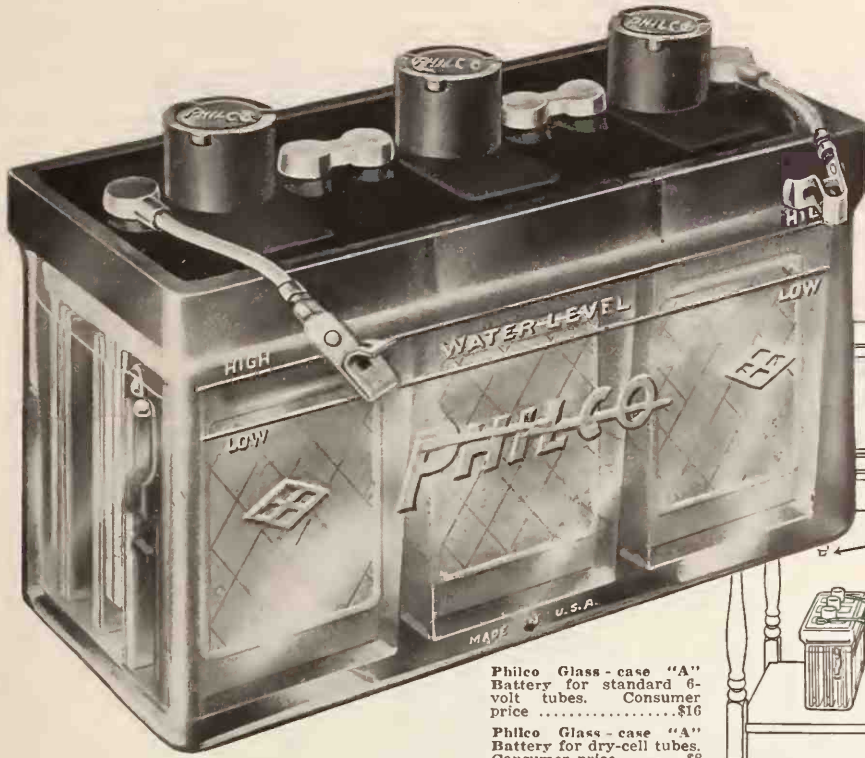
"May you continue to prosper in the future as you have in the past."

General Phonograph Corp., New York.
Otto Heineman, President.

"I have read your Twentieth Anniversary booklet with considerable interest and pleasure and wish to extend my sincere congratulations to *The Talking Machine World* upon its Twentieth Anniversary.

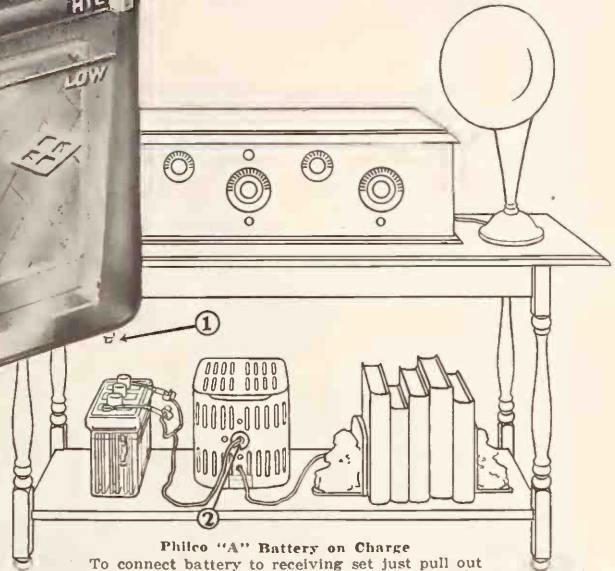
"I consider it a privilege indeed to pay a well-deserved tribute to *The Talking Machine World* as a constructive force in the talking machine industry. For twenty years you have represented this industry capably and efficiently and in return you have earned and gained the friendship and good will of dealers, jobbers and manufacturers throughout the world.

(Continued on page 66)



Philco Glass-case "A" Battery for standard 6-volt tubes. Consumer price\$16
 Philco Glass-case "A" Battery for dry-cell tubes. Consumer price\$8
 Spray-proof. Acid-tight.

Philco Double Charger for all "B" Batteries and UD86 "A" Batteries. Noiseless. Consumer price.....\$15
 Philco Single Charger for all "B" Batteries and UD44 "A" Batteries. Noiseless. Consumer price.....\$9.75
 Charger prices include plugs and receptacles.



Philco "A" Battery on Charge
 To connect battery to receiving set just pull out plug (2) from the built-in receptacle of the Philco NOISELESS Charger and push into receptacle (1). Simple as A B C.



Philco "B" Battery

Storage "B" Batteries are just as essential for clear and distant reception as storage "A" Batteries. Philco "B" Batteries stay clean and dry. To charge without disconnecting a single wire, use a Philco Charger and "B" Charging Panel (\$2.75).

"B" Battery in de luxe mahogany-finish case with cover (48 volts). Consumer price.....\$20

"B" Battery in handsome mahogany-finish case without cover (48 volts). Consumer price \$16.50



Philco Mahogany-cased "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 extra.

Easy to Use—Easy to Handle Easy to Sell

Strong, uniform, hum-free current—as every dealer in radio knows—is an absolute essential for clear long-distance radio reception. That's why STORAGE batteries are so vastly superior to any other source of radio power.

Revolutionary changes made by Philco in the design and charging of radio storage batteries have made them easy to use, easy to handle and easy to sell.

Philco Radio Batteries are Drydynamic—shipped to you CHARGED, but absolutely DRY. Their life doesn't start till you sell the batteries. You handle them just as easily as radio tubes or Victrola Records.

They are assembled in attractive, acid-tight, spill-proof, pressed-glass cases—or in wood cases finished in beautiful Adam-brown mahogany. They may be used safely inside the finest radio cabinets.

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 national advertising has created—and is rapidly increasing—a strong consumer demand for Philco Batteries in all parts of the United States.

Order now from your jobber or Wholesaler (standard discounts) or fill out the coupon below and mail to us.

Philadelphia Storage Battery Company, Philadelphia

PHILCO DRYDYNAMIC RADIO BATTERIES

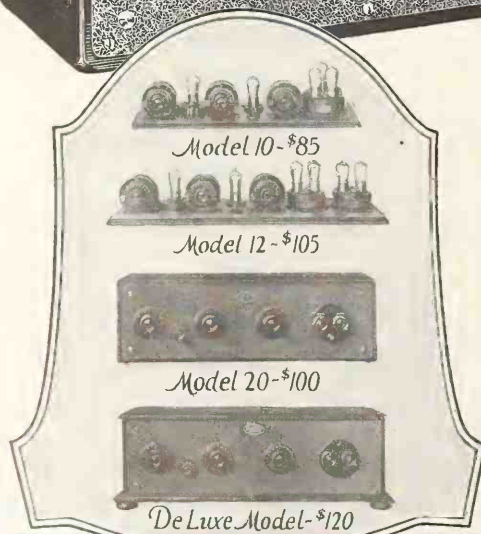
JOBBERS and DEALERS—Philco has brought radio batteries out of the cellar and put them in the living room. Our new Radio Manual tells how. Fill out coupon below and we will mail you a copy.

Name

StreetCity

State Jobber Dealer

ATWATER KENT RECEIVING SETS



THROUGH the high quality of the materials used in its construction—through master workmanship, fair prices and a sound merchandising policy, ATWATER KENT Radio has won a place of permanent leadership.

ATWATER KENT Radio has fully justified the phrase, "Think what is back of it." Buyers the country over have thought—and have bought ATWATER KENT Radio!

But here is a new thought for the Radio merchant—"Think what is ahead of it."

Vastly greater popularity of ATWATER KENT Radio is coming. This statement will carry conviction to every dealer who realizes the ATWATER KENT tradition of making good.

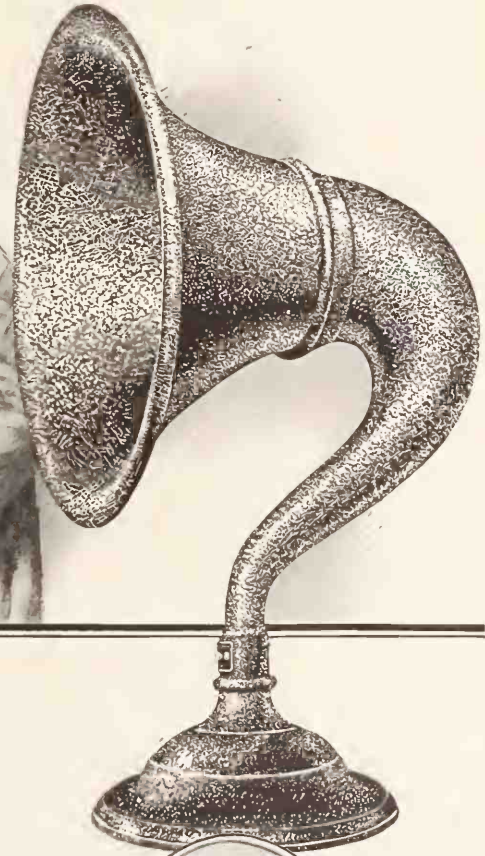
Send for descriptive literature and dealer price list
ATWATER KENT MANUFACTURING COMPANY
4725 Wissahickon Ave., Philadelphia, Pa.

Pacific Coast Prices
slightly higher

THINK WHAT IS BACK OF IT

ATWATER KENT

LOUD SPEAKERS

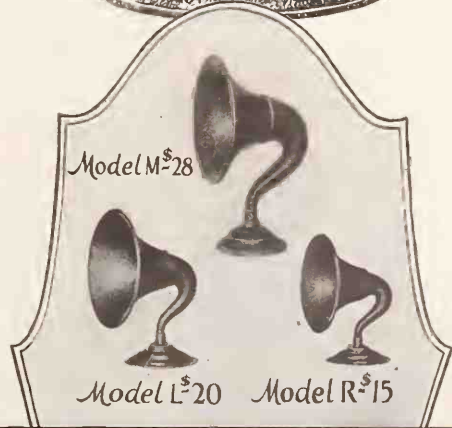


EVERY ATWATER KENT DEALER knows that the sale of an ATWATER KENT Loud Speaker is a business asset in the form of a satisfied customer.

He knows that its rich, mellow tone is the voice of a super-salesman; that its faithful reproduction of broadcasts, without a trace of mechanical distortion, carries the strongest possible sales appeal.

You, too, can sell ATWATER KENT Radio, receiving sets and loud speakers, and look forward to increased business, which is the inevitable result of handling a line in which your customers have the utmost confidence.

Send for descriptive literature and dealer price list
 ATWATER KENT MANUFACTURING COMPANY
 4725 Wissahickon Ave., Philadelphia, Pa.



Model M \$28



Model L \$20



Model R \$15

Pacific Coast Prices slightly higher

BRING OUT THE BEST FROM ANY SET

TALKING MACHINE WORLD CELEBRATES TWENTIETH ANNIVERSARY—(Continued from page 62)

"The Otto Heineman Phonograph Supply Co., Inc., and its successor, the General Phonograph Corp., have been responsible directly and indirectly for the largest volume of advertising that The Talking Machine World has carried for any one concern during the past ten years. We have not placed this advertising for personal or sentimental reasons, but solely because our advertising in your publication has produced and is still producing tangible, concrete results.

"I am very glad to have the opportunity of wishing The Talking Machine World continued success and prosperity for another score of years."

*Pathé Phonograph and Radio Corp.,
Brooklyn, N. Y.
E. A. Widman, President.*

"I congratulate you on the Twentieth Anniversary of The Talking Machine World. Every industry has its trade paper and I think The Talking Machine World as probably the oldest is deserving of considerable thanks from the trade for the faithful manner in which it has served the industry during all these years. May the end of another twenty years still see you carrying on the good work."

*Empire Phono Parts Co., Cleveland, O.
W. J. McNamara, President.*

"We understand that 1925 marks the passing of the twentieth milestone in the history of The Talking Machine World, and we want to take this opportunity to tell you that during your two decades of service you have, in our opinion, contributed much toward the development and growth of the talking machine industry.

"Though we have not been with your publication for the full span of twenty years, we have been there as advertiser and friend for a long time and our association has been both pleasant and helpful in the successful promotion of our business in this country and abroad.

"A personal acquaintanceship with Mr. Edward Lyman Bill has been a pleasure to the writer, and through it Mr. Bill has revealed not a few of the reasons for your twenty years of successful endeavor. May you have twenty more of them."

*Everybody's Talking Machine Co., Inc.,
Philadelphia, Pa.
Samuel Fingrud, Secretary.*

"We certainly appreciate having the opportunity of being in a position to congratulate you on your Twentieth Anniversary.

"Although your inception goes back quite a few years further than ours, still during the past eleven years we have used The Talking Machine World consistently, and of course our increase in space is sufficient to vouch for the results that we secured.

"We have always regarded The World as the leading monthly magazine in the phonograph industry, and we hope that you will be able to celebrate many more Twentieth Anniversaries and that you will be of just as much assistance

to the phonograph industry during the next twenty years as you have been during the past period.

"With kind regards to everyone on your staff I beg to remain."

*Sonora Phonograph Co., Inc., New York.
J. Wolff, First Vice-President.*

"I want to congratulate you and The World staff on the occasion of the Twentieth Anniversary of The Talking Machine World. It is also befitting to speak of the splendid service that your publication has rendered to the talking machine industry and is now rendering to the radio industry and I cannot refrain from saying that the remarkable growth which your publication has enjoyed is but a natural reward for those efforts."

Victor Talking Machine Co., Camden, N. J.

"Congratulations and best wishes to The Talking Machine World on the occasion of its Twentieth Anniversary."

*Victor Talking Machine Co., Camden, N. J.
F. K. Dolbeer, Sales Manager.*

"Accept sincere congratulations on the Twentieth Anniversary of The Talking Machine World.

"Two decades looking forward seems a long while, again two decades looking backward is but a brief span, but twenty years of life of a trade paper connected with a comparatively young industry marks an epoch which cannot be lightly set aside, proving as it must sufficient merit to make for success.

"The early copies of The World faithfully portray and vividly recall the struggle of an infant industry which grew very rapidly, its growth and present standing being materially aided and ably assisted by the untiring energy and broad vision of the founder of your paper, the late lamented Edward Lyman Bill. He always stood for the highest principles and business policies, and time and time again presented to members of the trade, in convention assembled, his high ideals, refusing in every way to lend the columns of his paper to anything other than honest merchandising and fair prices.

"Our trade and the industry as a whole has derived direct benefit from a trade paper which has fearlessly fought its battles, refusing to stoop to any practice which was not in full accord with proper business ethics.

"May the life and usefulness of your paper be continued indefinitely.

"May unswerving steadfastness to what is right, just and fair be its aim.

"May its future be assured by a strict adherence to the principles of its founder, is my earnest and sincere wish."

*Vitanola Talking Machine Co., Chicago.
M. C. Schaff, President.*

"Probably nothing has contributed more to the sum total of human pleasure, instruction and character building in the home than the phonograph. Nothing has contributed so much

to harmonize family and interfamily relations and to the molding of character in the youth of America. And who can gainsay the fact that the glory of our beloved country rests upon the solid foundation of the American home? The Talking Machine World by recognizing the important place held by the phonograph in the realm of music has always advocated, not by words so much as by policy, the upholding by the phonograph industry of the high traditions of that art. It has been a powerful influence in bringing the industry to and keeping it upon its present high plane and it is appropriate, upon the occasion of your Twentieth Anniversary, to congratulate you for the part you have played in the great progress which has been made in the past."

*Penn Phonograph Co., Inc., Philadelphia, Pa.
T. W. Barnhill, President.*

"Time certainly flies and one can hardly credit the fact that The Talking Machine World has been in the field performing a great mission in this industry for so long a time.

"Your paper has an honored career and was founded by one Edward Lyman Bill, who stood only for that which was fair and honorable in journalism.

"You have our best wishes on this your Twentieth Birthday and it is our hope that the splendid publication you issue may have many years of success and prosperity."

*Udell Works, Indianapolis, Ind.
Tom Griffith, Vice-President.*

"We have always felt very kindly toward The Talking Machine World and the men who are responsible for its policy. Your success has unquestionably been brought to pass by the right policies.

"You have unquestionably done a most constructive work for the industry or the paper would not have survived.

"I could go on and write at great length. The very fact that we have been advertising with you from the very start, appearing each month, is indicative of what we think of The World."

Proper Salesmen Routing Discussed in Bulletin

WASHINGTON, D. C., March 7.—The proper planning of salesmen's territories so as to reduce selling expenses is discussed in Trade Information Bulletin No. 314, just issued by the Department of Commerce. It is pointed out that if a business house pays from \$30 to \$50 a day to keep a good salesman on the road it pays the sales manager to consider carefully the way to utilize his salesman's time.

The bulletin deals with the use of motor busses and personal automobiles in territories where the "jumps" are short or train service is poor, and the advisability of mapping out territories so that salesmen can keep moving steadily without doubling on their routes.

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 ½ inch stock. Dove-tailed corners. ¾ 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.

TRIPLE 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.

Height 7½ inches.
Width 1½ 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

THE ORO-TONE CO.

1010 George Street - - - - - Chicago, U. S. A.



FACTORIES
ELYRIA OHIO
NEWARK N.J.
PUTNAM CONN.
RITCHIEBURG CANADA
BRANCH OFFICES
BOSTON, MASS.
CHICAGO, ILL.

Okéh Records

GENERAL PHONOGRAPH CORPORATION
OTTO HEINEMAN, PRESIDENT
25 WEST 45TH STREET



TELEPHONE BRYANT 8073
CABLE ADDRESS 'HOMEFILM'

The Talking Machine World,
383 Madison Ave.,
New York City.

NEW YORK

February 27, 1925.

Gentlemen:-

I have read your 20th Anniversary booklet with considerable interest and pleasure and wish to extend my sincere congratulations to THE TALKING MACHINE WORLD upon its 20th Anniversary.

I consider it a privilege indeed to pay a well deserved tribute to The Talking Machine World as a constructive force in the talking machine industry. For 20 years you have represented this industry capably and efficiently and in return you have earned and gained the friendship and good will of dealers, jobbers and manufacturers throughout the world.

The Otto Heineman Phonograph Supply Co., Inc. and its successor, the General Phonograph Corporation, have been responsible directly and indirectly for the largest volume of advertising that The Talking Machine World has carried for any one concern during the past 10 years. We have not placed this advertising for personal or sentimental reasons, but solely because our advertising in your publication has produced and is still producing tangible, concrete results.

I am very glad to have the opportunity of wishing The Talking Machine World continued success and prosperity for another score of years.

Sincerely yours,

GENERAL PHONOGRAPH CORPORATION

O. Heineman
President

OH.LP

Okéh Records

Manufactured by

GENERAL PHONOGRAPH CORPORATION, NEW YORK

OTTO HEINEMAN, President

Artistic Window Display Features Day-Fan Radio

Rike-Kumler Co., of Dayton, O., Brings Well-known Radio Line to Attention of Public in an Unusually Effective Manner

The early days of radio retail sales were generally concentrated on a strictly merchandising basis. The various radio sets and important adjuncts were often placed hodgepodge in the window and this served to attract the attention



Rike-Kumler Co.'s Fine Display

of radio enthusiasts. With the great improvements in radio sets, with the development of real sales features and with the waning of the first romantic enthusiasm radio sales are being made along entirely new lines, that is, new lines for the radio industry. The goods are being presented more and more on a quality basis where prestige, too, has value. This results in window displays of radio products in a more attractive atmosphere, displays that have been given much thought and attention and window showings that are made from real appropriations for that particular purpose.

Among the better window displays of radio products was that recently shown by the Rike-Kumler Co., of Dayton, O., in co-operation with the Dayton Fan & Motor Co., which recently

presented four models of Day-Fan radio sets in a most artistic setting. There is a dressed wax figure of a boy with head phones attached getting DX before a Day-Fan console model. On the console sets a ship model and as a background there is antique tapestry. The three table cabinets are also given space in the window, but are situated in such a manner that none detracts from the attention given the other. Such a window not only receives attention but it creates sales, sales not only to radio enthusiasts but to prospective purchasers in all walks of life.

Holiday Tie-Ups Offer Big Profit Possibilities

One of the best opportunities which presents itself to the talking machine dealer to stimulate the sale of records is a tie-up with the various holidays and feast days which occur throughout the year, and this plan has the added value of moving stock which in many classes can be classed as slow-moving. Few dealers overlook the major feast days but there are a number of other days such as St. Patrick's Day, St. Valentine's Day, Easter, Mother's Day, and a host of others, all of which can be turned to profit by the enterprising dealer. An instance of this was the recent experience of the talking machine department of the White House, large department store of Los Angeles, Cal. Records were suggested as Valentine gifts, certain ones being advertised under the heading "Ways to Her Heart." Among the records offered were "I Love You," "Suppose I Had Never Met You," "Memory Lane," "A Kiss in the Dark," "Kiss Me Again," "Love Sends a Little Gift of Roses," "At Dawning," "Because," "Love Me or Not," and "The World is Waiting for the Sunrise." The plan met with excellent success and the record sales volume for the few days up to and including February 14 reached goodly proportions, concretely attesting to the value of these timely tie-ups.

Radio Corporation Doubles Gross Income During 1924

Annual Report of Radio Corporation of America Sets Forth the Great Expansion of That Company's Activities and Income

The report for 1924 of the Radio Corp. of America shows total assets of \$58,292,350. Current assets are \$24,007,329, against current liabilities of \$8,629,926. Plant and equipment are valued at \$12,918,008.

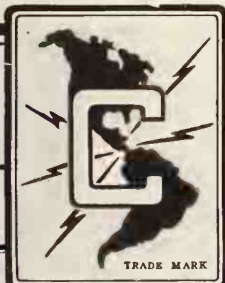
Preliminary figures of the earnings for 1924, which were published recently, showed \$54,848,131 gross, against \$26,394,789 in 1923, and net income was \$9,503,442, against \$4,737,773 for 1923, and \$2,974,579 for 1922.

Of the 1924 net income, \$2,364,908 was allocated to reserves for patents, Federal income tax and organization expense; \$1,384,591 preferred stock dividend for 1925 and \$3,356,651 was credited to surplus account. The balance of \$2,397,292 provides for losses sustained on investments in associated and subsidiary companies taken over from the Marconi Wireless Telegraph Co. of America, reserve against foreign investments, reserve for account due by the Marconi Wireless Telegraph Co. of America, and writing down contracts, goodwill, etc.

The report says that through new wire connections planned for this year the corporation expects to reach 70,000,000 persons with concert programs, and explains a time payment or dealers' finance plan which makes it possible for the small dealer to increase his sales and "turn over" on apparatus and give assistance to jobbers, dealers and the consumer through an enlargement of service station facilities.

Petition in Bankruptcy

A petition in bankruptcy has been filed against the Radio Stores Corp., 218 West Thirty-fourth street, New York City.



THE SYMBOL OF SERVICE

CONTINENTAL

"New York's Leading Radio House"

Service essential to mutual welfare

In the Radio Business more than any other, perhaps, is Service, real helpful and constructive service for the dealer, essential to mutual welfare.

Our trucks, improved methods of shipping and entire organization is based on a policy we intend to maintain and still further develop, SERVICE FOR OUR DEALERS.

Service such as Continental Radio and Electric Corp. offers to dealers, Radio or Phonograph, Electrical or Department Stores, will save many lost sales, satisfy your customers and insure daily, monthly and yearly increase in business.

It will pay you to investigate our SERVICE. It may save you time, money and customers.

Wholesale Distributors only

Distributors for:

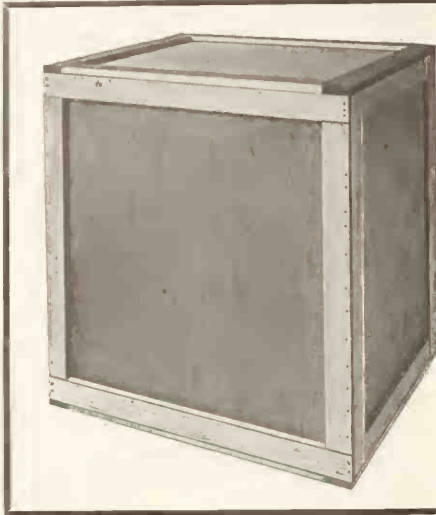
Alden Mfg. Co. ("Na-ald")	Lopez Low-Loss Tuner
Allen Bradley Electric Co.	Manhattan Electric Supply Co.
American Transformer Co.	Mitchell-Rand
L. S. Brach	R. Mitchell & Co. ("Se-ar-de")
Cornish Wire Co.	Mueller Electric
Crosley Radio Corp.	Multiple Electrical Products
Chaslyn Co.	National Carbon (E. 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.

2098-Q



Ship in an "Atlas"

It's Good Insurance

Better protection is given goods shipped in Atlas Plywood Packing Cases because they have demonstrated their ability to withstand greater shocks and strains. Their cross-banded panels are not easily pierced—due to scientific construction—and this same construction makes them resilient.

If you have ever had a solid wooden case damaged by dropping and seen the saw-tooth effect of the board ends, you will appreciate the resilient quality of Atlas Cases.

It is good insurance to ship in Atlas Plywood Packing Cases, but it is also good economy. Lighter weight makes a substantial saving in freight charges. Ask how Atlas Economies may be applied to your shipments.

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

Radio Men Deliver Talks at Gotham Dealer Meeting

Members of Talking Machine and Radio Men, Inc., Hear Alexander Eisemann and Eric Palmer—N. C. Green of Polymet Corp. Also a Speaker—Annual Banquet and Ball in April

The regular February gathering of the Talking Machine and Radio Men, Inc., held Wednesday, February 18, was one of the best attended meetings for several months. Several announcements of interest to the members were made, the first being that the resolution recently made by the Board of Aldermen of New York City regarding the use of amplifiers by talking machine and radio dealers in such a way that they constitute a nuisance had been withdrawn after a conference between officials of the association and the aldermen who introduced the measure. This action was caused by the promise that all possible steps to modify the use of these powerful amplifiers would be made by the members of the association and other factors in the industry.

Irwin Kurtz, president of the association, announced that a meeting of the executive committee and representatives of some twenty leading radio manufacturers would be held some time in the course of the next few weeks to discuss merchandising, distribution and discount policies, for the purpose of getting together for the mutual advantage of both branches of the

industry. Other announcements of interest were that the association would participate in the annual Music Memory Contest to be held in the public schools of the city and that a membership drive is being inaugurated to last until April 15; two prizes in the form of banners will be given by the association to the manufacturer or wholesaler who is responsible for securing the most new members and three individual prizes will be given to the salesmen who induce the largest number of new members to join. It was also announced by Sol Lazarus, chairman of the entertainment committee, that the annual banquet and ball would be held April 15 at the Hotel Pennsylvania.

The first speaker of the day was Frederick N. Davidson, assistant director of music in the public schools of New York, who spoke of the popularity and value of the Music Memory Contest in educational institutions. He paid high tribute to the members of the association for the part they have played in the past in making these contests a success and requested similar co-operation in the future. He also invited the radio manufacturers and dealers to assist in this great work and stated that they would be amply repaid for their generosity, not only through the gratitude of the children but in material ways also. The Freed-Eisemann Radio Corp., Brooklyn, whose sets were on demonstration at the meeting and whose officials later gave short talks on the policies of the company, immediately offered a Freed-Eisemann receiver as a prize.

Alexander Eisemann, treasurer of the Freed-Eisemann Corp., gave a short talk on the merchandising and distribution policies of the company. He reviewed briefly the growth of popular demand for radio receivers and told how the officials of his company studied the distribution systems, finally deciding that the similarity of the appeal of the radio receiver to the phonograph showed that the same method of getting the instrument to the consumer, namely, through wholesaler and dealer, was best. He stated that the interest which talking machine dealers took in merchandising radio products tended to the building of a solid structure for radio. He concluded by saying that the policy of the Freed-Eisemann Corp., now and for the future, would be to put on the market no more sets than can be immediately absorbed.

Eric Palmer, director of publicity of the Freed-Eisemann Corp., was the next speaker. He expressed the opinion that the improvement in the quality of the programs which are being broadcast would create many sales for the radio retail trade. He linked his talk with that of Mr. Davidson and pointed out that interesting the school children in radio would certainly create more sales in a city like New York with a large population of foreign born, as the children are the educators of their parents. He concluded by stating that the executives of his company were giving deep thought and study

to merchandising policies and that no step which could logically be taken to help the dealers would be overlooked.

N. C. Green, of the Polymet Mfg. Corp., New York, spoke on the products manufactured by his company, stressing particularly the Poly-plug which has come in a comparatively short time to be recognized as one of the leaders in its field. He stated that quality was the standard by which all the products of the Polymet organization were judged. He pointed out to the members that parts would always be an important item of the radio trade, the same as automotive parts figure largely in the automobile world.

Brunswick Artist Enjoys Music Memory Contest

One of the famous Brunswick artists is Gene Rodemich. The illustration herewith shows him surrounded by his family enjoying the Brunswick



Listening-in on Brunswick Program

wick Radiola No. 260. Incidentally he is enjoying a Brunswick program, namely, the Brunswick Music Memory Contest, which has excited such wide interest among radio fans throughout the country.

Moves to Larger Quarters

SPokane, Wash., March 6.—The Van Ausdloff-Hoffman Music Co., formerly at W909 Riverside avenue, has recently taken larger quarters at W615 Riverside avenue, in order to accommodate the increased business of the firm. A long lease involving approximately \$50,000 has been signed.

C. D. Strang has just purchased the Columbia Music & Jewelry Co., of Spanish Fork, Utah, and plans to conduct this business in the future.

Ideal Personal Gifts



Your own voice
 on REAL RECORDS

Made the same way
 as professional records
 —and by the same concern
 that conducts the recordings
 for many of the largest record
 manufacturers

The LOW COST
 will Surprise You. A
 phone call or post-card
 will bring full details.

INDEPENDENT RECORDING LAB.
 55 W. 16th Street, N. Y.
 Telephone Watkins 0525

Announcing

A Series of Monthly Specials

EVERY month a selected model will be offered the trade at a price representing extra value. The special always will be a phonograph of popular style and design. The price always will be so low that you can sell it profitably at a figure that will bring many new friends to your store.

Use these specials to brighten up old stocks which are not moving

and as leaders to stimulate your sales.

For this month the special is model No. 49, illustrated. Some phonograph for the money! This special price applies only during the month of March and reorders after the last day of March will take the regular price. This applies to Vitanola dealers as well as new customers.



VITANOLA 49—LIST \$125.00
AND WORTH IT

SPECIAL MARCH PRICE \$42.50

Dimensions: Height 34¾ inches, width 36½ inches, depth 22 inches.

Finishes: Brown Mahogany or Walnut.

Motor: Multiple spring, worm gear, constant speed, non-vibrating. Insulated mounting.

Exposed Parts: Highly nickel plated.

Please use the coupon. Better do it today. You will find it necessary to reorder before the last day of the month.

VITANOLA

Talking Machine Co.

829 American Furniture Mart

666 Lake Shore Drive

CHICAGO

Special Price Coupon March, 1925, World

Date.....

VITANOLA TALKING MACHINE CO.,
666 Lake Shore Drive, Chicago, Ill.

Please ship via.....

..... No. 49 Walnut Vitanola at \$42.50 each \$.....

..... No. 49 Mahogany Vitanola at \$42.50 each \$.....

Terms: 2% 10 days; net 30 days to rated dealers. On C.O.D. orders a deposit of 20% is required. All shipments F.O.B. Saginaw, Michigan.

We are not interested in this month's special but desire to have our name placed on your mailing list.

Name

Address

Henry Ford Purchases Edison Period Phonograph

Sheraton Model Purchased for Ford Private Car—Now Owns Several Edisons—His Selection Responsible for Sales

DETROIT, MICH., March 9.—Immediately prior to the departure of Henry Ford for Florida, where he is spending the Winter with Thomas A. Edison, at Fort Meyer, Ernest G. Liebold, Mr. Ford's private secretary, called at the Edison Shop and purchased a Sheraton Edison phonograph for use in Mr. Ford's private car. The Sheraton model is in keeping with the furnishings of the car. This new purchase of an Edison phonograph is only another of the many which Mr. Ford has made from the Edison Shop in the last few years.

In connection with this purchase it might be well to mention Mr. Ford's interest in the dance selections of bygone days. The placing on the market of the record "Varsoviene," specially prepared by Mr. Edison for Mr. Ford, was recently announced. On one side of this record Arthur Hall sings the selection, accompanied by a string quartet, and on the other side the selection is repeated in different instrumental variations; first as a violin solo, next a violin duet, then as a viola solo, next as a cello solo and lastly played by a string quartet. This record has been given wide distribution by Mr. Ford, who has presented it to his many friends, not only in Detroit but in all parts of the country.

The selection has been responsible for the sale of not only Edison records, but also of many phonographs. People receiving the record as a gift from Henry Ford were anxious to hear it played and finding that their own instrument could not reproduce the music, visited the nearest Edison dealer and secured equipment that would enable them to play the record. Finding the music so delightful they purchased other records and in many cases Edison phonographs.

Acme Electric & Mfg. Co. Announces Price Reduction

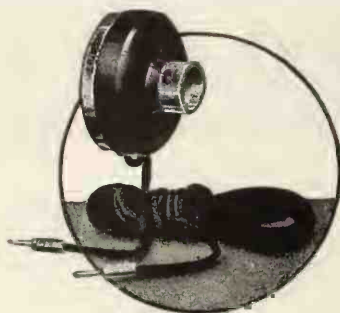
Increased Production Made Possible Reduction
in Price of Acme Charger

Announcement was recently made by the Acme Electric & Mfg. Co., of Cleveland, O., manufacturer of the Acme radio battery charger, that, due to the tremendous popularity and demand for this article, a price reduction has been made possible. This battery charger has proved so popular with radio enthusiasts that they have passed the word along to their friends with the result that the volume of production has increased greatly. With the lower prices going into effect the factory has added new equipment to take care of additional requirements.

R. A. Lais, sales manager of the company, stated to *The World*, in connection with the reduction of price, "it is the fulfillment of service by the charger in the hands of the customer that has created such a tremendous demand for Acme radio battery chargers and it is this great popularity that now allows us to decrease our production costs and pass this large saving on to the dealers and public."

Columbia Sacred Music Catalog for Retailers

A complete catalog of the sacred music recorded on Columbia records was recently distributed to Columbia dealers. This listing includes solo, duet, quartet and group singing by famous individual artists and organizations and includes a complete set of selections for use during sacred seasons. The release of this catalog is particularly timely during this Lenten season.



Original in size as well as tone quality.
Handsomely nickeled. Retail list \$7.50

Clear Mellow Tone!

THE unit for use in phonographs has heretofore been a sort of "stepchild" in the radio business. That is why so frequently these units have been inferior in tone and more or less unsatisfactory as to volume, and in other ways.

The N & K Imported Phonograph Unit has the advantage of having been designed especially for the amplifier of the Victrola and other standard phonographs. Instantly attached, without need of screws or special devices, it produces the equivalent of a speaker of the very highest class.

Like N & K Phones and Loudspeaker, the superior quality of its tone is instantly noticeable. For this reason there is a big market for it among the people who do not want cheap speakers and can't afford good ones. Take advantage of this natural market and you will make good profit. Urge your customers to try it at home and bring it back if they're not delighted. They'll never bring it back!

N & K Phonograph Units are packed in display cartons of twelve, each unit in gold embossed leatherette box. Ask your jobber today. If he cannot supply you, get in touch with us.

TH. GOLDSCHMIDT CORP.
Dept T-3, 15 William St. New York

N&K
REGISTERED TRADE MARK
REG. U.S. PAT. OFF.
Imported
PHONOGRAPH
UNIT



Thermodyne Receiver Gets Praise From Fire Dept.

High Tribute Paid Set by Members of New York Company for Clearness, Rapidity and Ability to Secure Distant Stations

The Thermodyne Radio Corp., Plattsburgh, N. Y., was recently in receipt of a letter from one of the crack companies of the New York Fire Department telling of the results which they had secured from a Thermodyne receiver. A committee decided upon this receiver after a careful investigation of the different sets on the market and the firemen were well satisfied with their selection when they realized the clearness and rapidity with which they could tune in any known station with a single twist of the single master control.

Although this fire company has had the receiver but a short time the following stations have already been logged:

WHAS, Louisville, Ky.; WDAF, Kansas City; WHB, Kansas City; OKW, Cuba; JH, New Mexico City; WWJ, Detroit; WOS, Jefferson City, Mo.; KSD, St. Louis; WSD, Atlanta,



Fire Laddies Listening-in

Ga.; CNRO, Montreal, Canada; WRCQ, Lansing, Mich.; WHAZ, Troy, N. Y.; WGY, Schenectady; WDAR, Philadelphia; WIP, Philadelphia; WFI, Philadelphia; WEBH, Chicago; WEBJ, Chicago; WQJ, Chicago; KYW, Chicago; WMBF, Miami Beach, Fla.; WLW, Cincinnati; KDKA, Pittsburgh; WRC, Washington.

President Interested in Freed-Eisemann Activities

Prominent Manufacturer of Radio Had Installed
Receivers in Public Buildings and Schools for
Presidential Inauguration

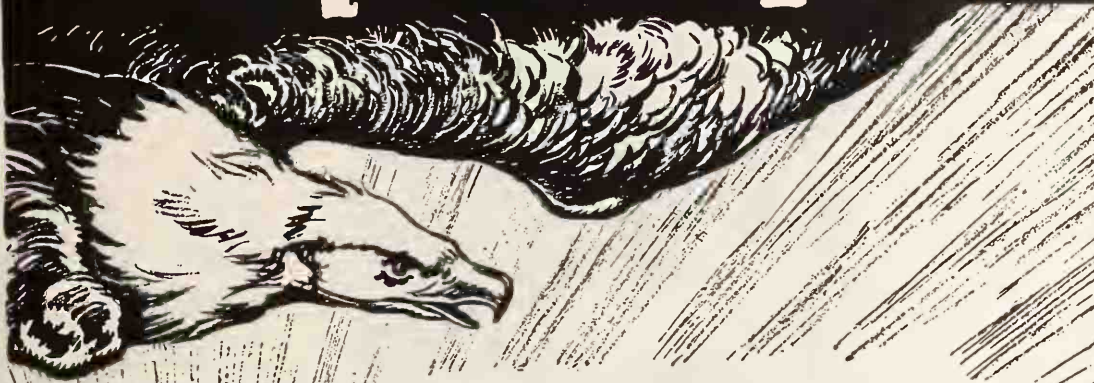
The Freed-Eisemann Radio Corp., Brooklyn, N. Y., is in receipt of a letter from the secretary to President Coolidge, in which he expresses the thanks of the President for the initiative of the Freed-Eisemann Corp. in aiding the public to listen in to the inauguration ceremonies in Washington. The Freed-Eisemann Corp. asked its dealers throughout the country to install radio receivers in public auditoriums, hospitals and schools in order that as many people as possible could hear the President's address.

Edward T. Clark, secretary to the President, sent the following response to the letter of Alexander Eisemann, treasurer of the Freed-Eisemann Radio Corp., notifying the President of the co-operation of the dealers: "Let me extend to you the thanks of the President for your letter, which proved of much interest and satisfaction to him."

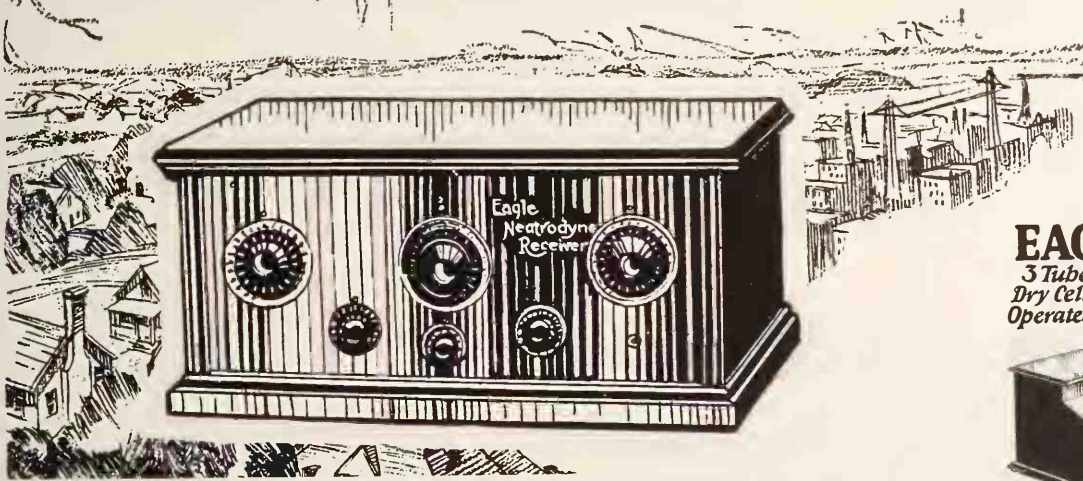
Graber Music House Moves

The Graber Music House, Visalia, Cal., formerly in the Hotel Johnson Building, has taken larger quarters at Main and Garden streets.

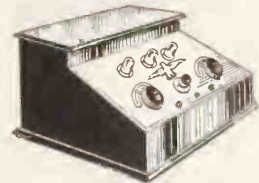
The "EAGLE" Conquers Space



The approval of users in every part of the United States cannot be ignored. EAGLE owners send their friends to EAGLE dealers. When the neutrodyne circuit is mentioned thousands think and speak of EAGLE. EAGLE advertising is intensifying this demand. The EAGLE franchise for your section will give you the most profit from the popularity of the neutrodyne circuit.



EAGLET
3 Tube \$75
Dry Cell Operated



© ERC

The **EAGLE Model B**
5 Tube Neutrodyne **\$175**

Write for Proposition

EAGLE RADIO CO.

22 BOYDEN PL., NEWARK, N. J.



Marked Betterment in Conditions Noted Throughout the Cincinnati Territory

Improvement in Financial Conditions Felt in the Trade—Dealers Finding That Radio Is an Aid to Talking Machine Business—Effective Window Displays—The Month's News

CINCINNATI, O., March 8.—Practically all sellers of talking machines and records report that February sales were good and that there has been a marked betterment of conditions since the beginning of the month. Financial conditions are better than they were a while back, it is stated, and therefore it has become easier to make spot-cash and short-time sales.

Radio Exerting Beneficial Influence

Many talking machine dealers who for a while thought that the radio would hurt their business have changed their minds. As a matter of fact, there are more than a few who maintain that the much-feared radio really is a friend. When the radio becomes more standardized and stabilized, it is pointed out, the talking machine can handle it with less trouble and at a fair profit. It is just another thing to sell, say some, and as it is a musical instrument we are the people to sell it. Others point out that nothing advertises phonograph records more than radio, and it is a benefit in this way.

A Trade Barometer

Wm. R. Graul, who features talking machines in his store at 119 East Fifth street, is of the opinion that collections show the business prospects as nothing else can do, as they show the financial condition of the masses. He regards prospects as being good, because collections are good. "Business has brightened up a lot," he said, "and the trend is favorable."

Ahaus' Display Stops the Crowds

The Brunswick Shop, operated by Louis Ahaus, one of the most enterprising young men in the talking machine business, has had crowds for the past three weeks. American people, it is often asserted, love motion, and his show window has proved the assertion to be true. It is generally conceded that never before has a show window created so much talk and drawn such crowds from morning until evening. On one side of the window display was a broadcasting room, where an animated orchestra of miniature musicians was in the jazziest manner imaginable going through the motions of playing before the microphone. On the other side of the window is a drawing room, in which a family is listening to the concert, which is reproduced by their Radiola. A girl is dancing,

and her father keeps time with his foot. Mr. Ahaus has succeeded wonderfully in putting his shop "on the map."

Attention-compelling Sonora Display

One of the most effective window displays shown in talking machine circles for some time



Chubb-Steinberg's Fine Display

was that of the opening Sonora window of the Chubb-Steinberg Co., new Sonora dealer. An English Renaissance de Luxe model was featured, set in a luxurious and appropriate setting. This display attracted wide attention.

Great Interest in Brunswick Contest

J. E. Henderson, of the Brunswick-Balke-Collender Co., states that great interest has been shown all over the country in the "Hour of Music Contest." The second Brunswick

Radio Music Memory Contest has already started. "As a result of this contest," explained Mr. Henderson, "the masses are having their thoughts directed to music much more than ever before. Why, the people have even taken up 'musical cross-word puzzles!'" That the contest went over "bigger" than was expected is shown by the fact that it was thought at the beginning that fifty contest blanks would do for each dealer, but the demand increased to 500 to 1,000 for each.

A Fine Window Display

The Baldwin Victrola Shop had a fine window display in commemoration of Washington's Birthday, February 22. The shop has been handling separate radio since last November, and reports that the sales have been wonderful. The combination phonograph-radio is the best seller, it was stated, where talking machines are involved.

Personnel Changes

R. M. Hare, manager of the Milner Co., is back at his post of duty after an absence of several weeks because of a surgical operation. Edward Weary has been appointed to the company's talking machine department, and Miss Marie Jacobi succeeds him as head of the record department.

Radio Combinations Popular

M. Fantle, of the Wiedener Phonograph Co., says that the radio combinations are now their best sellers. D. E. Follin, general manager of Wiedener's, Inc., is making a trip through the West, visiting various branches.

W. M. Whiteman Optimistic

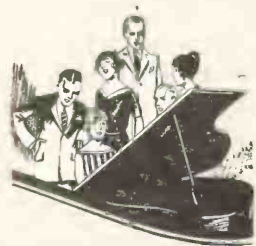
W. M. Whiteman, head of the publicity department of the John Church Co., states that the phonograph business is normal at this time—much better than it was a while back. As he sees it, the business outlook is bright.

Sterling Roll & Record Co. Busy

Miss Dilling, of the talking machine department of the Sterling Roll & Record Co., reports a fine volume of business, especially in the Viaphone radio combination and in Okeh records. The company has taken on a new radio receiver, the Workrite neotrodyne. It is also reported that the Viaphone lamp, which the company put out a few weeks ago, is selling well. Ben Brown, of the sales department, is on a business trip through Ohio.

Columbia Distributors Aid Dealers

Miss R. Helberg, manager of the local branch of the Columbia Distributors, Inc., is very active in working with and for the company's agents in her territory, making a strenuous effort to stimulate interest and thus make the Columbia proposition profitable to all. It was explained that the Columbia has just passed through a good year, regardless of generally-depressed conditions in other lines, and it is its policy to pass to its dealers every possible opportunity and benefit. Naturally, this liberal move is appreciated by the company's agents. The ten per cent record return privilege remains unchanged. "This is bringing us lots of business," stated Miss Helberg, "and we expect a big Spring increase." Recent visitors to the Columbia agency were J. G. James, music dealer, of Carlisle, Ky., and Mr. Montfort, of the Montfort Music Co., New Albany, Ind.



Latest Hits on Okeh Records

There is a better sales stimulator waiting for you in Okeh Records.

The earliest releasing of latest hits is catering to the public in the finest way.

We cater to the public through our cooperative service and latest hits.

STERLING ROLL and RECORD CO.
137 West 4th Street :: Cincinnati, Ohio

STYLUS BARS

Stylus Bar & Mfg. Co

Clague Rd.

North Olmsted . . . OHIO

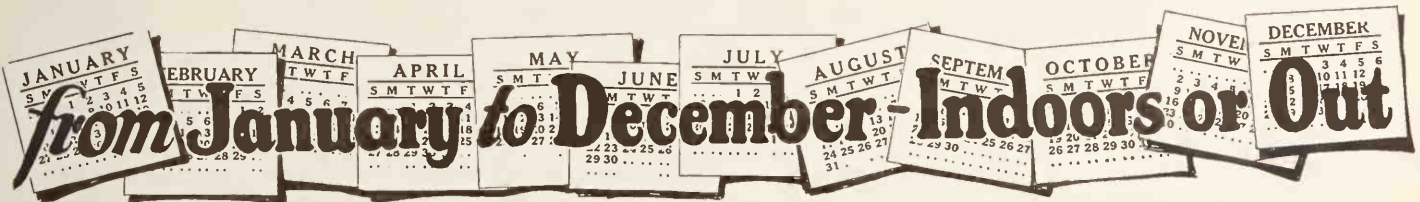
A Portable built to sell— and to please

It has earned a place in all the better music stores. Far more value than you would expect at this popular price.



List **\$25**
(In Far West \$27.50)

Swanson Jr.



A Few Swanson, Jr., Features:

- Weight, 12½ lbs. Case measures 12¾ by 11 by 6½". Most compact portable phonograph on the market.
- Perfect tone; unusual volume.
- Heineman motor; special patented tone arm.
- Compartment for 17 records.
- Heavy leatherette tan or black case.
- No parts to remove or apply.
- Fully guaranteed.

Distributors of the Swanson Jr. Portable

- 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 Co., 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

Important Activities in Cleveland Trade

Brunswick Representatives Gather at Sales Conference—New Stores Opened—Starr Concerts Interest—Other News of the Trade

CLEVELAND, O., March 8.—At the annual sales conference of representatives covering the territory of the Cleveland headquarters of the Brunswick Co., several novelties were introduced, among the most important of which might be considered the operation of the radio school. Different models of the Radiola were shown, analyzed and demonstrated under the personal direction of J. C. McKelvey, special Brunswick representative from the Chicago offices. During the session, wherein past performances were detailed and plans laid out for the 1925 drive for business, comparison record demonstrations were made in order to show the merits of Brunswick records. The meeting concluded with luncheon at a local hotel.

Two New Stores Opened

The Hoffman Music Shoppe, Rochester, N. Y., is among the latest additions to the Brunswick family in this territory. Another new firm in the field in this territory is the A. L. & R. Piano Co., Bellevue, O., which opened a new establishment featuring the Columbia lines.

Starr Concerts Interest

Although designed largely to give local students an opportunity to appear in public, and at the same time create a means to new instrument business, the Starr Piano Co. concert programs, being held each month this year, are doing more in that they serve to bring out new demand for phonograph records. Most of this music is of the higher quality, according to Miss Rene Burdett, manager of the roll and record department at the Starr Co., and manager of the concerts. This is because quality audiences attend these events. As part of the latest program a Starr phonograph was featured.

May Co.'s Big Radio Department

What experts assert is the largest and most complete radio department in this section of the country has been opened at the May Co., with Dan E. Baumbaugh, manager of the talking machine department, in charge. Addition of this division virtually doubles the talking machine department. Although testing facilities will be provided, in the main, sets may be said to be sold at the consumer's home, for the service feature of the new department will follow sales right into the home. In connection with the new department has been installed a complete musical instrument department. Radio will be featured in the R C A, Atwater Kent, Freed-Eisemann and other nationally known lines.

Columbia Dealers Tie Up With Artist

Presentation of a repertoire of opera by the Chicago Grand Opera Co. also brought Charles Hackett, Columbia artist. Through the Cleveland Columbia branch dealers were supplied

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

with additional material to feature the presence of this artist in Cleveland, and much quality record business was closed in consequence. At the same time a significant gain in Columbia record sales has been possible through the Columbia policy of pricing records at 50 per cent of the list, which, in the opinion of S. S. Larmon, branch manager, has resulted in an immediate gain in sales volume for dealers.

Edison Distribution Change Effective

The Phonograph Co., Edison distributor, is serving all dealers in its territory out of the Cleveland headquarters, the Cincinnati branch having been discontinued. The move has proved satisfactory to dealers, according to their reports to E. S. Hershberger, secretary.

Music Club Holds First Meeting

More than thirty persons identified with various branches of the music industry in Cleveland attended the first bi-monthly meeting of the Music Club at the Hotel Statler. This meeting, like others to follow, was strictly a social affair, and business was more or less taboo. Instead, helpful and interesting instruction was supplied by Miss Alice Keith, supervisor of music for the Victor Co., who spoke on the new developments in musical education, and Samuel Roberts, noted Welsh singer, who dispensed folk songs and timely selections.

New Vocalion Records Score

Another series of recordings for Vocalion by the Austin Wylie Orchestra is being distributed

in this territory by the Ohio Musical Sales Co., Sonora and Vocalion wholesaler, following the success of the two previous recording efforts by this now nationally famous group. The third series, according to J. R. Frew, sales manager, is proving as widespread in interest as were the original recordings. Meanwhile, the Ohio Co. is developing still further its radio department, this time with the addition of an accessories division.

Euclid Music Co. to Open Branch

Some time this month another Euclid Music Co. store will make its bow, this time in the downtown district. Quarters on the ground floor of its present East Ninth-Prospect location have been acquired and are being remodeled into what will be one of the largest as well as best appointed retail music establishments here. An unusual musical program is planned for the opening week.

Clarke Co. Featuring Brunswick

The George A. Clarke Co., Elyria, has opened a new establishment in that city, featuring the complete Brunswick line. H. C. Baisch, of the Cleveland Brunswick headquarters, aided at the opening, which was heralded with plenty of newspaper and other publicity.

Cheney Co. Distributing New Radio Panel

The Cheney Phonograph Sales Co. is the first distributor to promote the sale of one of the newest departures in radio, the five-tube set of

(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

the A-E Electrical Mfg. Co., Dayton. First shipments made by the factory of this new equipment already are finding their way into dealers' hand in Ohio, and it is being welcomed as a significant business builder by them, according to reports received by T. R. Buel, head of the Cheney. Chief feature of this device is its adaptability to any type of phonograph.

Wins Masterworks Sales Drive

Contest for the sale of the largest number of Masterworks records in the Cleveland Columbia branch territory has been won by W. R. Compton, in the district of which Columbus is the headquarters. This event, participated in by all sales representatives, was for the two months ending February 28. Mr. Compton's achievement was attained, in the opinion of Cleveland branch executives, by his plan to interest the larger dealers in his district, and in this way sizable quantities in individual orders were booked.

Record-making Tie-up

Cleveland again figures in recording activities, at least two events, both sponsored by Victor interests, developing during the last few weeks. A local newspaper brought out a fiction story named "Chickie," which is supposed to be of great interest to girls. Simultaneously, Philip Spitalny, of previous Victor records fame, wrote a song, entitled "Chickie." Hence, following negotiations by Howard J. Shartle, the Cleveland Talking Machine Co., Spitalny went East and recorded the song. This record was expected to be released early in March, in Cleveland first, and at other points later.

The other recording activity locally, also by Victor, was of Slovenian folk music by Cleveland Slovenians.

G. W. Savage in Important Post

George W. Savage has returned to Cleveland and has become manager of the talking machine and radio departments of the Knabe warehouses and Ampico studios. Few men are better known or more popular in this field than Mr. Savage. Several years ago he made a name for himself and the Eclipse Musical Co., first in the retail division of that concern and later when it operated as a wholesale organization.

Erner Co. Now R. C. A. Distributor

With the taking over of Radio Corp. of America products by the Erner Electric Co. for this territory, two figures in talking machine circles here become identified with this institution. Edward B. Lyons, formerly of the Eclipse Musical Co., and more recently with the Cadillac interests here, will cover eastern Ohio and western Pennsylvania, and H. E. Morseburg, also formerly of the Eclipse, will handle the western Ohio districts. The Erner Electric Co. is one of the best-known electrical houses in this part of the country. In its radio work it will aim to develop the musical field particularly. In establishing itself as the wholesaler of R. C. A. products, it opens its own new building at 1430 West Ninth street, where a special sales and display room will be open to visiting dealers.

Sherman-Clay to Open New Oakland Branch

OAKLAND, CAL., March 3.—A branch of the local Sherman, Clay & Co. store will be opened shortly on East Fourteenth street, in the Fruitvale section of the city. The building selected has a frontage of thirty-two feet and a depth of 143 feet, and is being remodeled to suit the needs of the music concern. Among the improvements will be a skylight running the entire length of the building.

Robin, Inc., Handles Sonora

Robin, Inc., is the name of a new Sonora dealer recently opened at 24 West Fifty-ninth street, New York. L. M. Rogers and Leo J. Hinchliffe are the members of the firm. Mr. Rogers was with Sonora for six years as credit manager and purchasing agent.

L. M. Clement Added to Fada Engineering Staff

Duties of Widely Experienced Radio Engineer to Be Along Experimental and Development Lines Designed to Create Improvements

Lewis M. Clement has been added to the engineering staff of F. A. D. Andrea, Inc. Mr. Clement has had wide experience in the radio field. For the past nine years he has been in charge of radio receiver and special development work for the Western Electric Co., now the Bell Telephone Laboratories, Inc., of New-York.

Following his graduation from the University of California Mr. Clement became associated with the Marconi Wireless Telegraph Co., later joining the research department of the Western Electric Co. His work has been of a varied nature and includes considerable study of static, vacuum tubes and circuits, and the circuiting development and mechanical design of radio transmitters, receivers, etc. He was responsible

for the electric design of all radio equipment supplied to the United States Government during the war, which included radio sets for air craft, submarine chasers, tanks, ground stations, etc. He was also one of America's early amateur radio operators.

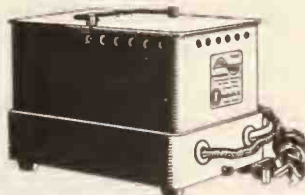
Mr. Clement is a member of several engineering and scientific societies, including the Radio Club of America, the Institute of Radio Engineers and the American Institute of Electrical Engineers. Mr. Clement's work in the Fada organization will be that of development engineer, and his duties along experimental and development lines are expected to lead to new designs in radio receiving equipment which will exceed in efficiency those available at the present time.

In New Home

The William & Van Horn Music Store of Mt. Vernon, Wash., has taken new quarters in the Pioneer Building, handling a general line of music goods. The new quarters are considerably larger than the old warehouses.

BUILT EXPRESSLY FOR RADIO USE

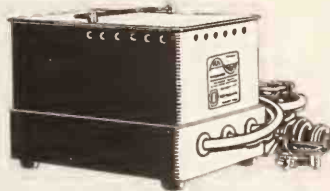
A Radio Battery Charger that is BUILT RIGHT —then Sealed!



Model "A"

For Radio "A" batteries. A.C. line, 110-120 volts, 40 to 60 cycle. Battery "A"—6 volts, 6-8 amperes. No adjustments.

Price \$18



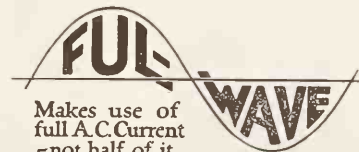
Model "A-B"

For simultaneously charging 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. No adjustments.

Price \$22

Ful-Wave—the radio battery charger that is a finished job when you sell it—no maintenance—no water or acid to add—no overheating—no fuse blowing. Just quiet faithful service, far more efficient than any other charger and backed by the manufacturer's full guarantee. Ful-Wave Radio Battery Chargers operate without a bulb. Model "A" charges "A" storage batteries faster than other chargers and without injury to the battery. Model "A-B" charges "A" and "B" storage batteries simultaneously. No receiver is complete without a good charger. Therefore, when you sell a receiver, sell Ful-Wave along with your tubes and batteries.

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

An ADLER-ROYAL

*The biggest
in the phonograph*

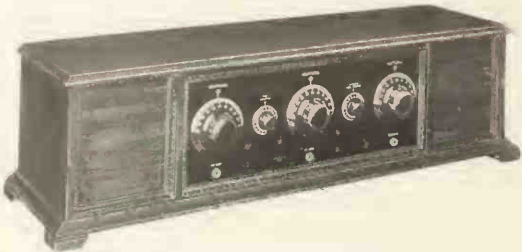


Table Type No. 199 Adler-Royal Neutrodyne. Used with dry cells instead of wet "A" batteries. All batteries concealed in cabinet. 5 tubes (199) Cabinets either walnut or mahogany.



Table Type No. 20-A Adler-Royal Neutrodyne. Used with wet "A" batteries; "B" batteries concealed in cabinet. 5 tubes (either 201-A or 301-A). Cabinets either mahogany or walnut.



Floor Type No. 1 Elizabethan Adler-Royal Neutrodyne. This type is made in two models for either wet "A" batteries or for dry cells. 5 tubes, cabinets either walnut or mahogany. All batteries fit into cabinet thereby eliminating exposed batteries and battery wires.



Adler-Royal Radio Speaker. Mahogany or duo-tone walnut.



THE Adler-Royal Franchise is the most valuable business builder in the music field today. The Adler-Royal line consists of licensed Neutrodyne radio sets, combination phonograph and Neutrodyne radios, phonographs and radio speakers. These are all manufactured and merchandised under the Adler-Royal name. Your customers will appreciate the fact that they can get all these instruments at one store.

What does our franchise mean to you? The Adler-Royal franchise will raise your store above your competitors. While they may be struggling to sell varied lines and meeting destructive competition you will be handling a standard line from a single source to meet the needs of your customers who know that all their radio and musical needs can be satisfied by the Adler-Royal line.

The men behind the Adler-Royal franchise are all experienced in the music field. These men will cooperate with you. Their problems are the same as yours. They will help you solve your questions and their merchandising experience will be at your disposal.

Your letter is your application for our franchise. Sign the coupon now. Take the step to establish yourself firmly in the radio and phonograph business with a standard line that satisfies all musical needs.

District Representatives:

- | | |
|--|--|
| ROYALLINE SALES CORP.
218 Tremont St., Room 204, Boston,
Mass. | H. N. BUCKLEY
134 No. Pennsylvania St., Indianapolis,
Ind. |
| BRUNNER & LUKAS
881 Broadway, New York City. | ADLER MANUFACTURING CO.
Chicago, Ill. |
| ROBERT HARRIS
1015 Chestnut St., Philadelphia, Pa. | SPRAGUE & WARREN
39 So. 8th St., Minneapolis, Minn. |
| WILLIAM A. CARROLL
802 Bramson Bldg., Buffalo, N. Y. | MARKS PHONOGRAPH &
RADIO CORP.
2215 Pine St., St. Louis, Mo. |
| ROYAL SALES COMPANY
Pittsburgh, Pa. | BLACKMAN SALES CO.
17 E. 14th St., Kansas City, Mo. |
| JAMES M. ERVIN
4900 Euclid Avenue, Cleveland, Ohio. | RADIO EQUIPMENT CO. OF
TEXAS
1319 Young St., Dallas, Tex. |
| H. N. BUCKLEY
Grand Hotel, Cincinnati, Ohio. | ROYAL SALES CO.
2765 West Fort St., Detroit, Mich. |
| S. E. LIND, INC.
2765 West Fort St., Detroit, Mich. | 313 California Bldg., Denver, Colo. |

ADLER- Phonograph

FRANCHISE~

*opportunity
and radio field*

Your most particular customers will surely find their ideal radio, combination phonograph and radio, or phonograph in the Adler-Royal line.

Adler-Royal Neutrodyne is the new neutrodyne superior in tone and beautiful cabinet designs. To suit every need, Adler-Royal have made two styles, one operating on storage "A" batteries, the other using dry "A" cells. Merely by setting the dials at unchanging numbers, radio stations are brought in without any discordant noises.

Adler-Royal Combination Phonograph and Neutrodyne Radios allow your customers to have the kind of entertainment they wish when they want it—either radio programs or phonograph records played better.

Adler-Royal Phonographs play the best records in a superior manner. The tones are clear and strong.

Adler-Royal Radio Speakers give maximum amplification with absolute control of tone volume. Demonstrate the worth of this radio speaker in your city by tuning in on stations broadcasting piano music; the notes will sound true and clear without any metallic harshness.

Adler-Royal line is complete. You will be doing your customers a service by becoming an Adler-Royal dealer. Let them know that they can find everything for musical instruments under one roof.

**ADLER MANUFACTURING
COMPANY, Inc.**

General Sales Offices:
Dept. G3, 881 Broadway, New York City

Factories:
Louisville, Ky.

ROYAL

and Radio



Adler-Royal Phonograph No. 5. Made in duo-tone walnut or mahogany. All exposed metal parts are heavily nickel plated.



Adler-Royal Elizabethan — Model 50. Combination Adler-Royal Phonograph and Adler-Royal Neutrodyne. Cabinets in either walnut or mahogany.



Adler-Royal Cabriole—Model 10. Combination Adler-Royal Phonograph and Adler-Royal Neutrodyne. Cabinets in either walnut or mahogany.

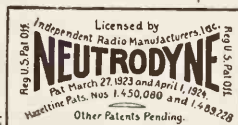
ADLER MANUFACTURING COMPANY
Dept. G3, 881 Broadway, N. Y. C.

Kindly send me full information about the Adler-Royal franchise.

Name

Street

City State



Important Conventions in the Twin Cities Have Stimulating Effect on Retail Sales

Minneapolis Drug Co., Sonora Distributor, Stages Convention Display Which Attracts Wide Attention—Local Appearance of Several Brunswick Artists Creates Record Demand

MINNEAPOLIS AND ST. PAUL, March 8.—While February is generally conceded to be a quiet month, Twin City dealers maintain that the various conventions have kept things moving along without any appreciable falling off of the "high" season business.

Satisfactory Columbia Business

Manager Baer, of the Chicago Columbia branch, was in Minneapolis last week and found business very satisfactory. Mrs. Helen Boggs is strong for the Music Memory Contest and says it has noticeably increased sales. One of the numbers is exclusive on the Columbia—the "Parting March" from the opera "Lenore." It was twice sold out.

The Columbia "Master Works" series, which was issued in December, has shown a surprisingly good sale. The Columbia Co. has recorded some of the world's greatest symphony music, played by internationally famous orchestras.

A Convention Visitor

Among the out-of-town visitors who were in the Twin Cities for the Hardware Convention and the Drug Dealers Convention were Mr. and Mrs. Randall Webber, of Red Wing, Minn. Mr. Webber is head of the Webber Music Co., of that city. He was last year with Sousa's Band and toured the country with that organization.

Sonora Display at Convention

The Minneapolis Drug Co., Sonora distributor, had a display at the Northwest Drug Dealers Convention, which attracted an unusual amount of interest. It was the "honest-to-goodness" original Zenith radio set that Donald B. McMillan had with him on his famous Arctic expedition.

There is a new Sonora feature on the market that has been very well received. It is a console design loud speaker.

John Date, manager of the Minneapolis Drug Co., is making a trip through northern Minnesota, Duluth and the iron range, in company with Fred. Roediger, New York Sonora distributor.

Good Edison Sales

Edison sales are gratifying both in phonographs and records, says J. Unger, Minneapolis manager of the Lawrence Lucker Co. Mr. Lucker just returned from a visit South and East.

Consolidated Handling Radio

Mrs. Eggar, manager of the Consolidated Talking Machine Co., Okeh and Odeon distributor, is pleased with their new radio lines. They are showing the "Operadio" and other lines.

Brunswick Artists Appear Locally

The next two weeks will find Brunswick very much in the limelight, for three Brunswick stars are featured at Twin City theatres. Nick Lucas, the "Crooning Troubadour," closed an engagement in Duluth February 28, and came to Minneapolis for the week of February 28 to March 7. He will then play St. Paul.

Marian Harris, Brunswick star comedienne, is billed at the Orpheum as the "distinguished singer of distinctive songs." She was here the week of March 1. Miss Harris scored a decided hit here last year and repeated her success this year.

Last, and a long way from least, is Harry Snodgrass, protege and favorite of radio fans, who appears at the Orpheum March 14.

With three well-known record artists here in two weeks the demand for Brunswick records should be more than usually active.

Brief but Interesting

Foster & Waldo are putting on a special advertising campaign and are pushing the Brunswick Radiola.

Whitney-MacGregor, the popular department store, is remodeling the phonograph section and is making a feature of its lines in its newspaper advertising.

W. J. Dyer & Bros., of St. Paul, have secured the services of Mr. Jordan, formerly with John Wanamaker Co., as manager of their radio department.

Billy Nolan, formerly with Victor and now connected with the R. E. Thompson Co., was a Twin City visitor the past week. His old friends were glad to see him.

Much interest is being shown in the opening of a 5,000-watt station with WCCO broadcasting the President's inauguration on March 4. The Northwest Radio Trade Association is providing a receiving set for every school in the Twin Cities—100 public schools and twenty-two parochial schools. Dealers are making the most of the opportunity.

Attractive Brach Literature

The L. S. Brach Mfg. Co., 129 Sussex avenue, Newark, N. J., has issued a very attractive folder on the Brach "storm guard aerial outfits." This literature carries pertinent facts regarding outside aerials and should prove of interest to consumers. This folder is in two colors and carries half-tone illustrations of the component parts of aerial outfits and allows space for the dealer's imprint.

In Bankruptcy

The University Music Shop, Inc., New York, recently filed a petition in bankruptcy, with liabilities of \$7,838 and assets of \$6,494.

A Set with a Selling Argument

Priess

TRADE MARK
The Concert Grand of Radio

A Five-tube-Reflex Circuit—Loop Set

A profitable set to sell because of its quality appeal. No aerial—removes installation troubles and expense. A great new radio audience awaits it.

Table and console models

Write or phone for demonstration

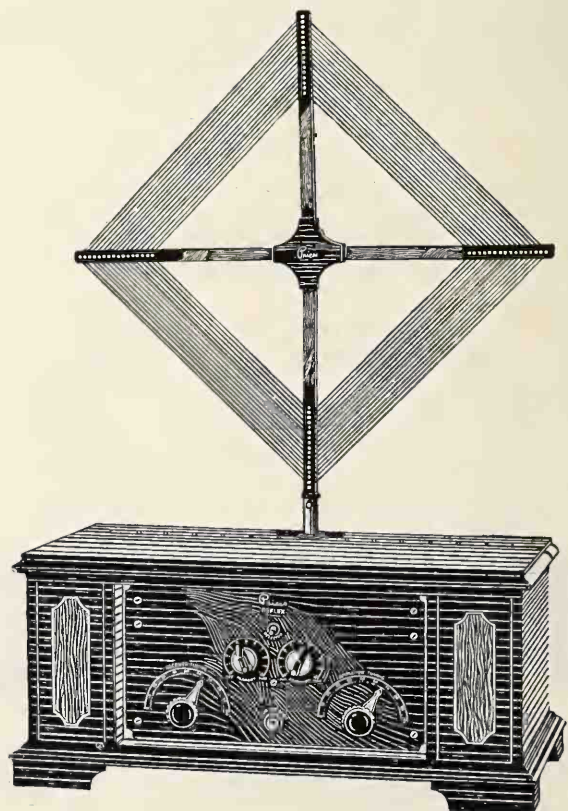
VICTORY ELECTRIC SUPPLY CO., Inc.

DISTRIBUTORS

Brooklyn Office
1207 Bedford Avenue
Decatur 8000

New York Office
501 Fifth Ave., at 42d St.
Murray Hill 3225

All New York is talking about it



Priess

TRADE MARK
The Concert Grand of Radio

All the
RadioWorld
is
TALKING!
about it!



Down front
in the
ORCHESTRA
with a

Priess

TRADE MARK
The Concert Grand of Radio
A Five-tube-Reflex Circuit—Loop Set

THE difference between the Priess and the ordinary radio is the difference between an orchestra seat and a gallery seat.

Down front in the orchestra you have the clear voice of the singer or the resonant tone of the instrument. Up in the gallery you have the same sound surrounded with overtones and the sounds of an audience.

The tube detector in the ordinary radio brings you the sound, with a "fog" of radio sounds.

In the Priess the exclusive *Teloflex* detector brings you the sound with absolute fidelity—without distortion or tube noises.

\$145 as illustrated.

TELOFLEX FOR TONE
Brings you the voices of the great artists in their original purity and beauty.

REFLEX SYSTEM FOR VOLUME
Gives you seven-tube volume and distance with five tubes.

LOOP FOR STATIC FREEDOM
Eliminates outdoor interference from static and enables you to move the set about at will.

Enclosed in a rich two-tone mahogany cabinet with etched brass Malloy panel front. As beautiful as it is efficient in operation.

8225 in rich walnut cabinet **CONSOLE** with concealed loop.

Reproduction
of one of the
Priess series of
Newspaper
Advertisements

Priess Sets are sold under a plan giving both the Distributor and the Dealer territorial protection and absolute assurance of relief from Cut Price and other unfair competition.

Write for Details **PRIESS RADIO CORP.**
695 Broadway—New York City



The New Etude
\$100

There is a
big demand for
a good looking
upright at
\$100
the new
Sonora Etude
will capture
it—!

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL 

Sonora Phonograph
Company, Inc.

279 Broadway New York City
Makers of Sonora Phonographs, Sonora
Radio Speakers, Reproducers
and Sonoradios

Export and Canadian Distributor:
C. A. RICHARDS, Inc.

279 Broadway New York City

Entire Milwaukee Retail Trade Looking Forward to Improvement in Business

Sales of Records Have Been Especially Active During Past Month—Brunswick Music Memory Contest Stimulates Interest in Music—News and Activities of the Month

MILWAUKEE, Wis., March 7.—The talking machine business was more optimistic in tone during the month of February than during January, according to reports of local jobbers. In some cases there has been an improvement in business, while other jobbers state that figures have been running about the same. However, all agree that dealers are taking a more encouraging stand and are looking for a noticeable increase during the coming month. Radio and combination phonograph and radios have been fairly active. Records have been very active throughout the month of February.

Brunswick Business Gaining

"Business is getting better," stated Carl Lovejoy, local Brunswick representative. "I did about twice as much business the last week of February as I had done any other week so far this year. The price reduction on several Brunswick models has helped to increase the volume of my business as dealers expect more activity as a result. Record sales have been wonderful. Dealers throughout the city had a very good day on Washington's Birthday, which was a half holiday at many offices in Milwaukee. The appearance of Brunswick artists at local theatres and interest in the Brunswick Music Memory Contest have also stimulated business."

Mr. Lovejoy said that many dealers in Milwaukee were using direct mail advertising as a means of tying up with the Music Memory Contest. Letters have been sent to Brunswick Radiola prospects offering to demonstrate the instrument on the night of the Brunswick Hour of Music, and many deals have been closed as a result. The Kesselman-O'Driscoll Co. was one of the few dealers to use newspaper advertising during February in connection with the contest. This store offered to place a Brunswick-Radiola or any standard radio receiving set in the home free of charge for Tuesday evening, and also called attention to the contest. The response was very good.

The appearance of Marion Harris, exclusive Brunswick artist, at a local theatre, resulted in a strong demand for her records throughout the city. Brunswick dealers also expect to sell large numbers of the recordings of Harry Snodgrass, "king of the ivories," when these records are released in March.

Frank V. Goodman a Visitor

Frank V. Goodman, sales manager of the Sonora Phonograph Co., Inc., was a Milwaukee visitor for a day during the latter part of February, spending his time at the offices of Yahr & Lange, Sonora wholesalers in Wisconsin and Michigan. "There is evidence that business conditions are better in Wisconsin than in many other parts of the country," said Mr. Goodman, during his visit here. "Talking machine dealers in this State seem to realize that they must make some effort in the way of advertising in order to get business."

According to Fred E. Yahr, of Yahr & Lange, business for February was running about even with that of January in both talking machines and radio. Records have also been moving very well. The firm handles Ware and Malone-Lemmon receivers, and Okel and Odeon records in addition to the Sonora line.

E. Mehnke, of the Record Service Shop, Sonora dealer at Sheboygan, Wis., was a visitor to Yahr & Lange during the latter part of February.

Points to Brighter Outlook

"The talking machine business was fair during February, but records have been very active," said Harry Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber. "However, there seems to be a more cheerful attitude on the part of the dealers. Heretofore

it has been all hope, but now some of that hope has been transferred into actuality."

New Radio Firm

The American Radio & Equipment Co. is a new wholesale radio concern to enter the local field which is planning to develop its business along somewhat different lines from the average radio wholesale firm. The company is handling the Deresnadyne, Rauntone, Eagle and Eaglet sets and accessories. Charles D. Weeks is president of the company. Harry M. Hahn, who was head of the music department of Yahr & Lange, is vice-president in charge of sales. Edmund B. Shea, local attorney, is secretary and treasurer. The company will be exclusive distributor for the lines it handles in Wisconsin, Upper Michigan and Minnesota.

News Gleanings

WCAY, the Milwaukee Civic Broadcasting station, now has a 60-piece symphony orchestra which is practicing under the direction of Ray Mitchell, studio director. In addition to selections by world-famous composers the orchestra is also playing some of Mitchell's own compositions.

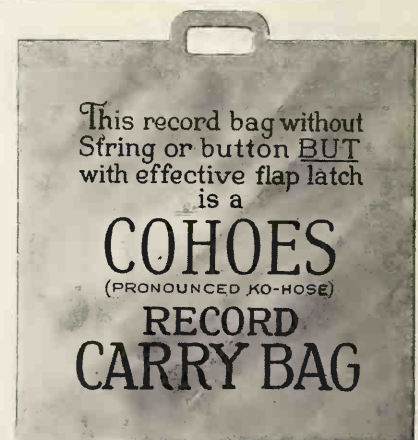
The Globe Electric Co. has announced plans for a 30x100-foot addition to its plant on Keefe avenue, to be devoted to the making of radio cabinets. The addition will be of brick and steel construction on a concrete foundation.

Articles of incorporation have been filed with the Secretary of State at Madison for the S. & S. Radio Corp., of Milwaukee. The company is capitalized at \$10,000 to deal in radio and electrical supplies. Incorporators are L. Starnes, J. Stebbins and A. Borst.

Believing that no city is truly musical unless within its own boundaries it creates music because of its own desire to so express itself, music-lovers of Kenosha, Wis., are lending their support to a Civic Music Association which is being organized.

Working With Musicians

WICHITA, KANS., March 6.—One of the ways and means of bringing about a closer relationship between the professional musician and the music store is shown in a recent action of the J. H. Hobbs & Co. store here in setting aside part of its space as the office of A. A. Davis, local secretary of the musicians' union. This means a steady influx of professional musicians to the store which must eventually result in increased business.



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

COHOES
(PRONOUNCED KO-HOSE)

RECORD
CARRY BAG

Cohoes Envelope Co., Inc.

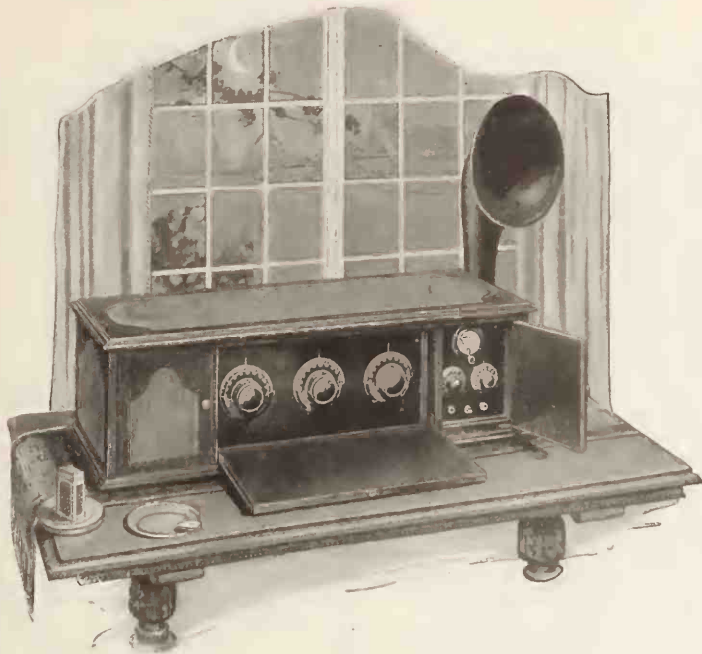
Sales Office
N. Y. and Vicinity
342 MADISON AVE.

Home Office
and Factory
COHOES, N. Y.



GILFILLAN NEUTRODYNE

The Radio Sets of No Regrets



*"Far and Near
Equally Clear"*

STYLE GN-1—in an artistic two-tone American Walnut cabinet harmonizing with any interior. The cabinet may be entirely closed whether in use or not. Price without loud speaker, phones, tubes or batteries..... **\$150**

Neutrodyne sets lead the sales in music stores. The public realizes the importance of buying Radio Sets built upon fundamental principles which will be as good 10 years from now as they are today.

Neutrodyne is the only system that was designed to meet the increasingly difficult conditions of modern broadcasting.

Gilfillan Neutrodyne sets have exceptional selectivity, power to bring in distant stations even though locals are playing, and a clarity of tone that is the delight of the owner.

We are one of the fourteen licensed manufacturers of Neutrodyne and make the parts for these sets in our own factories, with years of radio experience behind them. Our three factories supply the trade in any section.



STYLE GN-2—This model has the same NEUTRODYNE construction and features in a smaller cabinet. Price without loud speaker, tubes, phones or batteries..... **\$120**

Write your jobber or our nearest office for information.

GILFILLAN BROS. Inc.

KANSAS CITY
2525 W. PENN WAY

1815 W. 16th St., LOS ANGELES, CAL.

NEW YORK CITY
225 WEST 57th ST.



Retail Tie-Ups With Radio Programs Promote Sales in the Indianapolis Field

Optimism Prevails Throughout Retail and Wholesale Trade Circles—Farewell to F. Pullin Following the Removal of the Edison Distribution Headquarters to Chicago

INDIANAPOLIS, IND., March 7.—February sales as reported by local dealers ran about on a par with last year's record. Buying has not been very brisk in the talking machine field. Records, on the other hand, have gone well. The tie-ups with the various shows playing here and the broadcasting station programs have aided sales. Hits from the "Rose Marie" Company and "The Music Box Revue" have enjoyed a steady sale in all record departments.

Adds Brunswick Line

The Christena Teague Piano Co. has entered the talking machine and radio field, featuring the Brunswick and Brunswick Radiola.

F. X. Donovan, manager of the talking machine department of the Pearson Piano Co., has

been confined to his home with a slight case of "flu."

A. A. Herbert, of Hartford, Conn., treasurer of the American Radio Relay League, gave a talk recently before the Indianapolis Radio Club at the Young Men's Christian Association Building. Mr. Herbert, who is making a tour of the United States, discussed the organization of the national league and explained plans for promoting radio activities in the country. He outlined the development of the league since its inception, traced its history throughout the war and the period since.

Miss L. E. Black, of The Sheet Music Store, has taken on the Perfect and Vocalion records. "These records," states Miss Black, "are enjoy-

ing a great popularity and have proven a good leader for our establishment."

Edison Jobbers Consolidate

One of the most important developments in the talking machine industry during the past month was the consolidation of the Edison Distributing Corp. of Indiana with the Edison Phonograph Distributing Corp. of Chicago, which resulted in the closing of the local office; all of the jobbing business for Indiana will be handled from the Chicago office. Fred Pullin was the manager of the Indiana concern; he has been appointed to a similar post in Chicago headquarters.

Farewell to F. Pullin

Frederick Pullin, who had charge of the local Edison distributing corporation until its merging with the Chicago branch, was given a farewell party in February by dealers and friends. Mr. Pullin has been named to take charge of the Chicago branch and has left to assume his new duties.

Good Edison Sales Continue

W. H. Meskill, local Edison dealer, with a branch store at Muncie, Ind., reports that phonograph sales are up to their last year's record. Much attention is being given to the canvassing of old customers as a source for leads for new business. "This method," states Mr. Meskill, "has proved a good business getter."

Reports Increased Record Sales

L. G. Carlin, of the Carlin Music Co., notes an increase in the demand for Columbia and Edison records during the past month. This company recently rearranged its warerooms, installing a combined radio and phonograph department.

Brunswick Artists to Appear Here

It was recently announced that Virginia Rea and Max Rosen, Brunswick recording artists, will appear at the Murat Theatre here, during the week of May 19, in conjunction with the local music memory contest. The appearance of these famous artists should result in increasing sales at the local Brunswick shop, which was instrumental in bringing them to this city.

Talking Machine Dealers Building Radio Prestige

A. C. Stearns, of Globe Electric Co., Finds Trade an Important Influence in Upholding Prices and Prestige of Business

MILWAUKEE, Wis., March 6.—A. C. Stearns, advertising manager of the Globe Electric Co., 14 Keefe avenue, of this city, spent ten days during February visiting the various retailers of radio receivers in northern Indiana and western Ohio. He visited Indianapolis, Cincinnati and other large trade centers, and while in Fort Wayne, Ind., he delivered an address to the Fort Wayne Trade Association upon "Radio Merchandising as It Applies to Dealer and Consumer."

Mr. Stearns states that he found a more or less unhealthy condition in the radio retail business in that territory, because of the fact that the store, which handles nothing but radio, is prone to exercise high-pressure sales methods, and to cut prices. The music store he found to be an exception, because the talking machine dealers are strictly adhering to prices and because of their steadfast policy they are reaping the inevitable returns.

"The manufacturer of radio receiving sets," said Mr. Stearns, "has a selling problem on his hands. He should instruct his salesmen, who are calling upon the dealer, to use their powers of suggestion, to tell truthful sales stories and give the benefit of some good sound advice upon merchandising plans and policy. He should, in short, give his customers a share in the fruits of the experience which he encounters daily in his territory."

H. A. Mills, of Harrisburg, Pa., has leased space in the McCrory Block on Pennsylvania avenue, where he will open a music store.

DISTRIBUTORS

- A. C. ERISMAN CO.....175 Tremont St., Boston, Mass.
- GENERAL PHONOGRAPH CORP.....15 West 18th St., New York, N. Y.
- EVERYBODY'S TALKING MACHINE CO., INC., 810 Arch St., Phila., Pa.
- IROQUOIS SALES CORP.....210 Franklin St., Buffalo, N. Y.
- JAMES COWAN CO.....18 West Broad St., Richmond, Va.
- JAMES K. POLK CO., INC.....294 Decatur St., Atlanta, Ga.
- BELKNAP HARDWARE & MFG. CO.....111 E. Main St., Louisville, Ky.
- STERLING ROLL & RECORD CO.....137 West 4th St., Cincinnati, O.
- OHIO MUSICAL SALES CO.....1747 Chester Ave., Cleveland, O.
- C. L. MARSHALL CO.....514 Griswold St., Detroit, Mich.
- TARG & DINNER MUSIC CO.....229 West Randolph St., Chicago, Ill.
- EDWARD G. HOCH CO.....27 No. 4th St., Minneapolis, Minn.
- MAJESTIC MUSIC SHOP.....16 South 7th St., Minneapolis, Minn.
- RENIER MUSIC HOUSE.....545 Main St., Dubuque, Iowa
- MARKS PHONOGRAPH & RADIO CORP.....2215 Pine St., St. Louis, Mo.
- SCHMELZER CO.....2015 Grand St., Kansas City, Mo.
- CARL FLORINE.....514 Charles Bldg., Denver, Colo.
- WALTER S. GRAY & CO.....1054 Mission St., San Francisco, Cal.
- WALTER S. GRAY & CO.....926 Midway Place, Los Angeles Cal.
- WALTER S. GRAY & CO.....2602 Fourth Ave., Seattle, Wash.

OUTING TALKING MACHINE CO., Inc., Mt. Kisco, N. Y.

Export Department

No. 44 Whitehall Street, New York City, N. Y., U. S. A.

Cable Address "OUTING" New York

Representatives in:

- Sydney, New South Wales; Melbourne, Brisbane and Perth, Australia; Wellington, New Zealand.
- Havana, Cuba.
- Barranquilla, Colombia.
- Buenos Aires, Argentine Rep. Santiago de Chile.
- Genoa, Italy.
- Dublin, Ireland.

Neutrodyne 1924 Sales Reach \$12,803,090 Total

Annual Report of Group of Manufacturers Making Radio Sets Under Permit by Hazeltine Corp. Shows Sevenfold Growth in Volume

Final analysis of the full reports and audits of the neutrodyne group of radio manufacturers just completed shows that their combined business for the fiscal year 1924 came within 5 per cent of the estimates. The figures show a sevenfold growth of public favor for sets embodying the neutrodyne principle and place the neutrodyne group as second largest manufacturers of radio receivers in the world, and within an ace of first position.

"The actual business done by licensed manufacturers during 1924 amounted to \$12,803,090, as compared to \$1,647,581 for the previous year. This represents the amount actually received from the trade," stated R. T. Pierson, president of the Hazeltine Corp., which owns the neutrodyne patents and trade-marks.

"Despite the fact that it is reported sales during the present quarter have not been as expected, our advices indicate that the healthy growth of neutrodyne in public favor continues and the business of the neutrodyne manufacturers will be considerably greater than during the corresponding months of 1924. Some of the neutrodyne manufacturers report greater sales in January, 1925, than in December, 1924.

"The reports which come to us from the field show that the public is rapidly realizing the fundamental fact that the neutrodyne system is based on tuned radio frequency, and that the neutrodyne principle makes tuned radio frequency a controllable device free from objectionable squeals and disturbing factors.

"The magnitude of the business done by the neutrodyne group is reflected in the royalty returns made to the Hazeltine Corp. The figures for the various quarters also show the percentage of growth. During the two Summer quarters, when public demand is normally very low, the sales of neutrodyne apparatus continued strongly as shown in the following royalty reports:

"For quarter ending: March 31, 1924, \$180,518.75; June 30, 1924, \$30,812.28; September 30, 1924, \$57,860.74; December 31, 1924, \$370,962.75; total, \$640,154.52.

"The expenses were nominal and after deducting them and making provision for Federal income tax there was \$533,845.43 available for distribution to the stockholders. There are 175,000 shares of no par value stock outstanding.

"Since the first of the year the corporation has declared a quarterly dividend of \$1.25, which was paid February 24 to stockholders of record as of February 4. Within the next five weeks royalties for the first quarter of 1925 will be due and payable.

"Fourteen manufacturers, located in various parts of the country in such manner that a national distribution is assured, are licensed to manufacture under the neutrodyne patents. Their products encompass the needs of every class.

"A careful survey of the industry shows there is no revolutionary invention in sight, nor any radical improvement which would affect public demand."

Thos. A. Edison in Florida

Thomas A. Edison, the famous inventor and president of Thos. A. Edison, Inc., is still sojourning at his Winter home in Fort Myers, Fla. Although ostensibly taking a well-deserved vacation, Mr. Edison continues to maintain an intimate touch with all the affairs of his varied business interests. He is expected back some time during the early part of April.

The Kerr Music Co., Phoenix, Ariz., has opened new warerooms at 27 South Central avenue.

Predicts Wide Popularity for New Sonora Speakers

Maurice Landay, President of Greater City Phonograph Co., Enthusiastic Over Merchandising Possibilities of New Products

In view of the growth in the demand for built-in or cabinet type radio loud speakers, Maurice Landay, president of the Greater City Phonograph Co., New York, distributor of Sonora phonographs and other products in New York City, Staten Island and the lower Hudson Valley, was particularly enthusiastic regarding the two new cabinet speakers placed on the market by the Sonora Co. In this connection he said:

"The Sonora Phonograph Co. has, throughout its long history in the manufacture of talking machines, always proved itself to be alive to any new development which takes place and, in a number of cases, leading the way for others. The company has pursued this policy

since beginning the production of radio phonograph combinations and loud speakers. It is, therefore, not surprising to find the Sonora Co. placing upon the market two new loud speakers, one of which is entirely different from anything produced by the company to date. Both should be very popular with the trade and the public alike.

"The first speaker is similar to the already popular Sonora loud speaker but at a slightly reduced price. It compares very favorably with any speaker at present on the market. The second of the new products is a console model loud speaker which provides for both concealed batteries and the built-in loud speaker, also allowing the radio set to be placed and displayed attractively on a piece of furniture which serves a double purpose, namely, that of a loud speaker and battery container besides being a stand for the radio set itself. We expect both of these new products to move exceptionally well and enjoy the same popularity which has met all of the moves made by the Sonora Co. in the production of radio."

Latest Song and Dance Hits!



Domino
Records

35c

Domino Records are the leaders at

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

S. O. Martin, Sonora Phonograph Co. President, Commends Policy of World

Congratulates This Publication Upon Its Twentieth Business Anniversary and Pays High Tribute to the Service That the World Has Rendered and Is Rendering the Trade

Among several letters received by The Talking Machine World sending congratulations on the twentieth anniversary of the establishment of this publication was a most interesting one from S. O. Martin, president of the Sonora Phonograph Co., Inc., New York, who, as a comparative newcomer in the phonograph industry, was immediately impressed with the high caliber of the publication and with the service it has rendered and is rendering the industry of which it is the dominant representative. In his letter Mr. Martin says:

"I am glad to have the opportunity given me to express the real satisfaction I derive from your dependable monthly, The Talking Machine World. As a comparative newcomer in the phonograph industry some three years ago I

was absolutely open minded toward the trade papers of the industry and read them all from cover to cover. I soon became impressed with not only the comprehensive character of your publication but also with its soundness of content. Conservative, yet not bigotedly so, The World appeared open minded to progress and seemed able also to distinguish actual signboards of progress from will-o'-the-wisps.

"I find myself increasingly interested in your research work and its possibilities of extending still further your marked service to the industry. If, for example, an analysis were made of your files from your beginning twenty years ago I should think that your research department could prepare an evolution of the phonograph and phonograph record that would be not

only of exceeding interest but of real present value to the business.

"First, the evolution of the product could be shown from advertisements and text and then the evolution of distribution, the different systems of distribution in effect between the manufacturer and the consumer. The rise of the instalment plans of paying; stock turn problems and plans; numbers of models and records that constitute 80 per cent of a dealer's volume of business and number of models and records involved in the remaining 20 per cent, also occur as subjects that your files and research organization could supply of real service to all of us in the industry.

"The rise and amalgamation of radio with the phonograph industry was foreseen by you, and your estimates as to future possibilities in that direction would be studied with care by us all. These are only a few subjects that occur to me as I contemplate your opportunities for service.

"So I congratulate The Talking Machine World on its birth with the industry, and the strides made with the industry, never dragging at its coattails, on the contrary, possibly sometimes pulling at its hand. May this first twenty years of The Talking Machine World, bright and fruitful as they have been, prove to be but harbingers of still mightier and more influential decades to follow."

Pathé Dealers Tie Up With an Extensive Ad Campaign

Leading Metropolitan Dealers Install Window Display Featuring Pathé B-5 Radio Set in Conjunction With Newspaper Ads

An outstanding example of concentrated sales effort is to be found in the recent campaign conducted by the Pathé Phonograph & Radio Corp., Brooklyn, N. Y. The campaign was built upon the Pathé B-5 radio receiving set. Fifty-eight consecutive ads were run during the month of February in the metropolitan dailies. This was supplemented by dealer helps placed in the retailers' hands and concentrated effort upon the part of the Pathé sales staff. Dealer co-operation during the campaign was marked. Numbers of retailers displayed the Pathé B-5 in their windows. Davega, Inc., which operates a chain of stores in New York City, devoted full windows in various stores to the display of the Pathé B-5. The stores operated by Saul Birns and Ludwig Baumann & Co. also heartily participated in the campaign. The effort expended was well rewarded. The campaign was a decided success from all angles. From the standpoint of the dealer, sales were greatly increased, and from the standpoint of the Pathé Phonograph & Radio Corp., nearly three hundred dealers were added to the list. The success of this campaign has led the firm to make still further extensive plans along this line for the future.

Peerless Album Co. Made "Pictorial" Record Jobber

The Peerless Album Co., 638 Broadway, New York City, manufacturer of record albums and similar accessories for the talking machine trade, is also distributor for the New Record Corp., of Brooklyn, N. Y., manufacturer of "Pictorial" records. The Peerless Co. is placing in the hands of the trade a series of new seven-inch records in an album. These are multi-colored records carrying appropriate illustrations seen through the transparent playing surface of the record. The records are called "The Child Life of Christ." These and the other timely and topical records issued by the New Record Corp. are having a widespread sale and its newest issue, "The Child Life of Christ," will be found particularly appropriate during the Easter season. Many live retail talking machine dealers are planning vigorous sales campaigns in this connection.

THE RADIO TUBE THAT IS FULLY GUARANTEED



Note this Cleartron CT-199 with a Standard Base

MORE PROFIT for YOU on CLEARTRON Guaranteed Tubes

CLEARTRON Tubes—backed by a rigid, lasting guarantee—backed to help you and help us in creating satisfied customers and swelling the sales turnover—soon to be backed by local newspaper advertising, national in scope, that will bring customers to your store.

Consider the CLEARTRON high spots

1. Sensitive to weak signals.
2. Distortionless to tone.
3. Economical—long life.
4. Rigid construction.
5. Oscillator, detector, radio or audio amplifier.
6. Consistent quality—uniform tubes.
7. Rigidly guaranteed.

Cleartron Tubes come in three regulation sizes: CT-201A, CT-199 SMALL, with regular 199 base, and CT-199 STANDARD. The latter is a so-called "peanut tube" made with a standard sized base. No adapters necessary. All retail at \$3 a piece.

Dealers, order through your distributor or jobber. We have national distribution. Or write us for information. We shall gladly cooperate.



CT-201-A

CLEARTRON VACUUM TUBE CO.
26 West 44th Street New York, N. Y.



C-T 199
Small

CLEARTRON

GUARANTEED RADIO TUBES



BRUNO

Your Most Eloquent Ambassador

Every alternate Thursday night a mysterious messenger personally representing every Victor talking machine dealer calls on maybe ten or fifteen million people. This occult traveler does not come unbidden; all whom he visits literally invite him, introduce him warmly and cheerfully at the very centers of their homes and family life. His name is Victor Radio Broadcasting and he says, in effect, before leaving:

"The only way you can enjoy the entertainment that I represent, whenever and wherever you please, is through the Victrola and Victor records."

If someone should offer the services of such a representative to every dealer privately, and popular radio broadcasting were unknown, there is no limit to what every live retailer would pay for the service.

Yet, through the wisdom and resources of the Victor Talking Machine Company, this very service exists nation-wide without a penny's cost to the trade.

The foregoing comparison, we believe, sharply illustrates why Victor Radio Broadcasting must never be taken for granted by Victor dealers. It is the prime duty of the retail fraternity to make their places of business conspicuously known as the sole centers where the musical products that are thus being so magnificently advertised can be purchased and maintained. By retail advertising, by store displays and window displays, by sales talks and by the personal enthusiasm of everybody from proprietor to record stock clerk, the message for Victor Product that radio conveys for one hour every fortnight must be dinned into the public consciousness. "Repetition makes reputation!"

Do you doubt the potency of radio in bringing response? Over 75,000 letters were written by the public to the Victor company on the occasion of the first Victor program. Once the mayor of a certain city, broadcasting a message, asked all who approved of his sentiments to send a collect telegram to his office the next day. He paid for telegrams totaling over \$7,000 in cost. Another broadcasting effort of which we know resulted in inquiries for easily 15,000 copies of a musical instrument booklet and a storm of approving letters has come from banker and newsboy, flapper and dowager.

Don't take radio for granted, Mr. Victor Dealer. If you are not employing the values that it contains as practiced by the Victor company, you are ignoring the most marvelous new force for business-building that the present generation has ever known.

C. BRUNO & SON, Inc.

351-353 Fourth Avenue

New York

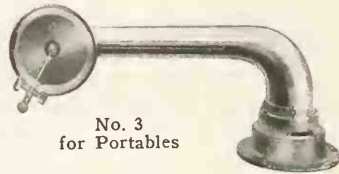
Victor Wholesalers to the Dealer Only

BRASS Tone Arm Complete for Miniature Outfit 60c

(Not illustrated)

Also Tone Arms and Reproducers for PORTABLES

At Attractive Prices



No. 3
for Portables



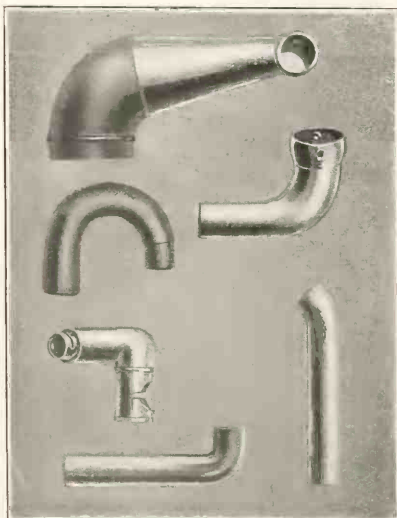
No. 4
Universal full size



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.

National Association of Credit Men Launches Drive for Protection Fund

Fund of \$1,000,000 to Be Raised in Order to Check Efforts of Credit Crooks—Intensive Campaign to Be Undertaken in the Leading Cities of the Country

The National Association of Credit Men, with headquarters in New York, has launched an energetic campaign among the business men of the country to raise a fund of \$1,000,000 to be known as the "National Fund for Credit Protection" and to be used for the purpose of combating the credit crooks whose operations are becoming constantly more bold.

In making an appeal for subscriptions from business men generally the Association states that the operations of credit crooks have proved so lucrative that criminals of other types have forsaken their regular lines to enter this new field of great rewards for dishonesty.

The figures representing the losses sustained by the various intrigues and devices of the commercial crook are astonishing, and, irrespective of the particular amount that was lost last year, the increase every year shows the necessity for some radical action on the part of business men.

Something is wrong when a dishonest man with but \$300 cash is able to obtain a fictitious bank balance of \$10,000, and with false financial statements obtains \$100,000 worth of merchandise on credit in ninety days. Something is wrong when there is an increase of 131 per cent in the commercial failures and liabilities incurred in four years, particularly when it is realized that probably from 40 to 50 per cent of these failures are tainted to a greater or smaller degree with fraud.

Conservative estimates of credit men throughout the country place the annual loss to American business through credit crime at not less than \$250,000,000. The losses fall upon the ultimate consumer without any doubt, because the

credit man charges it to overhead; to the expense of doing business, and it has got to be passed along. It paralyzes honest business men by placing a premium on dishonesty.

The plan as outlined divides the country into three major districts and calls for the establishment of a central office; proper finances; personnel and equipment to undertake all cases of commercial crime within each district. The plan makes provision for placing one or more resident investigators in almost every large commercial center throughout the country. If such a plan is successful, the very fact that it has been successful will be worth more than the millions that will be raised.

The actual launching of the movement will commence with the opening of one week's intensive campaign in Philadelphia on March 23, followed by similar campaigns in Detroit and Milwaukee, beginning on April 6, in New York and Indianapolis on April 13, Chicago on April 20, Cleveland on April 27, Minneapolis and St. Paul on May 4, St. Louis on May 11, Cincinnati and Boston on May 18, and Kansas City on May 25.

William H. Pouch, president of the Concrete Steel Co., of New York City, is the National Chairman. Members of the National Committee of the campaign include the presidents of fourteen banking institutions, the presidents of three Chambers of Commerce, the presidents of more than twenty-five of the Nation's leading manufacturing concerns. This movement has received the endorsement of more than twenty national trade associations throughout the nation.

Many Brunswick Artists Are Broadway Headliners

Theatres, Dance Palaces and Amusement Places on New York's White Way Featuring Famous Brunswick Record Artists

The millions of people who pass up and down Broadway between Fifth and Fifty-third streets, New York City, in the course of a year cannot fail to be aware of the fact that Brunswick artists are among the leaders on the Great White Way. For example, there is the Winter Garden, where Al Jolson holds sway in "Big Boy." Al Jolson is a Brunswick artist, and also a Brunswick booster, and he tells the world through a large poster at the theatre entrance. The poster contains a picture of Jolson and lists a number of the records he has made, and which are among the most popular handled by dealers who feature the Brunswick.

A little further up the street are the Piccadilly and Capitol, two of Gotham's leading motion picture houses. In the Piccadilly Frederic Fradkin, the famous violinist, who is also a popular Brunswick artist, is the conductor and soloist of the Piccadilly Concert Orchestra. A big sign announces this fact to the passing throngs. At the Capitol is an aggregation of famous Brunswick artists, the Capitol Grand Orchestra, whose Brunswick records are widely popular.

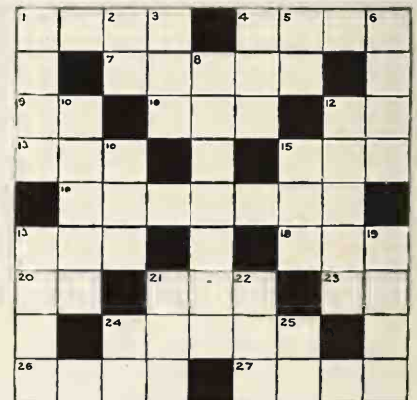
Ray Miller and His Orchestra, who are among the top notchers in their line, and who also are well-known Brunswick artists, play at the Arcadia ballroom. At the Liberty Theatre on West Forty-second street, Olman and Arden, who are noted for their brilliant piano duets, are featured in "Lady Be Good."

These are only a few of the places where Brunswick artists are headliners. The big point is that through their appearances on the stage and in the orchestra pit they are demonstrating their art to many thousands of people, and the effect of this publicity in creating a record demand is invaluable.

If You Are a Cross-Word Puzzle Fan Try This

The Cross Word Puzzle Appearing Below Presents Some Interesting Possibilities to Fans

Herewith is shown a cross-word puzzle which recently appeared in The Town Crier, the house organ of the Radio Corp. of America. Get out



your pencil and put on your thinking cap and try to solve it. On another page of this issue the solution will be given.

Horizontal: 1. Slang for naval officer's epaulet; 4. Bodily troubles; 7. Coil of wire; 9. Business position of an umbrella; 11. A complete receiver; 12. To proceed; 13. A Radiola noted for its tone; 15. Short for audio; 16. Dealer's best bet for quick turnover; 17. Point of a pen; 18. A glowing gaseous, electrical conductor; 20. A type of basket wound coil (abbr.); 21. And so on; 23. Ditto (abbr.); 24. To plant; 26. Supplied free to RCA dealers; 27. Amount of current drawn through a circuit.

Vertical: 1. Closed; 2. Ampere Turn (abbr.); 3. A kind of wire; 4. The "ears" of a radio receiver (abbr.); 5. Part of the verb "to be"; 6. Equipped with shoes; 8. What a rheostat does; 10. Danger; 12. Naval term meaning "to cover a band of wave-lengths"; 14. To grab; 15. A Southern State (abbr.) home of the Matthews Electric Supply Co.; 17. Ship operator's abbreviation for "nothing doing, old man"; 19. A series of metal plates and dielectrics (abbr.); 21. Printer's measures; 22. A hermit's hut; 24. Irony; 25. Preposition.



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!*

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

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!

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.

Planned Management Is Basis of Success

W. Braid White Describes in a Concrete Manner How Management, When Intelligently Planned, Insures Prosperity in Business

Scientific management is a term which has been much heard of in large industry and is even beginning to be heard of in that relatively small and unsystematized industry in which is included most of the making of musical instruments, great and small. Scientific management in the retail field is, however, both newer and less thoroughly understood. In fact, one may say that the possibilities of scientific management are hardly as yet at all realized in retail business. Yet the success of retailing, whether in the music business or in any other, is more and more coming to depend upon some sort of worked-out theory of conduct and operation.

When I say a "worked-out theory," I mean a body of rules or understandings brought into common use by those who have made it their business to learn just how retail operations do proceed, and how the process of selling is actually carried on. Much time and labor have been expended during recent years upon just this very sort of study, and much literature has already been composed with this as its text, so that actually there is a body of compact, systematized knowledge, upon which we can draw and which may serve as a guide to the merchant who wants to increase his sales and to improve his methods of selling.

Genuine and Shoddy Goods

Unfortunately, as I said above, whenever true scientific work of this sort is done there springs up behind it a mass of unreliable and unscientific work. No sooner did it become apparent that the principles of salesmanship can be taught, and that such principles do not essentially change, than there sprang up a mob of so-called "experts," offering to make any farmerboy a high-powered salesman within a few weeks, often by mail. And thus scientific management got another black eye.

Business Must Become Scientific

Now, of course, if business cannot be scientifically managed, then there is something very wrong with business. The bigger a business becomes the more must its head acquire and put into practice some pretty definite plan for its operation, some plan based upon a clear un-

derstanding of what it is he wants to accomplish and how he proposes to do the accomplishing. In retailing the keystone, of course, is sales-policy. Everything in a retail business depends upon salesmanship, for even the precise kind of the goods on sale is less important than the methods adopted to sell them. To-day it matters much less than it used to where a merchant sets up a store, for if he has sufficient in the way of attractions to offer the newspapers will tell his story and the crowds will come. It is how one sells, just as much as what one has to sell, which counts in retailing to-day.

This is even true in the music business, where the question of location is for various reasons important. In a small community the walk-in trade is not likely to be very great because the immediate daily musical wants of the community are not, even in these days, usually very great. There is always a certain amount of casual music-buying in the smaller items, but the larger items, as pianos and player-pianos, phonographs, etc., have to be "sold" in the most positive sense of that term. A merchant has to go out and dig up a good many, if not most, of his sales in the larger items, unless he has a very large community to serve and very little competition.

Manner More Than Matter

Yes, the records of the trade show clearly that it is the manner of salesmanship which counts much more than any question of just what the merchant has to sell. Good salesmanship in the talking machine business, for instance, is almost entirely a matter of service. It is the merchant who gives the best and the readiest service to his customers, who has always on hand the needed record, who constantly advertises his stock and constantly proclaims his service ability who wins out. Wherever there is public demand for a thing, without a correspondingly high level of public knowledge, it is always service which counts in the long run.

Salesmanship Is Life-Blood

Salesmanship, then, the manner of selling and of giving service, is the life-blood of the retail

business; and salesmanship is a meeting of minds which can be conducted according to principles which have their root in eternal fact. On the other hand, salesmanship cannot be rightly taught by anyone who teaches it as a matter of cold-blooded personal profit. When a man undertakes to teach salesmanship for profit he is thereby almost compelled to take anyone who presents himself, put him through a course and grant him a diploma. He may even have to offer to find for his students paying positions. Naturally, numbers and profits are the first consideration; and most of the salesmanship which the teacher or the institution may have to impart is likely to be expended in the task of selling the teaching to the students; so that the latter could do much better by studying how they were induced to buy the course than by studying the course itself.

This is not the fault of any individual, but simply of the fact that business operations, engineering operations, a foreign language, or anything else, cannot be taught on the large commercial scale with any success to anyone save the promoter of the idea. On the other hand, better salesmanship is so much a matter of prime necessity in the talking machine and record business that one dare not pretend that it may be left to take care of itself. It is my own conviction that the interests of the retail trade in our industry demand study, investigation and action upon the question of improving retail salesmanship. And I believe, furthermore, that something practical can be done.

A Trade Job

Why, in fact, should not the whole question of retail salesmanship in the talking machine industry be made the subject of study and report on the part of every State and local association of music merchants? The subject is one which touches the immediate interests of every music merchant. It is one which every association of music men is dealing with every day. It is one which is too big and too complicated for any single society to tackle; but which every local and State body ought to and could tackle with some likelihood of doing something practical. It is just one of those things for which State and local associations exist. What we all want and need to know is something like the following: (1) how to select personnel, (2) how to train personnel in demonstration and selling, (3) how to pay personnel so as to make the profession of talking machine and record selling worth while.

One thing is sure. We don't want any system of "canned salesmanship," even though we are engaged in promoting the sale of what used to be called "canned music." We want scientific salesmanship, and scientific management, but we don't want the commercial brand of these commodities. Salesmanship can be taught, but it must be taught by men and women who practice it successfully, who understand its principles, and who are ready to impart their knowledge for the good of the trade and not for their own personal profit. That is why this is a job for associations in the trade. That it represents a need every merchant knows.

Emerson Jewish Releases

The Emerson Radio & Phonograph Corp., manufacturer of the Emerson popular-priced record, has issued a special release of two Jewish songs by Miss Jennie Goldstein, the well-known musical comedy star, now playing at the People's Theatre, New York City. These are the two most popular numbers appearing in the repertory of her present musical offerings, "Huntiger Maidlach."

The Magnifying Glass Tells a Different Story

TO your naked eye all needles may look alike. But—under a powerful magnifying glass there's a different story.

First, let's examine an ordinary needle. Note its irregular surface—how full of small cavities and many sharp projections. Such a needle acts like a tiny file—gradually widening the grooves and wearing out the record. Now look at the Okeh or Truetone needle. See how smooth and polished its surface is. As this needle glides noiselessly through the grooves, the music is reproduced faithfully and clearly, without scratching or surface noise and with a minimum amount of wear on the record.





A Product of the
GENERAL PHONOGRAPH CORPORATION
OTTO HEINEMAN, Pres.

25 West Forty-fifth Street - - - - - NEW YORK, N. Y.



Newport Dealers Can Demonstrate Volume!

It is not always sufficient to just say, "Oh, yes! This receiver has plenty of volume." More and more are prospective purchasers demanding a demonstration of volume.

Newport dealers welcome this request. It gives them an opportunity to demonstrate Newport volume. It is easy to "bring-in" the tantalizing music of any one of the excellent Metropolitan orchestras with more than sufficient volume for dancing. And it is just as easy to demonstrate how this tremendous reserve volume can be modulated to a mere whisper for those quiet evenings at home. It is extremely easy to demonstrate how responsive Newport Volume is to individual moods.

Volume and Newport are, as dealers already know, synonymous terms.

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

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



Optimism in Buffalo as Business Improves

Steady Gains Noted—De Forest Representatives Aid Dealers—W. W. Miller Heads Federal Tel. Mfg. Co.—Other Trade News

BUFFALO, N. Y., March 8.—The gradual improvement in phonograph business is more noticeable in Buffalo than in other sections of western New York and northeastern Pennsylvania. Although sales of instruments have not reached a volume of unusual proportions, records are selling exceptionally well, and jobbers of Buffalo are kept as busy supplying record demands now as they have ever been during boom periods. This peculiar condition of the trade has placed dealers in a most optimistic frame of mind regarding talking machine business.

Radio business holds steady, and jobbers are particularly pleased with the factory service furnished by all the leading radio manufacturers. One of the most noticeable developments in the radio trade is the discrimination of buyers. Higher priced sets, with proved quality and a service guarantee, are in greatest demand.

De Forest Representatives Visit City

Factory representatives from the De Forest Co. spent some time in Buffalo, in February, calling on accounts, aiding in service and giving demonstrations. Harold Lloyd, zone manager of the De Forest Co., called on dealers, making his headquarters with the Buffalo Talking Machine Co. Other De Forest representatives, who were in the city for nearly two weeks, were: N. H. Berry, head of the service department; W. R. Boyce, of the sales and service department, and Roy Weigandt, vice-president and chief engineer. Dealers in Buffalo are getting good results with the new De Forest D-17 model, in both the leatherette and mahogany cabinets. Compactness and attractiveness of design are two of its selling points, but the factory and the Buffalo Talking Machine Co. are particularly pleased with results obtained with the set, which makes it a sold article after it has left the dealer.

Federal Advertising Helps Dealers

The new Federal set is another leader in volume of sales here. Dealers handling the Federal line declare it is one of the most fascinating sets on the market, and good results have been obtained in all instances. Newspaper advertising in Buffalo, featuring the Federal panels for the Victrola and the Cheney phonographs, as well as the sets 141, 142 and 143, has been a great help to dealers, since the company listed the names of all Federal dealers in Buffalo in its advertising. Many new buyers have been obtained through this source. Another feature of the Federal advertising was its announcement that dealers throughout the city would welcome visitors to hear the inaugural address of President Coolidge. A new interest in radio



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

It has always been the policy of this house to build "good will" by rendering a service that is at all times dependable and cooperative.

The number of Victor dealers we are now serving regularly, and who depend upon us for their supply, is constantly increasing.

There must be a reason for their preference.

This not only applies to local and nearby dealers, but many at more distant points find our service dependable. Our shipping facilities out of Buffalo are unexcelled.

Try us and be convinced.

CURTIS N. ANDREWS



Victor Distributor

Exclusively Wholesale

Court & Pearl Sts.

BUFFALO, N. Y.



was developed in this manner, and hundreds of persons saw the importance of owning a radio, as a means of keeping in touch with the world.

The Sleeper set is also giving great satisfaction, and Curtis N. Andrews, jobber for the Sleeper, speaks in terms of praise for the Sleeper Co., regarding its service policies.

Radio Concerts Increase Record Sales

The Victor radio concerts are becoming more and more popular, and it has been learned that many parties throughout the city gather for the Victor radio concerts, and invitations have been sent out to friends of radio owners, asking them to drop in for the Victor concert. Dealer advertising has done much toward stimulating this interest among consumers. Red Seal record sales are as good as, and in many instances much better than they were after the first Victor radio concert.

Brunswick Business Satisfactory

E. S. Germain, manager of the Buffalo office of the Brunswick-Balke-Collender Co., is gratified with business in this territory, particularly in the Radiola combination. Record sales also have been good, Mr. Germain said. The Brunswick Music Memory Contest and weekly radio programs have done much to stimulate record business. One of the best Brunswick accounts in this district is that of Denton, Cottier & Daniels, who have been pushing the Brunswick line most aggressively and cashing in on some very consistent Brunswick advertising, placed

by the house. The Hoffman Music Co., of Rochester, is the latest large Brunswick account, and it is doing a good record business. This store has stocked the entire line, including the radio combination, and its floors present one of the most attractive phonograph displays in that city. C. T. McKelvey, district sales representative, was a visitor to the Buffalo territory the latter part of February, and called on the company's accounts here.

Gould Storage Battery Co. Sold

The Gould Storage Battery Co., together with the Gould Coupler Co., in Buffalo, was sold recently to the Symington Co., of Rochester, for \$14,000,000, it is reported. The concern was established fifty years ago by Commodore Charles A. Gould. It manufactures storage batteries for automobiles and radio.

Local Sicilian Artists Record

Mrs. Cosma E. Vullo and Vincent J. Nola, well-known Buffalo singers, made the first Sicilian records for the Victor Co. the latter part of February. The records are in the Sicilian dialect, sung in duet. They are expected to be in great demand in the Buffalo district where there is located one of the largest Sicilian colonies in the country.

W. W. Miller Succeeds B. G. Hubbell

W. W. Miller, of Wellesboro, Pa., has been elected president of the Federal Tel. Mfg. Co., succeeding the late Burt Gage Hubbell. Mr.

(Continued on page 91)



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.



Miller was formerly president of the Frontier Tel. Co., out of which grew the Federal Co. He has been associated with large banking interests in New York and other sections of the country.

New Broadcasting Station Planned

An announcement of interest to the radio trade in this district, to the effect that two huge radio towers will adorn the new twenty-three-story Liberty Bank Building, now under construction, was recently made by J. A. Kloepfer, president of the bank. The broadcasting station will be located in one of the towers.

News Brieflets of the Month

Fire caused \$10,000 damage to the plant of Becker, Moore & Co. recently. The plant makes wood flour used in the manufacture of Edison phonograph records. Operation of the plant has been resumed. This is the second large fire in the structure within a year.

The LaJeal Music Co. has opened a new store at 1023 State street, Erie, Pa.

Radio station WMAK, of the Norton Laboratories, Lockport, N. Y., has opened a new studio in the Rialto Theatre that city.

O'Rourke & Putnam, dealers in Ellicottville, N. Y., have opened a new store in Salamanca.

S. M. Wallace Furniture Co., which was destroyed by fire last year, has opened a new store in West Main street, Rochester. It is one of the largest stores of its kind in Rochester, and covers a floor space five times as great as that of the old location.

Curtis N. Andrews, Victor jobber, is in Miami, Fla., having driven down from Jacksonville, to which city his car was shipped. He was accompanied by Mrs. Andrews. In Miami he was joined by his brother, W. D. Andrews, Victor jobber of Syracuse.

C. B. and R. E. Ulrich, brothers, of Jamestown, N. Y., have opened a plant in that city where they are manufacturing radio ground equipment.

O. L. Neal, of the Buffalo Talking Machine Co., was a visitor to New York City and Camden, N. J., the latter part of February. He spent some time at the Victory factory.

Secrecy in Brunswick Music Memory Contests

Attendants at Broadcasting Studios as Much at Sea as to Identity of Artists as Competing Music Lovers—Announcements Awaited

The radio music memory contest conducted by the Brunswick-Balke-Collender Co. last month was managed along lines of the most

secrecy and continued on each Tuesday of the month, brought into existence the most unique broadcasting methods ever used. With hundreds of thousands of radio enthusiasts competing for the \$5,000 cash awards to be given to those guessing the largest number of artists' names and the compositions played, it was imperative that no inkling of the identity of the artists leak out from the Brunswick studios.

The announcer did not see the artists announced; the members of the Brunswick Sym-

phony Orchestra, which accompanied the different artists, did not see the singers, who were separated from the orchestra by a heavy screen. A wave of the hand over the tip of the screen being the signal for the next selection to be played. None of the artists singing in the contest knew who the other artists were. Upon the conclusion of the program the artists immediately left the building. They wore heavy scarfs or veils over their faces as they entered and left, as may be seen in the



Brunswick Artists Masked for Contest Broadcasting

absolute secrecy. Heavily veiled ladies and masked gentlemen dash along corridors leading to the Brunswick recording laboratories; puzzled radio operators sat in an antechamber and modulated a program coming from a microphone to which they had no access; an orchestra played the accompaniment for a singer hidden from the players by a heavy screen and the electricians, elevator men and other attendants were all in an equal state of bewilderment.

This contest, which was inaugurated on Feb-

ruary 3 and continued on each Tuesday of the month, brought into existence the most unique broadcasting methods ever used. With hundreds of thousands of radio enthusiasts competing for the \$5,000 cash awards to be given to those guessing the largest number of artists' names and the compositions played, it was imperative that no inkling of the identity of the artists leak out from the Brunswick studios.

William A. Brophy, director of the Brunswick recording laboratories, is the one man who knows who the artists in the February concerts were. He arranged the programs and he ushered the artists from the waiting rooms to the studio each Tuesday evening. No one else in the Brunswick Co. and the Radio Corp. of America was in the secret.

J. A. FISCHER *Announces*

THAT he is now no longer associated with EVERYBODY'S TALKING MACHINE CO., having sold his interests and resigned as president, and with Mr. Irvin R. Epstan, formed the firm of J. A. FISCHER COMPANY. And, after considerable planning and much preparation, we are now ready to serve you in our spacious quarters, at 730 Market Street, Philadelphia.

Everything pertaining to talking machines, any part—sound box, motor, service that is real service—our entire organization is at your command, and prompt action is assured.

J. A. FISCHER COMPANY

Manufacturers

730 Market Street

PHILADELPHIA

"FROM A NEEDLE TO A MOTOR"

General Stimulation of Business Results in Pittsburgh From Music Via the Radio

Excellent Programs in Which Record Artists Are Featured Developing Music Appreciation and Creating Sales of Records—John Borgerding Given Testimonial Dinner

PITTSBURGH, PA., March 9.—Trade conditions in the talking machine industry in Pittsburgh for the past month have shown somewhat of an improvement. This is largely due to the fact that the broadcasting of excellent programs by the Brunswick Co., Victor Co. and others has been highly appreciated by the lovers of music in the Steel City and vicinity. A genuine stimulation in record business has resulted.

C. R. Parsons Discusses Radio

C. R. Parsons, manager of the talking machine department of the Rosenbaum Co., one of the best-known men in the trade here, has been identified with the talking machine trade



C. R. Parsons

for a number of years in the Pittsburgh district. The department over which he presides in the Rosenbaum Co. store is one of the largest and most complete in western Pennsylvania. The Brunswick, Sonora and Victor lines are handled, as well as the Victor and Brunswick records. The achievements of Mr. Parsons in the retail field make his statements authoritative. In speaking of the effect of the radio on the phonograph business he said:

"There can be no doubt but that the radio and talking machine are supplementary to each

other. It has been established in the sales made in this department of talking machine records that many of the buyers were influenced to make purchases, due to the fact of having heard a celebrated artist sing or play over the radio. There can be no doubt but that while radio furnishes very attractive and pleasing means of amusement, the talking machine is bound to remain as a factor in the home. People who prefer to hear records are always glad of an opportunity to hear them at home on their own talking machines. Sales of records immediately after the broadcasting of some noted concert or recital strongly indicate that the desire to hear the artist on the phonograph is most pressing and one that cannot be denied."

J. Borgerding Honored

John Borgerding, manager of the talking machine department of the S. Hamilton Co., as well as vice-president of that concern, who for the past twenty-five years has been connected with the company, was tendered a testimonial dinner at the Seventh Avenue Hotel recently. The dinner was in the nature of a surprise. Wm. C. Hamilton, president of the company, presented Mr. Borgerding with a handsome gold watch and chain. He, in making the presentation, referred to the loyalty of Mr. Borgerding and the deep interest that he had displayed in his department. Mr. Borgerding responded in a few words of appreciation. It was announced that as he had not taken a vacation for a long period the company would give him a leave of absence for two months. Mr. Borgerding is now in the South, having spent some time in Washington, D. C., and then going further South. Mr. Borgerding is one of the best-known talking machine men in western Pennsylvania and has a wide circle of friends.

Columbia Sales Gain

Sales of the Columbia phonograph and Columbia records are reported by the local Columbia dealers as showing a marked improvement. Much interest is being taken by music lovers in the Columbia Fine Art Series of Musical Masterworks in album sets. Music instructors and others interested in the promotion of

good music here are loud in their praise of this new series of Columbia records.

Explorer's Visit Stimulates Zenith Sales

Dr. Donald B. McMillan, world-famous Arctic explorer, who on his recent exploration trip came within twelve degrees of the North Pole and who accompanied Commodore Peary on his historic trip to the Pole, was a recent visitor to this city and gave an interesting talk on his experiences at the radio department of the Joseph Horne Co. department store, under the auspices of the local branch of the Music Master Corp. He also gave a short talk at the University Club, where he showed 8,000 feet of moving pictures taken on his recent visit to the Arctic regions.

One of the chief essentials of Dr. McMillan's



R. E. Hunting, Dr. McMillan and C. Le Voie regular equipment is a Zenith radio receiver. On his recent Arctic expedition the Zenith enabled the explorer to keep in touch with civilization. The visit of Dr. McMillan was given generous publicity in local papers and this, together with the advertising done by Horne's, was productive of a noticeable increase in the demand for Zenith receivers in this territory.

The accompanying photograph shows R. E. Hunting, manager of the local branch of the Music Master Corp.; Dr. Donald B. McMillan and Lawrence C. LeVoie, sales manager of the Music Master Corp.

R. E. Hunting has succeeded Frank Dorian as manager of the Pittsburgh offices of the Music Master Corp. Mr. Dorian has been transferred to the Philadelphia offices.

Esenbe Co. Busy

The Esenbe Co., which maintains an exclusively wholesale service in the Pittsburgh district for the Colin B. Kennedy and Atwater Kent radio lines, as well as the Pooley radio cabinets, and the Music Master Loud Speakers, reports a very flattering list of sales during the past month. The firm also handles Jewel and Oro-Tone portable phonographs.

Messages of Cheer

At the offices of the Player-Tone Talking Machine Co. the president, I. Goldschmidt, stated that the outlook for Spring business in the Player-Tone line was very bright. He stated that the model 300 console combination radio and phonograph is proving popular.

A. Buehn, treasurer of the Buehn Phonograph Co., Edison distributor, stated that the general trend of business is showing a marked improvement and that the indications for an increased number of sales of the new Edison and Edison records are very bright.

Brunswick Artists Score

Rich, colorful and pleasing was the program given by the New York String Quartet, Brunswick artists, in Carnegie Music Hall before a large audience.

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

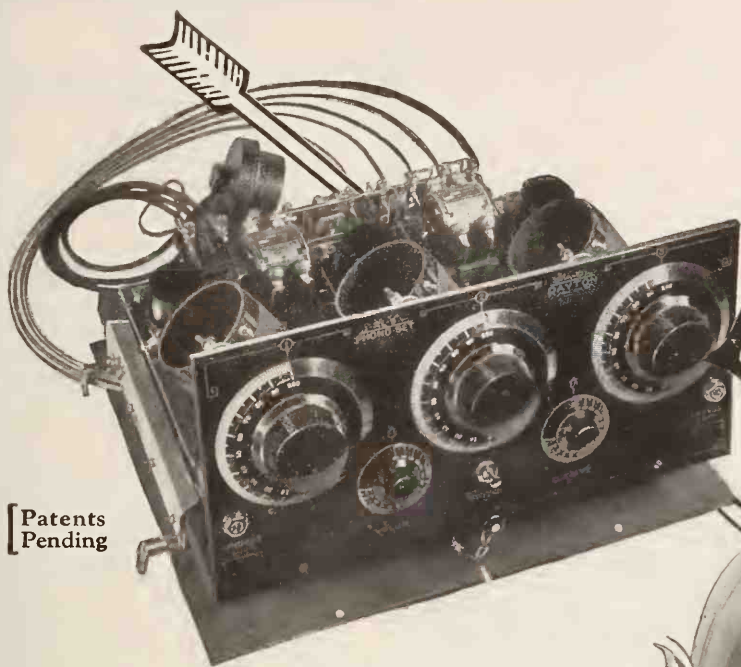
ESENBE CO.

SWARTZ & BUEHN

909 Penn Avenue

Telephone: Atlantic 0539
Catering especially to music dealers

Pittsburgh, Pa.



Patents Pending

New!

A Complete Radio Installation for Any Phonograph

[NOT a so-called "RADIO-PANEL"]



HERE is the real solution to the music dealer's radio problem—one of the country's leading receiving sets now offered in a form easily installed in any phonograph, whether cabinet or console model.

The A-C DAYTON XL-5 Phono Set is a complete receiver, and is not to be confused with so-called "radio panels." It is the standard A-C DAYTON XL-5 set produced in a special compact form for use in phonographs.

The A-C DAYTON XL-5 is a five tube, tuned radio frequency set of unusual selectivity, volume and clarity. Thousands are now giving complaintless service in homes in all parts of the country, tuning in distant stations with such clarity and certainty of results that less than one-half of one percent of the sets in use have ever given cause for complaint.

The Phono Set gives to your customers full enjoyment of radio with but slight alteration of the instrument they now own. The set is mounted in the record cabinet, which also houses the necessary batteries, and the phonograph horn serves as a loud speaker. Installation is extremely simple, and the set can be made ready for use in

less than an hour without marring the appearance or destroying the usefulness of the instrument.

The Phono Set makes it possible for you to offer a complete receiver of national reputation without the bother of handling trade-ins and disposing of used machines. Once sold, the XL-5 stays sold, for its performance is consistent and certain to please. It is the ideal set for spring and summer radio sales.

Send today for full information on this established receiver and the opportunity it gives to you for immediate, steady profits from radio sales. Fill in the coupon and mail it today.

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

Makers of Electrical Devices for more than twenty years.

A-C DAYTON

XL-5

The Three Steps

This is all that is necessary to convert any phonograph into a complete radio receiving set of the highest type, with the XL-5 Phono Set:

1. Remove record rack, and mount the sliding shelf which holds the set properly.
2. Install batteries beneath shelf and connect with binding post as indicated. Speaking unit is attached at will to phonograph horn in a few seconds.
3. Put panel in place in front of batteries, and instrument is ready for use, either as receiver or phonograph. Doors close when set is not in use.

Send This Coupon

A-C ELECTRICAL MFG. CO., Dayton, Ohio
Please send me full information, prices and discounts on A-C DAYTON XL-5 Phono Set.

Name _____
Address _____
I sell the following makes of phonographs _____

San Francisco Retailers Feature Radio During Presidential Inaugural Ceremonies

Sherman, Clay & Co. Tied Up in a Big Way by Inviting Friends and Patrons to Hear President Coolidge's Speech—Columbia Dealers Tie Up With Ted Lewis—W. Henry Surveys Trade

SAN FRANCISCO, CAL., March 5.—The inaugural ceremonies yesterday, which were broadcast in this city through station KPO and at Oakland through station KLX, these being the only local stations included in the nation-wide hook-up, were responsible for a stimulation of interest in radio sets. A number of invitations were issued by Sherman, Clay & Co. to friends and customers to attend the ceremonies and hear President Coolidge's speech. The program began at 8:15 A. M., Pacific time, and arrangements were made to accommodate a large crowd at the Sherman-Clay headquarters. The ceremonies were received on a super-heterodyne and reception was most satisfactory. It was an exceptional occasion for demonstration of the radio receiver and the most was made of the opportunity.

Peter B. Bacigalupi Dies

Peter B. Bacigalupi, one of the veteran members of the music trades on the Coast, whose place of business was at 111 Golden Gate avenue, died recently from heart trouble. Mr. Bacigalupi was one of the earliest phonograph dealers in San Francisco, representing the Edison phonograph at a period when phonographs had not passed the experimental stage.

Whiteman's Concerts Help Business

Victor dealers and Buescher band instrument dealers accorded a fitting welcome to Paul Whiteman and His Orchestra on their recent visit to this city, where they played four concerts at the Scottish Rite Hall.

Columbia Dealers Tie Up With Ted Lewis

Ted Lewis and His Band opened a three weeks' stay at the Orpheum Theatre here on February 15, at one of the largest salaries ever paid an artist appearing on this circuit. Extensive preparations were made by the local branch of the Columbia Phonograph Co., Inc., for which Ted Lewis and His Band record exclusively, to tie up with the appearance of this famous jazz aggregation, and many interesting features were arranged for the entertainment of the musicians.

A delegation of Columbia dealers, music publishers, representatives from the theatre and prominent citizens met Mr. Lewis' train with four local bands playing a welcome to the dis-

tinguished visitor, and a parade was formed which went up Market street to the City Hall, where these popular exponents of dance music were met by Mayor Rolph, who presented Ted Lewis with the key to the city, and Ted Lewis, in turn, presented the Mayor with a package containing an assortment of his latest Columbia records. A squad of motorcycle police escorted the parade, which was made up of about twenty motor cars, each with a banner containing appropriate greetings to "Ted Lewis and His Band." A feature of the parade was a ten-



The Ted Lewis Orchestra

foot replica of a Columbia record, with a label bearing a Ted Lewis title.

It is planned to have an open air concert for the benefit of the San Francisco "Community Chest" in Union Square, opposite the St. Francis Hotel.

Columbia dealers in San Francisco and other Western cities where Ted Lewis is scheduled to appear also plan to effect tie-ups with the appearance of the artist. This co-operation will add immeasurably to Ted Lewis' popularity and will undoubtedly have a stimulating effect on record sales.

New Sherman-Clay Branches

Sherman, Clay & Co. recently signed a fifteen-year lease on a building on Main street, near California street, Stockton, which will be devoted exclusively to the Sherman-Clay lines. The building consists of two stories and a mezzanine floor. The exterior of the store will be modernized, with special attention given to the display windows. J. N. Brocklehurst is manager of the Stockton branch.

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.

A new branch of the Sherman-Clay organization was opened recently in the Fruitvale section of Oakland. The store is conveniently located on East Fourteenth street, and is handy not only for the residents of East Oakland but also for those people residing in Berkeley and San Leandro.

Columbia Manager Makes Survey

William Henry, Columbia general manager for the San Francisco and Los Angeles territory, recently made a survey of the trade and found that dealers reported that sales were a trifle below those of the same period of last year. He found that 60 per cent of the present-day sales are of radio receivers and of the remaining 40 per cent of business a large proportion was of record sales. Mr. Henry is decidedly optimistic over the outlook for a strong comeback in the phonograph business and cites instances in his investigation which merit such a feeling.

New Okeh Agency

The Modern Music House, in the Golden Gate Theatre Building, recently took on the Okeh agency and reports satisfactory sales of these records.

Splitdorf-Bethlehem Elec. Co. Newly Organized

Bethlehem Spark Plug Co. Acquires Stock of Splitdorf Elec. Co. — Holding Company Formed to Handle Sales Activities

The Bethlehem Spark Plug Co., Inc., Bethlehem, Pa., has acquired control of 80 per cent of the \$4,500,000 outstanding stock of the Splitdorf Electrical Co., of Newark, N. J. The Splitdorf Co. is a well-known manufacturer of electrical apparatus, including spark plugs and radio receiving sets.

A holding company has been formed, the name of which is the Splitdorf-Bethlehem Electrical Co., and which will absorb sales activities of both the Bethlehem Spark Plug Co. and the Splitdorf Electrical Co.

The new corporation will be headed by E. H. Schwab, now president of the Bethlehem Spark Plug Co., and its board of directors will include, in addition to him, Charles M. Schwab, M. H. Bartlett, now president of the Splitdorf Electrical Co.; C. S. Splitdorf, C. Rorabeck, H. P. Engles, H. Alvold and W. N. Davidson, general sales manager of the Bethlehem Spark Plug Co.

J. D. R. Freed Urges Indoor Antenna Experiments

In commenting on the new phase of radio development which is now on its way, namely, the use of increased power by the leading broadcasting stations, J. D. R. Freed, president of the Freed-Eisemann Radio Corp., Brooklyn, N. Y., states that it is a good time for radio enthusiasts to experiment with indoor antennas, strung from one room to another or around a room, and to cut down the length of outside wire, so as to make tuning sharper.

At the present time many radio fans use two, three or even five wire antennas, all of which are liable to bring in all kinds of disturbances when the local broadcasting stations are being listened to.

DISTRIBUTORS TO THE PHONOGRAPH AND RADIO TRADE

Success

GREATER CITY has always striven earnestly to help its dealers make money.

It is the success of those dealers which has built up the success of Greater City for—

A fine spirit of cooperation that the other fellow—YOU—might make money has enabled us to prosper likewise.

It is always "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.

Straight talk from FREED-EISEMANN

WHEN the end of the season comes, will your profits be in cash, or tied up in unsalable Receivers?

One thing is sure: the staple advertised lines will be worth what you *paid* for them . . . The unknown lines will be worth what you can *get* for them.

Whether you handle the FREED-EISEMANN line or not, be sure the line you feature is backed by a broad merchandising plan — by a name that will be in the Radio industry for years to come, and by a policy that protects your profits, your investment, and your reputation in the community.

Alex Eisemann

Freed-Eisemann Radio Corporation

MANHATTAN BRIDGE PLAZA, BROOKLYN, N. Y.



All Factors of Richmond Trade Looking Forward to Good Easter Sales Volume

Live Retailers Planning to Cash in on Potential Easter Business—Brunswick Co. Looking Over Field for Dealer Connection—New Lines Added—Plan New Broadcasting Station

RICHMOND, VA., March 9.—Local dealers are looking ahead to the usual good Easter business in records and are already laying plans to make a special bid for this class of business with window displays, newspaper and direct by mail advertising. Easter is always a big event in church circles and the dealers have found it comparatively easy to interest the trade in records to tie up with the occasion.

Dealers still are speculating as to the future of radio and the effect it will have on the phonograph business. While most of them are tying up with radio, handling individual sets as well as combination machines, impression appears to prevail among the representative dealers that the phonograph will continue to be in demand.

Meanwhile they are wondering whether the time will ever arrive when the handling of radio will be restricted to a limited class of merchants.

Corley Reports Good Record Business

In the opinion of Fred R. Kessnich, manager of the wholesale department of the Corley Co., there is quite a substantial record business in store for dealers who anticipate requirements and stock up in sufficient quantities to take care of the demand created by the broadcasting programs of the Victor Co. He recently advised his trade by circular that the program of this company scheduled for March 12 gave promise of proving the most enjoyable entertainment of any yet broadcast and urged the trade to be prepared to meet the demand for records sure to be created by it.

Brunswick Seeks Dealer Connections

The Brunswick Co. has been looking over the field here with a view to securing a dealer to replace the Sprinkle Piano Co., which is now no longer in business, but it has yet to make a connection. It is reported that it has been negotiating with a local high-grade jewelry firm which is said to be contemplating the installation of an art department. A member of this firm, when questioned about the report, said that there was nothing which he could say for publication at this time. He thought, however, that there might be something definite in regard to the matter within the next month or so.

Dealers Add New Line

The Corley Co. announces the appointment of two new dealers. One is the J. B. Leonard Piano Co., Raleigh, N. C., and the other is the Bland Piano Co., of High Point, N. C.

Miss Florence H. Biscoe, of the wholesale department of the Corley Co., who returned recently from a trip through western and southern Virginia, reports that business seems

to be picking up in those sections and that prospects for Spring trade in the talking machine line are good. One of the points at which she stopped was Monroe, Va., famed as the scene of the "Wreck of the Southern Old '97," now famous in song.

Plan New Broadcasting Station

Plans are being considered by a group of Staunton, Va., business men for the installation of a \$25,000 radio broadcasting plant in that city. A. T. Moore, manager of the Stonewall Jackson Hotel, is one of those interested.

Plans Reducing Size of Amplifiers

J. F. Biggs, of the Biggs Music Co., is negotiating for the lease of rights of his patented amplifier to radio people in Canada, but he plans to retain all rights in this country. The am-

plifier is serviceable for both radio and phonograph. Mr. Biggs is also contemplating reducing the size of his phonograph models, which are somewhat larger than the average machine of other makes.

Bad Roads Slow Record Business

E. J. Pringle, salesman for H. Wallace Carter, Starr and Gennett jobber, covering the Virginias and Carolinas, reports that bad roads, due to continued rains, in some parts of his territory, have slowed up business somewhat. He found roads particularly bad in certain sections of South Carolina.

Walter Damrosch Gives Address

Walter Damrosch, conductor of the New York Symphony Orchestra, addressed the Virginia Music Teachers' State Association, which recently met in annual convention here. He spoke of the value of people with love and enthusiasm for music giving their time to the teaching of the young. He said that the most interesting part of his activities at the present time was his work with children and spoke of inaugurating in this country the simple symphony concerts for children.

"Warner's Seven Aces" Are Exclusive Columbia Artists

Popular Southern Orchestra Has Achieved Fame That Has Spread Over Country—Recently Signed as Exclusive Columbia Artists

"Warner's Seven Aces," who have achieved national fame through their recording and radio



broadcasting, are exclusive Columbia artists. These famous artists, who make their headquarters in Atlanta, Ga., were organized less than three years ago, and are unique in the fact that the personnel of the orchestra has remained the same during the entire period, although two "aces" have been added, bringing the total number up to nine.

Although the demand for the records made by these artists is nation-wide it is in the South that they are best known, and dealers south of the Mason-Dixon Line eagerly await new re-

leases. The organization specializes in playing for social functions of all kinds and due to its pressure of work and inability to leave the city to make records the Columbia Phonograph Co. sent a recording expedition to Atlanta to make the first record, with the result that "Warner's Seven Aces" were quickly signed up as exclusive Columbia artists.

Every member of this orchestra has the distinction of being a graduate of a leading university. The Alma Mater of Byron Warner, pianist and musical director, is Emory University; Tom Brannon, trumpet and manager, (Auburn); Ell Pritchett, saxophones, (Georgia Tech.); Buck Buckner, saxophone and clarinet, (Georgia Tech.); Ralph Bennett, violin and saxophone, (Oglethorpe); Jimmy O'Neal, bass and trumpet, (Auburn); Bob Pittman, banjo, (Oglethorpe); Shucks Park, drums, (University of Texas); Don McIlvaine, trombone, (Oglethorpe).

The "Aces" cover a good bit of territory in the South, affording opportunities for tie-ups.

Charter Decatur Music Shop

DECATUR, ILL., March 6.—A charter has recently been granted to the Decatur Music Shop of this city, which will have an authorized capital of \$1,000.

PROTECT YOUR RECORDS BY USING
THE ORIGINAL TEN TIME NEEDLE
(EACH NEEDLE GUARANTEED TO PLAY TEN RECORDS ON ANY PHONOGRAPH.)

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.

The New Display Case Holding 100 Packages Assorted

150% PROFIT

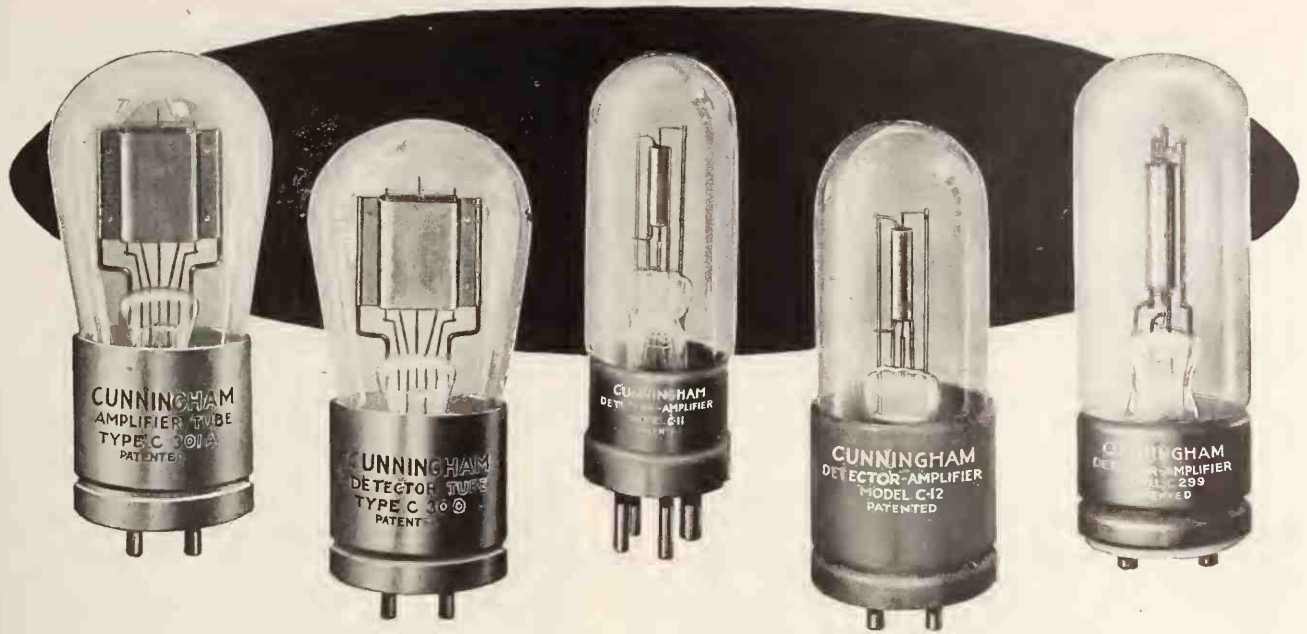
on WALL-KANE NEEDLES

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



With
Cunningham
RADIO TUBES
 in every socket

any set can deliver its utmost in tone-quality and in long distance reception.

Tubes are a factor so vitally important in radio performance that concentration on a standard make—backed by the skill and manufacturing resources of the Great General Electric Laboratories—is merely *intelligent self-interest* on the part of any dealer.

To handle Cunningham Tubes is to take out a good-will insurance policy

Since 1915—Standard for all sets

Types C-301A: C-299: C-300: C-11: C-12
 In the orange and blue carton

Price, \$3.00
 each

E. J. Cunningham Inc.

CHICAGO

Home Office: 182 Second Street, SAN FRANCISCO

NEW YORK

Patent Notice: Cunningham tubes are covered by patents dated—2-18-08—2-18-12—12-20-13—10-23-17—10-23-17—and others issued and pending.

Disastrous Kansas City Fire Destroyed Talking Machine Wholesalers' Displays

Brunswick Co. and J. W. Jenkins Sons' Music Co. Suffer Losses—Harry L. Trudell Discusses Handling of Sidelines—Samuel M. Henley Passes Away—Herald Co. to Move

KANSAS CITY, Mo., March 8.—Fire at the Royal Livestock Building, which broke out shortly before midnight on February 13 with a loss of over one and one-half million dollars, including the building and exhibits at the Automobile Show displayed for the week of February 9, destroyed the annex as well as the main building. Radio, phonograph and piano exhibits were concentrated in the annex. The Brunswick-Balke-Collender Co. suffered a loss of Brunswick Radiolas valued at \$3,000, partially covered by insurance; the J. W. Jenkins Sons' Music Co. displayed Victrolas, Zenith radio sets and a Weber Duo-Art piano, the loss of which amounted to \$6,000 and was unprotected by insurance.

The factor of the non-insurance was an unusual one for the reason that the instruments and furnishings comprising the display when under the roofs of their respective business houses were insured, but when removed from these buildings the insurance did not hold.

Harry L. Trudell, of the Trudell Music Co., believes that the successful dealer must not try to remain a talking machine dealer only; that the secret of his future growth and independence is the present stocking of wind instruments, sheet music of both classical and popular varieties. The neighborhood shop should carry the stock that the school children of the neighborhood demand, and this phase of the business is an important one, since the public

schools are stressing musical education more than ever. However, Mr. Trudell cautions the dealer who has not heretofore handled band and orchestra instruments, and a sheet music department, to put them into the hands of competent salespeople. An expert demands more salary, but the stock must be confined to the kind of music that sells and it requires an expert to handle the situation. A limited outlay on a sheet music department is not necessarily an indication of limited trade in the department, for a customer who is receiving good service from the shop will understand the necessity for special orders and will place these orders early. Sheet music, however, can be bargained, but it is better to stock up carefully with the kinds and types of music that are likely to be good sellers.

The same problem applies to the record department of a neighborhood shop. But the problem is somewhat more difficult since records which do not sell readily are proportionately more of a loss when selling as bargains than is sheet music. Another consideration of importance is that in the city neighborhood shop the demand is determined largely by the kind of neighborhood, whether it is an apartment dwelling neighborhood or a residential one. The apartment dwellers do not buy sheet music because of the limited space of their rooms which do not allow for a piano; while, on the other hand, a talking machine will fit into the small-sized rooms of the average apartment. Consequently, the volume of sales on records is larger than the sales of sheet music. While in the residential neighborhood sheet music is in greater demand, the demand does not apparently curtail the demand for records, but rather runs parallel with it. By looking at the situation of music trades in general, whether for instruments, machines or accessories for both, the majority of people want music in some form, the minority own the instruments and are, therefore, the heaviest consumers.

Herald Radio Co. to Move

The Herald Radio Phonograph Co. will move into new quarters at 1432 Wyandotte street, to occupy the upper floor space of the Adler Building for the purpose of manufacture of radio and radio products.

Death of Samuel M. Henley

Samuel M. Henley died at his home in Kansas City recently after a three years' illness resulting from a battle with bandits. Mr. Henley first came to Kansas City as manager of the Olney Music Co., later opened business for himself as the Henley-Waite Music Co., and finally the S. M. Henley Music Co., of which he was president, but having lived in Kansas City for over twenty years. Mr. Henley was influential in musical fields, a member of the Ararat shrine, being a prominent lodge member.

H. J. Zeusler and E. W. Keefe Now Edison Travelers

New Travelers Will Cover Upper New York State and Brooklyn and Long Island—Edison Phone Dist. Co. Takes Over Syracuse

The Edison Phonograph Distributing Co., Orange, N. J., Edison jobber of the Metropolitan district, recently announced the appointment of two new traveling representatives. These are H. J. Zeusler, who will travel upper New York State, and Everett W. Keefe, who will cover Brooklyn and Long Island. This concern was formerly known as The Phonograph Corp. of Manhattan, but recently changed its name and simultaneously took over the jobbing business formerly done through Syracuse.

Radio Firm Chartered

The Dixie Radio Corp., Wilmington, Del., was recently incorporated at Dover to manufacture radio apparatus with a capital stock of \$20,000,000.



Equipment for Those Who Seek the Best!

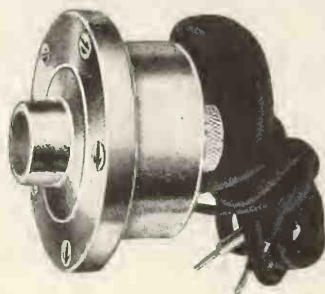
Unequaled in Volume and Clarity!

The clearness and naturalness of our unit is the factor which secures the large amount of business we are now enjoying on these units.

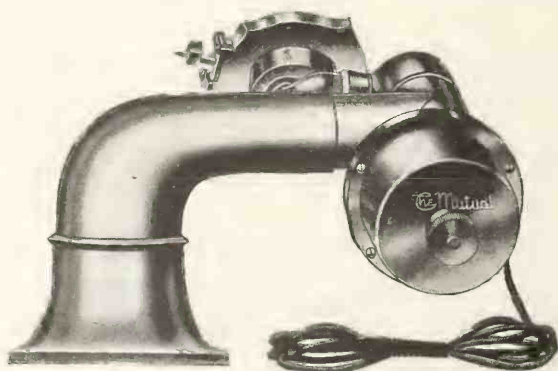
— Also —

OUR PRICES ARE RIGHT!

Send us a sample order today and be convinced of its many merits.



Our New Radio Combination Tone Arm!



Patent Pending No. 6 Radio Arm No. 4 Reproducer

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.

Write today for our most surprising offer to the trade.

Address our Executive Office at 149-151 Lafayette St., New York City

MVIVAL PHONO PARTS MFG. CORP.

DISTRIBUTORS

- Canadian Acme Screw & Gear, Ltd..... 1209 King St., West, Toronto, Can.
- Industries Unidas, S. A..... Balderas 110, Mexico City, Mexico
- Taru & Dinner Music Co..... 229 W. Randolph St., Chicago, Ill.
- Arthur Brand & Co..... 1518 Vine St., Cincinnati, Ohio
- Shapleigh Hardware Co..... 4th St. and Washington Ave., St. Louis, Mo.

Edison Distributor Reports Increase in Record Sales

P. J. Burns, of Edison Phonograph Distributing Co., States February Business Ahead of Last Year—Instrument and Record Sales Good

Chatting with The World, P. J. Burns, manager of the Edison Phonograph Distributing Co., Orange, N. J., reported that business with Edison dealers during January and February has been of substantial character, both as regards phonographs and records. Quite a number of the dealers report that there has been a revival in public interest in records, which they attribute to the fact that radio is no longer monopolizing attention to the same extent it did through the novelty period, and that in consequence people now, in many instances, find that they want the particular pleasures afforded by the phonograph as well as those afforded by the radio. February business runs ahead of that for the same month last year, and the outlook is of an encouraging sort.

The plan of handling the supplement mailing for the Edison dealers which was introduced by this jobbing organization has proved both popular and productive. Seventy per cent of the Edison dealers served by this jobber are now availing themselves of this service.

Phonomotor Gets Permit to Distribute in Canada

ROCHESTER, N. Y., March 7.—Wm. F. Hitchcock, head of the Phonomotor Co., of this city, manufacturer of the Phonomotor electric drive for talking machines, the Phonostop and other talking machine products, was advised recently by the Hydro Electric Power Commission of Canada that the Phonomotor had been approved by the Commission's laboratories and distribution permitted in the Dominion of Canada. The Phonomotor has been on the market ten years, and has won considerable recognition throughout the trade through the fact that it has been consistently advertised in The Talking Machine World since first being introduced to the industry. Mr. Hitchcock is delighted with the recognition accorded the Phonomotor by the Canadian authorities, and states that the demand for this product in Canada has been growing rapidly.

E. A. Strauss Visiting Trade Throughout South

E. A. Strauss, general sales manager of the Vocalion record division of the Brunswick-Balke-Collender Co., with headquarters in New York, is at present visiting the trade in the South and Southwest. During the course of his trip Mr. Strauss will call at San Antonio, Texas, where he will meet the members of the firm of Wagner & Levien, Mexico City, Mex., distributor for Vocalion records in that territory. Prior to leaving on this trip Mr. Strauss stated that the demand for Vocalion records had kept up very satisfactorily since the first of the year, and that the jobbers and dealers handling these records are keenly enthusiastic regarding the sales possibilities of the new monthly releases.

P. Paul Graef Appointed to Important New Post

The Radio Distributing Corp., 8 West Park street, Newark, N. J., distributor for the Radio Corp. of America, has appointed P. Paul Graef as its representative in New York City. Mr. Graef has offices at 105 West Fortieth street, New York City. He is well known in the music field, having been actively engaged in the marketing of musical instruments for many years.

Important Changes in the Duties of Bosch Executives

A. K. Chambers Made Field Representative of A. H. Bartsch, General Sales Manager—O. H. Smith Chicago Branch Manager

The American Bosch Magneto Corp., Springfield, Mass., manufacturer of the Bosch Nobattery, a device for the elimination of all B batteries, employing current obtained directly from the electric light socket, recently announced several changes in the duties of its personnel.

A. K. Chambers, who has managed the Chicago branch of the corporation during the past four and a half years, has been appointed personal field representative of A. H. Bartsch, general sales manager, with headquarters at Springfield, Mass. Mr. Chambers will act as head of the department of field survey and will spend most of his time in the field, reporting general conditions to headquarters. Because of his wide experience, both technically and commercially,

it is expected that this new division of effort will be of material help to the general selling organization of the American Bosch Magneto Corp.

O. H. Smith will replace Mr. Chambers as Chicago branch manager. After having spent a number of months in the main office at Springfield preparing himself to take over Mr. Chambers' duties, he is well equipped for his new work. Mr. Smith was formerly assistant sales manager of the Thermoid Rubber Co. and has a varied range of merchandising and mechanical experience.

New Edison Dance Orchestra

Another dance orchestra, which makes its debut this month on Edison records, is Henri Gendron and His Strand Theatre Orchestra. This well-known orchestra plays regularly at the Strand Roof in New York City. The first Edison record by it features on one side the fox-trot "Neenyah," and on the other the fox-trot "Rose of the Moonlight."

You will never know the thrills of radio until you own a **FRESHMAN MASTERPIECE**



The Greatest Value ever Offered in a Radio Receiving Set **5 tube tuned radio frequency** embodying the 5 big features demanded in a perfect receiver.

60

At all dealers

- ☑ Built of only the finest low loss material in a beautiful mahogany cabinet (or soft-toned leatherite);
- ☑ It brings in far distant stations,
- ☑ Night after night at the same points on the dials,
- ☑ With real loudspeaker volume,
- ☑ And full throated, true to life tone.

Chas. Freshman Co. Inc.
Radio Receivers and Parts
FRESHMAN BUILDING
240-248 WEST 40TH ST.—NEW YORK, N.Y.

Extensive advertising on this wonder receiver in all leading radio and general magazines and in over 125 newspapers throughout the United States and Canada, is building up a substantial business for live phonograph and radio dealers. Write for complete information.

Improvement in Industrial Conditions in Toledo Territory Reflected in Buying

Purchasing Power of Workers Steadily Increasing—Presidential Inauguration Ceremonies Via Radio Create Wide Interest in These Lines—News and Activities of the Month

TOLEDO, O., March 7.—Industrial conditions are improving here. Factories are putting more men to work every week. This betterment is reflected in buying and will become more pronounced as the purchasing power of the workers grows. Further, the Presidential inauguration was a boon to radio dealers. The appeal to buy a radio and listen to the President's address was not without fruit. Then, contracts were signed this week which assure Toledo's first radio show. It will be held in the Armory Building March 16 to 21. The famous Kansas City Nighthawks, led by Leo Fitzpatrick, the "Merry Old Chief," will give two programs daily during the show. A large space has been set aside at the Armory so that local radio fans may dance to the music of this popular organization. Manufacturers and dealers will exhibit the newest things in radio. Illustrated lectures on radio will be a feature. About thirty-five exhibitors will take part in the show.

Outside Salesmen Promote Trade

The Lion Store Music Rooms have lately experienced a better demand for Brunswicks and Victrolas. Outside men are using the opportunity when making calls to build confidence in the store. Salesmen talk optimism and spread the gospel of good cheer. Through this method prospects have lately been drawn to the department, according to Harry J. Reeves, manager. During the month-end sale here Strand machines sold briskly. It is apparent that people have money but are loath to part with it. Records are stepping along at a lively pace. Recently Gene Goldkoette and His Orange Blossom Orchestra rendered a program in the department.

In the radio section the demand to date this year far outshines any previous accomplishment. In fact, the total sales of machines and radio are above the corresponding period of 1924. Recently the Thompson neutrodyne was added. The call centers around the Zenith, Atwater Kent and Kennedy in addition to the Thompson sets. The novelty and adventure spirit in the average American finds an outlet in radio, H. Loehmiller, of the division, stated. Theodore Hunt, radio expert here, joined the ranks of the benedicts recently.

The Eight Victor Artists will appear in concert Friday, April 17, at the Coliseum under the auspices of the Lion Store. This event is always looked forward to by the clientele of the store and is largely attended.

Tying Up With Radio and Concerts

The J. W. Greene Co. conducted a public radio concert in the store Thursday evening when Toti Dal Monte, Giuseppe DeLuca and other artists broadcast. This was the first of a series in the store, the attendance was pleasing, E. A. Kopf, manager, reported. The store is tying up with the Brunswick Music Memory Contest. Recent appearances in concert of Brunswick artists have added to the record call.

Recently a Super-Zenith radio set from the store was featured prominently in a large show window at Fields, in the heart of the city. Several prospects were secured from the experiment.

Grinnell Bros. Busy

At Grinnell Bros. machine demand has taken a spurt. The Freed-Eisemann and the Zenith radios are receiving the attention and the endorsement of patrons. Although the radio de-

partment is scarcely a month old already a number of fine deals have been closed. An advertising campaign offering home demonstrations is proving popular.

Further, the concert of Tito Schipa was capitalized by having the artist autograph records in the store for one hour on the day of the concert. The response was indeed gratifying, it is stated.

Concert Boosts Record Sales

At the Frazelle Piano Co. the Columbia records of Louis Graveure, who appeared here in concert recently, were given a decided boost on account of the performance, according to Lillian Paquette, in charge of records. The Sonora and Columbia are leading lines here. The Sonora is consistently widening its field, G. Jasper, sales manager, stated. New items of merchandise include Ware radio and the Peter Pan portable machine.

Second Floor Store Sales Promotion

The Whitney-Blaine-Wildermuth Co. is stressing the Victrola through publicity carried on in a different manner. Colorful painted signs are placed below the upstairs windows on the outside of the building, suggesting through a sales phrase or two that persons mount the easy stairs to the department. Henry Wildermuth stated the plan is fine for upstairs stores. The Sleeper Monotrol radio has been taken on here and will be merchandised aggressively. Other sets carried are Atwater Kent, Fada, Zenith and Federal. The President's inauguration address was used here as an appeal for radio business.

Cable Co. Improving Store

The Cable Piano Co. is erecting a mezzanine and balcony in the store which will be devoted entirely to the display of Victrolas and Brunswicks and to the Brunswick Radiola. This is an innovation in machine displaying. It will give the house greater facilities for serving customers, as well as enlarge the machine floor space. Manager A. F. Maag stated the sales force will also be strengthened.

Unique Record Window

The United Music Store in the theatrical district recently used a unique window which sold many records. A large cartoon of a blacksmith striking an anvil, from which many sparks are flying, said, every blow sponsors a hit. Then to each spark was attached a cardboard disc with the title of a record hit. The display caught the public fancy.

Moreover, foreign records are featured by this house, which has many foreign-born patrons. Within the recent past letters from former customers now residing in Mexico, Germany and Italy have been received. Spanish records were ordered by the Mexicans. All of the letters were used in a store display. The text, which was often in broken English, attracted marked interest. According to Harry L. Wasserman, these letters are real sales builders with his foreign patrons. The Thompson neutrodyne has been added.

Who Are the Buyers?

The Goosman Piano Co., in its drive for Bush & Lane, Starr, Vocalion and Columbia business, finds that the buyers are mainly from two classes, the upper and the lower. The middle type buyer, instead of buying, is hoarding his savings because he is not altogether certain that the prosperity wave promised will be of long or short duration. C. E. Colber, sales manager, stated. Fred N. Goosman, president, is sojourning in Florida. Miss Dorothy Meyers is back at the store after a period of illness.

R. B. Austrian in New Post

Ralph B. Austrian, who was formerly connected with the New York department store of Gimbel Bros. as a radio buyer, has been made vice-president of the R. B. Rose Co., which operates radio departments in several large Eastern department stores. Mr. Austrian has had wide experience in this business and he is well known to the trade.



No. 1-A Neutrodyne Receiver shown here, connected with Stromberg-Carlson No. 2-A Loud Speaker, 5-tube, Table type. Finished in Adam-Brown Mahogany. No. 3-A Head Set is included with each Receiver.

*Dealer Enthusiasm
All Over the Country*

Stromberg-Carlson Radio dealers are telling us every day of the satisfaction the Receivers and Loud Speakers are giving their customers.

Messrs. Block and Kuhl, Stromberg-Carlson dealers in Peoria, Ill., say: "During the European tests each customer to whom we had sold a Stromberg-Carlson Receiver was able to bring in Europe over the Loud Speaker, and through the ear phones."

Distance, Volume and Clarity are the features of Stromberg-Carlson Receivers that are delighting thousands of enthusiastic users in all parts of the world.

Write for our plan of Dealer Co-operation

Stromberg-Carlson Telephone Mfg. Co.
1060 University Ave., Rochester, N. Y.

No. 2 Console Type. Same operating unit as No. 1-A. In American Walnut or Mahogany Cabinet. Loud Speaker built in and space for batteries and battery charger.

NEUTRODYNE

Stromberg-Carlson



The Suburban

THE Suburban Model Gulbransen Registering Piano, over a period of years, has been the dealers' best seller. In the aggregate, it has made more money for merchants than any other instrument. It has headed our own production record!

Undisputably more Suburbans have been sold than any other single style of instrument of any make.

Therefore, the Suburban is the standard of the Gulbransen line—in fact, the standard of the whole industry.

The Suburban deserves your immediate investigation if there is still opportunity for Gulbransen representation in your community. Its record, as definitely indicated in the column to the right, warrants your interest. It is the one-name, nationally-priced, easily-sold and easily-financed line that appeals to the great middle class of people who are its logical prospects and who can boost your sales and profits by a good percentage. We'll co-operate with special Suburban advertising and selling helps.

GULBRANSEN COMPANY

3232 WEST CHICAGO AVENUE · CHICAGO



A Favorite from A to Z

THERE are four models of Gulbransen Registering Pianos, but the Suburban model receives, practically everywhere in the country, much more than its pro-rata of sales. Look at the record!

from A to Z

Chosen at random from towns large and small

A msterdam, N. Y.	-	78%
B ay City, Mich.	- -	61%
C amden, N. J.	- -	57%
D ecatur, Ill.	- - -	70%
E ast Liverpool, Ohio		57%
F ostoria, Ohio	- -	90%
G rand Rapids, Mich.		55%
H ouston, Texas	- -	57%
I ndependence, Kan.		100%
J acksonville, Ill.	- -	70%
K ewanee, Ill.	- - -	77%
L ansing, Mich.	- -	64%
M ilwaukee, Wis.	-	65%
N ew Orleans, La.	-	66%
O maha, Neb.	- -	54%
P eoria, Ill.	- - -	74%
Q uakertown, Pa.	-	90%
R ochester, N. Y.	-	64%
S alt Lake City, Utah		80%
T renton, N. J.	- -	75%
U rbana, Ill.	- - -	50%
V an Wert, Ohio	-	60%
W ilkes-Barre, Pa.	-	55%
Y ork, Pa.	- - - -	57%
Z elienople, Pa.	- -	60%

Your Opportunity— Mr. Merchant

Mail me today!

Name _____

Address _____

City & State _____

NATHANIEL BALDWIN Radio Products

- Radio Speakers
- Phono Speakers
- Speaker Units
- Head Phones



Phono Speaker
without base
List \$8

Instant Acceptance

by the radio using public is accorded any product bearing the Nathaniel Baldwin name, for Baldwin Products have always been leaders in design, satisfying in results and most generous in service.

These Baldwin Products will build profitable business for you.

Write for Dealer's
Information Sheets.



Standard Loud
Speaker List \$25

NATHANIEL BALDWIN,
INCORPORATED
Eastern District Sales Office
227 Fulton Street New York, N. Y.

F. A. Hinners' Important Contribution to Radio

Chief Consulting Engineer of Adler Mfg. Co.
Developed the Adler-Royal Neutrodyne—Has
Had Intensely Interesting Career

Frank A. Hinners, chief consulting engineer of the radio division of the Adler Mfg. Co., and developer of the highly successful Adler-Royal neutrodyne receivers, has had a remarkable and interesting career which dates well back to the pre-broadcasting days of radio. Determined to get into radio away back in the "dark ages" of the industry, Mr. Hinners first enlisted for a course in Mechanics Institute, New York City. Then, nicely settled in the pursuit of his studies, he started off in search of a job. Perhaps Dr. Lee De Forest's vision led him to recognize a budding radio genius; at any rate, he put Mr. Hinners on his pay-roll in the position of office boy! This occurred in 1909.

However, that did not last long. Mr. Hinners was soon promoted to laboratory assistant, and here gained the extensive background of practical experience in radio research and development work, which so splendidly backed up and made valuable his studies in Mechanics Institute and Pratt Institute, of both of which schools Mr. Hinners is an honor graduate.

During his employment with Dr. De Forest Mr. Hinners took part in a good bit of the early radio development, including some of the earlier and little-known-about radio telephone experiments between Newark, N. J., and the Metropolitan Tower station of the De Forest Co.

Later Mr. Hinners became associated with the Carwood Electric Co. and the Wireless Improvement Co. While with the latter concern, he helped develop the first 1/2-kilowatt quenched spark panel set installed in the United States submarine G-1; a five-kilowatt transmitter of the same form at the Arlington Station, and several others used by the United States and Japanese Navies. Mr. Hinners then became associated with the Wireless Specialty Co. and was placed in charge of testing all apparatus submitted for acceptance to the New York and Washington Navy Yards. He was later transferred to the headquarters of this concern in Boston, and there became associated with Dr. Greenleaf Whittier Pickard, one of the foremost receiver experts and pioneers. Mr. Hinners continued his work with several other concerns, with each of which he added materially to his

"Black Billy Sunday" Records for Columbia

Nationally Known Evangelist Preaches Sermons
to Be Released on a Columbia Record

Calvin P. Dixon, known all over the United States as "The Black Billy Sunday," has just preached two sermons for the Columbia Phonograph Co., Inc., soon to be released on record number 14057-D.

Mr. Dixon, who makes his headquarters in Newport News, Va., has made a considerable reputation for himself in the South with his well-known sermons entitled "As An Eagle Stirreth Up Her Nest." This sermon, together with another entitled "The Prodigal Son," will be released on the same record and this unique recording is expected to enjoy a large sale. The colored Evangelist has a splendid voice, admirably adapted for recording purposes, and his sermons are delivered in a strong, forceful style. His work has been frequently commented upon by William A. Sunday and other well-known Evangelists.

Virgil Lewis Promoted

Virgil Lewis has been appointed manager of the Adams Music Co., Canton, Ill., succeeding Ralph Hervey.

splendid record of accomplishment in the development of radio as well as to his already varied experience in this field of endeavor.

Mr. Hinners' latest and probably most noteworthy achievement is the development of the Adler-Royal neutrodyne receiving set, one of the leading types of commercial receiver now on the market. Considerable credit has been accorded Mr. Hinners for the building of the Adler-Royal model 199 neutrodyne, built expressly for operation on dry cells and which has been making unusual records, both in distance, selectivity, volume and tone quality and which is proving popular with the public.

The Adler Mfg. Co. is now advertising one particularly remarkable distance feat of this set. This advertisement states that Messrs. Carter &



Frank A. Hinners

Co., of Arlington, Tex., recently tuned in on a program coming from Leeds, England, with an Adler-Royal 199, dry cell operated, five-tube neutrodyne, using only a forty-four-foot antenna. The station was heard for quite some time and a program given on the loud speaker to a number of interested prospects resulted in several sales.

Radio Firm Chartered

The Radio Industries Corp., New York, has been incorporated in Dover, Del., to manufacture radio apparatus with a capital stock of \$10,000,000.

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.



The latest in radio

DE FOREST leads the field in 1925 with its new D-17. This new instrument has the great features that have made De Forest Radiophones famous alike with experts and the unskilled—plus refinements that simplify its operation. As to selectivity, sensitivity, and distance range, it is a wonder!

Note these points:

1. The clear, natural tone for which De Forest instruments are famous—a tone so rich and pure that the living performer seems to be present.
2. No aerial—no ground wire. Complete and self-contained.
3. Simplicity of operation—detector tube gives immediate results, eliminates all detector adjustments.

4. Both the D-17 and the D-17A can easily be moved from room to room on a tea wagon or carried by hand.
5. A handsome instrument that is a handsome piece of furniture.

The D-17 comes in two sizes—one with built-in loud speaker, tubes, loop, and space within for A and B batteries; the other, the D-17A (a little smaller) without tubes or loud speaker, and with space for B batteries only.

Prices from \$125 to \$195 (without batteries), depending on type and style of cabinet finish. Write us direct for further information and the name of the nearest De Forest distributor.

DE FOREST RADIO COMPANY
Jersey City, N. J.

De Forest Tubes DV-2 and DV-3, now \$3.00 each

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[Editor's Note—This is the forty-eighth 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.]

The Hour of Opportunity

A man who sells anything whatever connected with the art of music ought in these days to be very happy. Looking around him upon the world he sees that everywhere music is being presented to the minds and the brains of the people in quantities, and with conveniences, never before thought even possible. The addition during late years of one after another of marvelous methods for the recording, reproduction and long-distance transmission of sound has put music of the best, as well as of every other quality, before millions who only a few years ago could never have expected to become directly acquainted with anything which could be known by the name of good music. Facilities for listening have gone in step likewise with facilities for study, for teaching and for performing. Music is fast becoming one of the major recreations of the American people.

Thus the hour is one of opportunity for every man who has musical merchandise to sell. When we consider the great department of music selling which is represented by the names "talking machine," "phonograph" and "record," we ought to be able to realize that these, too, like all others in the vast realm of musical commerce, are being radically affected by the new movements described above, and that in consequence new opportunities for enlarged distribution are every day presenting themselves to those who know how to look.

The motto of every wise merchant to-day ought to be "quality," for in the field of musical merchandise nothing is more certain than that public taste is decidedly on the upturn and that in the future it is the quality of what is offered for sale which is going to count. In the talking machine business, unfortunately, the quality appeal has not been universally understood or appreciated, so that, in fact, we have found merchants taking a diametrically wrong attitude toward both machines and records, with results that in many cases are now only too evident. On the other hand, those who understand the meaning of the great movements which are going on all around us in social and economic life, know that the motto of to-day must be "merit." They know, in fact, that a talking machine record, to take the example

nearest to our thoughts, has its sales value only in the fact that it is a form of preserved music, and that consequently its value as an item in quantity distribution corresponds with its ability to appeal to public taste through the music it carries engraved on it.

Taste Steadily Changing

Public taste with regard to the talking machine and its music is steadily changing. The tendency toward better understanding of good music is a tendency of the utmost value and importance, and it is one moreover of which we can take full advantage right at this very time. Now, in a word, is the time to begin pushing as hard as possible on more and better record selling.

More and better record selling ought to be, in my opinion, the motto of every live dealer. It is a motto highly practical, easily put into practice and assuredly profitable. Let me dilate very briefly upon its possibilities.

A Veritable Feast

To-day every maker of records is providing for the merchant, to be spread before the ears of his customers, a veritable feast of music. It is hardly necessary to remind readers of what they can find out for themselves as to this; but it is very necessary indeed to make the people from whom one's customers are drawn realize what is being done for them, what riches are ready to be taken home, what wonderful records in fact really are to be had, at prices from 75 cents upward. The truth is that very few of the many who to-day want to hear fairly good, and good, music, at home, do know anything about what they can get in this way. Let me speak of some personal experiences.

Why Is This?

Friends and acquaintances are constantly expressing their admiration and astonishment over a collection of records which, although it is fairly large, is not so large and has not been either so hard or so expensive to collect, as to be out of the range of a professional man. The catalogs of the great manufacturing companies have been searched diligently and from them the great bulk of my personal collection has come. Musical friends, especially out-and-out musicians, are always wondering why they never knew that such records are obtainable, or that modern records have such wonderful musical value. All this wonderment and admiration, however, is really just so much cause for discouragement, for one is compelled to note that the talking machine trade has managed to overlook a good bet in this case. It is the people who know good music and who are learning to appreciate it that are needed to-day

on the buyer lists of the talking machine stores. And yet I personally find that it is just these who seem to know least about the musical possibilities of the talking machine.

In all this I am not referring specifically to professional musicians as such, for they are notoriously slow to recognize the value of anything external to their own experience. Setting aside the small number of those artists who have actually made recordings, one finds the big mass of musicians either skeptical or apathetic. Which is a great pity. Those to whom I specifically refer, however, are music lovers, as distinguished from musicians proper, men and women who love music, who do not have any great amount of technical knowledge and who often do not play any instrument at all, but who love music. There are thousands of them in Chicago where I live and tens of thousands in the other great cities. There are hundreds of thousands of them throughout the country and many good observers believe that their number reaches the millions. These are the men and women who are not being adequately reached by the record retailers.

"More and Better"

More and better record selling is likely to be the dominating motto of the talking machine industry during the next two or three years, while the situation with respect to the type and kind of machine which is to be popular under new conditions, is gradually adjusting itself. To sell more and better records is to keep the game alive, to keep profits going, and to build up a basis for the business upon which it can and will stand like a rock forever.

The means to such better selling are advertising, demonstrating, personal salesmanship, with those classes in the community who have hitherto been considered out of the class of buyers, and an educated sales personnel. And from my own experiences with the retail trade I am pretty certain that the last-named represents the most important of all. It is a good motto, "More and Better Record Selling."

Move to New Quarters

PHOENIX, ARIZ., March 6.—The enlarged and improved quarters of Urner & Gates, Brunswick dealers, were recently opened at 8 West Washington street. The music store, formerly known as the Brunswick Shop, was located at 117 West Monroe street. In the new establishment, which is about three times the size of the former store, in addition to Brunswick-phonographs and records, Brunswick Radiolas will be carried and featured.

"The Portable with a Guarantee Bond"

SPENCERIAN

Portable PHONOGRAPHS

Correspondence Invited

WESTPHONO, Inc., 46 W. 4th St., ST. PAUL, MINN.



\$25.00
LIST



**GLOBE
4-Tube Radio
Receiver**

No. 1010—4-tube Radio Receiver (without accessories) for UV-201-A tubes.

List Price, \$55.00

No. 1020—4-tube Radio Receiver (without accessories) for UV-199 tubes.

List Price, \$60.00



**5-Tube
Radio Receiver**

No. 1110—5-tube Radio Receiver (without accessories) for UV-201-A tubes.

List Price, \$80.00

We also manufacture four- and five-tube radio receivers for upright phonographs. Details on request.

Now the Center of Interest!

MAKE radio work for you — not against you! Cash in on the new public demand for broader, more versatile entertainment.

Make a double profit and increase your phonograph sales from now on —sell the combination console-type radio phonograph—the instrument for which there is a definite consumer demand today.

Every radio "fan" — every phonograph buyer — is a live prospect for this double-purpose, double-profit instrument.

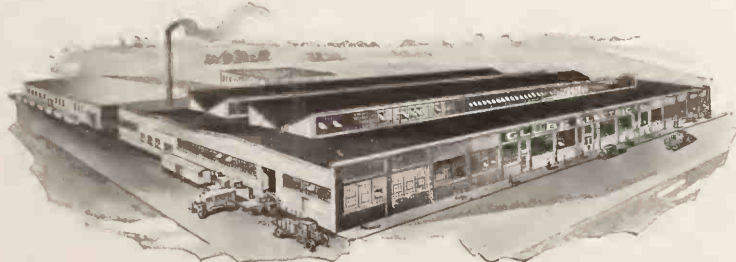
The Globe Console Phonograph Radio Receiver is a proven unit that combines all the desirable essentials of radio reception — *easy-tuning, ample volume, long distance reception, selectivity, and true-tone reproduction.*

The exceptionally low price of Globe Radio Receivers brings them within the buying range of every customer — and the dealer profit margin is unusually liberal.

Write for complete descriptive information and details of our dealer sales arrangement.

GLOBE ELECTRIC CO., 18 Keefe Ave., MILWAUKEE, WIS.

GLOBE DUODYNE RADIO



Globe Radio Receivers are manufactured in this well-established plant, which is devoted exclusively to the production of Globe electrical products.

Thousands View Exhibits at Fifth Annual Radio Held in New York From March 2 to 7

Many of the Leading Manufacturers of Radio Sets and Accessories Had Exhibits Which Attracted Wide Attention—Lectures, Motion Pictures and Demonstrations Were Features

The fifth annual radio show and convention of radio amateurs was held at the Hotel Pennsylvania, New York, under the auspices of the Executive Radio Council of the New York district, during the week of March 2 to 7. While there were many exhibits of the latest models of receivers manufactured by the leading radio companies, the show was primarily an educational exhibit. About fifty-five manufacturers co-operated and presented exhibits and the United States Army Signal Corps and the Department of Commerce were also represented.

A number of lectures were given by radio experts and motion pictures were shown to enable broadcast listeners to better understand their receivers and to give them an idea of what to expect from certain types of circuits. On several occasions during the week broadcasting was done directly from the show, through station WJY, and visitors were given an opportunity to see how the artists perform before the microphone. The fifth annual convention of the Hudson division of the American Radio Relay was held in conjunction with the show and a banquet was held on Saturday night that was attended by about 600. Code speed contests for amateurs and professionals were a feature of the show.

Among the Exhibitors

Among the leading exhibitors of radio sets and accessories were:

The Radio Corp. of America, which featured the Regenoflex, Super-Heterodyne, Radiola X, Radiola VIII and Radiola III, in addition to a miscellany of radio parts instructive to the amateur. The booth was under the direction of Frank Brick, of the exhibition department of the company, and J. O. Smith, of the engineering staff of the Radio Corp.

The Federal Tel. Mfg. Corp., Buffalo, N. Y., displayed the entire new Federal line, including models Nos. 141, 142, 143 and 144, the new Federal loud speaker and a complete showing of Federal parts. The featured set at this exhibit was the popular No. 2417, a Victor 5-tube panel set. L. Gruen, vice-president in charge of sales, and John Graham, of the engineering staff, were in charge.

The Adams Morgan Co., Inc., Montclair, N.

J., showed the Paragon two, three and four tube receivers, featuring each one equally. H. L. Welker was in charge of the exhibit.

The Freed-Eisemann Radio Corp., Brooklyn, N. Y., had an attractive booth in which was featured the complete line of Freed-Eisemann neutrodyne receivers, both separate and cabinet enclosed, and the Freed-Eisemann panel for installation in talking machines.

The Sleeper Radio Corp., Long Island City, New York, featured the Sleeper Monotrol Type 54. The booth was in charge of Gordon Sleeper, president of the company; H. C. Doyle and H. E. Manersberg assisted him.

A. H. Grebe & Co., Richmond Hill, N. Y., featured the Grebe Synchronphase receiver and the Grebe Clarifier at its very attractive booth. Fred Ostman, of the engineering staff, was in charge of the exhibit, assisted by several members of the sales staff.

The Brighton Laboratories, Inc., New York, demonstrated the True Blue radio tubes to a large crowd who were attracted by the beautiful layout of the exhibit. A new tube for use in super-heterodyne receivers was featured. Joseph B. Zetka, vice-president and general plant manager, was in charge of the exhibit, assisted by members of the sales staff.

The Farrand Mfg. Co., Inc., Newark, N. J., manufacturer of the Farrand-Godley single nine receiving sets, and the Farrand-Godley speaker, exhibited a number of these latter products at the radio show. This is a most attractive instrument of the new conical design which is growing in favor. The exhibit was under the direction of George H. Kiley and several assistants.

The Priess Radio Corp., New York, exhibited two of its models, the PR-5 and PR-3, the former a most attractive console receiving set in two-tone walnut, with concealed loop and loud speaker. The latter is a portable model with collapsible loop and while designed for permanent use in the home can easily be carried everywhere. F. Clifford Estey, sales manager of the Priess Co., was in charge of the exhibit. The booth attracted unusual attention and entertained a constant stream of visitors.

The Carloyd Radio & Electric Co. featured

the Malone-Lemmon 5-tube neutrodyne receiver and the Control-O-Meter. A list of names of metropolitan dealers who handle Malone-Lemmon sets was distributed from the booth. W. S. Lemmon was in charge of the exhibit.

The Kardon Products Co., New York, showed the full line of Carnival sets, equipped with the Kompentrol. The Kardon system of units was also featured. William Reinmuth, of the sales staff, was in charge.

The De Forest Radio Co., Jersey City, N. J., had a complete display of De Forest sets and parts, with the new De Forest D-17 loop antenna receiver being featured. The convenient location and attractiveness of the booth drew many visitors to secure demonstrations of the set. The De Forest loud speaker was also featured.

The Valley Electric Co., New York, had a display of the line of Valley battery chargers. This display was the center of a crowd of set owners at nearly all hours of the show.

Dubilier Condenser & Radio Corp., New York, had a complete display of the radio parts manufactured by it, featuring the super Ducon "B" battery eliminator.

The C. & M. Sales Co., representing the MacFadden Mfg. Co., Philadelphia; the Pal Radio Co., Inc., North Bergen, N. J., and the Wheelock Mfg. Co., West New York, N. J., exhibited the MacFadden "B" battery eliminator, the Wheelock Mayflower 5-tube set and the Pal headphones and Pal adjustable loud speaker units. A. W. Chase and D. W. May were in charge.

John G. Ruckelshaus, Inc., Newark, N. J., exhibited the Rutic super V. J. G. Ruckelshaus, vice-president, and R. DuBois, sales engineer, were in charge.

The Marwol Radio Corp., New York, displayed the Marwol baby grand radio receiver. The complete line of Marwol receivers and panels for installation in phonographs was also shown.

The Fansteel Products Co., Chicago, Ill., featured the Balkite battery chargers and the Balkite "B" battery eliminators in its display.

The Bristol Co., Waterbury, Conn., showed its full line of horns and cabinet loud speakers. A loud speaker tester for dealers and public speaking systems were also shown. E. B. Allaire was in charge.

The Erla Electric Research Laboratories, Chicago, Ill., displayed its superflex sets in four models, Erla transformers and kit sets. R. C. Ball, of the Hoyt Electric Service, Inc., metropolitan representative, was in charge.

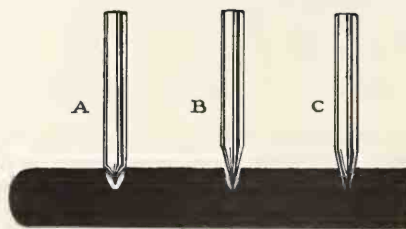
J. B. Ferguson, Inc., New York, showed the full line of Ferguson receivers. The display was in charge of the Rance Corp., New York, metropolitan distributor.

Other exhibitors included Resas, Inc., New York, featuring the Resas 5-tube Tone-A-Dyne; Amber Sales Corp., New York, exhibiting the Amber Mary-O-Dyne; the Blandin Phonograph Co., Inc., Racine, Wis., manufacturer of radio cabinets; Jos. W. Jones Radio Mfg. Co., Inc., New York, displaying the Jos. W. Jones receivers and parts; the Chisholm Bartfield Corp., New York, featuring the Radio Knight; the R. B. Radio Co., New York, displayed the full line of Belle Claire receivers under the direction of Harry Seiden; the Custeloid Co., Ozone Park, N. Y., displayed the "Puratone" loud speakers; Gibson-Sears Radio Corp., New York, exhibited the Sterling 5-tube receivers; Amsco Products, Inc., New York, had a full display of radio parts and kit sets, and the Berg A. T. & S. Co., Long Island City, N. Y., had a complete exhibit of radio cabinets and cabinet speakers under the direction of Ed Manning, sales manager.

Radio Incorporation

The Franklin Radio Co., Asbury Park, N. J., was recently incorporated at Trenton, with a capital stock of \$125,000. The incorporators are Franklin H. Randall, Eleanor L. Randall and Annic M. Harden.

The Needle Must Fit the Grooves



AND you'll readily understand why if you look at the illustration above. Needle "A" is too big. It doesn't slide through the record groove but rides on edge of the side walls. Such a needle can't give a true reproduction because it doesn't follow the record grooves exactly—it just slides over the top and many of the little fine intonations and variations are lost. Now, needle "B" is too thin. It shakes and wobbles in the groove and causes extra vibrations that spoil the music. Look at Needle "C"—that is an Okeh or Truetone needle. See how it fits the groove. It doesn't shake or ride on top, but follows the grooves exactly, reproducing with absolute fidelity whatever the record has recorded.

Okeh and Truetone

A Product of the
GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, Pres.

25 West Forty-fifth Street

New York N. Y.

NEUTRODYNE—*for Selectivity*



Name your station—

NEUTRODYNE
will get it for you if it's on the air

WITH a Neutrodyne radio receiver all the air is like a great telephone switchboard. You decide what you want to hear, turn the dials to predetermined numbers, and in rolls the station—provided the waves from that station are reaching your neighborhood.

Just as definitely as the telephone operator "plugs in" at a certain place on the switchboard to get either a local or a long-distance number. Carrying the analogy further, you will always get the same station with the same dial-setting, even as the operator of the switchboard uses the same number for a repeat call. Neutrodyne—*for Selectivity!*

Quality Reception

The Neutrodyne excels in *Tonal Quality*. It brings you programs from miles away with perfect fidelity to the original. The liquid notes of the flute; the deep bass of the tuba; the mellow croon of the violin; the high "C" of the soprano—all are reproduced as faithfully as though you were present at the concert yourself, wherever the concert may be.

Nor does the Neutrodyne offend the delicately attuned ear of the aesthete. It creates no squeals and cat-calls to annoy you or your neighbors. Be assured of this—if all radio receivers were Neutrodyne, there would be no squealing! That is an exclusive feature of the Neutrodyne system of radio reception.

Neutrodyne for long range

Is it the thrill of *Distance* you enjoy? You may take it for truth that, if you can't get a station with Neutrodyne, nobody can with anything. Yes—Neutrodyne will bring in the distant stations. Neutrodyne uses either wet

or dry batteries, and either outdoor or indoor aerial.

In a word, the greatest feature of the Neutrodyne system is its absolute *Dependability*. You may plan your radio concert with perfect assurance. For Neutrodyne never disappoints. It never embarrasses. You don't have to alibi that "It never acted that way before." You may buy a Neutrodyne receiver with the same confidence that you would put in a fine piano. And, incidentally, with as little fear of its ever becoming obsolete!

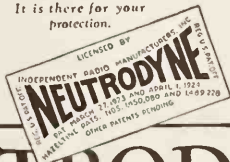
Neutrodyne followed broadcasting

Neutrodyne was developed 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).

If it hasn't this label, it isn't a Neutrodyne. It is there for your protection.



NEUTRODYNE
Perfected Radio

Speaking of
"Selectivity"—

SUCH advertising as that reproduced herewith (greatly reduced) is bound to focus public selection on Neutrodyne. This is the third advertisement in the gigantic advertising campaign now running to make "Neutrodyne" the best known and most respected name in all radio.

The tremendous financial resources of the fourteen Neutrodyne manufacturers, their unequaled combined experience, are behind this advertising to the limit.

See that you get the most out of this great effort by studying Neutrodyne yourself; by stocking genuine Neutrodyne sets, identified by the official label; by talking Neutrodyne when people come into your store. This advertising will either help you or it won't. You yourself must decide that!

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
- Gillfillan 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

Lethargy of February in the St. Louis Field Gives Way to Trade Improvement

Dealers Look Forward to Continued Improvement—Famous & Barr Stage Radio Show—Columbia Distributors Featuring Peter Pan Portable—Retailers Add Sonora—The News

St. Louis, Mo., March 7.—The early part of March gave some promise of making amends for the shortcomings of February. Business was still inclined to drag, but there was some suggestion of Spring sprightliness in the movement. Machine sales have not improved as much as was expected at the beginning of the month, although records have held up well. Radio continues to encroach upon talking machine sales, with a rather pronounced preference for combination machines. Dealers are still looking forward to a gradual improvement of conditions and they are optimistic.

Radio Show at Famous & Barr Co.

A successful radio show and sale was conducted at the Famous & Barr Co. at the end of February and beginning of March in the store of that concern. The display was made on the third floor, bringing it into relation with the music department.

Columbia Activities

Columbia Distributors are juggling the Peter Pan portable out of all three of their branches and General Manager C. R. Salmon reports exceptionally fine business on this little instrument. Mr. Salmon made a flying trip to New Orleans and Cincinnati this month, visiting branches in those cities, and reports business very good.

Columbia Distributors have already noticed a large increase in their record business since the new 50 per cent discount has gone into effect. They are also doing an exceptionally fine business with two new Portables that they have put out throughout their territory.

Mr. Salmon has just appointed Geo. Fuhri, son of the general sales manager of the Columbia Phonograph Co., city salesman for the St. Louis branch, covering the city of St. Louis and nearby territory.

Sonora Display at Radio Show

J. E. Maunder, representing C. D. Smith Co., St. Joseph, Mo., Sonora distributor, left St. Louis on February 26 for Kansas City, Mo., to put in the display and to take charge of the Sonora display of loud speakers, Sonoradios and other products manufactured by the Sonora

Co. at the Radio Show to be held in Kansas City from March 2 to 7.

Fred Roediger, field representative of the Sonora Co., was in St. Louis recently. He is very well pleased the way things are looking up and expects 1925 to be one of Sonora's best years for a considerable time.

New C. D. Smith Co. Traveler

The C. D. Smith Co. has recently added to its sales force Mr. Baldwin, who will travel in the States of Kansas and Nebraska. He is well qualified for the position, having been in the talking machine business for a number of years. He was formerly connected with the old Sonora distributors of Chicago, VanHouton & Zoon, and Lee, Coit & Andreesen, of Omaha, Neb.

New Sonora Accounts

J. E. Maunder, representing C. D. Smith Co., says that business in January showed a very substantial increase over that of a year ago and expects a general revival of the straight phonograph. He reports an ever-increasing demand for the loud speaker and states that most of the big stores are selling them in large quantities. Mr. Maunder also reports a number of new phonograph accounts that he recently closed on the Sonora line. Meyer & Miles Music Co., of Wichita, Kan.; Abbott & Troyer, St. Joseph, Mo.; Hartman Furniture Co., St. Joseph, Mo.; Meyer Furniture Co., St. Louis; Kirkland Piano Co., St. Louis; Shattinger Piano Co., St. Louis; I. C. Johnson, Kirksville, Mo.; Schaab Stove & Furniture Co., St. Louis; Roesch Housefurnishing Co., St. Louis; St. Louis Housefurnishing Co., St. Louis, and the Schell Music Co., Jefferson City, Mo.

Social Events for Kieselhorst Staff

Social gatherings will form a part of the 1925 program of the sales force of the Kieselhorst Piano Co., of this city, and the plan was put into effect on February 24, with the first of a series of dinners at the City Club. Thirty-three employees of the sales department, as well as the executives of the concern, were present.

A feature of the evening's entertainment was a talk by W. J. Eden, salesman for the Gulbransen Co., of Chicago, and guest of the Kieselhorst Co. Mr. Eden chose as his subject,

"What Constitutes a Salesman," and in addition to outlining the qualities which make for success in any line of sales endeavor, gave his listeners some constructive pointers on the Gulbransen registering piano and the various methods of sales attack which may be utilized.

E. A. Kieselhorst, president, made a very inspiring talk to his men and urged them to exhibit an enthusiastic family spirit in their work, from the highest executive to the youngest salesman. Mr. Kieselhorst later expressed his delight at the highly energetic and gratifying spirit shown on the part of all of the men present and he is convinced that social affairs of this kind will have a very beneficial influence on every member of the organization.

Artophone Corp. Agent for Honest Quaker

The Artophone Corp. has taken the St. Louis agency for the complete line of talking machine repair parts of the Honest Quaker Co., of Philadelphia. F. H. Brant, traveling representative of the Artophone Corp., has returned from a trip through Illinois and southern Indiana. Edwin Schiele, president of the corporation, has returned from a visit to the company's branch at Kansas City, Mo.

Okeh Records Have Good Sale

Two Okeh records made by the General Phonograph Corp. in St. Louis are having a good sale. They are "Market Street Blues," played by Charley Creath's Orchestra, and "The Singing Policeman," sung by Arthur Nealy, who had an engagement recently at the West End Lyric Theatre. The records are being distributed by the Artophone Corp.

Does Good Starr Business

E. E. Fay, vice-president of the Fay-Buchanan Co., started early in March on a trip through southern Illinois and southeastern Missouri and Arkansas in the interest of Starr phonographs and Gennett records, expecting to be gone three weeks.

The Fay-Buchanan Co. recently received its first shipment of the Starr combination phonograph and radio, and it is having a good sale. The Freed-Eisemann set is used. There is also a good demand for the Starr loud speaker.

Sales Contest Increases Business

Victor salesmen in St. Louis never worked like they worked from January 29 to February 28. A contest planned by the Koerber-Brenner Co., with the co-operation of the Victor Co., was the cause. It was a contest in salesmanship, with cash prizes for the winners on machine and record sales. Dealers say that the contest greatly stimulated the efforts of the salesmen and increased the sales. In celebration of the success of the campaign the Victor dealers were guests of the Koerber-Brenner Co. at a dinner at the Coronado Hotel.

News Brieflets

L. M. Schlude, retail manager of the Silverstone Music Co., went out late in February to visit the Edison dealers through Illinois, to acquaint himself with their needs and see how the Silverstone Co. can better serve them.

E. D. Follin, general manager of Widener's, Inc., of Boston, was here during the past week. Manager H. J. Arbuckle, of the St. Louis branch, is still in Florida.

George W. Brown, Edison dealer of Hillsboro, Ill., who called late in February at the offices of the Silverstone Music Co., reported that unusually bad roads had seriously interfered with business. Another recent caller at the Silverstone establishment was W. L. Blanks, of Hamburg, Ark.

D. E. Baumbaugh, manager of the music department of the May Co., at Cleveland, O., visited Manager Geissler, of the Famous & Barr Co., late in February and visited the radio show at the Famous & Barr store. His interest in this was increased by the fact that he has recently taken over the radio department.

Mark Silverstone, president of the Silverstone Music Co., attended the Edison Jobbers' Meeting at Orange, N. J., on Thomas E. Edison's birthday, although Mr. Edison was in Florida and was unable to attend the celebration.

The Artophone Corporation

Increase Your Record Sales

The **Okeh Odeon** Agency
offers the dealer many advantages

1. Most complete list of race records.
2. Best list of old-time selections, including new releases by Fiddlin' John Carson, Henry Whitter and Roba Stanley, etc.
3. Wonderful catalog of Rare Record Importations.
4. Complete catalog of all foreign languages.
5. First with the late dance and song hits.

Write for the catalog of the type of records you are interested in.

The Artophone Corporation

1103 Olive Street, St. Louis, Mo.

203 Kansas City Life Building, Kansas City, Mo.

Wholesale distributors Freed-Eisemann radio receivers, Honest Quaker line of main springs and repair parts, complete line of portable, console and upright phonographs, full line of all phonograph accessories.

OUR REPAIR DEPARTMENT



Service for Victor Dealers is of paramount importance to us. Therefore, we operate a completely equipped REPAIR DEPARTMENT - manned by skilled mechanics and cabinet makers who have specialized in Victor Repairs for years. Here, you have every Victor part obtainable - ready for your "hurry calls." Here, you are assured of reasonable Repair Prices. Our Repair Department was established to aid you! Why not look to us for Service your customers may require? Service to your trade has much to do with business increases.



VICTOR
DISTRIBUTORS

Blackman

TALKING MACHINE CO.
28-30 West 23rd St. New York



WHOLESALE
ONLY

Important Activities in Baltimore Trade

Many Retailers Add the Brunswick Line—Columbia Business Continues Good—Cohen & Hughes Buy Building—The Month's News

BALTIMORE, Md., March 9.—Manager C. F. Shaw, of the local agency of the Brunswick Co., was very much interested in reading an article on talking machines in the Financial World when The World man dropped in to see him, but stopped long enough to say that business last month showed a very gratifying increase over February, 1924, and that March business so far was also very good. The recent reduction in the selling price of the Brunswick Radiola has greatly stimulated business and the dealers in all parts of his territory are very enthusiastic over the outlook for business.

Mr. Shaw had just returned from a ten-day trip through Virginia and North Carolina and said prospects in both States were unusually bright.

New North Carolina Brunswick Dealers

New Brunswick dealers taken on during the past few weeks include the Central Carolina Furniture Co., Sanford, N. C.; Fuller Music House, New Berne, N. C., and the Kinston Electric Co., Kinston, N. C., the latter two being exclusive Brunswick dealers.

The Brunswick Music Memory Contest is resulting in greatly increased sales of records, according to Mr. Shaw, and dealers generally report many of their customers as having entered the contest and striving for the prizes offered. Mr. Shaw said he was handicapped just at present in covering the trade in the Old Dominion States, owing to the serious illness of his Virginia representative, F. H. Espey.

W. C. Roberts Optimistic Over Outlook

W. C. Roberts, manager of E. F. Droop & Sons, Victor jobbers, is very enthusiastic over the outlook for the "Buy a Victrola" campaign and said he believes it will prove to be one of the biggest months in the history of the business, basing this on the fact that the jobbers and practically every dealer to-day is carrying a bigger and more complete line of Victor models than ever before.

Columbia Record Business Very Good

"Due to the 50 per cent discount recently allowed dealers on Columbia records and the extensive advertising campaign being conducted by the company, we are to-day doing the



COLUMBIA

"A Profitable Line"

Columbia New Process Records, recording the popular hits of the day, the symphonies of the Great Masters of Music, "blues" songs by popular race artists, "fiddle" tunes that are in demand, and sacred music, offer you an opportunity to add money to the profit side of your ledger.

Columbia phonographs, with their many exclusive features, present a line of machines that is complete and suitable for the tastes of any of your customers.

Let Us Serve You!

Columbia Wholesalers, Inc.

L. L. Andrews ~ Wm. H. Swartz

Exclusively Wholesale

205 W. Camden St., Baltimore, Md.

biggest record business in the history of the firm," said W. H. Swartz, vice-president of the Columbia Wholesalers, Inc., Columbia distributor, "and we have just started. I believe it is the most important and far-reaching move ever made by a talking machine company.

"We have been rushed to capacity to fill orders ever since the announcement was made and this is due to a large extent to the extensive advertising campaign being conducted by the Columbia Co. in the daily and weekly newspapers and magazines."

Cohen & Hughes Plan Broadcasting Station

With the purchase of the large four-story and basement building on the corner of Cathedral and Eager streets by the firm of Cohen & Hughes, Inc., Victor jobbers, the establishment of a Class B radio broadcasting station, which is more powerful than any other station now in operation nearer than Washington, will shortly be erected by the firm. The building was acquired by the firm at a cost of over

\$100,000 and when improvements are completed it will have one of the largest and best appointed salesrooms and warehouses of any jobbing house in this section of the country.

Broadcasting Station Changes Hands

The radio broadcasting station WCAO, formerly operated by Sanders & Stayman, has been purchased by St. David's Protestant Episcopal Church of Roland Park and will be used to broadcast the evening services on Sundays and Wednesdays. The station will be in charge of Glover P. Fallon.

Recording Artists in Local Concerts

Record artists appearing in Baltimore during the past month included Giannini, who gave a recital at the Peabody Conservatory of Music, and Novaes, who gave a piano concert at the Lyric.

Dealers Launch Big Drive

The "Buy a Victrola" campaign got off to a good start here with one of the best attended dinners in the history of the trade at the Emerson Hotel, at which 125 Victor dealers were in attendance and pledged themselves to put the campaign across in Baltimore and incidentally capture the cash prizes offered by the company. All three Victor jobbers were present.

Frank K. Dolbeer, sales manager of the Victor Co., made a very interesting talk on salesmanship and brought out the fine points of the business which lead to sales.

Miss Bertha Eckhardt, head of the educational department, Leroy Plank, J. F. Williams and S. T. Jester, all of the Victor headquarters, and William T. Davis, local representative, spoke and aroused the dealers to a high point of enthusiasm.

Music Store Changes Hands

ALTOONA, PA., March 10.—The Altoona Musical Sales Co. was recently purchased by C. A. and D. E. Brumbaugh, who acquired the concern from A. R. Dively, who will retire from business. The purchase includes stock and equipment of the music house. The new owners will continue the business under the same name and in the same location and will handle a complete line of musical instruments and radio sets.

The Starr Piano Co., Richmond, Ind., is releasing the following Gennett records for St. Patrick's Day: "Old Skit" and "Molly in the Woods," sung by Frank Quinn, and "The Buck From the Mountain" and "Sailor on the Rocks," Irish horn pipes, by Fireman John McKenna.

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

WM. H. SWARTZ, Vice Pres.
Johns Hopkins '17

Radio Engineer
W. L. VANAMAN
Am. Inst. Radio Engineers, formerly Radio
Editor, Baltimore News

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)

Brilliantone's New, Silent Salesman —all set and ready to work for you

*Just put me on your counter
—Never mind putting me on your pay-roll*



Dealers the country over are using this new, attractively colored Counter Card to great advantage. It will sell more BRILLIANTONE Needles for you, too. Just say the word, and we'll send you YOURS. Address

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:
"Brillneedle"

Western Distributor:
The Cole & Dunas Music Co.
430 S. Wabash Ave.,
Chicago

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

Pacific Coast Distributors:
Munson & Rayner Corp.
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.
2602 Fourth Ave.,
Seattle, Wash.

REPRESENTATIVES in SYDNEY, New South Wales; MELBOURNE, BRISBANE, PERTH, Australia; WELLINGTON, New Zealand; HAVANA, Cuba; BUENOS AIRES, Argentina; SANTIAGO, Chile; BARRANQUILLA, Colombia; GENOA, Italy; DUBLIN, Ireland.

A. Frangipane Finds Mid-West Conditions Improved

Secretary of Mutual Phono Parts Corp. on Return From Trip Tells of Improvement in Middle Western States—New Distributor

A. Frangipane, secretary of the Mutual Phono Parts Corp., New York City, returned last week from a trip through the Middle West in the interest of Mutual products, which now include the Mutual radio phonograph unit, in addition to the line of Mutual tone arms, sound boxes and combination radio phonograph arms. While in the mid-West Mr. Frangipane made his headquarters with the Targ & Dinner Music Co., Mutual distributor in Chicago. The various officials and sales staff of the Targ & Dinner Music Co. co-operated heartily with Mr. Frangipane and as a result a volume of orders was received from that territory greatly exceeding the record of any past year in the history of the organization. Upon his return Mr. Frangi-

pane paid a glowing tribute to the energy and enterprise of the Targ & Dinner Music Co., and described his distributor as one of the most progressive in that section of the country.

Throughout the general territory Mr. Frangipane found talking machine conditions greatly improved over October when he last covered this territory. A general spirit of optimism prevailed and the outlook is described as entirely promising. While away Mr. Frangipane appointed a new distributor of the Mutual line, Arthur Brand, of Cincinnati, O., which company will serve the State of Ohio.

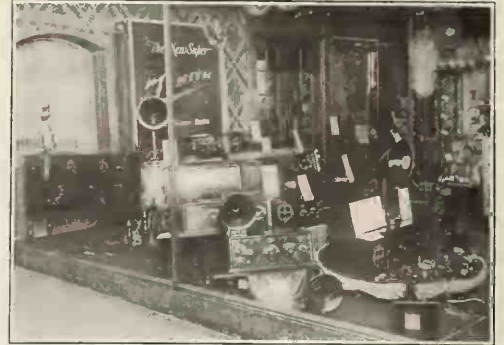
A. P. Parker Promoted

Allen Price Parker, formerly district sales manager of the Hartford Battery Mfg. Co., of Milldale, Conn., and who is well known in radio trade circles, is now vice-president of the company. Mr. Parker has been connected with the company since 1920, following his discharge from the army.

Zenith Radio Featured in Unusual Window Display

Southern California Music Co. Devotes Entire Window to Attractive Exhibit of Zenith Sets—Many Sales Result From Display

LOS ANGELES, CAL., March 6—One of the most effective displays of radio receivers ever made in this city was recently on view in the windows of the Southern California Music Co. This display, which was confined to the products of



Zenith Display in Los Angeles the Zenith Radio Corp., showed the complete line and attracted hundreds of passers-by, resulting in many sales. This establishment is one of the largest and most beautiful retail music houses in California.

J. B. Price, Goldschmidt Sales Mgr., in Mexico City

J. B. Price, sales and advertising manager of the radio division of Th. Goldschmidt, Inc., is at present in Mexico City, Mex., closing several important deals in connection with the merchandising of N & K products. Since the first of the year Mr. Price had received several important applications for jobbing rights in Mexico for the N & K loud-speaker, phonograph unit and head phones, and he is visiting Mexico in order to co-operate with these jobbers in launching their campaigns.

A. A. Friestedt, of U. S. Music Co., Visits New York

Arthur A. Friestedt, president of the United States Music Co., Chicago, manufacturer of United States music rolls, and well known in music trade circles throughout the country, was a recent visitor to New York, making his headquarters at the company's New York branch. Mr. Friestedt was delighted to receive from George H. Bliss, vice-president of the company and New York manager, sales figures for January and February, which showed a substantial increase over 1924. This company is now celebrating its twentieth anniversary, and Mr. Friestedt has received letters and telegrams of congratulation from dealers throughout the country in recognition of the company's exceptional success over a period of two decades.

Better Business Bureau Forms Merchandise Section

The Better Business Bureau of New York, which until recently dealt exclusively with the clearing up of fraudulent methods of stock brokerage, has widened its operations to include the merchandise field and protection will be given merchants and manufacturers who desire to place business on a higher plane.

Among the music and radio firms which have subscribed toward the maintenance of the merchandise section of the Better Business Bureau are: Radio Corp. of America, Freed-Eisemann Radio Corp., Brandes, Inc., Hardman, Peck & Co., and the Haynes-Griffin Radio Service Co.

Just What Your Radio Patrons Have Been Wishing For—the Brach Complete Aerial Outfit



Everything needed—everything of highest quality.

Parts selected by experienced radio engineers.

Radio buyers are pleased—they get every part, to the last screw-eye, needed for constructing an antenna—nothing to forget—in one purchase. Convenient, time-saving, satisfying.

Dealers are delighted—they make ten sales in one, save time and trouble selecting little parts, add to their profits and meet a popular demand.

Brach Vacuum Arresters are a feature of Brach Aerial Outfits, as are Brach Low-Loss Crystal Insulators and Brach Window Lead-ins.



L. S. BRACH MFG. CO., Newark, N. J.

Zenith Radio Prices Go Up

By H. H. ROEMER
Director Sales Promotion, Zenith Radio Corp.

As there must be a reason for "prices downward"—there must also be a reason—and a good reason for "prices upward." Are the recent price declines in radio superinduced by a general falling demand for radio or the consumer public discriminating against inferior and defective sets?

Radio—now grown to be a veritable human living thing—a member of our very household—in truth "one of the family," can only be judged favorably or otherwise by its performance.

I have "listened in" with awe inspiring interest to letters read from station and pulpit as received from the isolated, from the crippled and from the aged—sympathetic, pathetic words from remote parts eulogizing Radio as a miracle by the hand of God and I have seen in all this the most tremendous possibilities intelligence has ever known in the educating of our people and in the enlightenment of the entire world.

Yet, with all its magnificent possibilities and regardless of the visible sustaining demand of the public, Radio has already fallen below the lowest depths of a commercial degeneracy by the hand of the unscrupulous who have seen no further in radio than the immediate Almighty dollar of today. Manufacturers who have urged and sweated their factories output volume to a visible sacrifice of efficiency and quality for which they intend that a willing public stands ready to receive and pay.

Unlike most merchandise, radio to the average man is an unknown quantity. The general public will never understand the mechanism of radio—much less its scientific principles. But, that same public, as has been the history of merchandising ever since man traded his wares, is going to single out the efficiency of dollar value and bank upon "confidence"—confidence in his dealer—confidence in the manufacturer behind that dealer's merchandise.

We are today witnessing a price decline in radio. What has caused this sudden action? A survey of jobbers generally will draw out the fact that from 15 to 70 per cent of some makes have been returned to the dealer—the jobber and the manufacturer, because of **DEFECTIVE MATERIAL THROWN TOGETHER TO BRING IN QUICK DOLLARS.**

Meanwhile they pounded away on volume production. They did not read the writing on the wall. They did not reckon with that discriminating public whom they believed would continue to buy a "cat in the bag." They did not see ahead that sudden unexpected and tremendous return of their defective sets and were completely caught off their guard with production piling up and sets coming back from the field.

What then was the natural sequence? **UNLOAD**—dump them on to an uneducated market at any price!

And what has been the effect? What about the dealer who bought and paid for sets purchased prior to the 15 or 30 day period of adjustment—before the period of price protection? He is compelled to take his loss not alone on the sets he has in stock but on all sets he has sold on the deferred payment plan and upon which he cannot collect a balance because his customer can secure a brand new set of that same make at a lesser price than the balance he owes.

Does this procedure build consumer confidence in that dealer? And what about that consumer who bought and paid cash yesterday for a set which he sees advertised today at a drop of from 25 to 50 or 60 per cent less than he paid for his? Is his confidence with his dealer?

But the dealer's loss does not end here. What about the sets he takes a loss on? Can he service the sales on sets he himself must take an actual cash loss on? For example: a set bought by the dealer prior to the protection and adjustment period lists at a certain figure. He is notified and the public is advised thru the manufacturer's advertisement of a cut of approximately 40 per cent. He has a stock of these sets on hand. At which end of the horn does he come out, when the cut in price is greater than the discount allowed him. Grant that this dealer is willing to take his actual cash loss (he can't do anything else) but,

is he willing and will he service efficiently the set he simply traded dollars on and lost?

Radio to stand on its own legs and build for the dealer—for the jobber and for the manufacturer a dependable consumer confidence has got to be built to satisfy the consumer public—that ultimate buyer. It has got to be built to meet all of the claims of its manufacturer and meet them 100 per cent.

The Zenith Radio Corporation in November, 1924, also felt that beckoning call of ambition when its records showed 42,000 sets oversold. But, the Zenith Radio Corporation has surveyed the field. Jobbers will testify to their thousands of telegrams, long distance calls, and their personal visits to the Zenith factory to plead for sets which their dealer trade had sold. These same jobbers will testify further to the fact that cash premiums were being offered by the consumer to the dealer to secure Zenith sets but Zenith would not crowd production to the sacrifice of quality.

Jobbers and dealers alike went away discouraged—heart-sick at what seemed to be a lack of recognition on the part of Zenith to take advantage of a golden opportunity.

But Zenith's ambition was tempered with conservatism and thru the binoculars of cool judgment Zenith saw beyond tomorrow—that greater value and prestige perfect merchandise inevitably creates—they saw the dealer and jobber problems ahead—they knew the effect of poor material and improperly constructed merchandise—they knew the time must come when the public would discriminate and they knew the natural reaction of goods returned to an already overstocked factory. Zenith was more interested in building up consumer confidence for its dealers by maintaining quality at a fair and equitable price and in saving the dealer his profits by delivering sets that required little or no servicing and that would make his customers extend a hearty hand of welcome instead of dodging to avoid customers whose sets were a veritable infernal machine and the source of endless costly servicing which ate into the profits their discounts afforded.

Zenith saw December come and go with a far less profit to its stockholders than had it taken advantage of its orders and pushed volume to make deliveries. And Zenith saw January come and go with orders still booked and oversold to the extent of 26,000 sets. Cancellations were many from all sections—but the reward for quality soon manifested itself. From all sections the demand again began to jump. Not that spontaneous "I want a Radio Set and want it today,"—but that substantial demand for dependable quality and efficiency Zenith knew would come—and the public calmly put up their cash deposits and were willing to wait for Zenith.

Zenith's factories are not laying off their employees. Zenith is busy filling back-orders and will continue to confine its output to the dictates of the already proven efficiency of its four inspection departments. Zenith holds no secrets in this important work. Zenith's inspection consists of four distinct departments organized for that express purpose. Inspectors are retained not on volume passing thru their hands but on volume found defective. The better the inspector the more will be his returns to the manufacturing department. The results of inspection No. 2 checks the efficiency and ability of No. 1 to detect its defects. No. 3 checks No. 2, and No. 4 checks No. 3. Considering this expensive procedure is there any wonder why, out of all the thousands of Super-Zenith sets shipped since last September, only eight were returned to the factory—and of these eight, which were immediately placed before the research department, six were found perfect and in checking back to the dealer were found to be inoperative due to faulty antennae installations and battery hookups. Only two of these eight were actually defective from the standpoint of construction and it is a question in the Zenith Laboratory today whether these were not rendered ineffective during the handling by the carrier. These two sets, out of the thousands which have

been shipped, have caused more dissension in the Zenith factory than any other cause in the average affairs of factory management.

The advance in price of Zenith sets is due to the quality of material going into Zenith sets and the cost of its rigid inspection. It is the definite unchangeable intention of the Zenith Radio Corporation to deliver a product that will not alone stand up and deliver all that is claimed for it, but to eliminate the greatest possible percentage of servicing which every dealer and every jobber appreciates is an expense greater than he can even estimate in the handling of so many of the other makes.

There is no just cause nor can there be found tangible figures upon which to base a good reason for over-production on the part of radio manufacturers. The demand is by far greater than the supply. What appears to be a falling off of demand is nothing more than the public having been deceived is now holding off pending the re-establishment of confidence which defective material has torn down. The present condition of oversold Zenith apparatus bears out this simple fact. There are figures available which place radio far in excess of all other statistical columns. But, there is that element of self destruction which many manufacturers are going to witness in 1925 and 6—and that is in the manufacturer not delivering dollar for dollar value in keeping with the claims they set up and advertise in behalf of their product.

One need only digest a recent article in the "American Review of Reviews" to appreciate that a tremendous opportunity lies ahead for the dealer, the jobber and the manufacturer in radio. The following are excerpts condensed as gathered from the aforesaid article:

"The automobile business required ten years to attain a volume of only 25,000 cars PER YEAR. In the early part of 1921 one of the large radio manufacturers alone estimated that 25,000 radio sets were all they could hope to sell in one year. But, before that year was over 25,000 sets was the quota they set PER MONTH.

"The entire radio sales volume for 1920 was \$1,500,000. In 1921—four times that amount or \$6,000,000. 1922 raised the sum to \$60,000,000, multiplying the business of 1921 by 10. In 1923 sales went up to \$100,000,000 and 1924 trebled that figure, or in other words radio sales in 1924 were over \$350,000,000 gross—233 times the amount of its first year—and the industry is practically only three years old.

"Today, within three years from radio's first spurt, the industry has placed itself in dollar volume, equal to the automobile industry when it was 17 years old—1922. The phonograph business has in its long life produced figures far beyond the public's comprehension. And yet in the second year of radio's life as an industry, radio equalled the phonograph in sales and **TODAY RADIO IS MORE THAN DOUBLE THAT OF THE PHONOGRAPH BUSINESS** in point of dollars and cents.

"It is estimated that approximately 3,000 manufacturers are making some part of radio or other. About half a million people are employed directly or indirectly in radio. There are over 1000 jobbers and 25,000 dealers, of which about 3200 are 'exclusive' radio dealers, selling radio goods only.

"There are now three weekly magazines, 16 monthly radio magazines, 8 specialized trade papers, and 50 general magazines carrying radio sections. There are a total of 275 technical radio books published to date!"

Radio is here to stay. There is not the slightest question as regards the importance of radio to the public. It is no longer a question of, "Is radio here to stay?"—The greatest question is up to the individual manufacturer and whether he is here to stay. And that is a particular point which has been settled affirmatively and with sincere emphasis by the executives of the Zenith Radio Corporation. Zenith prices have gone up because the public demand dependable performance—quality reception—and a durable product—all backed by a manufacturer that substantiates its claims.

Emerson Corp. Appointed Special Federal Wholesaler

To Distribute Discontinued Federal Radio Models With Retail Value of \$1,500,000—Dealers Have Opportunity to Place Orders

The Emerson Radio & Phonograph Corp., 309 Sixth avenue, New York City, distributor of products of the Federal Tel. & Tel. Co., was appointed a special distributor of the discontinued models of Federal receiving sets and panels.

The Emerson Co.'s purchase involved Federal models 61, 59, 102, 58, 110, 135 and 140, the total retail value of which was close to \$1,500,000. These models are products of the highest quality and were only eliminated from the Federal line to make room for a series of new receiving sets and panels.

The decision of the Federal Tel. & Tel. Co. to dispose of these discontinued models through one of its distributors gives Federal dealers an opportunity of placing these sets in the homes of consumers at remarkable savings and tends to eliminate the disposal of these models in great quantities exclusively in department stores. Naturally, however, some of these sets will be marketed by larger department stores, but they will also be available to all Federal dealers.

Fine New Denver Store

DENVER, COL., March 6.—What will undoubtedly be one of the finest music establishments in this city will soon be formally opened by the Royal Music & Radio Co., at 1643 California avenue. In addition to Royal phonographs and Adler-Royal neotrodynes this concern will handle a most complete line of musical instruments.

New Sonora Period Model, Marlborough, Put on Market

Period Instrument With Attractive Cabinet Should Prove Popular With Dealers—Available in Walnut or Mahogany

The Sonora Phonograph Co., Inc., New York, recently placed on the market a new period model, the Marlborough, which is finished in walnut or mahogany. This new model is expected to prove very popular because the price



The Marlborough

of \$150 is low enough to appeal to the masses. The beautiful shaded effects add immeasurably to the attractiveness of the cabinet. The instrument is thirty-one and a half inches in width, with a height of thirty-three and three-quarters inches and a depth of nineteen inches. It has a record envelope filing system with a capacity for fifty records.

Priess Radio Corp. Has Many New Distributors

Prominent Manufacturer of Radio Sets Now Is Well Represented by Wholesalers

The Priess Radio Corp., 697 Broadway, New York City, manufacturer of the PR-5 and PR-3 five-tube receiving sets, with a reflex circuit, has appointed a number of distributors throughout the United States. These include the Perry B. Whitsit Co., of Columbus, O., well-known Victor distributor; Cheney Phonograph Sales Co., Cleveland, O.; North Ward Radio Co., Newark, N. J.; Victory Electrical Supply Co., New York and Brooklyn; North American Radio Corp., New York City; Radio Supply Co., Baltimore, Md.; Artophone Corp., St. Louis, Mo.; Finley Electric Co., Minneapolis, Minn.; Reynolds Radio Co., Denver; Talking Machine Co., of Birmingham, Ala., with branch in Knoxville, Tenn.; Trilling & Montague, Atlanta, Ga., well-known Sonora distributors, and the Narragansett Radio Co., of Providence, R. I.

Thermodyne Week Featured by Big Publicity Drive

Thermodyne Week, sponsored by the Thermodyne Radio Corp., New York, was held in New York City the week of March 2, and proved very successful. Full pages effectively illustrated and attractively designed appeared in the New York Times, Journal and Sun during the course of the week, and the jobbers and dealers handling Thermodyne sets in New York territory were keenly enthusiastic as to the results of the campaign.

Each advertisement carried the names of the Thermodyne distributors in New York, who are the Silas E. Pearsall Co., the Cheney Sales Corp. and the Pyramid Motor Equipment Co. The advertising also carried the names of Thermodyne dealers in New York territory, and it was interesting to note that Thermodyne sets are now being merchandised by representative talking machine dealers in all parts of the city.

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



“NESTOR FIVE” *The Deluxe Phonograph Panel*

The “NESTOR FIVE” is the king profit producer in the phonograph department. Tone quality, volume, selectivity, distance range and rare beauty make it sell quickly and stay sold. Designed by the radio engineers of one of the four largest makers of radio parts in the world.

Hailed by amateurs and engineers as the

most remarkable radio panel of the day. Twenty to thirty stations an hour through the strongest locals. Dealers investigated before we were ready. Hundreds of thousands of dollars worth of orders were placed. We’re ready to make deliveries now. Some territories still open. Write us.

PEARSON DIVISION

ELECTRICAL RESEARCH LABORATORIES

1421 S. MICHIGAN AVE., CHICAGO, ILL.

HOW THE NESTOR



LOOKS IN THE VICTROLA

THE SATURDAY EVENING POST

Another page



Open Sesame.

Magic words opened the way to a mystic, fabulous treasure cave.

Dials now magically open to you all the wealth of music and speech hidden in air.

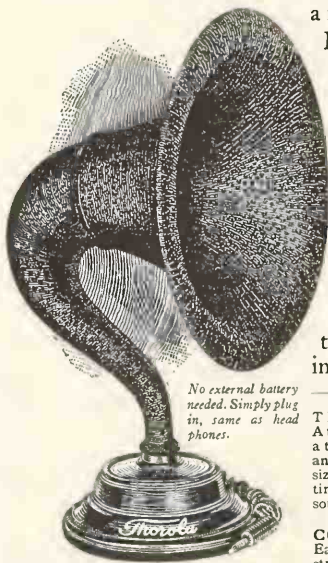
Sift out every note, every word, every overtone, in all its original clearness, with beautiful Thorola Loud Speaker. Know radio now for its music, exquisite beyond anything heretofore.

Whatever your impressions have been, hear Thorola. With this loud speaker, radio goes into finest music rooms to stay.

With this loud speaker new artistic possibilities are revealed in even the costliest radio receiver.

The difference is decisive, not only in tonal purity, but in volume. Thorola so far excels in amplifying efficiency that superabundant volume remains when tuning for maximum clearness, even at extreme long distances.

Go to your Thorodealer. Examine all the specific, exclusive Thorola superiorities described below. Only Thorola construction permits surpassing Thorola music. Hearing is believing.



No external battery needed. Simply plug in, same as head phones.

THE THOROLA REPRODUCER
A tiny wrist watch limits highest precision. And a toy piano cannot have the same tone volume and purity as a concert grand. Compare the very size of Thorola Reproducer—*much larger*, permitting fine construction and adherence to laws of sound, unduplicated in average small reproducers.

CONTROLLED MICA DIAPHRAGM
Easily establishes Thorola as THE musical instrument among loud speakers. The mica diaphragm is acknowledged the highest development for musical reproduction. The Thorola Controlled Mica Diaphragm makes this feature practical for radio, another accomplishment made possible by Thorola veteran loud speaker experience and technical facilities.

EXCLUSIVE THOROLA SEPARIX
Only Thorola has the Separix, indispensable for faithful preservation of the delicate note shades

and overtones without which there cannot be true music, voice, tone—unblurred.

THE HORN OF THORITE
The Thorola horn is made of Thorite, an exclusive laboratory compound, developed expressly to remove natural limitations in conforming to the acoustic ideal. Since the horn alone multiplies sound volume many times in any speaker, the value of Thorite superior acoustic accuracy cannot be overestimated.

THE THOROLA SYNCHRONIZER
No two radio sets are exactly alike. The loud speaker, like every other circuit factor, must be in perfect balance for maximum results. Only Thorola can be harmonized with the exclusive Thorola Synchronizer, individually adapting your Thorola to your receiver. This simple, *virtually permanent* adjustment is another reason even the finest and most costly receivers do better with Thorola.

- THOROLA 4 \$25
- THOROPHONE . . . \$45
Powerplus Speaker (Storage Battery)
- THOROLA 6 \$15
Phonograph Attachment
- THOROLA 9 \$40
Cabinet Loud Speaker

The Thorola 10-day Refund Warranty is a guarantee to every user that Thorola will fulfill every claim.

REICHMANN COMPANY, 1725-39 W. 74th Street, CHICAGO

Thorola

THE SPEAKING LIKENESS



From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

LEONARD P. CANTY

Business Continues Satisfactory in Mid-West Territory Despite Industrial Slump

Increased Demand Is Outstanding Feature of the Month's Business—Gain Noticed in Talking Machine Sales—Broadcasting Benefits Radio Trade—Month's News and Activities

CHICAGO, ILL., March 9.—Record sales during the month of February throughout the Chicago territory and the Middle West generally clung tenaciously to the mark set in the month preceding, despite the fact that in almost every line of industrial activity there has been a marked decrease in volume of business. Practically without exception jobbers and dealers in this section have reported a good demand for records, with a growing preference being noted for those selections of the better class. This growing demand may partly be laid to the fact that this section of the country may now obtain with great ease the broadcasting programs sponsored by record manufacturers since stations in and near Chicago have recently been added to relay the concerts. The natural outcome has been the education of the record buying public to music of the better type, and the result has been beneficial to the dealers merchandising every line.

A steady but slow gain is also being noticed in the demand for talking machines, although the improvement registered has not been as great as that in the case of records. The month of February, as regards volume of sales, compared favorably with that of January and also with that of February of last year, with several

manufacturers, jobbers and dealers reporting varying increases. Models equipped for the installation of radio receiving sets of the purchaser's preference and combination models have been reported by some retailers as sales winners, while others have found upright and console models in greater demand. Several jobbers have found that the dealer who is utilizing his customers and prospects to the best possible advantage in connection with direct by mail matter and canvassing is the one who is bringing in the returns and is keeping his shelves and sales floor filled with new merchandise.

The sale of radio products in the Chicago territory has also benefited by the increasing interest in broadcasting and the fact that the programs being put on the air are being constantly improved. The growth of those concerns placing standard sets upon the market and the entrance of several old established manufacturers into the field have done much to stabilize and strengthen the confidence of the buying public and to stimulate sales. The increasing number of responsible dealers who are adding radio sets, loud speakers and allied products to their lines of talking machines and records has served to instill further in the minds

of the purchaser and prospect the feeling that they may invest their money much more safely through the talking machine dealer outlet than through any other.

Successful Trip in Interest of Carryola

After a six weeks' trip which carried him throughout the South and West, from Atlanta, Ga., to Portland, Ore., and included all of the larger trade centers, D. F. Allen, vice-president of the Carryola Co. of America, portable phonograph manufacturer of Milwaukee, Wis., returned to his desk about the first of March. He reports having made very satisfactory jobbing connections in cities which he visited, especially on the Pacific Coast, and secured a fine number of orders. Mr. Allen, as a result of his survey, feels optimistic concerning the outlook for portable sales during 1925 and states that he found jobbers and dealers in the South and West to be quite active in their sales campaigns. The Carryola new style "Master" has been accorded an especially fine reception by the trade in all sections of the country, according to D. S. Bascom, sales manager; and during the month of February it was necessary for officials of the firm to increase production considerably to care for the growing demand for this particular style and the entire line.

S. L. Zax on Profitable Trip

S. L. Zax, secretary of the Broadcaster Corp., who left Chicago on February 8 for an extended trip, has spent the past month in covering the South. After visiting St. Louis, he made a swing through the Southern States which

(Continued on page 120)



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.

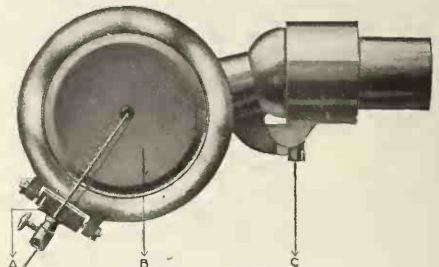
THE JEWEL-TONE Attachments for Victor and Edison

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 117)



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.

ended at Atlanta, and then retraced his steps as far West as Texas. From reports received by Broadcaster officials, according to S. M. Meltzer, Mr. Zax is enjoying a pleasant and profitable trip, as he is finding a good reception for the entire Broadcaster line of phonographs and combination models and is opening many new accounts, with encouraging initial orders. He will spend considerable time visiting the trade centers of the Southwest and Pacific Coast and will return to Chicago the latter part of March.

Caswell Portable Popular

L. B. Casagrande, head of the Caswell Mfg. Co., Milwaukee, Wis., made a short business trip to St. Louis the first part of February, and reports a fine reception in the trade for the Caswell portable phonograph in that section of the country. The policy of exercising extreme care in the choice of distributors which the Caswell officials placed in effect at the outset and upon which they have laid the foundation of their marketing plans is working to the advantage of manufacturer, jobber and dealer, according to Mr. Casagrande. The distributor is picking his retail outlets with an equal amount of caution and the result has been a chain with no weak links, following a typical sales policy and obtaining gratifying results.

The Caswell Mfg. Co. is now concentrating its activities upon important additions to its line of portables and final details are now being worked out, preparatory to an announcement to the trade.

Slogan for 1925 Convention

"Make America Musical," is the slogan adopted for the 1925 Music Trades Convention to be held at the Drake Hotel, Chicago, June 8-9-10-11. It was suggested to the convention committee by Alex McDonald, of Sommer & Co., New York, a member of the executive committee of the National Music Merchants' Association, and will be used in all con-

vention advertising. The entertainment features enjoyed in all previous Chicago conventions will be carried out by the committee, but the real purpose of the convention will not be overlooked by those in charge. Every assistance will be given the Music Industries Chamber of Commerce to carry out the serious and more important part of the conclave and the promotion of music, the stimulation of business by assisting those who are exhibiting, the co-operation of the exhibitors and those in charge of the business sessions will be included in the work of this committee. Arrangements have been made for an advance campaign of general newspaper and radio publicity for the convention. The executive committee voted recently to raise \$5,000 by subscription for the advertising and general expenses of this convention.

"The personnel of the executive committee will be as follows: Harry D. Schoenwald, general chairman; Joel C. Childs, treasurer; Gordon Laughhead, secretary; Henry W. Hewitt, chairman of hotel committee; James T. Bristol, chairman of merchants' banquet committee; John McKenna, chairman in charge of entertainment for merchants' banquet; Harry B. Bibb, chairman in charge of noonday luncheons; Matt J. Kennedy, chairman in charge of newspaper publicity; Harry J. Lindeman, chairman of reception committee; Roger O'Connor, vice-chairman of reception committee; Walter Kiehn, vice-chairman of reception committee; Kenneth W. Curtis, chairman in charge of golf committee.

The complete committees will be announced at the next meeting of the executive committee at the Drake Hotel, Monday evening, March 23.

Lakeside to Announce New Cabinet

The Lakeside Supply Co., 73 W. Van Buren street, will announce to the trade within a short time a new style of table radio cabinet, according to G. C. Fricke, president of the concern. The cabinet which will be placed upon the market is said to embody several new developments in radio cabinet construction and style, and is expected to attract considerable attention among jobbers and dealers. The demand for phonograph parts and hardware was very encouraging during the month of February, Mr. Fricke stated, and in addition to domestic business several large orders were received from foreign lands.

Many Mohawk Accounts Opened

An enviable sales record was made recently by Albert Lascy, of the Mohawk Electric Corp., this city, who returned to the home office the latter part of February, from Pennsylvania,

Genuine Walnut Radio Cabinets



STYLE L W N

This is one of the highest grade cabinets manufactured today. It is beautifully designed with turned posts on the front corners, routed ends left and right and is made of 1 inch kiln dried walnut finished in lacquer and wax. To prevent scratching, rubber bumpers and pads are placed on the cover and legs.

These cases are 9 1/4 inches deep behind the panel, and are for panels 7 inches high. Each cabinet is individually packed in a heavy corrugated carton.

Prices do not include base boards.

Lakeside Supply Company

73 West Van Buren Street Chicago, Illinois

Phone Harrison 3840

where he had gone to introduce the new one-dial 5-tube Mohawk radio receiver. In less than five weeks Mr. Lascy succeeded in establishing a Mohawk franchise dealer in every fair-sized town in the State, thereby breaking all records and establishing a precedent for all Mohawk salesmen. Under the terms of the Mohawk franchise a dealer is required to buy a certain number of sets outright, and a stipulated number every month thereafter in order to hold it.

Mr. Lascy is now covering Wisconsin, where he is visiting Mohawk dealers and establishing new accounts. He hopes to return to Chicago with another record which will rival that which he established in Pennsylvania.

Piano Club Musical Activities

At the February 9 meeting of the Piano Club of Chicago Adam Schneider, of Julius Bauer & Co., was presented with an honorary life membership in the Club, in commemoration of the fifty-first anniversary of his association with the music trade. E. B. Bartlett, vice-president of the W. W. Kimball Co., presented the gold

(Continued on page 122)



Excel Phonographs
and
Radio-Phonograph Combinations

The illustration shows one of many late models of our line, which has been re-designed, right up to the minute, with especial reference to the Radio-Phonograph Combination, destined to be the standard household unit. Characterized by

Beauty of Design, Finish and Tonal Quality

These instruments are produced in all the popular finishes and styles, including Uprights, Consoles and Wall Cabinets, and our facilities enable us to make prompt deliveries and most attractive trade prices. *Catalog and price list mailed on request.*

EXCEL PHONOGRAPH MANUFACTURING COMPANY
402-414 West Erie Street - - - - - Chicago, Illinois

An Exceptional Line for Wide Awake Dealers

ZENITH RADIO

They Cost More
But They Do More



Super-Zenith X—the ideal radio set for the fine home

Zenith—
the exclusive
choice of MacMillan
for his North
Polar Expedition

Zenith Supremacy will be Maintained

This message brings to radio enthusiasts the announcement of an *advance in Zenith prices* on all models. The new prices are shown in the panel at the right.

Radio sets—like motor cars and pianos—gravitate to their correct price level. There is more to a radio receiving set than merely a beautiful cabinet backed by extravagant claims. It must meet exacting requirements. The novelty has worn off. The public is becoming educated. It knows what to expect and can now distinguish merit in radio.

An imposing name and an intensive advertising campaign—when they back a radio product which does not deliver equally impressive results—soon lose their fictitious values.

By that same token, performance which is literally *outstanding* fixes for the makers of that product a standard of supremacy which, in duty

to the public, they are obligated to maintain.

Throughout the radio world the name ZENITH has come to be the very symbol of results—in quality of tone, in simplicity, in selectivity, in volume without distortion, and in long-distance reception. The artistry of design for which it stands is too well known for comment.

The fact that ZENITH has *advanced* its prices is of more than passing moment. For it registers the determination on the part of the builders of ZENITH to maintain the acknowledged supremacy of ZENITH receiving sets—both in beauty and performance.

All present models are guaranteed against price reduction.

Dealers and Jobbers: Write or wire for our exclusive territorial franchise.

Zenith Radio Corporation

332 South Michigan Avenue

Chicago, Illinois

The complete Zenith line ranges in price from \$100 to \$475.

With either Zenith 3R or Zenith 4R, satisfactory reception over distances of 2,000 to 3,000 miles is readily accomplished, using any ordinary loud speaker. Models 3R and 4R licensed under Armstrong U.S. Pat. No. 1,113,149. They are NON-RADIATING.

Zenith 4R . . . \$100
Zenith 3R . . . \$175

The new Super-Zenith is a six-tube set with a new, unique, and really different patented circuit, controlled exclusively by the Zenith Radio Corporation. It is NOT regenerative.

SUPER-ZENITH VII—Six tubes—2 stages tuned frequency amplification—detector and 3 stages audio frequency amplification. Installed in a beautifully finished cabinet of solid mahogany—44½ inches long, 16½ inches wide, 10½ inches high. Compartments at either end for dry batteries. Price (exclusive of tubes and batteries) \$240

SUPER-ZENITH VIII—Same as VII except—console type. Price (exclusive of tubes and batteries) \$260

SUPER-ZENITH IX—Console model with additional compartments containing built-in Zenith loud speaker and generous storage battery space. Price (exclusive of tubes and batteries) \$355

SUPER-ZENITH X—Contains built-in, patented, Super-Zenith Duo-Loud Speakers (harmonically synchronized twin speakers and horns), designed to reproduce both high and low pitch tones otherwise impossible with single-unit speakers. Price (exclusive of tubes and batteries) \$475

All Prices F. O. B. Factory.

Zenith Radio Corporation
Dept. 3-W
332 South Michigan Avenue, Chicago, Ill.
Gentlemen: Please send me full particulars of your Dealer Proposition.

Name

Address

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 120)

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



engraved membership emblem. Jack Barker, one of the stars of "No, No, Nanette," musical comedy hit, sang several Irish folk songs and was followed by J. Parnell Egan, tenor, who is attaining local fame. Cosmo Hamilton, author of "Scandal," "Parasites" and other comedy successes, addressed the members of the club.

Stars from the musical comedy "Rose Marie" entertained the club members at the luncheon held Monday, February 16. Arthur Cunningham, leading tenor, sang several selections, accompanied by Rupert Graves, musical director of the operetta. That evening a pre-convention dinner and frolic was held at the Trocadero, popular North Side supper club, by the Piano Club, at which members and their friends gathered for a steak dinner and general good time.

Ralph Park's Trocadero Orchestra furnished music for dancing, and local radio stars, includ-

ing Axel Christensen, a member of the club, Jerry Sullivan and Harry Geise, originator of the "How Do You Do" song, helped to furnish the evening's entertainment. The latest song hits of the day were sung by artists of Leo Feist, Jerome H. Remick, Waterson, Berlin & Snyder, and other music publishers.

The sending of a congratulatory message to the newly formed Piano Club of Cleveland marked the opening of the February 23 meeting of the club. Several numbers were sung by Margaret Vivian McCarthy, coloratura soprano, accompanied by Raymond Allen Smith. Madame Fannie Bloomfield-Zeisler, pianist of renown, was the guest of honor at the luncheon of March 2, upon the occasion of her golden jubilee. A set of resolutions was prepared and adopted by the Piano Club, paying her the highest of tributes and electing her an honorary member.

In appreciation of Madame Bloomfield-Zeisler's contribution toward the promotion of music, a number of stars of "Blossom Time" joined in honoring her and sang several selections from the opera.

N & K Products Popular in Mid-West

Harry E. Kamen, Middle West district manager of the Th. Goldschmidt Corp., importer of N & K loud speakers, phonograph units and head phones, with headquarters in Chicago, is in addition covering the trade in the Northwest.



Harry E. Kamen

Mr. Kamen is achieving very pleasing success in the introduction of N & K products in this important territory, and his sales for January and February showed a very large increase over 1924. The N & K loud speaker is meeting with popular approval everywhere, and dealer agencies are being established in practically all of the leading cities.

Consolidated to Represent Thermodyne

M. O. Giles, sales manager of the Thermodyne Radio Corp., New York, manufacturer of



M. O. Giles

Thermodyne radio sets, was a recent visitor to Chicago. While here, Mr. Giles closed an important deal with E. A. Fearn, president of the Consolidated Talking Machine Co., whereby this well-known jobber will distribute Thermodyne sets in Chicago, Detroit and Minneapolis. The Consolidated Talking Machine Co. is admirably equipped to give this product excellent representation in these important trade centers, and the Thermodyne Radio Corp. will cooperate with Mr. Fearn in every possible way

(Continued on page 124)

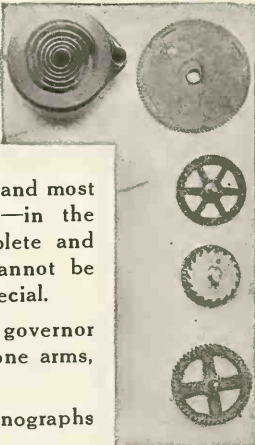
Repair Parts

For All and Every Motor That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.



INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Hornum Talking Machine Co.
O'Neill-James Co.
Aralino Co.

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.



TRADE MARK
"CONSOLA"

CABLE ADDRESS
CONSOLA

227-229 W. WASHINGTON ST. CHICAGO, ILL.
Branches: 2957 Gratiot Ave., Detroit, Mich. 1121 Nicollet Ave., Minneapolis, Minn.

Where Value Is — Trade Follows



Here It Is—

The New CASWELL!

THE New Caswell Line of Portable Phonographs is by common consent the greatest value in the business today. One distributor after another concedes the consummate workmanship, supreme quality and sheer beauty of lines and materials embodied in this complete line now being shown.

The photograph above can do only scant justice in giving you the proper conception of Caswell Quality and Distinction.

Beginning with the case, made of selected three-ply non-warping laminated veneers with rounded edges and corners, the experience of fifty years' fine case-making is apparent.

Outside covers by Dupont in Fabrikoid in rich blues, greys, browns, morocco reds and greens and black. Inside coverings to match.

In mechanical construction all Caswell elements are features. Consider the famous Heineman Motor; the Caswell throwback type Universal Tone Arm is designed exclusively for portable use: the new Caswell "Micro-tone" reproducer of knife-edge type is designed by one of America's best-known acoustic engineers. The Caswell tone chamber due to its exclusive design and peculiar construction and suspension gives an astonishing wealth and verity of tone with vibration eliminated. Specially constructed album, a part of the cover, holds 18 records or 36 selections. Unique with Caswell.

Jobbers—Distribution confined to substantial organizations who are viewing the Caswell line by appointment only, as fast as it can be arranged.

Dealers—Until the proper selling arrangement has been completed for your territory, we will handle dealers' orders direct. Do not fail to mention your jobber's name.

List Price Gypsy Model \$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 122)

in establishing the Thermodyne product with representative dealers. Mr. Giles stated that he had also closed a deal with Justus & Parker, Columbus, O., whereby this concern also becomes a jobber for Thermodyne sets.

Operadio Sets Installed in Hotels

After exhaustive experimentation to prove its feasibility, the Drake Hotel, of Chicago, has inaugurated and is operating successfully a radio



The Operadio in a Hotel Room

rental service for its guests. The six-tube, self-contained Operadio manufactured by The Operadio Corp., Chicago, has been selected for this purpose. Following in the footsteps of the Drake several other hotels have already in-

stalled Operadios, including among the larger ones—the new Roosevelt in New York, and the new Benjamin Franklin in Philadelphia.

In each guest room of the hotel a card is placed which reads: "For your convenience we are prepared to place a six-tube portable radio set in this room on a reasonable rental basis. For particulars phone the electrician's department."

Upon order the set is delivered by the radio service man and verbal instructions are given to those unfamiliar with its operation. Fastened to the set is a large red card on one side of which are instructions especially prepared in accord with the results determined in the hotel. On the opposite side, in large letters, is the word "Warning." In this text it warns against too high voltage, requests the guests to report any difficulties rather than try to fix them themselves, and reminds them of the importance of turning off the rheostat. A rental charge is then put against the guest's account until he checks out or requests return of the set.

Unusual Window Features Mohawk Radio

One of the most unique radio displays seen here in some time was recently discovered in the window of the Brunswick Music Shop, 3206 Lawrence avenue. The Mohawk radio set, which was placed on the market about four months ago by the Mohawk Electric Corp., was featured.

Simplicity and originality were the keynotes of this display, which has already become so popular that Mohawk dealers both in Chicago and its outlying districts have adopted a similar one. The background of the window was formed by a deep purple plush curtain, and the same kind of cloth was used to drape the pedestals on which the sets were placed. This dark background proved a striking and effective color scheme when the rest of the display was put in.

A Better Fibre Needle Cutter for Less Money

RETAIL PRICE \$1.00

The ALTO



Manufactured by
ALTO MFG. CO.

1647-51 Wolfram St.

CHICAGO, ILL.

The principal part of the display was a huge reproduction of the Mohawk trade-mark, an Indian Chief's head done in brilliant colors with the name "Mohawk" across the lower part of the face. This of course forms the center of



Mohawk Display in Brunswick Shop

attraction, the grim and picturesque visage of the stolid Mohawk chieftain looming majestically against the somber background. Three different models of the Mohawk set were then grouped about this sign.

Most original of all was the collection of Indian relics which adorned the window. A chief's

(Continued on page 126)

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 CORPORATION 451-469 EAST OHIO STREET **CHICAGO**

Building and marketing the celebrated "Monarch" Portables, apparatus and receivers

Twenty-One Stations In an Hour!



—on the Pearson Five “The Radio of Tomorrow”

What this Pearson Five did, any Pearson Five will do. Twenty-one stations an hour is an everyday Pearson Five performance. We are willing at any time to submit any Pearson Five to this test.

Read this letter and decide that this is the set your customers will ultimately buy—and sell it to them now.

Pearson Division, Electrical Research Laboratories,
1421 Michigan Avenue,
Chicago, Illinois.

Gentlemen:

You may be interested to know that on January 23, between 9 and 11 P.M., with all locals going full blast, I received the following stations on one of your new Pearson receivers:

WEBH, WLS, WGN, WMAQ, WOJ, KYW, all of Chicago; WTAS, Elgin, Ill.; WBCN, Chicago; WOC, Davenport, Iowa; WOS, Jefferson City, Mo.; KSD, St. Louis, Mo.; WJAS, Pittsburgh, Pa.; WKAR, Lansing, Mich.; KDKA, Pittsburgh, Pa.; KFDM, Beaumont, Texas; WGR, Buffalo, N. Y.; WBZ, Springfield, Mass.; KOA, Denver, Colo.; WGY, Schenectady, N. Y.; WJAR, Philadelphia; KHJ, Los Angeles.

On the following Sunday, with all the locals going, I received the following stations in addition to the above list:

WOAW, Omaha, Neb.; KFAF, Denver, Colo.; WSAI, Cincinnati, Ohio; WAOL, San Antonio, Texas; WLW, Cincinnati, Ohio; WOO, Philadelphia; WFAF, New York City; WCAP, Washington, D. C.; WFAA, Iowa City; WCCO, Minneapolis, Minn.; WFAA, Dallas, Texas; KFI, Los Angeles, Cal. I was also able to bring in again KHJ, Los Angeles; WBZ, Springfield, Mass., and others in the first list.

These stations were all tuned in on a loud speaker, and came in loud and clear enough to be heard all over the house. There were many other stations on the air, but I have listed only those whose calls I was sure I had right. I believe this a truly remarkable performance, as there are two high-powered stations—WEBH and WOJ—within a mile and a half of my home.

Sincerely,

F. C. HEYES,

7422 Greenview Ave., Chicago, Ill.

The Pearson Five is a quality job throughout. It has the rare tone quality, volume, selectivity and distance range of sets commanding twice the price. Built by one of the four biggest makers of radio parts in the world. The engineer or novice recognizes its superior qualities instantly. So do dealers, who have contracted for the Pearson Five to the extent of almost a million dollars. Some territory is still open.

PEARSON DIVISION
Electrical Research Laboratories
1421 So. Michigan Avenue
Chicago, Ill.



By this mark you may identify the genuine Pearson Super-Power Receivers. Now manufactured under license from the United States Government.



The Pearson Five Panel

Don't lose any more phonograph sales. Sell the combination outfit—two sales in one. The Pearson Five Panel converts any standard phonograph instantly into a five-tube radio with all the tone, volume, selectivity and distance of the famous Pearson Five receiver. Get our dealer's proposition.

PEARSON Five

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 124)

head dress, war clubs, moccasins, quivers, medicine-man bags and trinkets of all descriptions were laid out in various advantageous positions. In one corner of the window was a small notice explaining that the relics were from a famous Mohawk Indian chief who had fought against the colonists during the American revolution.

Kimball Upright Models in Demand

Sales activities during February and the early part of March in the talking machine department of the W. W. Kimball Co. were marked by an increase in the demand for upright models. F. P. Whitmore, secretary, told The World representative that the dealers seemed to be everywhere directing their attention to the sale of upright phonographs and that they are obtaining results. "The fact," said Mr. Whitmore, "that they are easier to operate, and occupy less space in the home, finds a response in the mind of the prospective purchaser, and the dealer is capitalizing upon these qualities."

Regarding Elec. Research Lab. License

Since the reported grant, about two months ago, of the first license issued by the Navy Department of the German radio patents to the Electrical Research Laboratories of Chicago, there have arisen rumors to the effect that the report was unfounded. During the course of an interview with The World representative, Geo. A. Pearson, president of the concern, promptly branded these rumors as false, stating that his firm could furnish ample proof of the fact that it had secured the patents. In part he said: "Considering the fact that heretofore no independent radio manufacturer has been able to secure from the Government a license under navy-owned German patents, even though a good many highly prominent concerns have endeavored to do so for years, it is not surprising that the announcement of our success should be received with doubt in certain quarters. Nevertheless, the fact remains that our negotiations for a government license proved successful, as we can easily prove through submission of documentary evidence to anyone who might care to investigate.

"Furthermore," continued Mr. Pearson, "we do not believe that any manufacturer who has worth-while patents to offer in exchange for a government license, under the reciprocal arrangement proposed by the Navy Department, will have difficulty in gaining similarly favorable consideration."

He brought out the fact that a good deal of value attaches itself to these government-owned patents, because some of them are basic. The celebrated Schloemilch & Von Bronk patent, which falls into this group, covers fundamentally the principles of tuned radio frequency and reflex amplification, incorporated either as a whole or in part in every modern receiving circuit.

"Now that we have gained the right to op-

erate under these patents we are enabled to embark upon the manufacture of complete receivers on a large scale, with assurance of freedom from patent difficulties of any kind. And, furthermore, we are enabled to extend to our trade similar protection," continued Mr. Pearson.

"Consequently, we feel justified in rating the government's release of these patents among the most important radio developments in recent years, operating to assure in marked degree the safety and stability of concerns that are contributing notably to the upbuilding of the radio industry."

Wide Interest in Brunswick Contest

The Music Memory Contest, sponsored by the Brunswick-Balke-Collender Co., and broadcast from leading radio stations each Tuesday evening, has been productive of nation-wide interest and enthusiasm and the general offices of the firm have been literally swamped with letters of congratulation.

The Brunswick Co. launched an extensive advertising campaign at the outset, which included page advertisements in leading Sunday newspapers throughout the country, dealer advertisements in local mediums, display matter, and direct-by-mail literature for dealer distribution. Each program is given adequate publicity in advance and the unusual interest aroused has re-

sulted in a constant stream of filled-in blanks which pour into Brunswick headquarters after each concert. In addition, there is evidence of increased attention and interest on the part of the American public through the growing number of requests for contest blanks.

Letters of commendation and congratulation have been received by Brunswick officials from listeners in every section of the United States and Canada and from every walk of life, from government officials to day laborers. People living in the rural districts especially have been pleased with the weekly musical treat and a large percentage of the letters received had their source in agricultural communities. Hospital patients have found the programs and the spirit of adventure connected with them a source of enjoyment and a relief from their suffering. Another interesting feature of the movement is the fact that teachers of music and the music departments of educational institutions have awakened to the possibilities of the broadcasting instructing their students, and keen interest is being shown.

One new station was added recently and WBC, in Boston, now forms a part of the broadcasting chain. KGO, located in Oakland, Cal., has also been relaying the broadcasting of KDKA, Pittsburgh, and if the statements of
(Continued on page 128)

You Should Sell

Your Distributor Can Supply You

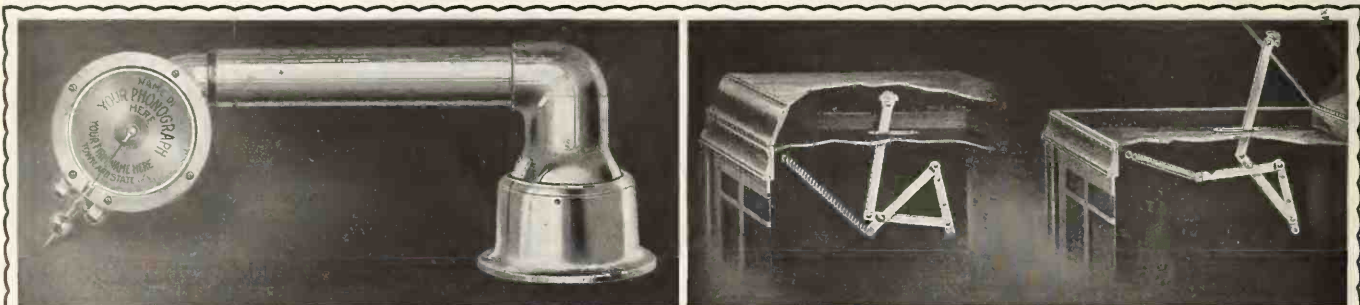
HALL CONCAVED FIBRE NEEDLES

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 8 1/2 inches center of base to needlepoint—can be made to order longer or shorter. Base opening 2 inches diameter.

Fine quality Nickel and Gold Plate finishes

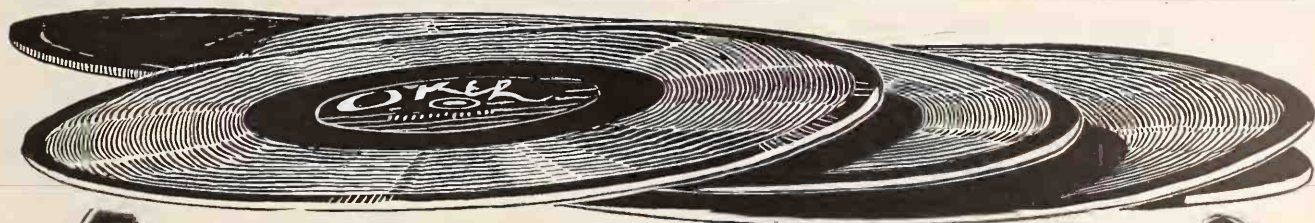


Supplied to manufacturers of high-grade phonograph cabinets in the United States and all foreign countries. Samples sent anywhere for trial

The Superior Spring Balanced Lid Support

A touch of one finger lifts or closes the lid which stops, balanced, at any point desired. Does not warp lid. Noiseless in operation. The simplest spring balance made—and easiest to install. Can be made to fit any type and weight of lid. Furnished complete with escutcheon plate and all necessary screws.

Low quantity Prices quoted on application



Ask—

CONSOLIDATED

If you are not handling this unparalleled make of records.

Okeh and **Odeon**
The Records of Quality

You can depend upon these records to make every customer satisfied and a repeated buyer.

They Know
what is best
in
SERVICE

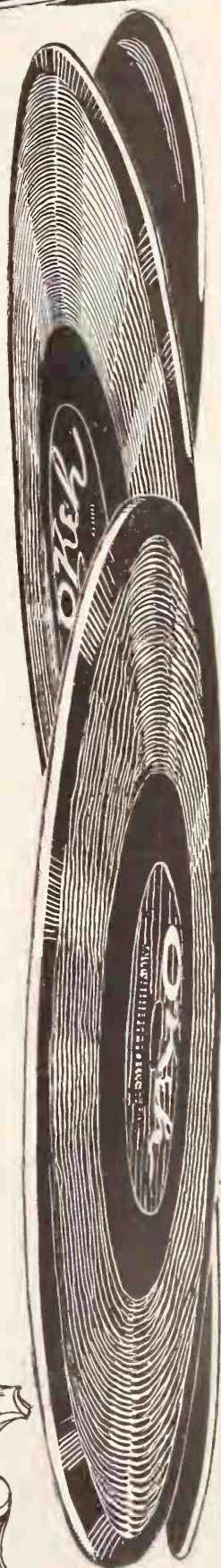
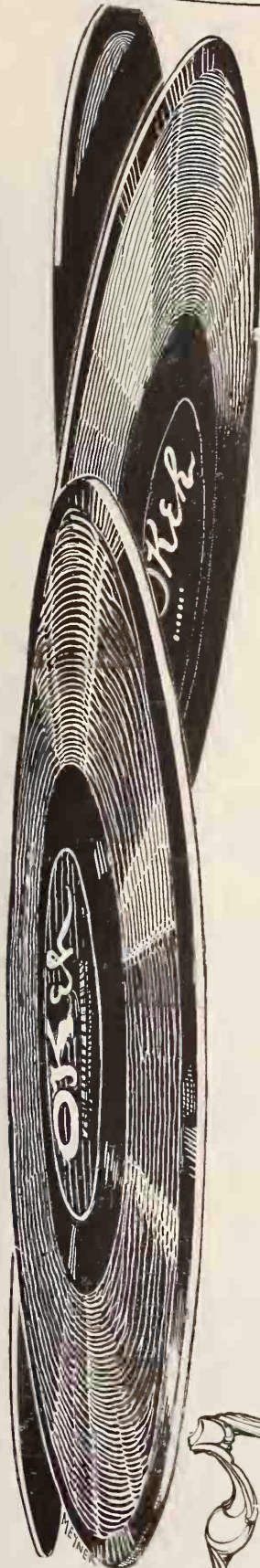
227-229 W. Washington St., CHICAGO, ILL.

Branches:

2957 Gratiot Avenue
Detroit, Mich.

1121 Nicollet Avenue
Minneapolis, Minn.

**Consolidated
Talking Machine Co.**



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 126)

radio fans on the Pacific Coast and, in fact, the entire West are to be taken as authoritative, fine reception in that section of the country is easily obtainable.

Brunswick Music Memory Contest programs by famous artists of the New Hall of Fame will be placed upon the air each Tuesday evening during the month of March, a total of five concerts. Brunswick dealers who have been staging concerts in their stores report large crowds of listeners, and they are taking the opportunity to push their sales campaigns on records and the Brunswick line of phonographs and Radiolas, especially the Brunswick-Radiola No. 260, which is featured in connection with the contest publicity.

Oscar Kloer on Successful Trip

Oscar Kloer, sales manager of the Blood Tone Arm Co., of this city, embarked upon a business trip about the middle of February which took him to many of the important trade centers of the Middle West, including St. Louis, Cincinnati, Detroit, Dayton and Toledo. The majority of the time was spent in visiting manufacturers and jobbers and he returned to Chicago toward the last of the month, reporting a successful ten-day trip.

Ajax Record Co. Opens New Accounts

An increase in the volume of business of over 33 per cent as compared with January has been the happy experience of the Ajax Record Co., 108 West Lake street, according to Thomas Nash, sales manager. Mr. Nash told The World representative that since the organization of the firm last Spring a steady increase from month to month had taken place, and during the month of February it reached its peak. This result is due in no small measure to the consistent advertising policy which has been pursued and the exceptional dealer co-operation which has been placed at the disposal of retail merchants. The reprints of advertisements which are shown in Ajax dealer's windows form an important cog in the advertising

program and many sales can be traced directly to the human interest appeal which the posters contain.

Since the formation of the Ajax Record Co. all business negotiations have been conducted between the manufacturer and the dealer, and at the present time well over two thousand record outlets have been established. The firm is now negotiating for State jobbers in all sections of the country, especially in the South, and three jobbing concerns have already added the Ajax line. Wagner Bros., New Orleans; J. L. Ausban, Birmingham, Ala.; and the Ajax Record Distributors Co., St. Louis, Mo., comprise the new accounts and each will care for the dealers in its respective territories.

E. E. Powell, of Tonofone Co., on Trip

Miss E. E. Powell, secretary of the Tonofone Co., left for an Eastern trip on March 8, during which she visited New York, Washington and Philadelphia, where she visited Tonofone accounts. Miss Powell returned to Chicago about the middle of March, reporting increased activity in the needle business throughout the Eastern territory.

Reports Good Fibre Needle Business

A good business within the confines of the United States with regard to fibre needles is one of the outstanding features of February activities with the Hall Mfg. Co. H. J. Fiddelke, of that concern, states that in addition the firm has built up a fine number of accounts in foreign lands. Two large jobbers in England, others scattered from Australia to Paris, and from New Zealand to Japan, are handling the Hall product and are doing a large volume of business. The majority of the business is placed direct and the remainder is done through the hands of exporting concerns. Mr. Fiddelke has received a number of inquiries from merchants in Germany within the last few weeks, which would tend to indicate that the talking machine business in that section of Europe is recovering

Burns
THE PERFECT REPRODUCER
 Tone loud and pleasing
 Handsome material and design
 Black—22.50, Shell—25.00
American Electric Company
 State and 64th Sts. CHICAGO



from the shock of the recent war and its disastrous after effects on business.

Effective Window Display Brings Sales

One of the most attractive window displays which have greeted pedestrians in Chicago during the past few months, was that of the Bissell-Weisert Piano Co., located at 26 South



Zenith Radio in Fine Window

Michigan boulevard. The windows of this particular dealer are noted for their simplicity, dignity, and general effectiveness, and the one shown above is typical of the firm's policy in this regard. The windows are redecorated each week and the arrangement illustrated herewith appeared the third week in February. In the left-hand corner may be seen the Zenith radio set No. 8; in the center prominence is given to

(Continued on page 130)

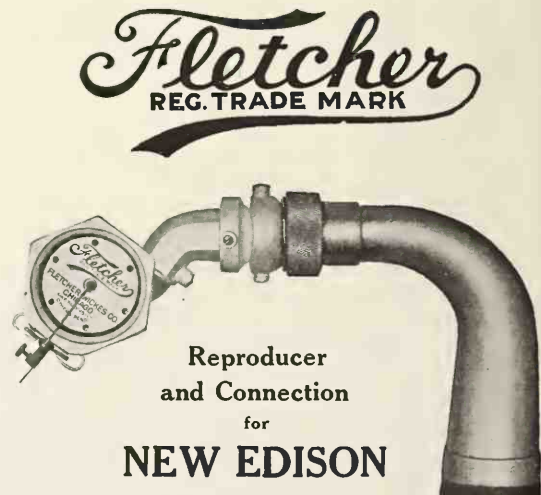
Fletcher No. 3 Brass-Drawn Tone Arm



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.



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

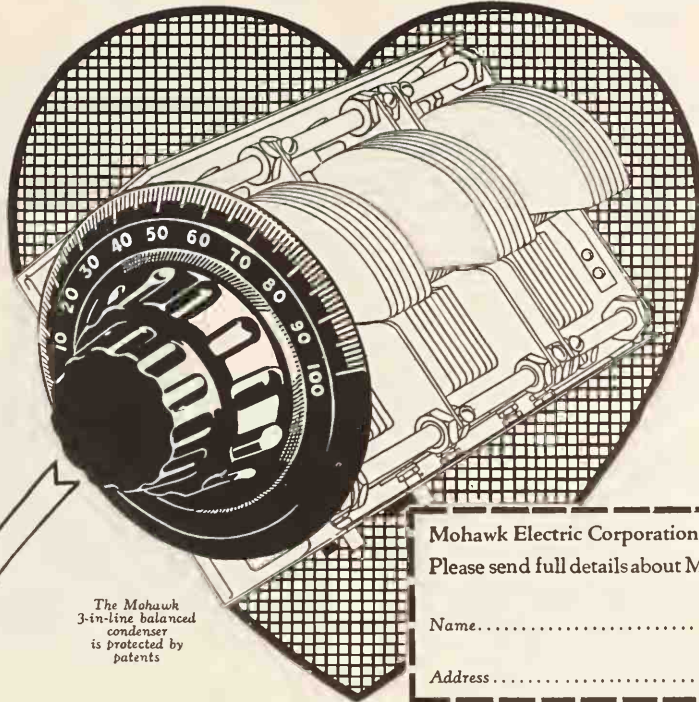
116-122 WEST ILLINOIS STREET, CHICAGO

Mohawk Radio

5 tubes - just ONE dial to tune



Mohawk Model V.A. shown below, 5 tubes—just one dial to tune. Sealed and guaranteed for one year. \$150 without accessories.



The Mohawk 3-in-line balanced condenser is protected by patents

Mohawk Electric Corporation, 2244 Diversey Parkway, Chicago
Please send full details about Mohawk Radio and Franchise Plan.

Name.....

Address.....

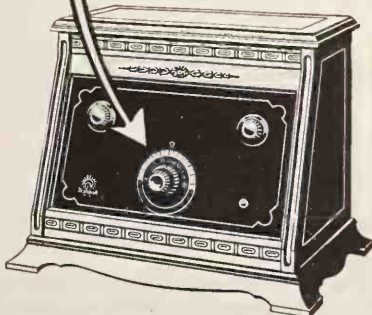
The Heart of the Mohawk's One-Dial Efficiency

PICTURED above you see the Mohawk 3-in-line balanced condenser. It is the heart of the Mohawk Radio. It is one reason why the Mohawk accomplishes more with a *single* dial than the ordinary radio will accomplish with a number of dials.

The Mohawk 3-in-line balanced condenser gives such extreme selectivity that even with many nearby stations on the air, it will breakthrough and bring in distant points from coast to coast. Mohawk reception is all on the loud speaker, with abundant volume and a wonderful bell-clear, golden tone.

The trend in radio today is simplicity. That accounts for the Mohawk's tremendous popularity wherever introduced. From the dealer's standpoint, Mohawk's simplicity means extremely low service cost. There's nothing to tinker with—nothing to get out of order; working parts are sealed for their protection.

Let us tell you the full story of the Mohawk Radio, of our Big Advertising Campaign which reaches over 15,000,000 readers, and our Exclusive Dealer Plan, which is building profits for progressive dealers the country over. Wire, write or mail coupon today. We will also send full information about our financing plan for time payment sales.

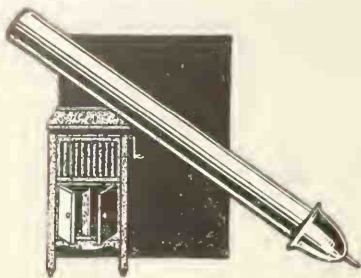


MOHAWK ELECTRIC CORPORATION
2244 Diversey Parkway Chicago



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 128)

Sales—like snowballs—pile up or “melt”



When the sales of a product grow bigger each year—when the number of dealers handling the product increases steadily, YOU may safely assume the product offers opportunities to you, too.

TONOFONE needle sales have grown steadily, more dealers are handling Tonofone than ever before. The neat, attractive compact cartons invite buyers, and the quality and long life of this needle insures satisfied customers.

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.

the Chickering grand piano, and in the right-hand corner stands the Brunswick Radiola No. 360. Subdued lights were cast upon the instruments and the whole display was flanked by velvet curtains of a soft hue.

The window frontage on Chicago's most prominent thoroughfare tells a story all its own of the present-day music dealer, who has as his wares the piano, the phonograph and the radio set. Bissell-Weisert officials state that a majority of the inquiries which they receive may be traced directly to the window displays in which the product in question has been given prominence. This display, in particular, was instrumental in attracting buyers to the store, and produced a fine number of inquiries for both the Zenith set and the Brunswick Radiola.

Wiswell Opens Many New Accounts

Leslie C. Wiswell, president of the Wiswell Radio Co., 33 West Kinzie street, reports unusual success in the opening of new accounts throughout Illinois, Indiana, and Michigan. The firm also acts as sales agent for the Caswell Mfg. Co., of Milwaukee, and has secured quite a number of orders for the popular Caswell portable phonograph, including many of the leading music stores in Chicago and Detroit. Marshall Field & Co., large Chicago department store, recently placed its initial order and advertised the product in local daily news-

papers. Within a few days the second order from this firm, many times larger than the first, was received at the Wiswell offices.

Both Mr. Wiswell and Harry D. Schoenwald, vice-president and secretary, have concentrated their attention principally upon Chicago and the territory immediately surrounding it, but both officials found time about the middle of February to make a complete survey of the territory. Mr. Wiswell swung through Michigan and Mr. Schoenwald covered the State of Indiana and both officials returned with enthusiastic reports.

W. B. Gannon, formerly Michigan traveler for the Toledo Talking Machine Co., Toledo, O., now handles that State, making his headquarters at Grand Rapids. Geo. T. Banks is in charge of the State of Indiana; A. E. Ackerooyd and W. B. Waber will cover Illinois, and T. Winfield, formerly connected with Lyon and Healy, will call upon accounts in Chicago and vicinity.

Comments on Gulbransen Advertising

A dealer's paper, issued by a prominent farm magazine, contained in its February issue a reproduction of a Gulbransen farm paper advertisement and, in commenting upon it, urged the small town dealer to capitalize on the national advertising of the Gulbransen Co. The article pointed out that such consumer adver-

tising carries a message which creates the desire of ownership, and keys it up to such a pitch that the music dealer should be able to approach his share of those prospects who are reached by the firm's consistent advertising and clinch sales. The article read further: “No month in the year is more logical than this to invest in a Gulbransen registering piano. Did you ever stop to think that folks in your trade territory will be in a receptive mood just at this time of the year? Why? Well, for one reason they have been through some rather severe weather which kept them close at home and now they feel more than ever the very great necessity of having things in the home which will add comfort, happiness and amusement, and what could fill the bill better than good music?”

“Music in the home is an essential and you will be doing your customers a favor by helping them to get a Gulbransen registering piano into their homes.”

B. K. VanKorn on Long Trip

B. K. VanKorn, for many years Cheney representative in Michigan and Indiana, with headquarters in Grand Rapids, left Sunday, March 1, for an extended trip through the South. He will visit most of the larger trade centers, calling upon Cheney accounts and opening new business. His tour will include the State of Florida and also Havana, Cuba. Mr. VanKorn will return to Grand Rapids about May first.

To Move Local Starr Headquarters

The Chicago office of the Starr Piano Co., Richmond, Ind., which for some time has been maintained at 423 South Wabash avenue, will be removed about the first of May to the fourth floor of the Davis Co. department store, State street and Jackson boulevard. At that

(Continued on page 132)



AJAX

The Quality Race Record



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 & 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.

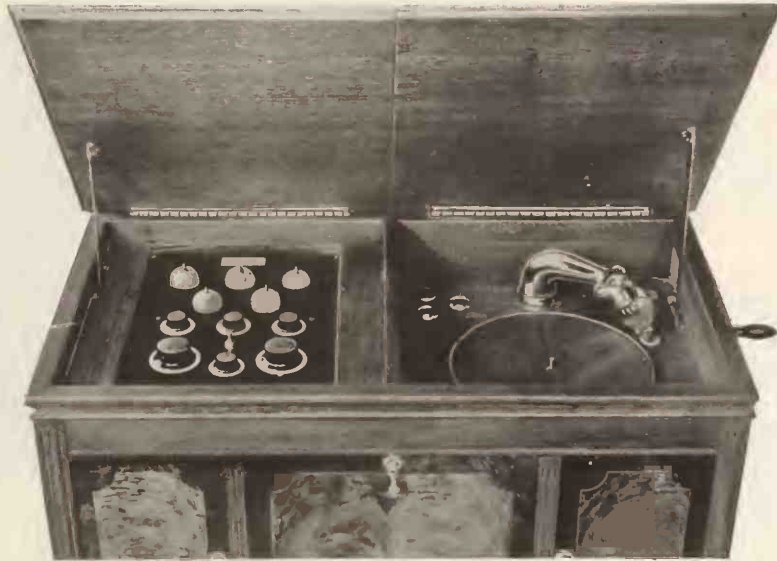
JOBBER AND DISTRIBUTORS

WESTERN RADIO

138 W. LAKE ST. Dept. A3 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 130)

time the retail business will be placed under the direction of the Davis Co. officials, but the wholesale department will be conducted in the same manner as heretofore. The new arrangement has been made because of the rapid expansion of both departments and Starr officials believe it will be a very satisfactory idea, as it gives the Starr Piano Co. excellent representation. At the same time the Davis Co. will be given an additional field for increased business with the Starr phonographs, Gennett records, combination radio and phonograph units and Starr pianos.

Jewel Publicity Aids Dealers

Gratifying returns have been received daily at the offices of the Jewel Phonoparts Co., of this city, as a result of the handsome sixteen page catalog mailed on February 15 to dealers throughout the country. The booklet affords the retail talking machine dealer first hand information upon the entire Jewel line and contains also illustrations of the Jewel

tone reproducers and tone arms, the Jewel-tone baby grand phonograph, the Holtzer-Cabot phonograph loud speaker, and other of the firm's products.

In addition to the catalog, a folder was also mailed to the dealer which invited him to take advantage of the various advertising helps which the Jewel organization wishes to place at the disposal of the trade. Counter and window cards, booth cards, and inserts to be sent to the dealer's mailing list, instructions on the care of the phonograph, have all been prepared and A. H. Davis, sales manager of the company, stated that within a few days after the folder and catalogs were mailed, returns began to pour into the Jewel offices asking for all of the sales helps mentioned. In addition, many new accounts have already been secured as a result of the catalog distribution.

Each Jewel dealer has also been given a quantity of direct-by-mail matter dealing with the Jewel-tone reproducer attachment for the

playing of Edison records. This particular folder invited the customer or prospect to the dealer's store to hear his favorite selection as played by the Jewel reproducer, and the trade has been forwarding very favorable reports to Jewel headquarters during the past two weeks as to the result of this sales help.

All of the Jewel literature mentioned above is prepared and distributed to dealers in the attempt to bring prospective customers to the talking machine shop and Mr. Davis points out that the experiences of thousands of Jewel dealers have shown that wherever this advertising matter is consistently used, sales are bound to increase.

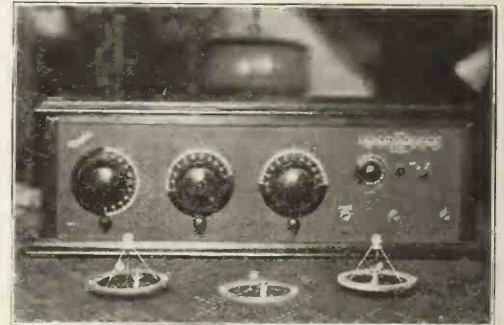
Unusual Pfanstiehl Radio Display

A curious radio exhibit was recently prepared by Carl Pfanstiehl, president of the



Carl Pfanstiehl

Pfanstiehl Radio Co., for a lecture on radio. This consisted of three electric lights which lighted and turned off alternately, although suspended in air and seemingly without electrical contact of any kind. These little lights were attached to rings as shown in the picture. These rings could be lifted and were absolutely free of any direct contact with anything upon the table. Mr. Pfanstiehl laughingly suggested this was a new invention which proposed to light the electric fixtures in the house hereafter, without the use of wires. He then ex-



The Novel Pfanstiehl Radio Exhibit

plained that the lights were, as a matter of fact, actually three receiving sets tuned to three different wave lengths. Beneath the table was a miniature broadcasting station, the condenser in which was moved by a motor. In this way different wave lengths were sent out which made the three various lights illuminate in turn, and go out.

The purpose of the demonstration was to show that the important thing in radio is the invisible circuit. In other words, the electromagnetic fields sent out by a coil beneath the table passed through the small coils above, and induced currents in them. These induced currents expended themselves as heat by making the filaments of the bulbs incandescent.

These coils made it possible to demonstrate how a radio set should be designed. Mr. Pfanstiehl had previously explained that when a current was regenerated in a coil in a re-

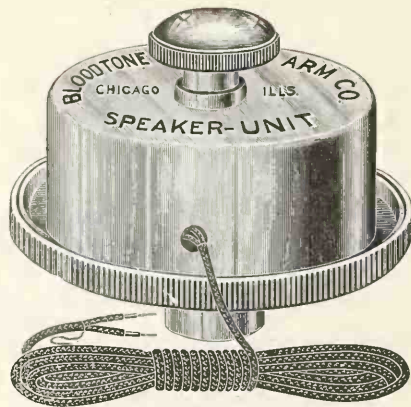
DEALERS

For quick and successful sales of such radio cabinets, consoles, and loud speakers that you handle

Specify

that they be equipped with the

Blood Adjustable Speaker Unit



It is made by the Blood Tone Arm Company, makers of the Blood Radio Tone Arm, in use by many of the largest phonograph manufacturers. Therefore, it is the best Loud Speaker Unit on the market and it costs the radio cabinet manufacturer no more than an ordinary make. Insist on having your orders filled with the BLOOD LOUD SPEAKER UNIT.

BLOOD TONE ARM CO.

222 W. Madison St.

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 132)

ceiver, that this current would produce disturbing noises. The importance of placing the various parts of the set in the right position and at the right angles, was demonstrated by removing one of the coils from the electromagnetic field. No current was then generated in the coil. It was also shown that the coil could be turned on end at right angles to the field, without removing it and the light would then go out. In other words, the position and the angle of all coils and their relation to the condensers and wires, also the electrostatic fields in the set, must all be carefully considered in radio design. "The invisible circuit is the important consideration," said Mr. Pfanstiehl in discussing this unique method of demonstration, and the result of proper relationship of all parts in a receiving set is that no internal forces are induced. Therefore, two things follow: First, the purity of tone is undisturbed through internal interferences, and secondly, no neutralizing is necessary and there is no need of resistances, neutralizing condensers or inductances of potentiometers. This means greatly simplifying the set.

Plan Floating Broadcasting Station

The Mohawk Electric Corp., manufacturer of the Mohawk one-dial five-tube radio receiver, has started preliminary tests to determine the possibility of operating a floating broadcasting station on Lake Michigan. The tests are under the supervision of W. E. Newman, chief engineer of the corporation, with the aid of a party of radio experts. A power boat fitted out with special electric laboratory equipment for short cruises on the Lake has been placed at the disposal of Mr. Newman. Although at the present time ice conditions make the project rather dangerous, more exhaustive experiments will be made during the Summer months. The power boat has been practically converted into a floating laboratory with every facility for the investigation of the practicability of a floating broadcasting station.

This is the first attempt of this kind, and if the results of the experiment warrant it, a broadcasting station will be installed on a ship or barge on Lake Michigan. This plan was proposed recently by Gustave Frankel, president of the Mohawk Electric Corp. Its advantages, according to Mr. Frankel, will be that the station can be moved to any vantage point on the Lake, thus greatly aiding in solving the problem of summertime radio reception.

Opens Boston Office

The Pearson division of the Electrical Research Laboratories, with headquarters at 1421 South Michigan avenue, has opened an office in Boston, Mass., in the Chamber of Commerce building, 80 Federal street. A. Hedaman will be in charge and will have as his territory all of the New England States. The Pearson division is also planning to open an office in New York City in the near future and is now negotiating toward that end.

Since the formation of the division three months ago, and the introduction of the Pearson set upon the market, remarkable progress has been made in the matter of distribution and number and size of orders. According to Walter Magill, general manager, contracts for merchandise totaling well over \$1,000,000 have been written and the firm has at present shipping instructions for its various sets which will reach the figure of \$500,000.

Home Demonstrations Sell Zenith Sets

Bringing a radio set to the prospect's door and allowing him to listen to broadcasting without the usual delay is the paying practice of Morris C. Knight, Zenith representative of Alexandria Bay, New York. He has various models arranged on a shelf inside his truck, an antenna erected upon the four corners of the body top and the ground is made on the chassis. Mr. Knight hears of someone who is interested in radio, starts his truck, and within a few minutes drives up to the door of the prospect's home.

Here he escapes the trouble and time delay always found present in installing a set in the home for a trial, for he merely invites his prospect to take a seat in the truck and begins the operation of the set. He carries a number of models so that he is enabled to meet almost any demand which the purchaser might make.

Because of his promptness and the time which he saves in this novel manner, Mr. Knight claims to have sold many sets which would have been lost had it been necessary to erect an antennae and ground connection on the premises. In a community of two thousand population he has installed over twenty-six Zenith receiving sets this Winter and this is an indication of his aggressiveness and up-to-the-minute merchandising. Zenith advertising appears in the weekly paper every Thursday and the leads which result form the basis for a large number of his calls.

It is interesting to note that in this particular community Mr. Knight's sales averaged one and

one quarter sets to every hundred population in four months. It also shows the extent of the vast radio buying public which has as yet been practically untouched.

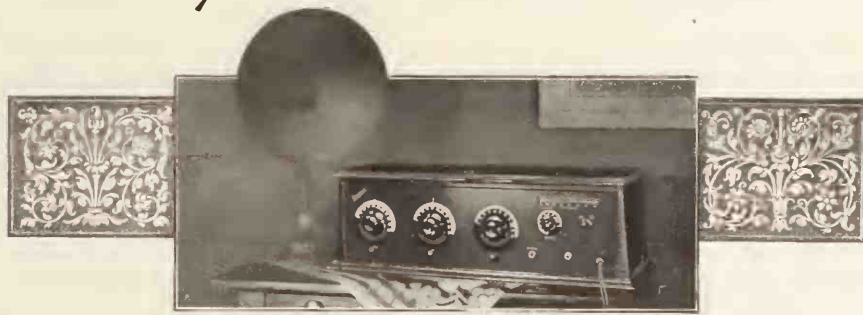
Interesting Gulbransen Publicity

Some impressive figures are being offered regarding the amount of space in daily newspapers that has been given to Gulbransen publicity, particularly during the past few months, and it is stated that from December 15 to January 15 alone news items appeared in papers with a combined circulation of 1,914,842 copies.

The wide range and interest of the subjects which were published are worthy of comment. They dealt with expenditures for musical instruments, the stealing of jazz music from the classics and with the familiarity and enjoyment of opera. Perhaps the most interesting article, however, is the following, quoting A. G. Gulbransen, president of the Gulbransen Co.:

(Continued on page 134)

In Radio People want Distance but they want TONE even MORE



A 5-tube Receiver using the new Pfanstiehl system of tuned radio frequency

THE dealer who realizes what the Radio Public wants has a big advantage. He has a still greater advantage if he anticipates what they are going to want. In radio, popular demand changes quickly. People still want distance and volume of course. But not without enjoyable reception. They are going to buy radio for the pleasure it gives them. The public demands, above everything else, TONAL BEAUTY. They did so in the phonograph. They will do so even more in radio. Clear tone is not enough. It must be lovely tone—all of the beauty which distinguishes fine singing and the best in musical performance.

Overtones Perfectly Reproduced

In this respect Pfanstiehl is matchless. There is nothing in radio quite like it. In no other radio receiver are the overtones so perfectly reproduced, and they are the real secret of tone beauty. Without overtones voice or music is flat and thin. It is the overtones which give to music its tone color, and to the human voice its rich, resonant charm. The way in which Pfanstiehl has accomplished this perfect reproduction of overtones easily represents the single greatest advance made in radio this year.

Exclusive Dealers

The Pfanstiehl merchandising policy is a big advantage to the dealer. THAT WHICH YOU BUILD UP IS YOUR OWN. We give you an exclusive franchise in your town, if it is small; or in your neighborhood, if the town is large. We give you every assistance, a margin of profit which is unusually liberal in the radio field, a matchless instrument, national advertising and co-operation in your own local advertising. Progressive music dealers should write us for particulars of THE PFANSTIEHL AUTHORIZED DEALER PROPOSITION. We shall be glad to offer you an exclusive franchise, provided your territory is open and you have the standing and facilities requisite to handling Pfanstiehl Products.

PFANSTIEHL RADIO COMPANY Dept. O 115. La Salle St., Chicago, Ill.

Pfanstiehl
OVERTONE RECEIVER

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 133)

"MASTERCRAFT" PRODUCTS

including a complete line of instruments comprising PORTABLE and TABLE models of Talking Machines; Straight Radio Cabinets and Phonograph-Radio Combinations.

It is to your interest to get our literature showing models and prices. Write for special brochure No. 4.

The Wolf Manufacturing Industries

(Established 1890)

BUILDERS OF "MASTERCRAFT" PHONOGRAPHS

QUINCY, ILLINOIS

New York Office: 17 West 42nd St.

"Grand opera will be popular with the multitudes when more people can whistle an aria and pick out a theme from its bewilderment of harmonies," according to A. G. Gulbrandsen, largest piano manufacturer in the world, and a strong advocate of the desirability of including music in general education.

"Three classes of people really enjoy grand opera. They are professional musicians; people with a natural love of music and some musical education who choose the opera they know or study the score before hearing a new opera; and Italians, French and Germans, who fill the top galleries and to whom music is as much a part of their lives as their daily bread.

"Il Trovatore fills an opera house in spite of the fact that it no longer is fashionable because everybody who can distinguish between Yankee Doodle and Doxology knows the 'Misere' and the old gypsy's 'Home to Our Mountains.' People who did not learn piano transcription of the opera in their youth can thank the hand organ and the street piano for their knowledge of the opera. In later years these means of education have been supplemented by the phonograph and the registering piano. The number of the people who learn to play any instrument is necessarily limited and mechanical instruments make it possible for all people to know good music and bring an intelligent delight to grand opera, symphony concerts and

chamber music. Knowledge of good music is the one thing necessary to make it popular."

Otto Heineman a Visitor

Otto Heineman, president of the General Phonograph Corp., New York City, spent several days in Chicago about the middle of February, visiting accounts in and near the city. According to S. A. Ribolla, Chicago branch manager, Mr. Heineman was well pleased with the encouraging reports which he received from talking machine manufacturers in the Middle West and is confident that this year will show an increasing improvement in trade conditions as it progresses. While in the city, Mr. Heineman attended the meeting of the phonograph manufacturers at the Furniture Club on February 19.

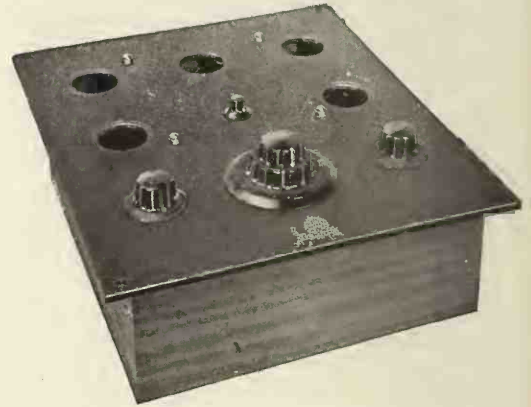
Frank V. Goodman a Visitor

Frank V. Goodman, sales manager of the Sonora Phonograph Co., Inc., New York City, spent the last week of February and the first week of March in this city. Mr. Goodman had not visited this city for some time and he states that he thoroughly enjoyed his visits to the trade and the renewal of old acquaintances in the industry. While here Mr. Goodman spent quite some time at the offices of the Illinois Phonograph Co., Sonora jobber, 616 South Michigan boulevard, and also with Yahr & Lange, Milwaukee, Sonora distributors for the State of Wisconsin. Mr. Goodman seemed well

satisfied with business conditions in the Middle West and especially pleased that the Sonora loud speaker had met with such a fine reception in this territory.

Mohawk Announces Phonograph Panels

The Mohawk Electric Corp., Chicago, manufacturer of the Mohawk 5-tube one-dial radio receiver, recently announced that the Mohawk



New Mohawk Phonograph Panel
phonograph panel was ready for distribution. According to officials of the firm all back orders have been filled and facilities for increased production have already been made. The Mohawk console panels are furnished in two sizes. Catalog No. VS-4 has panel dimension of 15 3-16 inches by 16 27-36 inches, and is particularly designed for Victrola models Nos. VV-S-400, VV-S-405 and VV-S-410. The second model, catalog No. VS-2 is 14 1-2 by 17 13-32 inches, and is designed to fit Victrola model No. VV-S-215 console phonograph. Both phonograph panel units mentioned can also be installed in other standard console phonographs.

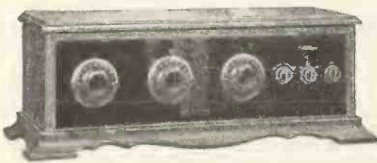
A. H. Gates in Mid-West on Business

A. H. Gates, personal representative at the Saginaw plant of M. C. Schiff, president of the Vitanola Talking Machine Co., stopped at the Vitanola offices in the American Furniture Mart the latter part of February. Mr. Gates at that time was on a business trip through the Middle West and returned to Saginaw after spending a few days in Chicago. Mr. Gates was formerly superintendent of the Yawman & Erbe Co., office equipment manufacturer, of Rochester, N. Y., and previous to that time held the position of factory manager of the Hiawatha Phonograph Co., Geneva, Ill.

M. C. Schiff Visits Gotham

M. C. Schiff, president of Vitanola Talking Machine Co., spent a week in New York about the middle of February, visiting Vitanola accounts and renewing his acquaintance in the trade. He told The World representative that, basing his decision upon his recent trip to New York, and his contact in the trade, he is looking forward to a good year in the talking ma-

The Receiver of the Year



De Luxe Model

\$165

without accessories

Andrews
Deresnadyne
DE-RESNA-DYNE PATENTS PENDING
Radio Receiving Set

Manufactured by

ANDREWS RADIO COMPANY
327 South La Salle Street · Chicago

The year has brought forth one outstanding radio receiver—the Deresnadyne.

The Deresnadyne is remarkable first of all for its purity of tone and fidelity of reproduction. And tone is what counts after an owner has had a set a while.

The Deresnadyne is remarkable for its selectivity. In this respect it has no superior. Local or outside stations—it brings them in without interference.

It is remarkable for its distance. In one evening one owner got Calgary, Havana, Springfield, Mass., and Los Angeles.

Above all the Deresnadyne is remarkable because it does not sacrifice tone to power or vice versa. It combines them. It is not a Neutrodyne. It is not a Heterodyne. It is new in principle as well as results.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 134)

chine business. He visits the plant at Saginaw regularly and is constantly speeding up production. At the present time Vitanola officials are developing some new models which will be on

walnut. The receiver in the center of the window was framed in dull gold sateen and silk panels and metallic flowers were used to give color to the display. The window was backed

business of yours on a firm price foundation. Stay out of the mire. Know that your line is the best obtainable and push it to the very limit possible, keeping in mind the fact that without the observance of list prices you are flattening your own pocket book

We fellows in the radio field to-day have a golden opportunity to make it the fastest growing baby ever known. We admit that the field is pretty crowded, and we have to stand sideways to remain inside of the fence, but we are in it for a very decided purpose. Now how are we going to remain without being crowded out of this vastly growing field?

Training the Sales Force

Let's train our organization to be salesmen. Yes, sir! From the girl who answers the telephone and the boy who collects the mail, to the very head of the company. Instead of greeting Mr. and Mrs. Jones, prospective radio buyers, with a long line of proverbial technical data far above their heads, let's pick out the selling points of our line and, in a soft subdued tone, close that sale before the customer leaves the store. Direct the appeal to Mrs. Jones. Teach the salesman to ascertain the finish of the furniture in the prospective customer's living room; then let her pick out a set, the cabinet of which very nearly matches that furniture. All in all, direct the appeal to the woman. Remember that when Columbus wanted to take that historical trip he went to the Queen. When she was fully sold on his prospective venture she went to the King for the money. Tell me what else the King could have done but furnish that money?

The Service Man

Another element in building a firm super-structure: the service man. In making a radio installation in the home, how very important it is to make a good one. The service man can easily keep a radio set sold. His very actions, disposition, method of procedure, and helpful instructions, do a great deal toward selling confidence in the firm he represents.

The telephone girl and office boy with a pleasing "Good Morning" smile on their countenances, all may manifest that one big impression—Confidence.

And now the hard fellow sitting at the mahogany desk in the private office, loaded with business cares, trying to please everyone, watching the finances, the buying, the selling, and every other problem that confronts the manager; regardless of the troubles and problems of the day; can't they all be made of minor consequences by a simple method of clean selling? There should not be any argument about selling plans in radio. Confidence, clean business methods, the observance of list prices, and reputation will win out. Stick by your prices and let that competitor down the street live and die by his loose business methods.



Steger & Sons' Display of Mohawk Radio

display at the Furniture Show, to be held in July, at the American Furniture Mart.

Fine Mohawk Radio Window

What can actually be done in making an attractive window display of radio receivers was recently demonstrated in the spacious show window of the Steger & Sons Piano Mfg. Co. in the company's big building at Wabash and Jackson, when an elaborate showing of Mohawk one-dial receivers was made.

In the window were displayed all the models of the Mohawk line, including the console and consolette, with built-in loud speakers and the standard table model, finished in rich two-tone

up by liberal advertising in the local newspapers and resulted in a very gratifying amount of business.

New Pearson Panel

The Pearson Division of the Electrical Research Laboratories, 1421 South Michigan avenue, Chicago, placed upon the market a few days ago a 5-tube radio panel for installation in Victrolas and other high-grade phonographs. The panel will be known as the 5-tube Nestor, is finished in mahogany with gold-plated dial and will form a fine addition to the line of Pearson receivers which are steadily growing in popularity.

Some Concrete Facts About Competition in the Retail Trade and How to Beat It

A. C. Stearns, Advertising Manager of the Globe Electric Co., Milwaukee, Wis., Says the Dealer Who Ignores Competition Is Taking the Best Way of Beating It

The dealer who ignores competition can beat it in almost every instance. A recent analysis of conditions in the Middle West has proved conclusively that the fellow who worries about his business and that of his competitor is interesting himself in the affairs of two companies, and, as a consequence, neither profits him. Here is an example: A prominent Ohio city with a vast array of radio dealers, jobbers, sub-jobbers, and what not, is suffering from that very contagious disease we call "Price-itis"—an illness that can reach critical proportions more quickly than a stroke of apoplexy.

You, Mr. Dealer, have one business; your own. It took work, time and money to build the foundation of it. What sort of business potential are you building by casting a weather eye on your competitor down the street a couple of blocks?

Building for Permanence

Let's say you have a firm foundation. What sort of material are you going to use in the super-structure? Do you plan to have a building that will crumble in a few months, or are you going to build for a number of years? You'll say "Yes" to the latter. Then build that



XXV
\$40.00

48 1/2" high
22 1/2" wide
22 1/2" deep
Heinemann No. 77
Motor. Throw back 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.

2414 W. Cullerton St.

CHICAGO, ILL.



XXX
\$43.00

52" high
24" wide
23 1/2" deep
Heinemann No. 77
Motor. Throw back tone arm. 5/8" thick
—5-ply Genuine Mahogany and Walnut veneers. Hand-carved legs.



N & K Imported Phones, 4000 ohms. Retail list \$8.50. Packed in colored display cartons of ten.

Clear Mellow Tone!

RADIO set owners nowadays have no use for phones that distort tone or do not reproduce naturally. Distinctness is the thing that counts.

N & K Phones not only reproduce with far greater distinctness, but also bring in the entire range of the music—all the delicate high tones and soft low ones, which in ordinary reproduction are distorted or lost.

Made by one of Europe's foremost makers of scientific sound devices, N & K Phones are different in size, sound chamber construction and finish. The casings are rigid nicked brass instead of flimsy aluminum. The ear caps are larger than in ordinary phones, covering the ears better, producing greater comfort and the exclusion of outside noises. Head bands covered with sanitary genuine leather. Generous length of cord.

Many of your customers know these facts about N & K through reading the widespread N & K advertising. All they need is to be reminded that your store sells these phones. Stock N & K. Use the attractive N & K display matter. The results will be noticeable.

If your jobber cannot supply you, write us today.

TH. GOLDSCHMIDT CORP.
Dept T-3, 15 William St., New York



Imported PHONES

PHONES



Two New Distributors of Jones Radio Appointed

Blackman Talking Machine Co. to Cover New York, and H. A. Weymann & Son, Inc., to Distribute in Philadelphia Territory

The Joseph W. Jones Radio Mfg. Co., Inc., manufacturer of Jones radio receiving sets, New York City, recently announced, through Col. S. H. Mapes, vice-president and general sales manager of the company, the appointment as jobbers of two old-established musical distributors, the Blackman Talking Machine Co., of New York, and H. A. Weymann & Son, Inc., of Philadelphia.

Col. Mapes, in speaking of the two appointments made by the company in the music field, said: "The merchandising policy of the Joseph W. Jones Radio Mfg. Co., Inc., apparently makes a strong appeal to music distributors throughout the country. The policy of limiting in any particular territory the number of distributors to one, or two at the most, gives adequate protection to the jobber and assures him of a maximum volume of business. This also serves to prevent the promiscuous unloading and cutting in price of merchandise by jobbers due to the fact that they feel that, where there is very strong competition among themselves, caused by the great number of concerns serving the same territory, it is the only method which they may have of disposing of merchandise and making sales to the dealers.

"The Model J-80, four-tube set, designed and constructed so that it is adaptable to all upright talking machines, has met with great popularity throughout the trade, as has the J-85, a five-tube set, contained in a mahogany cabinet, allowing space for the B batteries. We look forward very optimistically to the future radio business, particularly in the next five or six months, as we expect that the Summer business of this year will be far over and above that which has been enjoyed by the radio industry since its inception. At the present time the factory is working to capacity in order to satisfy the demand which is being made for sets and to be prepared for subsequent deliveries," declared Col. Mapes.

Gotham Music Master Corp. Branch Office Established

Opening of New York Offices by Manufacturer of Radio Products Speeds Service

The Music Master Corp. of Philadelphia, manufacturer of the well-known Music Master loud speaker and other radio products, has leased space in the Gotham National Bank Building, at 1819 Broadway, for the New York offices of the company. The opening of branch offices in New York and other strategic points throughout the United States is in line with the general expansion and development plans of the company. The New York branch, which was described in The World last month, is in charge of Fred P. Oliver, who needs no introduction to the talking machine trade. The selection of location for the new offices is advantageous from many standpoints. Columbus Circle is fast becoming a nucleus for radio wholesale houses. From this point deliveries can be quickly made to all sections in Manhattan Island, New Jersey and Long Island.

Fred P. Oliver, branch manager, has enthusiastically assumed his new duties and is at the present time out of town visiting the trade in the surrounding territory where the Music Master line is very popular.

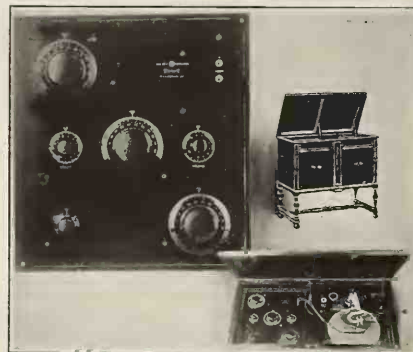
Del Marmol Co. Chartered

The Del Marmol Radio Phonograph Co., Wilmington, Del., was recently incorporated at Dover, with a capital stock of \$500,000.

Fada-Sales Tells How to Sell Radio-Phonographs

Interesting Article in House Organ of F. A. D. Andrea, Inc., Radio Manufacturer, Gives Some Excellent Sales Pointers

In a recent issue of Fada-Sales, the monthly organ of F. A. D. Andrea, Inc., New York, manufacturer of the Fada neutrodyne receiver, an article which should prove interesting to talking machine dealers appears. This article



Fada Phonograph Panel

touches on the opportunity which dealers who carry combination units, consisting of a phonograph and radio receiver, can offer to their customers. An interesting comparison of the price of a combination unit as against that of separate phonographs and radio sets appears and dealers who have on their lists of prospects any of that class of customers who possess neither phonograph nor radio receiver, and are hesitant as to which instrument they should choose, should give careful attention to the sales arguments appearing in this article and incorporate the pertinent points in their selling talks to this class of customer.

Dealers Tie Up With Stage Appearance of Mamie Smith

Colored Blues Singer Who Records for Okeh and Ajax Records Stimulates Sales

ZANESVILLE, O., March 9.—Local music dealers tied up with the appearance here recently of Mamie Smith, who records for Okeh and Ajax records. Miss Smith played at the Weller Theatre in her Syncopation Revue. Among the numbers which she sang were many of those which she has recorded. Window displays and advertising on the part of the merchants in conjunction with the appearance of the artist resulted in many sales. Miss Smith is appearing in other cities throughout Ohio and Indiana and music dealers in those localities which she visits will have an opportunity of increasing their record sales by staging effective tie-ups.

Solution of the Town Crier Cross Word Puzzle

S	W	A	B		A	I	L	S
H		T	U	R	N	S		H
U	P		S	E	T		G	O
T	E	N		S		A	U	D
		R	A	D	I	O	L	A
N	I	B		S		A	R	C
D	L		E	T	C		D	O
O		I	N	S	E	T		N
M	A	T	S		L	O	A	D



THE HOME OF EMERSON RECORDS

The Best Record Proposition for the JOBBER

Emerson Records

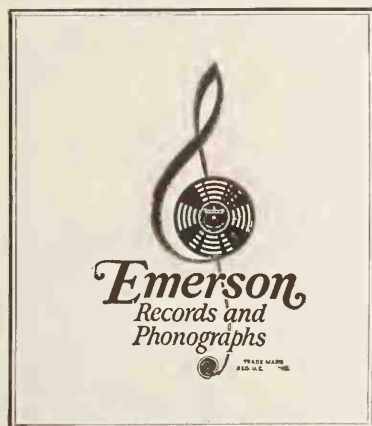
Standard Retail Price, 50 cents

THE Emerson Record is the best proposition for the Jobber for three reasons—price—quality—service.

Sold at 50c retail they assure quick turnover and afford a legitimate profit to the Dealer and a decent profit to the Jobber.

On the market ten years (upward of one hundred millions sold), they are nationally advertised and known for *Quality of Reproduction*, and *Comprehensiveness* and *Timeliness of Selections*. The Emerson catalogue is the greatest popular-priced record catalogue in the world.

Now with the Scranton Button Co. as the complete manufacturer with two large record pressing plants and resources of many millions of dollars, unlimited production of more than 100,000 records a day and quick shipments are assured.



This, with a comprehensive sales and advertising cooperation plan, makes the Emerson franchise the most valuable in the phonograph field. Full particulars will quickly convince of its immense desirability. Write today, as only a few exclusive territories are still open.

DEALERS

Quick, full profits are yours with Emerson Records. Write for name of nearest distributors.

COMPREHENSIVE CATALOGUE

By NOTED ARTISTS

- POPULAR SONGS
- LATEST DANCES
- COMEDY—NOVELTY
- RACE
- HAWAIIAN
- STANDARD
- OPERATIC
- SACRED
- IRISH
- RUSSIAN
- ITALIAN
- JEWISH
- GERMAN
- POLISH

If it's a real hit—
It is out first on

Emerson Records

Emerson Radio and Phonograph Corporation

sole sales agents for Emerson Records throughout the world

307-309 Sixth Avenue

New York City

General Slow-Down in Detroit Industries Responsible for Drop in Retail Sales

Zenith Dealers Gather at Banquet in Honor of Dr. McMillan, Arctic Explorer—Victor Drive Launched—Brunswick Exhibit at Builders' Show—Other News and Activities

DETROIT, MICH., March 8.—Talking machine business for the month of February was off anywhere from 10 to 30 per cent, depending on the section of the city and the dealer. Some may attribute this condition to the industrial situation, which has not been good in Detroit—that is, the factories have not operated as full as it was anticipated they would.

Zenith Dealers at McMillan Banquet

One of the interesting events of recent weeks here was a banquet tendered by the Republic Radio Corp., distributor of Zenith radio products, in honor of the visit of Donald B. McMillan, famous Arctic explorer and scientist. The Republic Radio Corp. has been featuring Zenith products in a large way, and the merits of this line, together with the high type of

aroused when facts regarding Dr. McMillan's experiences in the Arctic with a Zenith set were made known.

A. H. Zimmerman, president of the Republic Radio Corp., has had wide experience in business administration, finances and general supervision of sales. He was, for a period of fourteen years, connected with the Continental Motor Corps., with plants in Detroit and Muskegon, in the capacity of secretary and treasurer, and a member of the executive committee, and he was also on the board of directors. Following his retirement from this connection to take a much-needed rest, Mr. Zimmerman determined to enter the radio field. After conferring with various manufacturers of engineering and radio equipment he finally selected the Zenith, which he has been featuring ever since.

Dealer Banquet Precedes Drive

The Victor Co. started a big advertising campaign in Detroit the first week in March that will run throughout the month. To properly initiate the campaign the company gave a banquet to all the Victor dealers at the Book-Cadillac Hotel on Monday evening, March 2. The dealers were invited to bring along their ladies as well as their salesmen. About 250 persons attended the affair. First a fine dinner was served and then there were a few talks. Lloyd Egner, manager of the traveling department of the Victor Co., acted as toastmaster and introduced a number of the well-known personages. The main speaker, however, was John Payne, attorney, who represented the board of directors of the Victor Co. After the speech-making dancing was indulged in, the music being furnished by the Jean Goldkette Orchestra and was broadcast over WCX, the



A. H. Zimmerman

service extended by this corporation, have led to the establishment of many dealers throughout this territory. Consequently the banquet was well attended. Additional interest was



Those Present at Banquet Sponsored by Republic Radio Corp.

has not been able to get them in large enough. Mr. Quinn sees nothing but a good year ahead on both phonographs and the combination machines. He expects to start a big advertising campaign this month that will run right through the year.

Okeh Records Go Big

J. P. Fearn, manager of the Detroit office of the Consolidated Talking Machine Co., reports that Okeh records have been going very big and that March started out exceptionally well. Mr. Fearn is very busy right now placing the new Okeh records recently made in Detroit by Finzels Orchestra.

Brunswick Exhibit at Builders' Show

The Brunswick Shop had a very large and complete exhibit at the Annual Builders' Show at the General Motors Building last week. The entire end of one wing of the building was devoted to the display, which consisted of every model of Brunswick and the combination machines, as well as records.

Grinnell Bros. Backing Sales Drive

Grinnell Bros. are solidly behind the big campaign started by the Victor Co. as they believe the opportunities for sales of talking machines, records, etc., are just as great to-day as ever, even with the radio. They feel that there is a good field for radio, but that it should not lessen the field for the talking machine, as both cover different phases of entertainment. Grinnell Bros. are Michigan distributors for Victor products in addition to featuring them in their forty or more retail stores.

Sam E. Lind Optimistic

Sam E. Lind, of the S. E. Lind Co., distributor of Royal phonographs and combination machines, says business is very satisfactory and he is optimistic about the balance of the year.

Peoples Co. to Expand

Manager Reddaway, of the talking machine department of the Peoples Outfitting Co., is another who reports good business at the present time. Mr. Reddaway is doing splendidly with the combination machines and says he needs more room, despite the fact that he now occupies an entire floor with his department. He expects to have considerably more space when the new addition on Michigan avenue is completed.

Vacationing in the South

C. A. Grinnell and S. E. Clark, of Grinnell Bros., are in the South. Mr. Grinnell is at Sea Breeze, Fla., and Mr. Clark is at St. Petersburg. Later in the month A. A. Grinnell and Jay Grinnell will go South for a few weeks to try their hand at golf.

A BRILLIANT PAST

A prospective customer asked a friend what he knew about us. They have "A Brilliant Past," exclaimed the friend. Our present success proudly stands on this record. May we add your name to our list of satisfied customers?

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?

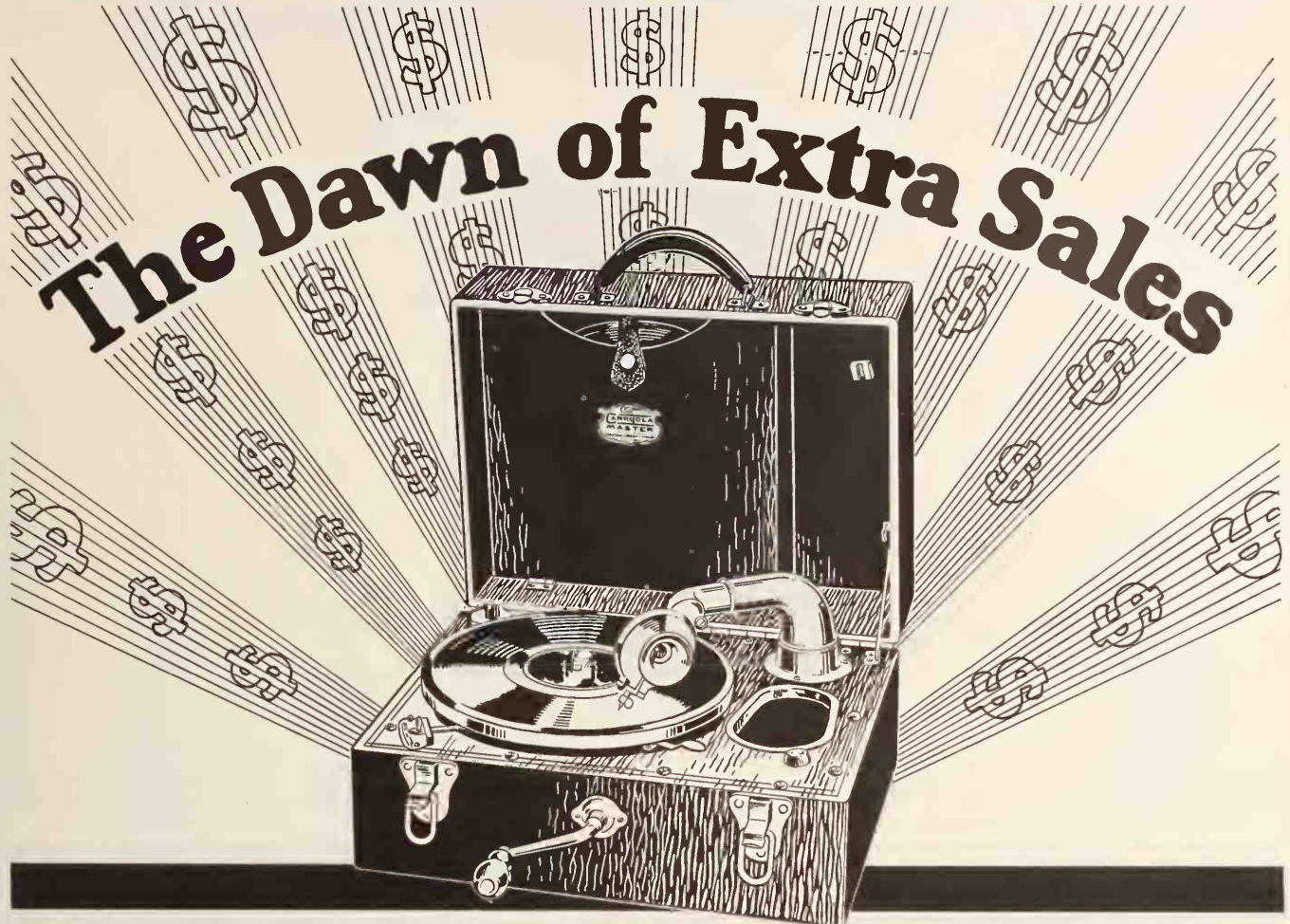
DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.

Price 3 for 30 Cents

Liberal Trade Discounts



CARRYOLA MASTER

We are so positive that you will want to handle The Carryola Master Portable Phonograph that we will make the following unprecedented offer:

We will ship express *prepaid* one Master and if upon inspection you do not feel that its commanding appearance, compelling tone, surprising volume, practical convenience and patented sales producing features make it *The Greatest Portable Phonograph Value in the Market* as well as a wonderful selling item you wish to retain for your own stock—return it to us “Collect” and it hasn’t cost you a cent.

Why Are We Willing To Do This?

Because last year’s huge volume of repeat orders proved that—

“THE CARRYOLA MASTER” ITSELF IS OUR BEST SALESMAN.

FOR ALL DETAILS—Send This Wire Collect

CLASS-OF SERVICE DESIRED	
TELEGRAM	<input type="checkbox"/>
DAY LETTER	<input type="checkbox"/>
NIGHT MESSAGE	<input type="checkbox"/>
NIGHT LETTER	<input type="checkbox"/>
Patrons should mark an X opposite the class of service desired: OTHERWISE THE MESSAGE WILL BE TRANSMITTED AS A FULL RATE TELEGRAM	

WESTERN UNION

TELEGRAM

NEWCOMB CARLTON, PRESIDENT GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

NO.	CASH OR CHG
CHECK	
TIME FILED	

Send the following message, subject to the terms on back hereof, which are hereby agreed to

THE CARRYOLA COMPANY OF AMERICA
 547 CLINTON STREET MILWAUKEE WISCONSIN

FORWARD AT ONCE ONE CARRYOLA MASTER ON GUARANTEED
 RETURNABLE BASIS

SIGN YOUR NAME HERE

Thermiodyne Corp. Moves Its Offices to New York

Now Located on Nineteenth Floor of the Gotham National Bank Building Where Executive Activities Will Be Concentrated

The Thermiodyne Radio Corp., manufacturer of the Thermiodyne radio receiving set, has moved its executive offices to New York, and the company is now located on the nineteenth floor of the Gotham National Bank Building, 1819 Broadway. This building on Columbus Circle is one of the finest office buildings in New York, overlooking Central Park and being adjacent to all modes of transit.

Leo Potter, president of the Thermiodyne Radio Corp., and one of the best-known executives in the radio industry, will make his headquarters at New York, and all departments incidental to the executive management of the company will also be located in New York. M. O. Giles, general sales manager of the Thermiodyne Corp., well-known throughout the phonograph trade, will have his offices in the Gotham National Bank Building, and the plant at Plattsburgh, N. Y., will be devoted exclusively to the manufacture of Thermiodyne products. All office details will be handled from New York, and Mr. Potter sponsored this move in order to give the company adequate executive facilities and to permit of the expansion of manufacturing facilities to meet with the fast increasing demand for Thermiodyne sets.

Mr. Potter returned recently from a short vacation in Bermuda, and in a chat with The World commented as follows upon business conditions: "Upon my return to New York I was very glad to find that our sales figures for February were far beyond anything we had anticipated, and our factories are working on full time. Moreover, we expect to continue on this basis throughout the Summer, and we have every reason to believe that our jobbers and

dealers will enjoy a healthy Summer business. I have always maintained that there was no adequate reason for the Summer bugaboo in radio, and in accordance with this idea, I selected the phonograph industry as the best outlet for Thermiodyne sets. Talking machine jobbers and dealers, as a whole, are not obsessed with the idea that they must close up shop during the



Leo Potter

Summer months, but on the contrary the majority of them work more intensively during the warm weather than during other times of the year.

"We realize of course that there is a natural decrease in business during the Summer months, owing to conditions beyond the control of the most progressive and far-sighted retailers, but even if there is a tremendous migration from city homes to country places, the live wire dealer recognizes the fact that his customers

can use radio sets in their Summer homes equally as well as in their Winter homes. Broadcasting during the Summer months continues at full force, and jobbers and dealers are overlooking real opportunities if they do not maintain efficient sales campaigns during the Summer time.

"We attribute a considerable measure of our success to the fact that we are not only selling Thermiodyne sets in the accepted sense of the word but are giving a real service to our jobbers, dealers and the public alike. My previous experience in the automotive industry convinced me that the jobber must be offered a tangible service in order to function properly. Following out this plan, we inaugurated some time ago a sales service department that is working in close co-operation with jobbers and dealers. We maintain a staff of competent, efficient men who go out into the jobber's territory, and work with the dealers along practical and result-productive lines.

"We believe that not only must the jobbers and dealers be absolutely 'sold' on the Thermiodyne set before they can merchandise it properly, but the public must be sold equally as well. We are, therefore, carrying out a consistent, effective campaign of service that links the jobber, dealer and consumer together in a strong merchandising chain. We in turn provide the jobbers and dealers with merchandise that they can depend upon and which carries out in every way the guarantee that we feature in our advertising. We maintain that our sets must not only be sold to the consumer properly, but must stay sold and working along these lines, we have asked our jobbers and dealers to offer suggestions that will make this plan efficient and profitable for all concerned."

Second Radio World's Fair in New York in September

James F. Kerr, General Manager of the Show—
Offices Opened in New York

The Second Radio World's Fair will be held in New York the week of September 14. Offices have been opened in the Times Building, Broadway and Forty-second street, New York. James F. Kerr, general manager of the show, is making his headquarters here and is directing plans for the show.

The 1925 Radio World's Fair will be held in the 258th Field Artillery Armory at Kingsbridge Road, the scene of the 1925 Automobile Show. Mr. Kerr states that there will be 275 American manufacturers represented at the show with fifty well-known foreign concerns among the exhibitors. In accordance with the custom inaugurated last year, two hours each day will be set aside for the trade exclusively, at which time the public will not be permitted to enter the show.

Brunswick Artists on the Great White Way

Brunswick artists are well represented on Broadway at the present time, for along New York's Great White Way there are featured a number of electric signs announcing that various Brunswick orchestras and artists are performing in some of the leading night clubs and theatres. Bennie Krueger and His Orchestra, exclusive Brunswick artists, are playing at the Parody Club, Forty-eighth street and Broadway. The Mound City Blue Blowers are playing at the Wigwam, Seventh avenue and Forty-ninth street, and the Radio Franks, well-known broadcasting stars and vaudeville headliners, are booked for Loew's State Theatre for a week this month.

The Haddorff Music House recently opened its new store at 220 North Main street under the management of Ernest Dickerson.

Big Profits in UDELL CONSOLOUD SPEAKER

A Console Radio Cabinet
with Built-in
Loud Speaker Unit and Horn



It's a
Real Hit!

Large enough for any receiving set;
all batteries out of sight in rear;
ample knee space

A BEAUTIFUL Cabinet 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 offer the Udell Consoloud at most attractive dealer's discounts. This is a *real* profit opportunity for you.

Complete illustrated folder gladly mailed
on request. Write for your copy today!

THE UDELL WORKS, Inc.

28th St. at Barnes Ave.,

Indianapolis, Ind.

PERFECT RECORDS

THE recordings by Cliff Edwards and Lee Morse are the sensation of the trade today. With these as leaders the Perfect Record is the fastest selling on the market. The records listed below are some of the latest best sellers.

Tear out the coupon and mail it in, and you will receive four sample records, together with our proposition to you.

Don't delay. Get in while your territory is still open.



Two Big Ones

by

CLIFF (Ukelele Ike) EDWARDS

- | | | |
|--|---|-------|
| I'll Buy The Ring And Change Your Name To Mine | } | 11565 |
| Cheating | | |
| Let Me Linger Longer In Your Arms | } | 11566 |
| That's All There Is—There Ain't No More | | |



Cliff Edwards

Lee Morse

- | | | |
|---|---|-------|
| Me Neenyah (My Little One) | } | 12182 |
| Golden Dream Girl | | |
| I Like Pie—I Like Cake (But I Like You Best Of All) | } | 12189 |
| Home | | |

Dance

- | | | |
|----------------------------------|---|-------|
| O Katharina | } | 14376 |
| The World Is Mine For I Have You | | |
| Blue Eyed Sally | } | 14380 |
| I Can't Stop Babying You | | |
| Louisville Blues | } | 14377 |
| On The Way To Monterey | | |
| Me Neenyah (My Little One) | } | 14394 |
| Honest And Truly | | |

Send in this Coupon Today

PERFECT RECORD CO.,
 34 Grand Ave., Brooklyn, N. Y.
 Gentlemen:
 Without obligation to me, please send four sample records and your proposition to dealers.
 Name
 Address

PERFECT RECORD CO.

34 Grand Avenue

Brooklyn, N. Y.



Announcing the formation of the
**PHILADELPHIA VICTOR
DISTRIBUTORS, INC.**

*a Corporation in which is included
the Wholesale Victor Business of*

**THE LOUIS BUEHN CO.
C. J. HEPPE & SON
PENN PHONOGRAPH CO.
TALKING MACHINE CO.**



THIS consolidated distributing service will give Victor Dealers of the Philadelphia territory a most unusual service. It means a great saving of time; a concentration of ordering; improved deliveries and a personal contact that has heretofore been impossible.

Address future orders and correspondence to the
Philadelphia Victor Distributors, Inc.
835 Arch Street, Philadelphia, Penn.

The Trade in PHILADELPHIA and LOCALITY

Combination Phonograph and Radio and Records Lead Sales in the Quaker City

Big Consolidation of Victor Distributing Interests—J. A. Fischer Enters Parts Manufacturing Field—Homer Davis New President of Association—Month's News

PHILADELPHIA, PA., March 9.—It is very evident that in the future of the talking machine industry the sales of the combination radio and phonograph will assume growing importance. Most forcefully has this been brought home to the Quaker City trade through the current events of the early months of the year and their climax in the business as confined to the local distribution field. To begin with the local trade went through radical changes as effecting its wholesale distribution during the early days of March when for the maintenance of the profitable conduct of this branch of the industry all the local large distributors, save one, consolidated into a single concern which will enable the economy of the distribution of the Victor products, a factor that was of vast import in the outlook of the talking machine trade. In the farsighted move on the part of the Philadelphia distributors there stands out the important element regarding the future distribution field and the confining of its business to fewer agencies. Details of this merger appear on another page in this issue.

Both dealer and distributor have been enjoying a fairly profitable sales record for the talking machine records and they are hopeful in the outlook for a continuance of this branch of the business. Insofar as sales of machines are concerned the principal staple of the early year's business has been combination sets.

J. A. Fischer Co. Enters Field

Adopting the slogan of "from a needle to a motor," the J. A. Fischer Co. has recently been formed in this city to engage in the manufacture and sale of a complete line of talking machine repair parts, the principal number of which will be "Valley Forge" main springs. Although a new organization, its chief executive, J. A. Fischer, has had many years of experience in the trade. It will also be remembered that he recently sold out his interest in a firm which for many years has operated successfully a business along kindred lines. At that time Mr. Fischer stated that at an early date he would have an important announcement to make. This has materialized in the formation of this new company. In partnership with Mr. Fischer is Irvin R. Epstan. Mr. Epstan is also an executive of the highest type. He will supervise all buying, etc., while Mr. Fischer will

supervise sales and sales promotion. Edwin H. Mobley, inventor, and formerly with Everybody's Talking Machine Co., will head the service department of the new company. Attractive headquarters have been established at 730 Market street in this city, and the formal opening



J. A. Fischer

of the business occurred on Monday, February 23. Mr. Fischer is not only intimately familiar with every detail of the business which he has started, but has the further advantage of having a host of friends throughout the trade. Many letters, telegrams and floral offerings were received from them at the event of the opening.

Philadelphia Badge Co. Busy

The increased effort on the part of the talking machine retailer to stimulate business has had its effect in the sales volume of the Philadelphia Badge Co., of this city, manufacturer of the Velvaloid record cleaner and other novelties used for advertising purposes. The factory of this company is reported particularly busy with advance orders for Spring.

In discussing the subject of dealer advertising

with a representative of The World, J. Abrahams, president of the company, stated in part: "The value of conservative advertising is becoming more and more definitely stamped in the minds of the careful thinking, planning-ahead merchant. Each particular branch covers a certain field and brings sales results if properly executed. The good will branch of advertising should never be overlooked. It is too valuable a medium to pass over lightly. Some retailers are perhaps a bit inclined to underestimate the value of the warmth of friendship. Every customer should be made to feel that he will always be welcome whether to purchase or just to say hello. The man who buys a record or sheet of music to-day may be in the market for a piano or talking machine to-morrow and he is bound to go where he knows the warmth of friendship will greet him at the door and where he will be assured of a square deal.

The newest design of the Velvaloid record cleaner has been produced with this particular point in mind. It is a hand-painted novelty devoid of all advertising with the exception of the dealer's name and address. Mr. Abrahams paid a graceful compliment to the efficiency of his advertising in the columns of The World when he stated that through this advertising not only local business but a large volume of foreign business was being created. Last week a substantial order of Velvaloid cleaners was sent to Australia, and more recently a large order to Cape Town, South Africa.

Association Elects Officers

Conditions in the Philadelphia trade as relating to the retail distribution were recently discussed at the annual meeting of the local Victor Dealers' Association held at the L'Aiglon Cafe. With thirty dealers assembled, the possibilities of the radio as an asset to the trade, as well as a detriment in some features, were discussed in an open forum manner after listening to the principal speaker of the occasion, President Walter G. Linton, who presided in official representation of the passing executive body that gave place to the newly elected officers. Those who were elected in the annual gathering, held for the purpose of choosing the new officers, were president, Homer Davis, of the George B. Davis Co.; vice-president, Louis L. Quimby, of the Estey Co.; secretary, H. Royer Smith, of the firm bearing his name, and treasurer, A. C. Weymann, of H. A. Weymann & Son.

The business meeting opened with a talk by President Linton, who went into the details of the radio and its future and present relation-

(Continued on page 144)

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

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 143)

ship to the talking machine trade, stating that radio broadcasting has been instrumental in the disposition of popular vocal, instrumental and other types of records, the public hearing their renditions over the radio and placing them permanently in their homes through the purchase of records. He stated that the radio business in the industry again was bringing the talking machine retail trade to the forefront of mercantile establishments in this city and that its legitimate distribution channels should be developed in conjunction with that of the talking machine industry or music houses rather than in the mushroom establishments which were springing up all over the city in small stores, confined exclusively to radio and parts or, in the cut price cigar and other shops. Development of radio sets in attractive cabinets and their combination with talking machines, particularly with the nationally known makes, he affirmed as helpful to the retail dealers and the trade generally in the promotion of business enterprise.



- Fada Neutrodyne Receiving Sets
- Fada Phonograph Panels
- Fada Phono Unit
- A-C Dayton Phono Sets
- Atwater Kent in Pooley Cabinets
- Marwol 5-Tube Receiver
- Freed-Eisemann, 4 and 5 Tube Phono Panels
- Superspeaker Horn
- Superspeaker Phono Unit
- Music Master Loud Speaker
- Manhattan Loud Speaker
- Philco Batteries
- Willard Batteries
- Ray-O-Vac Dry Batteries
- R C A Tubes
- Timmons "B" Eliminator
- Balkite "B" Eliminator
- Balkite Charger
- R 148 Signal Loop

[Distributed by Philadel-
phia's leading Musical
Radio Wholesaler]

PENN PHONOGRAPH CO.

913 Arch St. Philadelphia, Pa.



3 1/2" in Diameter. Patented, 1922.

**Our New 1925 Design of
VELVALOID RECORD CLEANER**

"Dainty as the flowers of May."

EITHER SOLD OR GIVEN AWAY—Will introduce the dealer to every member of the family.

The Standard Record Cleaner of the world.

The new design is printed in gold on black or white Pyralin (French Ivory) with the dealer's advertisement in neat type.

JOBBERS—We will furnish gratis samples for your travelers. HOW MANY?

PHILADELPHIA BADGE CO.
Manufacturers and Exporters
942 Market Street
Philadelphia, U. S. A.

A pleasant social gathering is in the offing for the Philadelphia Victor Dealers' Association and the plans for its development were taken up in the closing remarks of the business program of the meeting. It will be the annual Spring Outing to be held the latter part of May. It was suggested that the Kugler Mochican Club, at Morris on the Delaware, be the place of the social function and that a program consisting of an elaborate dinner, sporting events and other outdoor diversions be perfected by a Committee to be appointed by the newly elected president.

Distributor Moves Offices

Removal of the Pittsburgh Offices of the new Pennsylvania Phonograph Distributing Co., whose Philadelphia headquarters are located in suite 200, Jefferson Building, were effected during the month when the company took possession of the larger sales office accommodation at 405 Wabash Building, in the Smoky City. The Pennsylvania Co.'s Pittsburgh offices are under the management of John DuBreuil, general manager of the company, who will spend a week each month in the new offices supervising the business and will be assisted by J. A. Endres. General Manager DuBreuil makes the Philadelphia headquarters his main office. Warehouse facilities have been established in both the Pittsburgh and Philadelphia territory for immediate shipments of the Sonora, Sonoradio and other Sonora products. The Pennsylvania Co. is now ready to show the new Console Speaker Unit in the table effect. It is the newest addition to the Sonora machines and radio outfits and is constructed with the built-in speaker with batteries concealed in the rear of the table. The new console speaker unit is thirty-seven inches wide, sixteen inches deep and thirty and one-quarter inches high and is of convenient size for any room as well as attractive in appearance. The speaker unit is built in the center of the table receiving set on a flat surface. It comes in two models, the Standard Unit at \$50 and the DeLuxe at \$60, the latter having particularly noteworthy tone qualifications. The company is backing up the dealers with an ad campaign in the Evening Bulletin daily newspaper. The stores are now holding demonstrations of the new sets and this in conjunction with the ad campaign has been productive of a splendid initial sales record. There also was introduced to the local trade during the month the new Marlborough Sonora model in walnut, English, brown and mahogany of the console type and constructed along the Queen Anne period furniture style, now so popular in the house furniture construction, and producing an artistic piece of furniture adornment for the home.

Louis Buehn Co. Enters Radio Field

The Louis Buehn Co. of this city has formally announced its entry into the field of radio wholesaling. This well-known distributing house needs no introduction to the talking machine trade. The Louis Buehn Co. has for many years been one of the foremost Victor distributing houses in the country. Upon the formation of Philadelphia Victor Distributors, Inc., into which were merged the Victor wholesaling businesses of four prominent Philadelphia Victor distributors, including the Louis Buehn Co., this company devoted its entire

resources to the wholesaling of radio sets and accessories.

The general management of the business is in charge of Charles W. Miller, and headquarters have been established at 1025 Arch street in the midst of the wholesale section of Philadelphia. This building is admirably adapted for the conduct of wholesale business, providing excellent show rooms, stock rooms, offices, and, by means of a rear entrance on a side street, the maximum of delivery facilities. This company has entered the new business in an energetic manner and followed its policy, long established, of servicing only such products as it could unqualifiedly recommend. The new company is now wholesaling the following list of quality products: Atwater Kent sets, Atwater Kent loud speakers, Pooley-Atwater Kent-cabinets, Balkite Radio Power Units and battery chargers, Burgess batteries, Philco storage batteries, Music Master loud speakers, Thompson neotrodyne sets, Thompson speakers, Radiotrons, Bristol Audiophones, radio panels for the Victrola, Holtzer-Cabot Music Master, and Morrison Victrola attachments and complete accessories for set installation. This company will continue to confine its efforts principally to eastern Pennsylvania, southern New Jersey and Delaware.

Guarantee Speeds Portable Production

There is more than usual humming of the wheels of the mechanical department of the Guarantee Talking Machine Supply Co. this month in preparation for the Spring campaign for the sales of the Guarantee portable talking machines in its newly modernized construction. In order to accommodate the increasing business the company has taken two floors in the building for the purpose of speeding up construction of the portables with their improved larger sound box and arm innovation. The extended manufacturing department is under the direct supervision of Jacob A. King, who personally will supervise the production. E. Bauer is now general sales manager of the Guarantee Co. and will leave this month for eastern Pennsylvania territory and other Eastern and Southern States points.

A. A. Rhinow Back at Desk

Arthur A. Rhinow, of the Girard Phonograph Co., who for the past three months has been confined to his home because of illness, returned to his desk the first of March and was a welcome visitor to the trade. Although he has not fully recovered he steadily is gaining back his health.

Opens Radio Department

A radio section has been added to the talking machine department of the G. W. Huver Co. in conjunction with the sales of the machines and records. There are carried in stock the Federal, Fada, Jones and the R.C.A. lines. The new section is under the management of Russell L. Wedy and is on the same floor with the talking machine department.

Plans Starr Exhibits

An exhibition of the Starr phonographs will be held in the newly opened and most modern of the Philadelphia hotels, the Ben Franklin, some time during this month, although a definite date has not yet been set for the exhibit. It will be conducted by the Witlin Musical Instrument Co., which is local wholesale distrib-

(Continued on page 146)

The LOUIS BUEHN COMPANY

1025 ARCH STREET

PHILADELPHIA

Announce their Entrance Into the Field of Radio Distribution

Continuing our 25 year old policy of handling only the best products and having in mind the selling policy which has created for us the good will of the Victor dealer organization of Eastern Pennsylvania, Southern New Jersey and Delaware, resulting in our present standing among musical distributors, we take pleasure in announcing our appointment as distributors of the following radio products, for which we solicit your inquiries:

ATWATER KENT SETS

ATWATER KENT SPEAKERS

POOLEY-ATWATER KENT

BALKITE PRODUCTS

BURGESS BATTERIES

PHILCO STORAGE BATTERIES

MUSIC MASTER

MORRISON VICTROLA ATTACHMENTS

THOMPSON NEUTRODYNE

THOMPSON SPEAKERS

RADIOTRONS

BRISTOL AUDIOPHONES

VICTROLA RADIO PANELS

HOLTZER-CABOT VICTROLA

ATTACHMENTS

MUSIC MASTER VICTROLA

ATTACHMENTS

Complete Accessories for Radio Set Selling and Installation

Quaker City Trade Activities

(Continued from page 144)

utor of the Starr pianos, phonographs and other instruments and Gennett records, which will be included in the exhibition. The trade will be invited to view the display of these instruments and will be informed of the exact date as soon as it is set.

Celebrating Twentieth Anniversary

H. A. Weymann & Son, Inc., Victor distributors of this city, have now completed twenty years of distributing and servicing Victor merchandise. In a general letter recently sent to its dealers the company states: "We have been wholesale distributors of Victor products for twenty years and are better prepared than ever to give prompt and efficient service to our dealers. It is our intention to continue to improve our service to our Victor dealers whenever possible during the next twenty years to come."

Add Brunswick Line

Ramsdell & Son, Philadelphia retailers for the Ivor and Pond pianos, 127 South Twelfth street, have added the Brunswick phonographs to the stock. It is the first time that this house, one of Philadelphia's pioneer piano stores, has carried the Brunswick and there will be featured a complete line of the various models made by the company, and including the Radiola. Dealers have been benefited by the Music Memory Contest of the Brunswick, as it was conducted in co-operation with the local wholesale office and the retail trade. In order to tie up and give the dealers opportunity for the sales that were anticipated in these records the Brunswick Co. kept a supply of all radio numbers on hand and ready for the dealers' needs so that they might take advantage of the radio renditions. Another opportunity of exploiting the Brunswick Radiola was given in the recent inauguration of President Coolidge through the school demonstrations which the dealers made

Radio - Adaptable Victrolas



FEDERAL FIVE TUBE
and
FREED-EISEMANN
(neutrodyne)
FIVE TUBE
RADIO PANELS
FOR VICTROLAS

The Victrola specials offer the one big opportunity of combining supremacy in talking machines with radio.

We recommend that the dealer feature these models and we are prepared to supply dealers in our territory with both victrolas and suitable panels.

H. A. WEYMANN & SON, Inc.

1108 Chestnut Street

PHILADELPHIA

VICTOR WHOLESALERS

on the radio of the Inaugural Address. Eugene M. Goldman, Inc., on March 4 installed a Brunswick Radiola in the McCall School, Sixth and Delancy streets, and during the broadcasting of the address the children were assembled in the School Auditorium to "listen in," with the principal of the school and teachers present to supervise the assembly. The J. K. Wilson Co. tied up in the Inaugural Ceremonies by sending all patrons an invitation to

"listen in" at the stores which this firm controls, using the Radiola.

F. F. Fingrutt in Important Post

In accordance with the general progressive attitude of Everybody's Talking Machine Co., and the steady expansion of its organization, the executive staff of the company has been augmented by the appointment of Frank F. Fingrutt as assistant secretary of the company.

Frank F. Fingrutt is a brother of Samuel Fingrutt, treasurer and general manager of the organization. He has for the past nine years been assistant to the superintendent of the Eddystone plant of the Baldwin Locomotive Works. While there he made a record for himself through the efficient handling of his many duties. He furthermore earned the respect and lasting friendship of not only his superior officers but those who worked under him as well. He has enthusiastically undertaken his new duties as assistant secretary of Everybody's Talking Machine Co. and gives early promise of even surpassing his enviable reputation with the Baldwin Locomotive Works.

Visible recognition of the importance and value of Samuel Fingrutt's services to Everybody's Talking Machine Co. is to be found in the fact that this company has taken out a policy of \$100,000 on Mr. Fingrutt's life, although it may be said that this would not adequately reimburse the company for the sudden loss of his services through death.

Penn Co. Building Radio Prestige

Adopting the slogan "Philadelphia's Leading Music Radio Wholesalers," the Penn Phonograph Co., this city, has promoted the distribution of radio products with tremendous enthusiasm. The Penn Phonograph Co. has been well known in the talking machine field from practically its very beginning as a distributor of Victor merchandise. This company is now rapidly making itself as well and favorably known as a distributor of radio products.

T. W. Barnhill, president of the company, has exercised much care in the selection of the radio merchandise distributed and the line, therefore, represents a wide diversity of such products likely to interest the talking machine retailer. In complete sets this company now handles the Pooley-Atwater Kent, Fada neutrodyne, A-C Dayton and Marmol. In addition to the cabinet sets the Penn Phonograph Co. distributes Fada and Freed-Eisemann panels for Victrolas and other talking machines. In loud

(Continued on page 148)

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
- Howard Neutrodyne
- Allen-Bradley Products
- Freshman Products
- Hammarlund Condensers
- Neald Products
- Neutrodyne Kits
- Brandaes
- Cardwell Condensers
- Cutler-Hammer
- General Radio

- Erla
- Towers' Scientific Headsets
- Aeme Products
- Western Electric
- Kodel Sets
- Homechargers
- Shamrock and Harkness Products
- Amperlites
- Thorola Speakers
- Jewell & Weston Meters

Consult us first and save on your next order, or the stocking of your new store.



Your name on our mailing list will keep you posted and prove a valuable asset.

Write Today.

TRILLING & MONTAGUE

Exclusively Wholesale Radio Merchandisers

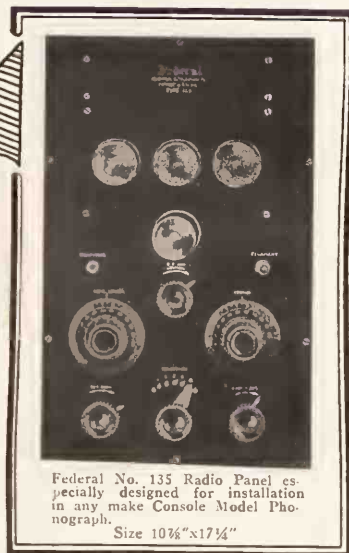
49 North 7th Street

Philadelphia, Pa.

"Grow With Us"

FEDERAL No 135 PANEL

Ready for Installation
in Any Make Console
Model Phonograph



Federal No. 135 Radio Panel especially designed for installation in any make Console Model Phonograph.
Size 10 7/8" x 17 1/4"



Now only \$ 30 Formerly \$68.90

The GREATEST OFFER in RADIO Quantity Limited — Quick Action Imperative

This is the famous nationally advertised Federal panel used extensively throughout the country by the most prominent retailers. It is a 4-tube regenerative, highly selective receiver, specially designed to easily tune in DX and tune out local stations.

The No. 135 panel measures 10 7/8 x 17 1/4. Can be installed in Victrola, Sonora, Pooley, Strand, Radiograph and other

console and upright phonographs. Uses four Radiotron storage battery type vacuum tubes—(one radio frequency, detector and two audio frequency amplifiers).

It is an unusually efficient receiver and guaranteed by the Federal Telephone Mfg. Corp. The low price is the result of our purchasing outright the remainder of factory stock. It is your opportunity

to make a big killing in the much wanted highest quality receiver panel.

Quantity limited. Wire your order at once. Terms, net cash—F.O.B., N. Y. C. Orders subject to prior sale.

Federal Panel No. 140, size 11 3/4 x 15. Specifications same as above, except size. Also suitable for installation in standard console and upright phonographs. Price also \$30.

Emerson Radio and Phonograph Corporation

Wholesale Distributors Federal Telephone Mfg. Corp. Radio Sets

307-309 Sixth Avenue

New York City

Quaker City Trade Activities

(Continued from page 146)

speakers, another popular article with the talking machine dealer, this company now has the Superspeaker, Music Master and Manhattan. In accessories it distributes Philco, Willard and Ray-O-Vac batteries, RCA tubes, Timmons "B" Liminator, Balkite chargers and "B" battery eliminators and the R-148 signal loop.

Retail Changes Follow Consolidation

The Talking Machine Co., with its former wholesale Victor distribution conducted from the home at 1025 Arch street, has been dissolved following a merger of distributors, full details of which appear in another part of this page, and the retail branches, while controlled formerly by the same personnel organized under a separate company, have been taken over by Morton's, Inc. During the month the store at Germantown and Lehigh avenue was taken over by Myers F. Hall, Inc., and the stock consolidated with that of the Hall store, 2626 Germantown avenue. Morton's, Inc., will continue the retail distribution of the Victor and is contemplating adding musical merchandise.

Having transferred the wholesale Victor department to the newly merged Victor Distributors, the C. J. Heppe & Sons Co. will devote the basement store devoted to this section of its musical instrument business to other purposes not yet determined upon. The retail department for the Victor will be continued under the management of Leo Cromson. Manager William Ellis, formerly of the wholesale department, will be retained on the sales staff.

Inaugurates Drive

H. A. Weymann & Son, Inc., Victor distributors of this city, have placed a strong sales campaign behind the radio-adaptable models of the Vietrola. During the campaign this company placed a considerable amount of newspaper advertising in the local papers, measuring one hundred and thirty-two lines deep by three columns wide, featuring these consoles.

Four Philadelphia Victor Wholesalers Consolidate

Louis Buehn Co., Penn Phonograph Co., C. J. Heppe & Sons and Talking Machine Co. Merge and Form Philadelphia Victor Dist., Inc.

Probably one of the greatest mergers of Victor distributors within one city was consummated in Philadelphia on Monday, March



Louis Buehn

2. Effective on that date the Victor distributing businesses of the Louis Buehn Co., Penn Phonograph Co., the Talking Machine Co. and C. J. Heppe & Sons became merged into one immense organization to be known as Philadelphia Victor Distributors, Inc. The headquarters of this new organization has been established at 835 Arch street. This is the large building occupied heretofore by the Louis Buehn Co.,

Now
EBY
BINDING
POSTS
are
—In 25
Different
Markings
15¢

and is one particularly fitted for the efficient conduct of all details incident to the wholesaling of Victor merchandise.

The following officers have been elected: Louis Buehn, president and treasurer; Harry A. Ellis, formerly general manager of the Talking Machine Co., Victor distributor of this city, vice-president and sales manager, and Frank B. Reineck, formerly secretary of the Louis Buehn Co., secretary. The four large Victor distributing organizations heretofore mentioned have pooled their entire resources and facilities and the result is an organization of the strongest kind. In addition to the aforementioned executives the affairs of the company and its destinies are also directed by a board of directors composed of the former chief executives of the companies merging, including Thomas W. Barnhill, Henry A. Miller, Florence J. Heppe and Morris Wolf.

Although technically a new organization the Philadelphia Victor Distributors, Inc., have a heritage of the cumulative knowledge and experience of each of the individual firms and constitute an interesting example of efficiency and concentrated effort. Immediately upon the announcement of the formation of the new company congratulatory letters and telegrams commenced to pour into the headquarters from all sections of the country.

PET O FONE

MADE IN U. S. A.

A real portable talking machine

TO RETAIL AT \$12

Usual Trade Discounts

Distributors

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

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

Dealers

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

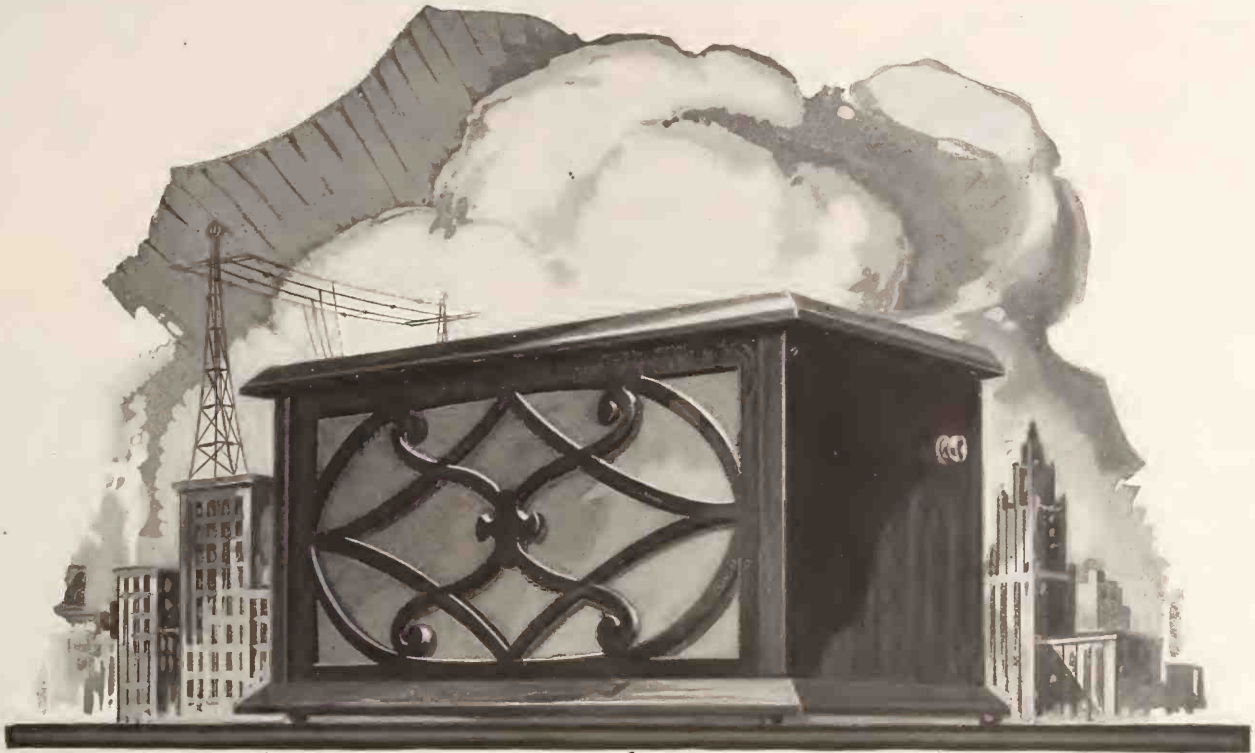


Does all a larger phonograph will do. Ready for action in a minute.

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



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



The Biggest Thing in Radio!
The Bel-Canto Cabinet Loud Speaker

Endorsed by Thousands of Satisfied Users all over the World

THE best in the world—the Bel-Canto Cabinet Speaker. The greatest reproducing instrument ever invented, bar none. Best at any price. Its tone cannot be equalled.

THE ONLY PATENTED CABINET SPEAKER

Our secret is a flexible reed tone chamber, exclusive with Bel-Canto. It makes it a real musical instrument—a truly “beautiful singer.”

Bel-Canto is the one and only cabinet speaker in which ample amplification is possible without distortion. The **FLEXIBLE REED TONE CHAMBER** is as long as a goose-neck horn. Workmanship of the very best. The cabinet is of 5/8" mahogany—solid, substantial, beautiful. With handsome scroll and silk mesh. Size: 9½x10x17.

Type B-406 List



Bel-Canto Gooseneck

After three years of careful research Bel-Canto has produced a Gooseneck Horn which is perfect in amplification without distortion. The generous 14" Bell assures ample volume in any size room, while the crystal clear musical tone will satisfy the most discriminating. Complete instrument stands 26" high, 14" Bell. Guaranteed for one year.

Equipped with Bel-Canto exclusive adjustable loud speaking unit. Unapproachable at this figure.

TYPE B-405

List 15.⁰⁰

\$17.50

a fraction of its comparative worth

DEALERS: Bel-Canto Products mean Big Profits and satisfied customers. Get in touch with your jobber at once.

JOBBER: Out-of-town territory still available for Bel-Canto Radio Products. It will pay you to write us now.

DISTRIBUTORS

Kniekerbocker Talking Machine Co.
 831 Broadway, N. Y. City
 Sunbeam Radio Corp., 1834 Broadway, N. Y. City
 Walter S. Gray Co.,
 1054 Mission St., San Francisco, Cal.
 Walter S. Gray Co.,
 926 Midway Pl., Los Angeles, Cal.
 Walter S. Gray Co.,
 2602 Fourth Ave., Seattle, Wash.



The World's Best Seller

The original Bel-Canto Loud Speaker that brought in ten dollar bills by direct mail at the rate of a thousand a day. Handsome Fibre Horn, 22" high, with 19" Bell Crystalline finish. Heavy metal base eliminates top heaviness. Other metal parts of highly polished cast aluminum. Plugs in on phone circuit. Guaranteed for one year. Contains adjustable unit which gives wide range of tone, quality and volume. The best “buy” within \$15 of its price.

TYPE B-404

List \$10.⁰⁰

West of Rockies—B-406 \$18.00, B-405 \$15.50, B-404 \$10.50

BEL-CANTO RADIO and TELEPHONE EQUIPMENT CO., Inc.
 872 Broadway Established 1922 New York City

Edison Tone Tests Highly Successful With Dealers

Groups of Edison Artists Throughout Country Give Tone Test Concerts and Stimulate Trade —Dealers Inform Company of Results

The Edison Tone Test program continues on an extensive and successful scale. Elizabeth Spencer, assisted by Lucille Collette, started in the Dallas territory on March 9, and will complete a schedule of several weeks in that section. Glenn Ellison, assisted by Alta Hill, pianist, started a tour of several weeks' duration in the Kansas City territory, the latter part of February. Collins and Harlan began a tour of the Philadelphia section on March 21. Betsy Lane Shepherd, assisted by Jacques Glockner, has been covering the Pacific Coast territory and will continue in this section for several weeks more. Thos. A. Edison, Inc., has been literally showered by letters from Edison dealers commenting on the success of the Tone

Tests which were given in their respective communities. These letters indicate a uniformly good attendance and significant results from a business standpoint.

E. J. Dingley Aids Florida Dealers in Sales Campaign

H. L. Egner Participates in St. Louis Drive—Special Selling Campaigns Being Carried on in Several Other Cities With Good Results

E. J. Dingley, assistant sales manager of the Victor Talking Machine Co., spent some time in Florida recently in connection with sales campaigns being carried on by Victor dealers in various cities in that State. H. L. Egner, manager of the traveling department of the company, returned to Camden on March 6, after having spent some time in St. Louis in connection with a special selling campaign in that city. Special sales drives have also been conducted in Syracuse, Baltimore and other cities.

Territory Covered by Bob MacClellan Increased

J. B. Price Announces Addition of Three States to Territory Covered by Southwest Th. Goldschmidt Traveling Representative

J. B. Price, manager of sales and advertising for the radio division of the Th. Goldschmidt Corp., importer of N & K loud speakers, phonograph units and head phones, announced recently that Bob MacClellan, who had recently joined the company's sales staff as district manager in charge of Southwest territory, had attained such pleasing success in this work that



"Bob" MacClellan

his territory had been enlarged. Mr. MacClellan will now cover Pennsylvania, Ohio and part of southern Indiana, in addition to visiting the trade in Missouri, Kansas, Oklahoma, Texas, Louisiana and Arkansas.

A considerable measure of Mr. MacClellan's success in his territory may be attributed to the fact that he works in close co-operation with the dealers wherever he goes, giving them the benefit of his knowledge and experience in the radio field. N & K products are steadily increasing in popularity, with the dealers featuring them consistently in sales and publicity campaigns that are producing tangible results.

A. W. Fritzsche, of Gen'l Phono. Corp., on Long Trip

Allan W. Fritzsche, vice-president of the General Phonograph Corp., New York, and in charge of the company's needle division, is now away on a three weeks' trip to the leading trade centers in the West, including Chicago, St. Louis and Cincinnati. He will also visit New Orleans and other points in the South, calling upon jobbers who are distributing the needle products of the General Phonograph Corp. In a chat with The World, Mr. Fritzsche stated that needle sales for the first two months of 1925 had far exceeded the corresponding period of 1924, and that, judging from all indications, the needle business during the coming year would be healthy and prosperous.

Eagle Radio Co. Issues Attractive Applause Card

The Eagle Radio Co., 16 Boyden place, Newark, N. J., frequently issues, through its advertising department, advertising material for retail use which has an appeal to consumers. This material is regularly sent to Eagle dealers. The latest of this advertising material is some attractive applause cards. These are particularly desired by radio enthusiasts and others interested in improving radio programs. Through the applause cards sent to the various broadcasting stations the managements are enabled to gauge their programs in a manner that appeals to the largest number of listeners.



Made \$2,047.50 per Month on Resas Tone-A-Dyne

That's the average monthly profit made on the Resas Tone-A-Dyne Receiver by the Wm. T. Baxter Corp., New York. Yet that record isn't unusual. Many dealers have done even better.

You'll understand why the Resas Tone-A-Dyne is a big seller if you compare it with receivers selling for up to twice the price. Its handsomely finished solid mahogany cabinet, 26½ x 8½ x 9½", with genuine Bakelite panel and dials, gives it the appearance of a high-priced set.

In performance, also, the Tone-A-Dyne Receiver is unequalled. Stations always come in at the same point on dial. In two weeks J. F. Davidson, Rutherford, N. J., heard 70 stations, including Montreal, Nebraska and Georgia. Voices and music come in as clear and loud as if the artists were in the same room. The Tone Modulator permits controlling the volume and tone without fear of losing the station.

This receiver is fully guaranteed for one year.

Let us send you a receiver on five days' free trial. If you don't say it is the most remarkable receiver on the market at anywhere near the price, return it and the trial won't cost you a cent. Simply mail the coupon.

\$78
LIST

RESAS, Inc.

112 Chambers Street, New York City

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.....

The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

New England Dealers Working Hard to Secure Business and Overcome Lethargy

Console Talking Machines and Combination Radio-Phonographs in the Van of Sales—Record Demand Fairly Active—Most Retail Establishments Now Handling Radio—Month's News

BOSTON, MASS., March 8.—Although members of the trade in general seem somewhat at a loss to assign any definite reason for it, it is a fact that general trade here during the past month has fallen short of expectations despite the fact that the majority of concerns put forth energetic efforts to develop sales and use generous advertising space. There is some machine demand, particularly for consoles and combination radio-phonograph outfits. Various factors have tended to keep record demand at a fairly active level.

Most Dealers Now Handle Radio

The radio business has slackened up somewhat so far as the talking machine houses are concerned. The time has come when radio must really be merchandised. By far the largest number of local talking machine shops now carry radio and those that do not are gradually falling into line and selecting their equipment with great care. Dealers are everywhere coming to see the close relation that necessarily exists between the two lines, but those who have gone into it the heaviest are not those who are reaping the biggest rewards. The only reason given by those who still hesitate to take on radio is that they want to get the best and believe that they can get it only by approaching the matter slowly and intelligently.

Alex. Steinert, Jr., Bound for Home

Alexander Steinert, Jr., son of Alexander Steinert, and brother of Robert Steinert, of M. Steinert & Sons, is scheduled to arrive in New York on the "Aquitania" on March 1 en route home from Paris, where he has been spending some time studying piano and composition. Of particular interest is the fact that this youngest member of the Steinert family is to be soloist at the symphony concerts on Friday and Saturday, March 27 and 28, in Symphony Hall, and will possibly play one of his own compositions.

Record Artists Score

The Eight Popular Victor Artists gave a concert in Woonsocket, R. I., recently. The

occasion was under the management of La Roe's Music Co., which operates several music stores. As usual these artists attracted a large crowd.

E. C. Nelson a Benedict

Elmer C. Nelson, of the Brunswick personnel in this city, was married on February 28, his bride being Miss Mildred Haven. The ceremony took place at Milford, Mass., and many Brunswick people were in the wedding party, Harry Spencer being the best man, and Platt Spencer, Ellis F. Harlow and Chester Gillen, the ushers. Mr. Nelson's co-workers in the Brunswick organization gave him as a wedding present a handsome mahogany clock.

Many New Columbia Accounts

Business with the New England branch of the Columbia Co. has been quite satisfactory, all things considered, and it is stated that despite conditions that the company was up against last year it actually made money and both January and February of this current year have been surprisingly good months. Manager Parks, of the department, reports a number of new accounts that have been signed up. Among these are the Phonograph Shop, North Adams; the Meiklejohn Co., Providence; the Union Commercial Co., Bristol, R. I.; Meekins, Packard & Wheat, Springfield; United Music Co., Plymouth and Rockland; N. W. Brown Piano Co., Springfield; Louis Karelitz Furniture Co., Peabody, and the People's Pharmacy, Portland, Me.

Increased Columbia Record Discount

A circular informing the trade of an increase in the discount to dealers has been received most favorably by those handling Columbia goods. The circular, which is signed by Vice-President W. C. Fuhri, states that hereafter the discount on all Columbia records will be 50 per cent, which is seven and one-half cents additional profit to dealers on seventy-five-cent records and a larger profit on Columbia records selling at more than seventy-five cents. Judg-

ing from the letters that dealers have sent to Manager Parks there is widespread appreciation among the trade at the generous policy of the Columbia Co. officials.

Speaking of Columbia business, it is of interest that the Tosi Music Co. in Hanover street, at the North Side of the city, a week or so ago ordered fifty Columbia machines, which order was placed at the door of this concern a few days ago. And even better, it is understood that the clientele of the Tosi house eagerly took most of these machines in quick order.

Vice-President W. C. Fuhri, who is also general sales manager of the Columbia Co., was over in town a few days ago and met a number of the local dealers, to whom he spoke most optimistically of what is ahead for the company this current year.

Joe and Tom Burke Visit Gotham

Joe Burke, of the Musical Supply & Equipment Co., went over to New York the latter part of February and was followed a day later by his brother, Tom Burke. Both took the trip to confer with the Sonora management relative to the shipment of goods, which applies equally to the Sonora talking machines as well as to the radio outfits that the company carries. Business at this concern has been very good, especially with the loud speaker which the company has been selling in quantities, and, in fact, difficult to supply the demand. A new adaptation of the Sonora, known as the "Chatham Radio," is meeting with a wide demand, though it has been in stock only a short time.

Don Coats, field representative of the Sonora Co., and Mr. Earsy, service man for the Ware radio set, were in town recently and arranged for the establishment of a laboratory at the rear of the building on Columbus avenue, occupied by the Musical Equipment Co.

Steinert-Eastern Merger No Surprise

The taking over of the Victor wholesale business of the Eastern Talking Machine Co. by M. Steinert & Sons Co., also a Victor wholesaler, full particulars of which merger appear in another section of this issue of The World, was not unexpected among local dealers who knew that something of this sort was in the air for some time. The fact that Robert Steinert

(Continued on page 152)

BOSTON and NEW YORK

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)

and Jerome Murphy spent several days in Camden in conference with Victor officials was significant and it was only a few days following their return to Boston that the merger was announced. For the present no special changes are contemplated in the personnel of either concern.

Bob Steinert Busy With Details

As for the Steinert house, it needs no introduction to the trade, for it has stood for much in the development of the best in music through a long period of years. Just at this time Robert Steinert, with his father, Alexander Steinert, in the South, has much on his hands, for there are many details of business to straighten out and of course there is now the double supervision that must obtain.

Shoemaker Has Wide Victor Experience

At the Eastern quarters there is Herbert Shoemaker, who has been manager practically since the late George Dodge took over the business, and whose years of careful training along Victor lines have placed him in the limelight as an expert who has handled the Eastern business with care, discrimination and foresight, conditions that are essential to good management. That the Victor in a more general way, as well as locally, is to be heard from more concretely as time goes on is a generally accepted fact.

In a conversation with "Bob" Steinert he said that the trade has received the news of the merger most favorably and the Steinert house has been in receipt of many letters not only approving the move but congratulating it on its new position in the business field.

Celebrate Thermiodyne Week

Thermiodyne Week was celebrated in this city the week of February 15 and full pages were used to feature the distinctive merits of this well-known radio set. The Cheney Sales Corp., Thermiodyne jobber in Boston, received splendid results from the campaign, as well as the dealers whose names appeared in the advertising. The Thermiodyne set is making rapid headway in Boston territory, and the Thermiodyne Radio Corp. is working in close co-operation with its dealers and jobbers in merchandising these sets.

Sonora Travelers Busy

William Burke, of the Musical Supply & Equipment Co., is up in Maine just now; Ray A. Burke is in Vermont, and Dick Keyes, also of this concern, is in Connecticut. All three

are sending in some good orders for Sonoras and radio outfits.

Leading Firms Add Brunswick

Harry Spencer, head of the Boston branch of the Brunswick Co., makes a very encouraging report of the Brunswick business for the month of February and he sees a good 1925 ahead. He has lately signed up with the C. E. Osgood Co., of this city, a large furniture house, and the Radio Exchange, Newport, R. I., both of whom are placing some big initial orders for goods.

A. W. Chamberlain in Newport

A new addition to the local Brunswick staff is Arthur W. Chamberlain, who is widely known in the talking machine field and who has had a wide experience with some of the best houses. Another who is now connected with the Brunswick Co. is Ellis F. Harlow, who is also familiar with the talking machine business.

Vocalion Record Business Good

Business with the A. C. Erisman Co. has picked up considerably within the past few weeks. There is an increasing call for Vocalion records and the radio business is inviting many prospects.

Slight Fire in Vocalion Hall

There was a slight fire in Vocalion Hall recently. A blaze was discovered in the elevator, and while firemen were responding to a bell alarm the employes used the fire extinguishers to good purpose, and the blaze was out by the time the apparatus reached the scene.

W. A. Harvey on Holiday Trip

E. A. Cressey, of the C. C. Harvey Co., has returned with Mrs. Cressey from his trip South, and Winthrop A. Harvey, head of the concern, is now in a warmer clime, part of his time being spent on an automobile trip. Mrs. Harvey is with him.

G. D. Shewell, Jr., Taking Short Trips

G. Dunbar Shewell, Jr., New England manager of the Cheney Sales Corp., is taking a number of trips through New England these days and as soon as the weather gets milder he will probably use his car in going about.

New Store in Beardstown

BEARDSTOWN, ILL., March 5.—Phil Henderson, of Chicago, has recently opened a new music store and radio shop on Washington street. The quarters have been remodeled to serve as appropriate showrooms for a general line of music goods.

Specially Interesting Edison Records Released

Two Recordings by Kathleen Howard of Particular Interest—Record by Giovanni Zenatello Also of Unusual Merit

Included among the Edison current monthly releases are two records of particular interest. Kathleen Howard, well known in operatic circles in America and abroad, and proclaimed by critics as a truly great contralto, sings "Printemps qui commence," from "Samson et Dalila," the latter a role in which Miss Howard has won particular success. On the other side is recorded "Ou va la jeune Indoue," from "Lakme," sung by Yvonne de Treville, the internationally famous grand opera prima donna who has never been heard to better advantage than in this song, in which the height and flexibility of her voice are astonishing.

The other record is by Giovanni Zenatello, with "Vesti la giubba," from "I Pagliacci," on one side, and "De' miei bollenti spiriti," from "La Traviata," on the other. Zenatello was for four years the leading tenor of the La Scala, Milan, and for six years the idol of the Theatre Colon, Buenos Aires, coming subsequently to New York to sing the leading tenor roles in Hammerstein's Manhattan Opera Company. For his work in founding the Verona School of Singing, he was recently knighted by the King of Italy.

Sonora Speakers in Big Demand During February

The month of February was an exceptionally fine period for Sonora radio speakers, reports from distributors throughout the country received at the offices of the Sonora Phonograph Co., Inc., New York, show. Not only does the month's sales volume far exceed that of February of last year, but the majority of wholesalers report that the figures reached last December have been equaled and three distributors report that February exceeded December. This most satisfactory sales showing is the result of an intensified advertising campaign which the company has waged in the newspapers in the leading cities throughout the country and in the Saturday Evening Post and which will be continued for some weeks to come.

New York T. M. Co. A-C Dayton Distributor

The New York Talking Machine Co., Victor distributor, recently took on the distribution for the metropolitan territory of the A-C Dayton XL-5 Phono Set, a five tube radio receiver especially designed to fit standard upright phonograph cabinets.

This instrument, which is manufactured by the A-C Electrical Mfg. Co., Dayton, O., has won real popularity in the talking machine trade. The A-C Dayton XL-5 fits in the lower half of the cabinet, leaving space for the batteries. Dealers report that the instrument has won a high place in popular favor and the New York Talking Machine Co. reports brisk sales of the XL-5.

New York Office of Wolf Mfg. Industries Moved

The New York office of the Wolf Manufacturing Industries, manufacturer of Mastercraft phonographs and radio cabinets, moved on March 2 to larger and more convenient quarters at 17 West Forty-second street. H. L. Coombs, manager of the Eastern divisional offices, states that the need for larger office space has been felt for some time as business has been constantly increasing.



Johnny De Drott and His New Orleans Orchestra

THE GREATEST JAZZ ORCHESTRAS HEARD ON

Okeh Records

Our Service is a prompt and faithful performance. We should like to be your distributor

General Phonograph Corporation
of New England

126 Summer Street

Boston, Mass.

Operadio Dealers Have Nothing to Fear from Summer

This powerful, self-contained receiver has unique advantages—doubly important in warm weather.

Dealers now handling the 1925 Operadio know that they can keep up sales right through the late spring and summer months. This six-tube set, which has been such a sensational success this past winter, now comes into a field all its own—a field without competition today. For, although the Operadio has proved that it matches in performance any set on the market, it is so compactly designed that loud speaker, six tubes, big battery supply and all parts are contained in a case which may be closed and carried anywhere. Operadio Engineers spent three years' concentrated effort on developing this amazing receiver, and its immediate and ever-growing popularity attests their success. Now on the threshold of warm weather, it offers unique advantages which mean to you the difference between profitable business and slack months with overhead going on just the same. Think of these features—absolute portability, freedom from outside wires or connections, marvellous tonal quality, less frequent battery replacements, reliability under all conditions, and extreme ease of tuning. Here is an attractive set for use at home, as well as one which may be conveniently taken along on trips and vacations. And, for the dealer it is the ideal set to demonstrate and sell—requiring no installation, entirely complete as it stands, a set which the customer may immediately pick up and take with him. The 1925 Operadio is distributed by leading jobbers. Complete particulars will be mailed direct on request.

THE OPERADIO CORPORATION

8 South Dearborn Street

Chicago, Ill.

OPERADIO

The Original Self-Contained Radio Set



The Operadio is entirely complete in its smart leatherette carrying case. An attractive De Luxe Walnut Cabinet has also been designed for those desiring a furniture model in which the case may be placed.

*List Price
complete with
Tubes and Batteries
(Portable Type Only
\$189⁰⁰*



*Close it up
Take it with you
Use it anywhere*

HAPPENINGS IN THE DOMINION OF CANADA

Columbia Phonograph Co., Ltd., Canadian Distributor of Wall Kane Needles

Nathan Cohen, President of Wall-Kane Needle Mfg. Co., Visited Toronto to Conclude Negotiations—Victor B. Hodges Directing Brunswick Distribution—News of Month

TORONTO, ONT., March 7.—Following the personal visit to Canada of Nathan Cohen, president and treasurer of the Wall-Kane Needle Mfg. Co., Inc., Brooklyn, N. Y., negotiations have been completed whereby the Columbia Phonograph Co., Ltd., this city, takes charge of the distribution for Canada for the music trade of the Wall-Kane line.

With the merging of the Musical Merchandise Co., Ltd., in the parent Canadian company the Brunswick-Balke-Collender Co., of Canada, Ltd., has placed the sales direction of Brunswick phonograph records and Radiolas in the hands of Victor B. Hodges, who is now right-hand man to W. B. Puckett, the general manager. As sales manager of the musical merchandise division of the Brunswick Co. Mr. Hodges is most optimistic over business prospects for 1925 and his products in particular.

C. R. Fraser Co., Ltd., 8 Colborne street, has been appointed general Canadian distributor for F. A. D. Andrea, Inc., New York City,

manufacturers of the Fada neutrodyne receivers.

T. C. Van Alstyne, well known throughout the Dominion in radio circles, has identified himself with the Canadian DeForest Radio Corp. as technical correspondence expert.

The Dominion Battery Co., Ltd., has increased its capital stock from \$200,000 to \$400,000, the increase to consist of 2,000 \$100 shares, of which 1,500 are preferred stock.

Hunter & Co., formerly of Cornwall, Ont., are now conducting business at 175 St. Paul street, St. Catharines, Ont., where they are specializing in phonographs, records and radio sets.

R. A. Brandon is now in charge of the new radio department of Heintzman & Co.'s London, Ont., branch.

W. B. Rollason, for the past twelve months manager of the Heintzman & Co., Ltd., branch, has resigned that position to start business under his own name.

The Canadian Bureau for the Advancement of Music has definitely decided and announced

the dates for Canada's "Music Week," which is to be held May 3 to 8, inclusive.

Mason & Risch new recital hall on the second floor of their new building in London, Ont., is the mecca for music lovers. During the month each Wednesday afternoon the recital hall is used for phonograph recitals for which no admission fee is charged. A novel feature in connection with these concerts is the fact that they are broadcasted over the radio.

In Port Arthur, Ont., Francis, Ltd., makes its windows work. It has a new one every week and finds it is a paying proposition. One of the recent methods employed is to use a spot light to bring out one or two special instruments which they happen to be featuring. This method serves to rivet the attention of the casual passer-by, as it makes visible the lighted objects even from across the street.

Canada's National Radio Week, which was sponsored by the Canadian Radio Trades Association, was a huge success; over 4,000 radio dealers, jobbers and manufacturers co-operated to put it over "big," making this event one of national importance.

Announcement is made of the incorporation of the de la Ronde Supply Co., with head offices in Ottawa. It will deal in radio, etc. Capitalization, \$100,000. Louis Furnier is manager.

Important Activities Feature the Month Throughout the Montreal Trade Territory

Phonographs Playing an Important Part in Safety First Educational Campaign—Layton Bros. Entertain Employees—Brunswick Artists Score in Local Concerts—The News

MONTREAL, CAN., March 8.—As part of a "Safety First" education-campaign now being propagated in Montreal, it is learned that there is a movement on foot in some of the schools to operate phonograph records as part of the daily curriculum, outlining the dangers of the streets, which children should avoid, etc.

A fine spirit of unity and co-operation was manifested when the firm of Layton Bros., Ltd., entertained a party of 100 of their employees and friends at a banquet held at the Edinburgh Cafe. Included among the guests were W. B. Puckett, general manager, and Victor B. Hodges, sales manager, of the musical merchandise division of the Brunswick-Balke-Collender Co. of Canada, Ltd.

C. W. Lindsay, Ltd., as jobber of the Sonora phonograph, report sales so far this year as very good, with prospects for the future most encouraging.

The Victor Talking Machine Co., of Canada, Ltd., has announced the first volume of its Music Arts Library of Victor Records.

Michaud & Co., Ltd., have taken possession of their new and modern warerooms, consisting of a three-story building at 650 Mount Royal avenue, East, and are confining themselves to exploiting the McLagan line of phonographs and Brunswick records.

Miss Margaret Young, Brunswick artist, appeared in person at The Princess Theatre recently and won the demonstrative appreciation of the house during her week's engagement.

Paul Specht and His North Carolina Club Orchestra will appear in Montreal for a limited engagement at the Venetian Gardens.

The Delphic Study Club, which has sponsored Music Week in Montreal in the past, announces that this important event will take place from March 29 to April 4.

Radio Holds Center of the Stage in Winnipeg

Manitoba Government Co-operating With Radio Interests in Improving Conditions

WINNIPEG, MAN., March 7.—Assurance that the Manitoba Government would co-operate with radio interests in impressing upon the Dominion authorities necessity for change in the regulations governing the use and sale of radio equipment was given by the Hon. R. W. Craig, attorney-general, to a delegation that waited upon him. Mr. Craig stated that the Government fully sympathized with the aims and objects of the delegation, was alive to the neces-

sity of more satisfactory arrangements, and would lend its aid and authority to any movement toward obtaining the requisite powers from the Federal Government.

With the object of developing use of the radio in the best interests of all concerned, the Associated Radio of Manitoba was organized at a representative meeting of radio manufacturers, wholesalers, retailers, users and representatives of the Manitoba broadcasting station, held in the offices of the Retail Merchants' Association, Winnipeg, Man. Fletcher Sparling was elected chairman, and the Retail Merchants' Association will be asked to permit J. H. Curle, secretary, to perform the secretarial duties. C. H. S. Bamford, sales manager, J. H. Ashdown Hardware Co., Ltd., this city, presided at the meeting.

Collier's Music Store, Saskatoon, Sask., Starr and Columbia phonograph dealer, is effectively featuring this line.

Heintzman & Co., Ltd., Saskatoon, have introduced the Brunswick Radiola to Saskatoon fans and several attractive models of the well-known makes are to be seen in their show-room windows.

W. A. Smith, vice-president of the Winnipeg Piano Co., is visiting New York and other Eastern cities on a combined business and pleasure trip.

In installing a broadcasting station in his store at Yorkton, Sask., W. T. Moore, dealer in "His Master's Voice"-Victor products in that town, finds that he has done something which materially helps record business, as he uses only "His Master's Voice"-Victor Records for his entertainment at certain hours of each day and finds that his record sales as a result are coming from a constantly widening territory.

Seattle Dealers Organize

SEATTLE, WASH., March 5.—The music dealers of this city recently formed a trade association to further the interests of the retail trade in this city. The new organization is known as the Seattle Music Dealers and the following officers were elected at the initial meeting: Will Graham, president; Charles Corbin, vice-president; C. J. Casscutt, treasurer, and E. R. Mitchell, secretary.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

CROSLEY TRIRDYNS

Special
\$60
Formerly \$75

Regular
\$50
Formerly \$65

*Three Tubes
Do the work of
Five or Six
in the
Trirdyn*

The recognized outstanding achievement in radio is the Crosley Trirdyn. An overburdening amount of evidence proves that it is excelled by none and superior to most receivers costing many times more. It is a three-tube radio combining one stage of tuned radio frequency, regenerative detector and reflex amplification. This combination enables three tubes to do the work of five or six. Brings in every large station in the country on the loud speaker. Is very selective, easy

to tune and economical to operate. The straight front Trirdyn Regular, formerly \$65; now \$50. The Trirdyn Special in large cabinet to house dry cell batteries formerly \$75; now \$60. To these have been added the new Trirdyn Regular with sloping panel at \$55 and the new Trirdyn Special in a beautiful cabinet with sloping panel at \$65. Demand a Crosley Trirdyn at any good dealer. All Crosley radios are licensed under Armstrong Regenerative U. S. Patent 1,113,149. Write for catalog.

Prices quoted without accessories. West of Rockies—add 10%

THE CROSLEY RADIO CORPORATION

326 SASSAFRAS STREET

POWEL CROSLEY, JR., President

CINCINNATI, OHIO

Crosley owns and operates Broadcasting Station WLW

Isham Jones Honored by Music Publishers at Big Banquet of Welcome to New York

Famous Orchestra Leader of Chicago and Brunswick Artist Opens at Rue de la Paix, a New Gotham Night Club, After Five Years in Chicago—Prominent Trade Members at Dinner

Isham Jones, famous orchestra leader, composer of many popular hits, music publisher and exclusive Brunswick artist, was the guest of honor at a testimonial dinner and reception held at the Park Lane Hotel, New York, on Sunday, March 1. The allied music publishers of New York City were responsible for this dinner, which was a fitting welcome to Mr. Jones, who after five years as Chicago's most popular orchestra director, has accepted an engagement in New York. On Friday, March 6, Isham Jones and his orchestra opened the Rue de la Paix, a new night club at 247 West Fifty-fourth street, New York, which is one of the most attractive night clubs in the city and which gives every indication of being a tremendous success.

The dinner Sunday night was a tribute to Mr. Jones' national popularity, for the guests not only included members of the music publishing fraternity, but among those attending were famous theatrical stars, prominent orchestra leaders and well-known personages identified with the musical and theatrical worlds. Bert Hanlon, popular musical comedy star and vaudeville headliner, was the toastmaster at the dinner, and among the speakers of the evening were the Hon. James J. Walker, Gene Buck, Nathan Burkan, Bugs Baer, Wm. Brophy, director of the Brunswick recording laboratories; Gus Kahn and Harry Reichenbach. The dinner was not only noteworthy for the prominence of the guests attending, but for the cordiality and good fellowship that were the predominant note throughout the evening. At the close of the dinner, Harry Reichenbach, in behalf of the allied music publishers of New York City, presented Mr. Jones with a set of handsome diamond studded cuff links.

Carl Fenton's Orchestra and the Mound City

Blue Blowers, exclusive Brunswick artists, played during the evening, for the dance devotees, and Miss Jane Green, who is one of the star attractions at the Rue de la Paix night



Isham Jones

club, gave several numbers which were enthusiastically received.

Isham Jones is coming to New York with the greatest reputation and prestige that has ever been attained by an orchestra director in the Middle West. For five years Isham Jones and His Orchestra played at the College Inn at the Hotel Sherman, Chicago, drawing capacity

crowds every night of the year and winning acknowledgment as the most successful and popular dance organization in the Middle West. Isham Jones, as the director of the organization, has won national renown, and his fame has been enhanced considerably by his Brunswick records. The Brunswick recordings made by Isham Jones have proved for many years among the leading record sellers on the market, and his interpretation of popular hits has been noteworthy for originality and distinctiveness. In addition to his success as an orchestra leader, Mr. Jones is recognized to-day as one of the foremost song writers in the country, having written a number of very popular hits. His newest song, "I'll See You In My Dreams", gives every promise of being the hit leader of the day.

The Brunswick Co., co-operated to excellent advantage with Mr. Jones in connection with the opening of the Rue de la Paix. Newspaper advertisements, averaging five hundred lines each, appeared in the leading New York daily papers the week of March 2, and are continuing throughout the month. On the opening night it was impossible to secure a table, and capacity crowds have been present since the opening of the club. A midnight revue is one of the attractions at the club, but the Isham Jones Orchestra is proving the magnet for New York City's dance lovers, who are eagerly visiting the club to hear him play.

Telemotive in New Home

The Telemotive Radio Corp., metropolitan distributor of Apex radio receiving sets and vernier dials and Amplion loud speakers, is now settled in its new quarters at 552 Seventh avenue. Edward M. Lang, president of the company, states that business has been very brisk during the past few weeks, with the Apex receivers proving especially popular. Some forty accounts have been opened within New York City proper in the past month and aggressive retail sales drives are under way.

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.

Orchestra Leader Pays Tribute to Apex Radio

Ralph Williams, Popular Chicago Musician and Record Artist, Sends Interesting Letter of Commendation to Apex Electric Mfg. Co.

CHICAGO, ILL., March 7.—The Apex Electric Mfg. Co., of this city, manufacturer of the Apex Super-Five receiving set and other popular radio products, received recently a very interesting letter from Ralph Williams, director of the orchestra at the Rainbo Gardens in this city, who is well known in music circles throughout the West. Ralph Williams and His Orchestra are popular radio broadcasting stars, broadcasting regularly from station WQJ, the Calumet Baking Powder and the Rainbo broadcasting station in this city. Mr. Williams is a radio fan to a marked degree, and his letter to the Apex Electric Mfg. Co., reading as follows, is a distinct tribute to the merits of this set:

"It gives me much pleasure to tell you that I have recently installed one of your Apex Super-Five receivers in my home. The first impression of the Apex Super-Five is the quality and the appearance of your set. In setting up the Apex Super-Five, I found it very easy to connect the batteries, because you supply the Jones Multi-Plug, which has the terminals marked so that any novice can make connections most easily. Within seven minutes after I had your set in operation, I was able to obtain KDKA, Pittsburgh, Dallas, Davenport and Hastings, Nebr. Then I had to hurry away to the Rainbo Gardens for the evening concert, but Mrs. Williams had all parts of the United States and also Canada on your receiver with utmost ease.

"I find the operation of your set to be very simple, and with the use of your Apex vernier dials, I can log all stations very easily, and am also able to get peak tuning on distant stations. Your set is most selective, and as I said before, the appearance and tone quality of the set is the most remarkable one I have ever had the pleasure of using. I had had a great many of the foremost radio sets in my home, but not one of them has reproduced for me my latest Victor record success "The Prince of Wails" so well, so clearly, so distinctly and with such fine and perfect tone quality as has your Apex Super-Five.

"May I congratulate you most heartily upon the building of this splendid radio receiver. I will certainly pass my opinion of your Super-Five along among my many musical and business friends, and you are at liberty to use this letter in any way you may desire.

"Wishing you much success, I am,

"Faithfully, yours,

"RALPH WILLIAMS."

The Apex Electric Mfg. Co. is known throughout the country not only as the manufacturer of the Apex Super-Five, but as the maker of the Apex vernier dial, the Apex Super-Seven and the super heterodyne. The company is making an intensive campaign in the talking machine industry, giving talking machine jobbers and dealers exceptional co-operation in merchandising Apex products. In a recent chat with The World, one of the company's executives stated as follows:

HARDWARE

for

RADIO and PHONOGRAPH CABINETS

LID SUPPORTS BULLET CATCHES
 CATCHES STOP HINGES
 CONTINUOUS HINGES INVISIBLE HINGES
 NEEDLE CUPS



WEBER-KNAPP CO.

JAMESTOWN, N. Y.

"No class of dealers knows the fundamental requisites of making a success of the radio business better than does the talking machine dealer—the dealer, if you please, who handles musical instruments. There is going to be a steady elimination of unprogressive and unsuccessful radio dealers during the year 1925. The thought has been advanced here that by the end of this year radio dealer representation, as a whole, will be sound, sane and profitable. The dealer who will remain as merchandiser of radio products will be the one who knows how to merchandise properly, who knows how to sell a product that entertains and educates, who knows it is absolutely imperative to maintain an attractive and up-to-date establishment, who knows how to sell on a 'terms' basis when necessary and knows how to cater to the woman buyer.

"Just as the radio dealer must be alive to all good methods of merchandising in order to make a success of the radio business, so must the manufacturer of radio products realize the importance of building the best possible piece of merchandise that engineering ingenuity and money can produce. With these plans as our

foundation, we are sparing no money in the production of our merchandise and have engaged the foremost engineers in the radio industry to develop our inventions and perfect our products."

W. Lionel Sturdy Dies at His Home in England

Manager of European Headquarters of The Talking Machine World Passes Away After a Lengthy Illness

It is with deep and sincere regret that The World announces the death of W. Lionel Sturdy, manager of our London headquarters, which occurred at his home in High Barnet, England, on February 8, after a lengthy period of ill health.

Mr. Sturdy had looked after the interests of The Talking Machine World in England and on the Continent for something like 15 years, and during that period had always rendered loyal and most efficient service. He was an active factor in British trade affairs, and at the time of his death occupied the position of Advertising Manager of The Music Trades Review of London.

Mr. Sturdy is survived by a widow to whom the staff of The World takes occasion to extend their sincere sympathy.

Gets Argentine Patent

A patent has just been issued in the Argentine Republic to William H. Priess, the well-known radio engineer and president of the Priess Radio Corp., New York City, manufacturer of the Priess PR-5 and PR-3 receiving sets. In all, Mr. Priess was allowed one hundred and fifty-two claims, including a basic patent on radio frequency amplification on tuned and untuned radio frequency and many allied patents that should be of interest to radio engineers.

Erects Broadcasting Station

CAMDEN, ARK., March 11.—Bensberg's Music Shop, South Adams street, recently installed a broadcasting station at the store which has a range of from 300 to 1,000 miles. Application for permission to operate the station has been made to the Government.

CARTER RADIO PRODUCTS

Over 92 of the best set manufacturers have adopted Carter Products as standard equipment, after the severest tests. Thousands of dealers have found "Carter" the best sellers.

Don't stock up with poor parts. They spoil your business. Good parts make satisfied customers. Carter products are known and used by hundreds of thousands. They make friends for you.

PLUGS — PORTABLE JACKS — LOOP AERIALS

In Canada—CARTER RADIO CO., Limited—Toronto.

Any Jobber Can Supply



Offices in Principal Cities



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.

Sub-Committee Appointed by House to Draft a Compromise Copyright Bill

Following Series of Hearings on Perkins Bill to Amend Existing Copyright Law Effort Will Be Made During Summer to Prepare Compromise Measure for the Next Session of Congress

WASHINGTON, D. C., March 12.—The hearings on the Perkins Bill to revamp the copyright laws of the United States, the first of which were reported in *The World* last month, have continued over the several weeks, with various members of the talking machine trade appearing before the House Committee on Patents in opposition to the proposed measure.

One of those most active in fighting the bill, and incidentally the demands of the publishers, was John G. Payne, of the Victor Talking Machine Co., who offered testimony before the committee on several occasions. He opposed the repeal of the present license features, the entrance of the United States into the Berne Copyright Convention, and other proposals that would have a tendency to throw the talking machine industry into chaos. His views were supported by a number of other representatives of the talking machine manufacturers, among them being Henry Lanahan, representing Thos. A. Edison, Inc.

Mr. Payne was informed by Representative Fritz Lanham (Dem.), of Texas, that some of the members of the House Patents Committee were trying to get some proper copyright law that would not only protect the authors and composers, but other people of interest in their respective lines, adding that so long as the various interests continue to work at cross purposes the chances are that there will be no copyright legislation whatsoever enacted, intimating that on the other hand there might be legislation not altogether satisfactory to all concerned.

"I want to make it clear in the minds of the members of the Committee," added Mr. Payne, "we have no quarrel with the principles advanced by the publishers adequately to protect themselves against these fly-by-night companies which step into the field and take musical compositions without royalty. This actually would have the effect of protecting the legitimate mechanical companies as well." There has been considerable discussion of the operation of the so-called "gyp" companies, whose competition it is difficult to meet on the one hand and whose operations on the other hand are very unprofitable from the standpoint of royalties. Mr. Payne expressed the belief that the publishers were well paid under the two cents per copy rate of royalty provided by existing law.

The Prosperity of the Publishers

"The publishers have a right to be prosperous," he admitted. "We do not wish to develop a situation where we have to step in and compete with the publishers. We have enough trouble competing with those in our own line of business and one of the principal reasons

why we believe it is for the good of the industry as a whole to preserve the mechanical reproduction compulsory license provisions of the present law in some form, if that can be worked out so that it will protect the authors, is that it will avoid the building up of a great monopoly either on the part of the mechanical people or the publishers and it will be the means whereby the publishers can continue their lines of business and the mechanical people can maintain theirs."

Mr. Payne voiced his opposition to the proposal to remove from the present free list to the royalty list the vast amount of non-copyrighted music held to be in the public domain and not subject to royalty charge. He had declared that should this occur the royalty would go to the publishers who had previously bought the compositions and the authors and composers whom this legislation is proposed to assist would not benefit at all. It was intimated that there is an inclination on the part of some of the members of the committee to remove this retroactive feature from the pending bill.

Speaks for Thos. A. Edison, Inc.

Mr. Lanahan next explained the development of the talking machine from the time it was invented by Thos. A. Edison, in 1877, until now it is among the foremost devices for the amusement of the general public. He declared that had the Perkins bill been a law in the early days of the industry there would never have been the great development which has brought this instrument and the music of the great masters and the voice records produced by the leading singers of the world within reach of all classes of people. He joined with Mr. Payne in his opposition to the repeal of the compulsory license features as proposed in this bill by omission.

Columbia Phonograph Co. Represented

Arthur D. Garneize, representing the Columbia Phonograph Co., declared there is no fight between the manufacturers and the authors, but between the former and the publishers. Some of these latter, he said, contemplate the formation of a huge trust which would give them almost a monopoly over musical productions. He said six concerns now control between 50 and 60 per cent of the sheet music and under this bill would have even a greater control.

He declared that the radio industry could not be compared with the mechanical music industry because the former is building up its business by taking something they know does not belong to them, while the latter built up its industry on music to which the courts held them entitled. This right was taken from the manu-

facturers by act of Congress in 1909—now it is proposed to take away all the rights the manufacturers have.

Brunswick Co. Opposes Measure

The attention of the committee was invited to the changed character of the law dealing with the use of copyrighted works when George W. Case, Jr., on behalf of the Brunswick Co., attacked the pending measure.

There is no limit to which the publishers could go in exacting their fee from the use of copyright music through omission of the words "for profit." This section is broad enough to cover most anything. Its text is as follows:

"(a) To copy, print, reprint, publish, produce, reproduce or transmit the copyright work in any form; and to vend or otherwise dispose of such work and to authorize its public use in any manner or by any means whatsoever."

William Hamilton Osborne, counsel for the Authors' League, favoring the bill, declared it proposes only to put into effect by law trade practices now existing. When the present law was drawn these trade practices could not be foretold.

George D. Beattys, representing the Aeolian Co., declared that "there is no foundation in fact for the claim that we pay large sums to artists and a picayune two cents to the composers."

"We have paid, in the last five years, to music publishers in royalties for so-called popular word rolls or song rolls \$287,320; as to how much the composer gets I do not know, but I don't believe he gets very much. We paid the artists \$26,800—one-tenth as much as the publishers received."

Mr. Beattys advocated the extension of the license provisions of law to the word rolls.

Herman B. Schaud, of the Aeolian Co., also appeared at the hearing.

Mrs. Nevins a Witness

At a session on February 24, given over to the opposition to the bill and at which representatives of motion picture theatre owners voiced their protest against various stages of the bill, Mrs. Ethelbert Nevins appeared to discuss some of the statements accredited to Mr. Payne, of the Victor Co.

She denied she had received money beyond one payment of \$15,000 from the Victor Co. for use of music written by her late husband. She stated that this had been secured as a result of an attorney's conference under a compromise to keep the matter out of the courts. She said had she brought suit for damages she would have asked \$60,000. The witness complained that her first action for infringement was on the orchestral arrangement of "The Rosary." She stated that her husband had not sold outright, as previously stated, "The Rosary" for \$15, and "Narcissus" and other pieces for a little more, but had marketed them on a royalty basis. She explained that "The Rosary" has sold as high as 1,500 copies a day, all on a royalty basis. The original is on file in the Congressional Library.



Dimensions, 4 3/4 x 5 3/4 ins.
Weight, 4 1/2 lbs.

KAMERAPHONE

This Kameraphone is manufactured in the United States and fully protected by patents.

Infringements will be prosecuted 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

In discussing her returns under mechanical license royalties, she stated that one of her publishers, the John Church Co., of Cincinnati, reported \$707.38 on royalties accruing since 1909, and that Gustav Schirmer, of Boston, received from eighteen companies a total of \$7,066.26, of which nearly \$5,000 came from the Q R S Music Co.

Following the series of four hearings, held on January 22 and February 10, and 24, the first being devoted to arguments by those in favor of the measure and the last three to arguments from those opposed to it, among whom were included the representatives of the talking machine trade, a sub-committee consisting of Representatives Florian Lampert, Wisconsin; Randolph Perkins, New Jersey; Frank R. Reid, Illinois; Fritz G. Lanham, Texas; and Sol Bloom, New York, was appointed to work on a new bill designed to bring into harmony the desires of various conflicting interests.

The sub-committee will hold conferences during the summer with those interested in the copyright measure in an effort to effect a compromise, and it is regarded as certain that copyright legislation will be one of the important issues before the next Congress when it convenes in December. It is understood that representatives of the Music Industries Chamber of Commerce, which has aligned itself with the talking machine, record and player roll interests in opposition to the measure, will confer with the sub-committee during the Summer and keep in close touch with developments.

Indianapolis and Chicago Edison Distributors Merge

Another merger in the Edison jobbing business which recently took place was that of the jobbing business formerly conducted from Indianapolis, under the name of The Edison Phonograph Distributing Co. of Indianapolis, which has been merged with the jobbing business conducted from Chicago for a long period of time under the name of The Edison Phonograph Distributing Co.

The headquarters of the consolidation are located in Chicago and F. C. Pullin, who has been identified with the Edison industry for a great many years, and who has been manager of the Indianapolis jobbing business, is now manager of the consolidated Chicago jobbing organization. The new arrangement is expected to simplify distribution problems.

Stand By!

for an important message from David Grunes, Inc

1571 BROADWAY
New York

Victor Co.'s Sixth Radio Program a Popular One

Burr, Murray, Wiedoeft and Other Popular Artists Broadcast Through Fourteen Radio Stations on the Evening of March 12

The sixth of the Victor Co.'s series of programs via radio was broadcast from Station WEAJ, New York, on Thursday evening, March 12, being relayed through thirteen other broadcasting stations from Boston, Mass., to St. Paul-Minneapolis, and as far South as Cincinnati.

The program was quite in contrast to those which preceded it, in that it was made up entirely of popular features, the artists being Henry Burr, Billy Murray, Rudy Wiedoeft, the Peerless Quartet and the International Novelty Orchestra. It is expected that the contrast be-

tween the returns from the popular program and those that preceded it will prove distinctly interesting.

Eby Binding Posts Proving Popular With the Trade


PHILADELPHIA, Pa., March 6.—The H. H. Eby Mfg. Co., manufacturer of Eby binding posts, is now doing business with most of the leading manufacturers of radio sets. In a recent chat with The World relative to the quality demand for radio, H. H. Eby, president of the company, gave an interesting résumé of conditions in the radio field. He stated in part: "When the radio business first started about five years ago there was a mere handful of manufacturers who were farsighted enough to build quality products. Many firms, eager to sell large quantities of their goods at the very beginning, cheapened their products and competed on a strictly price basis. Others, believing in the future of the radio industry and anticipating the present demand for quality merchandise, maintained both quality and prices. The result of this policy is now reflected in an interesting reversal of the whole situation. The manufacturers of quality products, on account of the large volume which they have built up, are now in a position to offer their merchandise at a price at least equal to and in some cases below the price of inferior goods."

"The H. H. Eby Mfg. Co. was among the first to make a quality insulated binding post with a knob or top that would not come off. The original high quality has been maintained throughout the entire history of our organization."

The wisdom of this policy is reflected in the announcement that at the present time nearly five hundred jobbers handle and catalog Eby binding posts and that these posts are also the standard equipment with nearly two hundred and fifty manufacturers of radio sets, electrical instruments and appliances. It is announced that the current reduction of prices on the Eby line has been made possible solely through this large volume of business.

Radio Firm Chartered

The Advance Radio Research Laboratories, New York, were recently incorporated at Albany with a capital stock of \$10,000. The incorporators are A. and M. Kaplowitz and M. Ringel.



Eagle Chargers

The outstanding success in the bulb charger field!

The first—and ONLY—bulb charger to charge 120 volts of "B" battery in series.

Reliable—efficient—well-built—with such a high safety factor that no fuse is needed. Think what this means—you can throw a direct short circuit across binding posts on the EAGLE CHARGER without harming either charger or bulb—and leave it this way for two or three hours with perfect safety. There is quality construction for you.


EAGLE is a good charger to sell. Competition is clean—ALWAYS. EAGLE quality is proverbial. EAGLE sales policy is excellent—and the replacement policy most liberal. Jobbers—dealers—manufacturers—all recommend EAGLE CHARGERS.

Write today for the sales story of EAGLE. It is worth reading—no obligation whatever.

Foreign & Domestic Electrical Commodities
Incorporated

Eastern Office
629-635 W. 23rd Street
New York, N. Y.

Western Office
11502 Madison Ave.
Cleveland, Ohio



Talking Machine and Radio Business in Salt Lake Territory Is Satisfactory

Dealers Report Business for Month of February as Normal—Brunswick Radiolas Continue in Demand—General Industrial Outlook Bright—News of the Trade

SALT LAKE CITY, UTAH, March 6.—The talking machine business in this section might be described as normal for the season. A few weeks ago some of the retail firms complained that it was in a condition bordering on "dead," but sales have increased since then.

Brunswick Radiolas in Demand

Wholesale firms report satisfactory business. R. F. Perry, of the Brunswick Co., who was getting ready for a month's tour of that company's Idaho territory when the writer called, said business right now was very satisfactory. The big business was being done in the centers of population, though he would not say the country sales were unsatisfactory. Brunswick Radiolas, especially the models containing the Super-Heterodyne, are the best sellers. Quite

a number of these machines, he said, were being sold for cash, though time-payments were leading, as they are in everything else. Mr. Perry said records were selling well, and that Brunswick artists who are singing at broadcasting stations are increasing instead of decreasing the sale of their own records.

Industrial Outlook Bright

The industrial outlook is still regarded as excellent by business men in every line, though right now there is a surplus of labor. The situation, however, is not as bad as it has been some years at this season. The bitter weather of several weeks ago is believed to be responsible for the temporary slump.

Radio Sales Continue Brisk

Salt Lake City music dealers operating radio

departments on a serious scale are still selling a lot of this equipment, and most of them say it is proving a better thing for them at this time than phonographs, though a goodly portion of the business might be termed as 50 per cent phonograph, owing to the "combination" idea.

Miss Ericson in New Position

Miss Beth Ericson, in charge of the educational department of the John Elliot Clark Co., of this city, but for many months past on the sick list, has been placed at the head of the new educational department organized by the Consolidated Music Co. Miss Ericson, who is regarded as very capable, will have charge of the broadcasting operations of the Consolidated, which are attracting considerable attention.

A Thoughtful Gift

President and General Manager Jos. J. Daynes, of the Daynes-Beebe Music Co., has presented the Salt Lake county infirmary with fifty records following the presentation to the inmates of the institution of a phonograph by the Latter-day Saint or Mormon relief society.

News Notes of the Trade

"Don't forget to take home needles and records," admonishes a sign attached to a talking machine outside of the door of the beautiful Glen Bros.-Roberts Piano Co. Ogden store.

As these lines are being written it is reported that the phonograph department at the Auerbach Co.'s department store is being closed out.

Charles Wille, in charge of the mechanical department of the Brunswick Co., Salt Lake City branch, is at present taking an extension course in radio at the company's factory in Dubuque, Ia.

The Cedar City Drug Co., Cedar City, Utah, Brunswick dealer, is enlarging its phonograph department.

The Milford Pharmacy, Milford, Utah, is expanding its Brunswick department.

R. F. Perry, of the Brunswick Co., is back from a business trip to Nevada. He reported the company's dealers at Ely and Elko, that State, as enjoying a nice business.

J. M. Stone, of Operadio Corp., Visits N. Y. Trade

J. M. Stone, president of the Operadio Corp., Chicago, manufacturer of the Operadio radio receiving set, was a recent visitor to New York, calling upon some of his friends in the trade. Mr. Stone was particularly interested in the installation of Operadios in the Hotel Roosevelt, New York, for this well-known hostelry is planning to give its guests a special service by arranging for the installation of Operadios in their rooms whenever desired. Mr. Stone stated that Operadio sales figures were very satisfactory for the first two months of the year, and his company is co-operating with its dealers in every possible way in the development of sales plans for the Spring and Summer months.

Modernizing Estey Talking Machine Department

The Estey Co. talking machine department, under the management of Mrs. Therese M. Quimby, is being modernized and attractively redecorated to harmonize with the rest of that company's store at Seventeenth and Walnut streets, Philadelphia, Pa. The Estey department has been enjoying a fairly active business since the first of the year and is one of the few stores reporting good business in its records and radio sets which it distributes. The company has built a large business through its consistent efforts to sell quality products.

York Radio Furniture, New York, was recently incorporated at Albany with a capital stock of \$15,000. The incorporators are B. D. Berenson, A. J. Fiddings and C. Young.



The Radio Cabinet Supreme!

List \$125—Net Only \$67.50

This is the cabinet that will enable you to sell radio to the discriminating. Surpassingly beautiful as a piece of furniture, exquisite in tone quality, unusually moderate in price, it represents the ideal in a de luxe radio cabinet.

The construction and finish is of the very finest. The design is of the classic Tudor period. Made of duo-tone American Walnut with nickel trimmings throughout.

It has three tiers. The upper tier contains a specially designed loud speaker equipped with the famous Utah speaker unit. The second tier is the receiver compartment and the third tier the compartment for the batteries, etc.

The many outstanding features of the Emerson Radio Cabinet No. 125 make it an easy seller. Order without delay. List price \$125, net \$67.50, F. O. B., N. Y. C.

MEASUREMENTS

Size over all: 36 $\frac{1}{4}$ inches wide; 17 $\frac{3}{4}$ inches deep; 51 inches high.

Inside cabinet capacity for instrument: 10 $\frac{1}{4}$ inches high; 12 $\frac{1}{4}$ inches deep; 33 $\frac{3}{4}$ inches wide.

Panel measurements: 30 $\frac{3}{4}$ inches long; 9 $\frac{3}{4}$ inches wide.

Inside cabinet capacity for batteries, etc.: 10 $\frac{1}{4}$ inches high; 12 $\frac{1}{4}$ inches deep; 33 $\frac{3}{4}$ inches wide.

Size of Grill: 10 $\frac{3}{16}$ inches high; 15 $\frac{1}{2}$ inches wide.

Emerson Radio and Phonograph Corp.

Sole Sales Agents for Emerson Records throughout the world

307-9 Sixth Avenue

New York City

Thermiodyne

Reg. U. S. Pat. Off.

[Ther·mĭ·odyne]

TF6

and the **RADIOWISE**



THE rapid-fire popularity achieved by this wonder-working Aladdin of Radio immediately upon its introduction is proof positive that the American Radio Public is now full grown Radiowise.

They "know a good thing when they see it."

Ask any Thermiodyne owner whether he would part with his six-tube Master Control distance-getter, at any price, if he could not secure another. The reason for his emphatic "No" is, that even if he were to pay \$500 for a radio set, he knows that he cannot find one that would EQUAL Thermiodyne's performance.

Comparison Challenged—At Any Price!

This is a plain statement of fact backed up by an unconditional guarantee of distance-getting ability, sharp selecting and clarity of tone, all tuned in with a one-hand Master Control.

Thermiodyne is the only radio receiver on the market that brings in stations INSTANTLY by tuning to their respective wavelengths. You really don't "tune" THERMIODYNE—you snap in—in loud-speaker volume—INSTANTLY—and always at the same setting—without squeals—without howls. Logging is obsolete—a radio discard! Don't be misled. You can't buy a High Quality radio receiver at the price of a poor performer.

Price **\$150**
Without Accessorie
(Any accessories may be used)



Thermiodyne Radio Corporation

EXECUTIVE and SALES OFFICES: NEW YORK
Gotham National Bank Building, 1819 Broadway
WORKS and PLANTS: PLATTSBURGH, NEW YORK
Canadian Sales Office—Dominion Thermiodyne Radio Corp.
427 Phillips Place, Montreal, Quebec

Unconditional— GUARANTEE

Thermiodyne will bring in more stations in one minute—quietly, clearly—with loud speaker volume—than any other receiver will bring in in ten minutes.

Thermiodyne

[Ther·MY·odyne]

TF6

Reg. U. S. Pat. Off.

Licensed under Trube and other patents pending

Stewart Sales Co. Named Exclusive Sleeper Jobber

Well-known Indianapolis Music Distributor
Appointed Exclusive Sleeper Distributor for
Indiana and Part of Illinois

An announcement of importance concerning the appointment of radio distributors among old time music jobbers was recently made by Gordon C. Sleeper, president of the Sleeper Radio Corp., Long Island City, manufacturer of the Sleeper Monotrol radio receiving sets.

"We take pleasure in announcing that another important link in our chain of distributors across the country has been added by the appointment of the Stewart Sales Co., Indianapolis, as exclusive distributor in the State of Indiana and the eastern tier of counties south of Cook County, in the State of Illinois. Both T. E. Stewart and his son, George E. Stewart, are well known throughout the country and particularly in the Indianapolis territory."

The exclusive feature of the Sleeper franchise for the State of Indiana makes possible the appointment of exclusive dealers under the Sleeper Community Dealer Plan.

With the assistance of Kenyon W. Mix, of the Sleeper organization, over twenty active dealer accounts have been opened in the first week and with the plan of co-operation which exists for advertising and sales support it is believed that not less than fifty accounts will be opened during the month of March.

H. S. Johnson in West

H. S. Johnson, of the executive office of the R. E. Thompson Mfg. Co., is now on the Pacific Coast visiting Thompson distributors and dealers. He reports that Munson-Rayner Corp., of Los Angeles and San Francisco; L. D. Heater Co., of Portland, and the Hopper-Kelly Co., of Seattle, are meeting with good success in their radio activities. Mr. Johnson expects to visit Spokane, Salt Lake City, and Denver in the next two weeks.

Edward B. Lyons Joins Erner Electric Co. Staff

Former General Manager of Eclipse Musical Co. Now With Popular RCA Distributor in the Cleveland Territory

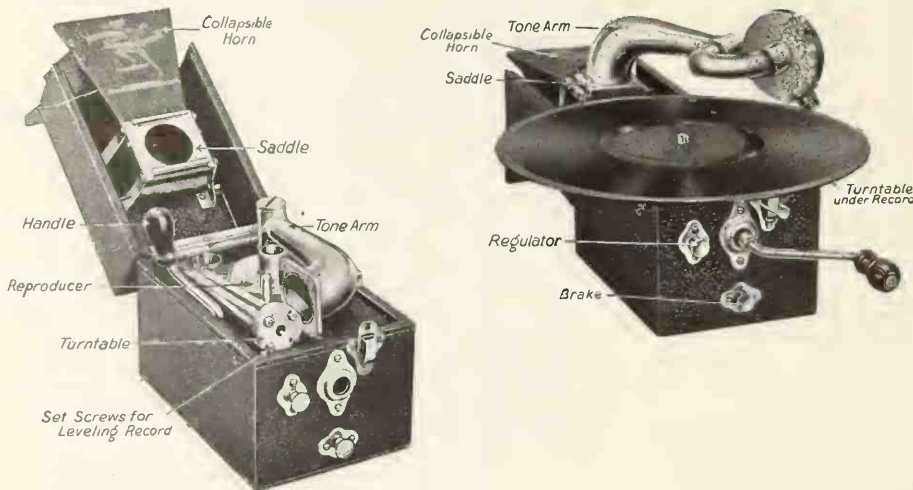
CLEVELAND, O., March 7.—Edward B. Lyons, formerly general manager of the Eclipse Musical Co., of this city, Victor wholesaler and one of the most popular sales executives in the talking machine industry, has joined the forces of the Erner Electric Co., 1430 West Ninth street,



Edward B. Lyons

as special sales representative. The Erner Electric Co. is a distributor of RCA products, and has achieved exceptional success in merchandising Radiolas, Radiotrons and other RCA products among dealers in Cleveland territory.

PETER PAN GRAMOPHONE



Distributors Wanted Exclusive Territory Liberal Discounts

TO RIGHT PARTIES

A BIG SELLER—Once Sold It Stays Sold

Now That Summer Is Nearly Here With Vacations and Automobile Trips It's Time to Prepare to Reap the Harvest of Big Sales That Are Bound to Result From Showing This Machine.

Write for Territory Information and Discounts

PETER PAN GRAMOPHONE CO.

342 Madison Avenue

New York

Audak Co. Acquires New Factory for the Selectron

The Audak Co., manufacturer of the well-known record demonstrating product of the same name and manufacturer of the Selectron, the new equipment making available the talking machine amplifying chamber for radio purposes, has just acquired new factory quarters at 325 Deane street, Brooklyn, N. Y.

The executive offices of the company will remain at 565 Fifth avenue, in the larger quarters on the eleventh floor of that address. The Canal street factory of the company in New York City is being re-equipped and enlarged. Under the present manufacturing plans of the company the Selectron will be produced in great quantities and shipments for the time being will be made from both the New York and Brooklyn factories.

Visits Louis Buehn Co.

Harold C. Griffith, of the R. E. Thompson Mfg. Co., visited the Louis Buehn Co., at Philadelphia, recently in the interest of his company. The Louis Buehn Co. is exclusive Thompson distributor for eastern Pennsylvania and has been very successful in interesting the leading musical accounts of that territory. Mr. Griffith states that C. E. Shepherd, sales manager of the Louis Buehn Co., feels that radio sales will continue throughout the Summer months and that plans are being made to encourage dealers' efforts to eliminate the Summer "bugaboo."

Trade Likes Thompson Radio

William H. Nolan, Chicago manager of the R. E. Thompson Mfg. Co., has been busy calling on the trade in Minneapolis and St. Paul. Mr. Nolan, formerly with the Victor Co., is meeting with big success in establishing radio outlets with responsible music houses.

*The Finest Radio Tube in
the World*

**Now Made to Fit
Small 3 Volt Sockets as
Well as Standard Sockets**



DEALERS: You can now demonstrate every high grade radio receiver in your stock with—

BRIGHTSON TRUE BLUE TUBES

The addition of the new Power-Plus type, which operates on 4 to 6 volts of storage battery current and doubles the volume of standard 3 volt socket Super-Heterodynes, gives True Blue Dealers a *big advantage*. You can demonstrate any fine set at its best.

A Big Tube That Fits Small Sockets

Power-Plus True Blue Tubes have plates and grids four times larger than any other tubes fitting the same sized sockets or adapters. Their filaments are twice as long. They have double the electron emission.



Standard Type one, three or five in a safety case. Power-Plus Type one, three, six or eight in a safety case.

Interchangeable and Non-Microphonic

Power-Plus True Blue Tubes are just as uniform and noiseless in operation as Standard True Blues. They need no shock absorbers in any set. Both types have solid silver contacts, genuine bakelite bases and are blown of blue glass.

Increase Your Loop Set Sales With True Blue Tubes

Loop reception solves the Summer static problem. Many loop sets have been handicapped by noisy tubes. Demonstrate your Super-Heterodynes with True Blues and prove that Summer radio is practical.

Mail Your Order Today for a Demonstration Set of Brightson True Blue Tubes

Write on your business stationery to the distributor nearest you or to us for the set of tubes you need to sell your best sets. You will be billed less your proper discount at \$6 each for Standard and \$5 each for Power-Plus True Blue Tubes. Some Jobber Territory still open.

BRIGHTSON LABORATORIES, Inc.

16 West 34th Street, New York, N. Y.

DISTRIBUTED BY

Wm. C. Oakes, 832 Park Square Bldg., Boston, Mass.
R. G. Newland, Glenbrook, Conn.
Trilling & Montague, 49 North Seventh St., Philadelphia, Pa.
Yahr & Lange, 207 East Water St., Milwaukee, Wis.
A. G. Schultz, 28-31 Gratiot Ave., Detroit, Mich.
Magneto & Machine Co., 1035 Cathedral St., Baltimore, Md.
Triad Sales Co., Trust Co. of N. J. Bldg., Jersey City, N. J.

Record Manufacturers Indicate Desire to Assist Dealers in Solving Problems

Several Representative Manufacturers Reply to Resolutions Adopted in January by the Music Merchants' Association of Ohio—General Improvement in Situation

CLEVELAND, O., March 4.—On January 12 in Columbus, O., there was held a special meeting of the Music Merchants' Association of Ohio to consider the talking machine record situation, the meeting being the outgrowth of direct interest aroused in the matter as the result of an interesting and exhaustive paper on the subject read at the annual convention of that organization in Cleveland in September.

As a result of the discussions at the Columbus meeting there were passed resolutions, copies of which were sent to the various talking machine record manufacturers with the request that they give consideration to the matter and if possible make such changes and suggestions as would help to relieve the situation. The resolutions read:

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 business 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 exchange 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.

Manufacturers Anxious to Co-operate

Subsequent developments have indicated a desire on the part of record manufacturers to aid the dealers in every possible way in the solving of any problems connected with record distribution. E. B. Bartlett, vice-president of the W. W. Kimball Co., Chicago, stated that although his concern did not make records it was giving attention to the standardization of its phonographs wherever possible, thereby eliminating the number of styles a dealer is required to carry to make a representative showing.

Good Suggestions From Brunswick

John F. Ditzell, manager of record sales of the Brunswick-Balke-Collender Co., in a lengthy and detailed memorandum made a number of recommendations to the dealers whereby they could keep their record business and their record stocks in proper shape, setting forth as the outstanding factors having a bearing on turnover: First, the number of records released each month; second, the superseding of each list with an announcement of later records within a short period after previous lists have been announced; third, the identifying of records with the date of release; fourth, the operation of certain sales plans which are recommended to dealers from time to time, pertaining to the policy of "always something new on Brunswick records"; fifth, the number of records in the general catalogs, and sixth, the artists as the dealer's merchandise, instead of the selection.

Mr. Ditzell went into details regarding each of the points mentioned and emphasized the fact that under the Brunswick policy, there would at no time appear more than 1,000 selections in the annual catalog, with an average of between 800 and 900, a satisfactory condition from the dealer's standpoint.

The Columbia Co.'s Policy

S. S. Larmon, branch manager of the Columbia Phonograph Co., in a letter stated that his company a year ago had realized the wisdom of fewer record releases each month and had adopted that policy. The record return system adopted by this company also served to keep record stocks to a reasonable size and alive. The recent increase of the dealer's discount to 50 per cent was also to be expected

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

to ease the situation by allowing a wider margin of profit.

W. W. Taggart, of the Gennett record division of the Starr Piano Co., also agreed with the merchants that many of their complaints were justified and stated that the Gennett Record Exchange and the adoption of semi-monthly instead of weekly releases had proved of real service to dealers handling Gennett records.

G. E. Milles, of the Pathé Phonograph and Radio Corp., Brooklyn, N. Y., also replied to the resolution with a request for more information.

Other Associations to Act.

An interesting development was the receipt of letters from a number of other trade associations, among them the National Association of Music Merchants; the New York Piano Merchants' Association, the Denver Music Merchants' Association and the Texas Music Merchants' Association, several of which organizations plan to take up the same discussion.

New Pet O Fone Distributors

The Pet O Fone Mfg. Co., 557 Broadway, New York City, which recently announced a camera-size portable talking machine, has been appointing distributors in some of the larger centers of the United States. The Pet O Fone instrument is quite unique and while it is miniature in size it plays ten inch records and has a volume that compares favorably with some of the larger size portables.

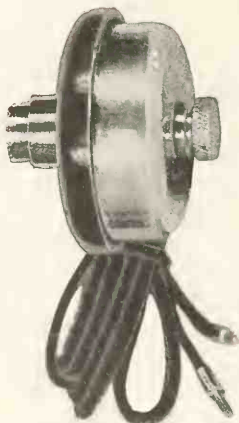
R. O. Crowell With Eagle Co.

R. O. Crowell has joined the service department of the Eagle Radio Co., Newark, N. J. Mr. Crowell is the author of a radio hand book for amateurs and was formerly connected with the retail field.

"ROYALFONE" KING OF ALL

Loud Speaker UNIT

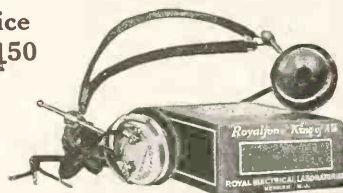
Acoustic Control



List Price \$5

and—HEADSET for Real D-X Range

Price \$4.50



SELL!

A STOCK of Royalphone Units and Headsets turns over largely of its own accord. One user starts talking and sales begin. Every Royalphone product sold sells another. Consistent sellers because they're all uniformly high quality—good value at reasonable prices. Let a trial order show you!

Send your order NOW!

ROYAL ELECTRICAL LABORATORIES

Newark Dept. T. W. N. J.

Now! YOU CAN USE
Self-A Fixing
DECALCOMANIAS
"The Easy-To-Appl Name Plate!"

SOLD BY
NORTHEASTERN RADIO CO.
Radio Essentials
302 ADAMS AVE.
SCRANTON, PA.

ACTUAL SIZE

MADE BY
H. S. SHARTER
THE ELECTRIC SHOP
ALBANY, N. Y.

MADE BY
LEWIS & WALTHER
LITTLE ROCK, ARK.

MADE BY
SAUNDERS MUSIC CO.
OTTAWA, KANSAS

MADE BY
SEARS & CHATFIELD
SUPERIOR COMPANY
CHICAGO, ILL.

Mail your order now

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, \$5.00 200, \$10.00

Made by
The COMMERFORD CO.,
446-458 Adelphi St.,
Brooklyn, N. Y.

Brands FRESHMAN, WALKWAY, ARROW, etc. ABOVE ARE A FEW OF THE MANY RADIO FIRMS USING OUR SPECIAL DESIGNS. SEND COPY FOR MORE.

The Commerford Co., Brooklyn, N. Y. Date.....

Enclosed is check for \$..... Ship postpaid to address below

..... Style B Decalcomanias with attached (quantity) copy imprinted in black.

Firm

Street

City..... State.....

No C.O.D. Orders accepted. Print or typewrite copy. Send business card to avoid errors.

Thompson Vice-President Addresses Times Staff

R. W. Porter Tells N. Y. Times Sales Staff Why the R. E. Thompson Mfg. Co. Is Featuring Radio on a Musical Basis

At the invitation of B. T. Butterworth, advertising manager of the New York Times, R. W. Porter, vice-president of the R. E. Thompson Mfg. Co., addressed the Times sales staff on March 6. Mr. Porter, who had just returned from a mid-West trip in which he was making some tie-ups on the newspaper advertising campaign of the Thompson organization, was in fine



R. W. Porter

fettle for the purpose, the Thompson Co. having inserted "original" advertisements in the rotogravure sections of the New York Times and Chicago Tribune issues of February fifteenth with authorization for similar copy in the March fifteenth issues of these publications. These advertisements are particularly interesting through the fact that they attract their attention through their appeal for good music. In other words, the Thompson organization is out to sell music first and the Thompson instrument second. In his remarks to the advertising staff of the Times Mr. Porter outlined the purposes of the Thompson organization in the development of sales along these lines; that the future welfare of the radio industry is involved in the recognition of the high class receiving set as a new and efficient musical product.

Brightson, Inc., Marketing New "True Blue" Tube

The Brightson Laboratories, Inc., New York, has just placed on the market a new "True Blue" tube, which gives every indication of being a worthy addition to the company's line of tubes. The new product is manufactured for a small socket, being intended for use where a dry cell tube was formerly used. It gives exceptional clarity and volume in long distance reception, comparing favorably with larger tubes. It is recommended that this new "True Blue" tube be used with storage batteries. An advertising campaign announcing this addition to the products of the Brightson Laboratories, Inc., has been appearing recently in newspapers in the larger cities, and has been producing excellent results for the dealers.

George E. Brightson, head of the Brightson Laboratories, Inc., is prominent throughout the talking machine trade as the founder of the Sonora Phonograph Co. He is devoting all of his activities to the exploitation of "True Blue" tubes, and associated with him is Joseph B. Zetka, who is vice-president and general mana-

ger of the company. Mr. Zetka was formerly connected with the DeForest Radio Co., Inc., and more recently was general manager of the Radio Audion Co.

James L. Bradford, I. R. E., chief engineer of Brightson Laboratories, Inc., was for several years assistant to Dr. Lee DeForest at the DeForest laboratories in New York, and was one of the pioneer engineers in the creation and development of the three-element tube. He was also research engineer for the Radio Audion Co. and is the designer of the "True Blue" tube. In order to keep pace with its rapid increase in business, Brightson Laboratories, Inc., recently doubled its capitalization and the company now has 1,000 shares of preferred stock at \$100 par instead of 500 shares, with the common stock increased from 2,000 to 5,000 shares.

New Silver Voice Wholesaler

The Radiotive Corp., Brooklyn, N. Y., manufacturer of Silver Voice loud speakers, recently announced through Lambert Schmidt, president of the company, the appointment of the Royal Eastern Electrical Supply Co., 114 West Twenty-seventh street, New York, as distributor for its products. The Royal Eastern Electrical Supply Co., in addition to being distributor for the Radiotive Corp., also distributes Eagle neodyne radio receivers. This concern has built up a substantial dealer clientele and is well-known to the trade.

James J. Davin Now With American Piano Co.

Well-Known Talking Machine Salesman Now a Member of the Sales Staff of the Foster-Armstrong Division of That Concern

James J. Davin, most recently a member of the staff of the Musical Instrument Sales Co., Victor wholesaler until that concern was absorbed by the Victor Talking Machine Co., has joined the sales staff of the Foster-Armstrong Division of the American Piano Co., with headquarters in East Rochester, N. Y. Though Mr. Davin's duties in his new position have not yet been announced it is understood he will spend some time at the East Rochester factory gaining a first-hand insight into the piano business.

Mr. Davin has spent ten years in the talking machine business, first as a boy with the New York Talking Machine Co., and later as sales manager with the Reincke-Ellis Co., leaving that concern three years ago to join Ormes, Inc., going to the M. I. S. Co. when that concern took over Ormes, Inc. His conscientious work with the Musical Instrument Sales Co. brought him to the attention of C. Alfred Wagner, general manager of the American Piano Co., and resulted in the new connection.

The Eastern Electric & Radio Corp., Hackensack, N. J., was recently incorporated at Dover, Del., with a capital stock of \$750,000.

THE WIDE AWAKE MERCHANT IS ALWAYS LOOKING FOR SOMETHING NEW
THERE IS A BIG DEMAND—FOR THE

PHONOMUTE

Pats. 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

Manufactured by LEE SAGER CO., St. Clair, Michigan

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

A CARD IN THE DEALER'S WINDOW BRINGS NEW CUSTOMERS IN THE STORE

Some Practical Rule-of-Thumb Tests for Determining the Quality of Loud Speakers

W. W. Burritt, Publicity Manager of the Multiple Elec. Products Co., Inc., Interestingly Outlines Simple Tests Which Dealers Will Find Useful in Selling Loud Speakers

As the use of radio increases and the thousands who at first questioned its value become converts to its use, the demand will surely become more and more insistent that the reproduced sounds from the radio receiving set shall be in every way a replica of those which were made at the microphone transmitter of the broadcasting station.

A radio receiving set when connected with its antennae, the various accessories in place and tuned to some perfect broadcasting station, is literally dead; not a sound can be obtained from it until it is connected with a device which will make audible the electro-magnetic waves picked up by its receiving antennae. Such a device to-day may be the head telephone, or the speaker. It is with the speaker that we now have to deal; and for the present any question of the technical makeup, whether of one type or another, will not concern us. That which is of present interest to us is the noise or sound which the speaker gives forth.

Elements of Sound

For commercial purposes, and for the purpose of entertainment, sound for these rule-of-thumb tests can conveniently be divided into four principal elements. First among these should be placed what we will call tone-range, by which would be meant the audible spread through the various ranges of sound from the lowest to sounds of the highest audible pitch. In the second place may be put articulation, or the intelligibility to the listener of the sounds which he hears, not only when near the speaker, but at varying distances from it. In the third place may be included those elements which go to make what is known as timbre, that quality of sound which gives to it a distinctive character so that the reproduced sounds of voice or instrument can be identified through their naturalness to the original sounds. In the last, or fourth place, we may put volume.

While it is not difficult to name and define these common or commercial elements of sound, their identification and measurement through practicable tests which may be used either in the home or in the shop is by no means so

easy of accomplishment. That a knowledge of some simple tests is necessary if the purchaser of a radio set or a speaker is to obtain satisfaction with radio reception is a certainty, and for those who would really test a radio set, or the speaker which will give the set life and which he proposes to use with it, what follows will serve as a guide to some simple tests which should be made before finally deciding on either a speaker or set.

Simple Speaker Tests

It is of first and vital importance in making these speaker tests, to use a good standard make of vacuum tube radio receiving set, provided with at least two stages of amplification, tuning it in on a good broadcasting station, while adjusting its output to some tested speaker; and then disconnecting the tested speaker, connect in its place the speaker which it is desired to test.

The first element of tone-range can best be tested during the broadcasting of, for example, a piece of orchestral music, by observing if the low tones of the wind instruments and of the bass viols as well as the high notes to the flutes and violins can be distinguished in the general medley of sound; or when a chorus or a speech is broadcast, observe if the low as well as the high-pitched voices and sounds are heard equally well. In making this test, adjust the current through the filaments in the tubes so that the volume of sound is so reduced that if possible the three first elements referred to can be distinguished; now slowly increase the volume of sound, listening meanwhile to the various low-toned, middle-toned, and high-toned instruments, so long as they are discernible and until they blend in the medley of reproduced sound. If the instrument being tested satisfactorily gives this reproduction, it has met the first test of tone-range requirements.

When listening to a speech or to an address, it is often noticed that from some every word spoken is perfectly heard, not a sound being lost, while with others what is said can only be understood with some effort. The difference between these two lies in the element of articu-

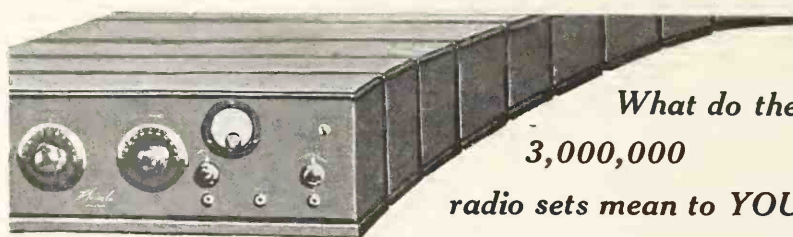
lation, and the resulting clarity and carrying quality of the words spoken. To test for this element of articulation in the output of a speaker, an address by one who speaks clearly affords the best means of measurement; just as in the preceding case the instrument to be tested should be first adjusted to give a medium volume of sound; now listen to its output at a distance of three or four feet and observe the quality of the articulation and its intelligibility; now slowly increase your distance from the speaker without changing its adjustment, noticing meanwhile whatever changes take place in the quality of articulation and its intelligibility. In every case a point will be reached where the spoken word becomes difficult to understand, and when that point is found it represents the measure of articulate intelligibility or the distance from the instrument under test at which its intelligibility and articulation are unimpaired. This distance should be at the very least such as would enable the instrument to be clearly heard and the words understood in the farthest corner of a good sized room without increasing the volume of the sound beyond that with which the test was started.

Test for Timbre

The most difficult test of all is that for timbre or the naturalness of the reproduced sound to the original, because a recognized standard by which comparison can be made is not usually available. This test can therefore be best applied by listening to the reproduction of the sounds of well-known instruments such as the piano or violin, or the familiar voice of a known speaker or singer, and comparing the sound reproduced by the speaker under test with the familiar sounds of these instruments or voices, remembering in this test, as well as in the one which preceded it, that it is very necessary, indeed, that the low tones should always be listened for and hear, for it is in these lower pitched sounds that the pleasing, soothing quality, the restfulness in music and in the tones of speech, lies.

Testing for Volume

The speaker which is under consideration we have now tested for each of the three elements of tone-range, articulation and timbre, and we will assume that it has passed each of the three tests, leaving only the fourth, that for volume or the amount of noise which can be obtained from it; but in making the volume test, one very important thing must be remembered, and that is that with any one of the three elements of tone-range, articulation and timbre, a large amount of sound can be made, and that perfect sound reproduction lies in the balanced combination of these three elements each in its proper proportion without eliminating or subordinating any one of the others. To the discriminating purchaser of a speaker the volume or the amount of noise then becomes a matter for last consideration and after all it is really one of secondary importance, because if a speaker for radio sound reproduction will successfully undergo each of the tests described, the volume of sound which it is capable of producing will be adequate in the room of the house in which the speaker is ordinarily used. If it is desired to use a speaker for dance purposes in a hall or for reproducing a speech in a large auditorium, then there should be used not the ordinary speaker which is designed for home reproduction of radio, but special equipment, the design of which is such that it gives adequate reproduction volume under conditions which are very different from those which prevail in the home, where a great volume is unnecessary and undesirable.



What do these
3,000,000
radio sets mean to YOU?

To date 3,000,000 Radio Sets have been sold. To the dealer this will mean large sales of batteries, tubes and accessories.

The dealer who serves his customers the best is the dealer who will permanently remain in business.

Serve your customer by showing him how he can improve radio reception, lengthen the life of his tubes and prevent prematurely discarding batteries.

A Weston Model 301 Panel Filament Voltmeter or a Model 489 Radio Table Voltmeter will enable the set user to materially lengthen the life of tubes and improve reception, through close regulation of filament voltage. Frequent checking of batteries will prevent discarding an entire set when only one unit needs replacing.

Test any set with a Weston voltmeter and prove to yourself and your customer that it is indispensable for first-class results.

Write for Circular "J". It gives full information

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

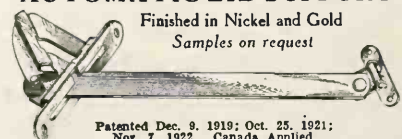


STANDARD THE WORLD OVER
WESTON
Pioneers since 1888



AUTOMATIC LID SUPPORT

Finished in Nickel and Gold
Samples on request



Patented Dec. 9, 1919; Oct. 25, 1921;
Nov. 7, 1922. Canada Applied.

The Most Dependable Lid Support on the Market
Star Machine & Novelty Co., 9-11 Watessing Avenue
Bloomfield, N. J.

Brunswick Co. Announces Eton Console Phonograph

New Popular-priced Instrument Expected to Have a Wide Sale—Especially Suited to Small Homes and Apartments

The Brunswick-Balke-Collender Co. recently announced as an addition to its line of phonographs a new console model which will be known as the "Eton," and listing at \$160. Brunswick officials, noting the steady demand for console instruments at popular prices, added the "Eton" to the line and it is expected to play an



The New Brunswick "Eton" Console important role in the dealers' sales programs.

The new instrument represents a high standard of workmanship and contains exclusive Brunswick features, including the Ultona reproducer, the all-wood oval tone arm amplifier and the balanced lid. The cabinet is handsomely finished in Adam brown mahogany and walnut and combines both beauty and dignity. It is suited, particularly because of its convenient size, to the small homes and apartments of to-day. The Eton is equipped with a type "D" two-spring Brunswick motor and all trimmings are nickel-plated. The instrument is thirty-four and one-half inches high, thirty-six inches wide, twenty-one and one-half inches deep.

New Music Master Plant Is Now in Operation

The large new plant of the Music Master Corp., of Philadelphia, Pa., at Betzwood, is now running in full operation. It is expected that before long the Music Master Corp. will be in a position to announce a complete line of everything in radio. It will then be able to stock the jobber, who will in turn provide the dealer with every product in the radio field. In anticipation of this widening of the line the Music Master Corp. has purchased a number of important patents.

Walter L. Eckhardt, president of the company, recently took his first real vacation since the formation of the Music Master Corp. or its predecessor, the General Radio Corp. During the early part of February Mr. Eckhardt spent ten days motoring through the beauty spots of Florida, visiting Miami Beach, Palm Beach and Coral Gables.

Metropolitan Jobbers for Valley Battery Chargers

The Blackman Talking Machine Co., the Musical Products Distributing Co., New York, and E. A. Wildermuth, Brooklyn, were recently appointed metropolitan jobbers for the Valley battery charger, manufactured by the Valley Electric Co., St. Louis, Mo. A local office of the Valley company has been opened at 20 Hudson street, under the direction of R. P. Cunningham and C. A. Sticht.

Effective Demonstration of "True Blue" Radio Tubes

Attractive Display of Radio Sets Equipped With These Tubes on View in Artistic Setting at Brighton Laboratories, Inc.

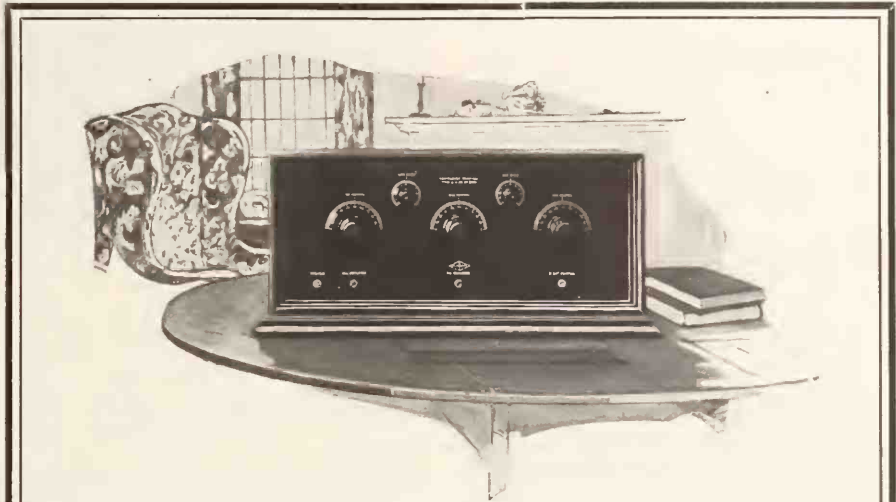
An entirely original method is being used by the Brighton Laboratories, Inc., in demonstrating its tubes to both the trade and public. Its executive offices and sales salon occupy a prominent position on the main floor of the Waldorf-Astoria Hotel with entrances on both the northwest corner of Thirty-fourth street and through the hotel foyer. Under the direction of Mrs. Edmund J. Brewster, manager of the sales salon, the finest examples of the leading types of radio receivers are demonstrated. This gives the same acoustical atmosphere that would be found in the home. The receiving sets in which "True Blue Tubes" are being demonstrated include Stromberg-Carlson, Garrod, Jones, Atwater Kent and Radiola sets.

Mrs. Brewster has a wide acquaintance in both the radio and phonograph industries, having been for over ten years manager of the Fifth avenue salon of the Sonora Phonograph Co. Her thorough knowledge of these trades and her special qualifications in marketing products of the highest class are most valuable in her present activities.

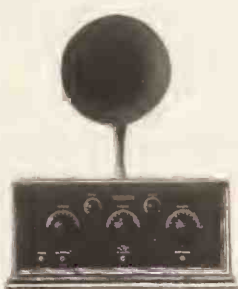
The setting of the Waldorf-Astoria salon of Brighton Laboratories, Inc., is in thorough keeping with the ideas and objects of the executives of the company and of the product they present.

MacLeod Returns From West

W. J. MacLeod, treasurer of Resas, Inc., New York, manufacturer of the Resas Tone-A-Dyne radio receiving sets, recently returned from the West, where he has been engaged in making a close and thorough survey of conditions. Mr. MacLeod was accompanied on his tour by J. E. Swaysland, secretary and sales manager of the company.



Murdock Neutrodyne without loudspeaker retails for \$92.50



Same set with built-in loudspeaker complete for \$100.00 With adjustable loudspeaker unit, \$110.00

DEALERS: You can offer this well-known set WITHOUT the built-in loudspeaker for only \$92.50—a saving of \$7.50 on the cost of the set with the loudspeaker built-in.

This offer is made so that people who already have a loudspeaker will not have to buy another. Any make of loudspeaker can be attached to this set.

This Murdock Five Tube Neutrodyne is a set of outstanding value. It is encased in a handsome mahogany-finished cabinet with room inside the cabinet for your "B" batteries. Batteries and tubes are the only accessories needed.

Every "Murdock" set is backed by our 20 years of successful experience in making radio apparatus.

WM. J. MURDOCK COMPANY
Dept. C 3, Washington Ave., Chelsea, Mass.

Branch Offices:

NEW YORK WASHINGTON CHICAGO
LOS ANGELES SAN FRANCISCO SEATTLE

MURDOCK RADIO PRODUCTS

Standard since 1904



United States Music Co. Celebrates Twentieth Anniversary of the Business

Two Decades of Music Roll Production Completed—Successful Business Erected on the Foundation of the Fact That the Player-Piano and the Music Roll Are Interdependent

CHICAGO, ILL., March 6.—The United States Music Co., manufacturer of United States music rolls, is celebrating this year the twentieth anniversary of the business under the personal direction of President Arthur A. Friestedt, who came from the steel industry two decades ago to take charge of the company's affairs and whose successful efforts in that direction are reflected in the consistent progress that has been made by the institution since that time.

Policies Which Resulted in Growth

Mr. Friestedt, in planning for the future of the music roll business of which he is the head, set forth and consistently held to three fundamental principles: first, that the success of the player-piano rests squarely upon the character and cost of the roll; secondly, that the growth of the business depended largely upon marketing a roll at a price attractive to the public, and, thirdly, that quantity production is essential to the popular price. It is on these principles that the business has been developed to its present size.

Realizing that the ultimate success of the business depended chiefly upon the caliber and strength of the organization back of it, Mr. Friestedt at the outset began building such an organization on a sound, efficient basis, and the success that has attended him in this work is indicated by the fact that whereas in 1905 the company employed only about a dozen people and produced comparatively few rolls, there are now on the payrolls over 250 individuals, including thirty connected with the Eastern division in New York, and the plant has a capacity of 5,000,000 rolls annually.

As a result of a move made by the United States Music Co. in 1920 to have its employees take a direct interest in its welfare in the capacity of stockholders, it is reported that at the present time fully 95 per cent of the company's stock is owned within the organization. That year also marked the decision of the company to distribute its rolls through the medium of recognized dealers exclusively, thus eliminating the very substantial amount of business booked from mail order houses and cut-price stores.

In February, 1922, it was decided to establish an Eastern division with headquarters in New

York despite unfavorable conditions existing in the trade and, under the management of George H. "Jack" Bliss, the Eastern division has succeeded to a point where it has been necessary to expand its quarters four times and increase the force of employes from five to thirty. As a result of his efforts, Mr. Bliss was



A. A. Friestedt

elected to the vice-presidency in the company some time ago.

With the growth in the volume of business the company has always given to its dealers the benefit of decreased costs which arrived with this development. For instance, in June, 1922, it announced a reduction in price of its rolls from \$1.25 to \$1, and in April, 1924, continuing this policy, a further reduction brought the price to 75 cents. These lower prices were not achieved at the expense of quality, but because of a better organization of production processes and due to a steadily increasing volume of trade.

Active in New Developments

The company also has been an active factor in bringing about new developments in music roll manufacture, and as far back as 1910 pioneered to the extent of introducing a composition spool consisting of a hollow tube and two

flanges to replace the wooden spool formerly in use. The result was not only economy in manufacture, but also a spool that was not subject to contraction and expansion as was the wood spool.

In other business matters, too, the company has taken the lead, its most recent campaign being in favor of a mid-year inventory, taken when business was more or less dull, to replace the present practice of taking inventory early in January when the music business is more or less active. This idea of Mr. Friestedt's has been promulgated widely and commented on favorably by leading business publications and by individual business men.

An Efficient Organization

Like all successful business concerns, the organization of the United States Music Co. is the backbone of its success. George L. Ames, vice-president, has been with it for ten years, becoming sales manager eight years ago and in 1920 attaining his present position. He is responsible for the company's sales force, most of his men having been novices in the field and owing their success to his training.

Mary E. Brown, recording manager, is unique in that she is the only woman who has ever held such a position. She is an accomplished musician.

Treasurer John C. Crottsley joined the firm as auditor in 1912 and became treasurer in 1920. Delbert A. Clithere, a well-known Chicago attorney, is secretary. The oldest employe of the firm, Frank Dale, has been factory superintendent since its foundation, and has played a large part in developing the improved mechanical devices employed in the plant.

The company owns its own plant at 2924-2938 West Lake street, Chicago, where it has been located since 1910.

"Our sole aim and purpose," said President Friestedt, recently, in summing up the policies of the company, "has always been to produce the best possible player rolls at the lowest uniform price. For player sales can only be as great as roll sales make them. The best roll at the lowest uniform price stimulates roll sales and increases player demand. The two must co-operate at all times. The welfare of the player-piano has always been first in our policy. One cannot get away from the fact that people buy players to play rolls. Player rolls provide the means to realize greater player profits."

R. E. Thompson Mfg. Co. Conducts Ad Campaign

The R. E. Thompson Mfg. Co., Jersey City, N. J., through its Eastern representative, William L. King, has been conducting a large co-operative advertising campaign in New England, supplementing the sales efforts of the H. H. Silliman Co., and the Northeastern Radio Co., of Boston, and the George L. Claffin Co., of Providence, R. I. This is part of a preliminary campaign which will be put under way by the Thompson organization in co-operation with its dealers whereby a specialized effort will be made to eliminate any Summer slump in retail sales.

Atwater Kent Display

WEST ALLIS, WIS., March 7.—A window display featuring Atwater Kent radio products recently appeared in the show windows of the West Allis Music Shop, attracting much attention and stimulating sales. The display was so impressive that it was photographed and the picture reproduced in two of the local newspapers.

Herald-B
LOUD SPEAKER

HERALD ELECTRIC CO., Inc. \$12
29 East End Avenue New York

JOS. W. JONES
TRADE MARK

has just brought out a line of receiving sets, made of the celebrated Jones Precision Parts, which offer the most amazing radio values on the market today.

*Announcements to the public
now appearing in New York
City newspapers.*

JOS. W. JONES RADIO MFG. CO.
40-46 West 25th Street
New York City

The New Song Hit From "MY GIRL" The Big Show Hit

"YOU and I"

by Harlan Thompson and Harry Archer, Writers of "I Love You"

Other good songs from "MY GIRL"

"A FELLOW LIKE ME" "DESERT ISLE"

"RAINBOW OF JAZZ" "BEFORE THE DAWN"

"You can't go wrong with any FEIST song!"




© 1924 Leo. Feist, Inc.

Phonograph Executives Meet to Form Permanent Manufacturers' Association

Twenty-two Representatives of Talking Machine Manufacturers Meet in Chicago and Discuss Means of Forming Permanent Organization to Be Known as Phonograph Manufacturers' Club

The feeling has been prevalent for some time among manufacturers of phonographs of the need of some sort of an organization within that particular branch of the industry which would serve to bring the members closer together, as well as a clearing house for ideas, and achieve results for the general betterment of the manufacturing interests. No definite step was taken in this direction until about the first of February when Henry A. Otis, factory superintendent of the Perkins Phonograph Co., Chicago, visited the executives of the various concerns in this city and obtained from them opinions upon the subject. The result of Mr. Otis's survey clearly showed that each manufacturer approached was enthusiastically in favor of some plan whereby the manufacturers might work together, and, as a consequence, a meeting was scheduled for the evening of February 19, in the Furniture Club, 666 Lake Shore Drive.

Twenty-two men, representing a dozen talking machine manufacturers of Chicago and vicinity, attended the meeting, enjoyed dinner together and then adjourned to discuss as a club the problems of their particular branch of the industry.

Mr. Otis was asked to act as chairman, and he called upon Otto Heineman, president of the

General Phonograph Corp., New York City, who had been invited to attend the dinner and who opened the meeting with a few remarks, emphasizing the many things to be accomplished, and bringing out several points which should be discussed later. Mr. Heineman was followed in turn by representatives from each of the factories, and the remarks of each were interesting, enthusiastic, and brought forth much applause from those present.

After some discussion the unanimous decision was reached that an organization be formed as soon as possible, for the exchange of ideas, the betterment of the industry, and higher business standards. Henry A. Otis was elected temporary chairman and was authorized to invite all of the phonograph makers in the United States to send a representative to the next meeting, which will take place about March 15.

The name "Phonograph Manufacturers' Club" has been adopted temporarily and headquarters have been established at 500 Diversey Parkway, Chicago, Ill. From this address Mr. Otis has corresponded with manufacturers throughout the country and it is expected that the great majority of them will have representatives present when the next meeting takes place the middle of March.

"King of the Ivories" to Record for Brunswick Co.

Harry Snodgrass Who Has Won Fame as Radio Artist, Signs Contract

Harry Snodgrass, who has become famous as a radio artist, and has won the title "King



Left: Harry Snodgrass, Brunswick Artist of the Ivories," for his skill as a pianist, has recently been signed as recording artist by the Brunswick Co. For some time past Mr. Snodgrass has been broadcasting from Station WOS, Jefferson City, Mo. At present he is on a two-year tour of the Orpheum Circuit.

JERCO RADIO TONE ARM



A Revelation

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

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

Let us explain to you the features of our product.

Joseph E. Rudell Co., Inc.

144 CHAMBERS ST. NEW YORK CITY, N. Y.

Record Sales Feature Los Angeles Trade

Visits of San Carlos Opera Co. and Other Record Artists Has Effect of Increasing Sales—Trade Association Meets—News of Month

LOS ANGELES, CAL., March 4.—To exclusively review the phonograph and talking machine business in any city just now is a little difficult on account of the inevitable tie-up of the radio department with the former. On the last day but one of February a meeting took place of the Long Beach division of the Music Trades Association of Southern California and during the course of discussion and debate, the inevitable argument in regard to the present and future condition of the phonograph business arose and those who were present divided themselves into two camps. One side declared that although a temporary lull in sales might exist, which is more or less affecting all lines, the point of view and belief of the sales people are entirely to blame and that a big come-back would inevitably follow; at the same time they quoted sales at the present time indicating that their share of phonograph sales is satisfactory, under the circumstances, and exceeded those of the houses which are inclined to throw up the sponge and follow that which they considered the line of least resistance.

Grand Opera Helps Record Sales

The two weeks' engagement of the San Carlos Grand Opera Company at the Philharmonic Auditorium has stimulated the sale of the higher priced records, according to reports from managers of record departments.

Paul Whiteman Accorded Big Welcome

Paul Whiteman and His Orchestra played to crowded houses during their visit to Los Angeles last month. The "Jazz King" received ovation after ovation from enthusiastic admirers at each performance and phonograph record departments enjoyed an old-time rush and sale of the Paul Whiteman Orchestra dance records.

Unique Window Display

William Bailey, window dresser artist of the Southern California Music Co., excelled himself in his successful efforts in the creation of an original and attention-drawing feature in the window display arranged by him on the occasion of the visit of Paul Whiteman's Orchestra. The Southern California Music Co. had every reason to emphasize this occasion because the

Air-Way Electric Appliance Corporation

RADIO RECEIVING SETS

FOR THE TRADE

Radio Sets built and shipped ready for installing in talking machine cabinets, radio cabinets, etc.

Our engineers will cooperate with you in designing sets to meet your requirements.

WRITE RADIO ENGINEERING DEPT.

Air-Way Electric Appliance Corporation
Toledo, Ohio, U.S.A.

Paul Whiteman Orchestra endorses the Chickering piano, uses Buescher band instruments and makes Victor records. So Mr. Bailey made a gorgeous window of Buescher band instruments and did not fail to show the Chickering, but reserved his greatest efforts for a miniature replica of Paul Whiteman's Orchestra. The twenty-one members, each with his own instrument, were specially cast in miniature form and each moved and appeared to be playing to the baton-beat of the leader. The result was a triumph of painstaking artistry and mechanical ingenuity.

Protest Classification Ruling

Examiner Flynn, of the Interstate Commerce Commission set dates for special hearings and protests against the classification rulings, setting same at one and one-half times first class, to be held in Los Angeles and San Francisco. A. G. Farquharson, secretary of the associations, attended the San Francisco hearing, intervening

and suggesting cancellation of further hearing in Los Angeles. The final examination will take place in Washington, D. C., on March 25.

The Phonograph and the Movies

Phonographs figure prominently in the life of Reginald Barker, Metro-Goldwyn-Mayer



Reginald Barker and His Phonograph

moving picture director. Beside employing them in his studio work, Mr. Barker is a connoisseur of models and is interested financially in a music house that features the instruments. The screen director says he has found the phonograph superior to any other instrument in furnishing inspirational music on the studio lot. The phonograph as a part of the studio equipment is invaluable in that it is always ready when a director decides that music is needed to influence the players.

Mr. Barker passes much of his leisure time in the Los Angeles store of Richardson's, Inc., of which he is a partner, studying the latest designs in cases. He takes keen interest in designing the furniture for phonographs, particularly the console models, from his wide artistic experience. While recognizing the popularity of the radio, Director Barker is of the opinion that the phonograph will continue to occupy a distinct field in business and in the homes. The performance of the latter always is uniformly clear and the operator is given the advantage of repeating his program as often as he likes and whenever he likes.

FELT



Specify "AMERICAN FELT"
—it's the standard

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

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

Experienced felt men at either of our branches will be glad to confer with talking machine manufacturers regarding their felt supply.

AMERICAN FELT COMPANY

211 Congress St., Boston

114 E. 13th Street, New York City

325 So. Market Street, Chicago

IN THE MUSICAL MERCHANDISE FIELD

Frisco Dealers Form a Musical Instrument Assn.

New Organization to Meet Weekly and Discuss Trade Matters—Plan Elimination of Trade Discounts—Other Important Objectives

SAN FRANCISCO, CAL., March 4.—Representatives of the leading music houses of this city as well as many of the smaller dealers met at a luncheon at the States Cafe recently and pledged themselves to membership in a new organization to be known as the Associated Musical Instrument Dealers of Northern California. Luncheons will be held every week, at which matters of interest to the trade will be discussed. The objects of the association will be to eliminate trade discounts, to standardize commissions paid to teachers and other business-getters, to agree on a fair amount to be allowed on trade-in instruments. Among those who became members of the new organization are: Sherman, Clay & Co., Henry Grobe, who operates in the Wiley B. Allen store; Dewey & Ross, who operate in the Kohler & Chase store; the Hanson Music House, the Conn San Francisco Co., Wurplitzer, the Modern Music Co. and W. J. Purcell, of the Heine Piano House.

Radio Artists Stimulate Interest in Vega Banjos

DES MOINES, IA., March 9.—The Williamson Bros., DeForest Radio Harmony Boys, stringed instrumentalists, in their vaudeville and radio broadcasting appearances are providing real opportunities for dealers who carry Vega banjos to tie up and increase their sales of these instruments. These youngsters, both are under twenty, have appeared at theatres and broadcasting stations in several States throughout the Middle West and are very popular with radio audiences, as the applause cards received by the various stations attest.

Hohner Harmonica Radio Concerts Attract Prospects

Series of Concerts From WEA F Brought to Close—Thousands of Letters Asking for Instruction Book Received by Firm

The harmonica concerts, which were broadcast every Friday night from station WEA F, were brought to a close the latter part of last month. This series of concerts was given by M. Hohner, Inc., manufacturer of the Hohner harmonicas and accordions, for the purpose of educating the general public to the part that the harmonica plays as a real musical instrument.

The value of the Hohner Harmony Hours in stimulating sales may be grasped when it is understood that each concert had a half-million listeners-in. At each concert William J. Hausler, general manager of the Hohner firm, made a practice of suggesting that members of the radio audience write for free copies of the Hohner harmonica instruction book. Letters received after the first ten concerts totaled 20,000, all of which were answered promptly, so that there are now at least 20,000 more prospective harmonica purchasers.

New King Agencies

CLEVELAND, O., March 10.—The H. N. White Co., manufacturer of King band instruments, recently placed, through its representative, L. B. Dolan, the agency for these instruments in the following stores: Mattei Bros., Joliet, Ill.; W. M. Kane, Lancaster, O.; D. H. Kraft Music Co., Indianapolis, Ind.; B. T. Hurst, Evansville, Ind.; Zender Music Co., Lima, O.; R. G. Hessel, Manitowoc, Wis., and A. L. & R. Piano Co., Bellevue, O.

George L. Hart, formerly an expert on musical instruments, died recently at the home of his son in Marlboro, Mass.

Good Demand for Strings Reported by Armour & Co.

Gut Strings Not Only in General Use by Musicians but Are Also Finding Favor With Jewelers for Stringing of Beads

CHICAGO, ILL., March 7.—Armour & Co., manufacturers of music strings, report a good demand at the present time for the entire line. One of the very popular strings which a good many of the music merchants are selling a great deal of is the Sturdi-Strand bead string used for stringing beads.

Genuine gut is recognized by leading jewelers and manufacturers as best suited for stringing beads, and many dealers have been selling light-gauge banjo strings for this purpose. Armour & Co., with their great facilities, have developed the genuine bead gut, put up 60 inches to the length, each length in a neat envelope, 30 envelopes to the carton. The string has withstood many tests and has been proved to be secure, safe and satisfactory.

The Il Trovatore, La Traviata and La Melodia violin strings are also very popular, and the present demand of the string department shows an increase of about 15 per cent over the same period last year.

Omaha Dealer Ties Up With Appearance of Orchestra

Schmoller-Mueller Co. Advertises York Instruments and Ludwig Drums During Blackstonians Stay at Local Theatre

OMAHA, NEB., March 7.—The Blackstonians, one of the most popular orchestras in this section, which plays at the Blackstone Hotel, use York band instruments and Ludwig drums, both of which instruments are carried by the Schmoller & Mueller Piano Co., which effected a successful tie-up with these musicians in their recent appearance at the Rialto Theatre. Extensive advertising was used by the music house and it proved extremely profitable. William A. Cusick, one of the members of the orchestra, puts to good use his knowledge of small goods and is engaged in a sales capacity with the Schmoller & Mueller Co.

English Banjoist Awards Praise to Vega Tubaphone

BOSTON, MASS., March 11.—An interesting letter was recently received by the Vega Co., commenting on the Vega Plectrum No. 3 Tubaphone. The letter was from S. W. Warwick, manager of the Harlequins Dance Band, of Durham County, England. Mr. Warwick is banjoist of the orchestra. His letter in part says:

"Lots of people have asked me where on earth the tone comes from. I simply explain that it is the best banjo in the world, played by a man that knows how—that's one for you and one for me.

"I am the most particular man in the world. If my banjo is not exactly perfect in every respect, I am worried to death. Since I've had my Vega I have not been worried."

The agency for Conn instruments was recently bestowed on the Vance Music Co., Mason City, Iowa. An extensive advertising campaign is being waged by this aggressive music house which is expected to bring in a large volume of business.

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 171)

HOHNER Harmonicas and Accordions

THE WORLD'S BEST



The No. 400 Hohner Collapsible Display Cabinet is another aid we have provided to help you sell more Hohner Harmonicas.

Ask Your Jobber

M. HOHNER

114-116 East 16th Street
New York City



HOHNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915

Hohner Harmonicas and Accordions in Display

Charles H. Ditson & Co. Devote a Window to Attractive Showing of Hohner Products—Display Attracts Wide Attention

The recent sales drive on Hohner harmonicas and accordions by Chas. H. Ditson & Co., New York, resulted not only in a surprisingly large number of sales in both classes of instruments, but also in the featuring of these instruments as a permanent division of the musical merchandise department.

H. L. Hunt, manager of the musical merchandise department of the Ditson establishment, feeling that the widespread publicity which is being indulged in by M. Hohner, Inc., should be taken advantage of by retail dealers, devoted an entire window in the store at 8 East Thirty-fourth street to a display of Hohner harmonicas and accordions.

The display was planned by Mr. Hunt from materials supplied by M. Hohner. The window was most attractive and brought hundreds into the store. The Hohner chromatic harmonica, which plays half tones, was featured and the display included practically all models of the harmonicas and accordions manufactured by the

famous house of Hohner. On the back of the window were various Hohner posters showing the pleasure which can be derived from playing the instruments. Three piano keyboard accordions were shown on stands, and neatly arranged on the floor were harmonicas of all sizes and models. Framed photographs of harmonica artists and celebrities playing the harmonica were an important part in the exhibit.

Inside the store, in the musical merchandise department, a ten-foot showcase was given over to Hohner products. The sales resulting from the window display and the inside display have convinced the officials of the Ditson establishment that there is a real demand for these products and a harmonica and accordion department has been installed which will function on the same basis as string and wood instruments, band instruments, etc. Dealers who feel that the popular demand for harmonicas merits special sales promotion efforts can secure the materials for a window display, similar to that used by the Ditson Co., by applying to M. Hohner, Inc., New York.

The result of this display was interestingly told by H. L. Hunt in a letter written to M. Hohner, Inc., which read:

"Of course we believe that Hohner publicity was developing a demand for that firm's products; but we did not know, until people who saw the window came into our store by

scores, that there were so many prospective harmonica players without instruments.

"Certainly the harmonica and accordion display brought into our store many people who otherwise might have passed by. In this way it helps any music dealer solve one of his most difficult problems—that of securing live prospects and getting them before his merchandise.

"The high quality of the products contributes to making the sales

"Another important thing is that these new customers can be made permanent patrons of the store that has first interested them by means of a harmonica window trim. Their future patronage will afford a continuous profit, not merely on harmonicas, but on other and more expensive instruments as his taste grows and he caters to his musical desires, now directed into band or stringed instruments and other channels.

"Because of these reasons, we consider the Hohner display an excellent one for any music store. The results in the New York store of Charles H. Ditson & Co. convince us that the harmonica window trim is an excellent medium to attract attention, to bring prospects into the store, to create new customers and to increase sales, not merely of the products featured, but of other musical merchandise. For these reasons we recommend the Hohner window trim to other music dealers."

H. L. HUNT,
Mgr. Musical Merchandise Dept.,
Charles H. Ditson & Co., New York.

David L. Day, Bacon Mgr., Returns From Western Trip

In Visits to Ten Leading Cities Finds Bacon Dealers Doing Splendid Business

GROTON, Conn., March 5.—David L. Day, general manager of the Bacon Banjo Co., this city, witnessed a graceful tribute paid to the Bacon banjos at a Cleveland theatre which he attended on his recent Western trip. The leader of the orchestra, who recognized Mr. Day in the audience, at the conclusion of one of the pieces, complimented the banjo player on the fine tone he was getting on his banjo and asked him audibly what make it was. In a loud voice the player replied it was a Bacon banjo and the leader turned to Mr. Day and bowed.

Mr. Day reported that his agents in various cities are doing splendid business with the Bacon line. On his trip he visited New York, Philadelphia, Baltimore, Chicago, Minneapolis, St. Paul, Detroit, Toledo, Cincinnati and Cleveland. He found dealers going after business more energetically than ever before and that each dealer was earnestly working out his own problems in his own way. Mr. Day found the retail small goods business being operated on a particularly high plane through exceptionally fine advertising and attractive and efficient rearrangement of stores and windows.

A. W. Landay, president of the Progressive Musical Instrument Corp., New York, distributor of musical merchandise, is vacationing in Florida and Cuba, accompanied by Mrs. Landay. He is expected back in this city about the 15th of this month.

"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 172)

Bacon Banjo Co. Figures Show Big Sales Increase

David L. Day Announces That First Month of This Year Shows 25 Per Cent Over Similar Period of 1924—Observations of Recent Trip

GROTON, CONN., March 10.—According to figures recently announced by David L. Day, general manager of the Bacon Banjo Co., Inc., which manufactures the B. & D. line of tenor banjos and banjo instruments, the month of January showed an increase in volume of business of more than 25 per cent over the corresponding month of last year. This increase is due to two factors, the increased activity on the part of dealers and the creation of new agencies.

Mr. Day recently returned from an extended visit to dealers in New York, Philadelphia, Baltimore, Chicago, Minneapolis, St. Paul, Detroit, Toledo, Cincinnati and Cleveland. He found that dealers are now going after business in a more progressive way, and that where changes have occurred in the different cities the dealers are working out their difficulties in their own way. The small goods business is being put on a higher plane through these activities, which take the form of better and more advertising, effective and beautiful window displays, and in general, better all-around and more intelligent merchandising practice.

Big Conn Horn Makes Good Publicity Feature

Fact That Herman Schmidt, of Yellman's Orchestra, Would Play Instrument Played Up Strongly in Effective Publicity

AKRON, O., March 6.—An incident that attracted considerable attention happened here recently when owners of the East Market Gardens, where "Duke" Yellman's Irene Castle Orchestra was filling a week's engagement, announced Herman Schmidt, bass player with this band, would play the biggest horn in the world, a Conn instrument costing \$6,000, and it is claimed it required three months to manufacture this horn. The stunt was given wide publicity and Conn dealers helped the thing along by stressing Conn instruments in window displays.

Professional Musicians Help Sale of Vega Banjos

Use of Vega Instruments by Popular Orchestra Members Has Effect of Stimulating Sales—Trumpet Sales Also Good.

BOSTON, MASS., March 5.—The Vega Co., manufacturer of Vega banjos, trumpets and other musical instruments, is experiencing continued heavy demands for Vega banjos.

W. W. Nelson, advertising manager of the company, reported a recent sale of a Vega-phone banjo to Joe Petraceca, who is now banjoist with Al Mitchell's Orchestra, a Paul Whiteman organization. This orchestra has played a successful season at the palatial new Crystal Silver Ballroom in Cleveland. It is now on tour playing the principal houses in the Keith circuit. It is said that Cleveland dealers report that Petraceca's playing has boosted Vega popularity in that Ohio city, and this being the case it would be safe to assume that, with the orchestra on tour, this popularity is now increasing.


In the trumpet line, sales have also been good. Harold Sidall, of Nat Martin's orchestra, recently visited the Vega headquarters and purchased a gold model Vega trumpet. Mr. Sidall paid a graceful compliment to the Vega quality when he said that the reason prompting the purchase was that Bud Stevens, banjoist of the orchestra, had long been a Vega user. This orchestra is making a hit in "I'll Say She Is," the popular Four Marx Brothers musical comedy.

Band Formation Drive Under Way in Missouri

Bill Before State Legislature Calling for State Maintenance of Town and Community Bands and Orchestras—Important Activities

KANSAS CITY, MO., March 7.—The Crawford-Rutan Co. has established an orchestra of all the men employes of the firm, including the negro janitor. The men remain in the workshop after work and rehearse under the leadership of Charles Crawford. It is the intention of the orchestra to broadcast a program through the Sweeney Automobile School broad-

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.

casting station in the near future, according to recently concluded arrangements.

The Crawford-Rutan salesroom has been greatly improved by the addition of a showcase for all brass instruments. The case is lined with royal blue plush and a strong lighting arrangement inside has the effect of forcing the brass instruments on the notice of anyone entering the shop or passing in the corridor outside, for the new case is directly opposite the front entrance to the store.

T. S. Howell, advertising manager of the Crawford-Rutan firm, has been appointed chairman of the local committee for a joint convention of Missouri and Kansas band and orchestra leaders to meet here in November. Dealers wishing to have displays at the convention may communicate with Mr. Howell at the Crawford-Rutan shop in the Wunderlich Building. A State band act is now before the Missouri State Legislature at Jefferson City for the State maintenance of town and community bands and orchestras. Organization of a Missouri Band and Orchestra Association has been effected at Jefferson City of fifteen members representing the entire State of Missouri, with C. P. Hough, of Marshall, Mo., as president and Phil Delmeyer, Jefferson City, Mo., secretary, the object of the organization being to further the passing of the band law and to co-operate for the organization of small town bands and orchestras throughout the entire State.

Opens Small Goods Dept.

Ralph J. Wilson, who controls a string of Victor stores, has opened a new musical instrument department in the talking machine department of the Theodore Presser Co., 1710 Chestnut street, Philadelphia, which he purchased from that firm late last year, and which is under the management of Miss Marian Mills, formerly of the Presser staff. The new department is under the management of Harlan Taylor and will carry a complete stock of Keystone State string instruments and the Buescher band instruments. The new department will be conducted along the same lines as those of the other stores in the Wilson chain. The Presser building store carries the Victor and Brunswick machines in addition. There will be introduced in the store during March a new sales plan for the distribution of records along entirely novel methods and which will be for the promotion of these specialties.

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.3 Music String Dept. **CHICAGO**

9058

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 173)

Buescher Instruments Sold Band by Knight-Campbell

Live Music House Also Features Orchestra in Attractive Window Display—Tie-Up Results in Many Sales of Musical Merchandise

DENVER, COLO., March 7.—The Knight-Campbell Music Co. recently supplied Bob Wilson's Band, a new orchestra playing at the Rendezvous, with Buescher band instruments. An effective window display was also shown by this popular music house, in which a large picture of this orchestra was the center of attraction.

The window was arranged to represent an orchestra ready to play. A chair was placed for each member of the orchestra and on each chair was placed the picture of the young man who would occupy this position and the instrument which he plays. On one side was the large picture of the complete orchestra. The

tie-up with the orchestra and the attractive display caused many passers-by to stop and admire and resulted in many sales.

Hohner Harmonicas Part of Equipment of Army Band

WASHINGTON, D. C., March 10.—The United States Army Band recently adopted the Hohner harmonica for use by its members. This is the third of the Government's musical organizations to be equipped with Hohner harmonicas as part of their equipment. The others are the United States Marine Band and the United States Navy Band. William J. Stannard, leader of the Army Band, in commenting on the Hohner, says: "The men in the band all sing their praises of Hohner harmonicas, and I wish to add that the Hohner Chromonica is quite a musical instrument, and I am well pleased with it."



A Banjo for Every Customer

VEGA Banjos are made in many styles and with a wide price range. Accordingly the Vega dealer is in a position to sell to the amateur teacher or professional a guaranteed quality instrument. There is always one of the many styles to suit the prospective customer in taste and purse.

Vega Banjos are sold direct to the dealer. They have an unrivalled reputation for quality, tone and appearance, as such they attain the greatest volume of sales.

Established Retail Prices

The VEGA Co.

155 W Columbus Ave.

Boston, Mass.

Western Dealers Report In- creased Harmonica Demand

Chas. B. Hohmann, Western Traveler for M. Hohner, Inc., Finds Dealers Benefiting From Company's Publicity Campaigns

Following a several weeks trip, visiting dealers in Western States, Chas. B. Hohmann, Western traveling representative of M. Hohner, Inc., manufacturer of Hohner harmonicas and accordions, is now in New York. Mr. Hohmann found that the benefits of Hohner advertising and publicity campaigns are being felt all over the country, and both jobbers and dealers are cashing in on the company's activities. In commenting on the conditions he found in these States Mr. Hohmann said in part:

"While, of course, the harmonica is the big thing everywhere, I noticed a rapidly growing demand for our piano-key accordions. These instruments are becoming very fashionable in musical circles, and what amounts to a real wave of piano-key accordion popularity is rapidly getting under way.

"Harmonicas have become firmly entrenched in the music stores of the West. Dealers report that there is a constant stream of harmonica customers in the stores, inspired by the various forms of Hohner harmonica publicity. The children in the schools are encouraged to take up harmonica playing, and they are all doing it with a great enthusiasm. This is one case where the dealers certainly appreciate the manufacturer's efforts to make the sales come easier through an educational campaign national in scope, and I am glad to find that the dealers are doing their part by stocking the goods."

King Band Instruments for Brook Mays Co.

Prominent Music House of Shreveport, La., to
Features the King Line of Band Instruments

CLEVELAND, O., March 2.—The H. N. White Co., manufacturer of King band instruments, reports that its Western traveler, L. L. Cox, has placed the "King" agency in Shreveport, La., with the Brook Mays Co., one of the finest music establishments in that section of the South.

The Brook Mays Co. has never sold band instruments heretofore on any extensive scale, and it is understood that this is the first time the company has aligned itself with any single line of instruments.

The company has prepared plans for an aggressive campaign and expects the band instrument department to become one of the major features of the store.

Vega Foreign Trade Brisk

BOSTON, MASS., March 10.—The Vega Co., manufacturer of Vega banjos, states that business in foreign countries is exceedingly brisk. Within the past few weeks communications have been received from dealers in far-away countries, reporting that the Vega line is moving in most satisfactory fashion. A large order of banjos was recently shipped to Holland, and a large order for Vegaphones was received from Hawkes & Son, English representatives for Vega instruments.

Bruno Markets Cagan Clamp

C. Bruno & Son, Inc., importers and wholesalers of musical merchandise, have added a new accessory to the line that is already giving promise of being a very popular number. This new number is known as the Cagan clamp. While particularly handy for the gluing of ukulele bridges, it has also many other uses in repair work on musical instruments.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 174)

Eastern Instrument and Accessories Mfrs. Meet

First Meeting of Eastern Division of National Association Well Attended

The first meeting of the Eastern division of the National Association of Musical Instrument and Accessories Manufacturers was held recently at Mouquin's Restaurant, New York, with an attendance of twenty-one manufacturers. Walter Gotsch, secretary of the Chicago zone of manufacturers, talked on the activities of the Chicago Association and the benefits derived from the organization of the manufacturers.

He related how the Chicago manufacturers have been meeting for two years and told of the ways in which these meetings had resulted in common benefit. The matter of forming a permanent organization in the Eastern district will be discussed at a meeting on March 25.

Hohner Harmonica Contest for Adults Announced

Latest Publicity Drive of M. Hohner, Inc., Designed to Interest Adults

The latest publicity campaign of M. Hohner, Inc., manufacturer of harmonicas and accordions, is a harmonica contest for adults. The contest is being held under the combined auspices of M. Hohner, Inc., the New York Graphic and the B. S. Moss theatres.

Each edition of the Graphic carries a running story of the contest, its developments and activities, so that dealers will have ample opportunity of cashing in on the event. The contest is being held in the Moss chain of theatres and the finals will be held at a theatre to be announced later.

Fifteen hundred dollars' worth of prizes will be awarded to the winners, according to an an-

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.

nouncement in the Graphic. First prize is a piano, the second a fully equipped radio set, and the third a console Victrola. Other prizes include banjos, violins and other musical instruments.

Stimulates Small Goods Sales

FULTON, Mo., March 7.—The Kingdom of Callaway supper, which is an annual event for the residents of Callaway County, was held recently, and was a source of stimulating interest in music and musical instruments. Whistling and old-time fiddling records received the most stimulus, but violins and guitars also felt the revived interest. The music stores in the vicinity took advantage of the occasion by running some effective advertising and installing window displays of records and small goods. The music at the event was provided by Wardman Cockrell, whistling soloist; Dan Jones, fiddling champion of Missouri, and the Oliver brothers.

Instrument Mfrs. Meet

A meeting of the recently organized National Association of Musical Instrument and Accessories Manufacturers was held March 9 and 10, at the Hotel Statler, Cleveland. Plans were perfected regarding the organization and plans for its activities up to the time of the National convention in June were made.

New Georgia Conn Dealers

ATLANTA, GA., March 7.—The Conn Atlanta Co. recently announced the granting of the Conn agency to two new Georgia dealers, the Alnutt Music Co., of Savannah, and the F. A. Guttenberger Music Co., of Macon. The increased demand for Conn instruments throughout the State is the reason for the creation of the new branches.

Conn Band Entertains

ELKHART, IND., March 7.—At the recent monthly meeting of the Elkhart Parent-Teacher Association an interesting program was given by the Conn Industrial Band, the band which is composed entirely of employes of the factories of C. G. Conn, Ltd.

Benjamin Landay, vice-president of the Progressive Musical Instrument Corp., New York, distributor of musical merchandise, recently returned from an extensive honeymoon trip, following his wedding to Miss Lillian Shwarzer at the Hotel Astor. Mr. and Mrs. Landay visited Miami, St. Petersburg, Tampa, Hollywood, Havana and other points.

A Leedy

Drum Department

IN YOUR STORE

MEANS

REPEAT BUSINESS

"THE SATISFIED DRUMMER ALWAYS COMES BACK"

The "POPULAR" outfit at \$40.00 retail is only one of seven wonderful sellers at prices from \$25 to \$100.

Leedy helps the dealer with,—newspaper ads—mats and electros—cuts of all items—broadsides for mail and counter use—display cards—catalogs, etc.

WRITE TO US.



Leedy Mfg. Co.

INDIANAPOLIS
INDIANA

BACON BANJOS

Played by Leading Musicians and Orchestras

Sold by Representative Music Merchants

BACON BANJO CO., Inc.
GROTON, CONN.

"MIDNIGHT WALTZ"

The Waltz In The Air/ Everywhere at Midnight!

Everybody's Playing Them!

You Cant Go Wrong With Any FEIST Song

"MISS YOU"

For those who delight in beautiful ballads

"The Moonlight, A Waltz and You"

Written and Featured by HARRY M. SNODGRASS "King of the Ivories"

© 1925 LEO FEIST, INC.

Ted Lewis' New Waltz Hit "WHILE WE DANCED TILL DAWN"

Columbia Co. Advertising Commended by Publication

Article in Advertisers' Weekly Comments on Policy of Use of Newspapers as Chief Ad Mediums—Flexibility So Secured Necessary

In a recent issue of the Advertisers' Weekly an interesting article appeared commenting on the advertising policy of the Columbia Phonograph Co., Inc., New York. Quoting James Duffy, advertising manager of the Columbia Co., this article states that the policy of the company is to "co-ordinate operations to create consumer demand where experience has shown prospective sales to abound."

Mention is made of the manner in which the company works in conjunction with its eighteen branches in important trade centers and with its distributors in other sections of the country. Around the selling and distributing organization the advertising and promotional work is directed and the expenditure is apportioned in accordance with the opportunity to stimulate sales.

In referring to the company's newly formulated policy of broader use of newspapers in connection with local sales argument, the article states in part:

"In this work newspaper advertising plays a most important part. Incidentally it avoids the waste involved in shooting money blindly at the map in the general mediums. Primarily it permits maximum public service, and so gleans maximum harvest, by offering records of song and dance numbers at the time of their greatest vogue, while the people want particularly to hear them.

"Of no small importance, too, is the fact that branch managers and distributors take greater interest in their work when they are backed up by local advertising.

"Take for example the 'Mountain Whites,' who buy a considerable number of Columbia records. Among them symphony concerts, jazz, popular songs and the old songs well rendered make little appeal. Apparently they do not care for music they do not know or the sort of playing they are not accustomed to. They want special records of 'Familiar Tunes' such as 'Johnson's Old Gray Mule,' 'Rock All Our Babies to Sleep,' 'Wild Bill Jones' and 'Wreck of the Southern Old 97.' These records are made from playing by blind artists in many cases on homely instruments, such as guitars and harmonicas."

In the editorial comment in the same issue of this publication mention was again made of the company's preference for newspapers as advertising mediums, stating the flexibility that is so secured is essential for such a product as the talking machine record, for by the use of such mediums people can be told of records of song and dance numbers when they are at the height of their popularity.

Engagement of Theodore M. Edison Is Announced

Youngest Son of Thos. A. Edison to Wed Miss Anna M. Osterhout, Daughter of Harvard Professor, Some Time in April

CAMBRIDGE, MASS., March 9.—The engagement has been announced here of Theodore Miller Edison, youngest son of Thomas A. Edison, to Miss Anna Maria Osterhout, daughter of one of the leading biologists at Harvard University. Mr. Edison is 26 years old and a graduate of the Massachusetts Institute of Technology, while Miss Osterhout, a couple of years his junior, is a graduate of Vassar. The couple will be married in the Appleton Chapel at Harvard some time in April.

Eastern Pfanstiehl Jobber Opens New Dealer Accounts

International Clearing House of N. Y. Making Drive for Dealer Distribution—Former Talking Machine Men Cover Trade

The International Clearing House of New York, Inc., exclusive distributor in the East for the Pfanstiehl radio receivers, has in its first two weeks of its drive for dealer distribution established a large number of accounts throughout New York State, New Jersey, Pennsylvania and New England.

The Pfanstiehl Overtone radio receivers are manufactured in two styles, both five-tube radio frequency sets.

This new jobbing corporation in its radio work is under the supervision of W. A. Hanft, who is well known in the radio field, and the company has just recently acquired the services of a number of old-time phonograph men.

New Jersey is being covered by E. L. Brown, formerly with the Sonora and the Brunswick companies and in the music field for many years. Another well-known music representative covers the Pennsylvania field, E. D. Woodward, formerly associated with the Columbia and Brunswick. John Adams, formerly with the Emerson Co., and recently connected with the retail department of Jerome Remick, is visiting the dealers in Connecticut. John Costanza, connected with the International Clearing House for many years, is visiting the trade in eastern and central New York.

With the establishment of a branch office at 12 West street, Boston, the International Clearing House is developing the New England field.

With the national magazine and local newspaper advertising that is being done the jobbing activities of this concern are creating a most favorable impression in the trade.

INVESTIGATE—

Gold Medal

RADIO RECEIVER

5 TUBE TUNED RADIO FREQUENCY

Some attractive territory still open. Write for details.

\$60⁰⁰/_{List}

GOLD MEDAL RADIO CORP.
1038 Longwood Avenue
Bronx, N. Y.

(Regular Trade Discounts)

It's Compact



*"They copied all they could follow,
But they couldn't copy my mind.
And I left 'em sweating and stealing
A year and a half behind."*

—Kipling

The modern watch bears only a family resemblance to those turnip watches of the earlier century—it's compact.
This powerful receiving set is small enough to fit on almost any table—but its size is no measure of performance.
For those who are more familiar with the technicalities of Radio Reception, one of the main reasons for Sleeper Super-Performance is this:
The Inverse Duplex Circuit makes the four tubes of a Sleeper set double duty tubes. They give the distance and results of seven tubes without complication, noise and upkeep cost.
These four tubes, because of this Inverse Duplex circuit, provide three stages of Radio Frequency Amplification and three stages of Audio Amplification.
Judge a Sleeper as you will,—for distance—selectivity—simplicity—tone—upkeep. Any Sleeper dealer is glad to demonstrate a Sleeper Monotrol your way. Then decide.

Sleeper

MONOTROL

REG. U. S. PAT. OFF.

SLEEPER RADIO CORP.

439 Washington Ave., Long Island City, N. Y.

Akron-Canton Trade Reports Encouraging

Radio Show Stimulates Business—Dealers to Participate in Spring Exposition—Plans for Music Week Started—Other News

AKRON-CANTON, O., March 7.—Although the talking machine business has been quiet during the months of January and February, the month of March has opened with much more encouragement for the dealer, and from reports gleaned from the district business is much improved. Radio has been instrumental in increasing sales volumes.

Radio Sales Heavy in Akron

Not since radio has come into popularity have so many sets been sold as the week following the closing of the First Annual Radio Show held here and in which some fifteen music houses and radio dealers had booths. This event proved one of the most important in local music history and prospects obtained at the show developed into scores of sales the following week. Music dealers co-operated in

making a success of the broadcasting programs at the show.

Music Merchants to Take Part

Talking machines of every make will be exhibited by ten Canton music houses when the annual Spring style exposition and style show is held March 25 to 28. More than one hundred retail merchants will take part in the Spring opening event. Music dealers have been asked to hold informal concerts in their stores for the crowds which will throng the downtown streets on these nights.

A. B. Smith, Jr., Now in Charge

A. B. Smith, Jr., son of A. B. Smith, widely known Akron piano merchant, has assumed active charge of the business of the A. B. Smith Piano Co., it is announced, and within the near future he plans some changes in the store arrangement which will affect the talking machine department. A. B. Smith, a figure prominent in piano merchandising in Akron for many years, has retired as active head of the well-known house.

Plans for National Music Week

Preliminary plans have been started in Canton for the local observance of National Music week, which event will be one of the most im-

portant of the year. All music dealers have pledged their co-operation.

G. S. Dales Returning From Orient

George S. Dales, head of the George S. Dales Co., well-known Akron music house, will return to the United States this month, after a several weeks' sojourn in the Orient.

Johnsons Sons Co. to Build

J. H. Johnsons Sons Co., Alliance, is starting the erection of a five-story modern building in downtown Alliance to house its home furnishings, talking machine and piano business. The store, in existence for more than twenty years, plans to double its piano and talking machine department space in the new store.

Lewis Bros. in Temporary Quarters

The Lewis Bros. Co., East Liverpool, which suffered loss to the extent of \$75,000 in the recent disastrous fire, has secured temporary quarters and will reopen business on a limited scale. It is understood the concern will rebuild on its old site.

C. J. Duncan Adds Radio

C. J. Duncan, widely known Massillon Victor dealer, announces the opening of a complete radio department on the second floor of his store in connection with the talking machine section. He has secured local representation for the Zenith, Radiola and the Fada lines.

Scope for Business in Great Britain

The United Kingdom offers you a splendid market for the sale of your goods. But success depends on a knowledge of economic and other conditions. In this regard you can keep abreast of the times by regular perusal of Britain's oldest music trade journal—the

MUSIC TRADES REVIEW

Published 15th monthly; subscription \$3.00 per annum, post free. Write today for free specimen copy and advertising rates

G. D. ERNEST & CO.

Bessemer House, Duke St., Adelphi,
London, W. C. 2 Eng.

Also publishers of the Music Trades Diary, Yearbook and Directory.
Send 75 cents for a copy.

Sonora Radio Speaker Contest Broadcast From WOR

The Sonora Phonograph Co., Inc., New York, on March 4 stood sponsor for an enjoyable orchestra concert broadcast from station WOR, Newark. This concert was preliminary to a Sonora radio speaker contest, the rules of which were announced over the air on that evening. The purpose of the contest is to increase interest in Sonora radio speakers and to create a demand for better reproduction of fine music over the radio.

Seven prizes, consisting of seven Sonora De Luxe radio speakers, were awarded to those contestants sending in the best rhyme or jingle in a telegram of ten words on the Sonora radio speaker; second, the second best jingle in telegram of ten words; third and fourth prizes for two best letters, wording unlimited, on the Sonora speaker; fifth prize to the best human interest letter on the subject "What Radio Means to Me"; sixth, for the best advertising idea for the Sonora radio speaker, and seventh, for the best testimonial on the subject "How the Sonora radio speaker has obtained better reproduction over the air."

This contest is one of a series which is being held throughout the country on the Sonora radio speaker.

The Effect of Radio on Phonograph Sales

James V. Sill, Assistant Secretary of the W. W. Kimball Co., Discusses the Effect of Radio on the Phonograph Business, Showing How Radio Is Really an Ally of Dealers

About the commonest question in the trade to-day is, "What effect is radio having on the phonograph business?" It is surprising how many intelligent people have it all figured out that radio is eliminating the phonograph as a separate unit. There is no use denying that radio has had a perceptible influence on the sale of phonographs. Radio has had an influence on the sale of a great many commodities. Dealers selling the lowest-priced automobiles claim that radio has cut down their sales, because many families that cannot buy both will choose the radio in place of a car. Radio has probably affected the sale of women's hats for the same reason.

Radio Building Music Appreciation

It will not take the place of the phonograph, at least in its present stage. Radio is giving countless thousands of people an appreciation of music that they would never get through any other channel. It is making people like music, making them appreciate it, want it and miss it if they are without it.

Whenever our salesmen report that a certain town in their territory is "radio crazy"—that all the dealers are thinking and talking radio and claim there is no phonograph business, we always figure that that town is an ideal spot for a phonograph campaign. If the dealers are concentrating their thoughts on radio, it leaves the field pretty much open for a phonograph drive with all competition eliminated.

A Case in Point

An illustration is appropriate: A year ago one of our piano dealers made the statement to a salesman of ours that the phonograph business in his territory was absolutely dead. This dealer had been in the music business over fifty years. He handled several makes of phonographs. He had a fine department with a big stock of machines and records. He had a high-salaried manager in charge of the department; in fact he was paying this manager \$5,000 a year—for what? To prove to him that there wasn't any phonograph business. He said:

"People simply are not buying phonographs."

Our salesman replied: "All right, if they are not buying, we will SELL them!" We persuaded him to let us ship in a carload, put on an intensive campaign and sold over ninety machines in two weeks, getting better profits, better terms and at less expense than his normal business averaged. Local conditions in that territory were very bad at that time. This dealer still thought it was an accident and that it could not be repeated. But it was repeated on two more occasions during the year, during which time over three hundred Kimball phonographs, without radio equipment, were sold—about three times as many phonographs of all makes being sold last year as in the year before, notwithstanding the radio "influence" and the sales manager's statement that "people are not buying phonographs any more."

What is the conclusion? It is true that this

one example does not prove that there is more phonograph business than ever before; it is not intended to prove that. I would not even use it as an illustration, were it not for the fact that equally gratifying results have been accomplished at many other points during the past year. One example of this kind is not conclusive, but it can be taken as an indication of why our shipments of phonographs so far this year have been more than double what they were for the corresponding period last year.

Straight phonographs can be sold—they are being sold, and will continue to be sold by dealers who have not yet "discovered" that "there isn't any phonograph business."

Bethlehem Spark Plug Co. Absorbs Splitdorf Elec. Co.

Charles M. Schwab, chairman of the board of the Bethlehem Steel Corp., and his brother, F. H. Schwab, have entered the radio industry through a consolidation of the Bethlehem Spark Plug Co., which they own, and the Splitdorf Electrical Co., which is now manufacturing a five-tube tuned radio frequency receiving set, radio parts and accessories. The name of the new firm, which has headquarters and plant at 392 High street, Newark, N. J., will be known as the Splitdorf Bethlehem Electrical Co.

"Playtime Records" Popular

"Playtime Records", a product distributed by the Plaza Music Co., 10 West Twentieth street, New York City, is proving a profitable adjunct to many talking machine record departments. These records, which are found so valuable in entertaining children; are part of a catalog which incorporates practically all the children's songs and jingles. They, therefore, have a ready sale in all seasons.

The Plaza Co. has issued attractive circular matter on this product which, if properly presented to consumers, aids in creating sales. Another sales creator on "Playtime Records" issued by the Plaza Music Co. is a counter display "cut-out." This is in several colors and is descriptive of these children's offerings.

The Eagle Radio Co., Newark, N. J., is conducting a contest to determine the most popular radio artist. Applause cards received will determine the winner. The contest closes May 10.

CABINETS



Style V6

Phonograph Combination Phonograph-Radio Radio

Phonographs Complete Upright and Console Models

Genuine Mahogany Panel Stock All Spruce Sounding Chambers

Large stock of new standard make of records; popular and foreign language numbers at bargain prices.

THE HARPONOLA COMPANY

104 TRACTOR ROAD

CELINA, OHIO

\$\$\$ More Dollars \$\$\$

For You

More Dollars for you and more service for your customers. Sell every purchaser of a high priced radio set a charger for his batteries. Keeping batteries fully charged in-

creases the efficiency of the set and lengthens the life of the batteries. Then, too, the Ultra Handy Charger will make the cash register ring more Dollars for you!

Fire Proof

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 charger makes it impossible to overcharge the battery—as the charge in the Battery increases the current in the charger decreases.

Charges All Storage Batteries "A" or "B" 2 to 48 volts

Charges quickly—5 to 7 amperes to a 6-volt battery—"B" batteries at recommended rate. 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.

Order from your jobber to-day. If he cannot supply write us direct.

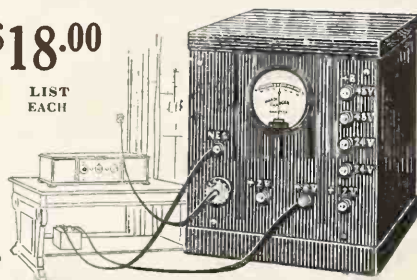
ULTRA HANDY CHARGER

Attractively Finished

Beautiful Crystal Mahogany finish. The Ultra Handy Charger is sufficiently attractive to stand beside the most beautiful radio set. There are no acids to spill. It cannot harm or dirty the home.

\$18.00

LIST EACH



INTERSTATE ELECTRIC CO.

4339 Duncan Ave.

St. Louis, Mo.

GLEANINGS *from the* WORLD *of* MUSIC

Orchestra Demand Responsible for Sheet Music Overproduction—A Practical Remedy

Too Frequent Playing of a Popular Number Makes Its Span of Popularity Shorter Than Would Be the Case if Played Less Often—More Intelligent Exploitation

Fortunately for the sheet music, talking machine record and player roll industries, popular songs which do so much to bring customers into music establishments are not found wanting in merit at the present time. There are some outstanding successes on the market. Not one or two, but close to a dozen active big sellers and a fair proportion of second best offerings.

There is, however, a weakness in the present-day publishing exploitation and distribution methods and the cause for this does not lie wholly with the publishers, who are responsible for the issuance of a voluminous amount of prints, but lies much deeper.

Reason for Overproduction

Naturally there is a good reason for the great volume of offerings, and some of the factors that are responsible do not emanate from publishing circles. Indeed, the conditions that bring this situation about are from several channels, and up to this time the publishers have no way of controlling the situation but have found it necessary to ride along with the tide rather than bring forth an issue that might require some unity of action which, undoubtedly, would be hard to obtain.

One of the prime causes of this situation is the constant and increasing demand of orchestras, particularly of the dance variety, for

new tunes. In the eyes and ears of these musical combinations any good melody three or four weeks old becomes passe. It is true that once a number is accepted as a hit they frequently overdo it and the many renditions lead them to believe that the public feels the same way about the number as they do. This is not always so.

Too Frequent Playing

After a dance tune has been efficiently introduced, say over a week's period, it might be well that the inclusion of that particular number in the program be made less frequent. In this manner, not only would it be unnecessary for the orchestra itself to be constantly looking for new material for its own and the jaded ears of the dancers, but all would be better pleased over a longer period. This would certainly serve to lengthen the popularity of a song and give the writers and the publishers, as well as the talking machine record and player roll companies, a chance to cash in to better advantage on its popularity.

To-day the band and orchestra departments of popular publishers receive visits from the musicians of the same orchestras day after day, always looking for new material. By no stretch of imagination would it be possible for such organizations, after daily visits to from twelve to twenty publishing companies, to properly

present the variety of new offerings procured.

Publishers who have done more than their share to make possible the large salaries received by the members of the modern dance orchestra allow these organizations to make demands upon them to their loss.

Time to Call a Halt

It is time to call a halt on the demands of orchestras for new material. They are the real cause for the oversupply of popular songs and they are the real cause for the failure of many popular successes to attain a proper sales total. If the orchestras were to play, commencing to-day, the popular orchestrations that they now have on their books they would find enough material to last well into the Summer season with an occasional but not daily inclusion of some more timely number.

Many Instances of Overplaying

There have been not a few instances during the past year where a number has been introduced for a short period by orchestras and then discarded. It happens in these several cases, however, that the publishers of the number felt that there was a little more body to the song than had been brought out in the initial campaign. The number was therefore nursed along without orchestra aid for several months with the result that in song form and through theatre exploitation interest in the number was revived to a considerable extent and sales increased in a significant manner.

The orchestra can play a wide variety of numbers without daily incursions for new material. If they will give going numbers a better chance they probably will please their audiences just as well as they will make more sales.

THESE SONGS SPELL SUCCESS

AT THE END of the ROAD

On All Records—Song—Also Fox Trot

PETER PAN (I Love You)

On All Records—Fox Trot

THE ONLY ONE (For Me)

On All Records—Song—Also Fox Trot

ALABAMA BOUND

On All Records—Song—Also Fox Trot

THE PRISONER'S SONG

A Real Vocal Gem—One of the Biggest Record Sellers in Year

SHAPIRO, BERNSTEIN & CO., Inc. Cor. Broadway & 47th St.
MUSIC PUBLISHERS NEW YORK, U. S. A.

FIVE RECORD RECORD BREAKERS

PADDLING

LITTLE DEVIL

MARIE, MARIE, MARIE

SALLY'S GOT THE BLUES

Can't Your Friend Get A Friend for Me

Above Songs Featured by Orchestra and Vaudeville Acts From Coast to Coast
IRVING BERLIN, Inc. 1607 Broadway New York

"Between Sweetie and Me" to Be Exploited Nationally

Broadway Music Corp. Inaugurating Extensive Publicity Campaign on Topical Hit, "Cross-Words Between Sweetie and Me"

The Broadway Music Corp., 733 Seventh avenue, New York City, of which Will Von Tilzer is president, has inaugurated a national exploitation campaign in behalf of the song "Cross-Words Between Sweetie and Me." This number, after many weeks of preliminary trials, has shown up so well that a sales drive, accompanied by some unusual publicity, was decided upon.

This song is known to the trade as "Between Sweetie and Me," and the title page, although mentioning "Cross-Words," which is part of the song, only appears in minor shape. All the Broadway Music Corp. representatives throughout the country are taking part in the publicity drive on this number. It is being radioed frequently and is one of the features in dance halls and photoplay houses.

"Cross-Words Between Sweetie and Me" has distinguished itself as being one song carrying the title of the current craze for cross-word puzzles in a manner that makes it a commercial success. Will Von Tilzer, head of the Broad-

way Music Corp., hesitated before making arrangements to spend money on this song in a big way. The results that the song achieved through its preliminary publicity, however, brought forth such active sales as to more than justify the additional expenditures.

While it is true the number carries a topical title, it by no means rests its case on the craze for cross-word puzzles. The music has much merit and the words are in good ballad style, fully carrying out the story of "Cross-Words Between Sweetie and Me." The words are by Fred Steele and Bob Schafer and music by Billy Heagney and Bert Reed. The number has been given a very attractive title page which lends itself readily to display purposes and this, together with the campaign now under way, should give it a sales impetus that will place it in the hit class during the Spring season.

E. F. Bitner Back From West Indies Vacation

Upon His Return Finds Feist Organization in the Midst of Its Great Spring Drive

Edgar F. Bitner, general manager of Leo Feist, Inc., who, accompanied by his wife, made a several weeks' tour of the West Indies, returned to his desk recently. This was Mr. Bitner's first vacation. Upon his return he found the Feist catalog in the throes of a great Spring drive.

The numbers that it had been decided on to exploit just prior to Mr. Bitner's departure are all moving along at a rapid rate, including Isham Jones and Gus Kahn's "I'll See You in My Dreams," which is already acknowledged one of the big hits of the season; "Will You Remember Me," a natural hit; "O Katharina," from "Chauve Souris"; "Let it Rain, Let it Pour," "If It Wasn't for You I Wouldn't Be Crying Now," "I'm So Ashamed," "I Had Some One Else Before I Had You" (and I'll Have Someone After You're Gone), and the new number by Harry Snodgrass, "The Moonlight, a Waltz and You." These numbers, together with a healthy list of songs now nearing their peak, will be the features of Feist Spring activities.

Selvin Pleases Radio Fans

Ben Selvin, playing with his orchestra at Woodmansten Inn, on Williamsbridge Road, has started an innovation in broadcasting circles at his bi-weekly radio dates, on Thursdays and Sundays, over WFBH. All requests received from fans by phone or wire during the broadcasting of the program are played in medley form at its completion, thus giving all the tuning-in bugs a perfect break. Ben does his own announcing, and of late has been singing vocal choruses of the popular hits his boys have been sending over the air.

Feist Plans Campaign on New Snodgrass Song

"The Moonlight, a Waltz and You," by Widely Known Radio and Brunswick Artist to Be Featured in Extensive Campaign

Harry Snodgrass, who has been named "King of the Ivories" and who gained original recognition through his broadcasting of piano compositions over station WOS, Jefferson City, Mo.,



is the writer of two songs, "The Moonlight, a Waltz and You," published by Leo Feist, Inc., and "On the Air," published by the South Bend Music Publishing Co., Inc.

The Feist organization plans to give wide publicity to "The Moonlight, a Waltz and You." The professional band and orchestra department, the various Feist offices and its representatives everywhere will take part in the campaign on this song.

Harry M. Snodgrass has signed a contract with the Orpheum Circuit to appear in vaudeville for a two-year period and he is now playing to packed houses in all the cities he visits. The unusual publicity he has received through his radio work and the fact that he has been elected the most popular radio artist in the country, as well as his unique entertaining playing at the piano, will all serve to add to the publicity and sales of "The Moonlight, a Waltz and You."

The South Bend Music Publishing Co., Inc., South Bend, Ind., has released a new song described as a radio fox-trot called "On the Air." This number has been heard through various broadcasting stations and has been a feature of many such programs

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

"You Can't Go Wrong With Any FEIST Song"

Europe's Biggest Song Hit!!

O KATHARINA!

Introduced in America by BALIEFF In
 "CHAUVE SOURIS"
 Presented by F. RAY COMSTOCK and MORRIS GEST

Alfred Baldwin Sloane, Noted Composer, Dies

Veteran Composer of Light Operas and Musical Comedies Succumbs to Heart Disease at Home of Daughter in Red Bank, N. J., in Fifty-third Year

Alfred Baldwin Sloane, well known for thirty years as a composer of light operas and musical comedies, died February 21, in Red Bank, N. J., at the home of his daughter, Mrs. June H. Brackett, from heart disease. He was taken ill on the Tuesday preceding his death. He was in his fifty-third year.

Mr. Sloane was born in Baltimore. His first musical score to be produced was that of "Excelsior, Jr.," which was put on the stage in 1895, when he was twenty-three years old. He had begun the study and writing of music in 1890. His second production was "Jack and the Beanstalk," in 1896.

Among musical works of which he was composer, or part composer, were "Sergeant Kitty," "The Mocking Bird," Lillian Russell's "Lady Teazle," "Broadway to Tokio," "The Gingerbread Man," "Tillie's Nightmare," "The Prince of Bohemia," "The Summer Widowers," "The Henpecks," "Hanky-Panky," "The Sun Dodgers" and "Ladies First."

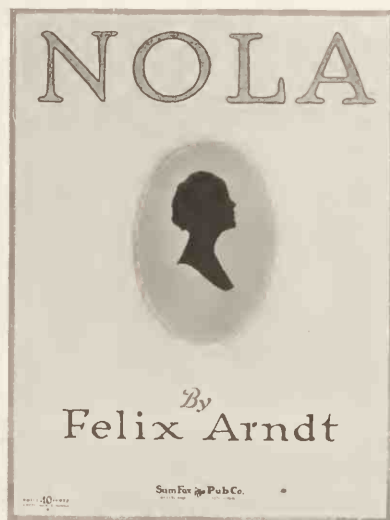
Debut of New Musical Comedy

Hammerstein-Quinn, Inc., announce the production of a new musical comedy called "When Summer Comes," a piece constructed along the now happily established lines of a book with a real story and music that have no relation to jazz. An excellent cast has been assembled. The "book" is by Jack Arnold and the music by A. Baldwin Sloane. The music of "When Summer Comes" will be published by M. Witmark & Sons.

"Nola" Popularity Is Still on the Increase

Composition by the Late Felix Arndt Continues to Grow in Favor Despite the Long Period That Has Elapsed Since Published

"Nola," which has found such favor as a fox-trot with dance orchestras, theatres and in playhouses during the past season and also



as a solo number by concert artists and in other forms, and which has had national popularity, is the work of the late Felix Arndt. As a piano silhouette it was recorded on the Victor records in 1915 and was first released in sheet music form by the present publisher, Sam Fox Publishing Co., Cleveland, O., at that time.

The popularity of the number was immediate,

demonstrating that the public, while favoring popular music, appreciates compositions of the better type. The original sales on this number were also produced by the renditions of pianists who gave it its initial popularity and who successfully presented it in the same manner as that of the composer.

In 1922 Vincent Lopez and His Hotel Pennsylvania Orchestra rendered "Nola" as a fox-trot for the first time and later it was one of their features by radio. This quickly established "Nola" as a dance number and the publisher immediately forwarded orchestrations in fox-trot time to the leading orchestra leaders in all parts of the country. It undoubtedly became the outstanding instrumental hit of 1922 and the early part of 1923 and, of course, continues to maintain much of its popularity.

In 1923 Adelaide and Hughes, Florence Walton and Maurice and Lenora Hughes took up "Nola" as a special feature dance number. This brought further popularity to this offering. Bill Baker used it in the Music Box Revue for a full season. George Carey, xylophone soloist of Sousa's band, and the popular pianists, Roy Barge, Frank Banta, Joseph Daily, as well as Frederick Fradkin, the solo violinist, played the number with unusual success. The latter also recorded the number with his own original arrangement for Brunswick records. Jascha Gurewicz, the saxophone virtuoso, has proclaimed this number the greatest instrumental novelty ever written and many other outstanding artists seem to have a similar opinion.

The publisher is firmly of the belief that "Nola" has not reached its peak and is anticipating that before the year is over the demand and sales will have doubled.

Irving Berlin, Inc., has among its newer offerings two that particularly stand out. These are "Seventeen" and "Oh, Mabel." Both of these numbers are quite popular in vaudeville and are featured by many dance orchestras.

"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"

"Natja" Added to List of Successful Operettas

New Production on Broadway Has a Particularly Tuneful and Appealing Score as Well as an Excellent Book

"Natja," an operetta in three acts, with book and lyrics by Harry B. Smith and music adapted from melodies of P. I. Tchaikowsky, by Karl Hajos, opened at the Knickerbocker Theatre, New York City, to a large audience early this month.

The show, which has been given some preliminary performances in Philadelphia and other cities, was preceded in New York by exceptionally glowing reports and these, it may be said, did not in any way overestimate the merit of this offering. If anything, the terse and enthusiastic comments failed to do "Natja" justice through the fact that they were limited to various portions of the offering which particularly appealed to the critics when reviewing the piece.

"Natja" is presented with a symphony orchestra of fifty pieces and will be noted not only for quality of the singing voices of the stars of the play, but of each and every member of the chorus. The orchestra is under the direction of Max Hirschfeld.

The singing roles were handled by competent voices. Miss Mary Mellish, recently of the Metropolitan Opera House; George Reimherr, who is widely known as concert singer, and Miss Madeline Collins, playing "Natja," came to this country after a wide operatic experience in England and with the Gallo Opera Companies here.

The settings, while elaborate, are in keeping with the atmosphere of the piece. It is of the caliber of the new operatic offerings which are meeting with such wide approval, with the exception that it carries a better book, better music, better voices and more tense dramatic situations.

There are numerous vocal selections which undoubtedly will have a wide sale not only this season but for several seasons to come. Included in these are "I Hear Love Call Me," "The Magic of Moonlight and Love," "A Lady Who Lives for Love," "Ups and Downs," "Honor and Glory," "In My Homeland," "Beside the Star of Glory," "Eyes That Haunt Me" and "There Is a Garden in Loveland." Leo Feist, Inc., are the publishers of the score.

Shapiro, Bernstein & Co. Plan Spring Campaigns

Shapiro, Bernstein & Co., Inc., have arranged a big Spring campaign on some of the outstanding successes of their catalog. Most of these numbers are having an active sale in sheet music form and have been recorded on all of the talking machine records and player rolls. In record form they invariably appear in the catalogs in both vocal and instrumental form.

The numbers that have been selected for this special sales drive include "At the End of the Road," a number of ballad order which has a particular appeal in the homes of the country and is also popular as a fox-trot on the dance floors; "Peter Pan" (I Love You), also a fox-trot is a novelty that in a short space of time has made itself one of the leading popular successes. The other numbers include two fox-trots, "The Only Only One" (For Me), "Alabama Bound" and the new vocal selection "The Prisoner's Song."

"Indian Dawn" a Favorite

"Indian Dawn," one of the newer numbers in the catalog of the Sam Fox Publishing Co. of New York and Cleveland, O., has in a short space of time made itself a great favorite with concert singers. The list of well-known artists who are at present including "Indian Dawn" in their program is quite lengthy and

speaks well for the merit of this musical offering. The Sam Fox Publishing Co., on the strength of the early indications of the number's popularity, has arranged a wide campaign hooking up the appearances of these artists with trade channels. Some appropriate publicity material is being issued for this purpose.

"Moon Dream Shore" Featured at Strand

Sam Fox Publishing Co. Number Sung in Conjunction With "A Thief in Paradise" at This Theatre Scores in Big Way

Joseph Plunkett, who is responsible for the many attractive musical prologues that precede the pictures at the Mark Strand Theatre, New York, has again attracted attention with the musical presentation in conjunction with the showing of the photoplay, "A Thief in Paradise." In this instance the Sam Fox Publishing Co. number, "Moon Dream Shore," was used for the musical theme. The setting was a scene in tropical atmosphere. Everett Clark, the talented tenor, rendered "Moon Dream Shore" in an impressive manner. The combination of the setting and the singing placed the audiences in a most receptive mood for the feature production which followed, the opening scene of which is that of a South Sea Isle. "Moon Dream Shore" was also used as the love theme during the presentation of the picture proper. This is only one of the many uses being made of this successful love song. It is now one of the most active sellers in the Sam Fox Publishing Co. catalog.

National Drive Planned for New Berlin Number

"Listening," one of the successful songs from this season's Irving Berlin's "Music Box Revue," has been released from that show by the publishers, Irving Berlin, Inc., and will now be heard in vaudeville and other places of public rendition.

Simultaneously with the placing of this musical comedy number on the open list for performers, Irving Berlin, Inc., has arranged a national campaign featuring this song. The professional, the band and orchestra departments, the branch offices of the Berlin company, as well as all its representatives are to take part in arranging this publicity and sales drive.

The talking machine record companies, the player roll manufacturers and their distributors, as well as sheet music distributors and dealers, are also going to co-operate in this widespread campaign. It is proposed to make "Listening" the most sung and played of popular numbers during the period. Vaudeville performers in theatres and all parts of the country will sing the song. Dance orchestras will frequently program it. Cabarets, photoplay houses and the regular theatre orchestras will also make it a feature.

The Davis Dry Goods Co. Operating Department

Sheet Music Section, Formerly Controlled by Western Book & Stationery Co., Now Owned by Firm

CHICAGO, ILL., March 5.—The Davis Dry Goods Co., formerly the Rothschild Department Store, now operates its own sheet music department. This was formerly controlled as a concession by the Western Book & Stationery Co. The sheet music department is now under the management of Mrs. G. Weimer and it is proving one of the most active departments in the store. The Pietsch music store on Milwaukee avenue, this city, is now being operated by Mrs. F. O. Pietsch. Mr. Pietsch died some three weeks ago, following a two-days' illness.

Indian Dawn

The Indian Love Song Sensation

Featured by Prominent Vocal Artists and the Best Orchestras

Published by
Sam Fox Pub. Co.
 CLEVELAND NEW YORK
 The Arcade 153-160 N. 45th St.

Radio Sales Heavy in Atlanta District

Month of February Compares Favorably With Same Period of 1924—Columbia Co. Installs Recording Laboratory—Other News

ATLANTA, GA., March 9.—The month of February in the talking machine and radio trade in Atlanta and vicinity compared most favorably with the preceding month and with the same period of 1924. The greatest sales activity is noticeable in radio and records, with machine sales being more or less inconsistent. On the whole, general business is satisfactory and the demand for radio products is growing month after month. This department of the music store is a quite recent acquisition with most of the dealers in this section, but having entered the radio field they are now putting strong sales effort behind the product and success is meeting their efforts. The combination units are selling well and there is quite a demand for panel sets for installation in phonographs.

James K. Polk, Inc., Busy

James K. Polk, Inc., distributor of Sonora and Okeh products, reports a brisk business in both lines. This concern recently moved to the building at 181 Whitehall street and the entire edifice is devoted to its phonograph activities. The success of this firm can be, in a large measure, traced to its policy of dealer co-operation.

Columbia Installs Laboratory

The Columbia Phonograph Co., Inc., recently installed a recording laboratory in its building at 561 Whitehall street, in order to secure records of the outstanding Southern talent. Among the records which are made at the Atlanta laboratory are those of Warner's Seven Aces, dance orchestra; "Fiddlin'" John Carson, Grace McConnell and Edward McConnell, prominent local soloists.

Good Edison Record Demand

Phonographs, Inc., Edison wholesaler for this section, reports a very satisfactory record business being done by Edison dealers. One of the chief causes for the demand for Edison records was the appearance here some months ago of Edison artists, who gave tone test concerts in comparison with the Edison instruments. The result was a stimulation of record sales, not only of the appearing artists' records, but of the entire classical catalog.

New Conn Agencies Announced

The Conn Atlanta Co. recently announced the appointment of the F. A. Guttenberger Music Co., Macon, and the Ahutt Music Co., Savannah, as Conn agents in their territories.

Music Dealers Participate in Kansas City Radio Show

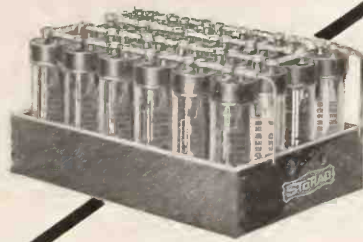
KANSAS CITY, Mo., March 8.—The Kansas City Electrical and Radio Show was held here March 2 to 7 in Convention Hall.

Directly above the entrance was a gigantic loud speaker exploiting the Music Master product. Under this in front of the entrance Schmelzer & Co.'s booth was the first to be seen upon entering the hall, exploiting Music Master and Silver Voice loud speakers, the Grebe, Freed-Eisemann and Crosley sets.

The display of the J. W. Jenkins' Sons Music Co. included a Viotrola combined with a Federal radio panel in a cabinet, six Zenith sets, without set-up apparatus, and four Ware models.

The W. W. Kimball Co displayed a Whitney expression grand, a Welte-Mignon reproducer and a Kimball baby grand reproducing piano. On the last mentioned a dial showing the range of movement of the keyboard attracted considerable interest.

The Wunderlich Piano Co. occupied three booth spaces and displayed the Brunswick Radiola in several different models and sizes as well as a Chickering Ampico. Four super-heterodyne Radiolas also were displayed.



STORAD BATTERIES

Batteries with a reputation

Storad Batteries have a reputation for giving reliable service under severe requirements of modern receiving sets.

Help your customers solve the important problem of "B" circuit power by supplying them with Storad Batteries.

Made in two sizes:
No. 4524—4½ amp. hr., 24 volts.
No. 4548—4½ amp. hr., 48 volts.

Complete information and prices on request.

The Cleveland Engineering Laboratories Co.

2114 Superior Viaduct, N. W.

Cleveland, Ohio

New Emerson Cabinet Ready for the Trade

New Model Has Concealed Loud Speaker and Space for Installation of Batteries

The Emerson Radio & Phonograph Corp. is now delivering to the trade a new Emerson cabinet with concealed loud speaker. The cabinet has three compartments, the base of which has space reserved for batteries, above which is a compartment for the receiving set which will house any of the well-known makes. The compartment above this encloses the amplifying horn equipped with the speaker.

The cabinets are all walnut and in a tone that will allow attractive installation of both walnut and mahogany receiving sets. The tone will also lend itself admirably to any color scheme in the home. This cabinet is being marketed through the dealer at a very popular price. It is a high quality product, has a beautiful finish, attractive panels and altogether is a desirable piece of furniture.

R. Abrams, president of the Emerson Radio

& Phonograph Corp., states that the market for this new Emerson cabinet is quite large and is constantly growing larger. There is a wide sales field for the cabinets which are available for the installation of receiving sets. The fact, too, that the Emerson cabinet is delivered with the loud speaker and amplifying horn incorporated in the cabinet itself gives it added sales merit. This cabinet will particularly appeal to the ladies as it places all radio equipment in the interior of the cabinet and adds to the attractiveness of the home.

Brilliantone Travelers Back

The sales staff of the Brilliantone Steel Needle Co., New York City, returned to Brilliantone headquarters last week with satisfactory orders. Harry W. Acton, general manager, had been in Chicago for a ten-day trip. Louis Unger, sales manager, returned from the Pacific Coast. I. T. Unger returned from the South and Sidney Risser from Philadelphia, Baltimore and Washington general conditions are reported satisfactory.

EVERYTHING FOR THE RADIO DEALER

ZIMMERMAN-BITTER CONSTRUCTION COMPANY

LANDAY BROS'. NEWEST STORE EQUIPPED BY ZIMMERMAN-BITTER CONSTRUCTION COMPANY

For the last three years the Zimmerman-Bitter Construction Company has completed the following installations for Landay Brothers:

- 1923 Landay Bros., 42nd St. Store
- 1923 " " Store Broad St., Newark
- 1924 " " 5th Ave. Store
- 1924 " " Bronx Store, Southern Blvd.
- 1924 " " Yonkers Store
- 1924 " " Main Offices, 6th Ave.
- 1924 " " 6th Ave. & 35th St. Store
- 1925 " " Landay Hall, 42nd St. & 6th Ave.

The fact that Landay Bros. call on us for the installing of equipment year after year is conclusive proof of our ability and quality of workmanship.

quality  design

Record Racks Display Cases
Hearing Rooms Musical Instrument
Service Counters Cases, Etc.

Prices on request
ZIMMERMAN-BITTER CONSTRUCTION COMPANY

325-27 East 94th Street, New York
Telephone Lenox 2960

ASK US ABOUT OUR SHEET MUSIC AND MUSICAL INSTRUMENT CASES

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

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. 2009	.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
MISSELEACH	
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, 18x10.....	1.20
SAAL-SILVERTONE	
1"x.027x10", rectangular hole.....	No. 144 .42
1"x.027x13", rectangular hole.....	No. 145 .48
1"x.027x16", rectangular hole.....	No. 146 .58
BRUNSWICK	
1"x.025x12", rect'gular hole, regular.No. 201	.43
1"x.025x18", rect'gular hole, regular.No. 401	.58
KRASBERG	
1"x12" motor 2A.....	Pear-shaped and .45
1"x16" motor 3 & 4.....	rectangular holes .55
1"x18" new style.....	on outer end .60
EDISON	
1 1/4"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.....	.58
1 1/16" B 80.....	1.15
SUNDRIES	
1"x.025x9", pear-shaped Stewart.....	.34
1"x.025x16", Sonora, Style 30.....	.52
2 5/32"x.026x10", P. S. Swiss Motors & Pathé	.36
1 1/4"x.025x17" round hole, Mandel.....	.75
3/4"x.022x9", pear-shaped small motors.....	.26
1"x.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 .07
Victor Gov. balls, n/style, No. 3302.....	each .07
Victor-Columbia Gov.sp.screw washers, 100	.72
Columbia Gov. springs, No. 3510.....	per 100 .05
Columbia Gov. ball, lead, flat and springs.....	.08
Columbia Gov. ball, new style & spring.....	.08
Turntable felts, wool, green, 10", 15c; 12"	.18
Terms, 2% cash with order.	

TALKING MACHINE SUPPLY CO., PARK RIDGE, N. J.

PHONOGRAPH-RADIO SALESMEN

Wanted phonograph-radio salesmen to carry a side line of popular-priced phonographs, radio tables, loud speaker consoles and other fast sellers on a commission basis in exclusive territories. Fine opportunity. If interested address "Box 1494," care The Talking Machine World, 383 Madison Ave., New York City.

WANTED—Intelligent combination (2) in the manufacturing of Gramophone records. Executive positions. Years of experience. If interested please communicate with "Box 1482," care The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED in or around New York by an efficient repair man of all kinds of motors. Address "Box 1485," care The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—Young man with three years' experience as record salesman. Prefer work in the metropolitan area. References given. Address "Box 1486," care The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—Service man on all makes of motors, with high grade references. Working half day or two and three days' work a week. Can supply all makes of motor parts. Address "Box 1492," care The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—Victrola repair man. 20 years' expert experience. Looking for a part time position. Best of references. Address "Box 1493," care The Talking Machine World, 383 Madison Ave., New York City.

Ace Brigode and His Virginians Record for Edison

Well-known Dance Orchestra Makes Edison Records—First Releases Issued This Month

Another new orchestra of wide reputation has been added to the list of those organizations making Edison records. The new addition is Ace Brigode and His Fourteen Virginians. This popular dance orchestra plays nightly at the



Ace Brigode and His Fourteen Virginians

Monte Carlo Club in New York. Its first Edison record is released this month, and on one side features "Ever Lovin' Bee," from the Ziegfeld Follies, and on the other side, "In the Shade of a Sheltering Tree," from the "Music Box Revue".

The men shown in the picture, reading from left to right, are: Lucien Crinner, Frank Skinner, Al Delaney, Bud Lincoln, Abe Lincoln, Ace Brigode, Happy Maysfield, Nick Kortez, Ray Welch, Al Tresize, Fred Brokez, Sleepy Gamet and Eddie Allen.

POSITION WANTED—Salesman or buyer in radio. Five years' experience in the radio field and thorough knowledge of radio merchandising. Address "Box 1496," care The Talking Machine World, 383 Madison Ave., New York City.

TO LEASE

Phonograph and radio department in a large department store in an Ohio city of 100,000. Valuable agencies; long established business. Will either rent space or lease on a percentage of sales plan to desirable party. Address "Radio Box 1487," care The Talking Machine World, 383 Madison Ave., New York City.

FOR SALE

200 phonographs, period and upright models, from \$75 to \$300. Must go from \$12 to \$25 each. Big lot of cabinet hardware at any price. 8,000 records in all languages and 100 portables. "Box 1490," care The Talking Machine World, 383 Madison Ave., New York City.

FOR SALE

Music business, located in Toledo, O., and in excellent financial condition. Line consists of phonographs, pianos, electric pianos and radios. Part cash, balance mortgage. For full particulars, address "Box 1491," care The Talking Machine World, 383 Madison Ave., New York City.

FOR SALE

For sale, music store, exceptional opportunity to buy. 25 years established business. Only one in city. Franchises New Edison, Victrola, Kohler and Campbell pianos and radio. Reason for selling poor health. Two stores, Torrington and Winsted, Conn., both for sale. Address "Box 1495," care The Talking Machine World, 383 Madison Ave., New York City.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

Leading Finance Company Invades Pacific Coast

Commercial Investment Trust, Incorporated, Takes Over California Finance Company

Commercial Investment Trust, Incorporated, whose well-known C. I. T. plan for financing talking machine, radio and piano instalment paper is widely used in the trade, has assumed control of a prominent finance company in San

WANTED—Position as salesman with factory, jobber or in retail department by young man with three years successful experience in selling and repairing phonographs. Reference best character and a worker. State what you have to offer. C. S. D., P. O. Box 624, Columbia, S. C.

WANTED—Piano salesmen wanted, wholesale, on commission basis. Excellent popular values. State territory covered. Correspondence confidential. Address "Box 1484," care The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—Sales executive who can produce results, is open for place with radio or phonograph concern. Eight years experience and qualified as sales and advertising manager of small, progressive concern or as district, field or assistant sales manager of large concern. Can develop and carry through merchandising policies and has wide acquaintance in the industry. Address "Box 1489," care The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—Efficient repair man on all makes of motors, also skilled in cabinet touch up work, desires new connection with reliable dealer, 10 years' experience and best of references. Address "Box 1481," care The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—Recording engineer wishes position with reliable concern, either recording or manufacturing. A-1 references. Twenty years' experience. Address "Box 1488," care The Talking Machine World, 383 Madison Ave., New York City.

"You Can't Go Wrong With Any FEIST Song"

"I'LL SEE YOU IN MY DREAMS"
 Isham Jones and Gus Kahn's
 Cyclonic Fox Trot Sensation!
 I'll see you in my dreams - Hold you in my dreams

"WILL YOU REMEMBER ME?"
 A CLINGING FOX TROT MELODY!
 YOU'LL NEVER FORGET!
 Lou Davis Henry Santly and Harry Richman

The two best tunes in the Book!

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Brunswick Radiolas in New Upright Models Announced

Three Models in Upright Designs Released to Trade—Radiola IIIA Installed in Each Instrument—Models Meet Real Need

Of unusual interest to Brunswick dealers and to the trade at large was the announcement on March 2 by the Brunswick-Balke-Collender Co.



The Brunswick 212

of three new models of the Brunswick Radiola in upright designs. On this date samples were released to the various branch offices and it is expected that these latest introductions to the line will meet with warm approval from dealers in all sections of the country.

The accompanying illustration is that of the Brunswick Radiola No. 212 and is also illustrative of the Radiola installation in machines 210 and 217. They are all equipped with IIIA receiving sets and Nos. 210 and 212 are finished in Adam brown and walnut, while model No. 217 is finished in Adam brown only. The instrument is self-contained except for antenna and ground connections, the receiving apparatus being mounted on an attractive horizontal panel in the lower portion of the cabinet, and a compartment for the necessary batteries is provided in the rear, to which access is readily had through a removable panel door.

A Radiola loud-speaker unit, contained within the cabinet, feeds into a horn which serves the

phonograph and the Radiola in common. By a half turn of the knob on the right-hand side of the cabinet the horn may be connected acoustically to either the phonograph tone arm or the loud-speaker unit at will.

The unusual feature of the new models is the fact that they are embodied in the upright design of cabinet. An especial advantage of this type of unit is the conservation of space and the excellent tonal quality. People living in farming communities and in the suburban districts have appeared in the past to be partial to upright model phonographs and it is expected that the new Brunswick Radiolas will meet that demand and will also find a place in the apartments of city dwellers.

Atwater Kent Metropolitan Jobbers Hosts at Party

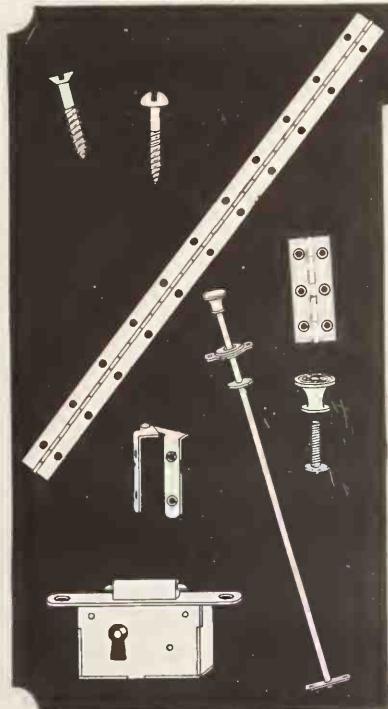
The officials of the Atwater Kent Mfg. Co. and the Pooley Co., Inc., Philadelphia, were guests at an affair recently given in their honor at the Arkwright Club, New York City, by the Atwater Kent distributors of the metropolitan district. V. W. Collamore, general manager of the Atwater Kent Mfg. Co., attended with seven factory officials and B. R. Stauffer, treasurer and general manager of the Pooley Co., headed a delegation from that organization. The Ziegfeld Follies were visited in the evening.

Maximilian Weil Addresses Stromberg-Carlson Staff

Maximilian Weil, president of the Audak Co. and well-known electrical and acoustical engineer, recently addressed the sales staff of the Stromberg-Carlson Telephone Mfg. Co., manufacturer of telephone equipment and of the Stromberg-Carlson neodyne radio receivers. Mr. Weil's address was along acoustical lines and particularly referred to the Audak Co.'s new product, the Selectron equipment for talking machines, making available these instruments for radio purposes through the use of the amplifying horn without in any way disturbing the functions of the talking machines. Mr. Weil reviewed the development of the Selectron, its purpose and its need.

New "Jerco" Tone Arm

A new combination radio-phonograph tone arm has been placed on the market recently by Joseph E. Rudell Co., Inc., New York, manufacturer of sound boxes, reproducers and tone arms, and will be merchandised under the trade name of "Jerco." The new tone arm has a ball-bearing bracket base with a universal throw-back and radio adapter. The radio adapter may be adjusted and used to modify the tone and volume of broadcast reception.



Rockford Hardware

WHEN in need of hardware for pianos, phonographs or radio cabinets, remember the name "Rockford". It stands for complete selection; dependable quality; advantageous service from our centrally-located factory and convenient branch offices. More than 300 items are illustrated in our 96-page catalog of hardware for pianos, phonographs and radio cabinets. Make this catalog your hardware handbook. Send for it today.

National Lock Co., Rockford, Ill.

- Branch Sales Offices:
- Chicago, Ill.
 - Cincinnati, O.
 - Detroit, Mich.
 - Evansville, Ind.
 - Grand Rapids, Mich.
 - High Point, N. C.
 - Indianapolis, Ind.
 - Jamestown, N. Y.
 - Los Angeles, Cal.
 - Milwaukee, Wis.
 - Seattle, Wash.
 - Sheboygan, Wis.
 - St. Louis, Mo.



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY MANAGER

Usual Slackness Prevailing in Trade at This Season Conspicuous by Its Absence

Optimism Reigns as Business Continues Better Than Expected—British Music Industries Convention Plans Maturing—The Columbia Pension Scheme—Month's News and Activities

LONDON, E. C., March 3.—Gramophone trade conditions continue fairly bright this side and it really looks like becoming as prolonged a season as in the so-called good old days. Prior to 1923 it was customary, at this time of the year, to experience a somewhat depressing slump, and the present contrasting brightness is therefore considered to presage a more healthy and steady, if slow, revival.

The gramophone industry is regarded as possessing the finest organization of any of the music industries in this country and apart from one or two more or less minor alarms, such as the breaking of agreements by certain factors, to be the best conducted and most wealthy. For a time last year it was feared that the abolition of the McKenna duties would somewhat affect the position of manufacturers of certain grades of instruments and component parts, but the withdrawal only seemed to serve as an added stimulus to organization and keenness of production. Undoubtedly, the withdrawal of 33 1/3 per cent from imported articles had some effect and possibly the continued freedom of entry of the imported articles, with the increasing tendency toward stabilization on the mainland of Europe, would in time have given rise to serious fears for the industry's continued happy state. Now, however, with the issue of the Government's white paper stating that it will consider the imposition of tariffs for the safeguarding of industries if the Board of Trade and the Treasury are satisfied—after an investigation by a special committee—that a duty ought to be imposed to protect specific industries, things look bright. With a Government strong enough to make probable a long period of office, during which time the industry can, if necessary, apply for protection, the immediate future holds plenty of promise and the gramophone and record industry in this country, from all indications of the last year or two, should witness a period of increasing prosperity such as it has never before known.

Sixth Annual Dinner of F. B. M. I.

The Federation of British Music Industries' annual dinner at the Savoy Hotel, this city, to which brief reference was made in the last report, was a notable affair. With a record trade attendance of over three hundred representa-

tives, of all the associations, an excellent opportunity was furnished to indulge in friendly discourse. The speeches were all commendable for their brevity, the chief guest, the Earl of Birkenhead (more familiarly known as F. E. Smith), occasioning prolonged applause and laughter by his witty disavowal of all knowledge of and desire for music, securing for the Federation's musical propaganda much space and comment in the general press of the country. The toast proposed by the Earl of Birkenhead was that of "British Music," and was replied to by Sir Hugh Allen, Director of the Royal College of Music, who made particular reference to the value to be derived in the study of music by the assistance of the gramophone, player-piano, etc. The toast of "The Federation and the Chairman" was given by J. F. Simpson, president of the Scottish Music Merchants' Association, and in his reply F. B. Allen, the Federation president, after referring to the recent work of the Federation, said there was a considerable amount of unfair competition to be contended with, and it was intended to apply for the industry to be given the protection afforded by the safeguarding of Industries Act or similar measure. Other speeches were by H. J. Cullum, M.B.E., president of the Gramophone Manufacturers' Association, and Frank Roscoe, of the Teachers' Registration Council.

The Duophone Syndicate, Ltd.

A petition was made in the companies Winding-up Court on February 10, by Aston Grant & Co., timber merchants, for the compulsory winding up of the Duophone Syndicate, Ltd., the proprietors and manufacturers, it will be remembered, of the Duophone patent double tone-arms and sound-boxes. The counsel for the petitioners stated that negotiations were going on which it was thought would be satisfactory to the creditors and an adjournment was asked for. Representatives of the other creditors and the company raised no objection and the petition was granted.

Features at Convention

The fifteenth annual convention of the British Music Industries is to be held at the Welsh seaside resort of Llandudno from May 19 to May 23. Among the Conference subjects already arranged is a paper to be read by Louis

Sterling, of the Columbia Graphophone Co., on "The Advantages of Price Maintenance," a subject which, in this country, will receive considerable attention when dealt with by a leading member of the gramophone industry. In this connection it is interesting to recall that Barry Owen, the founder of the Gramophone Co., first outlined the policy which forms the basic principle of the policy followed successfully by the industry to-day. His policy was this: "Every person I appoint to retail my goods shall make a profit of 33 1/3 per cent, and I am going to insist on him taking it, and I will not give trade terms to any person—except that he buys for resale."

Another interesting feature will be the presence of Max J. de Rochemont, vice-president of the National Piano Manufacturers' Association of America, supported by Mark P. Campbell, treasurer of the Music Industries' Chamber of Commerce of America.

The British Industries Fair

The decision not to hold the London section of the Fair this year has occasioned much disappointment in music trade circles. So much so that, although the arrangements made by the Birmingham Chamber of Commerce for the holding of both sections in that city were fully adequate, the music trade representation was very poor. Two firms only from the talking machine industry were represented, Perophone, Ltd., manufacturer of the well-known "Pixie Grippa" portable, and the Peter Pan Gramophone Co., which exhibited the latest models of their "Peter Pan de Luxe."

The Department of Overseas Trade announces that the London section will be renewed in 1926. The attendance this year of numerous buyers from abroad indicates the growing importance of the British Fairs as international buying-centers, and especially as they are generally held immediately prior to the Leipzig Spring Fair.

Columbia Pensions Scheme

Some little time ago the Columbia Graphophone Co. announced that it was allocating £5,000 per annum toward a pension fund for its staff, and the following particulars in regard to it are now to hand: The employe will pay 5 per cent of his or her salary—the company 2½ per cent. In addition the company will pay all the costs of working the scheme, also will guarantee a minimum of 3½ per cent for investments. This means that for every £1 paid into the fund by any member of the company the same will immediately become £1.10s., which amount, in the course of thirty years,

THE VULCAN MAIN SPRING HAS
A WORLD WIDE REPUTATION
FOR RELIABILITY.
SEND FOR OUR NEW MAINSPRING
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MANUFACTURED BY
J. STEAD & CO. LTD.
MANOR WORKS,
SHEFFIELD ENG.



FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 186)

with compound interest, grows to £4.5s. In addition to this the company will pay their contribution of 2½ per cent plus interest, for the back period of any employe's service with them. As there are a number of employes whose service dates back from ten to twenty years or more, the company estimates that the sum to make up this 2½ per cent, had the fund been started when the company first commenced operations here, would cost the company somewhere between £12,500 and £15,000. The scheme does not take away any rights or privileges of employes.

Brief Notes of Interest

Among gramophone companies recently registered is the Portable Gramophone Co., of Albion Works, Kings Cross, which informs the trade of its intention to specialize in the production of portable machines. The company claims a new and outstanding achievement in the "Portaphone," the full details of which will be available for the next report.

An Italian Federation of Music Industries was recently constituted, at a Congress held in Florence, and which included an association of the manufacturers and dealers in talking machines.

A new feature of advertising enterprise by the Columbia Graphophone Co. is in obtaining the unique concession of advertising the Grafonola on four denominations of Italian stamps. The advertisement appears within the perforations and cannot be detached without destroying the value of the stamps. As a means of raising national revenue the scheme is unique and the Columbia Co. is to be congratulated on its enterprise in securing the concession.

At the Daily Mail Ideal Home Exhibition to be held at Olympia from March 2 to 25 the following gramophone firms will be represented: The Peter Pan Gramophone Co., Perophone, Ltd., The Cabinet Gramophone Co., and Barnett, Samuel & Sons, Ltd.

The King of Spain recently made a record

for the Spanish Gramophone Co ("His Master's Voice"), the record consisting of two messages, one to the Spanish people and the other to the South American Republics. The profits of the sale of the record are to be handed over to the King for the purchase of comforts for the Spanish troops in Morocco.

The 1925 edition of the "His Master's Voice" general catalog is literally "a treasure house of the world's richest musical gems," containing, as it does, improvements on the three previous issues. The entire catalog has been reset in larger type, but by a modification of certain of the methods of indexing, a reduction of nearly 100 pages on the 1924 edition has been effected.

The Music Trades' Ass'n of Great Britain recently addressed a questionnaire to the trade in relation to broadcasting. The consensus of opinion resulting was to the effect that wireless does not adversely affect the sales of either sheet music or records, but rather acts as a stimulus to those sales.

The annual dinner of the Gramophone Manufacturers' Ass'n is to be held at Frascati's restaurant on March 24.

The Spring Leipzig Fair is being held from March 1 to 8 and, judging from the advance list of firms having taken space, something like a record display is indicated. More details will appear in the next issue.

Fit Up Landay Bros. Store

The Zimmerman-Bitter Construction Co., New York, installer of equipment in talking machine stores, has recently completed the installation of equipment in Landay's new store at Sixth avenue and Forty-second street, New York, including piano and radio display rooms, and booths and demonstration rooms for piano rolls, musical instruments and sheet music. The decoration of the entire store is carried out in Roman style. The installation also includes the offices and display windows of the store.

Walnut Demand Largest in the Past Five Years

1924 Proves Banner Year in Demand for This Wood—All Mills Are Running Full Time

The report of walnut lumber consumption for 1924 has recently been made public and shows that the demand for this wood in domestic and Canadian markets has been larger than in any previous year since 1918. Some of the larger producers increased their capacity during the last year to cope with the ever-increasing demand.

Prices of late, on the whole, were well maintained and only decreased production costs due to maximum cuts prevented higher prices during the last three to four months. All mills are running full time with a fair supply of logs on hand. This year is expected to bring a stronger demand from foreign buyers, who will never be without walnut.

Chamber of Commerce to Study Distribution

WASHINGTON, D. C., March 7—Six phases of the distribution problem are to be studied by the United States Chamber of Commerce along lines laid down at a distribution conference held in Washington last month. Committees will be appointed to handle the details of each study, whose findings will later be submitted to the conference as a whole with recommendations looking toward the reduction of distribution costs and the elimination of wastes and duplications.

Leiter Bros., Syracuse, N. Y., were recently incorporated at Albany to manufacture musical instruments and radio products with a capital of \$200,000.

ADVANCE *Announcement*

This space is reserved for the

“PORTAPHONE”

PORTABLE GRAMOPHONE

Fitted with the Famous "Paillard" Swiss Worm-Gear Motors

LIST PRICES

Oak or Leatherette (any color) Single Spring Motor	\$25.00
Oak or Leatherette (any color) Double Spring Motor	27.50
Covered Real English Cowhide (handstitched) Single Sp. Motor	30.00
Covered Real English Cowhide (handstitched) Double Sp. Motor	32.50
Far West \$2.50 Extra. Packed in cases (24) or assorted.	

THE OUTSTANDING ACHIEVEMENT IN PORTABLE GRAMOPHONES

DEALERS ARE INVITED TO MAKE EARLY APPLICATION FOR THEIR RESPECTIVE TERRITORIES AND THEIR PRICES F. O. B. NEW YORK

THE PORTABLE GRAMOPHONE COMPANY, Ltd.
Manufacturers and Merchants

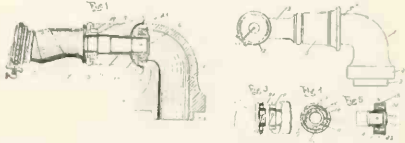
Albion Works, Albion Street

KINGS CROSS, LONDON, N. 1., (ENGLAND)

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., March 8.—Sound Conveyor for Talking Machines. Joseph Wolff, Brooklyn, N. Y., assignor to the Sonora Phonograph Corp., New York City. Patent No. 1,517,813.

This invention relates to improvements in sound conveyors for talking machines, and contemplates the provision of means to improve the acoustic and resonant qualities of the repro-



duction. One of the objects of the invention is to so improve and construct the sound conveyor for talking machines that the resonance and qualities of the reproduced sound will be increased, greatly improved and intensified, and to eliminate the "brassy" and metallic sound so prevalent in talking machines.

A further object of the invention is the construction and arrangement of a sectional sound conveyor for talking machines, so that it can be adopted for playing records having lateral undulations, and for playing records having the vertical or hill-and-dale cut, and having means so that the sound box may be quickly and easily substituted for playing either style of records, and refers more particularly to the means employed to connect the several sections together and maintain a rigidity, flexibly within certain limits.

Figure 1 is a side elevation in section of a sound conveyor embodying the invention, with a sound box in position for playing vertical-cut records. Fig. 2 is a side elevation of the same, with a sound-box segment in position for playing records having lateral undulations, substitute for that shown in Fig. 1. Fig. 3 is a detail of the bayonet joint connection between the sound box carrying segment of the arm, and the fixed portion thereof. Fig. 4 is a sectional detail view of a universal joint, taken on the line x-x in Fig. 5. Fig. 5 is a detail view of the universal joint, with the joint portion in vertical section, and the tubular portion in elevation.

Repeating Mechanism for Phonographs. Hilmer Nelson, Marvindale, Pa. Patent No. 1,519,695.

This invention relates to phonographs, and the primary object of the invention is to provide an improved attachment which will permit the replaying of the record when so desired by the operator.

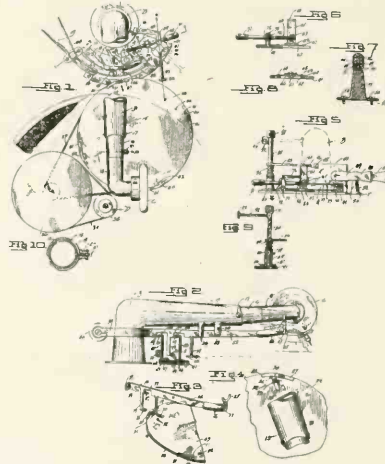
Another object is to provide an improved means for returning the tone arm and its reproducer and stylus to its starting point on the record after the selection has been played so as to permit the repeating thereof automatically, without any attention from the operator.

A further object is to provide an improved repeating attachment for phonographs, which can be adjusted to accommodate various sized records and thereby permit the playing of any length piece and the repeating thereof in correct time.

A further object is to provide an improved repeating attachment for phonographs which is so constructed as to permit the easy placing of the stylus or needle on the record tablet

for the replaying of the selection without the marring of the record or the breaking or dulling of the stylus.

Figure 1 is a fragmentary plan view of a phonograph showing the improved attachment applied thereto, the turntable being broken away and the operating shaft or center pin shown in section. Fig. 2 is a side elevation of the tone arm of the phonograph showing the improved attachment applied thereto, parts of the same being shown in section. Fig. 3 is a fragmentary detail perspective view of the lever carried by the tone arm, and the operating disc therefor, showing the resilient connection between the same. Fig. 4 is a fragmentary plan view of the phonograph attachment, showing the tone arm being returned to its starting position, and the relation of the means carried by the tone arm with the resilient means carried by the operating disc. Fig. 5 is a rear elevation of the attachment. Fig. 6 is a detail section taken on the line 6-6 of Fig. 1. Fig. 7 is



a detail section taken on the line 7-7 of Fig. 1. Fig. 8 is a detail section taken on the line 8-8 of Fig. 1. Fig. 9 is a detail section taken on the line 9-9 of Fig. 1. Fig. 10 is a detail transverse section taken on the line 10-10 of Fig. 1 through the tone arm.

Double Horn Construction for Graphophones Frank W. Williams, Chicago, Ill., patent No. 1,522,165.

This invention relates to a new and improved phonograph horn construction in which a double amplifying horn is used with the result that a greater volume of sound can be produced with the same or with even a less amount of cabinet space underneath the disc supporting table. Heretofore a great deal of inconvenience and difficulty has been experienced by designers of phonograph cabinets on account of the fact that the amplifying horn and the driving mechanism for the revolving disc supporting turn-table seriously interfered with each other because of the fact that the same space which would be desirable is not available for both.

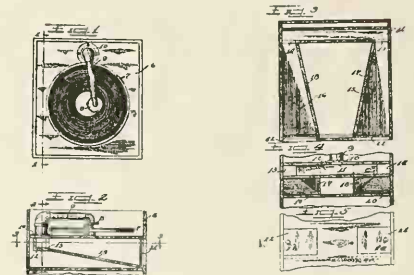
Therefore, a primary object of this invention is to provide a phonograph horn in which ample space for the driving mechanism remains after the phonograph horn has been inserted in the cabinet.

A further object of this invention is the provision of a double phonograph horn whereby the volume of sound issuing therefrom may conveniently and readily be regulated to any degree by merely adjusting the position of one or both of the doors provided for the openings of the double horns.

A still further object of this invention is to provide a more compact and hence more neat appearing cabinet construction.

Figure 1 is a top plan view of the improved

form of phonograph cabinet showing a record upon the revolving turntable. Fig. 2 is a section taken on the line 2-2 of Fig. 1. Fig. 3 is a section taken on the line 3-3 of Fig. 2, looking in the direction indicated by the arrows. Fig. 4 is a section, partly broken away,

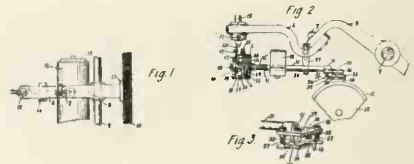


taken on the line 4-4 of Fig. 2, looking in the direction indicated. Fig. 5 is a front view, showing the doors of the improved double horn.

Phonograph Apparatus. Henry X. Egerton, Bergen, N. J., assignor to the Western Electric Co., Inc., New York. Patent No. 1,524,697.

This invention relates to phonographic apparatus and more particularly to recording and reproducing apparatus.

The object of the invention is a simple and efficient structure for transmitting vibrations between a stylus member and an operating or operated member, depending on whatever the apparatus is for, recording or reproducing. The invention provides a translating device which comprises an element relatively inflexible longitudinally, but comparatively flexible transversely, connecting the stylus and the operating member or operated member, together with a member of energy-absorbing material engaging the translating element at the side thereof, to resist and to dissipate transverse vibrations of such element. One embodiment of the invention is illustrated in the drawing wherein Figure 1 is a plan view of such embodiment as applied to a cylinder type phonograph; Fig. 2 is a side elevation of the device on a larger



scale and partially in section; while Fig. 3 is an enlarged detail view illustrating the method of associating the stylus with the translating element.

Dixwell Shop Opened

The Dixwell Music Shop, New Haven, Conn., held the formal opening of its new quarters at 856 Dixwell avenue, recently. A full line of Columbia phonographs, Columbia American and foreign records and musical merchandise is carried.

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

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.

Advance RECORD BULLETINS for April, 1925

Columbia Phonograph Co.

(NEW PROCESS RECORDS)

DANCE MUSIC

- 295-D Will You Remember Me?—Fox-trot, with incidental singing by Ted Lewis, Ted Lewis and His Band 10
- O, Katharina!—Fox-trot, Ted Lewis and His Band 10
- 293-D Oh Lady, Be Good! (From "Lady, Be Good!")—Fox-trot, California Ramblers 10
- Swanee Butterfly—Fox-trot, California Ramblers 10
- 307-D Peter Pan (I Love You)—Fox-trot, Leo Reisman and His Orch. 10
- When You and I Were Seventeen—Fox-trot, Leo Reisman and His Orch. 10
- 294-D You Should Have Told Me—Fox-trot, Art Kahn and His Orch. 10
- Insufficient Sweetie—Slow Fox-trot, Art Kahn and His Orch. 10
- 305-D Cheatin' On Me—Fox-trot, Warner's 7 Aces 10
- When My Sugar Walks Down the Street—Fox-trot, Warner's 7 Aces 10
- 308-D Nobody Knows What a Red-Head Mama Can Do—Fox-trot, The Original Memphis Five 10
- Doo Wacka Doo—Fox-trot, The Original Memphis Five 10
- 298-D Ain't My Baby Grand?—Fox-trot, with Vocal Chorus by Ernest Hare, Nathan Glantz and His Orch. 10
- I Found a Way to Love You—Fox-trot, Nathan Glantz and His Orch. 10
- 287-D Down and Out Blues—Fox-trot, The Cotton Club Orch. 10
- Snag 'Em Blues—Fox-trot, The Cotton Club Orch. 10
- 292-D Play Me Slow—Fox-trot, Fletcher Henderson and His Orch. 10
- Bye and Bye—Fox-trot, Fletcher Henderson and His Orch. 10
- 302-D A Waltz in the Moonlight—Waltz, The Romancers 10
- Listening (From "Music Box Revue 1925")—The Romancers 10
- 291-D My Mother's Humming Lullaby—Waltz, The Mandoliers 10
- Lullaby of Long Ago—Waltz, The Mandoliers 10
- 304-D Alabama Bound—Comedienne, Blossom Seeley 10
- Everybody Loves My Baby—Comedienne, Blossom Seeley 10
- 303-D I'll See You in My Dreams—Vocal Duet, Ford-Glenn 10
- I Made a Hit with Kit-Kit Kitty—Vocal Duet, Ford-Glenn 10
- 297-D Carolina Blues, The Whispering Pianist, Art Gillham 10
- The Deacon Told Me I Was Good, The Whispering Pianist, Art Gillham 10
- 309-D Birmingham Papa, Your Memphis Mamma's Comin' to Town—Vocal Duet, The Dixie Stars, Al Bernard-Russel Robinson 10
- Never Gettin' No Place Blues—The Dixie Stars, Al Bernard, Tenor; Russel Robinson, Pianist 10
- 290-D Cross Words—Baritone Solo, Arthur Fields 10
- I Never Knew How Much I Loved You—Baritone Solo, Arthur Fields 10
- 296-D On My Ukulele—Vocal, Chester Gaylor 10
- Montmartre Rose—Vocal, Chester Gaylor 10
- 299-D The Time Will Come—Tenor Solo, Vernon Dalhart 10
- He Sure Can Play a Harmonica—Tenor Solo, Vernon Dalhart 10
- 288-D Old Black Crow in the Hicky Nut Tree—Vocal, Harry Frankel 10
- Wecpin' Blues—Vocal, Harry Frankel 10
- CHRISTIAN SCIENCE HYMNS
- 65032-D The Mother's Evening Prayer (A Gentle Presence)—Lucy De Mark, Soloist of the First Church of Christ Scientist, Boston, Mass. 12
- Communion Hymn (Saw Ye My Saviour)—Lucy De Mark, Soloist of the First Church of Christ Scientist, Boston, Mass. 12
- NOVELTIES
- 306-D Hawaiian Love Nest—Waltz, Ferera's Hawaiian Instrumental Quartet 10
- Can You Bring Back the Heart I Gave You?—Waltz, Ferera's Hawaiian Instrumental Quartet 10
- 301-D Whistling Bill and the Lark—Whistler Solo, Sibyl Sanderson Fagan 10
- The Bird and the Frog—Whistler Solo, Sibyl Sanderson Fagan 10

- 289-D The Southern Shore—Irish Hornpipe, Patrick Gaffney 10
- My Love Is a Lassie—Irish Quadrille, Patrick Gaffney 10
- 300-D Les Sourires Waltz—Concertina Solo, Alexander Prince 10
- To Thee Waltz (A Toi)—Concertina Solo, Alexander Prince 10
- CONCERT SELECTIONS
- 33051-D All Alone (Berlin)—Tenor Solo, with Orch. Accomp., Charles Hackett 10
- Old Pal (Kahn and Van Alstyne)—Tenor Solo, with Orch. Accomp., Charles Hackett 10
- 65033-D Dinorah: Ombrà Leggiera (Shadow Song)—Part I (Meyerbeer)—Soprano Solo, with Orch. Accomp., Elvira De Hidalgo 12
- Dinorah: Ombrà Leggiera (Shadow Song)—Part II (Meyerbeer)—Soprano Solo, with Orch. Accomp., Elvira De Hidalgo 12
- 65031-D The Londonderry Air (Imported Recording), Hamilton Hartly and Orch. 12
- Angelus (Scenes Pittoresques) (Massenet) (Imported Recording), Court Symphony Orch. 12
- 30023-D Sing Me to Sleep (Greene and Bingham) (Imported Recording)—Baritone Solo, with Orch. Accomp., Louis Graveure 10
- Violets (Wright and Fane) (Imported Recording)—Baritone Solo, with Orch. Accomp., Louis Graveure 10
- 20032-D Spanish Dance (Moszkowski)—Violin Solo, with Emanuel Balaban at the Piano, Sascha Jacobsen 10
- La Cinquantaine (Gabriel-Marie)—Violin Solo, with Harry Kaufman at the Piano, Sascha Jacobsen 10

- Lady of the Nile (Gus Kahn-Isham Jones)—Fox-trot, for Dancing, Isham Jones' Orch. 10
- 2830 Tessie (Johns-Perkins)—Fox-trot, for Dancing, Ray Miller and His Orch. 10
- Will You Remember Me? (Davis-Santley-Richman)—Fox-trot, for Dancing, Ray Miller and His Orch. 10
- 2842 Florida (Greer-Green)—Fox-trot, for Dancing, Bennie Krueger's Orch. 10
- Lady of My Cigarette (Fernandez Kendrick)—Fox-trot, for Dancing, Bennie Krueger's Orch. 10
- 2843 When I Think of You (Rose)—Fox-trot, for Dancing, Gene Rodemich's Orch. 10
- Everybody Loves My Baby (Williams-Palmer)—Fox-trot, for Dancing, Gene Rodemich's Orch. 10
- 2828 Hungaria (Arr. by Frank Black)—Fox-trot, for Dancing, Rhythmic Orch. 10
- 2832 Way Down Home (Donaldson)—Fox-trot, for Dancing, Oriole Orch. 10
- Off and Gone (Gillespie-Kahn)—Fox-trot, for Dancing, Oriole Orch. 10
- 2836 No One (Yellen-Ager)—Comedienne, with Piano and Orch., Piano Accomp. by Phil Ohman, Marion Harris 10
- When You and I Were Seventeen (Kahn-Rosoff)—Comedienne, with Piano and Orch., Piano Accomp. by Phil Ohman, Marion Harris 10
- 2846 When I Think of You (Rose)—Voice and Guitar, Nick Lucas 10
- The Only, Only One (Green-Monaco-Warren)—Voice and Guitar, Nick Lucas 10
- 2829 Take Me Back to Your Heart (Rose-Meyer)—Tenor with Orch., Frank Bessinger 10
- When My Sugar Walks Down the Street (Austin-McHugh-Mills)—Vocal Duet, with Orch., The Radio Franks, Wright-Bessinger 10
- 2834 Please Be Good to My Old Girl (Dixon-Rose Henderson)—Vocal Chorus by Billy Jones and Ernest Hare, Piano Passages by Phil Ohman and Victor Arden)—Fox-trot, for Dancing, Carl Fenton's Orch. 10
- I Don't Want to Get Married (Boland-Brennan-Jerome)—Vocal Chorus by Billy Jones and Ernest Hare)—For Dancing, Carl Fenton's Orch. 10
- 2847 We're Back Together Again (Clare Mencao)—Fox-trot, for Dancing, Ray Miller and His Orch. 10
- I'll Take Her Back If She Wants to Come Back (Leslie-Monaco)—Fox-trot, for Dancing, Ray Miller and His Orch. 10
- 2848 In Shadowland (Lewis-Young-Brooks-Ahlert)—Waltz, for Dancing, Castlewood Marimba Band 10
- Hawaiian Ripples (Olcott Preston)—Vocal, for Dancing, Castlewood Marimba Band 10
- 2822 My Gal Don't Love Me Any More (Russell-Friend)—Vocal Duet, with Orch., The Radio Franks, Wright-Bessinger 10
- Lullaby of Long Ago (Herscher-Burke)—Vocal Duet, with Orch., The Radio Franks, Wright-Bessinger 10
- 2835 Oh Katharina! (Gilbert-Fall)—Fox-trot, for Dancing, Carl Fenton's Orch. 10
- Titini (Bertal-Haubon-Daniderf)—Fox-trot, for Dancing, Carl Fenton's Orch. 10

Brunswick Records

- 15096 Madama Butterfly—Ancora un passo (Entrance of Butterfly) (Act I) (Puccini)—Soprano, with Orch.; in Italian, Edith Mason 10
- Faust—Air des bijoux (Jewel Song) (Act III) (Gounod)—Soprano, with Orch.; in French, Edith Mason 10
- 15097 Dinorah—Sei vendicata assai ('Tis My Remorse) (Meyerbeer)—Baritone, with Orch.; in Italian, Michael Bohnen 10
- Robert Le Diable (Invocation) (Act III) (Meyerbeer)—Baritone, with Orch.; in French, Michael Bohnen 10
- 15098 Polonaise Militaire in A Major (Chopin)—Pianoforte Solo, Josef Hofmann 10
- Melody in F (Rubinstein)—Pianoforte Solo, Josef Hofmann 10
- 30110 Hosanna (Granier)—Tenor, with Orch., Mario Chamlee 10
- Open the Gates of the Temple (Knapp)—Tenor, with Orch., Mario Chamlee 10
- 10167 At Dawning (Eberhart-Cadman)—Baritone, with Orch., John Charles Thomas 10
- In the Gloaming (Orred-Harrison)—Baritone, with Orch., John Charles Thomas 10
- 10166 Au Printemps (To Spring) (Gounod)—Soprano, with Orch.; in French, Elisabeth Rethberg 10
- Nur Wer Die Sehnsucht Kennt (Ye Who Have Yearned Alone) (Tschaikowsky) Cello Obligato by Willem Willeke—Soprano, with Orch.; in German, Elisabeth Rethberg 10
- 50058 Dernier Sommeil De La Vierge (The Virgin's Last Sleep) (Massenet)—Symphony Orch., Henri Verbrugghen, Conductor, Minneapolis Symphony Orch. 10
- Coppelia Ballet (Prelude and Mazurka) (Delibes)—Symphony Orch., Henri Verbrugghen, Conductor, Minneapolis Symphony Orch. 10
- 2839 I Cannot Sing the Old Songs (Claribel)—Contralto, with Orch., Elizabeth Lennox 10
- Juanita (Norton)—Contralto and Tenor, with Orch., Elizabeth Lennox-Frank Munn 10
- 2840 Scotch Melodies ("Blue Bells of Scotland," "Ye Banks and Braes o' Bonny Doon," "Will Ye No Come Back Again?" "Auld Lang Syne")—Vibraphone Solo, with Orch., Joseph Green 10
- Irish Melodies ("Let Erin Remember the Days of Old," "Has Sorrow Thy Young Days Shaded?" "Believe Me If All Those Endearing Young Charms," "The Harp That Once Thro' Tara's Halls")—Vibraphone Solo, with Orch., Joseph Green 10
- 2833 I Can't Realize (De Sylva-Donaldson)—Fox-trot, for Dancing, Isham Jones' Orch. 10

Victor Talking Machine Co.

LIST FOR FEBRUARY 27
VOCAL RECORDS

- 45481 Red, Red Rose.....Richard Crooks 10
- Sun Girl.....Richard Crooks 10
- 19535 Alone (Price).....J. Foster Barnes 10
- So May You (Rowe-Ackley).....J. Foster Barnes 10
- 19544 Calliope Song.....The Seven Musical Magpies 10
- Laughing Song.....The Seven Musical Magpies 10
- 19555 Old Pal.....Henry Burr 10
- You're Just a Flower from an Old Bouquet, Helen Clark-Elliott Shaw 10
- 19561 Nobody Knows What a Red-Head Mama Can Do.....Mitchell Brothers 10
- Popular Medley.....Mitchell Brothers 10
- 19563 Butcher's Boy.....Kelly Harrell 10
- I Wish I Was a Single Girl Again, Kelly Harrell 10
- INSTRUMENTAL RECORDS
- 19536 The Wee MacGregor—Highland Patrol, The Goldman Band 10
- March of the Dwarfs.....The Goldman Band 10
- 19538 Wee Bit o' Heart.....Michel Gusikoff 10
- When Dreams Come True.....Michel Gusikoff 10

(Continued on page 190)

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ADVANCE RECORD BULLETINS FOR APRIL—(Continued from page 189)

F. C. and B. C. Whitney's Production

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AN OPERETTA WITH A BEAUTIFUL and THRILLING SCORE



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Books and Lyrics by HARRY B. SMITH Music Adapted from the Melodies of P. I. TSCHAIKOWSKY by KARL HAJOS

The MAGIC OF MOONLIGHT and LOVE "I HEAR LOVE CALL ME" "EYES THAT HAUNT ME" "THERE'S A GARDEN in LOVELAND" "A LADY Who LIVES FOR LOVE" "SHALL I TELL HIM?"

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- 19545 Indian Love Call... Victor Salon Orch. 10
The World Is Waiting for the Sunrise... Victor Salon Orch. 10
19556 War Dance... Victor Concert Orch. 10
Sioux Flute Serenade... Victor Concert Orch. 10
19567 I Wonder What's Become of Sally... Jesse Crawford 10
The Pal That I Loved Stole the Gal That I Loved... Jesse Crawford 10
DANCE RECORDS
19569 Gotta Getta Girl... Fox-trot, Paul Whiteman and His Orch. 10
Insufficient Sweetie... Waring's Pennsylvanians 10
19539 Medley of Highlands ("Humors of Cappa"—"Green Grows the Rushes"—"Ewe Fling")... McConnell's Four Leaf Shamrocks 10
Medley of Polkas ("Babes in the Woods"—"Moore's Favorite")... McConnell's Four Leaf Shamrocks 10
19540 The Young Teetoler—Reel... Frank Quinn 10
The Frog in the Well—Jig... Frank Quinn 10
19548 Remember—Fox-trot, with vocal refrain, Jean Goldkette and His Orch. 10
I Want to See My Tennessee—Fox-trot, Jean Goldkette and His Orch. 10
19570 All Alone—Fox-trot, International Novelty Orch. 10
Peter Pan—Fox-trot... Waring's Pennsylvanians 10
RED SEAL RECORDS
1058 Barberini's Minuet (H. Bauer)... Harold Bauer Motley and Flourish (Tunes from the 18th Century) (H. Bauer)... Harold Bauer 10
6489 Boris Godounow—Pimen's Monologue (Moussorgsky)... Feodor Chaliapin 12
Boris Godounow—Monologue—I Have Attained the Power (Moussorgsky)... Feodor Chaliapin 12
1068 Coppelia Waltz (Delibes)—In French, Amelita Galli-Curci 10
Serenade (Pierné)—In French, Amelita Galli-Curci 10
6491 Hebrew Dance (Joseph Achron)... Jascha Heifetz 12
Habanera (Spanish Dance) (Sarasate)... Jascha Heifetz 12
1000 Dance of the Gnomes (Liszt)... Guiomar Novaes 10
Witches Dance (MacDowell)... Guiomar Novaes 10
6465 Mignon—Addio, Mignon! (Farewell, Mignon) (Thomas)—In Italian... Schipa 12
Mignon—Ah! non crede vi tu (Pure as a Flower) (Thomas)—In Italian... Schipa 12
1045 Traum durch die Dämmerung (Dream in the Twilight) (Strauss)... Ernestine Schumann-Heink 10
Sapphic Ode (Sapphic Ode) (Brahms)... Ernestine Schumann-Heink 10
6492 The Fire Bird—Part 1 (L'Oiseau de Feu) (Strawinsky)... Stokowski and Philadelphia Orch. 12
The Fire Bird—Part 2... Stokowski and Philadelphia Orch. 12
6493 The Fire Bird—Part 3... Stokowski and Philadelphia Orch. 12
The Fire Bird—Part 4... Stokowski and Philadelphia Orch. 12
FEATURE RECORDS
10003 Martha—Presto, presto (Spinning Wheel Quartet) (Flotow)... Aldo Caruso-Jacoby-Journet 12
Martha—Quartetto notturno (Good Night Quartet) (Flotow)... Aldo Caruso-Jacoby-Journet 12
35342 Träumerei (Reverie) (Robert Schumann)—Cello, Bourdon 12
Hearts and Flowers—Intermezzo (Tobani)—Violin, Flute, Cello, Harp... Florentine Quartet 12
LIST FOR MARCH 6
19565 Oh Mabel... Billy Murray 10
I Couldn't Get to It in Time... Wendell Hall 10
19571 You and I—Fox-trot... Jack Shilkrret's Orch. 10
Will You Remember Me?—Fox-trot, Waring's Pennsylvanians 10
19580 Nobody Knows What a Red-Head Mamma Can Do—Fox-trot... George Olsen and His Music 10
I Can't Stop Babying You—Fox-trot, Charles Dornberger and His Orch. 10
FEATURE RECORDS
828 Manon—Il Sogno (The Dream) (Massenet)—In Italian... Tito Schipa 10
18669 Alabama Moon—Waltz (Geo. H. Green), Hawaiian Trio 10
Wild Flower—Waltz (Mary Earl)—Guitars, Ferera-Franchini 10
LIST FOR MARCH 13
19585 When My Sugar Walks Down the Street... Aileen Stanley 10
I Ain't Got Nobody to Love... Aileen Stanley 10
19582 Why Couldn't It Be Poor Little Me, Cross-Word Puzzle Mamma You Puzzle Me, Frank Crumit 10
19583 Come Back to Erin... Shannon Quartet 10
Killarney... Shannon Quartet 10
19586 O, Katharina!—Fox-trot, International Novelty Orch. 10
Titina—Fox-trot... International Novelty Orch. 10

- FEATURE RECORDS
6172 Lohengrin—Elsas Traum (Elsa's Dream) (Wagner)—German... Maria Jeritza 12
Tannhäuser—Elisabeths Gebet (Elizabeth's Prayer) (Wagner)—German... Maria Jeritza 12
55094 Liebestraum—A Dream of Love (Liszt), Herbert's Orch. 12
Madame Butterfly—Fantasia (Puccini), Herbert's Orch. 12
LIST FOR MARCH 20
19588 Keep Smiling at Trouble (From "Big Boy"), Shannon Quartet 10
When You and I Were Seventeen, Helen Clark-Lewis James 10
19584 The Only, Only One for Me—Fox-trot, Paul Whiteman and His Orch. 10
Lucky Kentucky—Fox-trot, Paul Whiteman and His Orch. 10
19590 No Wonder—Fox-trot, International Novelty Orch. 10
Betty Lee—Fox-trot... Jack Shilkrret's Orch. 10
FEATURE RECORDS
575 Clang of the Forge—(Vaughn Rodney), Emilio De Gogorza 10
Viking Song (There Are Steel Ships Wanted)—(Wright-Coleridge-Taylor) Emilio De Gogorza 10
45202 Virginian Judge—Southern Court Scene—Second Session, Part 1... Walter C. Kelly 10
Virginian Judge—Southern Court Scene—Second Session, Part 2... Walter C. Kelly 10

Edison Disc Records

- ALREADY RELEASED SPECIALS
80816 Going Down the Valley (Fillmore-Pounds), Metropolitan Quartet
Does Jesus Care? (Hall-Rev. F. E. Graen), Metropolitan Quartet
80823 The Fortune Teller, Acts No. 1 (Smith-V. Herbert)... New York Light Opera Co.
The Fortune Teller, Acts No. 2 (Smith-V. Herbert)... New York Light Opera Co.
51472 I'm "Gonna" Tramp! Tramp! Tramp! (Sylvia-Woods)... Ernest Hare
Gotta Getta Girl (Kahn-I. Jones)... Quixy Four
51480 Dancing on the Housepot (E. Christie)—Banjo Solo... Fred Van Eps
On the Village Green (T. H. Rollinson)—Banjo Solo... Fred Van Eps
80818 (a) Were My Sons With Wings Provided (Reynaldo Kahn); (b) You'll Get Heaps O' Lickin's (Clarke)... Betsy Lane Shepherd
The Morn' Eternal (Hayes)... Betsy Lane Shepherd
51465 Songs for Little Boys, No. 1... Arthur Hall
Songs for Little Boys, No. 2... Arthur Hall
51483 Brooke's Triumphal March (Roland E. Seitz), United States Marine Band
National Fencibles March (Souza), United States Marine Band
80620 At Midnight on My Pillow Lying (From "Ermine") (E. Jakobowski)... Elizabeth Spencer
'Tis the Harp in the Air (From "Maritana") (A. V. Wallace)... Elizabeth Spencer
51473 I'm Some-One Who's No-One to You (Tillman), Arthur Hall-John Ryan
Hawaiian Love Nest (Sherwood-Vandersloot), Arthur Hall-John Ryan
51485 Poinsetta Waltz (C. E. Storer)—Piano Solo, Franz Falkenburg
Constellation Waltz (R. M. Stultz)—Piano Solo, Franz Falkenburg
51490—You're Just a Flower From an Old Bouquet (Denni)... Arthur Hall-John Ryan
Please Be Good to My Old Girl (Dixon-Rose), James Doherty
FLASHES
51486 That Soothing Melody (Ventre-Dornberger)—Waltz, with Song by Vernon Dalhart, Nathan Glantz and His Orch.
Show Me the Way (Davis-Lewis-Ross)—Fox-trot, with Song by George Wilton Ballard, Jack Stillman's Orch.
51487 Lucky Kentucky (Rose-Dixon-Henderson)—Fox-trot, with Song by Ernest Hare, Jack Stillman's Orch.
Bye and Bye (The Sun Will Shine) (Pease-Nelson-Vincent)—Fox-trot, Nat. Martin and His Orch.
51488 Blue-eyed Sally (Bernard-Robinson)—Fox-trot, Billy Wynne's Greenwich Village Inn Orch.
You and I (From "My Girl") (Thompson-Archer)—Fox-trot... Polla's Clover Garden Orch.
51491 Keep Smiling at Trouble (Trouble's a Bubble) (From "Big Boy") (Joison-Sylvia-Gensler)—Fox-trot... Golden Gate Orch.
Oh Mabel (Kahn-Fiorito)—Fox-trot, Golden Gate Orch.
51492 Oh, Katharina! (Gihert-Fall)—Fox-trot, with song by Arthur Hall... Green Bros. Novelty Band
How I Love That Girl! (Kahn-Fiorito)—Fox-trot, with Song by Vernon Dalhart... Polla's Clover Garden Orch.
51493 Those Panama Mammans (Are Ruining Me) (Johnson-Billo)—Fox-trot, Green Bros. Novelty Band

- When You and I Were Dancing (From "Hassard Short's Ritz Revue") (Graham-Tennent)—Fox-trot... Nat. Martin and His Orch.
51494 Me Neenyah (My Little One) (Brown Spencer)—Spanish Love Song, Fox-trot, Henri Gendron and His Strand Roof Orch.
Rose of the Moonlight (Leslie-Lodge)—Fox-trot, Henri Gendron and His Strand Roof Orch.
51495 Deep in My Heart, Dear (Donnelly-Romberg) (From "The Student Prince in Heidelberg") Waltz... Polla's Clover Garden Orch.
A Waltz in the Moonlight and You (Parish-Solman)—Waltz, with Song by Helen Clark and Charles Hart, Nathan Glantz and His Orch.
51496 Ever Lovin' Bee (From "Ziegfeld Follies") (Buck-Stamper)—Fox-trot, Ace Brigode and His 14 Virginians
In the Shade of a Sheltering Tree (From "Music Box Revue 1925") (Berlin)—Fox-trot, Ace Brigode and His 14 Virginians
51499 My Mother's Humming Lullaby (Terriss-Wood) Waltz, Introducing Humming by Helen Clark and Joseph Phillips... The Top Notchers
Take Me Back to Your Heart (Rose-Meyer)—Waltz, with Song by Charles Hart, The Top Notchers
51497 Fascinating Rhythm (Ira and G. Gershwin) (From "Lady, Be Good!")—Fox-trot, Green Bros. Novelty Band
Oh, Lady Be Good! (From "Lady, Be Good!") (Ira and G. Gershwin)—Fox-trot, Green Bros. Novelty Band
GENERAL GROUP
82334 Printemps qui commence (Fair Spring Is Returning) (From "Samson et Delila") (Saint-Saens)—In French... Kathleen Howard
Ou va la jeune idouee (Beli Song) (Leo Delibes)—In French—Lakme... Yvonne de Treville
82335 Vesti la giubba (On With the Play) (From I Pagliacci) (Leoncavallo)... Giovanni Zenatello
De' miei bollenti spiriti (From "La Traviata") (Verdi)... Giovanni Zenatello
51476—Sweet Man Joe ("Blues") ("Bub" Miley), Josie Miles
Undertaker's Blues ("Duke" Jones), Rosa Henderson
51477 Mad Mamma's Blues ("Duke" Jones)... Josie Miles
Temperamental Papa (Wending-Brockman)... Josie Miles
"Blues" Song... Josie Miles
51478 Don't Advertise Your Man (Jimmy Foster), Rosa Henderson
Memphis Bound (Fielder Banta-De Rose), Viola McCoy
51482 Carnival Memories (Sartori)—Waltz—Flute, Mandolin and Guitar... Tobias Trio
Georgianna March (Apostini)—Flute, Mandolin and Guitar... Tobias Trio
51498 You Will Never Miss Your Mother Until She Is Gone (Carson-Brockman), G. Austin-G. Reneau, (The Blue Ridge Duo)
Life's Railway to Heaven (Abbey-Tillman), G. Austin-G. Reneau, (The Blue Ridge Duo)

Edison Blue Amberol Records

- 4949 Too Tired—Fox-trot... Polla's Clover Garden Orch.
4952 Follow the Swallow—Fox-trot... Atlantic Disc Orch.
4953 Tell Her in the Springtime (From "Music Box Revue 1925")—Fox-trot, with Song by Charles Hart... Broadway Dance Orch.
4954 The Prisoner's Song... Vernon Dalhart & Co.
4955 Way Out West in Kansas... Vernon Dalhart & Co.
4956 Jerry-Co... Glen Ellison
4958 'O Sole Mio (My Sunshine)—Swiss Harp-Zither, August Eckert
4959 On My Ukulele (Tra La La La), Billy Jones and Ernest Hare, The Happiness Boys
4960 Peter Pan (I Love You)—Fox-trot, Billy Wynne's Village Inn Orch.

Okeh Records

- DANCE RECORDS
40297 I'm Afraid to Care for You (Dave Frank-Harry Owen)—Fox-trot, John Tobin's Midnight Serenaders 10
Why Should I Believe in You? (Playing at Ringside Cafe) (Henri Therrier-Joe Verges-Irwin Seclere)—Fox-trot, Seranton Sirens Orch. 10
40298 Laff It Off (Feat. Kalmal-Harry Ruby)—Fox-trot, with Vocal Chorus by Charlotte Meyers, (Howard Steed, Director), Fintel's Arcadia Orch. of Detroit 10
Ain't My Baby Grand? (Robert King-Ray Henderson)—Fox-trot (Howard Steed, Director), Fintel's Arcadia Orch. of Detroit 10
40301 Big Bad Bill (Is Sweet William Now) (Tobias Ager)—Fox-trot (Howard Steed, Director), Fintel's Arcadia Orch. of Detroit 10
Weepin' the Blues (Fred Rose-Albert E. Short)—Fox-trot (Howard Steed, Director), Fintel's Arcadia Orch. of Detroit 10
(Continued on page 191)

- 40303 Why Couldn't It Be Poor Little Me (Isham Jones)—Fox-trot The Melody Sheiks 10
- Nuthin's Gonna Stop Me Now (Willy White-Bernard Grossman-Rubeley Cowan)—Fox-trot (Harry Reser, Director)..... Okeh Syncopators 10
- 40304 I Can't Stop Babying You (Joe Stanly-Ted Fiorito-Gus Kahn)—Fox-trot (Howard Steed, Director)..... Finzel's Arcadia Orch. of Detroit 10
- Listening (Irving Berlin)—Waltz (Howard Steed, Director)..... Finzel's Arcadia Orch. of Detroit 10
- 40307 O Katharina! (From Balieff's "Chauve-Souris") (Richard Fall)—Fox-trot..... Vincent Lopez and His Hotel Pennsylvania Orch. 10
- Madeline (De Mine) (Cliff Friend-Abel Baer)—Fox-trot..... Vincent Lopez and His Hotel Pennsylvania Orch. 10
- 8198 Careless Love (Playing a Spanish Fort)—Fox-trot..... Original Tuxedo Jazz Orch. 10
- Black Rag (Playing at Spanish Fort) (William Ridgley)—Fox-trot. Original Tuxedo Jazz Orch. 10
- VOCAL RECORDS**
- 40299 Of All My Wife's Relations I Love Myself the Best (Andrew B. Sterling-Will R. Haskins)—Tenor, with Orch..... Billy Jones 10
- I Don't Want to Get Married (I'm Having Too Much Fun) (Myrtle Boland-James Brennan-William Jerome)—Tenor, with Orch..... Billy Jones 10
- 40300 Please Be Good to My Old Girl (Mort Dixon-Billy Rose-Ray Henderson)—Tenor, with Orch..... Bruce Wallace 10
- My Kid (Al Dubin-Jimmy McHugh-Irwin Dash)—Baritone, with Orch..... Ernest V. Stoneman 10
- 40302 When They Ring the Golden Bells for You and Me (Dion De Marbelle)—Male Quartet, Accomp. by Justin Ring Trio, with Chimes and Bells..... Shannon Quartet 10
- I'll Take You Home Again, Kathleen (Thomas P. Westendorf)—Male Quartet, Accomp. by Justin Ring Trio with Bells..... Shannon Quartet 10
- 40312 Me and My Wife—Singing, with Harmonica and Autoharp Accomp..... Ernest V. Stoneman 10
- Freckled Face Mary Jane—Singing, with Harmonica and Autoharp Accomp..... Ernest V. Stoneman 10
- 8199 How Do You Expect to Get My Lovin'? (Butterbeans-Nickerson)—Baritone-Contralto Duet, with Piano Accomp. by Eddie Heywood, Butterbeans-Susie 10
- That Same Dog (Butterbeans-Grasshopper)—Baritone-Contralto Duet, with Piano Accomp. by Eddie Heywood..... Butterbeans-Susie 10

Vocalion Records

- 21012 Down Deep in an Irishman's Heart (Brennan-Dubin-McHugh)—Tenor, with Orch. Accomp., Colin O'More 10
- You're Just a Flower From an Old Bouquet (Denni)—Tenor, with Orch. Accomp., Colin O'More 10
- 14963 Deep in My Heart, Dear (From "Student Prince in Heidelberg") (Donnelly-Ronberg)—Waltz, for Dancing..... Ben Selvin and His Orch. 10
- In Shadowland (Lewis-Young-Brooks-Ahler)—Waltz, for Dancing..... Ben Selvin and His Orch. 10
- 14964 I Can't Realize (De Sylva-Donaldson)—Fox-trot, for Dancing..... Ben Selvin and His Orch. 10
- Alabama Bound (De Sylva-Green-Henderson)—Fox-trot, for Dancing..... Ben Selvin and His Orch. 10
- 14965 Craving (Bernie Charie-Casey)—Fox-trot, for Dancing..... Ben Bernie and His Hotel Roosevelt Orch. 10
- Keep Smiling at Trouble (Jolson-De Sylva-Gensler)—Fox-trot, for Dancing..... Ben Bernie and His Hotel Roosevelt Orch. 10
- 14966 Me Neenyah (Spanish Love Song) (Brown-Spencer)—Fox-trot, for Dancing..... The Ambassadors by the Lake (Lange)—Fox-trot, for Dancing..... The Ambassadors 10
- 14967 How Come You Do Me Like You Do? (Austin-Bergere)—Fox-trot, for Dancing..... The Tennessee Tooters 10
- Hot, Hot, Hottentot (Fisher)—Fox-trot, for Dancing..... The Tennessee Tooters 10
- 14968 Hello, Tucky! (De Sylva-Meyer-Hanley)—Fox-trot, for Dancing..... Ben Bernie and His Hotel Roosevelt Orch. 10
- I Can't Stop Babying You (Santly-Fiorito-Kahu)—Fox-trot, for Dancing..... Ben Bernie and His Hotel Roosevelt Orch. 10
- 14969 Dreams (La Mont-Vau Alstyne)—Waltz, for Dancing..... Miami Marimba Band 10
- Lovely Lady (Wood-Terriss-Rupp)—Waltz for Dancing..... Miami Marimba Band 10
- 14970 Hawaiian Star of Love (Rose)—Hawaiian Players..... Ferera-Franchini 10
- That Soothing Melody (Ventre-Dornberger)—Hawaiian Players..... Ferera-Franchini 10
- 14971 Corazon Roto (Broken Heart) (Levy-McQueen)—Waltz, for Dancing..... The Castilians 10
- La Java (Yvain)—Waltz, for Dancing..... The Castilians 10
- 14972 Alabama Bound (De Sylva-Green-Henderson)—Tenor, with Orch. Accomp..... Irving Kaufman 10
- I Don't Want to Get Married (Boland-Brennan-Jerome)—Tenor, with Orch. Accomp..... Irving Kaufman 10
- 14973 Most of All I Want Your Love (Horne-Fandler)—Tenor, with Orch. Accomp..... Irving Kaufman 10
- I Don't Care What You Used to Be (Dubin-McHugh)—Tenor, with Orch. Accomp..... Irving Kaufman 10
- 14974 Ain't My Baby Grand? (Brown-King-Henderson)—Fox-trot, for Dancing, with Vocal Chorus..... Tuxedo Orch., Harry Reser, Director 10
- My Gal Don't Love Me Any More (Russell-Friend)—Fox-trot, for Dancing, with Vocal Chorus..... Tuxedo Orch., Harry Reser, Director 10
- 14975 If It Wasn't for You (Berg-Fields-Wiedoelt-Rose)—Fox-trot, for Dancing..... Austin Wylie's Golden Pheasant Orch. 10
- China Girl (Halstead-Wagner-Singer)—Fox-trot, for Dancing..... Austin Wylie's Golden Pheasant Orch. 10
- 14978 Best Black (Carle-McKenzie)—Fox-trot, for Dancing..... McKenzie's Candy Kids 10
- Stretch It, Boy (Lange-Bland-McKenzie)—Fox-trot, for Dancing..... McKenzie's Candy Kids 10
- JEWISH**
- 13023 Naches Find Kinder (Girod-Sandler) (In Yiddish)—Tenor, with Orch. Accomp., Aaron Lebedeff 10
- Oy Geward Vi Derleht Men Dus (Girod-Sandler) (In Yiddish)—Tenor, with Orch. Accomp..... Aaron Lebedeff 10
- POLISH**
- 18025 Pojechalem Na Rynek (Namyslowski)—Vocal-Dance..... Hugh Donovan 10

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- 10843 Honest and Truly—Fox-trot..... Joseph Samuels' Music Masters 10
- Keep Smiling at Trouble—Fox-trot..... Nathan Glantz and His Orch. 10
- 10844 Oh! How I Miss You To-Night—Fox-trot..... California Melodie Syncopators 10
- I Like You Best of All—Fox-trot..... California Melodie Syncopators 10
- 10845 Where Is My Sweetie Hiding?—Fox-trot..... Joseph Samuels' Music Masters 10
- I Don't Want to Get Married—Fox-trot..... Nathan Glantz and His Orch. 10
- 10846 Tokio Blues—Fox-trot..... Nathan Glantz and His Orch. 10
- 12th Street Blues—Fox-trot..... Joseph Samuels' Music Masters 10
- 10847 Alabama Bound—Fox-trot..... Pennsylvania Syncopators 10
- Way Down Home—Fox-trot..... Nathan Glantz and His Orch. 10
- 10789 Titine—Latest Fox-trot from France..... Nathan Glantz and His Orch. 10
- Moonlight Memories—Waltz..... Nathan Glantz and His Orch. 10
- LATEST SONG HITS**
- 10848 Without You, Dear—Tenor Solo, with Orch. Accomp..... George W. Ballard 10
- Yearning—Tenor Solo with Orch. Accomp., Sydney Mitchell 10
- 10849—There's One Born Every Minute—Comedy Solo with Orch. Accomp..... Ed Small 10
- Can't Your Friend Get a Friend for Me?—Comedy Solo with Orch. Accomp..... Ernest Hare 10
- NOVELTY AND HAWAIIAN HITS**
- 10850 Ain't Va Comin' Out To-night—Novelty Solo with Violin, Guitar and Harmonica Accomp, Vernon Dalhart 10
- The Prisoner's Song—Novelty Solo, with Violin and Guitar Accomp..... Vernon Dalhart 10
- 10851 Isles of Oahu—Fox-trot—Hawaiian Guitars, Ferera-Paaluhi 10
- Waters of Wakiki—Waltz—Hawaiian Guitars, Ferera-Paaluhi 10
- IRISH SELECTIONS**
- 10721 Molly Brannigan—Tenor Solo, with Orch. Accomp..... Hugh Donovan 10
- The Foggy Dew—Tenor Solo, with Orch. Accomp..... Hugh Donovan 10
- 10606 My Wild Irish Rose—Tenor Solo, with Orch. Accomp..... Walter Scanlan 10
- Kathleen Mavourneen—Tenor Solo, with Orch. Accomp..... Charles Harrison 10
- 10629 Macushla, Tenor Solo, with Orch. Accomp., Walter Scanlan 10
- Nora—Tenor Solo, with Orch. Accomp., Walter Scanlan 10
- 10612 Irish Barn Dance..... Flannigan Bros. 10
- The Maid Is Not Twenty Yet—Medley—Irish Dance..... Flannigan Bros. 10
- 1027 Irish Jigs—Accordion Duet..... Phil and Dan Boudini 10
- Irish Reels—Accordion Duet..... Phil and Dan Boudini 10
- 10628 Witch of the Waves—Medley—Irish Reels, Joseph Samuels-Larry Briers 10
- Miss Johnson's Party—Medley, Irish Hornpipes, Joseph Samuels-Larry Briers 10
- NEW JEWISH RELEASE**
- 13271 Samet Und Zeid..... Jennie Goldstein 10
- Kinder Yulir..... Jennie Goldstein 10

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- DANCE RECORDS**
- 036205 Ain't My Baby Grand?—Fox-trot, with Vocal Chorus by Billy Jones..... Golden Gate Orch. 10
- My Blushing Rose—Fox-trot..... Nathan Glantz and Orch. 10
- 036206 Cuddles and Kisses—Fox-trot, with Vocal Chorus by Billy Jones..... Golden Gate Orch. 10
- When My Sugar Walks Down the Street—Fox-trot..... Hotel Biltmore Orch. 10
- 036207 Lady of the Nile—Fox-trot..... Bar Harbor Orch. 10
- Where the Four-Leaf Clovers Grow—Fox-trot, Golden Gate Orch. 10
- 036208 Thais "Meditation"—Fox-trot..... Original Memphis Five 10
- Italian Rose—Fox-trot..... Nathan Glantz and Orch. 10
- 036209 I Can't Realize You Love Me—Fox-trot..... Bar Harbor Orch. 10
- I found a Way to Love You—Fox-trot..... Nathan Glantz and Orch. 10
- 036210 Why Couldn't It Be Poor Little Me—Fox-trot..... Original Memphis Five 10
- One of These Days—Fox-trot..... Original Memphis Five 10
- 036211 Hot-Hot-Hottentot—Fox-trot..... John Sylvester's Orch. 10
- King Porter Stomp—Fox-trot..... John Sylvester's Orch. 10
- 036212 Lovers' Waltz—Waltz..... Hochman's Novelty Orch. 10
- By the Mississippi—Waltz, Hochman's Novelty Orch. 10

(Continued on page 192)

ADVANCE RECORD BULLETINS FOR APRIL—(Continued from page 191)

**"Let It Rain
Let It Pour"**
*Ill Be In Virginia
In The Morning*
A Dixie Fox Trot Song
With a Great Melody

*If It Wasn't
For You*
**"I WOULDN'T
BE CRYING
NOW"**
A Great Song
and a
Dandy Fox Trot

**"I'M SO
ASHAMED"**
A New Ballad by
the writers of "Why
Should I Cry Over You"

**"I Had Some-
One Else
Before I
Had You"**
*(And Ill Have Someone
After You're Gone)*
Fox Trot Song

"You Can't Go Wrong With Any 'FEIST' Song"

- 036213 Me Neenyah (My Little One)—Fox-trot, F. Henderson Orch.
- Honest and Truly—Fox-trot, Hotel Biltmore Orch.
- 036214 12th St. Blues—Fox-trot, F. Henderson Orch.
- Poplar St. Blues—Fox-trot, F. Henderson Orch.
- 036215 Deep in My Heart Dear (From "The Student Prince")—Waltz, D. Onivas and Orch.
- Haunting Melody—Waltz, D. Onivas and Orch.
- 036216 Titina—Fox-trot, D. Onivas and Orch.
- I Don't Want to Get Married—Fox-trot, with Vocal Chorus by Billy Jones, D. Onivas and Orch.
- 036217 The Love Song (From "The Love Song")—Waltz, Carolina Club Orch.
- My China Rose (From "China Rose")—Fox-trot, D. Onivas Orch.
- 036218 Pickin' On Your Baby—Fox-trot, Five Birmingham Babies
- You Better Keep the Home Fires Burning ("Cause Your Mama's Getting Cold"), Five Birmingham Babies
- 032108 Blue Eyed Sally—Tenor Duet, Arthur Hall-John Ryan
- When You and I Were Seventeen—Tenor Duet, Arthur Hall-John Ryan
- 032109 I'll See You in My Dreams—Tenor, Charles Warren
- I Never Knew How Much I Loved You—Baritone, Frank Sterling
- 032110 I Like Pie—I Like Cake (But I Like You Best of All)—Miss Lee Morse and Her Blue Grass Boys
- Home—Miss Lee Morse and Her Blue Grass Boys
- 032111 The Chain Gang Song—Tenor, Bob Massey
- Mother and Home—Tenor, Bob Massey
- 032112 Birmingham Papa—Al Bernard, Piano Accomp. by Russell Robinson, Dixie Stars
- My Gal Jo—Al Bernard, Piano Accomp. by Russell Robinson, Dixie Stars
- HAWAIIAN RECORDS**
- 021136 Mol Uhane Waltz (Dreaming), Ferera's Waikiki Orch.
- The Honolulu Hicki-Boola-Boo, Ferera's Waikiki Orch.
- INSTRUMENTAL RECORDS**
- 021133 Ben Bolt—Jules Levy, Jr.'s Brass Quartet
- When You and I Were Young—Jules Levy, Jr.'s Brass Quartet
- 021134 Witch of the Waves (Medley of Irish Reels)—(1) "Witch of the Waves," (2) "Half Penny," (3) "Parnell's," (4) "Temperance," (5) "Blode," Fiddlin' Floyd Taylor
- Miss Johnson's Party (Medley of Irish Horn pipes)—(1) "Miss Johnson's Party," (2) "Mississippi," (3) "Fisher's," (4) "Ladies' Triumph," (5) "Saratoga," Fiddlin' Floyd Taylor
- 021135 The Gossip—Intermezzo Polka, Marzini Bros.
- I'll Take You Back to Little Italy, Marzini Bros
- 025131 I'll Buy the Ring and Change Your Name to Mine, Cliff Edwards (Ukelele Ike)
- Cheating—Cliff Edwards (Ukelele Ike)
- 025132 Let Me Linger Longer in Your Arms—Cliff Edwards (Ukelele Ike)
- That's All There Is, There Ain't No More—Cliff Edwards (Ukelele Ike)

Domino Records

- DANCE RECORDS**
- 3454 O, Katharina—Fox-trot, Newport Society Orch.
- Mandarin—Fox-trot, Imperial Dance Orch.
- 3455 Oh Lady, Be Good, from "Lady, Be Good"—Fox-trot, Hollywood Dance Orch.
- Collegiate Walk—Fox-trot, Hollywood Dance Orch.
- 3456 How Do You Do—Fox-trot, Six Black Dominos
- The Prince of Waits—Fox-trot, Strand Roof Orch.
- 3457 Lucky Kentucky—Fox-trot, Strand Roof Orch.
- Doo Vacka Doo—Fox-trot, Six Black Dominos
- 3458 Alabama Bound—Fox-trot, Club Wigwam Orch.
- All the Way from Tennessee—Fox-trot, Missouri Jazz Band
- 3459 Honest and Truly—Waltz, Hollywood Dance Orch.
- In a Flower'd Garden—Fox-trot, Hollywood Dance Orch.
- 3460 Titina—Fox-trot, Bar Harbor Society Orch.
- Lonely and Blue—Fox-trot, Imperial Dance Orch.
- 3461 Listening, from "Music Box Revue"—Waltz, Sweet Kisses—Waltz, Newport Society Orch.
- VOCAL RECORDS**
- 3462 Will You Remember Me?—Baritone Solo, with Guitar, Harry Richmond
- When the Rest of the World Don't Care—Tenor Solo, with Orch. Accomp., Billy Burton
- 3463 California Poppy—Baritone Solo, with Guitar, Harry Richmond
- When It's Moonlight on the Meadow—Baritone Solo, with Guitar, Arthur Fields
- 3464 Honest and Truly—Soprano Solo, with Orch. Accomp., Yvette Rugal
- Broken Dreams—Tenor Solo, with Orch. Accomp., Hugh Donovan
- 3465 Away from You—Tenor Solo, with Orch. Accomp., Hugh Donovan
- Let Me Be the First to Kiss You Good Morn-

- ing—Male Duet, with Orch. Accomp., Hall Ryan
- 3466 The Prisoner's Song—Tenor Solo, with Novelty Accomp., Bob White
- Doin' the Best I Can—Tenor Solo, with Novelty Accomp., Bob White
- 3467 Rose Marie, from "Rose Marie"—Tenor Solo, with Orch. Accomp., Billy Burton
- Indian Love Call, from "Rose Marie"—Soprano Solo, with Orch. Accomp., Yvette Rugal
- RACE RECORDS**
- 3468 Thunderstorm Blues—Comedienne, with Novelty Accomp., Josie Miles
- Bitter Feelin' Blues—Comedienne, with Novelty Accomp., Josie Miles
- 3469 Let's Agree to Disagree—Duet, with Novelty Accomp., Josie Miles-Jazz Casper
- It's the Last Time I'll Be a Pastime for You—Duet, with Novelty Accomp., Josie Miles-Jazz Casper

Regal Records

- 9763 Oh Lady, Be Good (From "Lady, Be Good")—Fox-trot, Imperial Dance Orch.
- I Can't Realize You Love Me—Fox-trot, Moulin Rouge Orch.
- 9784 Titina—Fox-trot, Moulin Rouge Orch.
- There'll Be Some Changes Made—Fox-trot, Moulin Rouge Orch.
- 9785 Listening (From "Music Box Revue")—Waltz, Bar Harbor Society Orch.
- A Waltz in the Moonlight and You—Waltz, Hollywood Dance Orch.
- 9786 O Katharina—Fox-trot, Bar Harbor Society Orch.
- Roses and You—Fox-trot, Hollywood Dance Orch.
- 9787 How Do You Do—Fox-trot, Missouri Jazz Band
- Lonely and Blue—Fox-trot, Hollywood Dance Orch.
- 9788 Lucky Kentucky—Fox-trot, Henri Grendron and His Strand Roof Orch.
- The Prince of Waits—Fox-trot, Henri Grendron and His Strand Roof Orch.
- 9789 Alabama Bound—Fox-trot, Fletcher Henderson Orch.
- Collegiate Walk—Fox-trot, Missouri Jazz Band
- 9790 Honest and Truly—Waltz, Continental Dance Orch.
- Sweet Kisses—Waltz, Continental Dance Orch.
- 9791 Will You Remember Me—Baritone Solo, with Guitar, Harry Richmond
- California Poppy—Baritone Solo, with Guitar, Harry Richmond
- VOCAL RECORDS**
- 9792 Honest and Truly—Soprano Solo, with Orch. Accomp., Yvette Rugal
- Broken Dreams—Tenor Solo, with Orch. Accomp., Billy Burton
- 9793 Away from You—Tenor Solo with Orch. Accomp., Billy Burton
- Let Me Be the First to Kiss You Good Morning—Male Duet, with Orch. Accomp., Hall-Ryan
- 9794 Indian Love Call (From "Rose Marie")—Soprano Solo, with Orch. Accomp., Yvette Rugal
- Rose Marie (From "Rose Marie")—Tenor Solo, with Orch. Accomp., Billy Burton
- 9795 The Prisoner's Song—Tenor Solo, with Novelty Accomp., Vernon Dalhart
- Doin' the Best I Can—Tenor Solo, with Novelty Accomp., Vernon Dalhart
- VOCAL BLUES RECORDS**
- 9796 Let's agree to Disagree—Duet, with Novelty Accomp., Josie Miles-Jazz Casper
- It's the Last Time I'll Be a Pastime for You—Duet, with Novelty Accomp., Josie Miles-Jazz Casper
- 9797 Thunderstorm Blues—Comedienne, with Novelty Accomp., Josie Miles
- Bitter Feelin' Blues—Comedienne, with Novelty Accomp., Josie Miles

Banner Records

- 1486 Oh, Lady Be Good (From "Lady, Be Good")—Fox-trot, Imperial Dance Orch.
- I Can't Realize You Love Me—Fox-trot, Moulin Rouge Orch.
- 1492 Titina—Fox-trot, Moulin Rouge Orch.
- There'll Be Some Changes Made—Fox-trot, Moulin Rouge Orch.
- 1491 Listening (From "Music Box Revue")—Waltz, Bar Harbor Society Orch.
- A Waltz in the Moonlight and You—Waltz, Hollywood Dance Orch.
- 1485 O Katharina—Fox-trot, Bar Harbor Society Orch.
- Roses and You—Fox-trot, Hollywood Dance Orch.
- 1489 How Do You Do—Fox-trot, Missouri Jazz Band
- Lonely and Blue—Fox-trot, Hollywood Dance Orch.
- 1490 Lucky Kentucky—Fox-trot, Henri Grendron and His Strand Roof Orch.
- The Prince of Waits—Fox-trot, Henri Grendron and His Strand Roof Orch.
- 1488 Alabama Bound—Fox-trot, Fletcher Henderson Orch.
- Collegiate Walk—Fox-trot, Missouri Jazz Band
- 1487 Honest and Truly—Waltz, Continental Dance Orch.
- Sweet Kisses—Waltz, Continental Dance Orch.
- 1493 Will You Remember Me—Baritone Solo, with Guitar, Harry Richmond

- California Poppy—Baritone Solo, with Guitar, Harry Richmond
- VOCAL RECORDS**
- 1495 Honest and Truly—Soprano Solo, with Orch. Accomp., Yvette Rugal
- Broken Dreams—Tenor Solo, with Orch. Accomp., Billy Burton
- 1497 Away from You—Tenor Solo, with Orch. Accomp., Billy Burton
- Let Me Be the First to Kiss You Good Morning—Male Duet, with Orch. Accomp., Hall-Ryan
- 1494 Indian Love Call (From "Rose-Marie")—Soprano Solo, with Orch. Accomp., Yvette Rugal
- Rose-Marie (From "Rose-Marie")—Tenor Solo, with Orch. Accomp., Billy Burton
- 1496 The Prisoner's Song—Tenor Solo, with Novelty Accomp., Vernon Dalhart
- Doin' the Best I Can—Tenor Solo, with Novelty Accomp., Vernon Dalhart
- VOCAL BLUES RECORDS**
- 1499 Let's Agree to Disagree—Duet, with Novelty Accomp., Josie Miles-Jazz Casper
- It's the Last Time I'll Be a Pastime for You—Duet, with Novelty Accomp., Josie Miles-Jazz Casper
- 1498 Thunderstorm Blues—Comedienne, Novelty Accomp., Josie Miles
- Bitter Feelin' Blues—Comedienne, Novelty Accomp., Josie Miles

Cameo Records

- DANCE RECORDS**
- 652 Let Me Be the First to Kiss You Good Morning—Fox-trot, Henry Santrey and His Cameo Record Orch.
- Oh Those Eyes—Fox-trot, Paul Van Loan and His Orch.
- 678 Everybody Loves My Baby (But My Baby Don't Love Nobody But Me)—Fox-trot, Lou Gold and His Orch.
- Alabama Bound—Fox-trot, Broadway Broadcasters
- 679 Oh Lady, Be Good (From "Oh Lady, Be Good")—Fox-trot, Paul Van Loan and His Orch.
- Laughin' At You—Fox-trot, Egzii Olympic Theatre Orch.
- 680 I Ain't Got Nobody to Love—Fox-trot, Varsity Eight
- Ain't My Baby Grand?—Fox-trot, Varsity Eight
- 681 Will You Remember Me?—Fox-trot, with Vocal Refrain, Bob Haring and His Orch.
- You Flew Away from the Nest—Fox-trot, Statler Hotel Dance Orch. (Buffalo, N. Y.)
- 682 Bring Back Those Rock-a-Bye Baby Dances—Fox-trot, Lou Gold and His Orch.
- Choo-Choo (I Gotta Hurry Home)—Fox-trot, Dixie Daisies
- 683 O, Katharina! (From "Balleff's Chauve-Souris")—Walk-Around or Shimmy, Lou Gold and His Orch.
- Doing the Town—Fox-trot, Bob Haring and His Orch.
- 684 Why Couldn't It Be Poor Little Me—Fox-trot, Bob Haring and His Orch.
- Please Be Good to My Old Girl—Fox-trot, Paul Van Loan and His Orch.
- 685 I'll See You in My Dreams—Fox-trot, Bob Haring and His Orch.
- Oriental Moon—Fox-trot, Ralph Harrison and His Orch.
- VOCAL RECORDS**
- 651 The Lost World (From the Photoplay "The Lost World")—Tenor Solo, William Robyn
- The Reason I Love You (Because I Do)—Tenor Solo, William Robyn
- 686 When You and I Were Seventeen—Tenor Solo, William Robyn
- If You See That Gal Of Mine Send Her Home—Tenor Solo, William Robyn
- 687 Nobody Knows What a Read Head Mamma Can Do—Duet, Salt and Pepper
- Insufficient Sweetie—Duet, Salt and Pepper
- STANDARD RECORDS**
- 638 Sweet Lei Lehua—Hawaiian, with Vocal Refrain, Ferera-Franchini
- Maui Girl—Hawaiian, with Vocal Refrain, Ferera-Franchini
- 688 Out of the Dusk (To You)—Concert, Cameo Studio Ensemble
- Chanson Bohemienne—Concert, Cameo Studio Ensemble

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Bye Bye Baby—Fox-trot	Lee Sims
Cross Words—Fox-trot	Clare Winters
Everybody Loves My Baby—Fox-trot	Lee Sims
Fascinating Rhythm ("Lady Be Good")—Fox-trot	Robert Billings
Georgia Lullaby—Waltz	
Hot Hot Hottentot—Fox-trot	Cal Welch
I Like You Best of All—Fox-trot	Lee Sims
In Shadowland—Waltz	
I Want You Back Old Pal—Fox-trot	Clare Winters
June Brought the Roses—Waltz	
The Melody That Made You Mine—Waltz	
O Katharine! ("Chauve Souris"—One-step)	Carl Ober
Polly of Hollywood ("Music Box Revue")—Fox-trot	Jack Pierce
Pretty As a Picture—Fox-trot	Cal Welch
Silver Sands of Waikiki—Waltz	
Sob Sister Sadie—Fox-trot	Clare Winters
Take Me Back to Your Heart—Waltz	
Tramp! Tramp! Tramp!—Fox-trot	Cal Welch
Way Down Home—Fox-trot	Clare Winters
Where Are You To-Night—Waltz	Harold Wansborough

LIBRARY EDITION WORD ROLL

A. J. Lehmkuhl Manager of the L. Grunewald Co.

NEW ORLEANS, LA., March 2.—A. J. Lehmkuhl, formerly associated for thirty years with Lyon & Healy, Chicago, and manager of their piano and player departments for twelve years, has arrived in New Orleans to become general manager of the L. Grunewald Co., Inc.

B. M. Grunewald, president of the Grunewald Co., chose Mr. Lehmkuhl after a careful search for a man of the caliber that would perpetuate or, if possible, improve the standards of the house.

Mr. Lehmkuhl has had only the best training in the music business, and has been associated with Steinway piano agencies all of his life, a fitting man to take active command in an old reliable music house as is Grunewald's.

Starr Pacific Coast Plant

LOS ANGELES, CAL., March 7.—Announcement was made at the annual banquet of the Los Angeles Chamber of Commerce that the Starr Piano Co. will erect a factory on the Pacific Coast, choosing Los Angeles as a logical center for distribution. Fred Gennett, secretary of the Starr Piano Co. of Richmond, Ind., and president of the Starr Piano Co. of California, is in Los Angeles and has been very actively engaged in arranging for a suitable site for the new factory.

Russell & Rigg, music dealers, Altoona, Pa., have opened a basement storeroom which more than doubles the floor space formerly used by the concern. The new quarters have been attractively decorated and fitted up.

Dictogrand

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